

Visit
Urner Barry
in Boston at
Booth 364



Visit
Urner Barry
in Brussels at
Booth 6-842



U.S. is likely to set record for shrimp consumption

Official figures from the National Marine Fisheries Service (NMFS) have yet to be released, but with the surge in shrimp imports in 2017, and an increase in domestic production, the U.S. is likely to see record shrimp consumption for the past year.

Total imports set a record of 1.466 billion pounds, up from 1.334 billion pounds in 2016.

Meanwhile, Gulf domestic production increased from 93.8 million pounds in 2016 to 100.01 million pounds in 2017.

Exports of warm water shrimp fell slightly to 7 million pounds from 7.5 million pounds the year before.

This suggests a nominal increase in supply of 139.2 million pounds, which is certainly enough to move the per capita numbers.

Last year, NMFS and the National Fisheries Institute (NFI) reported total U.S. shrimp consumption, converted to edible weight, equaled 4.1 pounds per capita.

The raw pounds increase in 2017 would equate to an additional .4 pounds of



product weight per capita, but the final figures are converted to edible weight. Applying the increase to the edible weight calculations NMFS used in 2016 would suggest an increase of 9 percent or a

Continued on page 69

Egg whites...there's a pulse...

Stable, low prices leading to renewed interest



Many varieties of meal replacement bars now contain egg whites.

U.S. egg white prices have been on nothing short of a rollercoaster ride over the last five years. Motivated by foodservice promotion and shortages relating to avian influenza, our quotations hit all-time highs in 2014 and again in 2015. Dried prices surpassed \$15 per pound on both occasions, forcing manufacturers to look at alternatives and find ways to reduce their dependence on the product as an ingredient.

As the supply chain recovered through early 2016, processors found that demand had been temporarily destroyed. Even though prices fell from all-time highs to decade-lows, much like the rest of the egg market, manufacturers just couldn't stomach the volatility, fear of additional supply disruption, or had already changed their labels. Inventories saw a subsequent

Continued on page 68

On the inside



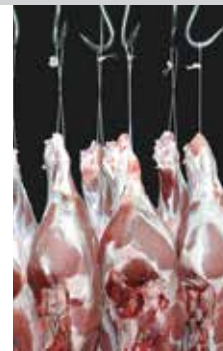
4 Brexit negotiations are a real focus point for the meat and egg industry.

Market access, tariffs, import standards and labor are all key concerns.



10 Women in the seafood sector are growing in number.

The seafood industry can now boast that women account for half of their workforce.



55 Choice to Select Spread widened during 4Q of 2017.

Could a new camera grading technology have an impact on marbling score?

Quality Is a Family Tradition

LaMonica

SINCE 1923

**Wave Goodbye to Winter
with our Scungilli, Clam Juice,
and Clam Strips!**

**Visit Our Booth #851
SENA Expo
Boston, MA
March 11-13, 2018**



Wild-Caught

Sustainable Fishery

Made in the USA

www.lamonicafinefoods.com

1-800-922-1141, option 3

PUBLISHER

Paul Brown Jr.

SENIOR EDITOR

Russ Whitman

MANAGING EDITOR

Joe Muldowney

CONTRIBUTORS

Russell Barton
Amanda Buckle
Lorin Castiglione
Jamie Chadwick
Nicole Christie
Jocelyn Garcia-Rojas
Brandon Guenther
Jim Kenny
Jennipher Mack
Gary Morrison
Brian Moscogiuri
Jake Muldowney
Emma Penny
Angel Rubio
John Sackton
Janice Schreiber
Curt Thacker
Laura Zinger

COPY EDITORS

Amanda Buckle
Jamie Chadwick
Linda Lindner

ART DIRECTOR

Glenn F. Juszczak

PRODUCTION MANAGER

Chris Ashley

ASSOCIATE DESIGNER

Maria Morales

ADVERTISING

Nicole Christie
Janice Schreiber

SUBSCRIPTION INFORMATION - 800-932-0617



Urnner Barry's Reporter (ISSN 1944771X) is published quarterly by Urner Barry Publications, 1001 Corporate Circle, Toms River, NJ 08755. Periodicals Postage Paid at Toms River, NJ 08755 and additional offices. POSTMASTER: Send address changes to Urner Barry's Reporter, 1001 Corporate Circle, New Jersey 08755.

Subscription to Urner Barry's Reporter is free. Mail subscription orders and changes to Urner Barry's Reporter, Subscription Department, 1001 Corporate Circle, Toms River, NJ 08755 or call 800-932-0617.

Printed in the U.S.A. Copyright © 2018
Tel. 732-240-5330 • Fax 732-341-0891
www.urnerbarry.com • mail@urnerbarry.com

Nothing may be reproduced in whole or part without written permission from the publisher.

Center of the plate

Page 1 ►

U.S. is likely to set
record for shrimp
consumption



◀ Page 1

Egg whites: stable, low prices
leading to renewed interest



International Women's Day

As we come upon International Women's Day, this issue highlights several fascinating women in the seafood industry. Featuring accounts of how they got started, interesting facts from their careers are retold, and they even offer some advice for future leaders in the seafood trade.

See pages 10, 50, and 64.

Main ingredients

- 4 Brexit negotiations crucial to UK meat and egg sectors
- 17 AEB: Building on Success in 2018
- 18 Shrimp imports up 10% over prior year
- 20 What is blockchain and how can it benefit agriculture?
- 24 Will consumers embrace foodservice alternatives to chicken? ►
- 28 2017: A wild ride for pork bellies & bacon
- 32 Beef demand shows strength in the face of growing supplies
- 34 A new breed of retail for a new consumer environment
- 36 Further Alaska Opilio cutbacks anticipated in eastern Canada
- 38 Meat exports key in absorbing larger output in 2018
- 40 EU recovering from fipronil
- 42 Drought in SW, elsewhere could affect beef cattle herd plans for 2018-2019
- 47 Temporary ease on SIMP entry rules to end
- 49 Record-setting crop season in 2017



- 58 National Turkey Federation: Seeing through the myths
- 67 Progress not perfection in opening Indian market to U.S. poultry

News bites

- 8 There appears to be a new normal in brisket pricing
- 12 The best places to dine while at Seafood Expo North America
- 14 Poke bowls gain popularity and break records
- 25 Seafood industry kicks off 2018 with NFI's GSMC
- 45 Traveling back in time with CenSea
- 46 Chicken wings sales deflate as NFL ratings continue to wane
- 48 What consumers crave when it comes to beef
- 52 American Egg Board and Tyson Foods Partner on Disaster Relief
- 53 How food & fashion come together
- 54 Urner Barry's analytics director presents at Aqua Expo & Aqua India
- 55 USDA cattle grading alters Choice and Select spread
- 56 Excellence eliminates empty tables, steakhouse owner says
- 60 Spring 2018 food trends
- 62 Urner Barry's seafood import workshop heads to Los Angeles

A la carte

- 6 Fermented is the new fresh
- 15 The secret about secret menus is out!
- 16 United Kingdom considering new tax on meat
- 22 When in doubt, add bacon
- 26 Hook, line, and dinner ►
- 30 Complete personalized nutrition solution, from test to table
- 44 Food criticism moves from food journalism to social media
- 66 Hawaii's import situation
- 70 What's in a (misspelled) name?



Brexit negotiations crucial

Within the UK, Brexit negotiations are a real focus point for the meat and egg industry. In the article below, AgriBriefing's Emma Penny looks at the main areas of concern.

For many people, the Brexit negotiations between the British Government and the European Commission have become ongoing background noise. But for the protein sectors in the UK, leaving the European Union could have a massive impact. Market access, tariffs, import standards and labor are all key concerns.

In 2016, the UK exported about £13.8bn (US\$19.5bn) of food and non-alcoholic drinks according to the National Farmers Union, with 71.4% of those exports



going to the EU, the balance to non-EU markets. The top three markets were Ireland, the United States and France, with exports varying from high value foods, down to products which struggle to find a market within the UK, such as carcass fifth quarters.

The UK has a negative agri-food trade balance of £22.4bn (US\$31.7bn), so it is

a net importer of food — with a self-sufficiency of 61% for all food and 75% for indigenous food. In theory at least, this should mean there is scope for the UK food chain to fill that gap, but in practice it is more difficult — and that is before accounting for what might happen with different tariff scenarios.

A study by the Agri-Food and Biosciences Institute in Belfast, in partnership with the Food and Agriculture Policy Research Institute and University of Missouri analyzed the impact of three potential scenarios — a bespoke Free Trade Agreement with the EU; WTO default Most Favored Nations tariff; and Unilateral Trade Liberalization. The study found that every scenario would see agricultural markets disrupted.

For the UK pig industry, retaining the ability to export freely is critical, with about 70% of the UK's pig meat exports going to the EU. Maintaining tariff-free access to the EU is a priority for pig producers as most cull sow carcasses go to Germany. Additional cost — estimated at 45p/kg under WTO schedules — would see this market become unviable, warn specialists.

Some non-EU countries are also key markets, particularly for carcass parts which do not have a ready market in the UK. Industry analysts believe the ability to export these cuts, rather than seeing them as waste, adds about £30 (US\$42.37) to a carcass.

For lamb producers — whose lightweight carcasses are a key export — weakened Sterling after the Brexit vote and throughout 2017 led to UK exporters being increasingly competitive in some of the main export destinations for lamb. Last year, volumes exported to almost all the main destinations (excluding the French market which will be at similar levels) recorded double digit improvements. With more than 30% of UK lamb being exported, 96% of it to the EU, retaining EU market access is critical.



Dolphin Trading, Inc.

P.O. Box 82191 Atlanta, GA 30354
sales@dolphintrd.com
770-957-5534

Dolphin Trading, Inc.
is an exporter of
agricultural commodities
with a focus on shell eggs

Our main areas are the
Middle East, Europe,
Far East and Caribbean

**PRIMARY
AGRICULTURAL
PRODUCTS**

FRESH SHELL EGGS

EGG PRODUCTS

APPLES

PEARS

CITRUS

to UK meat and egg sectors

However, the fall in Sterling has also had negative effects, with the price of inputs rising overall by 5% since the EU Referendum, according to Defra's Agricultural Price Index. Some key inputs have seen much greater increases, with feed wheat prices up 28%, fertilizer rising by 25% and energy costs up by 8% since the vote, according to the National Farmers Union.

Aside from the much-mentioned chlorinated chicken issue, UK producers remain very concerned about the potential for trade deals to allow the home market to be undermined by imports which can be produced at lower cost.

For many years now, UK producers have been banned from using farm practices which are still routine in many other countries such as sow stalls and routine antibiotic use. They argue that allowing

products from other countries where these systems can be used and are able to produce at lower cost will therefore undermine the market, reducing prices across the board and are asking for equivalent standards to be set for any imports.

Access to labor also remains a key issue, with many farms and processors relying on overseas labor. Almost 60% of businesses in the pig sector employ at least one migrant worker, while the British Poultry Council says the UK industry employs more than 37,000 people, of whom more than 60% are EU nationals. Maintaining the ability to employ these people is essential, it says. "We're calling on the Government to secure continued access to quality labor. We would like to see a flexible visa system that allows migrant workers to come to the UK for specific roles on a semi-permanent basis. We would

"The study found that every scenario would see agricultural markets disrupted."

like a system that recognizes 'poultry meat' as an industry that under a visa system can bring in migrant labor for roles that cannot be filled with UK labor."

With so much still to be negotiated – and any trade discussions not yet begun – it is clear there is much to do. Representatives for the UK meat and egg industries are working hard to ensure their sectors are not adversely affected by Brexit, but there are likely to be many more twists and turns on this issue before any certainty. **LB**

Article contributed by **Emma Penny**
emma.penny@agribriefing.com



Cal-Maine Foods, Inc.

Sustainable!

**America's Largest
Producer/Marketer of Fresh Eggs**

**Contact: Alan Andrews
3320 Woodrow Wilson Ave. • Jackson, MS 39209
601-948-6813 • www.calmainefoods.com**

Fermented is the new fresh

Eating healthy isn't a trendy idea. Balanced food choices and good nutrition are never going to go out of style. However, every few months there's a new contender for the "healthiest" kind of food, a battle fought in the trenches of the Web. Here foodies, nutritional advisors, and blogging doctors wage war over the future of our stomachs. In 2017, some of the biggest winners in this fight were fermented foods.

At one point, if you suggested a foodstuff literally drenched in preservatives to a nutrition enthusiast, they'd laugh at you before sipping their glass of freshly pressed apple and kale juice. Now, though, fermented foods are moving to the forefront of the health food complex, courtesy of a new emphasis on microbial health.

Fermented foods contain probiotics, bacteria that is beneficial to the human body. These microorganisms help

maintain the function of our gastrointestinal tracts, improving digestion, nutrient absorption, and immune system function. Similarly to how individual strains of pathogens make people sick in different ways, different strains of probiotics promote beneficial functions in the body. Until recently, most probiotics in the U.S. were found in dietary supplements, but many people prefer not to take pills for



their nutrition. Enter fermented foods. Foods that are fermented during production (like yogurt, sauerkraut, and kimchi) contain large amounts of probiotics, and in a variety of strains. as a result, these items are on the way up in public awareness.

One rising star is kombucha,

"...different strains of probiotics promote different functions in the body."

a tea brewed with a bacteria and yeast culture. Kombucha fans have asserted a large, but generally poorly-studied range of health benefits associated with the drink. Since 2010 (when a scare related to alcohol content removed the product from many shelves), every year has seen growth in kombucha consumption and awareness across the U.S. In late 2016, PepsiCo acquired KeVita, a soft drink company specializing in probiotic beverages and whose products included the fermented drink. Investors in kombucha anticipate a popularity trajectory similar to that of yogurt, another fermented food that commercialized to great success over the past century.

Before trying any of these foods, be aware — making them at home is possible, but it's a process that, depending on the end product desired and ingredients used, requires careful control. A botched batch of homemade kombucha can leave you worse off than being low on probiotics. Other well-known fermented foods include miso, sourdough bread, pickles, natto, and, of course, beer. While the overall health benefits from each of these vary widely, they've all got probiotics in common. **UB**

Article contributed by Jake Muldowney
mail@urnerbarry.com



WE CAN HANDLE ALL YOUR TRANSPORTATION NEEDS!



Arrange for pickups and deliveries

Drivers are independent and professional

Work with any frozen products

Provide service in all 48 continental states

Specialize in LTL and full truckloads

Call Toll Free for our California and Florida Division (888) 345-7441

4810 Williamsburg • P.O. Box 189 • Federalsburg, MD 21632

Toll-Free: (800) 984-9524 • Phone: (410) 943-0200

Fax: (410) 943-0206 • E-mail: wcole@wintransportinc.net

www.wintransportinc.com

CUTTING EVERYTHING EXCEPT CORNERS

We are Passionate about Food Cutting, our people, and more importantly, about YOU. With a forward thinking commitment to safety, sanitation and output, we keep your interests in mind with every innovation. And that starts with making sure you are paired with the right machine for your needs. We don't stop there. Our level of Customer Service matches that of our design innovation — nothing less than exceeding expectations every day, with every call.

THE NEXT GENERATION PUMA EB

**MAKING PERFORMANCE
AND PRECISION EVEN
EASIER.**



**The next generation PUMA EB is easier to operate
and clean than ever before:**

- A new and intuitive touch screen makes operation simpler and faster
- A directly wired conveyor belt is now easily cleaned by pivoting the belt without having to remove it from the machine
- A "Wizard" for creating new cutting programs and quick selection buttons
- Back-up data and transfer software updates with a USB stick

Always a strong performer for tempered products as cold as 28°F, the PUMA EB also has a soft side for delicate products and can:

- Cut up to 400 slices per minute with a double blade
- Minimize setup time and maximize variety from bone-in meats to cheeses
- Deliver multiple thicknesses and portions from a single product
- Be cleaned and sanitized easily with TREIF's open design

Passion for Food Cutting



Stay up to date with all of the latest news from TREIF USA:



WWW.TREIFUSA.COM • 203.929.9930

Visit TREIF USA at the
2018 GMA FMI Supply Chain Conference
April 15-17, 2018
Orlando, FL



There appears to be a new normal in brisket pricing

For those that have their focus on the brisket, what they have witnessed over the past few years is a reset of price expectations into a new normal for the market. While prices have come down from their peak in January 2015, the cost of doing business is a lot higher than even five years ago. The jump in prices can be attributed to several things, both supply-based and demand-related impacts.

When beginning to think about what sparked the initial jump in the price of the brisket, the historic drought that surfaced in Texas in 2010 and reached epic levels in the heartland states of the U.S. in 2012 has put cattle inventories at 60-year lows. Cattle herd reductions became the norm as ranchers dealt with adverse pasture

conditions for both livestock and feed. So with only two briskets per animal, it is easy to understand why short supply would result.

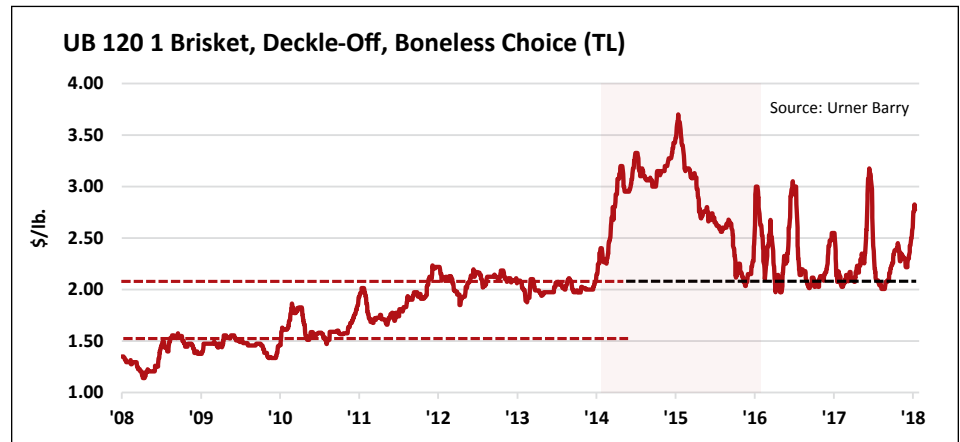
Certainly, further processors have continued to secure product for their preparation and delivery of corned beef for holiday celebrations. Yet it's the new players in the market for brisket that have shaped the change. Demand from the foodservice sector of the market has increased, as QSR and fast casual operations began to feature the brisket in a variety of methods. In September of 2013, a well-known QSR chain placed a brisket sandwich on their menu and flooded the media with advertisements of the offering. The taste for barbecue meats has also increased over the past few years. Once

centralized mainly in the southern United States, barbecue-influenced restaurants have opened in many other areas. Finally, gourmet burgers at retail and foodservice have become more mainstream and the brisket mix is a big part of the culture.

As seen within the chart, 2014 saw wholesale values spike to levels well above historical norms. The follow through into early 2015 then eased back. Despite this, it looks as if the trading range has shifted higher. From 2008 to 2014, the trading range for product was \$1.50/lb to \$2.00/lb. After the run-up to higher highs are now higher lows. The \$2.00/lb level which was once resistance turned into support levels.

The new range from support to resistance has changed despite an expansion in kill. It looks like we are all going to be paying more for our favorite brisket or pastrami sandwiches. **UB**

Article contributed by Gary Morrison
gmorrison@urnerbarry.com



*Serving the Food Industry
for Four Generations with
High Quality Egg Products*

2 Papetti Plaza, Elizabeth, NJ 07206
Tel. (908) 351-0330
www.debelfoods.com
Fax (908) 351-0334
Elliot P. Gibber, President

**Country
Charm
Eggs, LLC**

Producers of
Carton, Graded Loose,
Nest Run Eggs

Quality Eggs in the
Southeast Since 1978

www.countrycharmeggs.com

Contact Brent Booker (706) 652-2164
PO Box 370, Gillsville, GA 30543

**“Cattle herd
reductions became
the norm...”**

GET THE PROOF
VISIT US AT MIDWEST POULTRY | BOOTH 642

Safer Food. Our Responsibility.

Poultry growers, processors, and retailers need non-antibiotic solutions to meet today's consumer demands.

Original XPC™ works naturally with the biology of the bird to help maintain immune strength.

A strong immune system promotes:

- ✓ Animal health & well-being
- ✓ More efficient production
- ✓ Safer food from farm to table

Diamond V  **Immune Strength for Life™**



ORIGINAL
XPC™

 **Diamond V®**
The Trusted Experts In Nutrition & Health®

For more information, visit www.diamondv.com

Women making waves

Article contributed by Lorin Castiglione
lcastiglione@urnerbarry.com

A new image of women has emerged in the workforce, courtesy of the courageous, fight-for-what's-right regime who strive to empower their fellow females and promote professional equality.

What started out as a heavily male-dominated field, the seafood industry can now boast women accounting for half of their workforce. While the progression is commendable, there still exists an uneven playing field in executive roles.

As we come upon International Women's Day, Urner Barry spotlights a few of the fascinating pioneers who have broken through the glass ceiling to listen to their stories and pieces of advice for the future leaders in the seafood industry. Read below to see a piece on Emily Stavis, Stavis Seafood. Articles featuring Sarah Hayes, Maritime Products International can be found on page 50, while a piece highlighting Marcy Bemiller, Candor Seafood, is on page 64.



EMILY STAVIS, VP OF COMMODITIES PURCHASING, STAVIS SEAFOODS

Emily Stavis is not only noteworthy for her career in the family-owned Stavis Seafoods company, having had roles in buying, accounting, operations and sales, but her drive and tangible passion for her family, community and numerous volunteering efforts is what makes her a well-rounded and admirable role model in the industry that we can all learn from.

URNER BARRY'S REPORTER:

How did you begin your career in the seafood industry?

EMILY STAVIS: Stavis Seafood is a family run business my grandfather started and eventually my father and uncle took over. My cousin Richard began working at

16 years old shoveling ice and my cousin Mary was also working for the company. I was the third child of the owners to come into Stavis Seafood. At the time, I was in mortgage banking and had recently graduated with a degree in international relations and business, as well as French, which, in hindsight, Spanish would have been much more beneficial. One day, my dad came to me and said, "Your cousin Mary is leaving for Harvard business school, we need your help." He wanted to expand the company internationally, and knew with my degree, I could help facilitate that. My best friend was working alongside me in mortgage banking in the HR department, so before I left to work with my father, I made her hold my position just in case things didn't work out. My brother-in-law also joined two months later, but it was because of a rule my father and uncle put in place that spouses could not work in the business together, my sister stayed home and her husband came in to be the fourth partner, coming from the stock market in New York.

UBR: How has the industry changed since you began your career?

ES: I remember going to National Fisheries Institute (NFI) conferences, my uncle was the northeast regional director back in the day. We held the NE regional meeting and I was the organizer of the

event. I went to the first meeting and I was one of three women in a room of over 200 men. There were always women on fishing boats, but you never heard from them, They were also involved with dropping off fish to processing plants. They knew they could own the processing plants and boats, not just peel shrimp or pick crab. Women, especially in Asia from my perspective, elevated themselves in sea roles and management, negotiating and running companies in 30 years.

Technology and communication has changed tremendously. I was the chief operations manager at the plant for 10 years, before that I was on the operational side. I obtained the first fax machine in 1987 for our company and sent out a memo to let everyone know our fax number, and then was immediately questioned what a F-A-X number was. The fax machine was a big deal and now everything is done over the internet. Data is moving so fast it has changed the face of the business. The nature of the office has changed, you can travel to Bangkok with your laptop and have no business downtime during travel or visiting plants.

Branding of seafood has become extremely important in the last 20 years. Every company needs to own their quality, and know the reputation of their vendors. A brand should mean something.

Customers should know exactly what they are getting and from where, it may not be the cheapest product but it is the quality that matters.

Speaking of quality, the quality of seafood has increased tremendously because of the government putting in place HACCP and food safety monitoring. While there are still cheaters and folks who could do better, what is required to get this type of quality with brands and products, is a great QA department who works within companies to create brand specifications



that are then followed in the foreign or domestic plants. Today's seafood is of the most amazing quality both imported and domestically caught. I've been to plants all over the world and you could perform surgery in these facilities. I want people to know that, because they should know the quality of the fish they are eating is hands down amazing quality all over the world. The seafood industry gets knocked because they only hear the bad, I have been at the forefront of government regulation and it is remarkable the quality of seafood that has come out of it.

UBR: What challenges have you faced working in the seafood industry? How were you able to overcome these obstacles?

ES: I would say if you are change adverse, this is not the industry for you. You must be incredibly flexible dealing with government rules and regulations because they are ongoing and change all the time. You face supply issues with weather related events, like when El Nino wiped out Mahi Mahi for two years. You are susceptible to government regulation, political uprising, wars, and disease. When Chilean salmon farmers lost stock for two years they needed to figure out how to regain their share of the market and make up for lost business. The obstacles you need to pick yourself up from include reeducating your customer and sales staff, changing up your item mix and most importantly, moving on.

UBR: What skills do you attribute to your success/growth?

ES: You need to be flexible and not change-adverse. It's important to remember the customer is the one who is paying the bills. Even though you love an item, you need to buy and source what your customer wants. If the market is down, you must go down with it. You need to have a finger on the pulse. The more information gathering you do the better equipped you are for putting the best product out there for the best prices. Good listening skills, understanding where the market is, pricing your product right, attention to detail, and understanding the customer and their needs are key.

UBR: With being an active member of your community and numerous volunteering efforts, how have you been able to manage your professional and personal life? What advice can you give women juggling a family, maintaining somewhat of a social life and wanting to grow in their careers?



ES: It is a balancing act. For me, I have a great spouse who worked from home. My husband and I were the inverse of the stereotype and I love that my boys got to see their mom in a business role. Dad was with the kids while mom was away from home many long days, sometimes 3AM to 6PM running the plant.

