

Urner Barry's Reporter

the newsmagazine for the food industry professional

VOLUME 16 | NUMBER 1 | WINTER 2021 | QUARTERLY



HOW THE PANDEMIC
is changing the way we
**WORK, SHOP
& DINE**

FROM THE CRAFTSMAN FARMERS OF SKUNA BAY



Call Today +1 778 379 4242

info@skunasalmon.com

Skinless Frozen Portion

For the Home Chef

www.thesilverwaters.com

SILVER
WATERS

CONTENTS

VOLUME 16 | NUMBER 1 | WINTER 2021 | QUARTERLY



Wings fly in the face of adversity



3 sprouting plant protein brands to watch in the new year



Amazon offers a glimpse into the future of grocery shopping



Industry mourns Peter Greenham Sr.

Main ingredients

- 6 Egg product markets rally to second half highs
- 8 Q3 Pork: Hot prices and frigid freezer inventories
- 12 Despite increased supply, consumers willing to pay for quality
- 16 A food trend forecast for 2021
- 20 Retail egg sales fall shy of seasonal expectations
- 22 An unsettled lamb market lingers for 2020
- 24 Restaurants “drive thru” the pandemic with new design concepts
- 27 John Hott on the “opportunity of a lifetime”
- 28 King and snow crab remain popular on the consumer’s pandemic plate
- 30 A look at U.S. beef variety meat
- 51 Mounting issues for the pollock market

News bites

- 5 Are “dark stores” the future of grocery shopping?
- 18 Tightening supplies sparks optimism for the cattle industry
- 32 The sandwich war of 2019 rages on
- 34 Protein industry facing logistical hiccups during the pandemic
- 36 After more than two decades, British beef is back on American plates
- 37 New risk mitigation tool for the pork market
- 44 Hog producers weather an unprecedented year
- 46 60 seconds with Daniel Creedon
- 54 African swine fever in Germany
- 56 Mowi’s new Captain Omega line helps parents introduce seafood to kids at an early age
- 64 Saudi Arabian shrimp imports record high despite COVID-19

A la carte

- 31 Meet Urner Barry’s Beef Market Reporter Jocelyn Garcia Rojas
- 40 Starting out 2021 with a little bit of luck
- 41 From the recipe box: Herb Pork Ribeye Roast with Cauliflower
- 42 Chicago gets creative to help restaurant industry
- 48 (Staying) home for the holidays
- 50 Randy Blach’s positive outlook for the industry
- 52 COMTELL new updates
- 58 Alternative seafood could help the industry meet global demand sustainability
- 60 Future-proofing the U.S. egg industry—A bold new vision and five-year strategic plan
- 62 Combined Executive Conference and Global Protein Summit went digital in 2020
- 66 Rapid technological growth newly defines archival content

From the Editor's Desk...

It's that time of year again. The time for family gatherings or for quiet comfort. A time of holiday cheer or introspective reflection, and a time to be convicted and make resolutions. Yes, 2020 is winding down, and for many, none too soon. You will no doubt ask, "where did the time go?" That is not an easy answer. Perhaps "how did it go?" is a better question...but is the answer really any easier?

Naturally, the response to that rhetorical request will vary according to the respondent. Arguably, one's instinct or "nature" might produce an answer that brings attention, especially in a time of crisis, to one's problems and challenges. Human nature is a tricky thing. My experiences with it have been accumulating for more than a few decades, and I'm rarely surprised by the twists and turns of the path it takes. Sometimes it is kind, considerate and caring, sometimes it is seclusive and independent, and frequently, it is self-serving.

The protein business is not unlike human nature. Those same years mentioned above, have also been spent studying what makes the food industry tick. Not surprisingly, at times generosity and cooperation prevail. Sometimes it becomes withdrawn and walks to its own beat. And often it can be selfish.

Looking back, we've observed a little bit of these behaviors in the business of food since the pandemic's outset. During the initial crisis stage, when science was unable to provide much comfort or insight, and consumers were demonstrating "fight or flight" behaviors, each buyer, seller, or trader in the business had to get their house in order and respond in a way which best allowed them to survive never-before-experienced hurdles. Then that rare "we're all in this together" sentiment took hold, and a more cooperative, balanced approach to business prevailed.

In the end, perseverance, resiliency, and hard work paid off, but what about the next time, and the time after that? Will hard work be enough?

In any other year, this page would have been dedicated to reflection—recollecting the hottest food trends or recapping the markets. Somehow, it doesn't seem right to speak to trends or volatility, successes or failures, at least not yet. Not while citizens across the globe, and their businesses, continue to suffer in the throes of COVID-19. So maybe trends and market summaries are not in order, but I still think reflection is in the cards.

I'd like to close by suggesting that now, perhaps more than ever, is the time to take a good, hard look at yourself and your business, your purpose and your task. Consider whether the road you are on is the right one. If you like what you see, take 2021 by the horns and make it your own. But if you don't like what you see, the time is now to adjust, reinvent or re-purpose. While it's true that the present time is like no other, it is also true that there is no time like the present. I urge you to make the very most of the year ahead, personally, and professionally.

Have a happy, healthy, and safe 2021.



Russell W. Whitman
Senior Editor | rwhitman@urnerbarry.com



Urner Barry's Reporter

THE NEWSMAGAZINE FOR THE
FOOD INDUSTRY PROFESSIONAL

SENIOR EDITOR

Russ Whitman

MANAGING EDITOR

Amanda Buckle

CONTRIBUTORS

Russell Barton

Matt Busardo

Lorin Castiglione

Liz Cuzzo

Ryan Doyle

Jocelyn Garcia Rojas

Sarah Hartig

Dylan Hughes

Glenn F. Juszczak

Jim Kenny

Chloe Krimmel

Ashley Leonard

Gary Morrison

Brian Moscogiuri

Joe Muldowney

Daniel Munch

Michael Nesbitt

Amanda J. Riemer

Karyn Rispoli

Steve Ristevski

Janice Schreiber

Courtney Shum

Andraia Torsiello

COPY EDITORS

Andraia Torsiello

EDITORIAL DIRECTOR

Jamie Chadwick

SENIOR GRAPHIC DESIGNER

Maria Morales

PRODUCTION MANAGER

Rachel Kretzmer

ADVERTISING

Frank Scancarella and Janice Schreiber

SUBSCRIPTION INFORMATION

800-932-0617

UrnerBarry

MARKET PRICES, NEWS, AND ANALYSIS

Urner 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, Suite 1, 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 © 2020
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.


AGRI BRIEFING

ARE “DARK STORES” THE FUTURE OF GROCERY SHOPPING?

Grocery stores closed to the public? That may be the future as more consumers look to get their food sent right to their doorsteps.

The surge in online grocery shopping has led several top retailers to create “dark stores,” which may look like grocery stores on the outside, but are solely in operation to fulfill online and pickup orders.

Throughout the pandemic many retailers opened up dark stores to keep up with online orders, generally as a temporary solution to consumers looking to remain at home over coronavirus fears. However, Amazon’s Whole Foods Markets bought into the idea, opening its first permanent online-only store in September. The Brooklyn, New York, store, is staffed to solely focus on grocery delivery.

“Grocery delivery continues to be one of the fastest-growing businesses at Amazon,” the company said. “In fact, online grocery sales tripled year-over-year in the second quarter this year, indicating that more customers than ever before are turning to Amazon for grocery delivery options. Together, we’re thrilled to increase access to grocery delivery. It’s never been more important.”

Although Amazon is the first to delve into a permanent dark store, other companies have made significant investments in online grocery shopping.

Albertsons announced that it has begun piloting PickUp lockers in the Chicago and Bay Area as its latest fulfillment option for e-commerce orders. Meanwhile, the owner of Stop & Shop and Food Lion have allocated more focus to its e-commerce operations.

Walmart and Instacart also recently agreed to partner for same-day delivery as the



©corradobarattaphotos / iStock / Getty Images Plus

retail giant tries to compete with Amazon’s Whole Foods stake in online grocery.

Instacart is one of the prime examples of the growing demand for grocery delivery. The grocery delivery service’s value has doubled since the beginning of the year. Currently, the company is partnered with over 500 retailers and provides delivery from almost 40,000 stores across the U.S. and Canada. Instacart is available to more than 85% of U.S. households and more than 70% of Canadian households, with delivery and pickup services across more than 5,500 cities in North America.

According to the NPD Group, in May 2020, 40% of shoppers ordered groceries online, a 12% jump compared to the year prior.

Meanwhile, Mercatus, a provider of digital commerce solutions for food retailers, conducted a survey alongside insight firm Incisiv, and found that digital grocery sales will account for 21.5% of total sales by 2025, an estimated \$250 billion and over 60% higher than pre-pandemic predictions.

Although e-commerce is a growing sector for retailers, findings from Packaged Facts notes that the market share is still very small. “Yet, while e-commerce sales are growing rapidly, they still represent a very small percentage—about 4%—of total food and beverage sales,” Packaged Facts wrote.

When it comes to retail specifically, Packaged Facts found that consumers were more prone to pickup options, with 36% of online purchasers placing click-and-collect orders pre-pandemic.

Although still in its infancy, it will be important to keep an eye on how Amazon’s full-time dark stores will work. It appears to be an answer in urban areas where consumers are more likely to use digital platforms to grocery shop. [UB](#)

Article contributed by Ryan Doyle
rdoyle@urnerbarry.com

An advertisement for Turkey Valley Farms. At the top is the logo featuring a turkey and the text "TURKEY VALLEY FARMS GROWER-OWNED SINCE 1973". Below the logo is a red banner with the text "Times Change!". In the center is a large image of a whole turkey in its packaging, also featuring the Turkey Valley Farms logo. At the bottom, the text reads "Turkey Valley Farms Responds! Call us today to see how we can add to your bottom line. 507.337.3100 www.turkeyvalleyfarms.com".

TURKEY VALLEY FARMS
GROWER-OWNED SINCE 1973

Times Change!

Turkey Valley Farms Responds!
Call us today to see how we can add to your bottom line.
507.337.3100
www.turkeyvalleyfarms.com

©sabelskaya / iStock / Getty Images Plus



Egg product markets rally to second half highs

Though retail demand for shell eggs has run significantly above average since the peak pandemic period, foodservice demand has struggled to return to normal volumes. As much as 22% of all U.S. production is destined for this channel, around 7% being shell eggs and the rest going into the sector in the form of egg products.


Processors have been forced to reduce outputs over the last eight months, evident in the USDA's Eggs Processed Under Federal Inspection report, which showed total cases broken running at about 1.1 million a week from mid-April to the end of May. This aligned with the overall flock reduction of over 27 million layers from January to August.

Demand has begun to return since restaurants and QSR chains resumed in-house dining but has also benefitted from the back-to-school season and more normal working schedules for the consumer, creating a need for grab-and-go morning options. Additionally, the government has purchased tens of millions of

pounds of egg products and hundreds of loads of shell eggs in four phases of the USDA's Farmers to Families Food Box Program. According to USDA's Agricultural Marketing Service, the program allows them to partner with national, regional and local distributors whose workforces have been significantly impacted by the closure of restaurants, hotels and other food service businesses. Through the program they can purchase up to \$4.5 billion in fresh produce, dairy and meat products from American producers of all sizes.


Demand from food manufacturers servicing the retail sector is also reported well above normal volumes. Retail shifts have not only increased traffic and ordering from home, but pandemic fears also have consumers inventorying more products, many of which contain eggs as an ingredient, in their own homes.

These trends also appear to be extending to our four-legged friends. Animal shelters across the country have seen spikes in pet adoption as families cope with lockdowns, reduced entertainment



DEB-EL FOOD
PRODUCTS™

*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

USDA's Farmers to Families Food Box Program

FOOD BOXES INVOICED

Round one: May 15-June 30

35.7 million

Round two: July 1-August 31

50.8 million

Round two extension: September 1-18

15.1 million

BOA Contracts: September 22-October 31

16.4 million

Round four: November 1-December 31

428,985



©sabelskaya / iStock / Getty Images Plus

options, and stress. Sales of pet toys, equipment, and food have seen major percentage increases year-over-year. Many pet food companies rely on inedible egg product as an ingredient. This is a byproduct of egg processing, where eggs that are segmented as unfit for human consumption are segregated and sold into secondary markets. However, when processors reduced outputs during the summer months, inedible availability was also depleted. The combination of increased demand for pet food and reduced availability of inedible egg has created unexpected orders from pet food manufacturers in the market for dried egg products.

As these buyers reach out for additional volumes for 2020 and into 2021, they are seeing higher asks for dried products, especially whole egg and whites. Dried whole egg prices are up 55% from August lows, reaching the highest mark since February 2019. So far in 2020, the quote has averaged only \$1.92/pound, which would be the second lowest annual average seen since 2007.

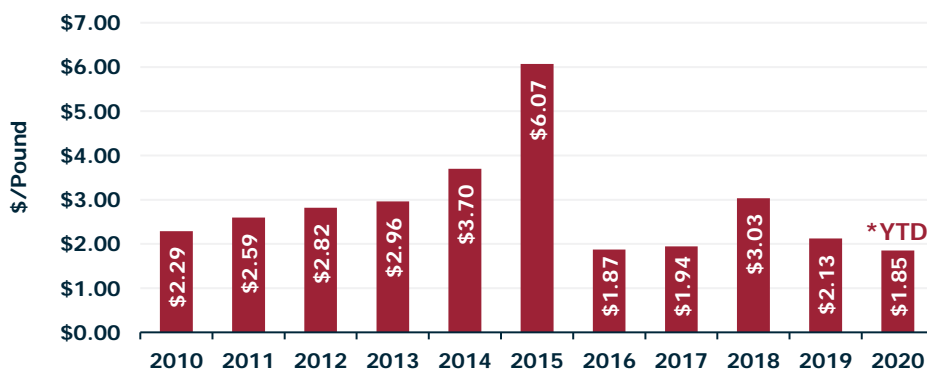
Many are forecasting one of the strongest baking seasons in history and we are already beginning to see consumers preparing

for a second wave of the pandemic. Processors appear to be in a better inventory position though, as they have worked to balance outputs and have seen increased demand from several channels. As we head through the strongest demand period of the year for eggs, the recent rally will likely hinge on whether the foodservice business can hold ground and how much production the retail, government, and manufacturing outlets can absorb. [UB](#)

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

UB Dried Whole Egg - Annual Average

Source: Urner Barry



Cal-Maine Foods, Inc.

Sustainable!

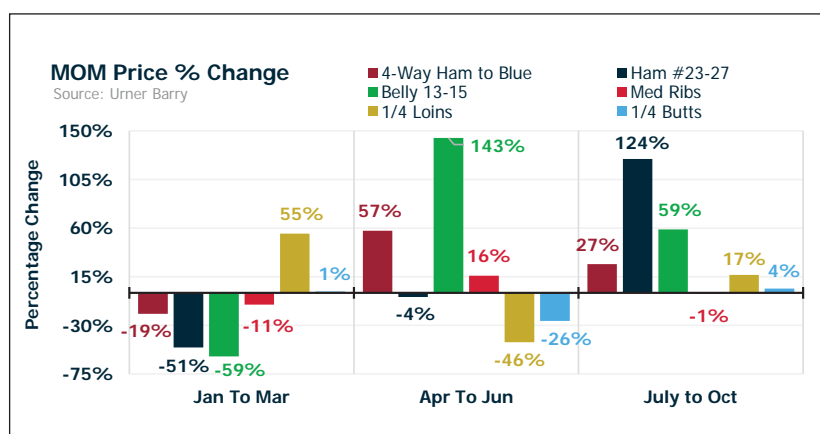
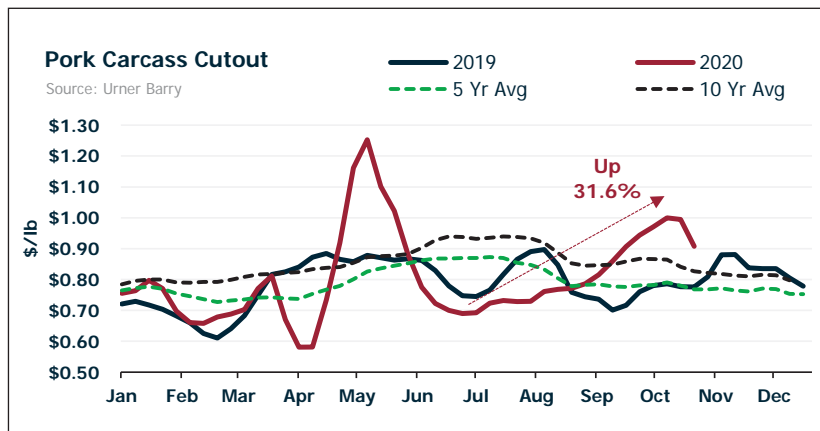
**America's Largest
Producer/Marketer of Fresh Eggs**

Contact: Scott Hull
3320 Woodrow Wilson Ave. • Jackson, MS 39209
601-948-6813 • www.calmainefoods.com

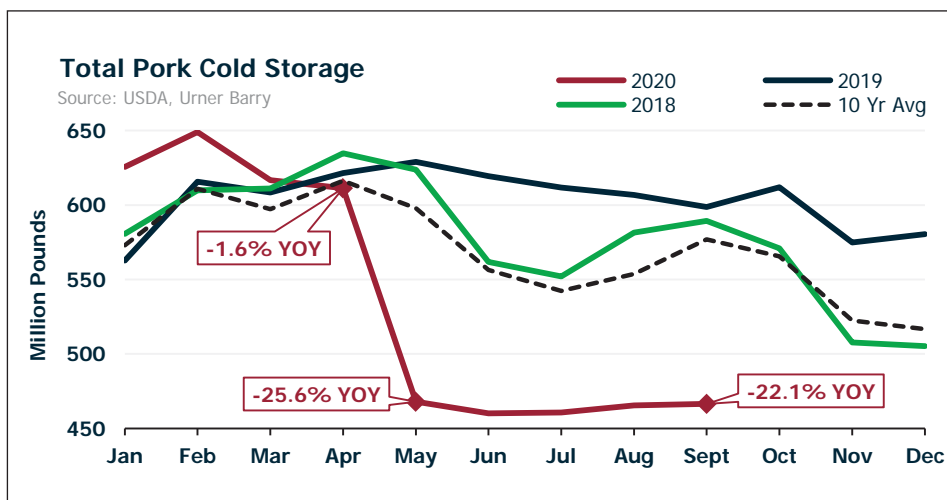
Q3 Pork: Hot prices and frigid freezer inventories

With COVID-19 concerns continuing throughout the third quarter and into the fourth quarter of 2020, areas such as boning-line labor, foodservice and recreational activities, cold storage, and production were all affected. The Pork Carcass Cutout noted an uncharacteristic price rally between July and October 2020, increasing by around 31.6%. Looking at the past, the 5-year and 10-year averages saw declines around 12% during this timeframe, while in 2019 the cutout saw a moderate increase of 3.8% for the respective time period.

Loins, butts, hams, and bellies all saw price points higher in October than July, with gains ranging from 4% to 124% or \$3.15 to \$61.83/cwt, depending on the item. Even with heightened production during the summer months, increased retail demand and exports combined with boning-line labor constraints, tightened supplies on these components, leading to the firm price action on the pork cutout seen throughout the summer.



Each category of pork cold storage is stocked and withdrawn at different times during the year based on seasonal interest and production, fluctuations in price, and more recently, black swan events, such as African swine fever and the coronavirus. This year saw a significant withdrawal in pork cold storage in reaction to the rash of plants that went down in the spring due to COVID-19 outbreaks. This led to multi-year lows in freezer stocks by May, and little headway has been made in building those inventories back up.



DJR foods inc.



800-367-0760

(563) 556-0760

Full Service Brokers of
**BEEF, PORK
VEAL &
POULTRY**

**Domestic,
Import & Export**

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

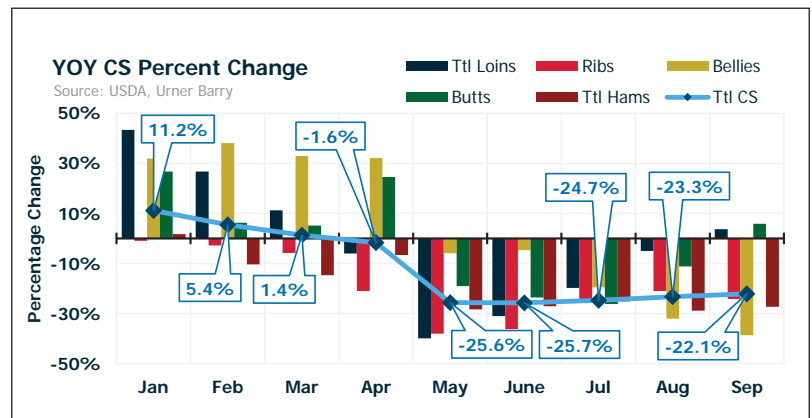
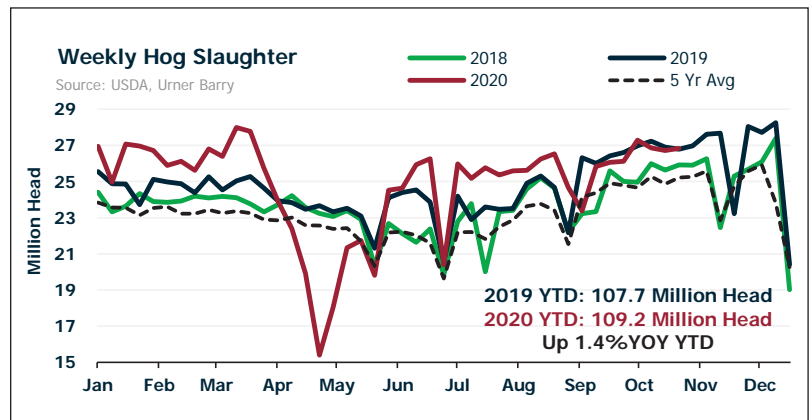
Fax 563-556-4131

By looking at the Total Pork Cold Storage chart we can see that up until April the amount of pork in freezers was higher year-over-year. Starting in May, however, a notable decline from the previous year was observed in all of the primal categories. As of the September figure, Total Pork Cold Storage is down 22% from 2019 but remains higher year-over-year than May when it was 25.6% below a year ago.