You have to love what you do. Every year when the kids were in elementary school I would bring fish into the classrooms, depending on their age we would do art or science projects or cooking classes. I took what I loved and brought it to the classroom and my kids and their school

loved it. Being a working mom, your time schema is different. I was involved with the parents association and while I could not make 10AM meetings, I said "...this is what I can do, this is what I can offer."

My first job was in college and I had to sneak working as my dad wouldn't let his daughter work because grades were more important. I luckily got more work ethic by him holding it back from me.

UBR: What advice would you give women entering the seafood industry?

ES: Join your local and national organizations. Industry knowledge is fabulous. Every year I go to a women's breakfast and I learn more and more about different topics than I ever knew about. It's a great business if you love to travel. You get to see really regional and local perspectives and gain an in-depth sense of how food gets to your table.

Women are great in this industry as we are multitaskers. You gain an appreciation of the world and learn something new everyday. I have met lifelong friends in this great fast-paced community. **UB**



Going beyond insurance to serve our food industry clients

Product Recall and Contamination • Recall/Crisis Response & Loss Control
Ocean Cargo, Storage & Transit • Rejection/Lacey Act • Product Liability

For more info, contact: Michael Lieberman, SVP - Food Industry Division, Michael.Lieberman@FoaSon.com

Foa & Son Corporation - International Insurance Brokers
122 East 42nd Street, New York, NY 10168 | 212.432.1234 | FoaSon.com

The best places to dine while at Seafood Expo North America

Hello, Boston!

Seafood industry members from across the world descend upon Boston in March for the annual Seafood Expo North America show. It's one of the biggest seafood trade events in the country — an opportunity to meet with suppliers, try new products, see new equipment and network with others in the industry. Oh, and it's also a great time to indulge in some delicious food!

With the Expo set to take place over a span of three days, there are plenty of opportunities to venture into the city and explore. To aid in your quest for good eats we've compiled a list of some of the best seafood places (of course) to eat around Beantown.

OSTRA

1 Charles Street South, Boston, MA 02116 • 1 (617) 421-1200

A display of fresh fish greets you when you enter this sleek and modern establishment. If you're looking for fine dining, Ostra is the place you'll want to be. For your first course try the Ricotta Gnocchetti, made with Maine lobster, beech mushrooms and shaved black truffle. As for an entrée? The Grilled Branzino Fillet is a favorite amongst locals.

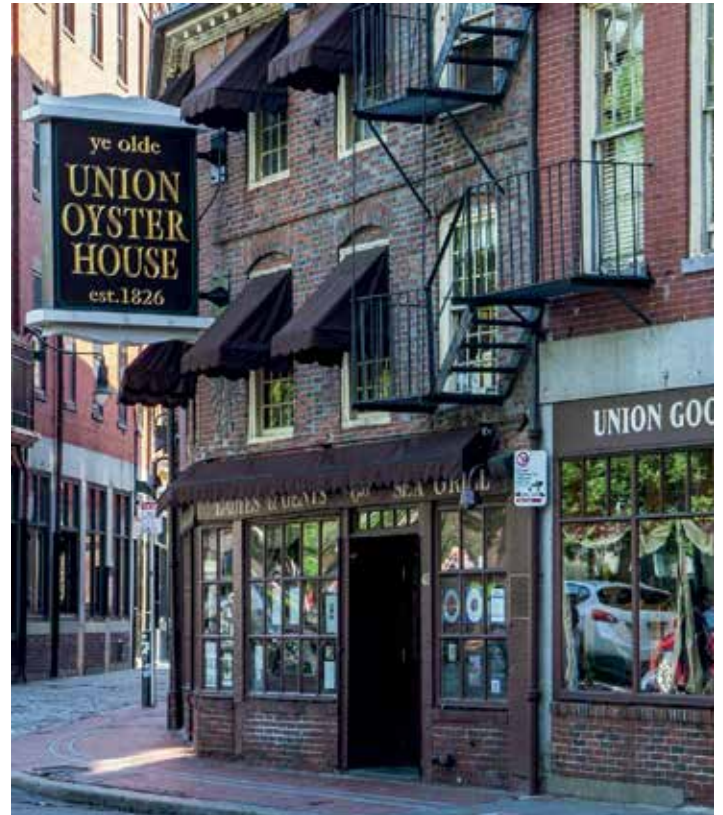
UNION OYSTER HOUSE

41 Union Street, Boston, MA 02108-2494 • 1 (617) 227-2750

Diners can mix history with their meal at the Union Oyster House, Boston's oldest restaurant. The restaurant is in a building that dates back to pre-Revolutionary times, and they first started serving food in 1826. Go for a bowl of the New England Clam Chowder and be sure to get a side of cornbread.



The dining room at Ostra evokes a sense of style and sophistication in a comfortable and inviting setting.



Mix a little history with your meal. The Union Oyster House enjoys the unique distinction of being Boston's oldest restaurant.

ROW 34

383 Congress St., Boston, MA, 02210-1811 • 1 (617) 553-5900

"If we could eat oysters and drink beer for every meal period, we probably would." That's what the Row 34 website states, and that's enough to sell us on the restaurant. Those looking for a wide selection of oysters should definitely book their reservation for Row 34.

JAMES HOOK & COMPANY

440 Atlantic Ave, Boston, MA, 02110 • 1 (617) 423-5501

If you're searching for fish right off the boat and onto your plate then you won't want to miss James Hook & Company. Trip Advisor reviewers call the restaurant a "Boston must." But that also means you'll likely be waiting a bit. James Hook & Company is a wholesaler and distributor. They've been operating out of a trailer ever since a fire destroyed their original building, so space is a bit tight. Just remember that diners call their lobster rolls the best they've ever had. *Pro tip:* Order the larger size lobster roll. You won't regret it. **UB**

Article contributed by **Amanda Buckle** | abuckle@urnerbarry.com

Camanchaca

Feeding the World from the Ocean

As the leading Chilean seafood company, Camanchaca is committed to the vision of "Feeding the World through responsible Fishery and Aquaculture". With uncompromisingly high standards in all aspects of its operations, Camanchaca nurtures, processes and markets its superior quality products globally, under the Brand Names "Camanchaca Gourmet" and "Pier 33 Gourmet".



The Responsible Choice
Camanchaca Gourmet Salmon

Poke bowls gain popularity and break records

The traditional cubed seafood salad well-known in Hawaiian cuisine has transcended borders seemingly overnight, quickly gaining momentum and popularity on the mainland and earning the top spot on Grubhub's 'Most Popular Dish of 2017' with a record-breaking 643% increase in sales from last year. Poke [POH-keh], which translates to 'to slice or cut' in Hawaiian, is nothing new to a native islander, but for many is a new food trend that offers consumers a healthy, delicious and customizable meal option.

Asian cuisine, and more specifically, Asian-fusion, has drastically grown over the past 10 years, so it is no surprise that America's palate for Hawaiian fare has followed suit due to its large eastern influence. Traditionally, poke referred to any meat

or seafood diced into cubes and marinated for added flavor. Today, poke is generally linked to tuna, specifically ahi, marinated in soy sauce, sesame oil and red onion, served atop a bowl of warm sushi rice, thus the 'poke bowl' terminology was created.

As the dish has grown in popularity, so has its variations, where the combinations are as unique as its consumers and the possibilities are endless. Different grains such as quinoa or brown rice can be



Image courtesy of Orca Bay

substituted for a slightly healthier option and added toppings like avocado or toasted macadamia nuts add great flavor and texture accompaniments.

Retailers are even getting in on the

poke bowl phenomenon, now offering customers who don't have access to their own personal fishmonger the availability to enjoy this treat from the comfort of their own home. Orca Bay, who recently merged with Odyssey Foods, is one company branching out, investing in unique ways to increase their seafood reach. Among their new endeavors, Orca Bay launched a poke kit packed with 10-ounces of ahi tuna and packaged with a soy and sesame marinade, allowing consumers the option to add as little or as much as they want to finish the dish off to their taste and appetite level.

"The poke phenomenon does not surprise us one bit," explains Lilani Estacio, head of marketing and communications at Orca Bay Foods. "Our R&D manager has a lot of experience in the restaurant world and, as we all know, that is where food trends originate. We have been talking poke as a menu concept with our saku blocks for a while, and it was exciting to conceptualize bringing it to the retail level."

"Like any product launch, it was a collaborative effort that began at the R&D level but required sales, marketing, operations, procurement, and of course our QA team to bring it to fruition," Estacio said. "Customer education is important, as there may be concern since it is a ready to eat, raw product, but at the end of the day the demand on the consumer level is definitely driving this." **LB**



Article contributed by Lorin Castiglione
lcastiglione@urnerbarry.com

AHI TUNA POKE

MADE WITH PREMIUM AHI YELLOWFIN TUNA, CUBED & READY TO GO!

Vibrant chunks of wild tuna with a traditional island sauce

Conveniently pre-sliced Ahi Cubes & a packet of our authentic sauce



ORCA BAY
ORCA BAY FOODS, LLC
orcabayseafoods.com

The secret about secret menus is out!



©Natali_Mis

Restaurants have been hiding menu items. It's true! Fairly well-known chains such as Starbucks, McDonald's, KFC, Panera Bread and more have had "secret" menu items available to savvy consumers. It is no secret that when there is juicy info like this to share, many will want to shout it from the rooftops, or at least on social media platforms. The genius tactic of unadvertised menu items might just be something corporations have been doing on purpose to establish more buzz, and to develop a cult following. What are secret menu items? They are special unlisted food items that are readily available if a consumer asks. To consumers, there is a feeling of empowerment and thrill when they order an item not listed to everyone else that looks at the board. They feel like they know something that no one else does, which in turn causes them to better connect with the brand. Messages of a secret menu item don't stay silent for long, as a matter of fact it usually spreads like

"...special unlisted food items that are readily available if a consumer asks."

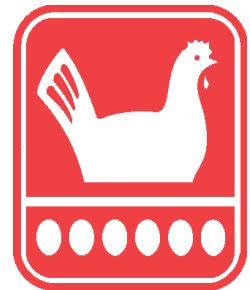
wildfire. Consumers tell their friends, who will tell their friends and so-on. Not to mention, the immense power of the World Wide Web helps spread the news of these secret items through photos and reviews on social media.

Fact is, corporations probably DO want consumers to find about their secret menu items. In fact, restaurant staffs are well informed, educated and trained on them and inventory space is ample in anticipation of the item being ordered. What is the reasoning behind longing to have the secret menu items exposed? Well, one can only assume that the free marketing these items get will be beneficial to business. There are even websites and blogs dedicated to exposing secret menu items. A corporation may hope to have their secret menu items featured on one of these sites. Often times limited time offers go hand-in-hand with secret menu items. It is a low-risk and low-investment way to generate buzz around limited time offers. If the item does not take off in popularity, the corporation will not be as affected since they spent little amount of money on promotions.

Secret menus are also a way for restaurants to test items to see if they would sell on the official menu. If the secret item is getting requested often, the company may consider

adding the item to the official menu. In fact, In-N-Out's "animal style" fries generated such a buzz with social media that the chain decided to publish a "not so secret" menu directly on their webpage. In case you were curious, "animal style" fries include caramelized onions, cheese, and thousand island dressing. Like In-N-Out, many chains desire to please their guests, and above all else to establish a bond with them. In fact, many of the secret menu items are concocted up by consumers. Overtime, consumers would submit requests to these companies for specific items that were not yet on the menu. With a bit of experimentation, the requests would soon come to life as secret menu items. Now, before you take your next trip to your favorite food chain, you may want to research "secret menu items" to find out what all the hype is about. **UB**

Article contributed by Nicole Christie
nchristie@urnerbarry.com



**MIDWEST
POULTRY
SERVICES**

Three generations of
experience in fresh eggs.

*Midwest Poultry Services, L.P.
is an industry leader
with a reputation built on
outstanding service.*

Call us to experience the difference.

Midwest Poultry Services, L.P.
P.O. Box 307, Mentone, IN 46539
Phone: (574) 353-7651 • Fax: (574) 353-7223

United Kingdom considering new tax on meat

Agriculture industry professionals are reeling from the United Kingdom's consideration of a tax on meat. In the wake of a similar taxation measure approved in Denmark in 2016, the possibility of this concept being implemented has never seemed so likely. Experts forecast that if such a tax is established, it will happen within the next 5-10 years.

The rumbles originate from various findings indicating that meat protein production and consumption are to blame for a noteworthy portion of greenhouse gas emissions and



other environmental and public health concerns. Such a broad approach to a problem affecting an entire industry, the global economy, and consumers is one to be given the thought and dialogue it so clearly requires.

Richard Tiffin, a professor of applied economics at the University of Reading, coauthored a study relating to the potential impacts of the tax in question titled, *Simulating the Impact on Health of Internalising the Cost of Carbon in Food Prices Combined with a Tax on Sugarsweetened Beverages*. After modeling four different scenarios using the proposed tax, it was discovered that the most effective way to achieve desired results of lessening meat consumption and increasing that of nutritious, fiber-laden food was not simply a tax on the former.

The first model demonstrated a tax on foods that generated the most carbon emissions, like beef. The second model used the same change but also included subsidies for foods that had the least impactful emission production, like produce. The researchers then repeated these two models, adding a 20% tax on drinks with added sugars so that consumers would not be propelled toward purchasing less healthy alternatives simply due to the lower price.

The results did not support a singular move toward meat taxation. Though the models did show a reduction in demand for high carbon foods like red meat, subsidizing healthier foods proved more effective in changing the choice of the consumer. Furthermore, adding additional tax on sugary drinks enhanced the production of the desired results. Increased consumption of sugary foods like cakes increased in all scenarios due to sugar's

relatively low impact on greenhouse gas emissions and consequentially lower cost. Overall, achieving substantial change in consumer behavior seems to be affected by too many variables to take such a narrow approach.

According to an article on the subject by Scientific American, "He [Tiffin] questioned whether the potential benefits to the environment from a tax would outweigh the financial burden it could impose on low-income consumers and potential harm to British farmers." This question is weighty enough to shake the foundation upon which the proposed tax is situated. To truly make lasting and meaningful change to consumer habits and lessen our negative impact on climate, a more holistic approach may be the answer. **UB**

Article contributed by Laura Zinger
lzinger@urnerbarry.com

DJR foods inc.



800-367-0760

(563) 556-0760

Full Service Brokers of

**BEEF, PORK
VEAL &
POULTRY**

**Domestic,
Import & Export**

Randy, Cindy, Mark & Lisa
36 Bluff Street, PO Box 171
Dubuque, IA 52004-0171

Fax 563-556-4131

"The results did not support a singular move toward meat taxation."

AEB: Building on Success in 2018

CONSUMER

People are asking...

- How Do You Like Your Eggs?
- Record-level engagement
- Retail Sales Up 2% in 2017!



EGG NUTRITION CENTER

Science now says...

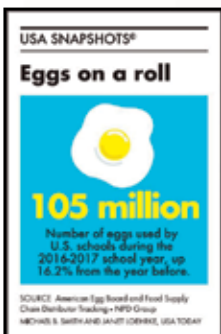
- Eggs = brainfood
- First food for infants
- One egg a day helps at-risk kids to grow



MARKET DEVELOPMENT

In 2017, we saw...

- More egg servings in foodservice (up 39 million)
- More eggs in products and schools (schools up 16.2%)
- More egg products exported (up 62% worldwide)



As Chairman of the American Egg Board (AEB), I am thrilled to report that demand for eggs and egg products in 2017 increased across every aspect of the work that we touch.

Through a combination of compelling nutritional science, high-impact consumer marketing and enterprising market development, the incredible egg has had an incredible year! And we're just getting started. Thanks to strong leadership, great people and a smart strategic plan, we're already building on this momentum in 2018.

I want to thank AEB's President and CEO, Anne Alonzo, for her vision and drive. She and her outstanding AEB team are delivering an incredible return on investment for America's egg farmers.

I'm looking forward to more great things to come!

Best wishes,

Jeff Hardin, Cal-Maine Foods
Chairman of the American Egg Board



Thanks for joining us at IPPE!

Thanks to everyone who attended AEB's MoU signing with Tyson Foods at IPPE and to those who stopped by the booth. You made it eggstra special!

Shrimp imports up 10% over prior year

December shrimp imports were released in February and were 10.6 percent higher for the month, leaving year end imports for 2017 up ten percent higher than a year ago.

Imports were led by India with 32 percent of the market share. Indian imports were up 32 percent in December leaving year end imports up 39 percent.

Indonesian imports were 17.8 percent higher for December and almost even for the year with 2016. Thailand imports were down for both December and EOY. Ecuador imports were up in December and slightly lower for the year end. Vietnamese imports were lower while Chinese, Mexican, and Argentine imports were all higher, as were Peru and Honduras.

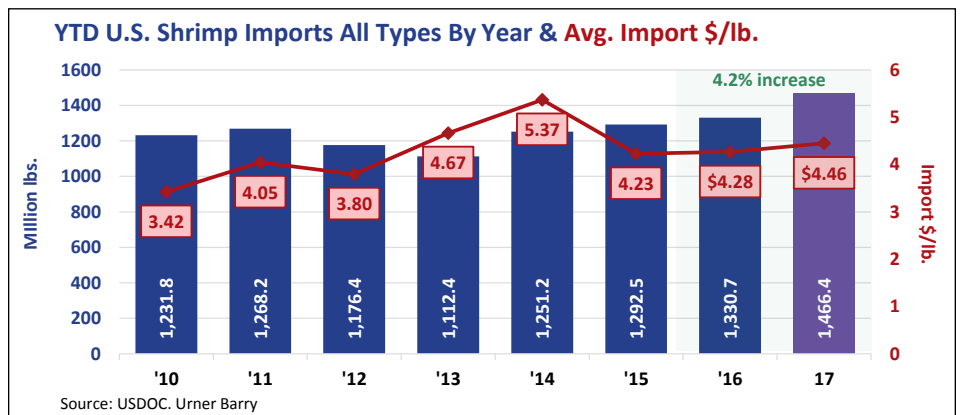
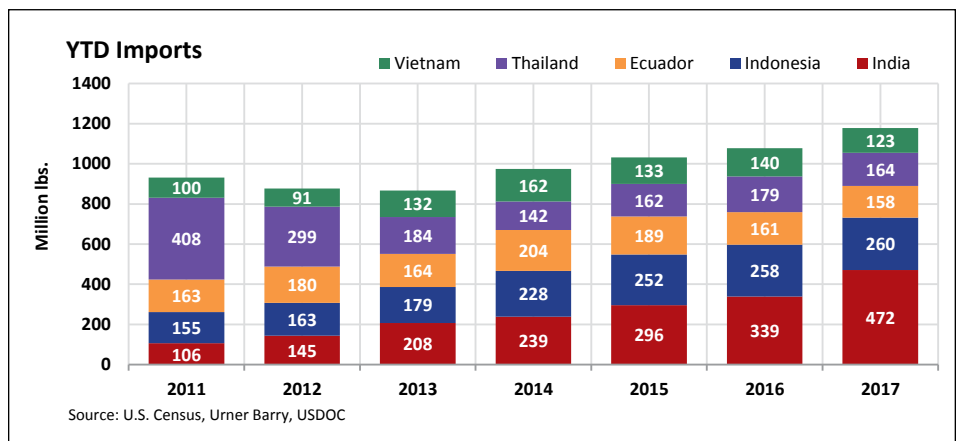
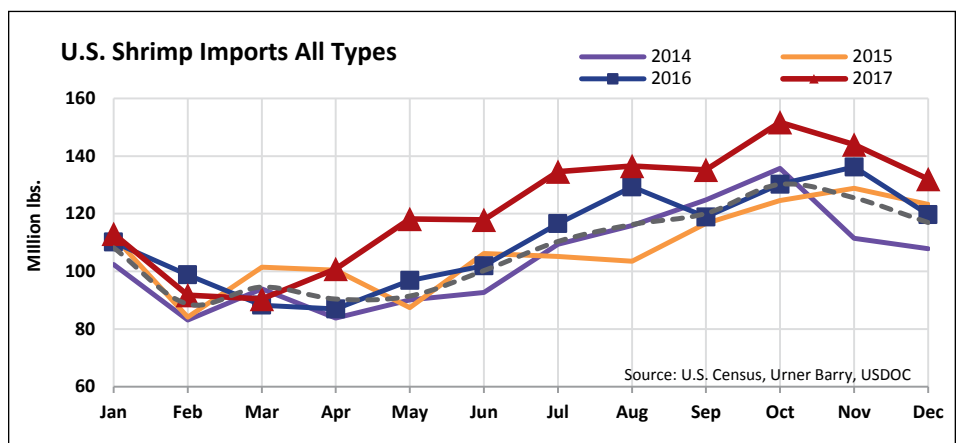
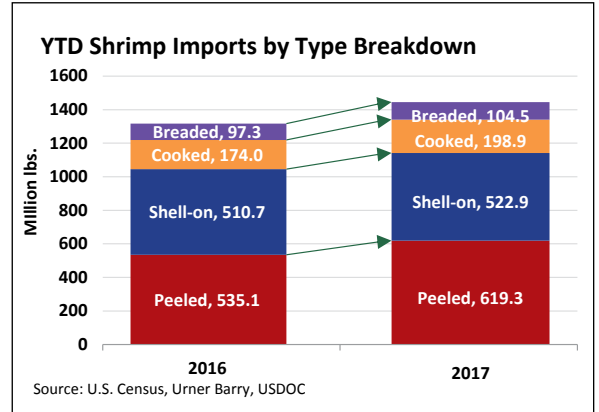
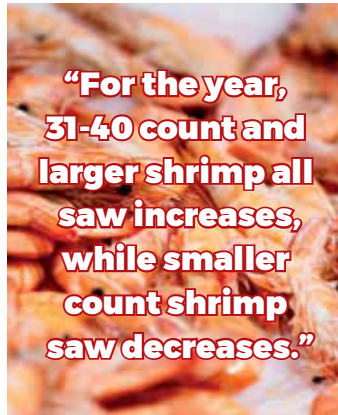
The aggregated average import price of all shrimp for December was \$4.54 an increase of 12 cents or 2.7 percent over 2016. For the year, the price was \$4.46 versus \$4.28 for 2016, a 4.2 percent increase.

Shell-on shrimp imports were up 2.2 percent for December with Indonesia and Mexico leading the percentage increase. EOY imports were up 3.1 percent with India 20.5 percent higher. For the year, 31-40 count and larger shrimp all saw increases, while smaller count shrimp saw decreases.

December peeled shrimp imports were up 25.4 percent with India, Indonesia, Ecuador and China leading the percentage increase among the major suppliers. Peeled imports finished 2017 15.7 percent higher.

Cooked imports were 6.7 percent higher for the month and 14.3 percent higher for the year. India saw a large increase in cooked imports, up 72.1 percent. China also saw a large increase but Thailand, Vietnam and Indonesia remain the main suppliers of cooked shrimp.

Breaded shrimp imports were down 13.5 percent for December but up 7.3 percent for the year with China leading the way.



Article contributed by Paul Brown
pbrownJr@urnerbarry.com



SUSTAINABLE MEXICAN SHRIMP

Wild Mexican Shrimp Caught from the Sea of Cortéz



THE OLDEST INDEPENDENT IMPORTER

818.846.5222 • 323.849.6679

www.deepseashrimp.com • info@deepseashrimp.com

101 SOUTH FIRST STREET, SUITE 401 • BURBANK, CA 91502



Family owned since 1962

What is blockchain and how can it benefit agriculture?

Blockchain technology can be as confusing as it is useful. The potentially revolutionary system used to distribute digital information is something fortune 500 companies, investors, and consumers alike are still trying to get their heads around. When you start to understand the core benefits behind the technical aspects of blockchain, you start to see the value it brings to a wide array of industries, including agriculture.

WHAT IS BLOCKCHAIN?

Simply put, blockchain is a network that everyone can access but that no one owns. The decentralized system is shared; meaning data recorded on it can be public, easily verified, but also completely secure through a system of constant checks and balances. Data can be transferred instantaneously without pausing at a central location where it would traditionally need to be verified

before being moved along. This increases efficiency and transparency, while also reducing costs. Funds can be transferred with minimal fees because banks and other traditional middlemen aren't needed to verify participants, check accounts, and collect a cut.

The information is "stored" in blocks, which are identical throughout its network. The data cannot be corrupted or hacked because it lives across the entirety of the system, which is running across all computers connected to it. The ledger is always constantly checking itself, running proofs on the equations that carry or store the information.

WHAT IS CRYPTOCURRENCY?

'Crypto' comes from the word cryptography, the security process used to protect transactions that send the lines of code out for purchases. People who use their computer's processing power to solve the complex mathematical equations which carry and validate the information on the blockchain are called "miners." Miners are rewarded for solving the complex equations and for running proofs on them

**"...information and funds
could potentially be
transferred faster and
cheaper than ever before."**



**From the Farm to the Deli,
we are our Source for Turkey!**

**Buyers & Sellers
Domestic & International**

*"Alliance Builders" of:
Whole Birds, Bone in Breasts, Raw Meats,
Tray Pack Parts, Further Processed Products,
Turkey Hatching Eggs,
Turkey Poults, Live Contracts*

Jeff Stauffenecker • Carl Wittenburg
Sara Almich

100 Prairie Avenue
Brooten, MN 56316

Phone: 320-346-4033
Fax: 320-346-4038
Toll Free: 1-877-BUY-TURK



www.PROTEINALLIANCE.com

with “coins.” Think of it the way solar energy creates Solar Renewable Energy Credits or SREC’s. Those with solar panels are rewarded these credits for producing renewable energy, but there is an open market for the credits as businesses use them to offset their emissions. Cryptocoin work in a similar way. Miners are rewarded with coins and they trade on the open market, valued by supply and demand. Bitcoin was the 1st and is the most popular cryptocurrency, but there are now hundreds, if not thousands, of alternatives or “Altcoins.”

HOW COULD THE BLOCKCHAIN BENEFIT AGRICULTURE?

Companies are being created across the globe to harness the power of blockchain. Many are finding a specific niche aimed to improve transaction speeds, cut costs, increase efficiencies, and decentralize traditional systems. Blockchain can therefore be used throughout the supply chain.

INCREASING EFFICIENCY

Farmers are already using sensors to provide real-time reports on crop progress, water distribution, and soil nutrition. They can monitor feed and water consumption of their livestock. Blockchain technology could increase the speed of this machine to machine communication and reduce the cost of the dialog taking place between the computer systems responsible for managing and reporting. Farmers can make better decisions faster and potentially at a lower cost.

TRACEABILITY AND IDENTIFICATION

Users have the ability to quickly track where products were produced and how they moved throughout the supply chain. This can be vital in terms of responding to an illness or contamination-related issue. Major retail companies are already testing blockchain to shorten the time it takes for a trace back, ensuring they can pinpoint the origin of the product and exactly which items they need to pull from their shelves in a fraction of the time.

According to an article by Blockchain News, “a group of Arkansas livestock farmers known as the Grass Roots Farmers’ Cooperative, supported by Heifer USA,



Many companies are focusing on using blockchain technology.

is using blockchain technology to trace meat through the supply chain to provide consumers information about the source of their food. Shoppers and diners will be able to scan QR codes on Grass Roots products to see where the meat came from and how the animals were raised. The 'digital history' of the meat will also include stories about the people — from farmer to butcher — who participated in creating the final product.”

WaBi, a company based out of China that uses RFID technology linked to the blockchain, is creating secure, anti-counterfeit labels for consumer products. Labels can be scanned with smart phones to authenticate products and ensure they are legitimate. This is a huge issue as over 460 billion dollars of imported fake goods are in circulation according to their white paper. The project was at least partially motivated by the 2008 infant formula scandal in China, which killed six infants and hospitalized many more.

Startups are also focusing on using blockchain with GPS systems, letting users know exactly where their shipments are in real-time.

SAVING MONEY

Though any increases in efficiency can save money, blockchain also reduces costs

by cutting down on financial fees and by speeding up transactions times. Approving business partners, verifying credit, and waiting for transactions to clear could be done far more quickly. Blockchain transaction are peer-to-peer, meaning funds go directly from one party to another, without needing to go through a financial institution. According to a CNBC article by Bob Pisani, fees banks are charging could be as much as 40% of profits at large regional banks.

Foreign transaction fees are also eliminated, allowing companies to do business across the globe more effectively and affordably. Funds are stored in digital wallets, which can be accessed through your computer, smart phone, or on the cloud.

Blockchain is a popular buzzword at the moment, but companies are still trying to figure out how it can benefit them. As with any new technology, adoption will take time and it will have some hiccups along the way. The potential benefits at least make it something to be aware of in the future however, as information and funds could potentially be transferred faster and cheaper than ever before. **UB**

Article contributed by Brian A. Moscogiuri
brianm@urnerbarry.com

"That's too much bacon." ~said no one ever ...

When in doubt, add bacon

Bacon...just the word itself tends to make mouths water. It seems like only yesterday bacon was strictly a breakfast dish...a guilty pleasure that was considered a treat to have once in a while. Now, bacon is everywhere. It is no longer restricted to being a neighbor to your eggs at a breakfast buffet or next to a plate of pancakes. Bacon is a perfectly acceptable accompaniment to any dish morning, day, or night and, as of recently, bacon has also made its way into the many dessert recipes we all know and love.

Seriously though, Google "bacon desserts" and you will find bacon donuts, sticky buns with bacon, maple bacon cupcakes, chocolate chip bacon cookies, bacon chocolate cheesecake... the list goes on and on. They even make candy out of bacon! Bourbon bacon brittle, bacon fat caramels (little iffy on that one),



chocolate bacon truffles; you get the picture. Bacon is everywhere!

You can even make your own sugared bacon, poetically named "Pig Candy." Pig candy is basically sugared bacon that is made by taking thick strips of smoked bacon and

pecans (or another type of nut if you so choose) and coating it with brown sugar or caramel. The strips can then be dipped in chocolate and served either warm or cold. It's most popular in the southern part of the United States but its popularity is rapidly growing throughout the rest of the country (we just can't resist another new way to eat bacon).

Besides all of these new "sweet" ways to enjoy that crispy bacon-y goodness, we still can't forget breakfast. It's more than "just a side of bacon please" or "two eggs over easy with rye toast and bacon." No way. Now there are bacon pancake dippers, maple bacon muffins, bacon and egg breakfast pizza, and so much more!

If you are now craving bacon in a mean way, I sincerely apologize but I will leave you with a couple of the top bacon recipes currently on the web. You're welcome. **UB**



ALL KINDS OF PROTEINS.

ONE TRUSTED SOURCE.

Eastern is here for you. With over 60 years of experience in delivering the highest quality proteins of all kinds, Eastern is the most trusted partner in the protein industry.

To find out how we can help your business or for employment opportunities, visit easternqualityfoods.com.



Nutella and bacon stuffed French toast

Serves 4

From Domesticateme.com

Ingredients

- 8 slices thick cut bacon
- 1 medium-sized loaf challah, sliced into 8 pieces about ¾-inch thick
- 4 heaping tablespoons of your favorite hazelnut spread
- 3 large eggs
- ½ cup half and half
- ½ cup whole milk
- 1 tablespoon dark brown sugar, packed
- ⅛ teaspoon ground cinnamon
- Pinch of salt
- 2 tablespoons butter
- Maple syrup for serving

Directions:

1. Pre-heat your oven to 375 degrees.
2. Line a rimmed baking sheet with aluminum foil and place a wire rack on top. Spray the rack with cooking spray and arrange the bacon in an even layer. Transfer the bacon to the oven and bake for 30 minutes until golden brown and crispy. Carefully remove bacon from the oven and transfer the strips to a paper towel lined plate to drain. When cool, crumble into small pieces and briefly set aside.

Maple Bacon Cupcakes

Servings: 24 cupcakes

Author: Ashlee Marie

www.ashleemarie.com

Ingredients

- 2 cup vanilla sugar
- 3 ½ cup cake flour
- 1 tablespoon baking powder
- 1 teaspoon baking soda
- 1 teaspoon salt
- ½ cup butter softened
- 4 large eggs room temperature
- ⅔ cup Greek yogurt
- ½ cup mayo
- 2 tablespoon vanilla
- 1 ⅓ cup whole milk
- 1 teaspoon maple extract
- 8 strips of Candied Bacon diced
- Cream cheese maple frosting
- Optional - extra candied bacon for on top

3. Slice the challah into 8 pieces about ¾-inches thick.
4. Now it's time to "stuff" your French toast, which essentially means making hazelnut spread and bacon sandwiches. For each sandwich: Spread one side of two pieces of bread with a heaping teaspoon of hazelnut spread. Sprinkle 2 pieces of crumbled bacon on one of the slices of bread. Sandwich the two pieces of bread together, making sure that they are well sealed.
5. In a shallow baking dish, whisk together the eggs, half and half, whole milk, brown sugar, cinnamon, and salt. Set it on the counter next to the stove. Place a large pan over medium-low heat.
6. Add two of the Bacon-hazelnut sandwiches to the custard mixture and let soak for 1 minute. Use a spatula to flip the sandwiches over and soak for 1 more minute on the other side.
7. While the bread is soaking, add 1 tablespoon of butter to the pan. When it's melted and foaming slightly, remove each sandwich from the custard, holding it over the baking dish for a few seconds to let any excess custard drip off. Place the sandwiches gently in the pan and cook for 3-4 minutes on each side until golden brown. (Keep a close eye on your French toast while it cooks, friends! Burning it is a bummer).
8. When the first batch of stuffed French toast is almost finished cooking, place the remaining two sandwiches in the custard to soak. Repeat the cooking process with the second batch.
9. Serve your BaconStuffed French toast warm. Top with powdered sugar or drizzle with maple syrup and brace yourself...

Directions:

1. Preheat oven to 350 degrees.
2. In a medium-sized mixing bowl or bowl of a stand mixer, mix together cake flour, baking powder, baking soda, and salt.
3. Add the vanilla bean sugar and mix until well combined.
4. Add butter and mix on medium-low speed until you end up with a fine crumb.
5. In a small mixing bowl, whisk together eggs, yogurt, mayo, vanilla and maple extract until smooth.
6. Add the wet ingredients to the dry ingredients and beat on medium speed until just combined.
7. Slowly add milk and mix on low speed until just combined. The batter will be wet.
8. Fold in half the diced candied bacon.
9. Scoop into cupcake tins and sprinkle the rest of the bacon on top.
10. Bake 14-18 mins.
11. Let cool them frost and enjoy!

Article contributed by **Jennipher Mack** | jmack@urnerbarry.com

Shrimp Dumplings

Ingredients

- 1-pound shrimp
- 8 ounces ground pork
- 1 cup shredded cabbage
- 2 green onions
- 1 tablespoon soy sauce
- 1 teaspoon sesame oil
- Kosher salt and pepper to taste
- 36 2-inch wonton wrappers
- 2 tablespoons vegetable oil
- Soy sauce, for dipping

Directions:

1. Combine the shrimp, pork, cabbage, green onions, and pepper in a large bowl.
2. Place pre-cooked shrimp and pork mixture in a large bowl. Add green onions, water. For shape and texture.
3. Heat vegetable oil. Add the mixture and cook until golden brown.
4. Serve with soy sauce and sriracha.

Whipped Cream

Ingredients

- 1-pint heavy cream
- ½ cup sugar
- 1 teaspoon vanilla
- 5 minutes
- 1 minute
- 3 minutes
- 1 minute
- ½ cup
- 1 cup

Will consumers embrace foodservice alternatives to chicken?

Article contributed by Colleen McClellan,
Datassential, special to the Reporter

Chicken is America's most favorite animal protein with 60% of consumers saying they "love it" and turkey holds third place with 42% saying they "love it," beat by beef. Even as poultry is currently dominant within the food landscape, consumption is growing both at home and away. About one-third of consumers say they have increased their chicken consumption. These trends mirror those in purchasing among operators, who also say they are planning similar-sized increases in purchases in the coming year.

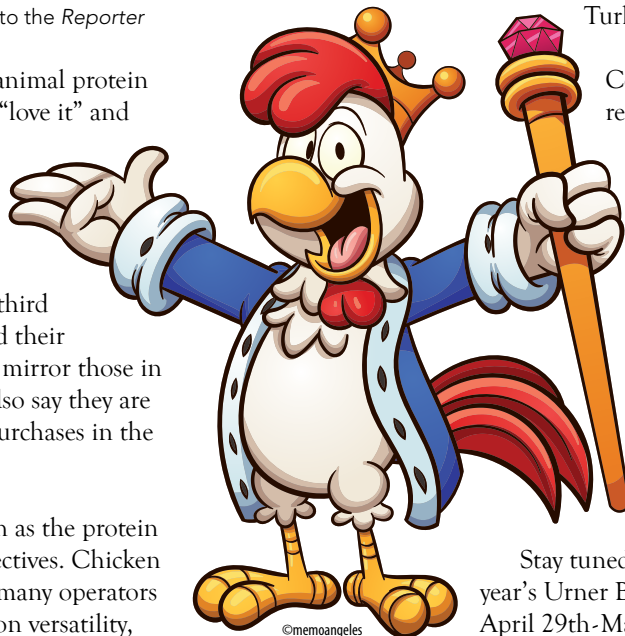
Hands down, operators view chicken as the protein most likely to fulfill their menu objectives. Chicken was chosen by two-to-three times as many operators as beef or pork for best performing on versatility,

low food cost, and a dozen other operational goals. Turkey however, continues to lag a bit.

Consumers that are trying to reduce their red meat consumption are doing so by substituting chicken, vegetables and eggs. Motivations for choosing poultry remain centered on taste, versatility, easy to prepare, affordable, viewed as a great source of protein and having health benefits.

The recent introduction of plant-based proteins that mimic beef, as well as lab-grown meats cultured from animal cells, have prompted questions about whether consumers and operators are ready to embrace such alternatives.

Stay tuned for the answer presented at this year's Urner Barry Annual Conference in Las Vegas, April 29th-May 1st. **UB**



©memoangeles

Bird-in-Hand[®] EST. Farms 1949

TRADERS OF MEAT AND POULTRY

Bird-in-Hand Farms is one of the leading poultry enterprises in the United States. Since 1949, we've represented suppliers and customers in the buying and selling of poultry and meats.

LANCASTER, PA
Company
Headquarters

717.291.5855
Fred Bloom
Ted Bloom

412.443.6848
Bob Willoughby

BRANDON, MS
601.932.5997
David Cole

CHAPIN, SC
803.932.4361
Alec Herring
Yvonne McMurry

ANDERSON, SC
864.561.5327
Kevin Cronic

MONETT, MO
417.235.5700
Randy Witt
Tom Drewianka
Marla Sperry

NACOGDOCHES, TX
936.564.0539
Jackie Cates

RAEFORD, NC
910.875.5757
Selena Jackson

RUSSELLVILLE, AR
479.968.3332
Bill Lewis

**SOUTHERN
PINES, NC**
910.695.0661
David Wilson

TOPSAIL BEACH, NC
910.328.1288
Wayne Reynolds
William Reynolds

GEORGETOWN, DE
410.726.3472
Lou Sensi

YORBA LINDA, CA
714.469.7202
Rick Rogers

TUCSON, AZ
520.730.9429
Mona Manning

EXPORTS: LATIN AMERICA / NICARAGUA
770.657.4342 / 011.505.2.299.2560 Cell: **011.505.7.885.8888**
Luis Fuster • Rose Camacho • Grace Uy

Logistics: LAWRENCEVILLE, GA
770.827.3477
Yanita Velez

www.BIHFARMS.com



Seafood industry kicks off 2018 with NFI's GSMC

Bienvenidos a Miami! Urner Barry and the Seafood News team took Miami, Florida, by storm in January for the National Fisheries Institute's Global Seafood Market Conference (GSMC). The event drew over 400 members of the seafood industry for four days of panels ranging from overviews of species to trends that could affect the seafood market.

Giant polar bears from Preferred Freezer Services welcomed attendees to the grand ballroom at the water-side Intercontinental hotel on January 23. (And it's quite possible they were responsible for the Arctic-like temperature setting in the conference rooms as well.)

Chef Barton Seaver kicked off the conference with a passionate speech during the Board of



Preferred Freezer Services giant polar bears were on hand.

Directors meeting about pioneering a new era in seafood education. His desire to "radically" increase seafood consumption and "author the narration" of why seafood matters truly set the tone for the rest of the week.

The coffee flowed as industry members soaked in the wealth of information provided by guest speakers like Ross Walthall of the Cleveland Research Company, Gorjan Nikolic of Rabobank International and Mike McDevitt of Terra's Kitchen. Topics covered included consumer trends, the rising popularity of protein, and the role seafood needs to play with home meal delivery kits.

In addition to guest speakers, industry veterans spearheaded panels on salmon, small plates, shrimp and more. Discussions sparked as speakers broke down issues ranging from climate change to perception problems. And, of course, it wouldn't be a true seafood conference without an update on the Seafood Import Monitoring Program.

Once again, Urner Barry seafood market reporters Jim Kenny and Angel Rubio returned as panel analysts. Kenny, along with Mark Palicki of Fortune Fish & Gourmet, guided the Shellfish, Bi-Valves and Mollusks Panel. Meanwhile, in a conference



Angel Rubio, along with NFI program manager Richard Barry and Derek Figueroa of Seattle Fish Company

room across the hall, Rubio, along with NFI program manager Richard Barry and Derek Figueroa of Seattle Fish Company, led the discussion during the Premium Finfish Panel. Seafood News publisher John Sackton was also a panel analyst, on stage for the Shellfish Crustaceans Panel. Last, but not least, Urner Barry President Paul Brown, who is retiring after 40 years with the company, was recognized for all of his contributions to the industry over the years.

The 2019 Global Seafood Market Conference will take place in Coronado Bay, California, from January 15-17. **UB**

Article contributed by **Amanda Buckle**
abuckle@urnerbarry.com



Urner Barry President Paul Brown, who is retiring after 40 years with the company, was recognized for all of his contributions to the industry.



Urner Barry's Jim Kenny and Mark Palicki of Fortune Fish & Gourmet took the stage as panel analysts on the Shellfish, Bi-Valves and Mollusks Panel.

Hook, line, and dinner

Taking the farm to table craze to a new level, diners will soon eat what they catch in the Chelsea area of New York City. Zauo, an already popular chain with 13 locations in Japan, is hoping to make a big splash in the American food scene this February. Customers at Zauo can get their feet wet fishing for dinner in the ultimate interactive dining experience that will be the first of its kind in the U.S.

The restaurant will feature a unique design in which the tables will be set up to look like a wooden boat surrounded by a sea of fish tanks stocked with fish and shellfish. Diners looking to get their sea legs will be seated on the lower two levels of the establishment where they can rent rods and use provided bait to lure in their meal. Customers will have a choice of about ten species, which will be kept in separate areas of the tanks.

Those that are new to the fishing scene should proceed with caution at Zauo. Reviewers have mentioned that if an unintended catch is made, the diner will still be footing the bill. Luckily, servers at Zauo are not novices with nets. Patrons struggling to fetch some fins can consult with waitstaff on all fishing concerns. Servers are also tasked with lifting heavier fish from the tanks with nets and transporting them to their ultimate destination.

A dinner date at Zauo is not something easily planned because the amount of time you spend at dinner can be heavily influenced by not only fishing ability, but also species of fish. Thankfully for the greenest fishermen, we are prepared to offer some insight on how to stay afloat when attempting to snare your favorite species. Lobster, top shell (a variety of conical sea snail), and clams would likely be the easiest, most unsuspecting prey and simply scooped with a net and delivered to their destiny.

Prawns, popular for their meaty, pink flesh and often pan fried for a delightful flavor are also a good choice for those who might feel a bit shell shocked by the experience. Because prawn naturally swim with the current, it is advisable to swirl the net around in the tank to create motion in the water. Doing this will encourage the tiny creatures to leave the bottom of the tank, making it easier to scoop them quickly.

Luckily for snapper lovers, this mild flavored, firm fish is famous for biting pretty much anything. So if you are in the mood for a delicate taste and edible skin, head over to the snapper tank with just about any bait and prepare to feast. A simple preparation with a light crumb coat and herb butter would go over swimmingly for even those who don't often eat or enjoy fish.



**HARVESTED
PROCESSED &
PACKED
in less than 2 hours**

Get to know us at:
WWW.SUPERSALMON.COM

Super Salmon

ASC
Certified
ASC-001-1000-0001

**Super Salmon fish are raised in
the crystal clear water off the
southern coast of Chile**

Fresh and frozen products tailored for your specific needs.

For more information please contact:

Felipe Arévalo | farevalo@agrosuper.com or Jed Cartwright | jcartwright@agrosuper.com
770-730-8508 | 211 Perimeter Center Parkway NE, Suite 1020, Atlanta GA 30346

Mackerel will school any intermediate level diner with their fast-moving crowds. Like the snapper, mackerel will bite easily. The catch to hooking them is to know that their bodies require constant movement to ensure enough oxygen comes through their gills on a consistent basis. While mackerel are quick and can be tricky to snag, they boast a strong, savory flavor, perfectly suited for grilling.

The heavily sought-after sea bream makes waves with customers with its soft bite and tendency to nibble. Thankfully, rods can simply be lowered into the tank and focus put on timing, as this species prefers bait that does not move. Sea bream is well worth the struggle for a refined palette searching for succulent white meat to be heartily enjoyed.

Reviewers of the Zauo locations in Japan all seem to agree that the flounder is the most coveted and most frustrating of all available species. In the natural setting, flounders love to ambush prey as it moves across their path. Perhaps due to the lack of this occurrence or due to the confining setting, the flounders at Zauo are less than enthusiastic about their prospects. Because of this resistance to bite, flounders are caught using a special hook with three tips that is shockingly free of bait. Flounder-hungry fishing folk will need to channel their inner hunter while yanking the fish by any part of its body the hook will grab. Yelp reviewers widely criticized the injuries sustained by the fish in this process as well as the difficulty of the task. If the sweet, flaky flesh of the flounder is worth the battle, Zauo locations nearly always keep the species in stock.

Once victorious in their aquatic conquest, fresh catch will be prepared by the highly-skilled kitchen staff in any number of ways. The menu offers a variety of tasty preparations that is sure to please even the most discerning palate. Depending on the species, fish can be transformed into dishes ranging from the freshest sashimi and sushi or the crispiest tempura and deep-fried delights.

For those who are not exactly hooked on the idea of reeling in their meal, the third, most luxurious level of Zauo features fully prepared dishes (that diners don't have



Fresh fish fanatics will be treated dinner from hook to plate at Zauo NYC.

©Sergey Nazarov

to catch) at premium prices. According to the official site, "The regular price of a red-snapper is approximately ¥3,800 [\$34.20], but if caught, it can be had for only ¥2,950 [\$26.55], just as a flounder is normally ¥4,500 [\$40.50], but when caught becomes ¥3,550 [\$31.90]."

Novel restaurant concepts in New York City are always popping up. With so many figurative fish in the sea, will fishing for dinner catch on? Zauo's extreme and exciting approach to entertainment dining could have the potential to keep consumers hooked. **UB**

Article contributed by **Laura Zinger** | lzinger@urnerbarry.com



Domestic & International Suppliers of Perishable Food Products

**CHICKEN • TURKEY
BEEF • PORK • SEAFOOD**







**For domestic inquiries,
please contact Vincent Louis**

718-542-4401

**sales@vistafood.com
export@vistafood.com**

www.vistafood.com

Blue Springs, MO • Bronx, NY • Forest, MS
Hope Mills, NC • Manchester, NH • Oceanside, CA

2017: A wild ride for pork bellies & bacon



When bacon makes the news, people listen, especially when that news contains attention grabbing catchphrases like "Bacon Apocalypse."

©Dynamic Graphics

It is no secret that the belly and bacon markets made waves last year. When bacon makes the news, people listen, especially when that news contains attention-grabbing catchphrases like "Bacon Apocalypse." The beloved processed pork product is a jack-of-all-trades; it's enjoyed in retail and foodservice, on its own, alongside another protein, wrapped around another protein or even used to make vegetables more flavorful. Last year, the threat of high prices for bacon raised the public's collective eyebrow, while the threat of an all-out shortage shook Americans to their core! (OK, perhaps that was a bit hyperbolic).

So, what happened? Will it happen again? Can you rest easy knowing that tomorrow

when the sun rises, bacon will be there to kick-start your day? Let's examine some of the events of the past 12 to 18 months and investigate some of the short and long-term effects of the record-breaking year that was 2017.

Quickly, we need to travel back to 2016 to look at the cold storage situation for bellies. Cold storage is critical in the belly market because it is used annually as a safety net during the high demand periods of the year to compensate for a shortfall in fresh belly production. The USDA's December 2016 cold storage report showed that this was the lowest December figure on record for bellies in cold storage. Prior to 2016, we have never had a year where the December figure was lower than November. Also prior to 2016, only once (1977) have we seen a year where November was lower than October. Therefore, we had been using all the fresh product produced, PLUS additional frozen product since May. We are not typically in a net-withdrawal state, in terms of freezer inventories, after October. **CHART 1**

This shortage of bellies in cold storage at the end of 2016 meant that 2017 could start off with fireworks, and it certainly did. The low prices that 2016 ended on created a swell of buying interest. There was also the imperative need to sell bellies into the freezer to avoid a crisis in the summer. A bullish trend began almost immediately after the calendar flipped to 2017 and culminated with a February peak that exceeded every summer high on record and was second only to a price reached in April 2014 during the mammoth PEDv rally. After a decline that lasted from February to May, the value of bellies began their seasonal summer upswing, ending in July with a fresh record high. **CHART 2**

Bellies and bacon move together, but on a delay. Due to the nature of the bacon market, buying ahead of time and on

HARVEST
FOOD DISTRIBUTORS

WBX
Western Boxed Meat®

Beef



Pork



Poultry



Seafood



Grocery



Dairy



Deli



Bakery



Processed



Lamb & Goat



Exotic Meats



Frozen Foods

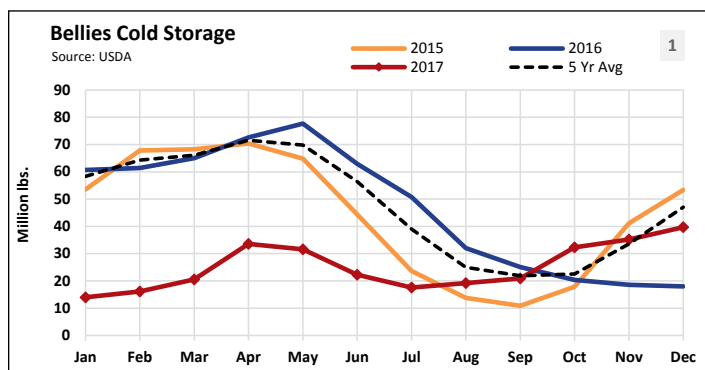


San Diego: 619-477-0185
Los Angeles: 323-587-2383
San Francisco: 510-790-1915
Seattle (WBX): 253-604-4755
Portland (WBX): 503-287-2843

Phoenix: 623-936-0020
Denver: 720-857-2380
Kansas City: 913-371-2333
Salt Lake City: 801-972-4114
Orlando: 407-296-0818

Since 1989. From Our Door to Yours.