Slaughter between June and August hit all-time year-over-year highs for the majority of weeks in the period. With previous plant closures in the spring creating a backlog of hogs, as well as diminished pork on the market, production was ramped up for the summer. Year-to-date, slaughter is up 1.4% or 1.5 million head over 2019.

Moving forward, with continued heightened slaughter anticipated throughout the winter and diminished foodservice expected due to the resurgence of COVID-19, a layer of pressure may remain present on a number of components. However, increased retail demand and expanding export interest could open up more opportunities for support throughout the winter and first quarter of 2021. [UB](#)

Article contributed by Chloe Krimmel
ckrimmel@urnerbarry.com



TRI-STATE AREA'S LARGEST INDEPENDENT SUPPLIER

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

Telephone (718) 842-8500





Wings fly in the face of adversity

No year has tested Americans love for chicken wings like 2020. Rewind to March and the outlook for this line appeared bleak. The country and much of the world began to shut down one by one with the virus running rampant. March Madness had just been canceled, which many in the industry know is a historical boost to wings after the typical post-football season lull in February. Panic spread like wildfire as buyers who had been stocking up for the tournament were now caught flat

footed. Prices began to degrade dramatically and by early April they were at lows not seen in years. But once all the surplus product had been waded through and players had a chance to digest the full situation, the tide began to turn and hasn't looked back since.

Large scale wing houses recognized very quickly that even though their dining rooms had to remain empty, their takeout business infrastructure was solidly in place. Business began to pick up considerably and has continued throughout the rest of the year. The third quarter financial results of Wingstop, an American-based restaurant chain specializing in wings,

shows just how successful business has been. System wide sales increased 32.8% and net income increased 70.7%. Large chains such as Wingstop weren't the only ones to recognize that wings were the perfect take-out food. Soon, local restaurants, particularly pizzerias, began to see an increase in demand for wings as well. Processors and distributors already struggling with labor were fielding increased orders for wings at a high rate. Even non-traditional buyers began to see what a boon wings would be, and were seeking them out. This, in conjunction with limited labor at the plant level, tightened supplies, and that pretty much brings us to the present day.



World's *Leading* Manufacturer of:

- Egg washers – Sanitizers – Dryers
- For use with Moba – Sanovo – Staalkat
- Egg tray washers and spin dryers
- Automatic denesters restackers
- Pallets, dividers, washers, return conveyors
- Optional automatic restackers and restarters
- Meat tray, lug and box washers and sanitizers
- Crate, coop and box washers and dryers

KUHL CORPORATION

P.O. Box 26, Flemington, NJ 08822

Phone 908-782-5696 • Fax 908-782-2751

hyk@kuhlcorp.com • www.kuhlcorp.com

“With all the factors and obstacles players have had; it truly is remarkable how well chicken wings have fared as they continue to defy all odds and expectations.”

Finding wings on a consistent basis, regardless of one's stature has been no easy task. This has forced would be buyers to continuously raise their bids with the hopes it uncovers product. As this article is written, jumbo chicken wings are quoted at \$2.07/lb., which is a 52-week high and the highest it has been since 2016.

With prices being what they are, it comes as no surprise that some buyers would begin to get squeamish. Historically, whenever wing prices go over the \$2/lb. mark, buyer hesitation and pushback begins to unfold. Although this year, at



©rez-art / iStock / Getty Images Plus

least for now, the expected hesitancy has been slow to materialize. Buyers are throwing caution to the wind and continue to bid up money for available offerings. That's not to say they aren't exploring alternatives in the meantime though. With the price of jumbo boneless being as low as it is, it's not unexpected to see some chains begin to switch over to the boneless wing model. With that said, a new development may be at hand. Wingstop is beginning to test out the selling of bone-in chicken thighs as a cheaper alternative to wings. This isn't all that surprising given the abysmal position dark meat has been in this year, but it goes to show how creative buyers have become as availability remains a chief concern and the price of wings continue to soar. Wingstop CEO Charlie Morrison was quoted saying that the company secured a deal with its largest supplier that "mitigates the impact of continued inflation of bone-in chicken wings over the near term..."

With all the factors and obstacles players have had; it truly is remarkable how well chicken wings have fared as they continue to defy all odds and expectations. Looking ahead, with football season in full swing and basketball possibly beginning again in late December, the pull for chicken wings doesn't appear to be slowing down anytime soon. With all the problems the chicken industry has faced this year, the wing line certainly hasn't been one of them. UB

Article contributed by **Matt Busardo**
mbusardo@urnerbarry.com

AI-AQSA
Halal Meat & Poultry

**FARM FRESH
AND ZABIHAH**



All Natural | Hormone Free | Antibiotic Free

**Hand Slaughtered Head-On Chicken
Hand Processed Poultry Parts**

100% Zabihah Halal Premium Poultry



A Halal division of MENNELLA's Poultry Co.

We also provide custom cut fresh HALAL MEAT

Lamb | Goat | Mutton | Veal | Beef | Poultry

**New Jersey's largest in-house USDA custom
HALAL MEAT and POULTRY processing plant**

100 George Street, Paterson, N.J. 07503

215-917-4463 • 973-345-1300 • 732-823-7446

www.alaqsahalal.com

The steaks are high...

Despite increased supply, consumers willing to *pay for quality*

©geckophotos / iStock / Getty Images Plus

One common refrain I often discuss when comparing beef's popularity against other proteins is that beef provides consumers a consistent, high-quality eating experience. While packers want to meet customer needs, there is also an economic incentive for better grading as well. It was almost a perfect confluence of factors that has shaped the increased grading because it was not always this strong.

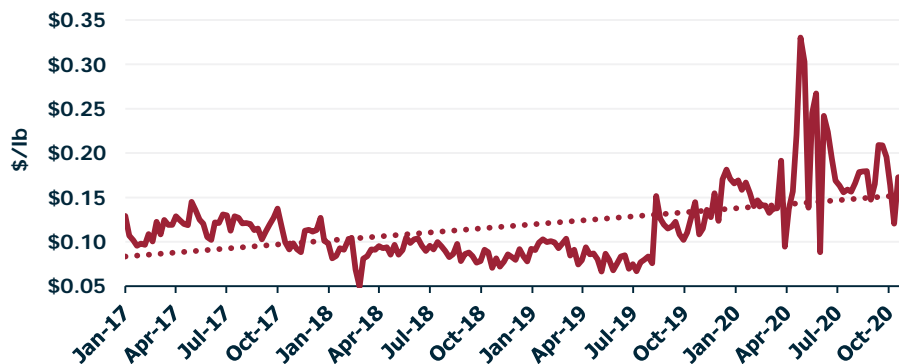
Only 10 years ago, cattle grading Prime was in a tight range of about 2.5% to 4.0% with gradual increases from 2013 then hitting record levels that we have seen today, where double digits have been the norm. What is interesting, however, is that the growth in Prime has not come at the expense of Choice. Total cattle grading Prime or Choice now sit over 80% on a weekly basis.

There were many factors—the first was the drought the gripped the country in 2010. The drought started in California and moved east to the cattle raising mid-section of the country. Cattle owners were forced to cull animals in mass numbers, and the least desirable ones were the first to go. Herds were rebuilt when optimal weather and rain returned in 2013. Genetics and marbling characteristics became a critical component, and the best genetics were used to build the herds. Next, the enactment of the Renewable Fuel Standard (RFS) significantly contributed to rising corn prices, but commodity prices burst after the Great Recession. This has given feedlots consistent lower priced feed which has encouraged them to keep them on feed longer to improve grade. And finally, better technology has helped improve growing conditions.

The charts to the right show the spread between the UB Certified Angus Beef® Cutout and the UB Choice Cutout, and UB Choice Cutout and UB Select Cutout. The positive number reflects the premium paid for branded beef over Choice; and Choice

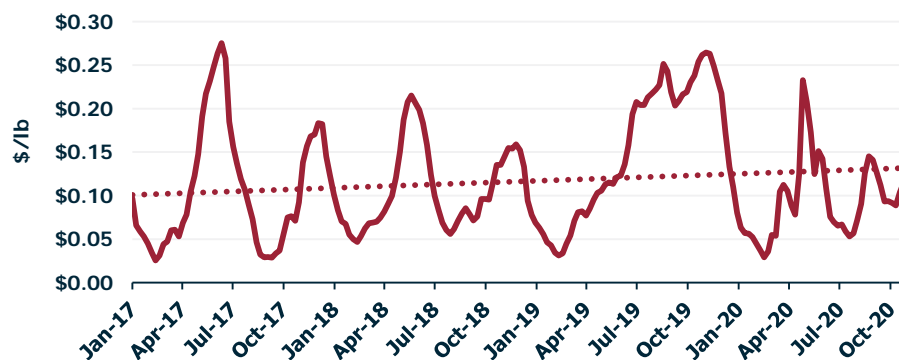
UB Beef Cutout CAB®/Choice Spread

Source: Urner Barry



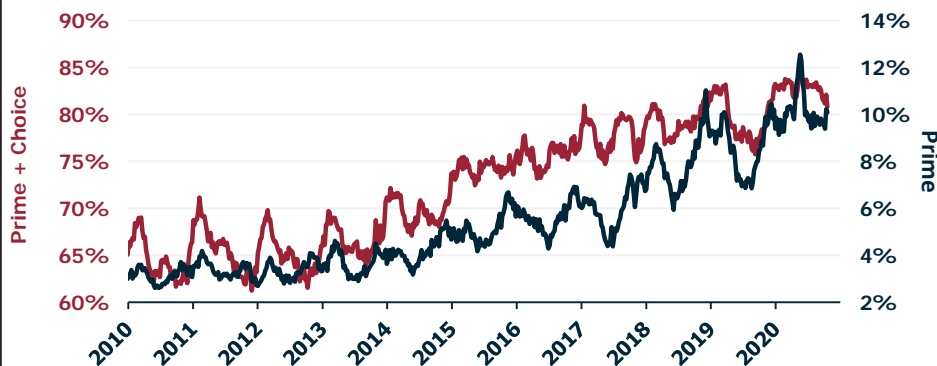
UB Beef Cutout Choice/Select Spread

Source: Urner Barry



USDA Grading Percentage

Source: USDA, Urner Barry



to Select. The dotted line represents the trendline over the last three plus years, which remains in an upward trajectory on both. This is driven mainly by the widening outside of resistance level two, for the most part since the Tyson fire in August 2019 and continuing through the current period. More recent data shows higher Prime and upper two-thirds Choice pulling back from record levels but still elevated over historical norms. The Choice/Select spread is in a similar trend. This figure has compressed some given the tightness in Select product compared to Choice.

What is driving customers to the higher graded product despite the price differences? When we talk about the crash of the economy between 2007-2009, the traditional outlets for Prime beef saw less business as corporate spending dropped. Sellers looked for additional partners and found them in many retail outlets. This provided another market for Prime and branded beef. It is probably a good thing that the percentage grading

“...beef provides consumers a consistent, high-quality eating experience.”



higher has increased, or the spread may be even wider. The United States has also had the longest economic growth coming out of that financial crisis. Consumers are willing to pay for quality as they have more money in their pocket. The single most correlation to protein spend is wage growth. This is clear evidence of that.

Beef grading has enjoyed an unprecedented run over the last 10 years, really accelerating since 2013. But consumers are still willing to pay a premium evidenced by the growing spread figures. There are some risks, however. While feedlot operators have enjoyed good genetics and low-priced corn, weather is unpredictable and could cause another shock. More so is the economic situation of consumers is uncertain given the overall 2020 environment. There are many factors to watch but it seems once you give consumers a taste of high-quality beef it stays with them. [UB](#)

Article contributed by **Gary Morrison** | gmorrison@urnerbarry.com

— Together, Celebrating 60+ Years in Business! —



Distribution & Processing

- Retail Co-Packing and Distribution
- Full-Service Cutting and Processing
- Servicing: Chains, Wholesale and Distributors
- Beef, Pork, Chicken, Lamb & Veal
- 65k SqFt Facility, 10k SqFt Processing Room
- 5 Temp Zone Cold Storage
- Safe Quality Food and Halal Food Certified

WEINSTEINMEATS.COM



Perishable Logistics

- Refrigerated or Dry LTL
- Brokerage Services
- FSIS Compliant
- Inventory Tracking
- Pick and Pack Capabilities
- P and D Cross Dock Services
- Over 50 New Tractor Trailers

PDSL.COM

**Chicago Location.
National Service.**



7501 Industrial Drive | Forest Park, Illinois 60130 | 866.226.5196

3 sprouting plant protein brands to watch in the new year



esteemed food science program, CEO and founder Jessica Kwong used her technical food chemistry knowledge to meticulously formulate a jackfruit-oriented snack brand dedicated to diet inclusivity and innovation.

“Jack” in the name Jack & Friends stems from the name of the key ingredient in these trendy snacks—the jackfruit. Originating from the regions between southern India and the rainforests of Malaysia, this super-sized, prickly fruit offers a neutral, meat-like texture in its un-ripe form; a favorable characteristic for creating meat analogue products. Applying leading food processing technologies, Jack & Friends combines jackfruit with a recipe of pea protein and natural flavors to create a delectable and nutritious jerky suitable for all hungry consumers. Jack & Friends remains a leader and one of a very small list of firms utilizing jackfruit to mimic meat texture. And the company is growing.

“We are in a really exciting growth stage right now for Jack & Friends,” Kwong told *Uner Barry's Reporter*. “We released two

The next time the yearning for a nutritious and delicious snack arises, you may consider reaching for a bag of Jack & Friends jerky. Launched in 2019 shortly after her graduation from Cornell University's

2020 challenged cyclical norms across the global economy. An extended term of unwanted volatility and negative media coverage for conventional proteins became an opportunity for players in the plant protein market to thrive. Driving health and wellbeing into the focus for consumers around the globe, COVID-19 ignited a desire for increased options in food selection and further revealed preferences for sustainability and innovation. As countless entrepreneurs and investors clammer for a piece of the plant protein industry, three specialized brands have emerged with growth and potential for 2021. Join me in recognizing these brands founded in unmatched ingenuity and geared to shape the future of protein consumption.

additional SKU's this past June to give a nice variety among our product line.”

This established a dynamic trio of jerky flavors: sweet barbecue, tomato & poblano pepper, and ginger teriyaki. Kwong also hinted a new Jack & Friends product line is the pipeline for 2021, which could diversify their product portfolio with jackfruit based offerings beyond jerky.



Photo credit: Jack & Friends

Commenting on their 2021 outlook, Kwong mentioned how Jack & Friends is actively working to scale, including, “moving into a co-packer to relieve capacity constraints and upping marketing efforts to increase brand exposure,” further affirming that they are “on the cusp of a big swell up.” Paralleling this growth, Jack & Friends is approaching a first round of investments from “excited” parties across venture capital and established food and beverage entities.





Our next brand to watch for in 2021 has achieved a remarkable 6% market share in a brisk 13-week period. Colorado based Planterra Foods, a subsidiary of Brazilian food giant JBS, has taken the plant-based market by storm with its OZO brand product line of

burgers, ground, sausages, and meatballs. Unlike the bulk of plant-based startups to date, OZO utilizes state of the art technologies to ferment pea and rice proteins into high grade, more concentrated, digestible, nutritious, and flavorful proteins with the assistance of mushroom mycelium. You read that correctly, mushrooms! In layman's terms, cultures of shiitake mushroom mycelia feed off of (ferment) provided pea and rice proteins forming a biomass which is then concentrated and spray dried into a high-grade ingredient component used across OZO's growing product line.

This proprietary process is a differentiating factor for a brand seeking to capitalize on a no sacrifice doctrine for consumers, and considered "the next generation of plant-based" by Planterra Food's Chief Growth Officer, Jorge Azevedo. Further addressing this topic, Azevedo highlighted OZO's commitment to consumer choice.

"At the end of a day its preference," Azevedo told *Urnner Barry's Reporter*. "We don't control our preferences. I don't want people to feel guilty about what they like to eat. I want them to have

another choice, a better choice. So we didn't want it to be any funny playing names with meat because I don't want you to feel like you're giving something up in order to eat my product—You're giving it up [the guilt] and that's what OZO is about."



Photo credit: OZO

Clearly consumers have been impressed by the no sacrifice objectives of OZO—with a reported 26% of OZO consumers having never purchased plant-based products before; perhaps a statistic that helped OZO land exclusive rights as the plant-based food choice of the Denver Broncos this past September.

To date, OZO's market penetration is mostly limited to the western United States. Eyeing national presence by 2021, OZO is leveraging a growing food service and retailer distribution network including top names like Albertsons, Safeway, Hannaford, Kroger, and an expected expansion into Wakefern Food's ShopRite locations by January. Product presence in military bases across the country is also anticipated. OZO is set to delve into the frozen retail category in March 2021, bringing a full portfolio of frozen chicken nuggets, meatballs, smokehouse burgers, and breakfast sausage offerings. Additionally, an undisclosed novel animal protein analogue is under development and scheduled to be announced in April 2021.



We've mentioned two brands powering ahead within the consumer product realm but have yet

to dig to the roots, almost literally, and mention a firm dedicated to improving quality plant protein sources from field to plate. PURIS, a vertically integrated breeder and provider of premium seeds and further processed plant protein ingredients seeks to transform accessibility for plant-based startups of all shapes, sizes, and purposes. Previously called World Food Processing, PURIS was founded in 1985 as an R&D firm dedicated to the development of high yield, organic, disease-resistant, non-GMO, nutritious, and flavorful crops. The company would evolve to include proprietary milling technologies and improving end use functionality of ingredients for some of the biggest names in plant-based beverages, burgers, and more.

Grounded in their commitment to sustainability and supporting farm level economics, PURIS ensures that partnering farmers are stocked with seeds that optimize profitability and productivity. For example, expanding on the natural function of pulse crops to fix nitrogen into the soil, PURIS's genetics teams isolate for crop characteristics that improve traits like protein content and per acre yield, improving both soil health and sales volume for farmers. Headquartered in Minneapolis, PURIS holds genetics patents on numerous nutrient-rich pulse crops which are grown across 14 U.S. states, and maintains breeding programs around the globe. Seed and ingredient offerings include a growing number of sources such as soybeans, yellow peas, corn, lupin beans, and fava beans. To date, PURIS operates manufacturing plants in Oskaloosa, Iowa, and

Turtle Lake, Wisconsin, with a third plant set to open in Dawson, Minnesota, in 2021. With the assistance of hefty investments from agribusiness powerhouse Cargill, PURIS hopes to bring quality ingredient access to medium sized plant-based firms with their new, repurposed, state-of-the-art Dawson facility.

In addition to scaling R&D and processing capabilities, PURIS is focused on improving the customer food experience for their diverse consumer product clientele. Chief Design Officer Chad Hancock told *Urnner Barry's Reporter* that when he joined PURIS he was "dead set on improving the traceability of our ingredients." Hancock is now working on bringing intuitive tracing technologies to allow customers improved tracking and quality assurance capabilities. He also spoke about PURIS's involvement in further reducing the need for extra "masking" ingredients applied to improve the palatability of plant-based foods, highlighting commitment to a clean label.



Photo credit: PURIS

"This was a primary goal of our PURIS Protein 2.0 set to be launched in 2021 as a clean and tasteless product and aimed at helping our clients achieve a simple, clean ingredients label," said Hancock.

By leveraging their expertise on all levels of the supply chain, PURIS is here to help the plant protein market reach its full potential. [UB](#)

Article contributed by **Daniel Munch** | dmunch@urnerbarry.com

a food trend forecast for 2021

Predicting what foods will be popular in the upcoming year is no easy task

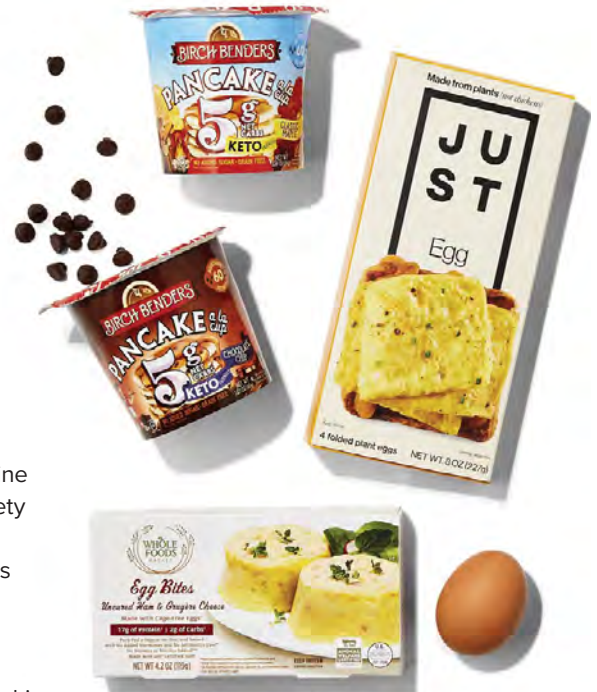
given the uncertainty surrounding consumers due to the pandemic. The food industry particularly has become more flexible than ever this past year, and people are eager to get back to normal. But how will COVID-19 concerns and restrictions impact food trends in 2021?