Check out our NEW Website: www.harvestmeat.com



formula, bacon prices tend to lag that of bellies. For instance, while the price of bellies peaked in February and then again in July, retail bacon prices saw their respective peaks in April and September. Regardless of when it happened, bacon just like bellies set new all-time highs this year. Was it an apocalypse? No. Were consumers and restaurants paying more than ever for the crispy strips of pork? Most likely yes.

CHART 3

Prices were higher than ever and domestic supplies were running on fumes so some industry participants had to look elsewhere to fulfill their needs. This is where imports enter the picture. Poland may not be the first name that comes to mind when you think bellies or bacon but it was a substantial increase in imports from Poland that kept the bacon machines running for some participants. In 2016, imports from Poland labeled as either bellies or bacon totaled approximately 42.8 million pounds. The next highest provider of belly/bacon goods was Denmark with a total of less than a third of Poland's contribution. While 2016 was a big year for Polish bellies, it paled in comparison to 2017. At nearly 87 million pounds, the U.S. more than doubled the purchases of bellies and bacon from the eastern European nation in 2017. We also saw countries that had no presence in 2016 begin to sell bacon/belly products into the U.S. in 2017, including France, Italy, South Korea, and Trinidad and Tobago, although all with very small volumes. **CHART 4**

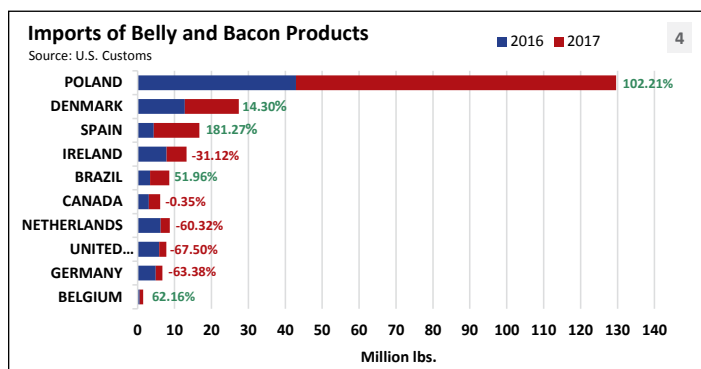
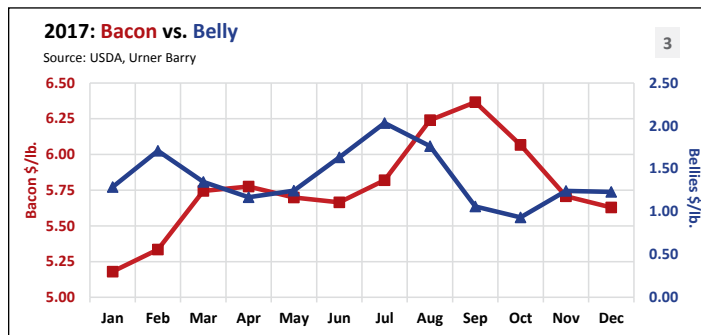
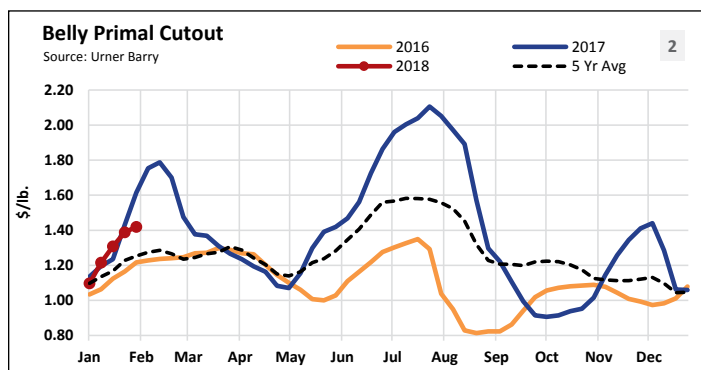
So where does this leave us in 2018?

First, cold storage stocks were much improved compared to 2016-2017 as we transitioned into the new year. As you can see in chart 1, while 2017 included some of

the lowest figures ever recorded during the first half of the year, the industry steadily built inventories every month from July forward. We transitioned into 2018 with December cold storage stocks 120% higher than the previous year.

Second, business lost can be difficult to reclaim when we are talking about imports. Countries such as Poland gained a more significant foothold than ever before in 2017, and it is the human way to remember and continue to do business with those which got you out of a predicament. Albeit a small portion of the overall belly/bacon business, some market share was likely lost to the countries which supplied product when there was little to no extra availability domestically. Therefore, it is not hard to imagine that imports of bellies will continue to be something worth monitoring moving forward.

Lastly, price. This article was written at the end of January and so far, price action of bellies has been eerily like that of last year with a rally right out of the gate. By the time this article goes to print we will know whether the current February rally either falls short of, or matches, that of last year. With more than twice the product in cold storage compared to 2017, one would think



that we have a bit more of a safety net in preventing price extremes. In addition, with several new plants that opened their doors last year, pork production is expected to continue to expand year-over-year moving forward. However, production was also at records last year and we saw what happened to the price of bellies. Bacon continues to grow in popularity every year. Demand domestically and abroad has shown little sign of slowing, which makes price prediction extremely difficult. Will an increase in pork production and continued growth in pork imports tame the belly market or will the world's seemingly insatiable hunger for bacon push prices to new highs? Only time will tell. I suggest you have a slice of bacon while you wait. **UB**

Article contributed by **Russell Barton**
rbarton@urnerbarry.com

Complete personalized nutrition solution, from test to table

Habit, a new company that is at the intersection of nutrition, technology and food delivery, unveiled its complete personalized nutrition solution in early 2017 for people who want to harness the transformative power of food to improve their lives.



Habit says its nutrition recommendations are unlike generic, one-size-fits-all eating fads, which may work for one person but not another. Instead the process takes into consideration an individual's unique biology, metabolism and personal goals. Habit takes the guesswork and confusion out of what to eat by creating a personal nutrition blueprint for each individual based on their DNA. The company then says it helps one reach their health goals by delivering fresh, personalized meals to their doorstep and supports them through one-on-one wellness and nutrition coaching.

The Habit team is comprised of nutrition scientists, health advisors, researchers, technologists, registered dietitians, chefs, food scientists, and business leaders.

habit
FOOD. PERSONALIZED™

"I founded Habit after my own health and wellness wake-up call. Two years ago, my doctor looked me in the eyes and told me—a former Ironman triathlete—that I was on the road to some serious health issues. I realized that for the sake of my own health and that of my family, I had to make a change," said Neil Grimmer, founder and CEO of Habit. "After undergoing a complex and costly path of DNA and blood tests

to understand my body's fundamental nutrition needs, I realized there had to be a simpler, more accessible way for others to learn what foods and nutrients their bodies crave to be the healthiest they can be."

HOW IT WORKS

An at-home test kit measures over 60 different biomarkers, which include nutrition-related blood markers, how these markers change in response to a proprietary metabolic challenge beverage, and genetic variations within your DNA. The consumer also provides several body metrics including body weight, height, waist circumference as well as health goals.

Habit then synthesizes the data to determine the foods and nutrients that are best for the user. Certified coaches are on hand to help each individual meet their goals through tailored plans; while a team of chefs prepare the food their body is craving and delivers it straight to their door.

"We're at the beginning of a new era in nutrition—personalized nutrition, based on science, enabled by big data and computational mathematics that will change the way we eat forever," said Leroy Hood, co-founder of The Institute for Systems Biology and Habit science advisor. "Habit is combining decades of research on systems biology into the most complete view possible of your body's specific nutritional needs and tolerances." **UB**

Article contributed by **Linda Lindner**
llindner@urnerbarry.com

A large advertisement for River Valley Trading. The background is a photograph of a sunset over a grassy field. Overlaid on the right side is a white curved banner containing the company's logo (a stylized green mountain) and text. At the bottom of the banner are the logos for 'Nebo' and 'Center Valley Farms'.

RIVER VALLEY TRADING

**TRADERS IN
BEEF • PORK
POULTRY • TURKEY**

phone: 479-967-6600
fax: 479-967-6615
info@rivervalleytrading.net

Nebo

CENTER VALLEY FARMS



BON SECOUR FISHERIES

Gulf Shrimp, Oysters
and Seafood from
Around the World



HISTORY

In the late 1890's Danish immigrant Frank Nelson established a small family-run oyster harvesting and packing operation, selling his products to make a living and feed his family. Attention to customer service details made it work. Frank's son, John A. Nelson, worked right by his side and in the 1920's they began to catch shrimp to add to their seafood sales. John A. was also raising a family and his son, John Ray Nelson, took control of the business after World War II. Fresh oysters and shrimp from the Nelson family of *Bon Secour Fisheries* were finding their way to markets across the nation. A family tradition of customer service and loyalty was propelling *Bon Secour Fisheries* forward to be a major supplier of fresh and frozen seafood, as a fourth generation entered the business—John Ray's three sons.



TODAY

Fast forward to today. *Bon Secour Fisheries* is still a producer, processor, and packer of Gulf Shrimp and Oysters, Bon Secour brand shrimp, and Nelson's brand oysters. *Fresh From the Gulf to You*—our slogan adopted in 1980—helping fishermen market their catch away from the coast. However, we have also evolved into a large purveyor of seafood from around the world. Large enough to accommodate the requirements of major distributors, but small enough to be able to customize an inventory for all our clients—the right product, at the right price, to the right customer, at the right time is our mission. The Bon Secour Team has extensive knowledge of the seafood we sell and our purchasing acumen, from product managers with decades of experience in both domestic and international sourcing, makes us a supplier you can trust. Continuing the original attention to customer service details, striving to maintain a personal touch, is a primary focus. The Bon Secour Team contends that a professional relationship is important to developing a partnership with our customers for their success. Our customers' success is our success. Loyalty with Southern hospitality—the tradition continues.



MUSIC FOR YOUR MOUTH

History, tradition, experience and utmost customer service, *Bon Secour Fisheries* also embraces new technology. We were the first on the Gulf Coast to produce and distribute cold pasteurized oysters in the shell. Cold pasteurization produces a fresh oyster in the shell with the safety of post harvest processing, but they maintain all the attributes of traditional live fresh oysters. Our Live Band brand shell oysters are "Music for Your Mouth". They are second to none in their category and they are Fresh From the Gulf to You! Contact The Bon Secour Team for more details.



Live Band brand shell oysters

Bon Secour Fisheries
PO Box 60
Bon Secour, AL 36511
P: 251-949-7411
F: 251-949-6478

www.bonsecourfisheries.com
bonsec@bonsecourfisheries.com

Copyright© 2018 Bon Secour Fisheries

Beef demand shows strength in the face of growing supplies

In light of growing supplies in 2017, beef demand held up rather well. Beef consumption was higher in 2017 than 2016 — largely driven by the increase in production. Looking at consumption patterns in isolation does not really tell us anything about demand, however. For the most part, larger production usually puts downward pressure on prices.

But as noted earlier, there was an upside surprise in beef demand in 2017. All-fresh retail beef prices on average were slightly better than in 2016. According to the USDA, prices were 573.17 cents/lb. versus 572.68 cents/lb., after falling over 5 percent from 2015 to 2016. If you take into account the record or near record poultry and pork production, this is even more remarkable.



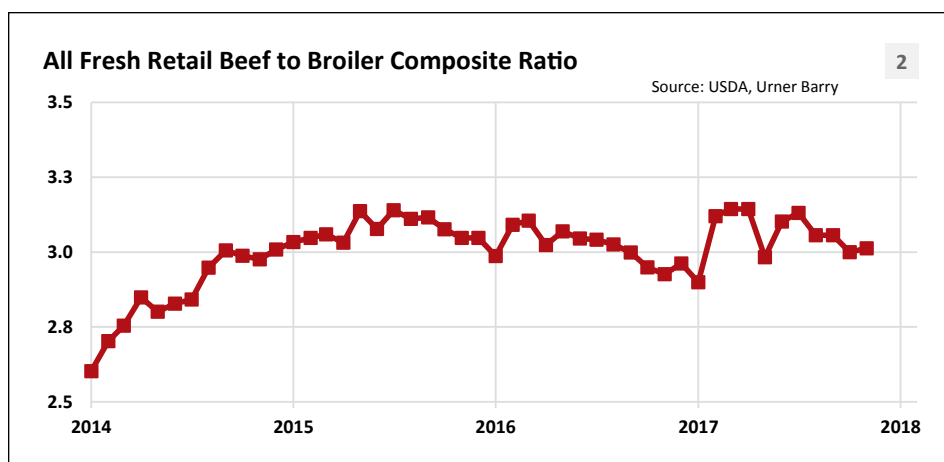
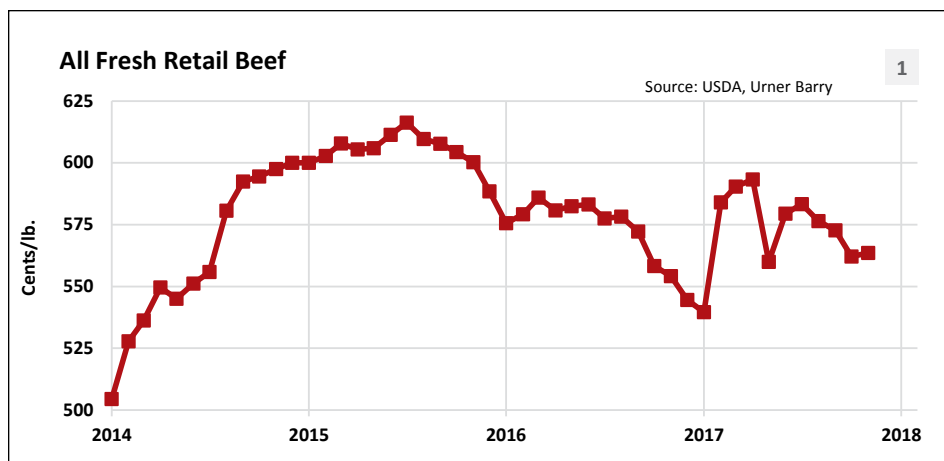
To put this into perspective, the ratio of retail beef prices to pork and poultry is strong. In fact, the all-fresh beef to broiler composite hit record levels in 2017 and continue to remain elevated near that number. It is three times more expensive to buy the composite of all-fresh retail items to broilers.

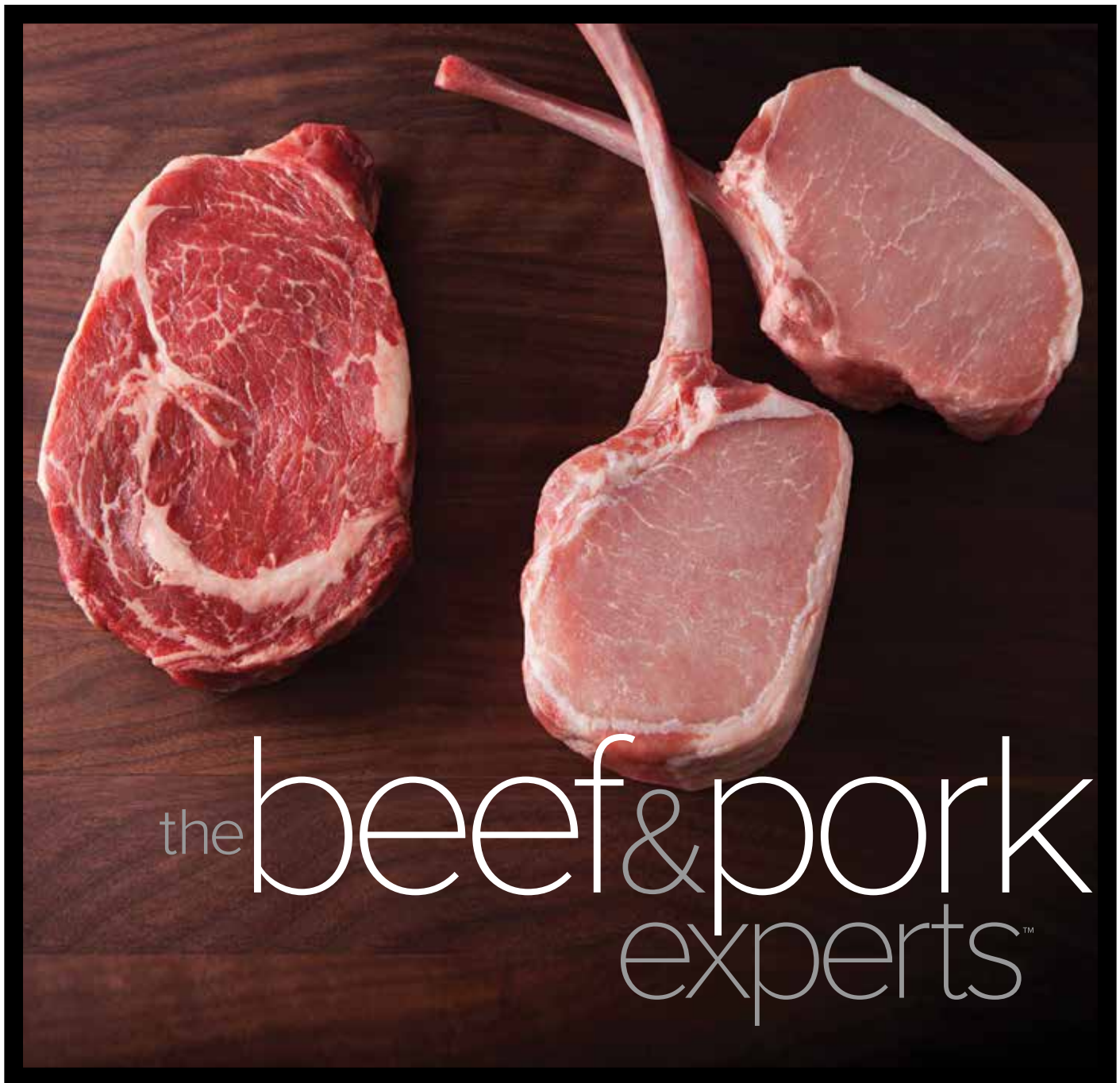
Larger supplies are expected again this year. This will likely keep pressure on pricing. Strong demand will help mitigate some of the risk to packers. Continued success in the export markets will also help. **UB**

Article contributed by Gary Morrison
gmorrison@urnerbarry.com

GET EGG-CITED!
Joining our line-up of fun & educational products are the
ALL-NEW EGG PLAYING CARDS

Eggs • Beef • Pork • Fish & Shellfish
shop.urnerbarry.com
800-932-0617





Who are we? We're an all-star lineup of beef and pork brands, backed by the most comprehensive supply and support network in the nation. We're decades of industry experience and innovation.

We are committed to delivering our customers only the best in products and service. We're the Tyson Fresh Meats Team: *The Beef & Pork Experts*™—and we're just getting started.

ibp Trusted Excellence® brand
Open Prairie® Natural Angus
Open Prairie® Natural Pork
Chairman's Reserve® Premium Beef
Chairman's Reserve® Premium Pork
Chairman's Reserve® Prime Pork
Reuben® corned beef
Star Ranch Angus® beef
Supreme Tender® pork

The **BeefAndPork**Experts.com

*/© 2018 Tyson Foods, Inc.

A new breed of retail for a new consumer environment

Article contributed by Phil Lempert, special to the Reporter
plempert@supermarketguru.com

2017 goes down in history as the most important year ever in grocery. The food world around us is changing at incredible speed and the industry must evolve. Grocery is now “cool” and it is an industry that is attracting talent from the best schools and companies that would have not even thought about grocery or food a few years ago.

Grocery retailers like Hy-Vee have created a new environment, both physically and intellectually, that these thought leaders of tomorrow want to be a part of. CPG companies are creating incubators that attract start ups to help these brands understand how to become relevant to a new kind of consumer and offer them looks at innovations that they have never dreamed about.

It's a new food world. Over the past 20 months we have seen 17 CEOs of big food companies step down (some voluntarily, other not so) and open the doors for fresh thinking executives. The new retail model must be built around the consumer, built with the foundation that someone else thought through the way people want to acquire foods; and create an environment that empowers consumers, makes their lives easier, healthier and more enjoyable — whether it be in bricks and mortar or online (and hopefully both).

These are very poignant times in the food world.

During Urner Barry's 2018 Executive Conference, I'll be hosting a 90-minute no-holds barred retailer roundtable where we will be debating the pros and cons — and the future of all things animal protein. Where do we stand on the cage-free implementation? How the free-from trends are changing the marketplace. How animal welfare issues

**“Younger, smarter farmers
will bring us into a
new era of agriculture.”**

THE PREMIER FOOD INDUSTRY CONFERENCE OF THE YEAR!

EXECUTIVE CONFERENCE



& MARKETING
SEMINAR

APRIL 29 - MAY 1, 2018

urnerbarry.com/executive

To register online and to view the Urner Barry Antitrust Statement, Registration Procedure and Cancellation Policy, go to <http://shop.urnerbarry.com/executive-conference-2018>.

NEW VENUE

Aria™

RESORT & CASINO
LAS VEGAS

are impacting future planning, and impacting consumers decisions on consumption. We will take a look into the crystal ball and look at how AI and social media are changing everything across the supply chain — and that's just for starters.



During Urner Barry's 2018 Executive Conference this coming April, Supermarket Guru Phil Lempert will host an expert panel focused on the future of retail grocery.

Pros & Cons - The Future Of Animal Protein
Where Do We Stand On Cage-Free Implementation?
How Free-From Trends Are Changing The Marketplace
How Animal Welfare Issues Are Impacting Future Planning, And Impacting Consumers Decisions On Consumption
How AI & Social Media Are Changing Everything Across The Supply Chain

is a virtual farmers market where New Yorkers can purchase local food directly from NY farmers, fisherman and artisans. There is a new breed of younger farmers entering the fields; the USDA's latest Census of Agriculture reports that the number of farmers aged under

It all begins with agriculture, where our food comes from. And that is about to change dramatically. By 2050 the world's population will reach 9.6 billion with 65% of us living in urban areas. Our land, water, soil and environment are all under siege and the USDA says that climate change is going to create challenges for us all.

There is a more direct farm to consumer connection as communities strive to get closer to nature. The FreshFoodNY app

35 is increasing; that's only the second time that's happened since 1900. Sixty-nine percent of these new farmers have college degrees, far higher than the 40% incidence of the general population. Younger, smarter farmers will bring us into a new era of agriculture.

Farming, ranching and retail are all changing and this conversation is one you won't want to miss at this year's Urner Barry Executive Conference. See you in Vegas! **UB**



Agricultural Finance



Flexible Food and Agribusiness Capital Solutions

Whether you're looking to expand your operation, refinance an existing mortgage or recapitalize your balance sheet, MetLife can tailor a loan to fit your needs.

- Food and agribusiness lender for over 100 years
- Competitive interest rates
- Fixed and adjustable rate mortgage financing
- Flexible terms and structuring

Rates are attractive — contact your MetLife representative today.

Jon Dressler
559.470.6458
jdressler@metlife.com

Dan Seger
309.585.0637
dseger@metlife.com

Brad Vissering
309.585.0180
bvissering@metlife.com



www.metlife.com/ag

© 2018 METLIFE, INC

Further Alaska Opilio cutbacks anticipated in eastern Canada

Article adapted from one that originally appeared on SEFOODNEWS.COM on February 8, 2018 by John Sackton



As of this writing, quotations on new season Alaska Opilio have not been established.

Despite the fact that 45 percent of the Alaskan harvest has been landed, very little of this product is making it into spot markets.

The quota reductions of the last few years have meant that much of the Alaskan Opilio is sold on contracts to specific customers, which is not the prices on which Urner Barry quotes are based.

Industry reports are that Alaskan Opilio is being sold for a price of \$8.35 CIF Seattle and Japan.

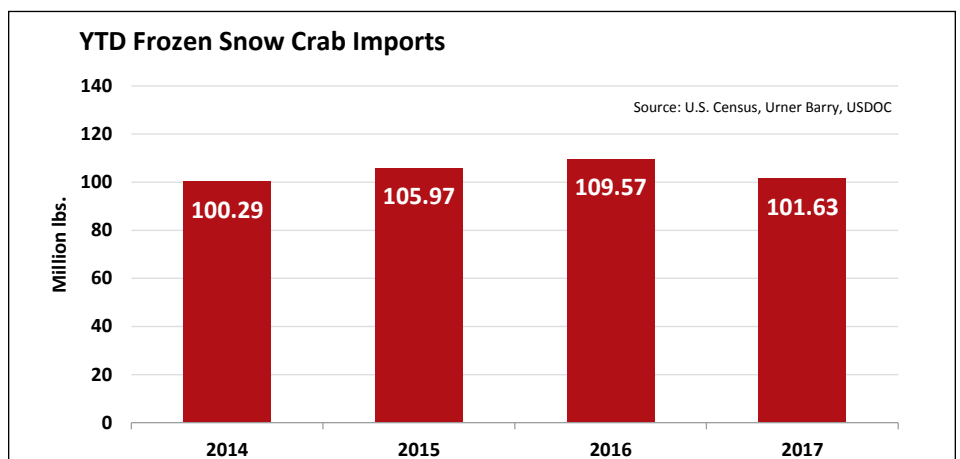
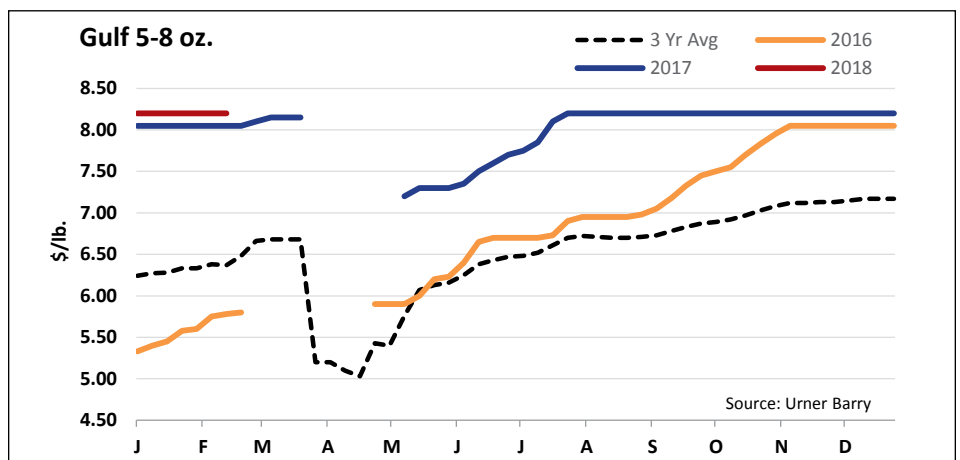
The Japanese are definitely purchasing some Opilio, as they have become stronger buyers in the past year.