Despite all the unknowns that exist, Technomic's outlook for the industry remains optimistic. Optimizing the menu, directly addressing consumer needs and concerns, investing in technology to streamline transactions, and continuing to put guest safety and health at the forefront are all priorities paramount to prepping foodservice operations for a comeback.

When it comes to optimizing the menu and remaining on-trend with what consumers are looking for, it is impossible not to mention plant-based products. According to ADM, the plant-based food boom will expand beyond the bun in 2021. Demand for plant-based protein products will lead to other offerings besides burgers, including seafood items, cheeses, and ready to eat protein snacks. New plant-based meat options are also on the horizon like steak, chicken breasts, lunch meat, and bacon.

Since more people are working from home, breakfast is getting attention not just on weekends, but every day. Whole Foods predicts that we will see an "epic breakfast" trend in 2021, as consumers now monitor more carefully what they are eating in the morning. Consumers are expected to have more elaborate breakfasts on any given day. Whole Foods highlights their Uncured Ham & Gruyère Cheese Egg Bites, and Dutch-Style Pancake Bites as a trendy morning meal.

"There have been radical shifts in consumer habits in 2020. For example, shoppers have found new passions for cooking, they've purchased more items related to health and wellness, and more are eating breakfast at home every day compared to pre-COVID," said Sonya Gafsi Oblisk, Chief Marketing Officer at Whole Foods Market. "Food trends are a sign of the times, and our 2021 trends are no exception."



Speaking of a new-found passion for cooking, more time in the kitchen means new takes on pantry staples. Whole Foods reported that hot new takes on traditional dishes will be a trend in 2021 as consumers fight the boredom that comes along with being at home for some time. This craving for variety will ensure that basic pasta, sauces, and spices will never be mundane again. Twists on classic dishes mentioned by Whole Foods include hearts of palm pasta, and applewood smoked and “meaty” vegan soup.

While fighting boredom, consumers are also looking for comfort during these unprecedented times. Enter umami applications. Umami, or a savory taste, is described by Technomic as intense, mouthwatering fare that will find momentum, including nontraditional fruit vinegars, new mushrooms, protein swaps, tomato jam, and components in cocktails such as seaweed and soy sauces. Furthermore, chefs will find more visually showstopping ways to plate recognizable umami ingredients.

Of course, well-being has taken center stage in 2020 and that trend is expected to accelerate in 2021. According to Whole Foods, this means superfoods, probiotics, broths, and sauerkrauts will be sought after by consumers. Suppliers are incorporating functional ingredients like vitamin C, mushrooms, and adaptogens to foster a calm headspace and support the immune system.

The global pandemic has drastically altered consumer perceptions of the world, influencing the way we eat, drink, and connect with those around us. COVID-19 has steamrolled foodservice, but the industry is gearing up for the beginning of a recovery in 2021. While restrictions enforce capacity constraints, service suspension, and lingering guest hesitation, these forecasted trends can give foodservice operators and retailers an edge to offer items consumers are willing to venture out to try. [UB](#)

Article contributed by **Andraia Torsiello**
atorsiello@urnerbarry.com



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

Tightening supplies sparks optimism for the cattle industry

Clearing a backlog of market-ready livestock is no easy feat. Processing plant disruptions due to the pandemic resulted in a severe bubble of front-end cattle supplies during the second quarter. As the cattle industry approaches the end of 2020, supplies are transitioning from burdensome to more moderate levels. A closer look at USDA data suggests that on-feed patterns are slowly returning to seasonal norms.

Cattle on feed, or animals that are eating grain to gain weight in preparation for slaughter, typically hit an annual low around September, then steadily increase the balance of the year before peaking in December. While April and May on-feed numbers saw unseasonal dips due to processing slowdowns, August and beyond so far appear to be following more seasonal patterns.

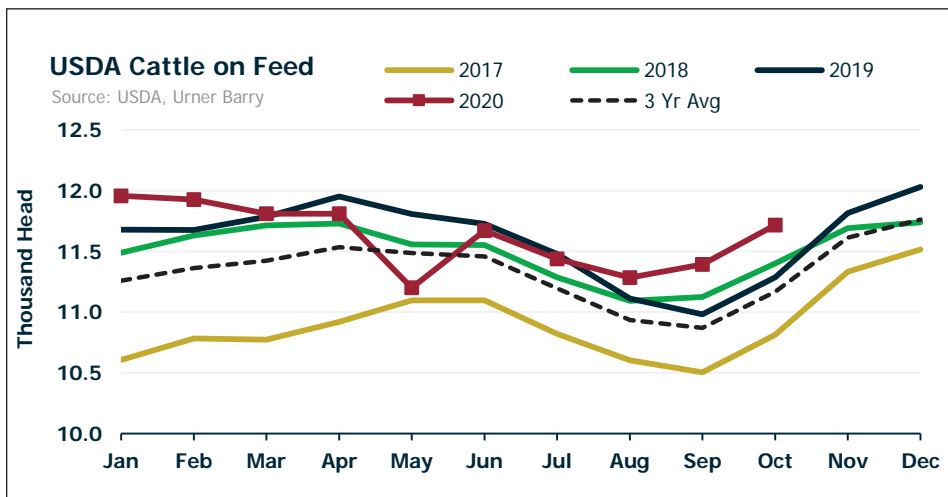
The October 1 Cattle on Feed report showed total inventory at 11.717 million head, a 3.8% year-over-year increase and a record high for that date. Normally, October begins the build-up of animals following the September lows. Placements in September, or new animals being placed on feed, were reported at 5.9% over 2019, larger than anticipated and the highest level for that month since 2011. This marked the fourth consecutive month of higher than a year ago placements, a reflection of drought in parts of the country in addition to improved feedlot margins. Marketings, or cattle being supped out of feedlots to slaughter, came in at 6.2%, the highest level for that month since 2003.

Heading into the fourth quarter, many in the industry believe that the bubble of supplies has been largely worked through.

However, with plenty of animals currently available for processing, the outlook for a significant cash cattle price recovery in Q4 is in question. Cash prices bottomed in the second quarter since feeders were unable to ship their animals to slaughter in a timely manner. In the Southern Plains, prices slipped to as low as \$95/cwt, or nearly \$30/cwt below year-ago levels.

Amid improved processing levels and tightened supplies, the cash cattle market staged a nearly one-month long rally between mid-September to mid-October during which prices gained upwards of \$6/cwt. However, prices stalled and sharply declined the week ending October 24 following a massive-sell off in live cattle and feeder futures. In just seven trading days spanning from October 14-22, the October live cattle contract shaved





States throughout 2020 and are currently extending into the Central Corn Belt. Consequently, the industry is expected to extend cow liquidation into the first quarter of 2021. As of late September, year-to-date beef cow slaughter is 2.7% above 2019 and is at the highest level since 2013 when a major drought in the Southern Plains spurred a massive liquidation in the cow herd.

Looking ahead, the challenge for the new year includes bringing carcass weights down while maintaining adequate processing levels to absorb the available supplies. Analysts note that feeders in the Southern Plains are generally current, or up to date on their marketings, whereas feeders in the north are still working through overfed cattle supplies. For now, market uncertainty continues to prevail amid economic volatility and altered consumer behavior in America. [UB](#)

Article contributed by **Courtney Shum**
cshum@urnerbarry.com

“As the cattle industry approaches the end of 2020, supplies are transitioning from burdensome to more moderate levels.”

off \$6.05/cwt, or 5.5%, in what appeared to be a bout of managed fund-selling.

The large decline in futures triggered cash sales while hedged owners took advantage of a favorable basis. When the cash market is well above the futures prices, a positive basis will push more cattle to market. During the week ending October 23, the cash market held a nearly \$3 premium to the October contract.

Due to the backlog, the cattle industry has been contending with very heavy carcass weights. As of the week ending October 24, average carcass weights are 25 pounds above a year ago and 23 pounds above the previous five-year average. This is an all-time high. The increase in average carcass weights adds more beef to the weekly harvest that must be absorbed in the pipeline. Meanwhile, total year-to-date cattle harvest is 1,054,000 head below a year ago. Beef production is expected to increase by 1% in 2020 despite the slowdowns in production because of these heavier weights. While daily chain speeds have recovered to near 2019 levels at around 120,000 head per day, reports of labor issues are still being noted and rising COVID-19 cases in some states could pose a threat to the normalization of chain speeds.

Industry participants will be closely monitoring drought conditions since they affect the current and future forage

availability for cattle. Severe drought forces cattle to prematurely come off grass and enter feedlots sooner than anticipated. Dry conditions have been expanding across the central and western half of the United

WIN TRANSPORT INC

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

Retail egg sales fall shy of seasonal expectations

In a year such as this, when very little could be reliably predicted, one thing egg suppliers have been able to depend upon is consistently good retail demand. Even after the early-pandemic stockpiling subsided, shell egg sales have remained well above historical norms. Public health concerns and restaurant restrictions have led to increased cooking in the home. Eggs—the most inexpensive of all protein options—have been a grocery staple that consumers have continually turned to.

But demand is only one side of the equation. And while retail sales have been robust throughout much of this year, so too have supplies. The national table-laying flock stood at more than 341 million at the start of this year, the second-highest level on record. Producers have since made significant strides to balance the supply and demand landscape, but it has been challenging—if not impossible—to calibrate outputs with foodservice business in a perpetual state of flux.

Between April and October, producers reduced the national flock by 10 million layers—one of the largest adjustments in history. And yet, shell egg prices during that time averaged just \$1.07/dozen, 13.1% less than the five-year mean, thanks in large part to demand decimation in the foodservice and hospitality sector.

Favorable retail projections for Thanksgiving gave producers hope that a strong fourth quarter would help salvage what has been, for many, a less-than-profitable year. Forecasters indicated holiday demand would not only begin earlier than usual with people spending more time at home, but that it would also generate significantly more volume. Gatherings this year, they speculated, would be smaller in scale but greater in number, creating increased shopping among households.

To that end, suppliers began building shell-egg inventories to ensure they were prepared to meet those lofty demand projections. And build they did. In the first week of



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

November, the USDA reported that shell egg stocks on hand soared to 1.735 million cases—the highest level in history. But in keeping with the theme of 2020, no one could have foreseen what would come next.

Temperatures that week shot up into the mid-to-upper 70s throughout much of the country—hardly the kind of weather that inspires baking or thoughts of Thanksgiving. Unsurprisingly, retail orders that week were lackluster. Still, suppliers remained confident that they would see a big push in the second week of November as the holiday drew closer. And then came a fresh surge in COVID-19 cases, which hurled Thanksgiving Day plans into question. In addition to tightening restaurant operations, several states took it a step further by issuing restrictive mandates on in-home gatherings. With so much uncertainty

“Favorable retail projections for Thanksgiving gave producers hope that a strong fourth quarter would help salvage what has been, for many, a less-than-profitable year.”

surrounding holiday plans, shoppers were seemingly reluctant to commit to a fully stocked refrigerator.

By the third week of November, volumes into retail channels finally began to tick higher. But while the improvement helped stave off a decline in wholesale values, it was not enough to give the market the much-desired boost

that producers had hoped for. Shell-egg values between the last week of October and the third week of November—when this article went to press—were unchanged at \$1.18/dozen. That compares with an average increase of 28.5% during that same period over the past five years. [UB](#)

Article contributed by **Karyn Rispoli** | krispoli@urnerbarry.com



QUACK QUACK **FREE ROAMING**
DUCK EGGS
HUMANELY RAISED ON SMALL FAMILY FARMS

FARM FRESH SOLUTIONS FOR ALL YOUR SPECIALTY EGG NEEDS

Eggs'R'Us, Inc.
888.756.3635
eggsrusinc.com • msseggs.com

An unsettled lamb market lingers for 2020

The third quarter of 2020 continued to face challenges throughout most of the protein sectors, similar to that of the second quarter when COVID-19 created significant disruptions in slaughter and foodservice activity. For the lamb market, the third quarter was fraught with a widespread lack of foodservice and white tablecloth dining opportunities, as well as reports of diminished market ready lambs throughout the backend of the summer. This combination led to an extended unsettled 2020 lamb market, where unpredictability was noted on production, cold storage, and pricing.

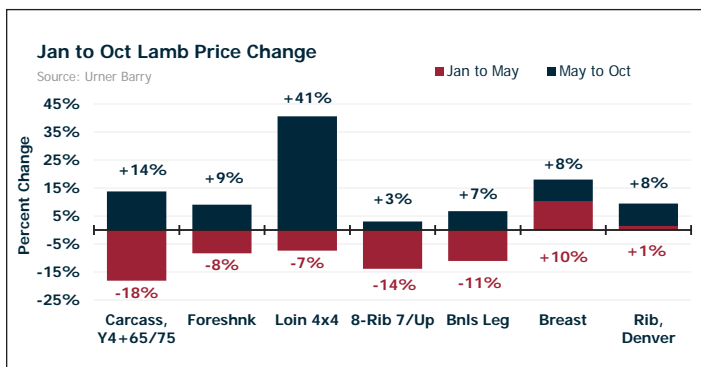
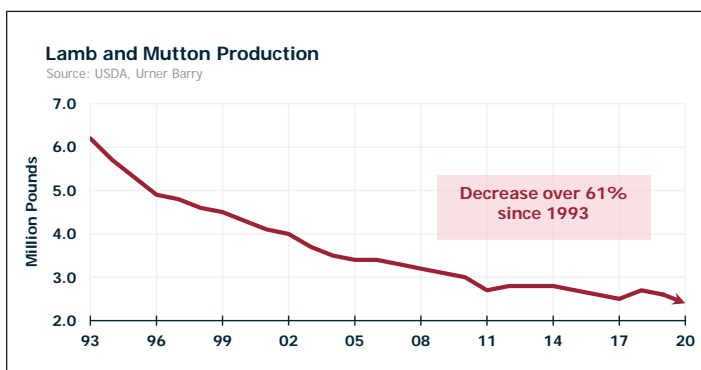
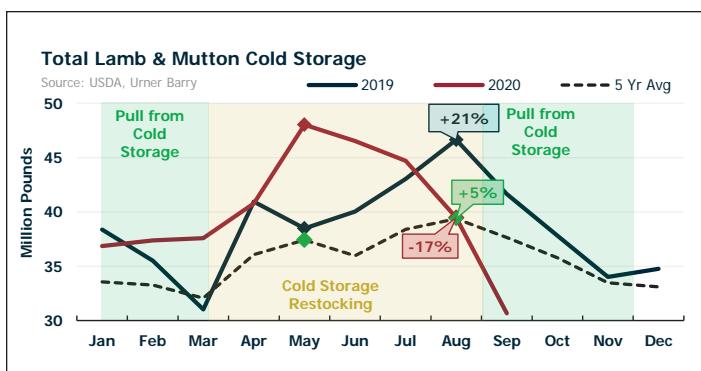
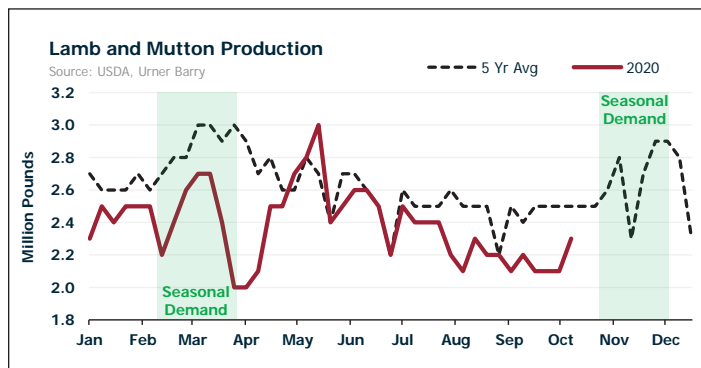
Yearly production has continued to recede for lamb and mutton on the domestic front due to diminished interest in the protein sector, as well as price discounts for imported lamb. A decline in production of 61% has been observed since 1993 when the USDA began reporting on lamb and mutton. Year-over-year lows have been noted for production since the start of August, with one exception during the summer period. Seasonal demand in the lamb market can be observed using the 5-year average for production, with March-April and November-December representing the highs of the year. This is due to the fact that lamb is commonly known to be a white tablecloth protein and traditionally consumed during holidays, particularly Easter and Christmas.

“A decline in production of 61% has been observed since 1993, when the USDA began reporting on lamb and mutton.”

Cold storage for lamb and mutton saw a substantial reduction throughout the summer period, a time when traditionally lamb and mutton is restocked. Between May and August of 2020, cold storage of lamb and mutton decreased by 17%. This stands in stark contrast to 2019 and the 5-year average, when stocks in cold storage expanded by 21% and 5%, respectively. For September 2020, cold storage saw a 26% reduction year-over-year.

Lamb pricing was elevated in January, fell throughout the second quarter, and then rebounded throughout the summer and into October, with all-time highs reached on loins, breasts, and Denver ribs. From January into May, an average monthly price loss of 5% was noted for lamb cuts while May to October noted a monthly price increase averaging 10.5%. With limited cold storage and diminished slaughter expected, thinner availability could maintain a degree of support to lamb values moving forward, however the health of white tablecloth dining as the pandemic persists will likely continue to have a significant influence on demand. [UB](#)

Article contributed by **Chloe Krimmel** | ckrimmel@urnerbarry.com





A Tradition of Quality Veal & Lamb Products

Versatile Veal & Lamb Cuts Fit Every Shopper's Budget

With a wide variety of products, veal and lamb offer your customers choices to fit any budget. Plus, veal and lamb dishes are delicious, healthy and easy to prepare. And Catelli Brothers is the retailers' best choice for top quality veal and lamb.

As part of the largest vertically integrated veal and lamb company in North America, we control every phase of production—from farm to table. From our company farms and feed plants to our SQF-certified production facilities—we provide you and your customers safe, traceable, nutritious and delicious veal and lamb products.

Our generations of experience and superior customer service enable us to deliver a wide selection of customized programs and packaging options to meet your unique needs and improve your bottom line.

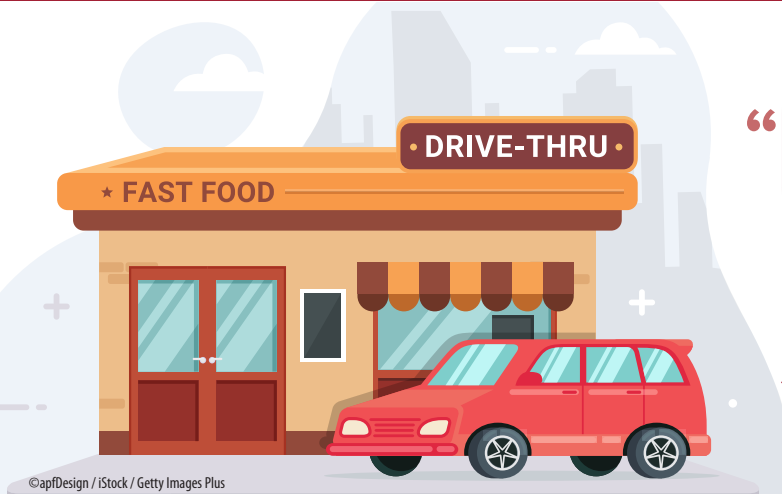
Group Raised Milk-Fed Veal



American & Australian Lamb



Call Ray Capozzi, Vice President, Retail Sales at 781-771-9334. Or visit CatelliBrothers.com



RESTAURANTS “DRIVE THRU” THE PANDEMIC WITH NEW DESIGN CONCEPTS

When the coronavirus first made its way to the United States, businesses began to close, and coworkers said goodbye to one another for what was anticipated to be a couple weeks of working remotely. It was unimaginable that staying in and social distancing would become our new normal. Businesses had to adapt and do so quickly to survive. We have witnessed restaurants pivot to takeout and digital formats that typically take time and planning to integrate successfully. The foodservice industry has proven its resiliency throughout the pandemic, and as COVID-19 continues to impact our daily lives, restaurants are introducing new design concepts to keep dining out safe and convenient.

CHIPOTLE

Prior to the pandemic, Chipotle announced that it would be testing a new restaurant design to better support its digital business, which reached \$1 billion in sales in 2019. The company created a drive thru digital order pick-up lane, known as a Chipotlane. The evolved design included an urban storefront, a standalone restaurant with a Chipotlane, and an endcap unit with a Chipotlane.

In November, the company announced its first Chipotle digital-only restaurant called the Chipotle Digital Kitchen. The new prototype will allow Chipotle to enter more urban areas that would not support a full-size restaurant and allows for flexibility with further locations. The concept is unique because it does not include a dining room or front service line and guests must order in advance via the Chipotle website, app, or a third-party delivery partner. Orders can be picked up from a lobby that is designed to include all the sounds, smells, and kitchen views of a traditional Chipotle. The Digital Kitchen will also service large catering orders for pickup in a separate lobby with its own entry.

“The Digital Kitchen incorporates innovative features that will complement our rapidly growing digital business, while delivering a convenient and frictionless experience for our guests,” said Curt Garner, Chief Technology Officer of Chipotle.

Chipotle could have never predicted how crucial expanding its digital business in the new year would become. During the first quarter of 2020, Chipotle saw digital sales increase by 80% year-over-year. And because restaurants featuring a Chipotlane require more staff than traditional locations, the company announced plans to hire as many as 10,000 employees to support this growth in digital ordering.

TACO BELL

In August, Taco Bell introduced a new concept, Taco Bell Go Mobile. The concept allows the restaurant to push the boundaries of the QSR customer experience even further with several digital features. The brand’s Go Mobile restaurant features five main updates targeted for digital adoption. Taco Bell Go Mobile locations house these advancements within 1,325 square feet, a much smaller footprint compared to the average 2,500 square foot Taco Bell restaurant. The new concept, when it comes to fruition, will have a priority pick-up lane with rapid service for guests ordering through the Taco Bell app, which will supplement the existing, traditional lane. Through smart technology integrated with the Taco Bell app, Go Mobile locations will detect when guests have arrived and suggest the quickest route for a seamless pickup experience. Go Mobile customers will also have the option to receive their order through contactless curbside pickup. To streamline guests’ experience even further, Taco Bell Go Mobile will also include tablet ordering at the drive thru and curbside pickup, both of which will be operated by a concierge service of team members known as “bellhops.” The new concept is expected to open in the first quarter of 2021.

KENTUCKY FRIED CHICKEN

Kentucky Fried Chicken revealed its latest prototype in November, with a design that will accentuate the growing demand for takeout service. The prototype, which some KFC franchisees will begin opening in 2021, will incorporate technology and takeout capabilities throughout its locations. The new concept features a double drive thru, designated parking for delivery drivers and curbside orders, self-serve kiosks, and fewer seats. The quick service chain has been working on this new prototype for more than a year, as much of the company’s work focuses on easing



Photo credit: Chipotle



Photo credit: Taco Bell



Photo credit: KFC



Photo credit: Burger King



Photo credit: McDonald's



Photo credit: Zebra Projects LTD

demand at the drive thru. U.S. drive thru sales grew 60% in the third quarter compared to a year ago, and 80% of the chain's restaurants in the U.S. now have delivery. KFC is considering creating a second drive thru lane for mobile or delivery orders, which could include a conveyor system. These options take up space that will likely come from the dining room, so some of these future options will not have any indoor seating at all.

BURGER KING

Burger King also announced changes to its restaurant concept since the pandemic caused a shift in consumer behavior. Designed by Restaurant Brands International's in-house group, the new concept boasts an enhanced dining experience. For drive-in, customers will be able to park in an area under solar powered canopies. There, they can place orders through the Burger King app and have food brought to their cars. When it comes to curbside delivery, guests can pull into designated parking spots to retrieve food that was ordered through the app in advance. Mobile and delivery orders will also be available for pickup at coded food lockers facing the exterior of the restaurant. One of the new design options replacing Burger King's traditional indoor dining room is a shaded patio with outdoor seating.

Similar to Taco Bell, Burger King is expanding drive thru access through multiple lanes. The lanes feature digital menu boards and merchandising. The multi-lane ordering will expedite the pickup process, and an external walkup window will be an alternative ordering point for takeout. Burger King plans to build the first of these new designs in 2021 in Miami, Latin America, and the Caribbean. Other Burger King locations in the United States and Canada will also get a modernized drive thru experience. Restaurant Brands International announced that they will be introducing screens with predictive selling technology, integration with restaurant loyalty programs and the ability for remote, contactless payment.

MCDONALD'S

In November, McDonald's unveiled its most expansive platform since 2015. As part of a growth strategy that covers all aspects of the business, as well as its post-COVID-19 vision, McDonald's plans to double down on digital, delivery, and drive thru. The focus on digital growth features a rewards program called "MyMcDonald's," that centers on personalization and convenience for guests. The loyalty program began at participating restaurants in Phoenix, Arizona, and a national rollout is in the works for 2021. The new technology includes mobile ordering, digital ordering kiosks, digital menu boards, flexible payment options, delivery, and targeted rewards. Through incorporating this technology, McDonald's stated it will be able to create unique deals tailored to each guests' preferences. The company expects digital sales to exceed \$10 billion across its top six markets in 2020, which is nearly 20% of total systemwide sales.

SHAKE SHACK

Shake Shack unveiled Shack Track, an enhanced digital order and pickup solution spotlighted by the ability to grab food at a drive-up window, walk-up window, curbside, or in-store pickup shelves.

Continued on next page

Restaurants “drive thru”

Continued from page 25

Since the announcement, Shake Shack has expanded curbside pickup to nearly 40% of all company-owned domestic locations. To use the Shack Track, customers open the Shake Shack app, order ahead for curbside pickup, follow in-app instructions, and park. Upon arrival, a Shake Shack employee brings the food to the customer. The fast-casual chain reported tremendous success with the program, with roughly one-third of all app orders at eligible stores being curbside. Shake Shack also revealed a new drive thru experience launching in 2021 that will allow for in-person drive thru ordering, as well as pre-order Shack Track pickup. During the second quarter of 2020, total digital sales represented 75% of Shake Shack's total business, and the company plans to expand with app enhancements in the next six to 12 months, including delivery through the Shake Shack app and additional payment functionality.

QDOBA

QDOBA plans to grow aggressively via drive thru, pickup only, and ghost kitchens. QDOBA anticipates the company will reach 24 open drive thru units before the end of 2020. The restaurant is also interested in 1,000 square foot takeout units in urban areas and ghost kitchens. Many stores that were in the pipeline were quickly converted to drive thru locations. QDOBA reported that

the company will be investing in a drive thru concept and developed


a new prototype around a drive thru experience. The restaurant also redeveloped its app which will continue to be a big piece of business, both from in-store pickup and walkup pickup windows. The new concept is all about accelerating convenience for guests while serving quality food. Target markets for these developments include Arizona, Southern California, Florida, Georgia, Ohio, Nevada, New Jersey, New York, Texas, and Pennsylvania.

After an unusual start to the decade (to put it mildly), it is becoming more evident that technology will play a vital role in our daily activities as we head into 2021. While companies were investing in these concepts prior to the pandemic, the importance of offering a digital platform for consumers became even more apparent during coronavirus lockdowns. Based on these investments, we can expect that digital service offerings will not only expand, but be crucial to the success of the foodservice industry going forward. [UB](#)

Article contributed by **Andraia Torsiello**
atorsiello@urnerbarry.com

©sixonenineth / iStock / Getty Images Plus






WABASH VALLEY

QUALITY • SERVICE • FLEXIBILITY • CONSISTENCY

Producers & Processors of High-Quality
Conventional & Cage Free Egg Products
Including: Liquid, Frozen, Dried & Nest Run Shell Eggs



ANDY SEGER & WILL SEGER
sales@wabashvalleyproduce.com
(812) 678-3131

WABASH VALLEY
INDIANA – HQ

WABASH VALLEY
ILLINOIS

BALLAS EGG
OHIO

John Hott on the “opportunity of a lifetime”

One thing that poultry market participants agree on, is the fact that the industry is constantly evolving. While there are still plenty of familiar names and faces in the space, there is also a constant wave of incoming players. With that in mind, we thought it would be a fine opportunity to speak with John Hott, who recently stepped up to the CEO role at Prestage Foods.

URNER BARRY'S REPORTER: John, thank you for taking the time to speak with us today. You've recently joined the Prestage team as the new Chief Executive Officer. To help our readers become acquainted with you, could you please tell us a bit more about yourself and your business background?

JOHN HOTT: I grew up in Franklin, West Virginia, and graduated from West Virginia University in 1993. I started my career with Wampler-Longacre and Rockingham at the Hinton, Virginia, facility. I was employed with WLR, Pilgrims and then Virginia Poultry Growers from 1994 until 2006, all under the same roof. I left the Shenandoah Valley in 2006 and went to work for Dakota Provisions. The DP experience was very rewarding as it was a brand new facility that had only been in operation four months before my arrival. As is the case a lot of times with a start-up facility, there were opportunities for improvement that needed to be addressed and the leadership put their trust in me to construct what would eventually become one of the premier deboning plants in the U.S.

I have a passion for working with people and that has been a driving force throughout my career. Whether you're a vendor or a customer, you are a partner.

UBR: What attracted you to this opportunity the most?

JH: There were a lot of positives about coming to work for Prestage...relocating back to the East Coast and taking a leadership role with a management team with hundreds of years of tenure in the turkey business. But coming to work for a family owned company that shares my management ideals was an opportunity of

a lifetime. There's not a lot of jobs like this one to be had in our industry.

UBR: Are there any immediate actions that you're planning to take as the new CEO? What about your plans for the long-term?

JH: I'm being given the keys to a Cadillac. Kevin Kniefel, Kent Puffenbarger, and Darron Ezzell, along with the rest of the Prestage team has built something special here. We feel like we have a plan that works, but we also have the ability to react to ever-changing trends in the industry. The team will continue to study industry trends and stay ahead of the curve. The goal is to become as lean as possible.

UBR: What is the greatest challenge you think you will deal with as the new CEO?

JH: Industry overcompensation due to market trends, and of course labor availability, is a challenge that all protein companies are challenged with.

UBR: What do you think Prestage's greatest strength will be moving forward? And what sets you apart from the competition?

JH: Prestage Foods is a family-owned business. The strength of this is that Bill, John, Ron and Scott play an active role in the business. You can see the Prestage values around every turn; from the time you enter the St. Paul facility until you leave. There is a family culture that has been instilled within the company. When you have ownership that cares about their people and it's reciprocated, no ceiling is too high. UB

Article contributed by Dylan Hughes
dhughes@urnerbarry.com



PRESTAGE FOODS

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

King and snow crab remain popular on the consumer's pandemic plate

Much of the upward pricing pressure remains in both the king and snow crab markets. Inventories remain tight for both species and insatiable demand continues. Unfortunately, additional product does not appear to be on the horizon. Delays in getting product to the U.S. market, as well as competition overseas—especially for live king crab—remains at the market's forefront.

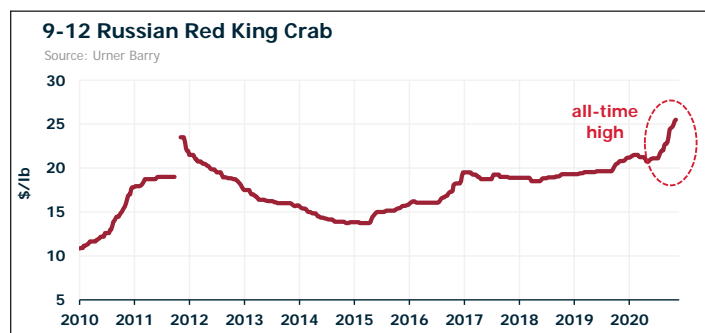
KING CRAB

King crab imports released for September reveal an almost 32% decrease from August 2020. When comparing to September 2019 imports are up 79% and year-to-date through September 2020 are up 4.2% compared to the same period last year.

Consistent demand has remained over the past several months. Heading into the holiday season, king crab, from a historical standpoint, is a popular item at foodservice. However, from mid-March on, we see that demand shifting to other outlets due to constraints at foodservice persisting and even worsening depending on the area of the country.

Competition for king crab overseas in Russia continues to be vigorous. Replacement product pricing is said to be climbing. Most of the product negotiated as of this writing, will most likely arrive to the U.S. market in January and February, where many market participants report that demand remains active for the beginning of Lent and Valentine's Day.

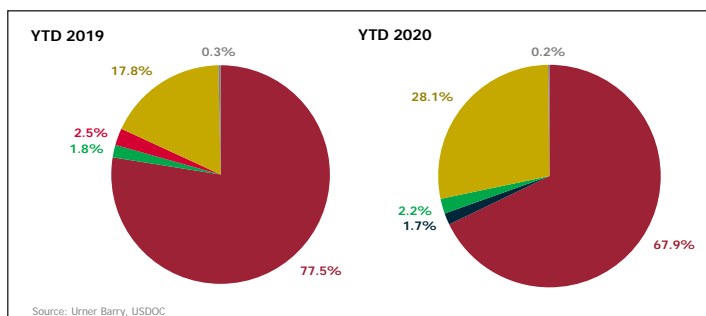
Pricing continues to climb; 9-12 Russian red king crab has trended up 12% since the end of August. All sizes of Russian red king crab are seeing similar upward pricing pressure heading into the holiday season.



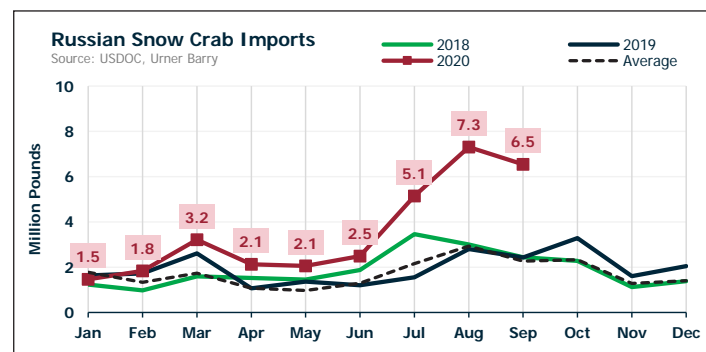
SNOW CRAB

Similar to the king crab market, snow crab supplies are tight and inventories continue to be thin across the U.S. and the world. Canadian snow crab supplies, in particular, are extremely light. In mid-November, quotations for both 8 and 10-up snow crab out of Newfoundland and the Gulf were removed due to lack of supply in order to establish them. Normally quotations are removed before

the beginning of the next season, which is the spring. Having them removed in the late Fall is extremely abnormal. The situation therefore creates an opportunity for buyers to look for additional supplies. Russian snow crab has been the answer for some. The market share for Russian snow crab has increased from 18% in 2019 to a robust 28% in 2020. With the U.S.'s seemingly insatiable demand for snow crab even during a pandemic, increased imports of Russian snow crab have been well received.



This additional product is combined with a crab season out of Canada in which the U.S. market has so far seen the highest volume of imported snow crab year-to-date since 2017; 77.7 million pounds out of Canada compared to 32.2 million pounds out of Russia. Pricing for all sizes and origins of snow crab are currently at all-time-highs.



Focusing in on retail, snow crab continues to see a high level of promotional activity. 2020 is up 4.2% over 2019 when we look at buying opportunities or promotions at retail. Market participants continue to report that inventories are extremely low and that product has made it through the supply chain. It is either with the end user or has been consumed.

Snow crab and king crab both enjoy an ease of use and preparation for the customer and this looks to be a driving force behind sales in our new world of increased retail usage and take-out. Heading into the fourth quarter with holiday celebrations, demand may remain constant and could continue heading into 2021. [UB](#)

Article contributed by **Janice Schreiber** | janice@urnerbarry.com

SNOW CRAB KING CRAB SHRIMP



**DIRECT
SOURCE
SEAFOOD**

WWW.DIRECTSOURCESEAFOOD.COM



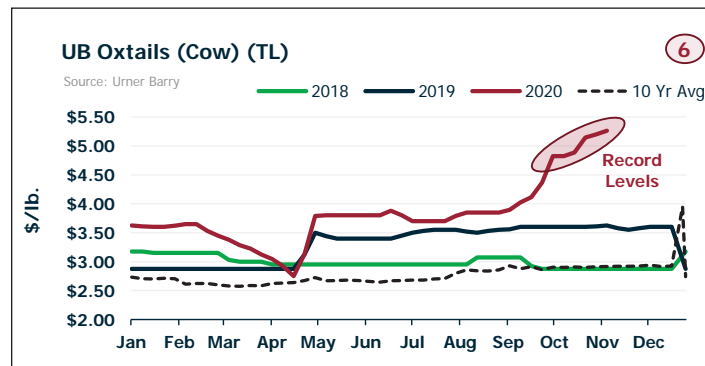
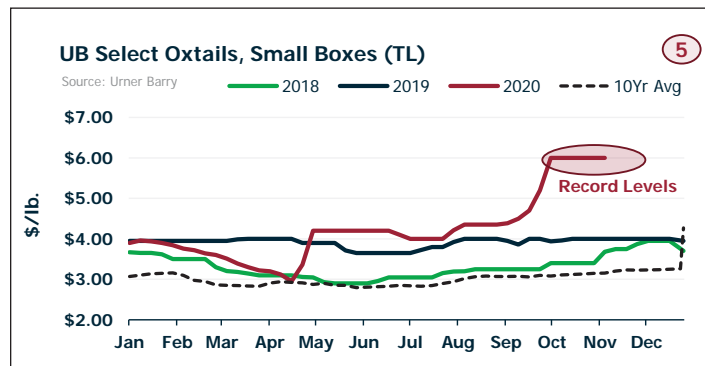
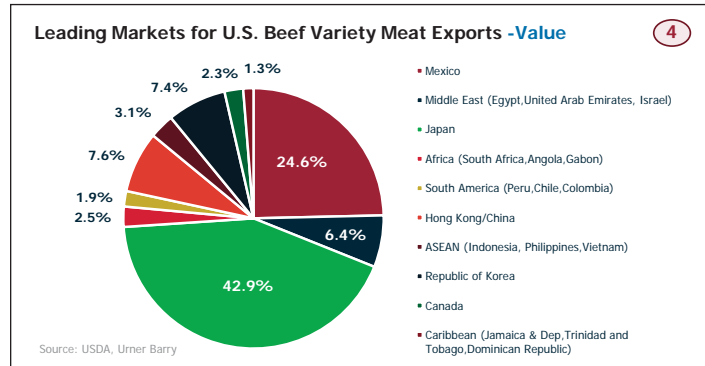
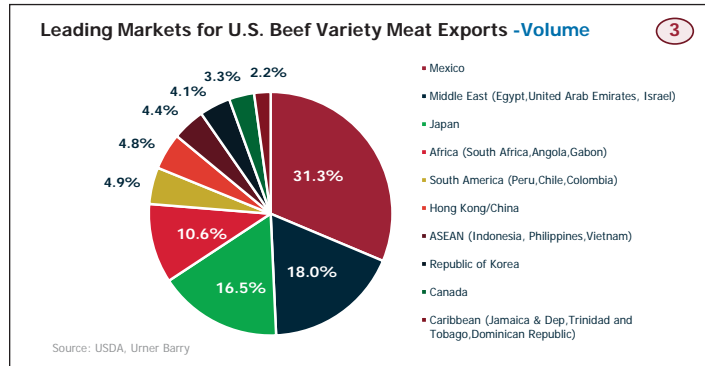
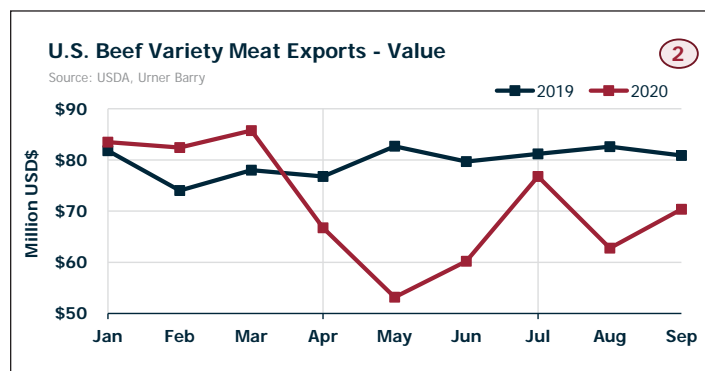
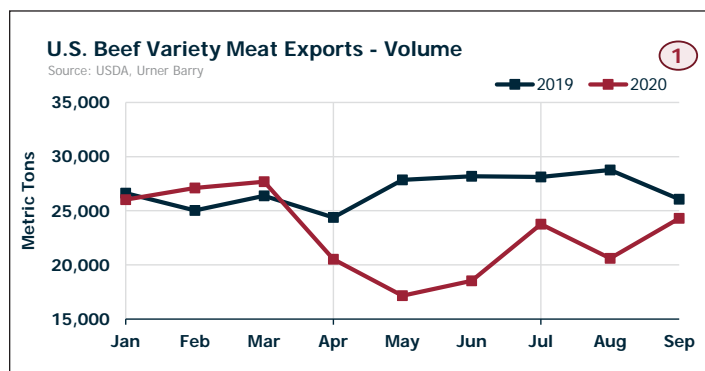
A look at U.S. beef variety meat

Beef varieties started the year with the volume and value overall surpassing 2019 year-over-year levels for the first quarter of the year (CHARTS 1 & 2). In 2019, storms kept beef varieties supported longer than seasonally expected throughout the whole year. Perhaps this year would have followed the same trend had COVID-19 not been a factor. Beginning in March, but more clearly reflected starting in the month of April, volume exported began declining. During this time the impact of COVID-19 was most prominently felt in the United States. Plant closures resulting from the coronavirus caused a supply shock. U.S. exports during this time fell and that sentiment included beef varieties. In May, with the reopening of plants, exports began to pick up again. Additionally, it was during this time that Mexico, the number one beef variety

export destination by volume, started to plan and build their end of year inventory levels (CHART 3). Mexico comes in behind Japan at number two for export value (CHART 4).

Year-to-date world total as of September stands at 205,707 MT for volume and at a \$6.42 million USD in value, a 15% and 11% decline respectively compared to the year-to-date total from last year. Last year the standout item became scalded tripe and this year oxtails have taken that title (CHART 5). Oxtails reached record quote levels since Urner Barry first began reporting it in 1988. Currently the quote sits at \$6.00/lb., a \$2.00 increase over last year, and 90.2% above the 10-year average.

“Last year the standout item became scalded tripe and this year oxtails have taken that title.”



Aside from international demand, several factors continue to support growing beef variety demand domestically. Ethnic groups continue to grow in the United States and as a result there are more applications for beef varieties. Unpredictable weather patterns and storms have also contributed to expanded support for beef varieties outside of just seasonally expected periods. This year, COVID-19 was a new factor that supported beef varieties. Freezer space opened up during the peak of coronavirus. With the supply gap during that time, fresh became the new frozen.