There is also a lot of interest in Alaskan Opilio because further cutbacks are anticipated in Eastern Canada for snow crab this spring. The Gulf of Saint Lawrence, which saw a record catch of over 40,000 tons last year, is slated to fall back to about 25,000 tons, and another 10% or 15% reduction in Newfoundland is expected as well. However, the Canadian DFO will not release actual recommendations until late March or early April.

Regarding U.S. supply, total 2017 snow crab imports were down from Canada by 2.5% (to 81 million lbs) and from Russia by 10.8% (15.9 million lbs.)^{UB}



©Burr420



“DESPITE THE FACT THAT 45 PERCENT OF THE ALASKAN HARVEST HAS BEEN LANDED, VERY LITTLE OF THIS PRODUCT IS MAKING IT INTO SPOT MARKETS.”



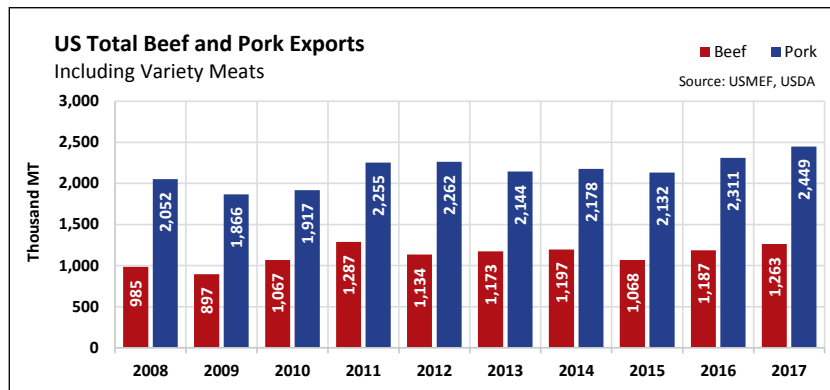
Committed
to category
leadership.



Meat exports key in absorbing larger output in 2018

U.S. meat exports must remain strong in 2018 in order to absorb the expected increase in beef and pork production, otherwise wholesale prices and industry returns could come under considerable pressure.

USDA's economists project 2018 beef exports to be up about 3.8% from 2017 and international pork sales to rise by 4.9% from last year. Even with these increases in exports, domestic per capita consumption of the two categories is projected to increase by 4.5 pounds from 2017 which would be nearly 6 pounds over the 2016 figure. Adding 1.7 pounds of chicken



means that each man, woman and child in America will need to consume on average about 222.8 pounds of meat and poultry in 2018, or 6.2 pounds more than in 2017.

These export and domestic consumption figures are based on projected increases in 2018 production of 6% in beef, 5.4%

in pork and 1.8% in poultry versus 2017.

The latest per-capita meat and poultry projection of 222.8 pounds would be a new record and 13.8 pounds over the average of the previous ten years. In this century, the closest annual consumption figure to the projected

number for 2018 was in 2006 when it reached 221.8 pounds.

Combined beef, pork and poultry exports in 2018 are predicted to reach 16.6 billion pounds, an increase of nearly 3.5% from 2017 and 9.4% above the 2016 total. This year's projected number would be up more than 6.6 billion pounds, or 66%, from the 2006 figure.

Cheaper feed costs in recent years, efforts to meet growing world demand for animal protein and to improve overall profitability despite a maturing U.S. market for meats are among the reasons the U.S. livestock and poultry industries have further expanded production.

There are some risks, as always, in pushing output up further and relying on international sales to absorb even more of the production. Any hitch in export sales could push considerable amounts of meat and/or poultry back into the already burdened domestic market and lead to considerably lower prices.

The price predictions for 2018 are down slightly from 2017 with last year's averages near the top of this year's respective ranges for cattle, hogs, broilers and turkeys. USDA economists currently project cattle prices in 2018 to be up about 38% from 2006, hog prices nearly even with that year and broiler prices to be up 41%. **U**

Article contributed by **Curt Thacker**
cthacker@urnerbarry.com



TAURUS
FOOD PRODUCTS, INC.

All types of raw materials for
**Food Processors, Meat Patty Makers,
Meat Distributors, Sausage and
Canned Meat Manufacturing**

Importers of **Australian and
New Zealand Boneless Beef**

**Purveyors of all
Beef & Pork Sausage Materials**

CONTACT US FOR A FREE QUOTE

Mike Berman
480.313.8065
michael@taurusfoods.com

Jim Berman
720.467.5680
jim@taurusfoodsnm.com

Bill Berman
888.520.5600
taurusfoodsaz@earthlink.net





BluGlacier

SUCCESSFUL
SALMON PROGRAMS
START WITH
STRONG PARTNERSHIPS



BluGlacier LLC

6303 Blue Lagoon Drive
Miami, FL 33126

305.261.2417

sales@bluglacier.com

www.BluGlacier.com




BLUMAR
SEAFOODS

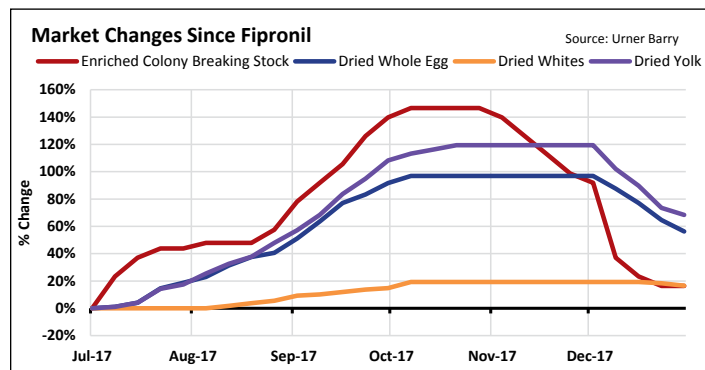
 **Ventisqueros**
Best in class performance

EU recovering from fipronil

Egg prices traditionally move on fundamentals based on supply and demand just like any other commodity. Occasionally, X-factor events take place on one side or the other and send prices into uncharted territory without warning. Natural disasters, national promotions, food safety issues, regulatory changes and disease are just a few examples of issues we've seen shock the market. It is no different in Europe, where prices hit record highs during their 2012 cage ban and then felt the shockwaves of the United States' bought with highly pathogenic avian influenza (HPAI) just a few years ago.

Last year, farmers were dealing with a mite problem in their production facilities, when a substance believed to be natural actually contained a chemical called Fipronil. In August, eggs began testing positive for the substance across several major EU producing countries. The Netherlands, Germany, France, Italy, and others reported flocks testing positive for "unsafe" levels of Fipronil according to food safety authorities. Retailers and manufacturers quickly pulled supplies off the shelves. Everything from shell eggs, prepared foods, and items containing eggs as an ingredient tracing back to these farms was destroyed. Inventories of shell eggs, liquid, and powder were also removed from the marketplace.

Much like we saw in the U.S., buyers scrambled to get product from unaffected plants. Processors ran shortened shifts given their inability to source enough raw material and prices skyrocketed. From the end of July until the end of October, Urner Barry's EU breaking eggs quotations advanced sharply, increasing over 146%. Because the chemical was stored in fat, traces were highest in yolk and whole egg. Dried prices in these categories spiked 119% and 97% respectively. Whites had been struggling with overproduction globally ever since the U.S. HPAI period, and with buyers chasing yolk, saw very little increase by comparison.



Farm Fresh Solutions
for all your
Specialty Egg Needs

*Cage Free • Organic
Free Range
Non-GMO
Pasture Raised*



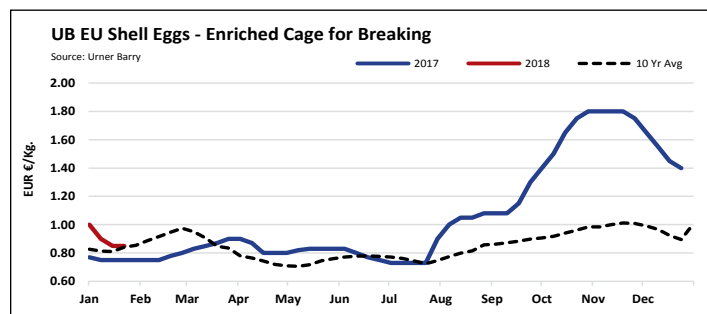
eggsrusinc.com

Produced by:
MSSE
Mid-States Specialty Eggs

888.756.3635

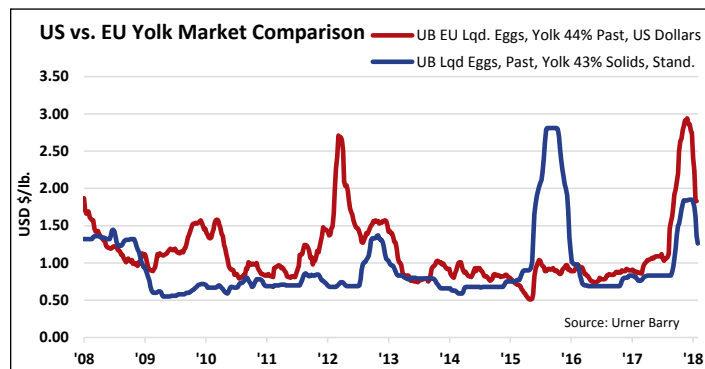
Since the peak, producers have been working to clean and repopulate farms. It took a while for some to accomplish this feat. We heard several reports of farms that tested positive, were cleaned, repopulated, and then tested positive again because the chemical was difficult to remove from wood structures.

Buyers also made some adjustments, especially once they had covered their holiday needs. After bird flu in the U.S., buyers found ways to reduce their dependence on eggs through reformulation and replacement. Some of that happened in Europe as well, but so far, it appears buyers were a little more reluctant to pull eggs from their labels. Production is returning, but some feel it has yet to fully get back to pre-Fipronil levels. Meanwhile, prices are retreating toward levels seen prior to the shortage-driven highs.



Industry eggs from enriched colony production are down 0.80 EU/Kg from the 1.80 EU/Kg high. Whole egg and yolk

prices are also retreating rapidly. U.S. processors were able to take advantage of export opportunities in these yellow categories through the end of 2017. With prices falling and production rebounding, most are finding this opportunity to be fleeting. Buyers are still interested in some shipments before Easter, but expect to be back up to full production early in 2018.



The U.S. dealt with decade-low markets for over a year following HPAI related highs, and it will be worth monitoring how supply and demand balance in Europe over the coming months. Shipments to the EU are expected to slow further, and as prices fall, traders could be more and more competitive in the global marketplace. **UB**

Article contributed by Brian A. Moscogiuri | brianm@urnerbarry.com

**Wabash
Valley
Produce**

**Brown
Produce Co.**

**Ballas Egg
Products
Corp.**

Producers & Processors of **SHELL EGGS**

Including
**Carton, Loose Pack &
Nest Run**

EGG PRODUCTS

Including
Frozen, Liquid & Dried

**Wabash
Valley
Produce**

Dubois,
Indiana 47527
Scott Seger
Tel. (812) 678-3131
Fax (812) 678-5931

**Brown
Produce
Co.**

Farina,
Illinois 62838
Josh Jahraus
Tel. (618) 245-3301
Fax (618) 245-3552

**Ballas
Egg Products
Corp.**

Zanesville,
Ohio 43701
Craig Ballas
Tel. (740) 453-0386
Fax (740) 453-0491

Drought in SW, elsewhere could affect beef cattle herd plans for 2018-2019

Worsening drought conditions across the large cattle producing regions of the Southwest along with the extreme dryness in parts of the Northern Rockies and Northern Plains states may affect the herd growth in 2018 and 2019.

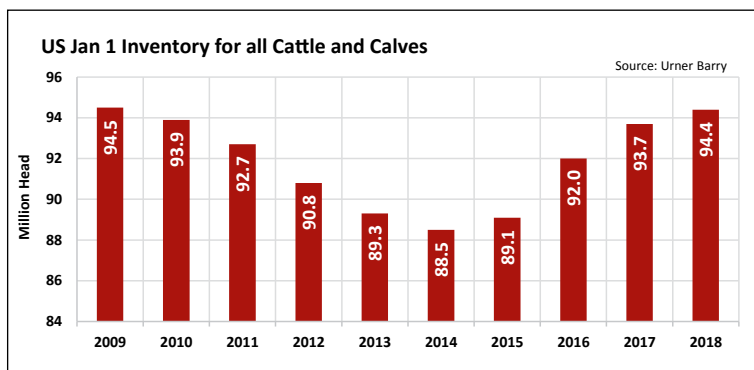
Already, more of the young cattle that would normally spend much of the winter on wheat pastures in the Southwest are being pushed into the feedyards early instead. The very dry conditions have left pasture lands in the region unable to provide enough forage for the animals.

During the final quarter of 2017 and early this year, very little precipitation fell across the southwestern region of the country, putting that area in a worsening drought status. Through October, the southwest

was in fairly decent shape for moisture with only spotty areas rated abnormally dry, according to the US Drought Monitor. However, a lack of measurable rainfall the balance of the year and into 2018 has led to extreme drought conditions in portions of Kansas, Oklahoma and the Texas Panhandle.

The very dry conditions across the Southwest and lingering problems in the western Dakotas and Montana could force cattle ranchers in those regions to make the tough decision to trim their beef cow herds this year or next, depending on the amount of moisture they receive this spring

and later and on the amount of hay reserves they have available. If adequate rainfall does not arrive, the hay reserves will be quickly depleted.



Avoid costly mistakes.

**Educate your staff
with industry
resources from**

NAMI NORTH AMERICAN
MEAT INSTITUTE

The Beef Book UPDATED

The Pork Book

The Meat Buyer's Guide®
8th Edition

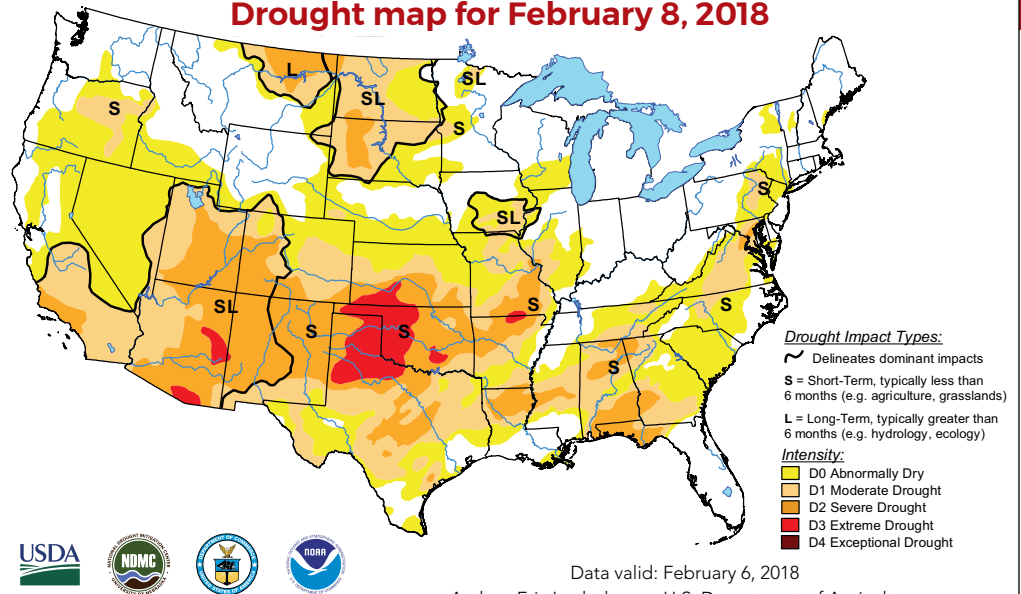
NAMI Posters &
Notebook Charts

Playing Cards

800-932-0617

shop.meatbuyersguide.com

Drought map for February 8, 2018



Some ranchers in those northern states have already been forced to move some of their cattle to other pasture lands and give the animals more acreage on which to graze. Hay supplies are being depleted, and much of the surplus hay in neighboring states was sent to Texas, Oklahoma and Kansas last year after the massive grass fires occurred in March and burned more than a million acres.

Analysts and industry sources had predicted that the beef cow herd as of Jan. 1 to be up modestly from a year ago with the number of cows that had calved in 2017 pegged at 1.8% larger. USDA's data showed the number of beef cows that had calved at 1.6% over a year ago. That figure represents slowed herd growth compared with the 3.5% increases the previous two years.

If the Southwest and northern tier states remain dry for much of 2018, the beef cow herd may reach a near-term peak this year despite what appears to be favorable market conditions. If pastures are not sufficient to provide the forage that the animals need, the costs of shipping hay to maintain them for any significant length

of time is too prohibitive, and the only option producers have is to do a deeper cull and sell off a portion of the cows. Some of the culled cows may be shipped to other areas of the country where adequate pastures are available and the rest would go to slaughter.

No doubt, the U.S. Drought Monitor will get lots of attention throughout the coming weeks and months. **UB**

Article contributed by Curt Thacker | cthacker@urnerbarr.com



Northern Beef Industries

Beef • Pork • Poultry • Offals • Export

La Ventaja!

NBI

La mejor en carnes



719 S. Shoreline
 Corpus Christi, TX 78401
 Tel: (361) 654-6180
 Fax: (361) 654-6190
www.northernbeef.com

Food criticism moves from food journalism to social media

The rapid growth of social media platforms has drastically changed the landscape across all industries, but perhaps one of the most prevalent is in the food industry. Where we once relied heavily on the opinion of educated, in-the-know food critics with a long resume of professional experience and an even longer list of industry contacts, we now hold in high

regard the opinion of anyone wielding an eye-catching dot com. While engagement has increased tremendously among bloggers, Instagrammers, and Yelp-based reviews, there has been a serious decline in printed food journalism publications.

We used to allow food journalists the time to thoughtfully engage in the environment of its subjects and write a thorough review of atmosphere, food, and services. In today's world of instant gratification, thoughtfulness has been traded in for speed-to-market convenience, where you can scroll through your Twitter or Instagram feed to hear from restaurateurs alike, skimming their thoughts and hashtags to gain instant-access to photos of the latest restaurant happenings, deciding for yourself in a matter of seconds if dining there is on your to-do list.



Websites, like Yelp, who thrive off customer reviews and interaction, have helped solidify the age-old adage: "everyone's a critic." This level of engagement has vastly changed the hierarchy of food journalism. Professional food critics used to reign supreme at the top of the food chain (pun intended) where nowadays it is a much more level, yet grandiose playing field among the professionals, bloggers, and reviewers alike.

While professional food criticism has been crowded with an influx of user-generated media, it does not mean the professional food critic doesn't influence the industry still. When consumers relate to the person offering the information, they are more likely to trust the source and their opinion, meaning there is still a market for the traditional food journalist. Bloggers, Yelpers and commenters add new information, ideas and culture to the industry. This trend has brought more attention and substantially more interest to the food world, perhaps offering more opportunity to the professional food journalists, after all. Food criticism is not short on either quality or quantity of reviews, however, it is up to the user to sort through whose opinion to value most. **U**

Article Contributed by Lorin Castiglione
lcastiglione@urnerbarry.com

PRESTAGE FOODS

P Family Owned

PREMIUM YOUNG TURKEY

- Retail and Export •
- Fresh & Frozen • Whole birds •
- Bone-in breast • Tray pack •
- Map grind • Ground chubs •
- Private label is available •

CONTACT:
Kent Puffenbarger, Patrick Fowler or Kate Prestage Poplin
www.PrestageFoods.com
St. Pauls, NC 28384 • 1-800-679-7198

Traveling back in time with CenSea

Central Seaway is one of the largest suppliers of frozen shrimp in the United States — but that wasn't always the case.

"When I first started here we were a very, very small specialty importer," says co-Vice President Jeff Stern, who has been with the company since the 1980s. "We've probably grown 25 or 30 times since then. Now we're primarily a shrimp importer from Southeast Asia ... the invention of aquaculture radically changed our business."

Central Seaway was founded in 1960 by Illinois businessman Gershon Feigon. Back



Ethel Feigon became president at Central Seaway after her husband Gershon's death in 1983.

of Feigon. "He was in his own world importing."

Feigon would travel to find different seafood items and give them a shot — from arrowtooth flounder to zander. That "mad scientist" was even one of the first people to import shrimp from China in the 1970s after the Nixon Administration created trade relations with the country. Of course, back then imported shrimp wasn't a big thing.

"We were a country that relied heavily on Gulf shrimp," says Torch. "Farm raised shrimp was nothing back then. It was all wild caught."

Feigon died in 1983, and within a year of his death, Stern and Torch became co-vice presidents at Central Seaway. Torch credits Feigon's wife, Ethel, who became president at Central Seaway following her husband's death, with allowing them to continue growing the company.



"I used to get on planes and rent a car and go to a city without any appointments," Torch reminisces. "[I

would] just drive around and see seven to eight people in one day. I worked my butt off cold-calling ... I'd walk into retail stores unannounced. That's how I did it and slowly built the company. But we started getting into really good product categories."

Central Seaway was importing items from all over the world, including octopus, squid, lobster, dover sole, and of course, shrimp. Farm raised shrimp changed their business — and the industry as a whole. For Torch, the importing of *Penaeus orientalis* shrimp and black tiger shrimp in the late 80s to early 90s was "huge."

"That's when our business just kind of really took off," says Torch.

So, what are their plans for the future?

"For the most part our plan is to continue to do what we do," says Torch. "We're very good at what we do ... We are one of the top two or three commodity companies in the United States. We are not as focused on chasing the private label sector of the business, rather we

are focused on the remainder of the business that is out there. And this works for us because we have a great commodity name and branding throughout the United States that was built over years of loyalty, consistency, dependency, trust and quality — CenSea and A-PAC Brand."



Nate Torch, Founder Gershon Feigon's son Lee and Jeff Stern in the early 90s.

"I think the industry continues to evolve," adds Stern. "If I had to predict what our business would be 10 years from now it would be very difficult to do. I [think] that aquaculture will continue to dominate for growth in seafood consumption. There has to be more ... it's only going to come from aquaculture." **UB**

Article contributed by Amanda Buckle
abuckle@urnerbarry.com



Nate Torch joined Central Seaway in the 1980s. He's now the company's co-vice president.



**CUSTOMIZED INSURANCE
PROTECTION FOR THE
FOOD INDUSTRY**

**Property and Liability
Cargo & Warehouse
Earthquake, Flood and Windstorm
USFDA Rejection & Lacey Act
Product Recall
Foreign Travel**

Call Ray Markley at
800-350-5647
food@shorepointinsurance.com
www.shorepointinsurance.com
License #0247753

Chicken wings sales deflate as NFL ratings continue to wane

The NFL has proven to be an unstoppable juggernaut with outstanding numbers year in and year out. On field issues such as anthem protests, poor officiating, boring games or the New England Patriot's nearly never-ending run of success — it has slowly been on the wane. Nielson Data Media Research, the industry standard for TV viewership ratings, said the regular season ratings were down just under 10% from 2016. Look no further for even more proof of the NFL's struggles as this year's divisional round playoffs lost over 23 million viewers compared to last year. No bueno simply put.

The chicken wing market is facing a fourth quarter deficit that has been linked to, you guessed it, NFL ratings decline. Big name companies like Buffalo Wild Wings, Papa John's and Sanderson Farms have openly blamed the NFL for lost revenue since the start of the fourth quarter. We know Tom Brady is not playing for either of these big companies. With ratings getting worse each year, they may have a valid point.

Historically, wing demand would start to increase with the start of football in early September and then peak around the Super Bowl in early February. More recently, record breaking prices during 2015 and again last year, resulting in foodservice establishments putting less focus on bone-in wing promotions and more on boneless wings. Why you may ask? As the popularity of wing houses grew, demand for the small wing escalated disproportionately to supply. Companies like Buffalo Wild Wings

then took the initiative to start serving jumbo bone-in wings, a lesser cost and then neglected item. However, according to Urner Barry's Michael O'Shaughnessy, national chains continued to expand at an unprecedented rate increasing the demand for bigger bone-in wings and higher prices followed. During early 2017 Urner Barry's quotations for jumbo bone-in wings started to rise, eventually reaching and exceeding the \$2 dollar per pound mark.

Much like a couple of years earlier, the cycle began all over again. Demand proved too aggressive for an industry that was focused on decreasing their bird weights to better align offerings with requirements. In the meantime, excess supplies of boneless breasts forced meat values to retreat, eventually hitting historical lows.

With this in mind, it's easy to see why foodservice operations started to re-focus their promotional efforts. This time wings weren't even involved. Made from currently

less expensive breast meat, boneless wings offered a low-cost alternative while proving attractive to younger audiences.