As we reach the conclusion of the year, beef varieties are ending the year on a mixed tone. Oxtails are the star items with packers reportedly sold out into early next year. [UB](#)

Article contributed by **Jocelyn Garcia Rojas**
jgarciarojas@urnerbarry.com



© iStock / Getty Images Plus

we're NOT just business cards!

We offer design, print and mail solutions that can help you with:

- ✓ Brand Recognition
- ✓ Event Promotion
- ✓ Fundraising

www.ubprint.com

732-575-1980

printshop@urnerbarry.com

Urner Barry
DESIGN. PRINT. MAIL

Meet URNER BARRY'S BEEF MARKET REPORTER



Jocelyn Garcia Rojas

Urner Barry Beef Market Reporter Jocelyn Garcia Rojas joined the UB team in 2016. But she wasn't always one of our go-to market reporters. Jocelyn initially interviewed to fill an open Administrative Assistant position, but with her prior work experience, bilingual skills, attention to detail and exceptional customer service, she quickly expanded into new roles.

Jocelyn was born in Mexico City, but has grown up at the Jersey Shore. Her fluency in Spanish has played an integral role in assisting Urner Barry's international network of Spanish-speaking customers through Latin America show coordination, translation assistance, and sponsored video projects. Her recent promotion included filing the role of beef market reporter, covering



Jocelyn Garcia Rojas
Beef Market Reporter at Urner Barry



boxed and boneless beef for both the U.S. and Mexican markets. Furthermore, Jocelyn also specializes in extracting data sets and creating visual aids and charts for comparing prices, trends, and changes in the market, as well as helping to ensure visual brand consistency across all Urner Barry publications.

Jocelyn is a big animal lover and outside of work hours enjoys spending time with her rescue pup and two holland lop bunnies. She loves quality time with her family, exploring nature, and expanding her culinary palette.

Although 2020 has been a challenging year for everyone, Jocelyn is grateful that this year has helped her reflect on what is truly important, which is health, family, and surrounding herself with a good team. [UB](#)

It all started with a tweet...

THE SANDWICH WAR OF 2019 RAGES ON



Most of our readers would agree that 2019 was a far simpler time. Haircuts were easy to get, the only place you had your temperature taken was at the doctor's office and retiring early from the profits of toilet paper stock dividends was just a bizarre dream. Prince Harry and Meghan Markle ushering in their baby and the first ever image of a black hole caught the attention of folks around the world. Although 2019 may seem like an eternity ago, for the poultry industry and its customers there is one recollection which is still burnt into our collective memory as if it were yesterday; and that is the great chicken sandwich war.

The battle initially began when Popeyes debuted its new chicken sandwich at the start of August. Chick-fil-A, which credits itself with the 1964 invention of the chicken sandwich as we know it today, was quick to take notice. What might have initially appeared as an unassuming addition to Popeye's fast-food menu, turned out to

be an act of war against Chick-fil-A's traditional flagship sandwich. The battle quickly took to Twitter where both chains duked it out; leaving purists and underdogs to choose their respective side. By the end of the month, a sense of unrest swept the nation as seemingly endless drive-through lines and chicken breast shortages impacted a large swath of locations around the country.

While it would appear that the great sandwich war of 2019 has since subsided, that couldn't be further from the truth. After watching Popeyes and Chick-fil-A fight it out on Twitter as if no other chicken sandwiches existed, Churches Chicken entered into the ring this past October with an all-white meat filet hand breaded in the chain's proprietary seasoning. Other QSR heavyweights have entered the fray as well, including Zaxby's which has recently declared "The Chicken Sandwich War Ain't Over Yet" upon unveiling their "top secret" offering available in select locations.

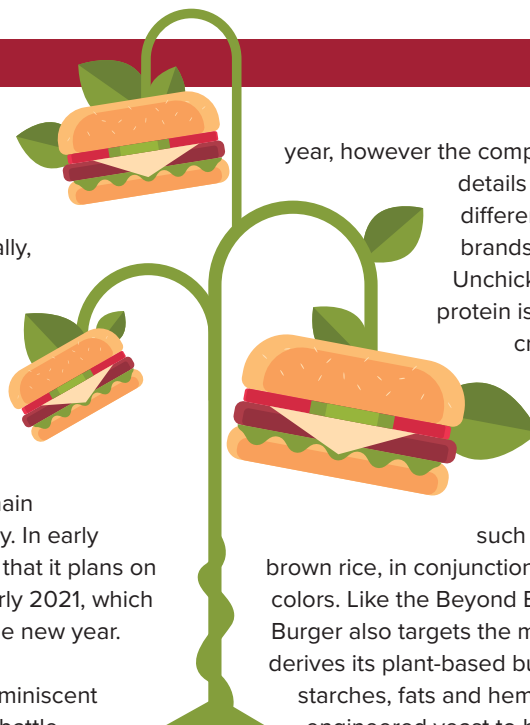
Not to be left out is Wendy's who chimed in declaring "We didn't start the chicken wars, we just ended them" with the release of their revamped "juicier" chicken sandwich. Additionally, Checkers and Rally's, Sonic, and Lee's Famous Recipe Chicken are also marketing their own version of the ultimate chicken sandwich. One of the most noteworthy fast-food giants which has been largely absent from the skirmish is McDonalds.. After testing two fried chicken sandwiches in Houston and Knoxville, Texas back in December 2019, the chain has been somewhat muted, that is, until recently. In early November, McDonalds announced to investors that it plans on rolling out a new crispy chicken sandwich in early 2021, which is sure to keep the fire stoked as we usher in the new year.

But wait, the plot thickens. In a development reminiscent of the chicken sandwich scuffle, there is a new battle raging in the plant-based meat segment between fast-food and retail chains! Tyson Foods has recently entered into the plant-based meat sector, taking on Beyond Meat and Impossible Foods with their "Unchicken Sandwich." The sandwich, which is being rolled out at select Nevada and California Jack in the Box restaurants, utilizes plant-based "chicken" from Tyson's Raised & Rooted brand and is available in spicy and regular flavor profiles. McDonalds is also slated to roll out their McPlant burger next

year, however the company has yet to release any additional details about the release. Perhaps the biggest differentiation between the competing brands are the ingredients themselves. The Unchicken Sandwich is comprised of pea protein isolate, along with Jack in the Box's crispy breading, and promises the taste, crunch and overall texture of its traditional chicken counterpart. Beyond Meat's Beyond Burger, which sets out to emulate a burger patty, utilizes a mix of plant proteins such as mung beans, peas, faba beans and brown rice, in conjunction with other fats, minerals, flavors and colors. Like the Beyond Burger, Impossible Foods' Impossible Burger also targets the meat-based beef patty segment and derives its plant-based burger from soy protein concentrate, starches, fats and heme derived from fermented genetically engineered yeast to help recreate that meaty taste.

So, who will come out the ultimate victor? The consumer of course! With the well-entrenched chicken sandwich war expanding and new plant-based entries taking to the playing field, QSR and retail patrons alike will undoubtedly have plenty of options to keep their palettes occupied and their household nutritional needs in check.^{UB}

Article contributed by **Dylan Hughes** | dhughes@urnerbarry.com



©gmast3r / VectorPocket / iStock / Getty Images Plus

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
Evan Addis

412.443.6848
Bob Willoughby

BRANDON, MS
601.932.5997
David Cole

CHAPIN, SC
803.932.4361
Alec Herring
Yvonne McMurry
Jana Livingston

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



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

Protein industry facing logistical hiccups during the pandemic



Add logistics to the laundry list of problems the coronavirus pandemic has thrown at the protein industry.

Throughout the pandemic, the protein industry faced multiple hiccups from a logistics standpoint. Labor has been an issue at essentially every link in the supply chain. Domestically, meat plants have dealt with outbreaks. Meanwhile overseas, labor shortages at ports have stalled shipments and, in some cases, led to product heading back stateside.

Alongside labor, landing containers has been a pressing issue and it could continue with Europe already in its second lockdown of the year and the U.S. potentially on its heels. And according to the Journal of Commerce, container shortages in Asia have created a lack of equipment for importers. Both importers and exporters have had trouble landing containers and equipment. Even those willing to pay top dollar for containers are seeing delays and service cannot be guaranteed.

According to the National Retail Federation, its Global Port Tracker estimated 8.1 million containers were handled during the peak shipping seasons of July-October. As more consumers turn to e-commerce for shopping and companies look to bring in a variety of products for the holiday season, container availability is a struggle.

The Wall Street Journal explored the outbound containers shortage in November. The publication noted that an imbalance in the value of goods also plays a role in the container shortage. U.S. imports are dominated by expensive electronics, apparel and other goods.

On the flip side, U.S. exports are focused on agricultural goods, which have less market value.

At the same time, Urner Barry has received reports about container imbalance. Some market participants have noted that in some cases containers are aplenty in places that they are not needed, while busier regions are unable to receive containers where product is available to ship.

Furthermore, market participants reported a backup of printed packaging materials. Sellers said in some instances that they are passing on orders of product with private label requirements due to the delay.

The seafood industry, due to its massive dependence on imported product, is heavily affected by all of the logistical challenges laid out: lack of labor, lack of containers, lack of available vessels, and lack of capacity at cold storage. Many seafood market participants continue to point out that increased monetary output has been constant due to all of the hiccups through the extremely complicated seafood supply chain.

For example, king crab exports out of Russia, which are caught in the Sea of Okhotsk, must travel via tramper vessel to Busan, South Korea, in order to reach the U.S. market. This is not a new phenomenon, but now there is a lack of labor in Busan, a lack of available empty containers in Busan to travel across the Pacific, and a lack of vessels traveling overseas.

Unfortunately, the troubles do not end there. Once the product reaches the

U.S. market, seafood importers have discussed at length the delays and lack of labor in U.S. ports. Plus there are the fees associated with the delays to off-loading and then fees associated with sitting on the docks because of a lack of cold storage. Compounding fees in addition to selling to a foodservice industry in the U.S. which has seen mounting restrictions, has created an extremely challenging marketplace.

Urner Barry poultry market reporter Dylan Hughes noted that logistical issues have impacted the chicken market both internationally and domestically. With China back in play for the chicken industry following a five-year hiatus due to trade restrictions on U.S. poultry, the uptick in outward export volume has led to shipment delays due to a lack of available containers. Additionally, enhanced screening measures in conjunction with labor shortages at Chinese ports has also impacted the ability of marketers to get product to its final destination in a timely fashion.

Hughes went on to mention that cold storage holdings of broilers, breasts, legs and thighs were all above year-ago levels. While there are multiple reasons for the jump in cold storage numbers, logistical delays are certainly one of the factors to consider.

The various logistical issues markets have dealt with over the past month may continue as lockdown measures are being put back in place as the second COVID-19 wave looms. [UB](#)

Article contributed by **Ryan Doyle**
rdoyle@urnerbarry.com

Shrimp Crab Meat Lobster Value-Added Finfish



 **Thai Union** | **Chicken of the Sea®**



British heritage breeds are among the most famous in the world.

After more than two decades, British beef is back on American plates

Hailed as a “historic moment,” British beef exports to the U.S. recommenced in September for the first time in more than 20 years.

Approved by the USDA's Food Safety Inspection Service, three meat plants based in Northern Ireland and Wales can now export beef to the U.S.

Initially banned following the outbreak of BSE—Mad Cow Disease—in 1996, the resumption of trade holds significant value according to market analysts, with initial estimates suggesting trade to the tune of £66m (\$87.16m) over the next five years.

According to International Trade Secretary Liz Truss, forecasts are somewhat modest. “This could be just the tip of the iceberg,” she told international media. “The free trade deal we are negotiating with the U.S. will create a host of export opportunities for British agriculture.”

ONE WAY STREET

Given the ongoing highly politicized Brexit debate, the establishment of frictionless trade corridors are crucial for the UK's red meat industry. In a bid to reduce reliance on the EU market, British policymakers have been hard at work devising policies aimed at diversifying trade relations.

While the UK government has stated it will not compromise on food standards, concerns continue to be voiced about a relaxation of criteria in the quest for trade agreements.


With Brexit looming and a deal yet to be reached, agreements with the U.S. hold significant weight, particularly for the trade of perishable commodities. However, given the partisan stance towards non-hormone based beef, the UK market is somewhat resistant to imports from the U.S.


With the beef hormone dispute intensified amid talks of a trade deal with the U.S., politicians and celebrities have urged Mr. Johnson to block meat from flooding into Britain under post-Brexit trade deals. On the back of these efforts major retailers have publicly announced that hormone-fed beef and chlorinated washed chicken will not be sold in stores.

In a bid to ensure independent scrutiny of post-Brexit trade deals, the government established the Trade and Agriculture Commission in July, an applauded introduction by British farmers as it reduces the chance of being undercut by cheaper imports produced using methods deemed illegal in the UK. The commission, which will run for at least three years, will produce a report on each new proposed free trade agreement before any deal is finalized. While the commission will not have the final say over trade agreements, the mandatory report will act as a safety net for the UK's environmental and welfare standards.

While 2020 might be remembered for an unwavering pandemic and the subsequent global economic slowdown, the resumption of beef exports to the U.S. is a bright spot on the calendar and a pivotal event for the UK's red meat industry. While the role of U.S. beef on the domestic UK market is less certain, British beef producers now have access to a trillion dollar retail and foodservice industry. [UB](#)

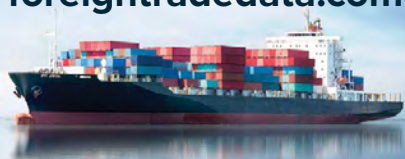
Article contributed by **Michael Nesbitt** | mnesbitt@urnerbarry.com

Urner Barry's
FOREIGN 
TRADE DATA



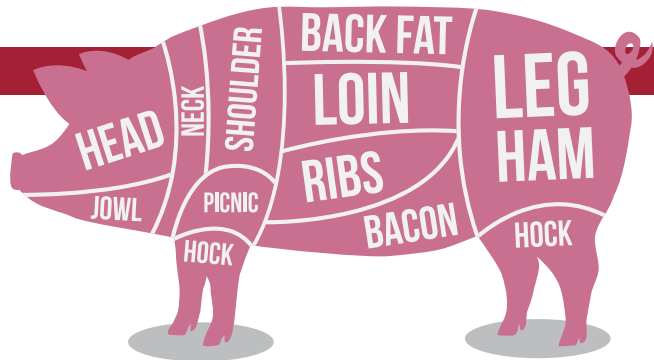
**Unparalleled insight
into the flow of
seafood & red meat
imported and exported
by the U.S.**

FREE DEMO
foreigntradedata.com



The pork cutout futures contract is here...

NEW RISK MITIGATION TOOL FOR THE PORK MARKET



In these volatile and uncertain times in the pork market, industry participants are looking for as many tools to mitigate risk as possible. One new tool which is particularly interesting is the development of the CME Group's Pork Cutout futures and options contracts, which launched in November.

The pork cutout underwent some of the most extreme moves on record this year as the influences of COVID-19 pushed and pulled the market to a great degree. Prices went from bullish during the initial preparation for lockdown phase to sharply bearish as foodservice operators, schools and travel shutdown; followed quickly by a near vertical rally as pork production cratered due to outbreaks at plants. Following the peak, prices quickly retreated as production came back online but demand still suffered. After bottoming it was proceeded by an extended rally that lasted from June into October.

At the same time, hog values, which were depressed due to a backlog of hogs caused by the COVID-19 related plant closures, spent much of the second and third quarters of

2020 at multi-decade lows. Values only rallied closer to historical averages beginning in August and finally exceeded 2019 levels in September.

While historically formulas between hog producers and packers were based on live hog prices, those arrangements have increasingly utilized pork cutout values. As such, demand for an instrument that was based around pork, rather than hog prices, was noted. Due to the wild swings in the market described above, the launch of this instrument has been well received in the industry.

As for some of the specifics, the pork cutout futures contract trade under the code PRK. The contract is available for the months of December 2020 through May 2022, except for the months of January, March, September and November. It will terminate trade on the 10th business day of the month and will be settled to the CME Pork Cutout Index. [UB](#)

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

©Denys / iStock / Getty Images Plus



EDUCATIONAL RESOURCES

for the MEAT AND POULTRY INDUSTRY

- Books & Posters
- Playing Cards
- Notebook Charts
- Demonstration Videos

shop.meatbuyersguide.com • 800-932-0617

Amazon offers a glimpse into the future of grocery shopping

Depending on who you ask, grocery shopping can either be somewhat exciting or frustrating. But most people tend to agree that it's tedious and time consuming. It includes checking the pantry and fridge for items missing, compiling a list, and checking it twice to guarantee it satisfies everyone in the household, and finally ensuring you're spending within your budget.

The 21st century has mustered in an era where technology and ingenuity have impacted and assisted every aspect of our life except for grocery shopping. However, many of the largest companies in the world are up for the task and feverishly working to make grocery shopping "smart."

One of the companies leading the charge should be of no surprise to you, as the

organization completes north of 25 million transactions per day: Amazon.

Amazon—specifically Amazon Fresh—are introducing shoppers with cutting edge enhancements to grocery shopping that will make it easier and less frustrating...all while saving them time!

Urner Barry's Reporter recently had the opportunity to connect with Lauren Pennington, Manager of Category Management at Amazon Fresh, and Nick Michel, Senior Category Manager for Meat at Amazon Fresh, who explained that in addition to introducing innovation, Amazon Fresh has been hard at work to redefine the entire grocery shopping experience. Amazon has attributed its success thus far by educating customers that they will find "delicious and fresh products at great prices," explained Pennington. Michel further commented that the "excellent in-store experience" stems from Amazon's diligence in "providing a case-ready program which delivers a high degree of quality and consistency."

Amazon Fresh is separating itself from competitors by being nimble and responding to customer requests and feedback. Pennington commented that "quality and price feedback has been positive and strong" and the team is working hard "to note customer requests as they come along and to address them as quickly as possible." Pennington explained that one example was the request for additional Kosher products. Amazon is able to respond and react to these requests by developing a model that relies on having a "rock-solid partnership" with producers that can offer exceptional case-ready product, plus additional product from local vendors.

In terms of innovation, one of those features that is distinguishing the organization the most is the Amazon Dash Cart. Shoppers first sign in using the Fresh QR code in Amazon's app, then place items they are buying in their carts. Upon completion the shopper simply exits through the Dash Cart lane to automatically complete their payment and skip the entire checkout process.

Pennington explained that developing the Dash Cart was a "challenge." Finding

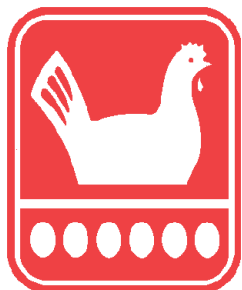
proper labels and paper to ensure the sensors would pick up items was a tough hurdle for the team to overcome.

In addition to revolutionizing the checkout process, Amazon Fresh is also bringing innovation to the grocery list. Utilizing Alexa and

Alexa shopping lists, every family member with access can add or remove as required to ensure the list is complete and that everyone's needs are met. By saving the list through Alexa and the Amazon app shoppers never have to worry about losing it or forgetting it at home. The Alexa App even takes it a step further to help identify where items are in the Amazon Fresh Store, saving shoppers critical time.

Another area of grocery shopping that has garnered much attention in light of the COVID-19 pandemic this year is grocery delivery. The Amazon Fresh stores are allowing same day pick up, and even contactless delivery. And Amazon's customer service policies extend to Amazon Fresh—allowing for product returns if the customer is unsatisfied with an item.

"Amazon Fresh is looking to scale the current model to grow it and use



**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



technology to power that growth,” explained Daniel Osias, Category Leader of Perimeter at Amazon Fresh. “Amazon has learned a lot over the years in terms of centralizing operations and using data to drive growth. We like to push the boundaries by reviewing what we have learned from the industry and then apply it to push forward and innovate the customer experience.”

This is just the start for the revolutionary advancements that are sure to grasp grocery shopping in the coming years. Regardless of the direction grocery shopping goes, one thing is certain—it will continue to be reshaped until it’s an effortless and stress-free process. [UB](#)

Article contributed by **Steve Ristevski**
sristevski@urnerbarry.com

“The Alexa App identifies where items are in the Amazon Fresh Store, saving shoppers critical time.”



Photos courtesy of Amazon

Latham
SINCE 1957 FAMILY FARMS

Producers & Packers of
Quality Farm Fresh Eggs

(706) 693-4336

1236 Wayne Poultry Road,
Pendergrass, Georgia 30567

USDA Plant # 1698

**For sales information
contact David Latham**



Starting out 2021 with a little bit of *Luck*



5, 4, 3, 2, 1... Happy New Year!

Each year we count down the clock to ring in the new year. People all over the world use the time to set new goals and life changes with the hopes of a prosperous and fortunate year ahead. And with the chaos that 2020 brought with it, it wouldn't be too crazy of an idea for some to follow some old superstitions leading into 2021—like eating pork for luck!

Many cultures throughout the world have different food traditions that they believe to bring them good luck in the new year. One food tradition involving pork comes from the Pennsylvania Dutch of German

descent. In the 19th century sauerkraut and pork were a cold weather food commonly eaten in the fall when many pigs were slaughtered. Having a good supply of pork and sauerkraut, Pennsylvania Dutch families felt rich because they knew they would not go hungry in the cold winter months. Pork and sauerkraut did not start out as a New Year tradition. It was mainly a mid-winter feasting associated with butchering the family hogs. As home butchering declined in the late 1800s, the pork dinner tradition became more popular during Christmas or New Year's. They believed eating pork on New Year's Day would bring good luck because pigs root forward with their snouts, a common direction many want to move in the New Year. Rooting forward symbolizes progress, as compared to chicken and turkeys which scratch backwards. Many pork meals were paired with sauerkraut, making one delicious meal.

Another tradition continues in China during the Lunar New Year, which typically begins in late January or early February. The Lunar

New Year is the most important holiday for China and pork is served at several meals as families bring in the New Year and celebrate together. They believe eating pork symbolizes a rich life for the upcoming year. Traditions continue today, and people enjoy pork recipes with family and friends, bringing them good luck into the New Year.

Over the last 10 years, heavy bone-in and boneless hams have gained a combined average of 3.6% between mid-October and early December as participants secure last minute hams for the holiday season. Following these modest escalations, we see a collective average loss of 14.5% as holiday sales come to an end and time to process hams in advance of the holidays becomes too narrow. Hams, similar to ribs and chops, can be mixed with collar greens, peas, and other green vegetables to bring luck for the holiday season. [UB](#)

Article contributed by **Ashley Leonard**
aleonard@urnerbarry.com

OBSONO
LLC

**FORECASTS
FOR THE
BEEF, PORK, &
POULTRY
MARKETS**

- Identify market opportunities
- Recognize developing trends
- Formulate trading decisions

www.obsono.com

UB Ham - 10 Year Value Average

Source: Urner Barry



From the recipe box:



Herbed Pork Ribeye Roast with Cauliflower

Quality FOOD

To make this already-simple preparation even easier, look for pre-cut cauliflower florets. To switch things up, try using different herbs, such as rosemary, sage, or marjoram—or a combination.

INGREDIENTS

- 1 8-rib pork ribeye roast (Rack of Pork),
Frenched
- 4 teaspoons dried thyme or ¼ cup fresh thyme,
chopped
- ½ teaspoons salt
- ½ teaspoons pepper
- 8 cups cauliflower florets (about 1 large head)
- 4 shallots, sliced
- 3 slices bacon, cut crosswise into ¼-inch slices

CHARDONNAY BUTTER SAUCE

- 1 cup Chardonnay or other dry
white wine or apple juice
- ⅓ cup heavy cream
- 2 shallots, finely diced
- 6 tablespoons cold, unsalted
butter (¾ stick) cut into 10 or
12 pieces
- Salt and pepper

DIRECTIONS

Preheat the oven to 375° F. Arrange one oven rack in the lower third of the oven and one in the upper third. In a small bowl, combine thyme, salt and pepper. Set 2 teaspoons of herb mixture aside (or 5 teaspoons if using fresh thyme), then sprinkle remaining



Recipe and photo courtesy of National Pork Board

mixture over all sides of the pork. Place pork fat side up in a shallow roasting pan, and then place pan on the lower rack in the oven; roast until the internal temperature reaches between 145° F (medium rare) to 160° F (medium), 1½ to 1¾ hours. About 30 minutes before pork is done, in a large bowl, combine cauliflower, sliced shallots and reserved herb mixture. Transfer to a rimmed baking sheet and scatter bacon on top. Place baking sheet on the upper rack in the oven, and roast until cauliflower is tender and bacon is browned, about 40 minutes.

Meanwhile, make the Chardonnay Butter Sauce: In a medium saucepan over medium-high heat, combine wine, cream and diced shallots and bring to a boil. Cook; stirring occasionally, until reduced to ⅔ cup, about 10 minutes (adjust heat to avoid boiling over). Remove from heat and whisk in butter, 2 or 3 pieces at a time, waiting until the pieces are melted before adding more. Add salt and pepper to taste. Cover to keep warm, set aside.

Remove the roast from oven and let rest 10 minutes (the cauliflower will continue cooking; it should be done about when the roast is finished resting).

Slice the roast between the rib bones. Serve drizzled with the pan juices, and with the cauliflower and sauce on the side.

YIELDS 8 SERVINGS



**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

ROCKFORD OFFICE

TIM QUINN
815-885-4097

Chicago gets creative to help restaurant industry



Amy Young's "Cozy Cabins" for outdoor winter dining. Artist's rendering | ASD/SKY

The restaurant industry has encountered its share of adversity during the COVID-19 pandemic. From lockdowns to dine-in restrictions, the industry has had to roll with the ever-changing landscape. Many restaurants have survived thus far by pivoting away from their standard way of business in favor of al fresco dining. Conventional patios, sidewalks, parking lots and even streets have been re-imagined for today's dining customer. Outdoor dining has been an attractive way for businesses to stay afloat while also keeping customers safe in an open-air environment. However, with the cold weather upon us, rising COVID-19 cases, and limited and even prohibited indoor dining, businesses are scrambling to adapt once again.

To aid restaurants and extend the outdoor experience, several city governments have eased the process for obtaining permits, waived fees and have offered relief in the form of debt free grants to offset the cost of heaters, tents, and furniture. But relying only on artificial heating to prolong outdoor service will not work for many restaurants. For cities like Chicago, New York and Boston, the real concern is how to protect and keep patrons safe and warm from the wind, rain, and inevitable snow that is sure to come.

A concerted effort to provide real solutions has been put forth by the city of Chicago, the global design firm IDEO, BMO Harris Bank and the Illinois Restaurant Association (IRA) in the form of "The Winter Dining Challenge."

"The Winter Dining Challenge" is a competition designed to generate ideas of what a reimagined winter outdoor dining experience in Chicago could look like, with an emphasis on feasibility and quick implementation. Over 600 submissions were received with three winners announced in mid-October, each receiving a \$5,000 cash prize. The winners of the Winter Design Challenge are:

Amy Young, ASD | SKY

Cozy Cabins are small modular, adjoining "cabins" that fit within the footprint of a standard parking space. "Our modular design was inspired by ice fishing huts and warm, glowing cabins," Young wrote of her concept.

Neil Reindel

Block Party is a flexible approach to outdoor dining that is adaptable and easy to implement for many different sites and street configurations. "Blocks can see different arrangements and stacks. A single block module holds two people, and parties can increase as blocks are grouped together," Reindel wrote of his concept.

Ellie Henderson

Heated Tables modify the Japanese Kotatsu, an economical way to keep warm and cozy in cold months. "Common in Japan, almost every household has a Kotatsu or heated table. It is known as an economical way to keep warm. Usually, the Kotatsu table is used indoors, but has been known to be modified for outdoor use," Henderson wrote of her concept.

The IRA is working with the city of Chicago to select local construction firms that will start the process of bringing these ideas to life. Prototypes will be tested at pilot restaurants with construction paid with funds the BMO Harris Bank has contributed. According to the City of Chicago, the initial goal was to have several built and ready for use by Thanksgiving. However, prototypes have been delayed.

Even without the help of local governments, some restaurants have come up with creative ideas on their own to provide unique experiences while keeping patrons' health in mind. See-through igloos have been erected on city rooftops, yurts, and more permanent tents with glass at the top are being used in Colorado and in New York City, and plastic domes with adequate air ventilation are open for individual parties. In most of these cases, foresight and capital were needed to make these a reality. But for individual, small restaurant groups who are already struggling to survive, the extra

"...relying only on artificial heating to prolong outdoor service will not work for many restaurants."



©LoralGrenzelli / iStock / Getty Images Plus

cash outlay to extend the season is not feasible. According to the Independent Restaurant Coalition, as many as 85% of these businesses are not going survive the year. It is a sobering thought. For many businesses, it has become a race against the clock for outdoor dining this winter. Most owners concede the fact that

dining restrictions are here to stay for the foreseeable future, and that survival will depend on adaptability. Until we can safely return indoors, grab a blanket, and support your local favorite restaurant. [UB](#)

Article contributed by **Liz Cuozzo**
lcuozzo@urnerbarry.com

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

Get to know us at:
WWW.SUPERSALMON.COM

Super Salmon

FARMERES
RESPONSIBLY
asc
CERTIFIED
ASC-AQUA-ONG

**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

Hog producers weather an unprecedented year

2020 was a whirlwind year for the hog industry, to say the least. Packing plant disruptions resulted in devastating financial losses for producers in the spring, when upwards of 3.5 million head of market-ready hog supplies were estimated to be backlogged by the end of May. While industry disruptions related to the pandemic linger in the fourth quarter, improved processing levels and solid demand on both the domestic and export fronts offer a more optimistic hog market outlook heading into 2021.

Cash hog prices plummeted in the second and third quarters as widespread worker absenteeism across the nation's plants

prevented producers from sending their hogs to slaughter. According to USDA's national weighted average, the summer low was hit on June 29 at \$28.33/cwt, nearly 61% below the year-ago figure. Due to significant losses in equity, producers were forced to liquidate sows during the height of plant disruptions, euthanize baby pigs or overfed butchers, and/or implement maintenance diets to slow hog growth.

By mid-September, most producers were finally in the black again. Prices rebounded above estimated breakeven levels to the low \$60s/cwt, one indication that the bubble of supplies is shrinking. With most plants currently operating at or near full capacity, packers are moving more hogs through the system. The post-COVID 19 daily slaughter high was achieved on October 13 at 493,182 head. This compares with pre-pandemic capacity of around 495,000 to 500,000 head. Year-to-date slaughter as of October 31 is about 1% above year-ago levels.

Despite the progress, concerns about ample front-end supplies continue to add to market uncertainty. According to USDA's September 1 Quarterly Hogs and Pigs data, market-ready hog supplies are record large at 79.1 million head, signaling a continuation of industry expansion despite the challenges presented by the pandemic. However, some analysts suspect that supplies are not as overwhelmingly large as projected in the data. That report put the two heaviest categories of hogs kept for marketing at 6.1% and 9.8% over a year ago, respectively. However, slaughters in September and October have run nearly 2% under a year ago, resulting in a wide disparity to the quarterly data.

The market hog inventory on September 1 was 72.8 million, up 1% from 2019 but down 1% from the previous quarter. The breeding herd was down 1.5% from 2019

at 6.33 million head, a figure that some livestock dealers and market managers had expected to be greater. While the response is not as strong as anticipated, the breeding herd has been in reduction for two consecutive quarters. Furthermore, sow slaughter from January through September averaged about 12% over 2019. This suggests that producers are reducing their breeding stock in response to the low prices for most of 2020.

Heightened domestic demand leading into the fourth quarter resulted in a several month-long rally in the cutout starting around July. The Urner Barry pork cutout soared to near record-high levels for October, topping at over \$100/cwt near the middle of National Pork Month. Although foodservice is still operating at reduced capacity across the country, increased demand at retail outlets, unseasonably low inventories in cold storage, and ongoing labor issues have provided underlying support to the cutout. The monthly cold storage report for the end of September showed frozen pork supplies nearly flat with the prior month. Meanwhile, total pork supplies were 22% below a year ago, marking the fifth consecutive month that stocks have been more than 20% under 2019.

During that rally, pork cutout values may have also been bolstered by increased exports following Germany's outbreak of African swine fever (ASF) in its wild boar population. Germany is the second-largest supplier of pork to China from the European Union. Since the first confirmed case of ASF in Brandenburg in mid-September, several countries including China, Korea, and Japan have temporarily banned pork imports from Germany. As a precautionary measure, Asian countries tend to ban exports from countries where ASF has been found. China continues to rebuild its pig herd since contending with the disease between 2018 and now.

40 YEARS OF NATIONAL
SERVICE WITH PRIDE



TRADERS OF
A FULL LINE OF
FRESH & FROZEN
POULTRY
PRODUCTS

Alan Singer

Ashland, MA
508-231-1426

Hector Perez

Coral Gables, FL
305-620-0700



“Cash hog prices plummeted in the second and third quarters as widespread worker absenteeism across the nation’s plants prevented producers from sending their hogs to slaughter.”

©chayakorn lotongkum / iStock / Getty Images Plus

The U.S. hog industry is approaching the largest slaughters of the year between now and the end of the fourth quarter. Some analysts predict that weekly slaughters will near 2.8 million by late-November and into December, a figure that will challenge current processing capacity. To achieve this level, packers will need to ramp up their Saturday slaughter schedules. Some plants operate three out of every four Saturdays per month during the fall when supplies are the largest of the year. The week off gives workers a much-needed time to rest.

So far this fall, barrow and gilt weights have been moving higher on a week-to-week basis. Seasonal expansion in supplies along with faster weight gains due to the arrival of cooler temperatures and fresh corn crop are factors that typically pressure hog prices at this time of the year. According to data for the week ending October 24, dressed barrow and gilt weights are 215 pounds, 5 pounds above a year ago and 6 pounds over the prior five-year average. Consequently, producers are offering more slaughter-ready hogs to packers in efforts to maintain current on their marketings. Thus, cash hog prices could remain under pressure for the remainder of 2020.

However, with the backlog largely worked through, there is optimism for increased profit potential for producers in 2021. As the page turns to a new year, industry participants will continue to closely monitor domestic demand along with export channels in this ever fluctuating and unpredictable environment. [UB](#)

Article contributed by **Courtney Shum**
cshum@urnerbarry.com



**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

- 5th largest PRW in U.S.A.
- 115,000,000 cubic feet of cold storage space
- SQF 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



Daniel Creeden

Wild Alaskan Company's New Director of Operations

Food subscription services were on the rise prior to 2020, but once COVID hit, more consumers began to seek out alternatives to traditional food shopping. Enter Wild Alaskan Company. Founded in 2017 by Arron Kallenberg, Wild Alaskan Company delivers wild and sustainably caught seafood right to your door. And while the company found success prior to the pandemic, the current situation in the U.S. allowed them to expand their offerings—and their team.

Urner Barry's Reporter had a chance to speak with Wild Alaskan Company's new Director of Operations, Daniel Creeden. Creeden joined the Wild Alaskan team in October, bringing with him 15 years of experience in the FMCG industry. With companies like Global Organics, Nutrinut and Clearspring Ltd. on his resume, he has been putting his MBA studies to work, focusing on sustainability and eco-friendly initiatives while remaining focused on customer needs.



URNER BARRY'S REPORTER: You have worked within the food industry for a while now, so what drew you to Wild Alaskan Company?

DANIEL CREEDEN: My whole career has been in the industry. I started off in health and nutrition, which is about what you're putting in your body. Then I moved into the organic food industry, which focuses not only on what we're putting in the body, but where it comes from and how it impacts our ecosystem and environment. I've been passionate about sustainability for the better half of my life. I found that Wild Alaskan holds all these ethics and values that align with my own. So that's what drew me to the company.

UBR: What goals do you personally bring to Wild Alaskan as their new director of operations?

DC: I've always seen "operations" as the final link between our members and our brand. While my role will be creating standard operating procedures and streamlining our logistics networks to reduce operating costs, I am more motivated and driven to continue delivering our sustainably caught fish in the most efficient way to our members to create that experience.

UBR: We've seen many companies within the food industry tightening expenditures and even closing down. Meanwhile, Wild Alaskan is growing. What do you credit that growth to?

DC: Before I even started at Wild Alaskan, my wife found the company online when we were looking for food deliveries. She



Image provided by Wild Alaskan Company

said, "You know, this looks like it'd be perfect for you. It's sustainability. It's fish." I think while we valued sustainability in my past experience in the food industry, those values weren't a trend. There has been a lot of growth in the market since 2008, starting with the recession. That was a growth market for companies like ours. It went from being a trend into a standard. Now, our members want to know where their food is coming from and its effect on the ecosystem. So, I think that is the reason for growth.

UBR: Would you say that COVID has also driven a growth in sales within the food home delivery market given that people are doing less in-person shopping?

DC: Within the food industry, the e-commerce side has been growing. It was not something that was around at the start of my career. We were direct-to-consumer mail subscription back then. The standard was that you would go into retail and wholesale. But that's not the model anymore. The model has been trending to e-commerce for quite some time. People want their products at their fingertips, and they want it as fast and as soon as possible. That is the model we are in now. It's just the way people want things. Has COVID maybe upped the ante on that a little bit? Sure, but it is still something that we were trending towards anyway. What sets Wild Alaskan apart from those other e-commerce companies is our passion for sustainability. That's the new standard for the people in our market. They want to know where their food's coming from and that's equally as big.

UBR: Can you tell me more about how Wild Alaskan tackles the sustainability issue?

DC: Wild Alaskan is based off the Constitution of Alaska, which promotes sustainability.

Here, sustainability is from the top down, starting with Arron Kellenberg, Founder and CEO. That passion and those values don't stop with where we source our fish. It continues to our packaging. It would be more cost efficient to send things in Styrofoam, but that is not what we do. We use minimal packaging. A lot of times

people open a box, and they have all these inserts and such. We don't do that. We are as minimalistic as possible on packaging and making sure it is always recyclable. We also have broken from the norm in the old days where you had a distribution center on the East and West Coast. You relied on carriers to get it to your customers as fast as possible, whether that be air shipments or ground. Now, with all the technology we have invested in, our forecasting is such that we have enough inventory at each location to not run short. We are able to reach our customers in one or two days. We can supply our network of distribution centers around the country so that they can get product to our consumers faster and without utilizing air shipments. Everything goes ground from the source to the member, lessening the environmental impact.

UBR: Can you tell me what we can expect from Wild Alaskan in the new year?

DC: Continuing to grow the member experience and not only reach out to the people that are passionate about sustainability the way we are, but to educate a new audience and reach as many people as possible. We are going to continue to grow organically and reach as many members and families as we can to be their digital fishmonger, providing sustainably sourced fish to each of them. It's about continuing the growth within the food industry and about sustainability within those values. As we grow, we'll grow our team as well. We will be looking for members with those same values to join our team. It comes back to our ability to educate the public about where they sourced their fish from. UB

Article contributed by **Amanda J. Riemer**
ariemer@urnerbarry.com

SEAFOOD news.COM

YOUR DAILY CATCH OF SEAFOOD NEWS

www.seafoodnews.com

To grandmother's house we go?

(STAYING)

Home for the Holidays



©Richman21 / iStock / Getty Images Plus

Article contributed by Beth Breeding, **National Turkey Federation**

If you've already put your Christmas tree up or turned on those holiday tunes, we won't judge. It's been an interesting year to put it politely, and anyone in the meat and poultry world would likely agree that it's been a long one, too. But the holiday season is upon us, and the turkey industry is ready to deliver festive feasts, large or small, to consumers' tables. However, just like the rest of 2020, the holiday season is shaping up to be like none other.

For the National Turkey Federation (NTF) and our members, holiday celebrations during a global pandemic bring with them a few unique factors. USAToday estimates that the average American will travel just 513 miles this Thanksgiving, down 50 percent from 2019. Recent reporting from IRI found that the median number of people at Thanksgiving dinner will be five, down from eight last year. In line with this, federal government guidelines continue to urge against large indoor gatherings. So, with smaller celebrations likely to be more commonplace and many families trying Thanksgiving on their own, NTF has worked over the past several months to create resources to help bring the holiday meal to the table while preserving this Super Bowl of seasons for turkey producers. If 2020 has taught any lesson, it's to be prepared for anything and everything.



Photo credit: NTF

THANKSGIVING 101

With gatherings expected to be smaller, the size of the turkey or type of turkey product consumers will purchase is less clear. While many consumers will choose to go with the same size whole bird as always and look forward to leftovers, some may opt for a bone-in turkey breast for a smaller meal. Regardless of the cut of turkey in the shopping cart, NTF wants to make sure consumers have the information they need to make the most of this unusual holiday season.

NTF's Thanksgiving 101 online resource is equipped not only with the simple

cooking and food safety tips turkey first-timers need but also with information that will come in handy for experts looking for a little guidance in adapting their meal. Paired with complementary digital content, Thanksgiving 101 highlights the ease of roasting various cuts of turkey with a versatile compound butter as well as our best tips for mastering the whole bird. We've also put a twist on traditional turkey entrees by introducing recipes for alternative meals, including turkey thighs braised in Burgundy wine or a turkey breast roulade with sausage, apple and fennel stuffing. While there is no shame in building the best leftover turkey sandwich, we are reinventing leftovers with BBQ Turkey Pizza and Thanksgiving Leftover Egg Rolls. And we haven't forgotten the gravy basics. Thanksgiving 101 has the turkey covered.

A DIFFERENT LOOK

With safety a focus for many consumers, reimagining holiday celebrations will come with a slight change of scenery. Encouraging "thinking outside the oven" has been an NTF priority in recent years. However, taking the meal prep outside and limiting time inside is more appealing this year than ever. Additionally, grill sales have soared throughout the pandemic, and we anticipate that will

translate into more consumers cooking holiday meals outdoors.

Through NTF's Turkey Smoke barbecue outreach program, we have enlisted the help of the Barbecue Hall of Fame's Ray "Dr. BBQ" Lampe to create three tutorials and recipes for turkey dishes prepared on the grill and smoker to match any kind of holiday gathering, including the simplest smoked turkey ever. We're also focused on one of the top Google trends for turkey— spatchcocking. This cooking method involves a little additional work but results in a turkey that cooks quickly and evenly. Spatchcocking, or butterflying, a whole turkey is ideal for cooking over the coals. NTF's newest partner Robin Lindaars, known as Grill Girl to her followers, shows off this technique and her recipe for Rosemary Lemon Spatchcocked Turkey in an entertaining three-part video series.

If you're staying home and going virtual, NTF is taking consumers "behind the screens" to make celebrations special. A turkey centric Zoomsgiving kit includes fun

backgrounds for virtual calls and a bingo game to play throughout the meal. Families can do a cook-along to make it feel more like they're together or challenge loved ones to recreate family recipes from home. Zoomsgiving isn't ideal, but how often do you have the power to mute a relative?