Getting back to football, big name companies have attributed profit erosion to the NFL. For instance, Buffalo Wild

Wings relies on that market for roughly 10 percent of their sales. Chicken wings, both bone-in and boneless, make up about 21 percent of their total restaurant sales, the highest sales volume on their menu according to last year's 10-K report. With a fifth of their menu sales coming from wings alone, we can see why the NFL losing popularity would affect their sales.

The NFL is losing ground and in its wake, so has the bone-in chicken wing market. Millennials aren't tuning into TV as did previous generations. Their food consumption demands, especially for low cost and convenience, have impacted traditional marketing efforts for established food outlets. The NFL might have Tom Brady, but companies such as "B-Dubs," who thought they had a winning game plan, are being forced to reevaluate their play book. But all is not lost. A January press release from the National Chicken Council stated that wings are more popular than ever with an expectation of 1.35 billion consumed during this year's Super Bowl. **UB**

"The NFL is losing ground and in its wake, so has the bone-in chicken wing market."

Article contributed by **Brandon Guenther** | bguenther@urnerbarry.com

Temporary ease on SIMP entry rules to end

The Seafood Import Monitoring Program, also known as SIMP, became mandatory for importers on January 1, 2018.

The new rule requires strict data reporting and record keeping of specific priority fish that are vulnerable to IUU fishing and seafood fraud. However, the National Oceanic and Atmospheric Administration (NOAA) has been lenient since the introduction of SIMP, allowing a temporary ease on entry rules in an effort to prevent disruption at the start of the year.

Well, time is now ticking for brokers to get their shipments cleared with incomplete or missing data.

NOAA announced that beginning April 7, 2018, “all filings covered by the Seafood Import Monitoring Program regulations must comply with the electronic filing requirements in order for an entry to receive a ‘may proceed.’”

According to the announcement, filings that contain incomplete or inaccurate data must be corrected before they will be accepted. Currently, filings that don’t include SIMP data could get a “may proceed.” However, the broker or importer must still fill out all the data at a later date.

Species that fall under SIMP include Atlantic and Pacific cod, blue crab, mahi mahi, grouper, king crab, sea cucumbers, red snapper, sharks, swordfish and all tunas. Shrimp and abalone are also priority species but were not required to meet the initial mandatory compliance date. However, Senate leaders are pushing for shrimp to be included as soon as possible.

In early February several Senators wrote a letter to Senate Appropriations Committee



Chairman Thad Cochran and Vice Chairman Patrick Leahy to support the bill that would include shrimp in SIMP. The Senate leaders wrote that a full implementation of SIMP would mean “better, timelier access to health and safety information.” If the bill passes, shrimp could potentially be included within the next 30 days — an act that the National Fisheries Institute disagrees with.

“To give shrimp, a product initially exempted by NOAA itself, only 30 days to comply suggests something else is afoot,” NFI said in a statement. “An effort to erect a trade barrier under cover of a fictional food safety tie reeks of insincere legislating.” **UB**

Article contributed by **Amanda Buckle**
abuckle@UrnerBarry.com

**“... time is now ticking
for brokers to get their
shipments cleared with
incomplete or missing data.”**

**CHECK OUT URNER BARRY'S
SEAFOOD LINEUP OF PRODUCTS!**

*Available online and at
Seafood Expo North America
March 11-13 • Booth 364*







Books • Wall Charts • Playing Cards
shop.urnerbarry.com | 732-240-5330

What consumers crave when it comes to beef

Article contributed by Nicole Lane Erceg,
Certified Angus Beef

Grassfed, hormone-free, all-natural and Non-GMO labels scream at consumers from food packaging in the grocery store. It can be a lot for the average shopper to digest, trying to figure out who or what to trust and what to buy.

Melissa Brewer, director of communications for the *Certified Angus Beef®* (CAB®) brand, says consumers are hit with 5,000 to 10,000 marketing messages daily, so it's no wonder people get confused.

What really matters to them? Assurances of value and convenience are just part of the picture.

"Today's consumer wants to have confidence that their food is safe and wholesome," she says. "But the No. 1 thing that influences their buying decision is still how the product tastes."

While trendy new labels keep popping up, the long chain of record sales years for Certified Angus Beef say consumers won't fall for just any story, unless it truly affects the eating experience. CAB® Natural product fills a niche, but at less than 2% of total brand sales, nearly all of the 2017 record 1.12 billion pounds sold were traditionally raised.

Brewer compares the consumer preference for high-quality foods to coffee choices, where surveys show a preference for known-quality Starbucks at \$5 over a generic 75-cent cup of Joe. That's because the choice delivers on functionality as well as emotional and physical needs.

Without question, today's beef customer cares about value and values, she says. What does the brand they are buying care about, and does it match up with their own beliefs?

BEEF IN A DIGITAL WORLD

Younger consumers use the Internet and social media to "crowd source" information on where food comes from, how it's produced and what they should buy. The *Power of Meat Study* confirmed that meat research before the grocery store, but Brewer notes family and friends still have the most influence over buying preferences and beliefs, and weekly circular ads are the next highest economic driver to purchase beef.

As the world's reliance on digital media grows, the digital purchasing landscape



Melissa Brewer, director of communications for Certified Angus Beef.

adjusts, she says. Many have questioned the influence of Amazon's recent purchase of Whole Foods, and the increasing popularity of buying groceries online or using meal kit services.

"About 84% of consumers have not yet done grocery shopping online and many feel uncomfortable using those services to buy fresh meat and produce," Brewer says. "While CAB is closely tracking those consumer markets, we've not yet licensed any meal-kit providers as brand partners."

Looking ahead, the beef industry will need to balance individuality and record-keeping with transparency and sharing more of the kind of information food shoppers seek, she says. One thing seems certain: high-quality beef brands that share consumer values will remain at the top. **UB**

"Today's consumer wants to have confidence that their food is safe and wholesome..."



MARYLAND OFFICE

Billy Savage
Ginger Trader
Fred Cline
Jeff Vivalo

Phone: 866-2SAVAGE
Fax: 410-543-8919

ALABAMA OFFICE

Lewis Wood
Chris Fly
Phone: 866-3SAVAGE
Fax: 251-970-5273

TENNESSEE OFFICE

Dan Henderson
Phone: 800-869-3854
Fax: 901-756-2510

NEW JERSEY OFFICE

Henry Montana
Phone: 908-420-4050

www.savagepoultry.com



Record-setting crop season in 2017

The final tallies show 2017 was a record-setting year in grains.

The USDA's National Agricultural Statistics Service (NASS) in January released its Annual Crop Production summary showing final figures for corn and soybean production, among others. The report showed corn yields were a record high 176.6 bushels per acre last year, 2 bushels above the 2016 average yield and 8.2 bushels above the 2015 crop year.

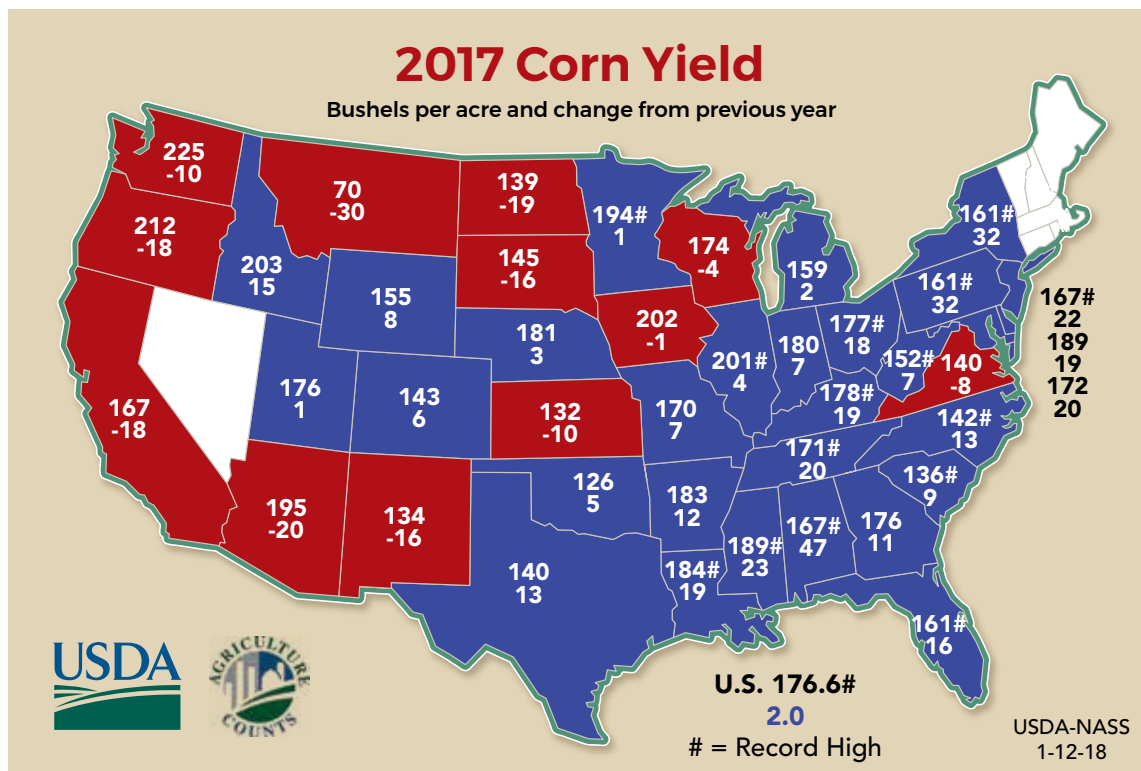
Despite record yield, however, corn production overall was lower than the previous year, at 14.6 billion bushels. This is due in part to a lower harvested area, at 82.7 million acres, down 5% from 2016.

Of the 48 contiguous states, 41 reported yield estimates, with the majority (29) being higher compared to 2016. States that reported lower estimated yield compared with the year prior include: Arizona, California, Iowa, Kansas, Montana, New Mexico, North Dakota, South Dakota, Oregon, Virginia, Washington, and Wisconsin.

Soybeans also set a record, registering the highest estimated production of all time. Soybean production totaled 4.39 billion bushels, up 2% from the previous year.

While yield per acre was slightly lower, at 49.1 bushels, a higher harvested area bolstered the overall production figure. Harvested soybean area was record high at 89.5 million acres, an 8% increase over 2016 area.

So what does this mean going forward? NASS will release the Prospective Plantings report on March 29th. This report shows



U.S. farmers' planting intentions for the upcoming crop season; while the final Acreage report comes out at the end of June. With crop yields on an uptrend, it seems like planted acreage will largely determine the production outlook for the 2018/19 season. This is often driven by profitability, so determining how many acres go to soybeans and how many are reserved for corn will depend on price outlooks and global competition for each.

Stay up to date on the grain market during the growing season with weekly reports on Crop Progress, featured on COMTELL. [US](#)

Article contributed by Jamie Chadwick
jchadwick@urnerbarry.com

"With crop yields on an uptrend, it seems like planted acreage will largely determine the production outlook for the 2018/19 season..."

TURKEY VALLEY FARMS
GROWER-OWNED SINCE 1913

DRESSED FOR SUCCESS!

CALL US FOR YOUR CO-PACK TURKEY NEEDS
507.337.3100
www.turkeyvalleyfarms.com

Women making waves



SARAH HAYES, NATIONAL SALES MANAGER, MARITIME PRODUCTS INTERNATIONAL

Sarah Hayes does not look at change with a negative mindset, she embraces it. Where some focus on challenges, Sarah sees opportunity. She left a familiar industry to begin her career in seafood, and when she was offered a new role that would move her from North Carolina to Virginia to join a fellow NFI Future Leaders family business, she jumped at the chance. Twenty years later she still says it has been the best career decision ever!

URNER BARRY'S REPORTER:

How did you begin your career in the seafood industry?

SARAH HAYES: Everyone's story in the seafood industry always seems to be unique and mine isn't really any different. I was working as a chemist doing process validation for the pharmaceutical industry in North Carolina. Unfortunately, I am dating myself here as this was 20 years ago. I had some family friends that owned a crab processing facility in NC and they offered me a job to develop and manage their HACCP plan. Obviously, I decided to accept their offer. Once the HACCP plan was up and running, I worked on developing value-added seafood products to help this domestic crab processor diversify their business so they could start competing on more of a national scale. Having a chemistry background obviously

made for a nice fit in developing products but boy, oh boy, when I was asked to help sell the products I discovered my passion.

After being selected to participate in NFI's Future Leaders program back in 2000, I was fortunate that Matt Fass, President and Owner of Maritime Products International, was a fellow participant in that years' program. A few years later, he offered me a job to move from North Carolina to Virginia and join his family's business concentrating on my newly found passion of sales. In addition to focusing my time on sales, it also afforded me the opportunity to learn about the global scale of seafood as Maritime is primarily an importer. Fifteen years later, I am still a proud Maritime Products employee where every day is different and fun and doesn't feel like work. And 20 years later, I still believe entering into this crazy, complex, compelling world of seafood was my best career decision ever!

UBR: How has the industry changed since you began your career?

SH: That is a multi-faceted question. I notice changes in species offerings — you see more items and forms offered now from countries that had never produced seafood before. I see how politics have played greatly into more regulations for our industry — costing companies more money and ultimately making seafood more expensive for consumers to buy and eat. Don't misunderstand me — every industry requires varying degrees of regulations and it is always wise to look at ways to improve smart and effective regulatory oversight. Politics will always play a role as well. It just seems as though in recent years especially, this aspect of our industry has exploded in ways that may not be serving some of the supposed goals and ultimately hurts many stakeholders throughout the supply chain and consumers of our products.

UBR: What challenges have you faced working in the seafood industry?

SH: I think one of the most fascinating things in this industry is how many species, countries of origin, harvest seasons, product forms, etc. that we have. It makes learning this industry very challenging and a lengthy process and honestly you never really learn it as it is constantly evolving. It makes it quite challenging to feel like you have 'mastered' your job but it is also the thing, that for me, keeps me as interested today as I was the very first day I started learning about this business and what I hope keeps it as exciting 20 years from now.

UBR: What skills do you attribute to your success/growth?

SH: I don't really think about trying to measure personal success. I was taught by my parents early in life that if you agree to accept a job (and they assured me that working was a real thing I would have to do) then you do the best job you can do — no exceptions. I was raised to be honest, hard-working and loyal and I like to think that those traits have helped

me in both my personal life as well as my professional life. I have never liked not being able to figure something out or come in second place and I think that drives me to always want to learn and understand more and never accept that I can't do it.

UBR: As co-chair of NFI's Future Leaders program, what kind of impact is this program having, and what are you learning about the new generations entering the seafood industry?

SH: I think one of the biggest impacts the program has on the class every year is its ability to allow the participants to learn more about all facets of the seafood business. They have to step out of their



MARITIME
Products International

little piece of the industry and see the larger picture. They are exposed to the role Capitol Hill plays in our daily business. They learn about media relations and how best to respond to questions. They take tours of various facilities to see how production is done. They are trained on survival skills needed on fishing vessels given the condition those fishermen face. They learn about SIRF and why it is important to work on scientific research projects that affect our entire industry by partnering with college campuses to get that research done. They learn how to communicate with people in the industry that have a totally different job function than they might in order to learn from each other. It allows participants to develop a larger network of people that they might otherwise have never met in this industry.

As far as the new generations entering the seafood industry, it is too early to tell I think. Our participants in this program are not necessarily from the next generation entering the seafood industry. Sometimes

they are very seasoned professionals at their companies that have been asked to participate, sometimes they might be from an older generation in the workplace but be new to seafood, and sometimes they really are the new generation entering the workforce.



UBR: What advice would you give women entering the seafood industry?

SH: My answer to this might not be a popular one but it is based off of my experiences. Find a job you are passionate about and your chances of succeeding are greatly increased. Focus on truly learning everything you can to make yourself as knowledgeable as possible and always be willing to listen to others especially the generation(s) that are older than you but still active in your industry. Conduct yourself professionally in all workplace situations where you may find yourself, including how you dress when attending professional functions/meetings. No

matter what you do, someone is always watching you and they just might be your next customer or boss. Don't focus on the fact that you are a woman in the seafood business — it doesn't matter!

My advice isn't just for women that might read this article — it's for everyone! I have never been treated different in the 20 years I have been in this business because I was a female. If you dress with respect to yourself, know what you are talking about, conduct yourself professionally and genuinely, men do not care that you are a woman. They will respect you and treat you accordingly to how you demand and set the stage of how you treat them and yourself. If you want to make a difference, don't fall into the trap of thinking that you need to bring attention to the fact that you are a woman in order to get promoted or taken seriously. At least for myself, I have never wanted to get the job, the customer, a promotion, the board seat, the committee chair, etc. just because I was a woman — I wanted to get it because I earned it through my hard work, my character and the respect that I hope my colleagues in this industry have for me. **UB**

The National Fisheries Institute Presents the



SAVE THE DATES:

Featuring Seafood Market
Challenges & Demand Trends

January 15-17, 2019

San Diego, California, Loews Coronado Bay Hotel

January 21-23, 2020

Orlando, Florida, JW Marriott Grande Lakes

NFI Remains a Proud Strategic Sponsor
with our Premier Sponsor:



For more information visit www.aboutseafood.com or call 703.753.8898

American Egg Board and Tyson Foods Partner on Disaster Relief

Article contributed by American Egg Board.

The American Egg Board (AEB) and Tyson Foods signed a Memorandum of Understanding (MoU) affirming their intent to partner in natural disaster relief efforts on an ongoing basis. The MoU sets forth a framework for cooperation in the delivery of aid and was signed by representatives from both organizations at one of this country's largest industry shows, the International Product & Processing Expo (IPPE) in Atlanta, Georgia at the end of January 2018.

"America's egg farmers are committed to feeding Americans in good times and in times of crisis. Our egg farmers have a history and culture of jumping in during natural disasters to share their eggs and egg products — a welcome and portable



Pat Bourke, Corporate Social Responsibility Program Manager, Tyson Foods, left, Anne L. Alonzo, President and CEO, The American Egg Board, and Jeff Hardin, Cal-Maine Foods, Chairman, The American Egg Board.

nutritional powerhouse. During Hurricane Harvey, U.S. egg farmers distributed over 800,000 egg servings. With Tyson as our trusted partner in natural disaster philanthropic efforts going forward, we'll be able to fully leverage our reach and

effectiveness," said Anne L. Alonzo, AEB President & CEO.

Throughout Tyson Foods' history, the company's team members have been quick to respond when disaster strikes in or near their communities. In 2012, the company unveiled a new tool for use in disaster response. As part of the Meals that Matter® disaster relief program, the company outfitted a 53-foot-semi-trailer with refrigerated space to store up to 20,000 pounds of product and dry storage to transport supplies to set up a feeding site and support Tyson Foods cook teams.

The company's disaster relief efforts include deployments in the wake of Superstorm Sandy, tornadoes in Joplin, Missouri, and Moore, Oklahoma, as well as flooding in Baton Rouge, Louisiana, and Houston.

"Our company purpose is to raise the world's expectations for how much good food can do," said Debra Vernon, senior director, corporate social responsibility at Tyson Foods. "We're grateful to have the American Egg Board assist our disaster relief efforts and aid in bringing our purpose to life."

AEB Chairman Jeff Hardin, Cal-Maine Foods, who was part of the AEB and Tyson Hurricane Harvey Conroe, Texas, cook site effort also remarked:

"There's a tremendous need for food in disasters like this, and egg farmers feed people. We benefitted from Tyson's know-how and substantial operations on the ground. In turn, they were delighted to be able to include our eggs in the effort. Eggs and chicken are perfect proteins, and this is a perfect partnership opportunity." **UB**



PACKERS OF LIQUID, FROZEN,
DRIED & SHELL EGGS

SONSTEGARD FOODS, INC.
Sioux Falls, SD • 605-338-4642

ESTHERVILLE
FOODS, INC.
Estherville, IA

SIUXPREME
EGG PRODUCTS, INC.
Sioux Center, IA

SUN RISE FARMS • Harris, IA

SONSTEGARD
FOODS, INC.
Springdale, AR

SONSTEGARD
OF GEORGIA
Gainesville, GA



GET CONNECTED!!
Bringing Buyers and
Sellers together
since 1967!



NATIONAL POULTRY & FOOD
DISTRIBUTORS ASSOCIATION

Mission: To promote the Poultry and Food Distributors, Processors, and Allied industries by bringing them together and providing a forum to foster long term business relationships.

Processors • Distributors
Brokers • Traders
Retail Buyers
Transportation Companies
Supply Companies

2014 Osborne Road • Saint Marys, GA 31558

770-535-9901

Fax: 770-535-7385

www.npfda.org
kkm@npfda.org

**"America's egg farmers
are committed to feeding
Americans in good times
and in times of crisis."**

How food & fashion come together

Ten years ago, wearing your food meant you'd spilled mustard on your shirt. Seven years ago it meant a dress made of beef. Today, the game has changed, and food and fashion are coming together in a major way.

In the last two years, restaurants like McDonald's, Taco Bell, Shake Shack, NYC's Meatball Shop, and LA's Plan Check and Jon & Vinny's have all collaborated with boutiques, clothing outlets and streetwear design houses. These firms, which include Vans, Colette, CFDA, Highsnobiety and Forever 21, are more than bit players in the fashion industry. These collaborations produced clothing lines and limited-edition gear far beyond the classic shirt with a logo, including "capsule collections" of mix-and-match-friendly full outfits. Collaborations, limited releases, and sought-after designs draw serious interest in fashion communities, with burger-emblazoned shirts receiving attention and interest on the same level as celebrity-designed outfits.

Some brands are skipping the collaborations and going solo, launching limited-run apparel lines on their own as promotional events. This past holiday, Arby's introduced "Meat Sweats," sweatshirts and sweatpants printed with sliced meat and the Arby's logo, as giveaways to their most active (and carnivorous) social media fans. McDonald's ran a one-day giveaway of McClothing when they joined UberEats. On a larger scale, KFC went all-in with their KFC Limited online store, introducing a huge run of Col. Sanders goods including pillows, pocket squares, tee shirts and socks. Pizza Hut has done the same with Pizza Hut Swag, a line that donates 100% of its net profit to charity. The design philosophy departs from a single logo in favor of an identifiable "look."

As a lot of traditional advertising bounces off of millennial audiences, restaurants have to establish brand identity in

innovative ways. With the increased relationship between fashion and brand culture, a new avenue has opened up into the hearts of consumers. Not through their stomachs, but through what's covering them. **UB**

Article contributed by Jake Muldowney
mail@urnerbarry.com



"...burger-emblazoned shirts receive interest on the same level as celebrity-designed outfits."

TIPPMANN GROUP



**interstate
warehousing**
a Tippmann Group Company



Tippmann Construction

- Design/build construction of multi-temperature warehouse and production facilities
- New builds, expansions and renovations
- More efficient blast freezing with QFR Zone® technology
- Master site planning
- Members of U.S. Green Building Council
- Owner/operator experience & knowledge

Interstate Warehousing

- 6th largest PRW in U.S.A.
- 100,000,000 cubic feet of cold storage space
- SQF Level 2 certified facilities
- Customized distribution solutions
- Retail and Foodservice consolidation programs
- Comprehensive management development & training program



9009 Coldwater Road • Fort Wayne, IN 46825
(260) 490-3000 • www.tippmanngroup.com

UB analytics director presents at Aqua Expo & Aqua India

AQUA 2017 EXPO

In September 2017, Ecuador's National Aquaculture Chamber (CNA) celebrated its annual show in Guayaquil, Ecuador, where around 1,400 industry participants gathered for a series of conferences, in addition to a growing trade

show. This annual event is one of the most important trade shows in Latin America and provides information, support and valuable networking to the Ecuadorean and Latin American aquaculture industry.

Ecuador is one of the leaders regarding both shrimp and aquaculture production in the world. It is also by far the largest producer in Latin America. Hence, it makes this event a highly regarded one for aquaculture producers, buyers, and researchers.



Urner Barry's Analytics Director, Angel Rubio, had the honor to be one of the speakers.

The three-day conference included the participation of a selected panel

of 30 national—Ecuadorean—and international experts who presented the latest information and research results related to feed, genetics, nutrition, diseases, and markets. Once again in 2017, Urner Barry's Analytics Director, Angel Rubio, had the honor to be one of the speakers touching on pricing market trends in the U.S. market.

Led by Jose Antonio Camposano, Yahira Piedrahita, and all the staff from Ecuador's, CNA will host this successful and expanding event again in October.



a non-profit and non-governmental organization based in India, had its bi-annual event Aqua India, in Chennai, India, to which Urner Barry's Rubio, had the honor to be invited a guest speaker for the very first time.

This event, which largely focused on the technical side of production, had many production experts from around the

world presenting on rather relevant topics. Some of the renowned speakers included former World Aquaculture Society's (WAS) president Lorenzo Juarez; Robins McIntosh, Executive Vice President of C.P. Foods Thailand; Dr. Arun Dhar, Director of Aquaculture Pathology Laboratory at the University of Arizona; Dr. Phillippe Leger, CEO of INVE Aquaculture in Belgium; Mr. Balasubramanian, General Secretary of the Prawn Farmers Federation of India (PFFI), among many others.



Industry representatives had the chance to visit shrimp hatchery operation and ask questions.

In addition, Urner Barry's representative, Angel Rubio, along with a group of industry professionals who included: Yahira Piedrahita from Ecuador's CNA, Dr. Arun Dhar from the University of Arizona, and Mr. Balasubramanian from PFFI, had the chance to visit a close-by shrimp hatchery from Vaisakhi Bio-Resources group. Here, the group, led by the company's director Ravikumar Yellanki, had the chance to visit the operation and ask questions.



This event's relevance keeps growing as India, the second largest producer of shrimp in the world, keeps increasing its production in the midst of new challenges in terms of market and production. Guarantee there will be more statistics and developments to report about from this great nation in the near future. **UB**

Article contributed by Angel Rubio
arubio@urnerbarry.com

KEYPORT™
Your Direct Source
PREMIUM RED KING CRAB
Traceable • Sustainable
RED KING CRAB • SNOW CRAB
DUNGENESS CRAB • ALASKA COD
Phone: **206.284.1947**
E-mail: mark@keyportllc.com
Web: www.keyportfoods.com





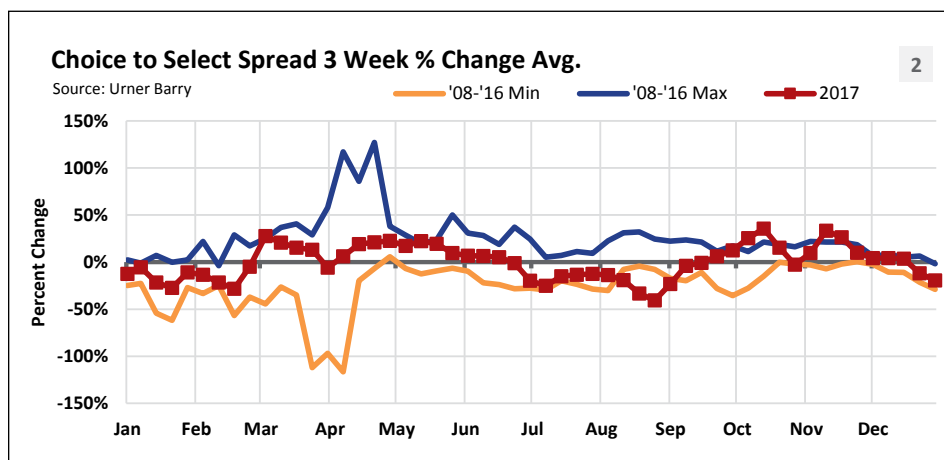
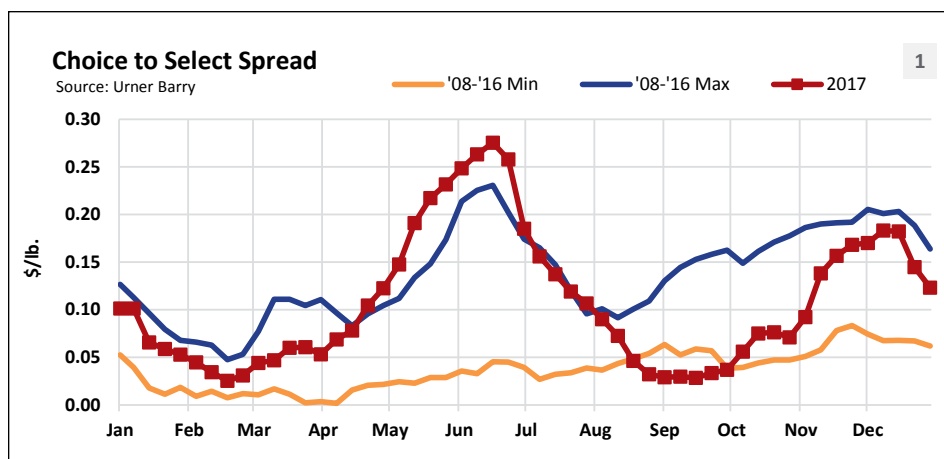
©MilosCirkovic

USDA cattle grading alters Choice and Select spread

The Urner Barry Choice to Select Spread widened significantly during the last quarter of the year, most notably during the first two months of it. It widened to where there was only a handful of times dating back to 2008 where it was that high. When the USDA announced a change to the new camera-grading technology it completely swayed thoughts in the market.

First, a little history on the grading changes. In February 2017 the USDA approved a new camera-grading technology with plants gradually implementing the new system. But early November the USDA told the industry that it planned to revise the programming as the newest software may have assigned a higher marbling score to carcasses than it should have. The revised software would reduce the higher quality grades. Suddenly the amount of Select product would increase while Choice moved lower. Select prices fell quickly as a result, and to a lesser extent, Choice product became fully steady.

Just how severe is the price movement? Looking from the period of September to mid-November back to 2008, this year has seen two of the largest 3-week movements. One was a 35.60 percent and one a 33.27 percent change in the spread. The news was certainly a market mover. **u**



“...the revised software would reduce the higher quality grades.”

Article contributed by Gary Morrison
gmorrison@urnerbarry.com

Excellence eliminates empty tables, steakhouse owner says

Article Contributed by **Miranda Reiman**,
Certified Angus Beef

Edd Hendee watches numbers and makes smart deals—he's a businessman after all. But the 40-year owner and operator of Taste of Texas, the largest independent restaurant in the state, doesn't let the data rule all.

"I will refuse to make a decision on a contract, sitting in my office, looking at a spreadsheet or on a computer," Hendee said, during the recent Angus Convention, Nov. 4 to 7, in Fort Worth, Texas. "I make that decision, instead, walking down to the dining room and looking at my customers and talking to them. Because if the customer doesn't benefit from my decision, I will not benefit from my decision."

One of the biggest decisions of his career? Partnering with the *Certified Angus Beef®* (CAB®) brand 34 years ago, he said. Since then, that one Houston location has sold more than 6 million pounds of the product, or roughly 95,000 head of qualifying cattle.

"We built our brand together, you and I," he told the breeders in the room. "We came up with the byline that Angus means excellence."

It helped set the tone for his steakhouse's business model.

"We're in the excellence business," Hendee said. "The mediocrity business is available everywhere. You can go microwave a burrito at gas stations or convenience stores and that's average. That's just

convenient. That's a commodity. You come to our place, it's going to be excellent."

Every day, the business owner is faced with options that will help him cut food costs. Last year, Taste of Texas spent more than \$3 million with their meat supplier.

"Let's say you could reduce that by 10%....would you do it?" Hendee asked. "The larger question that's never asked is can my customer tell the difference?"

With nearly 150 brands certified by USDA, the options are staggering.

"Here is the sin in my business, right here: temptation to buy cheaper," he said. "We spend a lot of time in our business trying to buy smarter. I don't want to buy cheaper."

Hendee knows the real cost threatening his business is not ingredients, it's an empty table. When a couple comes into his steakhouse, they average \$100 in sales. If those two chairs sit empty every night, it would cost \$97,000 in sales in one year, or roughly \$63,000 lost profit.

They serve about 1,000 customers a day. Just five empty tables takes that up to a \$317,000 lost profit potential.

That's why he buys the "most dependable product, the one that is going to thrill," Hendee said, "because the empty table will eliminate whatever cost you thought you saved by buying cheap."



This past November Fort Worth, Texas was host city to the largest Angus Convention. The weekend-long convention offered an industry leading trade show and unmatched beef industry educational seminars.

**“We’re in the excellence business
...The mediocrity business is
available everywhere...”**

They also work at building the “experience,” by allowing patrons to choose their own steak, come back to the kitchen and ask questions, and participate in Steak School educational events throughout the year. “We have toured ranches, sale barns and feedlots. I can’t get enough of it,” Hendee said. “My wife has toured more packing plants than any other woman, I’d imagine, and she loves it because she has seen this is where our product comes from.”

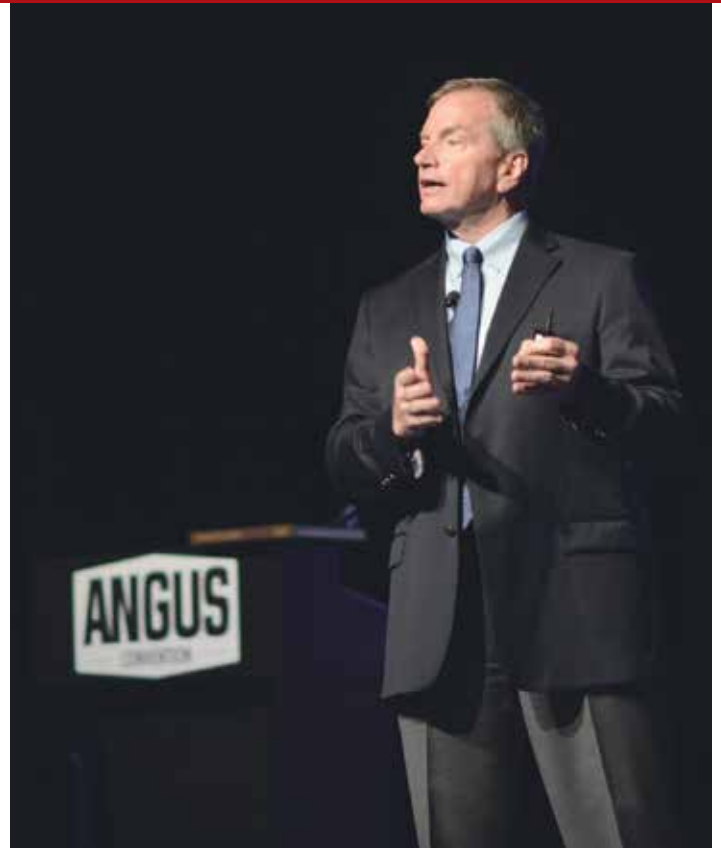
The Hendees teach people how to buy CAB at retail.

“We want them to know what we do is different. When they’re cooking at home, I want them to talk about my place,” he said.

Growing brand relevance—and sales—is good for everybody.

“This demand is amazing,” Hendee said, showing sales increases from 1984 to the 1.12 billion pounds in the recent fiscal year.

Then he joked, “You guys have to get out of here and go back to work. We’ve got to have more cattle.” The largest steakhouse in Texas is depending on it. **US**



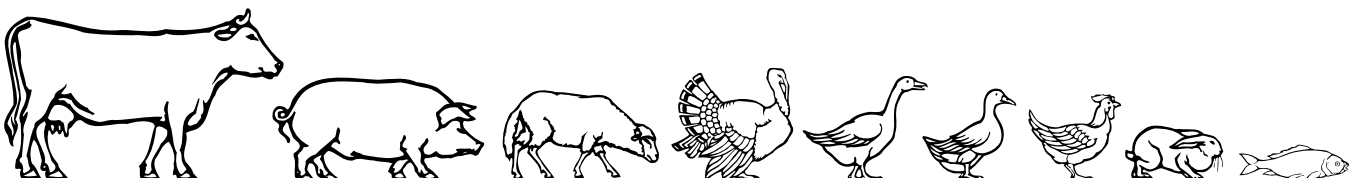
Edd Hendee, operator of Taste of Texas, speaking at a recent Angus Convention.



TRI-STATE AREA’S LARGEST INDEPENDENT SUPPLIER

Hunts Point Co-op Market, Building #E, Bronx, New York 10474

Telephone (718) 842-8500



Seeing through the myths

Article contributed by the National Turkey Federation

COMMON SENSE AND HUMOR ANSWER CONSUMER CURIOSITY IN VIDEO SERIES

Name at least four things a turkey farmer would want the consumer to know. They are probably questions that the consumer also has. At the core, there are good questions about how farm animals are raised, about farm life and about whether what the animals eat affect what we eat. But in the generations that have moved into the cities, and far from practical farm knowledge, myths of almost, well, mythic proportions are now part of urban legend. Not knowing a farmer to ask, food choices become a hunt-and-peck process of website searches by smartphone.

Only the Internet seems to offer answers; often conflicting and exaggerated answers. But lately, farmers, those practical innovators and adapters of modern agricultural technology, are innovating to meet the consumer directly through modern social media.

Closing the distance from farm to fork, America's turkey farmers, represented by the National Turkey Federation, are engaging consumer curiosity online. A new series of videos and resources


offers common sense answers about raising healthy turkey flocks on family farms at the website, AmericasTurkeyFarmers.org. The videos are formatted for social media and available for free download and online sharing.

The video series introduces consumers to turkeys raised on corn and soybeans in climate-comfortable protective barns. Minnesota turkey farmer John Zimmerman answers questions in an approachable manner, inviting viewers inside his barn. Questions are posed with humor with an animated cartoon tom turkey suggesting the exaggerated myths that consumers are often subjected to about how their food is raised.

To illustrate the myths, NTF turned to member Alltech® and its Corporate Media Services with the task of animating a tom turkey based on a simple cartoon drawing of the character created during NTF's 1960s turkey promotions.

"The videos aim to satisfy the public's curiosity about a turkey farmer's practical approach to raising their flock and to encourage consumers' appreciation of their food from farm to fork," said Keith Williams, Communications and Marketing Vice President for the National Turkey Federation. "These short videos present

QUALITY, RELIABILITY, SERVICE.



FARBEST



FOODS, INC.

"A Tradition of Being the Best"

4689 South 400 West • P.O. Box 480 • Huntingburg, IN 47542-0480 • Ryan Downes (812) 683-6627

Member of
THE NATIONAL TURKEY FEDERATION

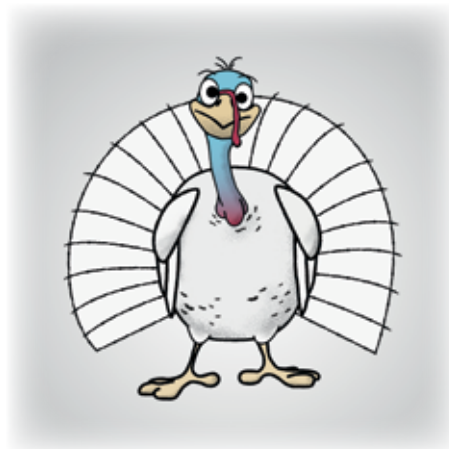
www.FarbestFoods.com

the exaggerated myths of turkey farming with a bit of humor that welcomes curiosity and encourages questions.”

With time and creative production provided by Alltech® and distribution costs funded from a USPOULTRY grant, NTF pulled together the concept championed by 2014 Chairman Gary Cooper with technical expertise and guidance from NTF members.

Viewers see turkeys walk about freely and safely inside barns without cages, as well as learn how veterinarian-prescribed antibiotics are proven to clear an animal's system before the meat is processed. The videos also share how healthy turkeys are raised on a nutritious diet of corn and soybeans along with vitamins and minerals, and how turkeys are farm-raised using smart technology and responsible stewardship of resources.

Viewers relate to the turkey farmers and their families at work in the barns and appreciate practical answers. For instance, one video explains that steroids cannot be used — and hormones cannot be added, either. Not only are adding steroids or adding hormones to poultry against federal law, they are also not needed. As the video states, it's not practical to inject each turkey in a whole



flock of thousands and adding to water or feed would not be effective in a bird's digestive tract.

America's Turkey Farmers website introduces the farmers, farmwork, and the food they provide for the consumer enjoyment of Turkey. The Perfect Protein®. The depth of experience and attention to caring for turkeys can be reviewed in the Stewardship Manual that was written and adopted by the country's turkey farmers as members of the National Turkey Federation. AmericasTurkeyFarmers.org also offers concise fact sheets for turkey's

lean protein options among a variety of cuts for meals that can be grilled, baked, sautéed or served as snacks.

The online resources follow the successful engagement with the public from 1.3 million views on YouTube of the “Turkey Farm and Processing Plant” video visit by the world's leading animal welfare expert, Dr. Temple Grandin.

AmericasTurkeyFarmers.org is among the many sectors within agriculture to engage online. Farmers are welcoming consumer interest that shortens the distance of understanding between family farms and the family table. **UB**

35 YEARS OF NATIONAL SERVICE WITH PRIDE



**TRADERS OF A
FULL LINE OF
FRESH & FROZEN
POULTRY
PRODUCTS**

Alan Singer

25 West Union Street
Ashland, MA 01721
Tel. 508-231-1426
Fax 508-231-5256

Hector Perez

320 Miracle Mile, Suite 202
Coral Gables, FL 33134
Tel. 305-620-0700
Fax 305-620-0366

Egil J. Brull Jr.
Puerto Rico
Tel. 787-277-3000
Fax 787-277-3002

Spring 2018 food trends

Food trends are constantly evolving. At times, the industry is leading the charge on innovation, while other times it seems to be playing catchup. As the push and pull of the food fad landscape cycles on, and consumers become ever-demanding of change, the foodservice and retail industry adapt. Here, we'll look at some of the top food trends expected heading into Spring 2018.

Following the long winter season, foot traffic at foodservice heats up as diners shake off the winter blues and reawaken with the spring sunshine. According to data from the U.S. Census Bureau, total eating and drinking place sales in 2017 picked up in April after being mostly flat from January through March, growing through the summer.

The most reliable food trend each Spring seems to be centered around healthy



eating. Consumers kick things into high gear as the realization sets in that bathing suit weather is just around the corner. But how has healthy eating evolved in recent years? The truth is, not only are consumers striving to eat healthier year-round, but the way they perceive healthy food is changing.

The NPD Group reports that consumers under the age of 40 are consuming more

fresh foods than preceding groups over the last decade, indicating a generational shift.

While much of the population continues to “diet,” a growing segment is striving for a healthy, balanced lifestyle throughout the year. This mindset is reshaping both retail and foodservice marketing and engagement. In addition, traditional packaged diet foods are increasingly being discarded in favor of fresh, less processed options found throughout the perimeter of the store.

The foodservice segment is also trending towards healthy, simple and functional foods. In Datassential's 2018 Foodbytes Ideas Issue, consumers are reportedly demanding function through their food, depending on occasion. Menus are increasingly using functional verbiage to communicate the wellness benefit of each item, such as “keeps you full throughout

FROM OUR FARM
To your Table.
TASTE THE MICHIGAN TURKEY DIFFERENCE.



Michigan Turkey Producers takes great pride in bringing you only the best products under our Golden Legacy brand. We're a cooperative of family farms and we lead the industry in humane handling and food safety practices.

All of our products are gluten free, allergen free, and contain no added MSG.

 **MICHIGAN
TURKEY**
MITURKEY.COM

“Restauranters are facing increased competition and intense pressure to be the best in 2018...”



©syther5

global trend. Growing popularity of Peruvian food goes hand in hand with increasing demand for authentic ethnic cuisines. Increased availability of ethnic-inspired breakfast items, in addition to other meal times, is another trend on NRA's What's Hot list, along with new

ethnic spices such as harissa, curry, peri peri, and shichimi.

New, up-and-coming cuts of meat are set to grace more menus in 2018, and should pick up steam in Spring when we see the seasonal resurgence of grilled foods. New steaks include the shoulder tender, oyster steak, Vegas strip or Merlot cut. The NRA also reports that heritage breed meat, along with farm/estate-branded items are also expected to grow in usage at foodservice.

And what better to pair with these new food trends? Alcohol. The NRA's top five alcohol trends for 2018 include cocktails infused with culinary ingredients—blending the bar and the kitchen; locally produced spirits, wine and beer; craft and artisan spirits with a story behind them; onsite barrel-aged drinks; and regional signature cocktails.

Finally, no matter how good the food tastes, how it looks is becoming almost equally important these days. Consumer demand for Instagram-worthy dishes has motivated chefs everywhere to step up their presentation game. So much so, that Mintel asserts foodservice operators need to create a menu that can live up to both social media and reality.

Restauranters are facing increased competition and intense pressure to be the best in 2018. Expanded dining options for the consumer is feeding the demand for excellency in all categories. This Spring we expect to see the foodservice segment competing for traffic, both online and in-store, through menu innovation, service, and catering to the customer experience. **UB**

Article contributed by **Jamie Chadwick**
jchadwick@urnerbarry.com

the day.” Mintel also coined the term “Foodceuticals” in its 2018 Foodservice Trends report, as the intersection of food and function will become more apparent as menu items focus on consumers’ well-being from the inside out.

In addition to healthy eating, the NPD Group has predicted a number of trends to watch in 2018. Foodservice customers will be seeking convenience more than ever, as a growing number of consumers will be strapped for time. This contributes to an increase in digital ordering. Also, NPD expects more meals to be consumed at home, as nearly 50 percent of dinners purchased from a restaurant are currently consumed at home. Finally, NPD predicts consumers will expect excellent customer service, urging the restaurant industry to hire and retain good employees to avoid declines in revisit intentions.

The National Restaurant Association (NRA) has also published numerous trends and concepts they expect will take hold in 2018. Projected trends include increased concentration on local foods, ethnic-inspired foods, “veggie-centric” foods (such as those that replace traditional carbs), and new cuts of meat. Chef-driven menus, sustainable foods and environmental responsibility are also key concepts expected to grow.

While these aren’t entirely unexpected, there are a few unique ideas that could add a twist to Spring food trends this year.

Peruvian cuisine is in the Top 5 Hot Trends Catching Fire in 2018. The NRA suggests “...the colors, simplicity and freshness of the ingredients, combined with a melting pot of flavors culled from a variety of cultures” will help inspire this

Jason's **F**oods **I**nc.

BEEF
VEAL • PORK
POULTRY • OFFAL

HOME OFFICE
TOM LUCACCIONI
ANDREW WENK
AJ FOLLENWEIDER
PHILL HOPPENJAN
847-358-9901

DENVER OFFICE
RICK SHUCHTER
303-691-8110

OMAHA OFFICE
DEAN JOHNSON
402-689-8728

BOSTON OFFICE
ROBERT APPELL
508-878-3670

Urner Barry's seafood import workshop heads to Los Angeles

After a successful event in Miami last year, Urner Barry took its Seafood Import Workshop series back on the road – this time to Los Angeles!

On February 7 Urner Barry brought a group of seafood industry members down to the Port of Los Angeles to check out the Catalina Sea Ranch, the first offshore

aquaculture facility in U.S. federal waters. Founder Phil Cruver gave UB attendees a tour of the Catalina Sea Ranch's large warehouse at Berth 58, where converted shipping containers house their research hatchery, laboratories and offices.



Catalina Sea Ranch founder Phil Cruver gives SIW attendees a tour of Berth 58.

The next day it was down to business. Over 30 industry members registered for the Workshop, which featured guest speakers Scott Zimmerman of Safe Quality Seafood Associates, Corey Norton of Trade Pacific Law, Michael Lieberman of Foa & Son and Sergio Lozano of Alpha Brokers Corp.

Topics at the workshop ranged from seafood safety and quality, USDA inspections of pangasius, insurance options and risk management, and, of course, the Seafood Import Monitoring Program

**SHRIMP SUPPLY
SOLUTIONS
FROM
THE SOURCE**



DeviSeafoods

14800 St.Mary's Ln. Houston, TX 77079
contact@deviseafoods.com
www.deviseafoods.com





Over 30 seafood industry members attended the SIW at the Courtyard by Marriott at LAX.

(SIMP). Attendees were able to learn more about SIMP — from a quick rundown on what it's all about, to the trusted trader program, and the latest on shrimp being added.

In addition to Urner Barry's expert speakers, attendees were also able to hear from a series of government

representatives. Reps from the FDA, CBP and NOAA answered any lingering questions, provided additional resources and offered contact information for attendees to continue their quest to learn more.

Urner Barry will be taking their Seafood Import Workshop back to the East Coast

this fall. Check back for details on location and date. [UB](#)

Article contributed by **Amanda Buckle**
abuckle@Urnerbarry.com

URNER BARRY
**Seafood Import
Workshop Series**

CHICAGO
LOCATION.
NATIONAL
SERVICE.

WEINSTEIN
WHOLESALE MEATS, INC.

DISTRIBUTION

- Full Line Protein Provider
- Beef, Pork, Chicken, Lamb & Veal
- Full Service Cutting & Processing
- Portion Control & Co-Packing

WEINSTEINMEATS.COM

PDS
Perishable Distribution Solutions, Inc.

LOGISTICS

- Refrigerated LTL
- Cold Storage
- Brokerage Services
- P&D/Cross-Dock Services

PDSL.COM



7501 INDUSTRIAL DRIVE
FOREST PARK, IL 60130
866.226.5196

Women making waves



MARCY BEMILLER, FOUNDER, CANDOR CONSULTING LLC – CANDOR SEAFOOD

There is no secret why Marcy Bemiller aptly named her companies 'Candor'. She speaks honestly and from the heart and thanks to childhood fishing trips with her father, Marcy has had a passion for and knowledge of the industry long before most. She began her own brokerage at the age of 22 and has not slowed down since.

URNER BARRY REPORTER:

How did you begin your career in the seafood industry?

MARCY BEMILLER: Soon after college I went to work for a food broker and one of the lines they had was Delta Pride Catfish. I grew up fishing in the Great Lakes with my Dad and understood way back then, that there was a need for aquaculture, so I was excited to learn about it and sell it. I sold a lot and this little broker tried to figure out every way not to pay me the commissions he owed me or live up to the promises he made, so I quit and started my own brokerage. I was 22 and I moved back in with my parents, got a couple lines and traveled all over Ohio in my car calling on distributors. I would pack a cooler with samples and a couple meals for myself. I had no money, so if I was in a town where I had family or friends I'd crash with them. If not, I'd sleep in my car in a parking lot of a Bally's Health Club. I'd cover myself

with all the clothes in my suit case so no one would see me and in the morning I'd go work out, shower and hang my clothes in the steam room. Then I would head off to meet with a buyer or ride with distributor reps. Within a couple months the guy I worked for said I was violating a non-compete (which I never saw or signed). At the same time Delta Pride called and said their sales had dipped since I left and they wanted to fire the old broker and hire my brokerage. I told them the old broker was threatening to sue me and even though it was BS, I couldn't fight him (though my Dad was absolutely willing to fund the fight). Delta Pride then offered to hire me directly. I had to give up the lines I had, but they made me a regional sales manager reporting directly to the VP of sales. The territory they gave me put me in charge of the broker I used to work for. That was really interesting... Anyway, THAT's how I got started in the seafood business 30 years ago.