LOOKING AHEAD TO 2021

Beyond the Thanksgiving and Christmas holidays, the forecast for 2021 is somewhat unsettled. The turkey category has performed well at retail in 2020. According to IRI, between April and September, shoppers bought turkey nearly four times more often than in the same period in 2019. Changes in consumer protein purchasing and consumption habits that may last beyond the pandemic provide some reason for cautious optimism for the industry. At the same time, it is not realistic to expect foodservice sales to reach pre-pandemic levels again until businesses and venues are able to fully reopen. The only thing that is clear is that COVID-19, including how it is addressed by a new administration in the

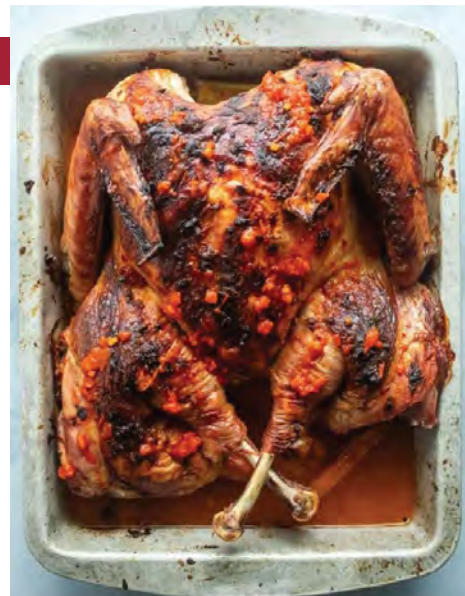


Photo credit: NTF

White House, will continue to play a major role in shaping every industry.

The lessons learned from 2020 are monumental and likely to change the way we do business. Our best advice for now is to enjoy the holiday season, whether you're staying home or traveling. But make sure to double up on the turkey—a little extra protein will be helpful for getting fueled up for whatever comes next. [UB](#)

FARBEST

FOODS, INC.

"A Tradition of Being the Best"

EXCELLENCE. ALWAYS.

At Farbest Foods, Inc. we understand our dedication to excellence must go beyond turkey production. In everything we do, we responsibly focus on our mission, our customers, farm families, employees, communities, environment, and unmatched product quality.

FARBESTFOODS.COM

Randy Blach's positive outlook for the industry

Article contributed by Abbie Burnett, Certified Angus Beef®

The blessing and curse of perspective is not having it until a moment passes. Looking back on the last 40 years shows us more than we can see here and now.

"I think we really have to have an appreciation for where we've come from," said Randy Blach, CattleFax CEO, at this year's virtual Feeding Quality Forum. "It's not been a straight line."

Cattle inventory topped 132 million head in 1975, but it wasn't until 2000 that the fed-cattle harvest reached its record 30.2 million, and that with a long decline to 10 million fewer beef cows.

In the 1980s, 12% of U.S. farmers and ranchers went out of business, and the "war on fat" in the '90s nearly eradicated a poorly informed cattle industry, Blach said.

Between 1998 and 2000, almost 40% of carcasses graded Select.

"If you go back to the quality audits at that time period, one out of four steaks was a disappointment," he said. "No wonder consumers were walking away from our product. They didn't like it."

While a new focus on quality emerged in the early 2000s, genetics, growing drought and mistakes of the past kept up pressure to liquidate. From 2000 to 2015, annual fed harvest numbers declined by 7 million head to close some packing plants and limit harvest capacity going forward.

The seeds of that early move to boost quality finally sprouted after the drought, blooming with record-high Choice and Prime grades.



"We've just taken out the long-term downtrend in numbers," Blach said. "I believe the reason we've done that is because we're an industry that is now focused on doing the right thing, producing the highest quality product that we can, and meeting the changing demands of our consumers."

As the U.S. herd decreased, productivity per head greatly increased and finally added premium quality. The market analyst looks for some liquidation due to drought in the near term but overall numbers should only ebb and flow instead of crash and rise. Stabilization has come to the industry.

The retail sector provides a case study, Blach said. From 1980 to 1998, beef demand was cut by more than half, but since then it's risen by 14 points to 61 on 1980's baseline of 100. There's room for more, but much value has already been added.

"That growth from the demand low has been worth anywhere from \$225 to about \$280 a head," he said.

Demand is well established for today's higher quality beef, but without an increase in the bottleneck of harvest capacity, Blach sees herd numbers flattening.

"This will be a situation that ebbs and flows and will start to balance back over the course of the next several years," he said.

"We've seen these premiums stay strong all the way through here because more and more consumers, once they taste the good stuff, they want to stay with it, don't they? So this has been a quality movement." **UB**

HOME OFFICE RESOURCES

FOR THE **Protein Industry Professional**

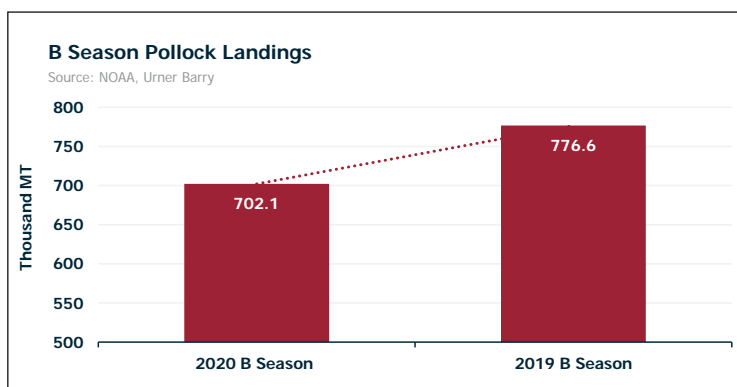
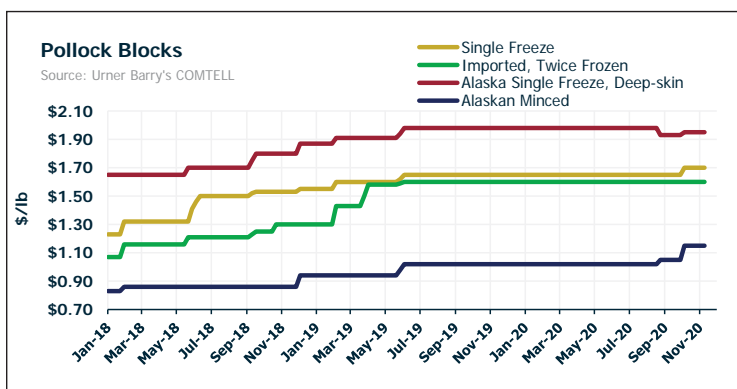
AVAILABLE AT

shop.urnerbarry.com



**Books • Wall Charts • Lithographs
Notebook Charts • Playing Cards**

MOUNTING ISSUES FOR THE Pollock Market



The Alaskan pollock market is under pressure outside of the lasting effects from the novel coronavirus. Split into two main fishing seasons, the A season, which runs from January through April, was successfully completed as planned. The Alaskan pollock B season, however, running June through October, has been met with its fair share of challenges throughout the season.

The largest impact, outside of new operating procedures aboard vessels in the wake of COVID-19, came from changing fishing patterns. Fishermen were met with a smaller, younger class of fish into the fishery. On a sustainability level, this is encouraging news to the longevity of the fishery, but it does take some time for new classes of fish to reach optimal catch size.

Additionally, fish were moving farther into fishing area FAO 61, causing longer travel time and increased fuel costs in the Northwestern part of the Pacific Ocean. Longer travel times, as well as the pollock not traveling in tightly knit schools, have all been factors in production slowdowns and supply issues.

In true 2020 fashion, some crews even experienced what could be pulled from a Hollywood box office movie script when they unknowingly found themselves in the middle of a Russian Ministry of Defense military tactical exercise taking place within the U.S. Exclusive Economic Zone in the Bering Sea fishing grounds. Initially, a nuclear-powered submarine surfaced without warning within the vicinity of a catcher-processor vessel. Soon thereafter, a warship appeared traveling towards the submarine. The following days, vessels were met with Russian warplanes flying over at a low altitude, some initiating radio communication to warn them of "danger" and to "leave" immediately. The U.S. fishing vessels, with the safety of their crew a top priority, terminated their fishing efforts and retreated from the area they were legally engaged in, resulting in even more strain on their catch as well as a genuine fear for their safety during the interactions.

Ultimately, the situation came down to a lack of communication between our Department of Defense and Coast Guard to notify fishermen within the area of the Russian military operations. The industry is now focused on establishing a plan with the Department of State, Department of Defense, and Coast Guard to ensure future operations are made aware of well in advance of the fishing season.

MARKET OUTLOOK & SUPPLY

Processed pollock fish blocks are seeing record high pricing in the fourth quarter of 2020. With the supply issues the industry has faced in the most recent B season, there is potential the upwards pressure will remain on the market throughout 2021.

As of the most recent data from NOAA the 2020 B season has produced 688,431 metric tons of pollock, while the 2019 B season produced 766,641 metric tons, a difference of 78,210 metric tons. [UB](#)

Article contributed by **Lorin Castiglione** | lcastiglione@urnerbarry.com

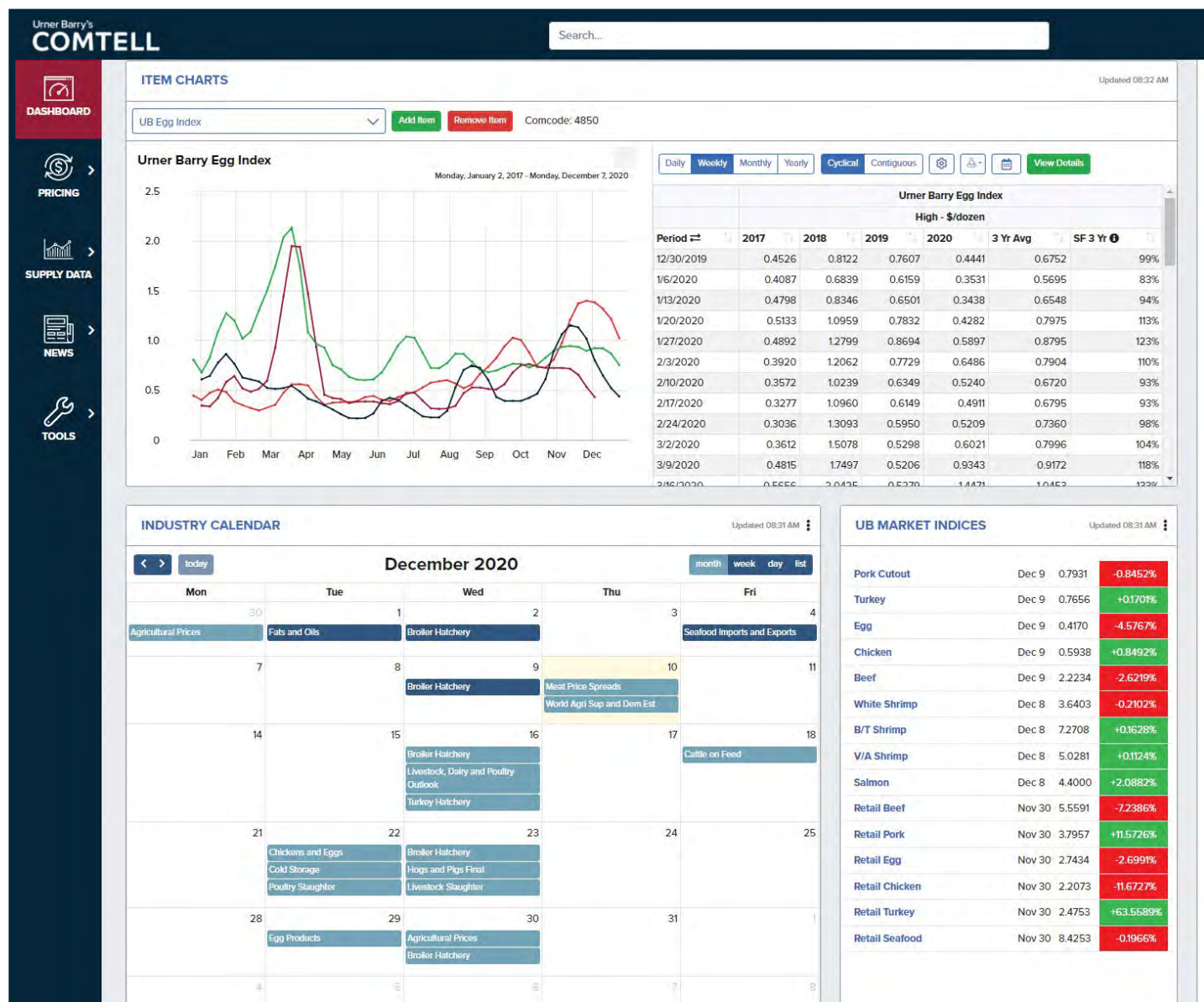
Managing expense while navigating the unknown

You don't have to choose between price and quality



For more information, contact:
Michael Lieberman, SVP
Food Industry Insurance Division
Michael.Lieberman@FoaSon.com
212-432-1234 • www.FoaSon.com

Urner Barry's COMTELL NEW UPDATES



As the needs and expectations of our customers continue to evolve, so does the performance and functionality of Urner Barry's premier market intelligence platform, COMTELL. Users will continue to see additional new features and enhancements across the platform to generate even more value and efficiency. With the successful migration of Urner Barry's COMTELL subscriber base over to the new platform, the future of the site holds no shortage of impactful changes and powerful updates.

August marked the introduction of three new widgets to the dashboard, designed to increase efficiency and expand the amount of information available on the homepage. The addition of the new chart widget provides the most recent data, both in chart and table form, for any specific item of focus. The dashboard also now includes an industry calendar widget, a popular feature on the previous version of COMTELL, where customers can keep track of release dates for reports pertaining to production, cold storage etc. Lastly, the Market Indices widget received a bit of a facelift, which included adding retail-related indices and condensing the widget into a streamlined list to create space for more widgets on the dashboard in the future.

Another significant development to recently impact the platform was the launch of a multi-factor authentication process to the COMTELL login system. This additional layer of security drastically reduces the likelihood of fraud, data loss, or interception of Urner Barry's customer information. The new system sends a secure, single-use code to a mobile number or e-mail any time a COMTELL customer logs into their account.

Additionally, the implementation of user messaging on the dashboard is designed to increase the level of customer service for COMTELL subscribers. Communication from the account managers, as well as other key members of the Urner Barry team, will appear in the form of a banner at the top of the user's dashboard, notifying



“Our team is focused on developing fresh features, integrating new data, and making site improvements based on user feedback...”

them of site wide changes or personalized notes regarding their account. News alerts are also being developed, providing users with the ability to customize notifications so they can immediately be alerted when news articles pertaining to their interests are released. Education on the platform is also a focus for the team. We will continue to work on producing how-to videos and guides to ensure that our clients are achieving the most benefit from the platform possible.

and user friendly as possible. Our team is focused on developing fresh features, integrating new data, and making site improvements based on user feedback in order to ensure that the service continues to increase productivity and provide powerful insights to all of our clients. [UB](#)

Article contributed by **Sarah Hartig**
shartig@urnerbarry.com

©Chainarong Prasertthai / iStock / Getty Images Plus



**RED KING CRAB
GOLDEN KING CRAB
SNOW CRAB
DUNGENESS CRAB
PREPARED MEALS**




KEYPORT®

Call 206.284.1947
sales@keyportllc.com

SEE WHAT WE'RE CATCHIN' NEXT
To learn more about our family of seafood products, visit us at keyportllc.com

    @keyportllc



**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 • Chelsey Weller

100 Prairie Avenue
Brooten, MN 56316

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



www.PROTEINALLIANCE.com

African swine fever in Germany

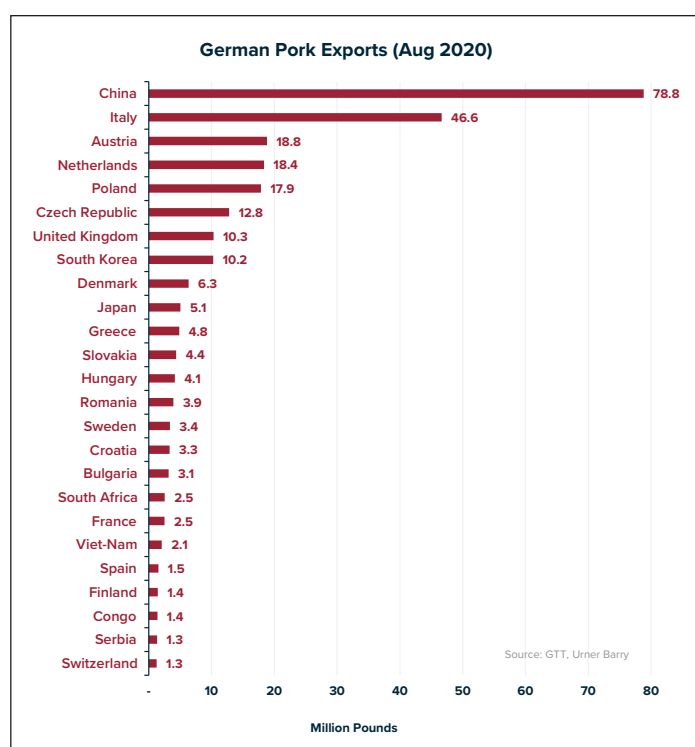
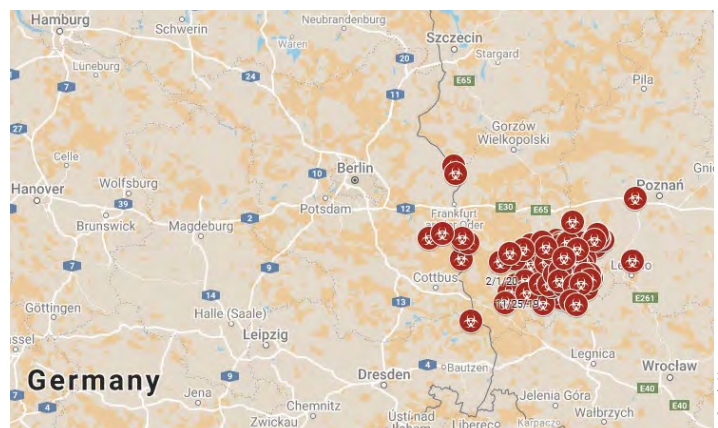
For a good portion of this year, African swine fever (ASF) fell to the wayside of the pork market discourse as COVID-19 took the limelight. We entered 2020 knowing that ASF would result in higher international demand for pork, particularly from China, and production capacity had risen to accommodate it. While still one of (if not the most) impactful global livestock events in history, the industry had time to account for its impact and because of this, ASF was a known and measurable variable. However, the situation changed in September when we learned of a wild boar testing positive with ASF within the eastern border of Germany.

Between September 10, when the first case of ASF in Germany was detected, and November 2, 117 wild hogs tested positive for the virus. Upon the first detections, China, South Korea, Japan and other nations all barred imports of German meat. This is noteworthy as many of these countries, particularly China, were top destinations for German pork.

“However, the situation changed in September when we learned of a wild boar testing positive with ASF within the eastern border of Germany.”

In the chart to the right, we can see the recipients of German pork by poundage as of August (the most recent data at the time of writing this article). China was easily number one, importing nearly 79 million pounds of pork in August alone. South Korea was ninth and Japan 11th, at 10 and 5 million pounds respectively. Though Korea ranks ninth on this list, Germany is actually their second largest supplier of pork, next only to the United States.

Focusing on China specifically, since 2015, Germany’s pork exports to China have expanded by 258%. At the peak of the Chinese ASF outbreak, when China was demanding more pork globally than ever, German exports to China grew by 158% just between August and November 2019.



The impact of this development could be felt globally in a number of ways. First and foremost, China has banned pork from their fourth largest supplier, behind only Spain, Brazil, and the United States. The void left by this measure will hypothetically have to be made up by other partner countries, raising export demand. As for that German meat no longer traveling to China and other nations, it will have to find other homes, most likely within Europe, which would have an adverse effect on European pork and hog prices over time. How long these bans stay in place is still up in the air and will likely remain as long as new ASF cases in wild boars continue to surface in Germany. [UB](#)

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

Urner Barry's COMTELL

Unparalleled Market Intelligence

Urner Barry's COMTELL service is the premier market intelligence platform. Featuring proprietary benchmark price reporting, in-depth market analysis, and a comprehensive set of tools that allow users to extract meaningful data to power confident business positions.



Market Prices

Industry-Leading Price Reporting

- Daily benchmark quotations across all animal protein sectors
- Commentary from expert market reporters, including pre-market insights
- Reliable coverage you can trust



News

News Coverage from Around the Globe

- Real-time, targeted industry news keeps users on the pulse of the market
- First-hand reporter insights and analysis
- Thousands of stories within a searchable archive



Analysis

Breaking Down Market Events and Trends

- Daily examination of current conditions and key drivers
- Exclusive access to Urner Barry Insider reports
- Advanced analytics through user driven portfolio and data management tools
- Decades of market price and statistical history



COMTELL.com

FREE DEMO



Red
Meat



Poultry



Eggs



Seafood



Plant
Proteins

732-240-5330 • sales@urnerbarry.com

Mowi's new Captain Omega line helps parents introduce seafood to kids at an early age

By now we all know the benefits of feeding children seafood. The nutrients, vitamins and omega-3s found in fish not only help brain development, but promote strong bones and a healthy heart and immune system. But how do you introduce seafood to children at an early age?