UBR: How has the industry changed since you began your career?

MB: Well, back in the day we kept our inventory on 3x5 cards in a recipe box, we had fax machines, no email, no computers, and I did have a cell phone – but it was in a bag, it was heavy and burned my head if I was on it too long. So technologically, everything has changed obviously. It's so much faster pace, we can get so much done and information is at your fingertips.

UBR: What challenges have you faced working in the seafood industry? How were you able to overcome these obstacles?

MB: It's interesting being a woman in this male dominated industry. Many think just that is a challenge, and sometimes it is, but mostly it's a blessing. It's all how you handle those "challenges." The seafood industry poses challenges itself regarding

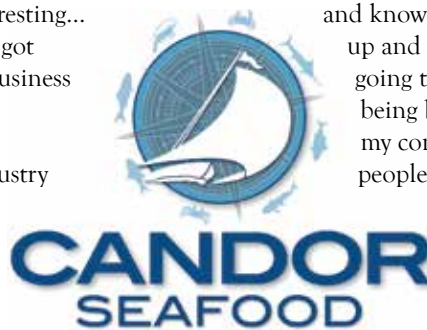
logistics, availability/supply, quality. I handle those obstacles by first doing my best to prevent problems by choosing the best companies to work with, but when something does come up I always make sure to communicate what happened and be transparent and honest, then fix it to the best of my ability.

UBR: What skills do you attribute to your success/growth?

MB: I consider myself lucky because I had an amazing female mentor, Lynn Arnold, when I started in this business, as well as many male mentors who were amazing bosses (Dan Sawin, Jerry Goldman, Joe Bundrant, Jim Craig) and customers that helped mold and shape my career. They taught me to make sure I am an expert on the products I sell, know the markets and know the customer, to follow up and always do what I say I'm going to do. On top of that, being brutally honest. I named my company Candor – so people know what to expect when they meet with me the first time.

UBR: With an active lifestyle and being involved in numerous volunteer efforts, how have you managed being so successful and well-rounded while keeping a work/life balance?

MB: I absolutely LOVE what I do! It doesn't feel like "work" to me. I got married for the first time two years ago and I've never had kids – so let's face it, I have a little more free time than most women to volunteer and work. Also, I come from a very close, big family, I have a wonderful, supportive husband, amazing step daughter and two dogs (as well as the occasional foster dog) and I live in the Florida Keys, that helps too. If I need a break in the middle of the day, I've been known to put Floyd's life jacket on and hop on my paddle board to conduct a conference call sitting in the bay watching the sunset.



UBR: What advice would you give women entering the seafood industry?

MB: Know your product inside and out, be honest, don't let anyone jeopardize your reputation or integrity, remember, you are your career — not the company you work for. If the company you work for is not doing the right thing, leave.

I have a tribe of supportive women I surround myself with. We all work in the seafood industry in a variety of roles, but are located all over the United States. We created this close-knit networking group called the Sea Sirens to help stay connected with each other and take advantage of each other's areas of expertise. We support one another both personally and professionally, we celebrate each other's victories and we help brainstorm when challenges arise. **UB**

"Know your product inside and out, be honest, don't let anyone jeopardize your reputation or integrity, remember, you are your career..."



International Women's Day

About International Women's Day (8 March)

International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.



International Women's Day (IWD) has been observed since the early 1900's - a time of great expansion and turbulence in the industrialized world that saw booming population growth and the rise of radical ideologies. International Women's Day is a collective day of global celebration and a call for gender parity. No one government, NGO, charity, corporation, academic institution, women's network or media hub is solely responsible for International Women's Day. Many organizations declare an annual IWD theme that supports their specific agenda or cause, and some of these are adopted more widely with relevance than others.



**MAXIMIZE
YOUR SALES**
by getting
in **front** of
our readers!

**Get your business in front of more than
15,000 industry professionals:**

**Top retail, wholesale & foodservice buyers, distributors, and
manufacturers, among others, are seeing this ad.**

Don't let your competitors get ahead.

**Low ad-to-content ratio will allow you to stand out
Rates at a fraction of competitors**

**Don't miss out on new business opportunities, call now to discuss!
1-732-240-5330 • advertise@urnerbarry.com**



Hawaii's import situation

In the Hawaiian language, the word for land is 'āina, and its literal meaning is "that which provides food." Now, however, the land of Hawaii is otherwise occupied, and the state's food supply comes from without.

Hawaii's primary industry is tourism, and the state's agriculture industry has long been in decline. Between 1980 and 2015, Hawaiian agricultural land use was halved. In 2015, their largest ag land user was sugar, but Hawaii's last sugar mill closed in December 2016, and the 40,000 acres it occupied lie fallow.

Before it was discovered by Captain James Cook in 1778, Hawaii was entirely self sufficient. The area had no other option, as it is some of the most isolated islands on the planet. The Hawaiian diet consisted primarily of vegetables, supplemented by small amounts of fish, pork, and chicken.



Eggs can't get any fresher!

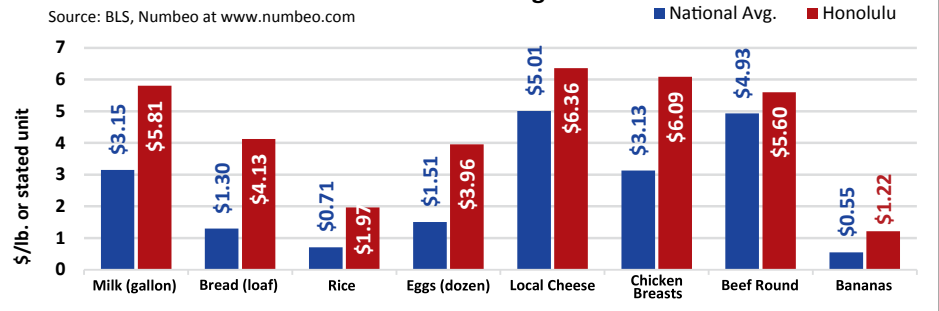
For generations, our family farms have been providing high quality, farm fresh eggs to kitchen tables throughout the West. Our dedication to premium-quality eggs, and an unmatched level of service, make us your source for the best conventional and specialty eggs.



For Information, Call
800-377-3447 or visit
Nucalfoods.com

Food Prices — Honolulu vs. National Average

Source: BLS, Numbeo at www.numbeo.com



A lack of draft animals and late adoption of the wheel made long distance food transport a challenge. Now Hawaii imports 90% of its food from more than 2,000 miles away. Import costs drive grocery prices on the islands to among the highest in the nation.

The problems with this approach to food extend beyond just prices. Hawaii's food security is perilously low. If all mainland aid was somehow cut off, Hawaiian supermarkets would empty in mere days. In 2012, Hawaii determined that the entire state had less than 10 days worth of fresh

produce at any given time, and with state agriculture trending low, that number has likely fallen in the intervening years. Other goods, ones Hawaii doesn't produce at all, would disappear even sooner.

In response to these concerns, Foodland, Hawaii's largest grocer, has launched "locally grown" initiatives. Orange labels mark every product made on the islands, and an "Eat Local Tuesday" campaign urges Hawaiians to set aside a day for local comestibles. Hawaiian developers are also working to produce more beef and dairy, as well as develop new technological farming innovations on the islands. The hope is that these initiatives, as well as mounting food prices, will encourage more local agriculture to crop up. **UB**

Article contributed by **Jake Muldowney**
mail@urnerbarry.com

"Hawaii imports 90% of its food from more than 2,000 miles away..."



Downtown Honolulu, Hawaii

Progress not perfection in opening Indian market to U.S. poultry

This past December, the USA Poultry & Egg Export Council (USAPEEC) held their winter meeting in Washington, D.C. During the event, the association advised attendees of the progress being made in opening the Indian market to U.S. poultry and eggs. USAPEEC President Jim Sumner stated that the positive development “goes beyond our expectations.”



U.S. to export poultry and poultry products into India. According to USAPEEC's senior vice president, Greg Tyler, all major points of certificates have been approved by both governments with the final area of focus being salmonella testing and grounds of rejection. Additionally, FSIS's Office of Policy and Program Development (OPPD) has confirmed that that once negotiations are completed

More recently USAPEEC announced that trade-leads are being generated so that once the U.S. and Indian governments can work out the details, U.S. poultry processors can begin shipping product, and it won't be a moment too soon.

not consumed in India, however, cows are often used for milk and milk based-products. In the majority of Indian states, it is illegal to eat or possess beef.

and India accepts U.S. poultry letterhead certificate (LHC), then a PDF of the finalized poultry LHC will be available as a hyperlink on the India Export Library page. **UB**

As it stands now, along with a health certificate each processor will be required to certify that the birds were not fed bovine or consumed feed made from bovine by-products. Because of this caveat it is likely that flocks will need to be segregated with special feeding protocols put in place for poultry flocks that are destined for India. According to USAPEEC, the certification can be made on company letterhead.

At press time the U.S. and Indian governments were getting close to finalizing health certificates that would allow the

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

U.S. poultry has been banned from India since 2007. According to the U.S. Representatives office, the ban was put in place to “prevent avian influenza outbreaks.” Washington and industry trade groups argue that the ban needs to be scientifically based and there is no scientific evidence to justify such extreme measures. According to Forbes magazine, “After losing an appeal against the U.S. at a World Trade Organization appellate body, Indian authorities are gearing up to start negotiations with their U.S. counterparts to resume the import of poultry products.”

With a population of 1.3 billion and a growth rate of a little more than one percent each year, India represents significant export opportunity for the U.S chicken, turkey and egg industries. Viewed as a symbol of prosperity, beef is



At Nature's Best, we only sell products we are proud to serve our own families.

Simply put, it must be high-quality, responsibly caught, sustainably farmed and affordable. As a family owned company, we have strict criteria for our seafood, and that's what truly makes it Nature's Best.



NaturesBestSeafood.com

904.739.1894

Egg whites

Continued from page 1

surge, topping out at more than 11 million pounds during February of 2017, according to the USDA. Urner Barry quotations dipped below the \$2 mark in early April before hitting a decade-low of \$1.85 in July.

This would turn out to be the low point in the market. Buyers slowly began to return, while new users quickly started to ramp up production. Whites began to show up more prominently in meal replacement bars, protein powders and drinks, in addition to traditional products. Retail movement of liquid also began to improve once prices at the shelf more closely reflected raw costs. Shell eggs were being promoted so aggressively at major chains, that the gap with value added liquid alternatives hindered sales for much of 2017.

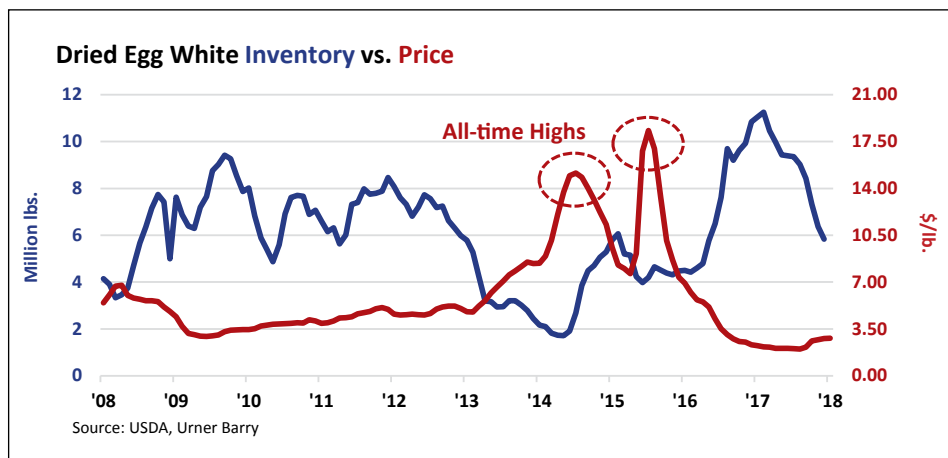
International conditions helped to aid the recovery in early September. Europe was dealing with Fipronil-related shortages, creating higher prices and uncertainty throughout the supply chain. United States processors benefitted mostly in the yolk category, but saw some additional egg white opportunity in secondary markets like Asia. Prices slowly began to creep off 2017 lows, though demand for yolk

increased egg white availability and carried the premium in separation. From early September to the end of the year, dried whites advanced 43% off the \$1.85 low to \$2.65 per pound.

Seasonal health and wellness typically provides an additional boost in egg white demand early in the New Year. Some of this was priced in during the fourth quarter rally, but it continues to be a factor early in 2018. Processors are also seeing yolk prices retreat from recent highs as Europe recovers and the domestic market shifts from the holiday baking season, reducing their need to separate without getting incentivized more in the egg white category. Dried egg inventories have subsequently been cut by nearly half from the highs seen in February of last year.

The egg white market was the most heavily impacted by the United States' AI outbreak. Shortages came on the heels of the market's adjustment from major foodservice promotions and manufacturers were ready with contingency plans. After over a year at lows, it appears that usage is rebounding, and so is the market early in 2018. **UB**

Article contributed by **Brian A. Moscogiuri**
brianm@urnerbarry.com



“U.S. egg white prices have been on nothing short of a rollercoaster ride over the last 5 years.”

ADVERTISER INDEX

AgroSuper	26
Bird-In-Hand	24
Bluglacier	39
Bon Secour Fisheries	31
Cal-Maine	5
Camanchaca Inc.	13
Chicken of the Sea Frozen Foods....	37
Country Charm Eggs, LLC	8
D & R Foods	16
Deb El Food Products LLC	8
Deep Sea Shrimp Company	19
Devi Seafoods, Inc.	62
Diamond V, Inc.	9
Dolphin Trading, Inc.	4
Eastern Quality Foods	22
Eastern Seafood Distributors, LLC (Nature's Best)	67
Eggs R Us, Inc.	40
Estherville Foods	52
Farbest Foods	58
Foa & Son Corporation	11
Harvest Food Distributors	28
Jason's Food Inc.	61
Keyport International	54
L & S Foods	59
LaMonica Fine Foods	2
Metlife Financial	35
Michigan Turkey	60
Midwest Poultry Services	15
National Fisheries Institute	51
National Poultry & Food Distributors Association (NPFDA)	52
North American Meat Institute (NAMI)	42
Northern Beef Industries	43
NuCal Foods	66
Orca Bay Foods LLC	14
Prestage Foods	44
Protein Alliance	20
River Valley Trading	30
Savage Poultry	48
Shorepoint Insurance Services	45
South American Beef	72
Taurus Food Products	38
Tippmann Group/Interstate Warehousing	53
Treif USA	7
Turkey Valley Farms	49
Tyson Fresh Meats	33
Urner Barry	32, 34, 47, 65, 69
Vista Food Exchange, Inc.	27
Wabash Valley Produce	41
Weinstein Meats	63
Westside Foods Inc.	57
Win Transport	6

Shrimp consumption

Continued from page 1

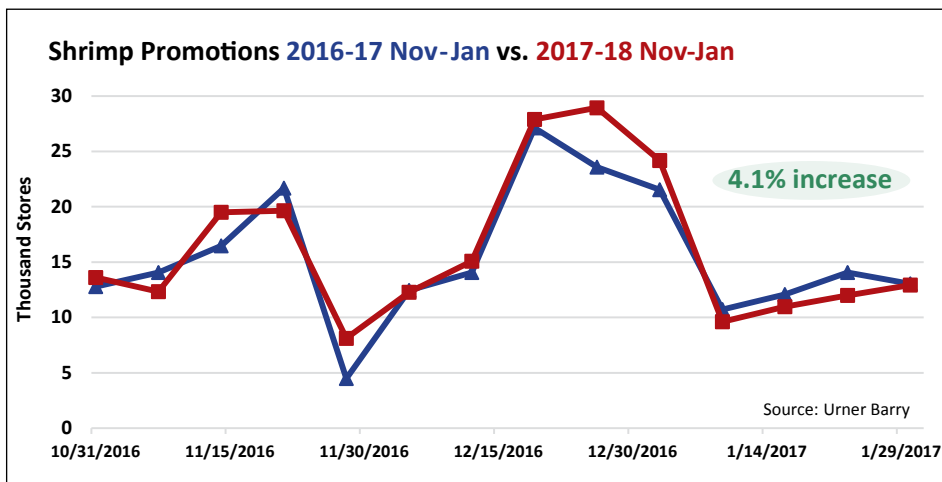
potential per capita usage of 4.47 pounds per person in 2017.

If this calculation bears out, it would represent a new record per capita consumption of shrimp in the U.S. in 2017, surpassing the previous high in 2006 of 4.4 pounds per capita.

In addition, shrimp promotions at retail also increased 4.1 percent over the holiday period (November to January), compared to a year ago. Shrimp panelists at NFI's Global Seafood Market Conference in Miami this past January believe that shrimp will likely be the "go-to" promotional seafood item for retail and foodservice in 2018 considering supply and price trends. **UB**



Article adapted from one that originally appeared on SEAFOODNEWS.COM on February 12, 2018 by John Sackton





COMTELL®

MARKET NEWS • QUOTATIONS • ANALYSIS



Mahi Recap: A Lot of Uncertainty Heading into the 2017-2018 Season

01/22/2018 02:17:13





GET COMTELL!!!

ubcomtell.com
800-932-0617



NEW App for instant access

What's in a (misspelled)

Although Urner Barry has been a trusted name in the food industry since 1858, it has also been a little bit difficult to spell for some people over the years. The name was derived when two printing companies in New York City merged, blending the two surnames of the founding families – Urner and Barry – to create the unique corporate moniker. Each of these names in and of themselves don't seem too daunting to spell, but apparently, once you put them together, typographical bedlam ensues!

A testament to this fact was unearthed during the company's recent move to its new facility in Toms River, New Jersey. A dusty old folder was discovered containing some "antique" correspondence dating back as far as the 1940s, including everything from junk mail (no, junk mail is not a new invention!) to important business dispatches. The one thing these varied pieces of Urner Barry history have in common is a mangling of the company name itself. To our amazement, some bemused employee of Urner Barry of days gone by took it upon themselves to keep some of the more interesting "adaptations" of the famed "Urner Barry" name as they arrived in the daily mail delivery.

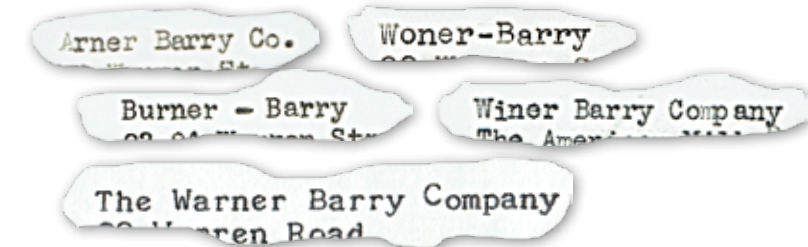
Below is just a sampling:

From the "Glass Half Full" Department:

Got the "Urner" part right, but ...



OK, so you nailed the "Barry," but flubbed the "Urner" ...

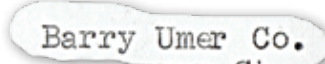


Please quote price and send
sample of your egg quotes daily
called something like Erna Barry

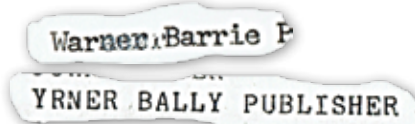
B. and B. Trucking Co.
Birmingham, Ala.



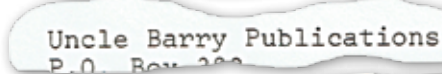
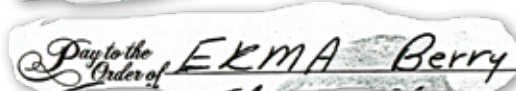
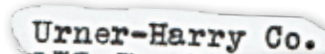
Great, you got the "Barry," but it belongs at the end.
At least we have a sense of Umer about it ...



Sorry, sir, you get **NOTHING!** ...

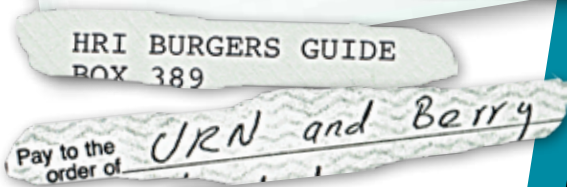


**Some letter writers invented
new family members...**



name?

And sometimes we get new names for our publications ... or we sell something completely different ...



Hmm... at least it sort of rhymes ...

Curner Barry Publications, Inc.

Irmer Barry Co.,
92 Warren Street

Lerner Barry Co.

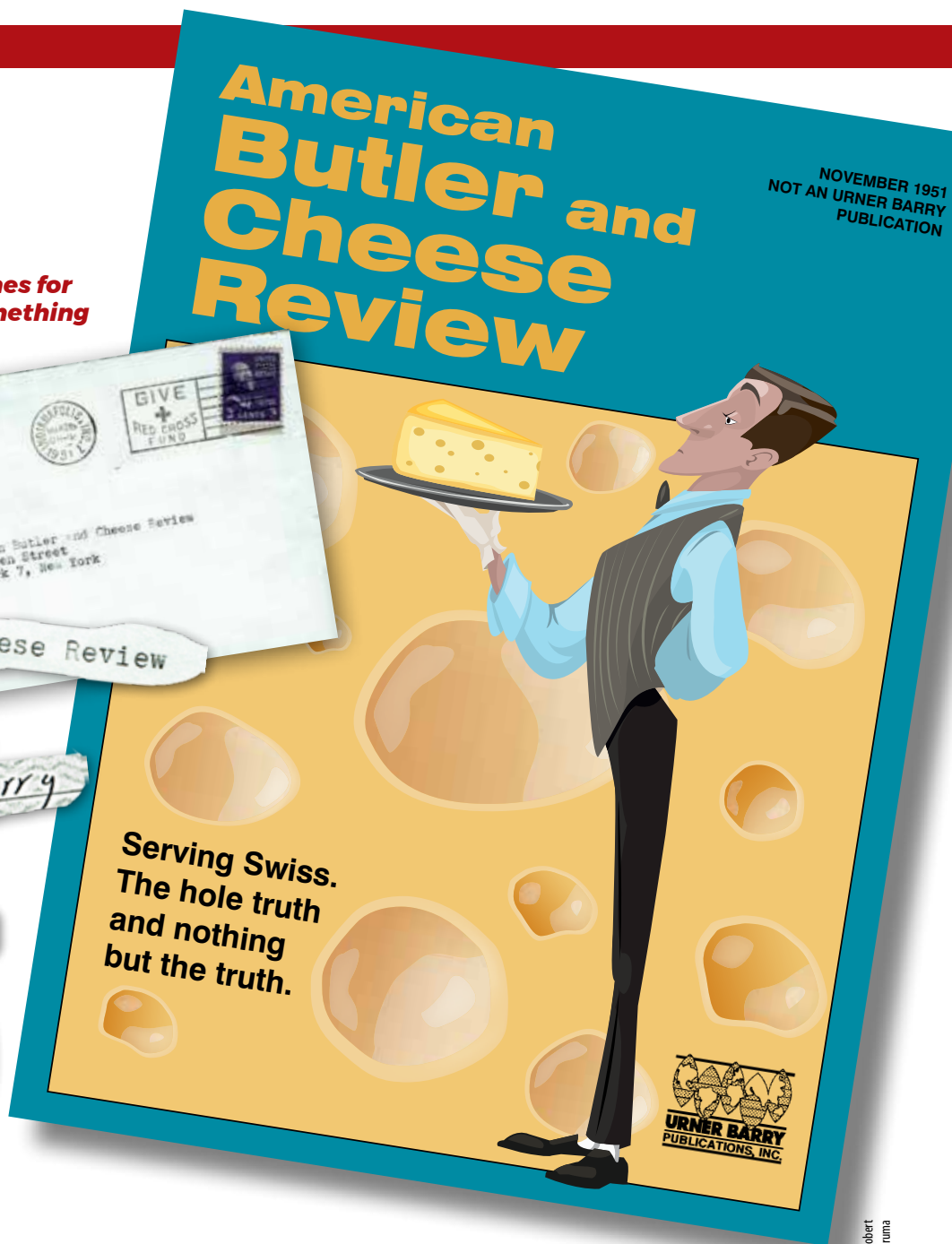
There's raising the Barr ...

Urnes-Barr Publications

Eurnern Barr

...and lowering expectations...

UNDER BARRY



Alphabet soup, anyone?...

Well, the letter "V" is next in the alphabet after "U," so maybe this will work ...

Vrner Barr Publications

Vuner Barry

Not. Even. Close ...

Uiner-Borig Purchasing Company

This is just plain funny ...

Urfner Barry Publications

Article contributed by Glenn Juszczak
glennj@urnerbarry.com

URNER BARRY'S Reporter

Urner Barry • P.O. Box 389, Toms River, NJ 08754-0389
Volume 13, Number 2 • Spring 2018

Urner Barry's Reporter (ISSN 1944771X) is published quarterly by
Urner Barry Publications, P.O. Box 389, Toms River, NJ 08754-0389.
Periodicals Postage Paid at Toms River, NJ 08753 and additional offices.

prairie natural
PREMIUM SEAFOOD

100% Natural
Premium Seafood

**SEAFOOD FROM ALL OVER THE WORLD
WE SPECIALIZE IN TILAPIA, SWAI,
POLLOCK (FILLET, WHOLE, RETAIL)**

SAB
SOUTH AMERICAN BEEF INC.
20 years in business

Product lines: Beef - Lamb - Veal - Goat - Mutton - Seafood - Rabbit
Origin: United States - Australia - New Zealand - Uruguay - Argentina - Brazil - Nicaragua - China - Vietnam

Des Moines, IA 50322 | Ph: 1-866-71-MEATS | 515-243-6350 | avidal-soler@sabeef.com | www.sabeef.com
HABLAMOS ESPAÑOL