That's a question that Mowi decided to tackle with the launch of their new Captain Omega brand.

"This is a product line that started after recognizing the need in the U.S. market to help parents introduce seafood to children at an early stage," Diane Dumet, Director of Marketing for Mowi USA, told Urner Barry's Reporter.

Mowi's Captain Omega line features Fish Fries, Cod Pearls and Fish Nuggets, which come in fun shapes, like anchors, stars and seahorses. The Captain Omega brand is geared towards toddlers and young kids, mainly those in the one-year to six or seven-year-old range. The products make introducing fish to children fun, and as a bonus, they're quick and easy to cook and provide parents



with peace of mind that they're feeding their child a quality item that is healthy and delicious.

But Mowi didn't stop with the physical product. Dumet, whose background is in toy business and the video game and animated world, helped to bring Captain Omega to life. The seafood company partnered with an animation studio in California to create a YouTube series starring Captain Omega, the "hero of the seas," a young salmon who is ready to take on fun adventures with his "Fin-Tastic Friends." Those friends consist of Unika, a fun-loving Narwhal; Lionel, a gentle and kind sea lion; Bubbly, a baby Orca whale; and Fin-ley, a friendly boat with a huge heart. The animated series, consisting of 2 to 3 minute-long episodes, launched on YouTube in September. While the pandemic did stall the animation process a bit when studios shut down earlier this year, a second season of the series is already in the works.

Captain Omega and his friends live on through the Captain Omega website as well, which has a "kid zone" section that provides free coloring pages and more information on the characters. For the



parents, a “grown up” page provides fun ideas on how to decorate a plate to make lunch or dinner a more memorable experience with food. (Yes, they can help you but together an Instagram-worthy lunch spread!)

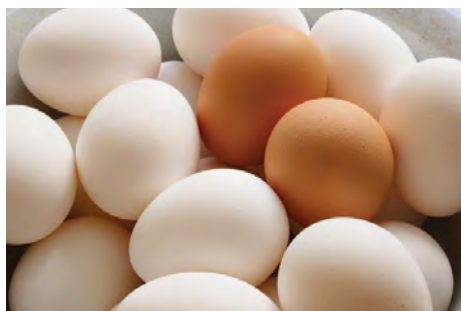
The Captain Omega line was set to debut at Seafood Expo North America in March 2020, but the event was ultimately canceled due to the coronavirus. While that put a halt to their major marketing efforts, the company decided to go with a soft launch in the spring, introducing the product at mid-Atlantic retailers and partnering with music platform Pandora to promote it to moms and young grandparents. Although freezer space is competitive, Dumet says that interest in the line is slowly growing, and that they have moms calling the hotline to see where they can buy Captain Omega products.

Keep an eye out for Mowi's Captain Omega line in your local store's frozen seafood section! [UB](#)

Article contributed by
Amanda Buckle
abuckle@urnerbarry.com



Images provided by Mowi



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

CRESCENT

GENUINE LONG ISLAND
DUCKLING



OVER 100 YEARS OF PRODUCING ONLY
GENUINE LONG ISLAND DUCKLINGS

(631) 722-8000
CRESCENTDUCK.COM

Alternative seafood could help the industry meet global demand sustainably

Article contributed by Jen Lamy,
The Good Food Institute

As global demand for seafood rises, our oceans are hitting their limit of potential supply. While aquaculture has grown rapidly over the past several decades to close the gap, the seafood industry must think creatively about how to meet global demand for seafood sustainably.

Fortunately, rapid innovation is driving the growth of a new segment of the seafood industry: alternative seafood. Composed of plant-based, fermentation-derived, and cultivated seafood products, this emerging category's efficiency is the future of sustainable seafood.

Why not create the product that consumers actually want without the waste? Everyone, including our oceans, stands to gain from seafood produced without the associated

bones, eyes, fins, and other parts of aquatic animals that many humans do not consume. Focusing our resources on key end products—instead of whole animals to turn into those products—will reduce waste, simplify supply chains, and expand the geographic reach of seafood.

This efficiency could be revolutionary for the incumbent seafood industry. Alternative seafood would represent a shift to a demand-driven approach, rather than relying on supply dictated by uncontrollable, external forces. Plant-based, cultivated, and fermentation-derived seafood production can all be ramped up and down quickly to respond to changes in demand. Imagine being able to shift a facility from producing salmon fillets to producing swordfish in a matter of hours, not months.



“Alternative seafood would represent a shift to a demand-driven approach, rather than relying on supply dictated by uncontrollable, external forces.”

Furthermore, alternative seafood will open up new geographic areas to seafood production. Because alternative seafood can be produced anywhere, the industry has the potential to supply fresh seafood to consumers globally and provide jobs around the world. And longer shelf lives of alternative seafood would simplify distribution, while easing consumer concerns about foodborne illness from fish and shellfish.

The alternative seafood industry is a small but growing segment of alternative protein. Plant-based seafood, which is on the market now, only makes up about 1% of all plant-based meat sales in retail in the U.S. Investment is growing, and now is the time to jump in. Total investments in alternative seafood reached an all-time high of over \$45 million in 2020, despite a challenging year economically around the world.

Alternative seafood's efficiency, flexibility, and resilience offers a key opportunity to sustainably close the gap between seafood supply and global demand. But to succeed, alternative seafood producers need partnerships with the conventional industry. The entire seafood industry—from consumer-facing brands to processors to aquaculture companies—stands to benefit from the growth of alternative seafood. By partnering with alternative seafood producers, the incumbent industry has the power to propel this nascent category forward, increase profits, and meet global demand for seafood sustainably.

Explore more about opportunities with alternative seafood at gfi.org/seafood. [UB](#)

Set yourself apart from the competition.

Top retail, wholesale and foodservice buyers, distributors, and manufacturers are seeing this ad.

Don't miss out on new opportunities to advertise in the next issue of the *Reporter*. Call now to discuss!

UrnerBarry advertise@urnerbarry.com 732-240-5330

Industry mourns Peter Greenham Sr.

HW Greenham and Sons is an Australian beef processor, founded in the 1860s. The company fills an important need in the U.S. for lean beef and organic and premium beef. On August 16th, Peter Greenham Sr, who lead the company for decades, passed away. Peter was well known in the U.S. imported beef community and had a reputation for loyalty, integrity, and fairness. For those who did not have the pleasure of knowing Peter, as well as the many who had the opportunity to do business with him, we are publishing this tribute written by Geoff Adams for the man who embodied the values that make the food industry great.

Peter Greenham had the attributes and the background to succeed in a tough business.

With a foundation in accounting, and the tutelage of his father and extended family, Mr. Greenham developed his entrepreneurial skills which saw the family meat processing business grow to the point where it now operates in several states and employs hundreds of people.

Mr. Greenham, businessman, father, husband and grandfather, died at his South Yarra home from cancer on August 16, at the age of 83.

His tall frame and bearing (which contributed to his 'spider' nickname) commanded attention when he walked into a room and his cheeky sense of humour tended to engage listeners.

He developed a reputation for being tough minded but fair and his application to the business won the respect of his staff.

Peter Henry Greenham was born on December 18, 1936 at Footscray, the son of meat exporter, Harry Greenham and his wife, Amy. An only child, he attended Wesley College in Prahran until he was called on to join his father's business.

The family business was established in the 1860s as HW Greenham and Sons.

"They didn't bring me straight into the business I was sent to work for a firm of chartered accountants," Peter later recalled. "I did two or three years of accounting and auditing. I got to understand what proper accounting was all about, quite different to what I learnt at school!"

He went on to work for his father, Harry and his uncle Reg at the Melbourne City

Abattoirs in the 1950s, then Frozen Food Industries, supplying meat for Chiko Rolls in the 1960s, before buying his first facility, Newport Abattoir, in the late 1970s.

The father of Peter Jr. and Lucy, he was also grandfather to Amelia and Harry.

Peter Greenham Jr., now managing director of the family company, recalled the hardworking butcher from Footscray who married the Brighton dress designer.

He had a passion for the industry that was undiminished in his mature years. At the age of 55, when many of his mates were retiring, he decided to forge ahead with a business expansion and develop smaller and more nimble plants which would become the future for the beef industry.

He established the processing plant at Tongala in 1993.

The Greenham family took over the Tasmanian Smithton abattoir in 2002 and launched Cape Grim Beef in 2007.

The brand has grown to include customers throughout Australia and overseas.

In 2017, the business purchased the Moe Meatworks.

Mr. Greenham and his wife Anne (nee Stooke) were supporters of many charitable organisations and their major sponsorships included the National Gallery of Victoria.

He never forgot the communities in which his business operated and as well as donating to rural relief funds, he was well



Left: Peter Greenham Sr., a supporter of the Australian Football League's Western Bulldogs, holds the Australian Football League Premiership Cup with Peter Greenham Jr., following the Bulldogs' 2016 victory.

known for his support of young agricultural students through the Goulburn Valley Greenham scholarship, which has been offered through TAFE in recent years.

"It's very important that younger people see a future for themselves in the industry," Mr. Greenham said when presenting one of the awards.

"We have built our business on servicing the dairy sector and we want to see it prosper to help build strong regional communities and local economies."

The couple were also supporters of the Western Bulldogs Football Club.

The team wore black arm bands on the day he passed away when they played their round 12 game against Adelaide.

Another of his passions was fishing and his unrealised goal was to snag a one metre Barramundi in one of his fishing expeditions up north. His son has promised to fulfill the mission one day.

His funeral was held on August 21 at Nelson Brothers, Footscray. He was interred at Altona Memorial Park. [UB](#)

FUTURE-PROOFING THE U.S. EGG INDUSTRY— A BOLD NEW VISION AND FIVE-YEAR STRATEGIC PLAN



Article contributed by Emily Metz,
President & CEO, American Egg Board



Friends, it has been a challenging year for everyone, not least the food industry. But challenges can actually be huge opportunities. The world and the consumer have changed dramatically, and the lessons we have learned will have a lasting impact, drive future innovation and shape consumer mindsets.

As you've no doubt found in your own businesses, we at the American Egg Board (AEB) believe the time is right to set an exciting new course. In September, the AEB's Board of Directors unanimously approved an ambitious new Strategic Vision & Five-Year Plan that we believe will yield significant value for America's egg farmers and the U.S. egg industry, both near and long-term.

While no one could have predicted what we would encounter in 2020, or in the future, for that matter, we can plan and prepare for anything that lies ahead. To future-proof America's egg industry, we must be nimble, able to adapt to changing circumstances, rapidly implement technology, and look forward, not backward. We must invest in new opportunities to always meet consumers where they are.

We developed the AEB's Strategic Vision & Five-Year Plan with this in mind, in a collaborative effort between our leadership team and Executive Committee, with extensive input from our producers, leaders and broader industry. It is progressive and forward-looking, and it will provide both the compass and blueprint that guide our work for the next several years and beyond—creating a lasting legacy and generating dividends for egg producers, our industry partners and our consumers.

A PROGRESSIVE PATH TO A PROSPEROUS FUTURE

Every journey is a matter of steps, and ours begins with articulating a strategic vision for the U.S. egg industry around which all of our stakeholders can align, and that can endure regardless of circumstances:

Eggs are indispensable in the daily lives of global consumers because of the shared understanding of the incredible egg and its unparalleled nutrition, versatility and value; insightful innovation; sustainability; and simple joy eggs deliver every day.

Obviously, a vision of this magnitude requires a comprehensive and multi-faceted approach. To that end, the AEB is restructuring—

how we are organized, how we budget, how we engage our stakeholders—around a goal-based model comprised of six strategic imperatives. (See sidebar)

LEADING THROUGH INSIGHTS AND INNOVATION

Each of our six strategic objectives has been carefully mapped out and integrated within the AEB's Five-Year Strategic Plan and we intend to fire on all cylinders. Elements of goals one and four, in particular, carry significant importance for the broader food industry and will be especially noteworthy to our partners in manufacturing, retail and foodservice, as well as to investors.

Consumer intelligence hub

No matter the market, channel or product in which the incredible egg is present, at the very end of the chain is a hungry consumer. To effectively reach and influence consumers, it is critical that we fully understand them.

To achieve this, the AEB is building a best-in-class advanced insights and intelligence hub. The hub will collect, collate and analyze data to yield a deep understanding of current and future consumers, and generate actionable intelligence for the entire industry to capitalize on.

The insights derived from this hub will be at the center of all AEB programs, maximizing our effectiveness, driving a higher ROI for our producers and providing a competitive edge to our stakeholders and partners. Importantly, we envision this intelligence hub to be a new, accessible tool for the industry at large to leverage, ensuring we are all smarter together.

Industry innovation engine

To maintain a competitive edge, preserve our position as the protein of choice, and increase frequency, usage and occasion in a world rife with disruption, we must continue to put eggs in front of consumers around the world in new and exciting ways.

To that end, the AEB is establishing an innovation incubator—to be driven by consumer insights from our cutting-edge insights hub—that will allow us to pressure test ideas for products, packaging and production techniques and take risks, safely, on behalf of the entire industry. We will serve as the pre-competitive “safe space” for trial and determine the most promising opportunities for disruption, invention and action.

We will also embed ourselves with downstream customers, helping to create menu items and product offerings and to establish new channels and markets for collaborations with the incredible egg.

SIX STRATEGIC GOALS

Harnessing the power of the industry and our partners will allow the U.S. egg industry to pilot moonshot ideas and ensure that our industry evolves alongside—or even ahead of—consumer preferences so we can be cutting edge, always.

SETTING THE STANDARD FOR MODERN AGRICULTURAL CHECKOFFS

With board approval and 2021 funding for the AEB's Strategic Vision & Five-Year Plan completed in September, we are already moving rapidly to implement. Building the consumer insights hub and the industry innovation center will take time, but once standing, we expect ours will be a model for checkoff organizations across U.S. agriculture.

The AEB's Strategic Vision & Five-Year Plan sets the tone for a new kind of checkoff—one that dreams big and delivers a new level of business value to its members and partners. Executed as planned, it will enable the industry and our partners to more rapidly pivot and to seize new opportunities more completely and confidently in an era when agility and adaptability are table stakes.

As I noted, our aim is to future-proof our egg industry. The AEB's Strategic Vision & Five-Year Plan provides an ambitious roadmap to accomplish this—ensuring the long-term security and prosperity of America's egg farmers and the incredible egg's position as an essential, indispensable part of people's lives.

More than that, the goal of this plan is to collaborate with you in meaningful ways and at the speed to which you are used to operating: the speed of business. We look forward to you holding us accountable to these goals in the coming years.

Wishing everyone safe and happy holidays and an incredible new year! [UB](#)

- 1 Ensure that the consumer is core to all AEB initiatives by using consumer data and intelligence to shape egg promotion to drive demand domestically and abroad.
- 2 Bolster the egg's story by leveraging its innumerable attributes and sharing its relevance in a meaningful and engaging way.
- 3 Give voice to our farmers' values: responsibly producing a safe, sustainable, nutrient-rich protein that is part of the solution to global malnutrition.
- 4 Spark innovation by integrating cutting-edge insights and cultivating partnerships.
- 5 Increase awareness, maximize return on investment and secure additional resources for the checkoff.
- 6 Further strengthen the AEB by elevating talent, leveraging technology, maximizing efficiencies and striving for organizational excellence.



Hidden Villa Ranch
Always Better. Naturally!

NestFresh
HUMANE, SUSTAINABLE EGGS FROM FAMILY FARMS

Hidden Villa Ranch is pleased to supply you with all your egg needs; shell, hard cooked, frozen, powdered, and liquid eggs for retail, foodservice and manufacturing.

Buyers and sellers of commodity, cage free, free range, organic, pasture raised eggs and more! We move over 1.5 billion eggs a year, with production and processing available in over 16 states.

800.326.3220 | RSCHMIDT@HIDDENVILLA.COM | JURENA@NESTFRESH.COM | ESMITH@HIDDENVILLA.COM

One EPIC online experience...

Combined Executive Conference and Global Protein Summit went digital in 2020



This year was full of innovation and adaptations, but none quite as epic as the merger of Urner Barry's two biggest events to form one, giant digital experience in the form of the Executive Conference and Global Protein Summit!

From October 6th through the 9th, Urner Barry hosted hundreds of food and agriculture industry professionals online for a massive, content-driven event. Attendees had exclusive access to a mix of live and on-demand content, featuring top speakers and analysis on a wide range of proteins and market-related content.

Renowned keynotes at the 2020 conference included Scott Rasmussen, author and co-founder of ESPN, speaking on the U.S. political landscape prior to the election, which lent a ton of insight into what business operators could expect following the results.

Also giving a keynote address was Global Chief Marketing Officer for Burger King, Fernando Machado.

Machado enlightened viewers with his expert take on marketing messaging in the current climate and harnessing consumer trust.

John Manzella, founder of The Manzella Report, presented on "Macro-Economic Trends, Global Trade and What's Ahead." Increased volatility and ongoing critical issues are challenging the industry while shaping the future of the food business—this session provided attendees with an inside look into global dangers and risk associated with complexities in the sector.

Of course, it wouldn't be an Urner Barry event without bringing in our good friend and esteemed colleague, Randy Blach! Blach is CEO of CattleFax, and his ability to breakdown market forecasts is well-known and valued across the industry. He wowed the audience with his take on what the next year will look like for protein and the "new normal."

These are just a few of the sessions that took place over the course of the week in the event platform. Viewers also unlocked access to Urner Barry's analysts, covering in-depth market action in a series of panel discussions that were available on-demand.



NATIONAL FISHERIES INSTITUTE Global Seafood Market Conference 2021 VIRTUAL CONFERENCE AND WEBINAR SERIES



Introducing the GSMC 2021 Virtual Conference and Webinar Series Bundle package

******* REGISTRATION IS OPEN *******

Global Seafood Market Conference (GSMC) is going virtual to provide attendees with a year's worth of resources to help your company continue to navigate through this pandemic and eventual recovery.

One price for a year's worth of data and education.

The Virtual GSMC will take place on February 1-5, 2021 featuring the macro-trends of the plenary sessions. As an added bonus, your GSMC Registration provides you with access to the year-long GSMC Webinar Series beginning January 2021 and held bi-weekly throughout the entire year.

The GSMC Virtual Conference and GSMC Webinar Series Bundle provides the tools, information, and insights needed to evolve and thrive in the current ever-changing business environment.

Register today for the Bundle! Don't wait because the first webinar of the year is the popular GSMC Shrimp Panel!

TO REGISTER VISIT WWW.ABOUTSEFOOD.COM

But don't take our word for it—here are a few comments from attendees on this year's digital event:

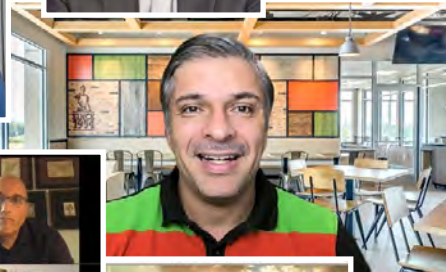
"The small sessions were fantastic. It was very informative and I really enjoyed them."

"I attended the Urner Barry Virtual Executive Conference and Global Protein Summit October 6th through 9th. My attendance included most on-demand breakout sessions and each morning's keynote speaker. The time invested in this conference was enjoyable and very informative. If you were not able to register and attend this conference, you missed a lot of information on our past, our present, and our future. I hope those not attending will be able to join next year."

"Very educational, it was time well spent and I learned a lot."

As we look forward to next year and beyond, we hope in-person events become a welcomed reality in our world once again. Be on the lookout for updates on both the Executive Conference and Global Protein Summit in 2021. Until then, stay on top of daily market action with COMTELL. [UB](#)

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



ADVERTISER INDEX

AgroSuper.....	43	Mennella's Poultry.....	11
Bird-In-Hand.....	33	Midwest Poultry Services.....	38
Cal-Maine Foods.....	7	National Fisheries Institute.....	62
Catelli Brothers.....	23	National Poultry & Food Distributors Association (NPFDA).....	63
Chicken of the Sea Frozen Foods.....	35	North American Meat Institute (NAMI).....	37
Country Charm Eggs, LLC.....	20	NuCal Foods.....	57
Crescent Duck.....	57	Ocean Quality.....	2
D & R Foods.....	8	Prestage Foods.....	27
Deb El Food Products LLC.....	6	Protein Alliance.....	53
Devi Seafoods, Inc.....	65	South American Beef.....	68
Direct Source Seafood.....	29	Tippmann Group/ Interstate Warehousing.....	45
Dolphin Shipping.....	17	Turkey Valley Farms.....	5
Eggs R Us, Inc.....	21	Urner Barry 31, 36, 40, 47, 50, 55, 58, 67	
Farbest Foods.....	49	Wabash Valley Produce.....	26
Foa & Son Corporation.....	51	Weinstein Meats.....	13
Hidden Villa Ranch.....	61	Westside Foods Inc.....	9
Jason's Food Inc.....	41	Win Transport.....	19
Keyport International.....	53		
Kuhl Corp.....	10		
Latham Family Farms.....	39		
L & S Foods.....	44		

TOGETHER WE ARE NPFDA



I appreciate being a member of NPFDA and everything it has done for me and the growth of my business over the past decade.

As a board member, it's an honor to serve and give back to an association that helps further the advancement of its members.

R.E. BUTTS
PRESIDENT, BUTTS FOODS



JOIN US TODAY!

WWW.NPFDA.ORG

912.439.3603

NPFDA

Saudi Arabian shrimp imports record high despite COVID-19



©SerrNovik / iStock / Getty Images Plus

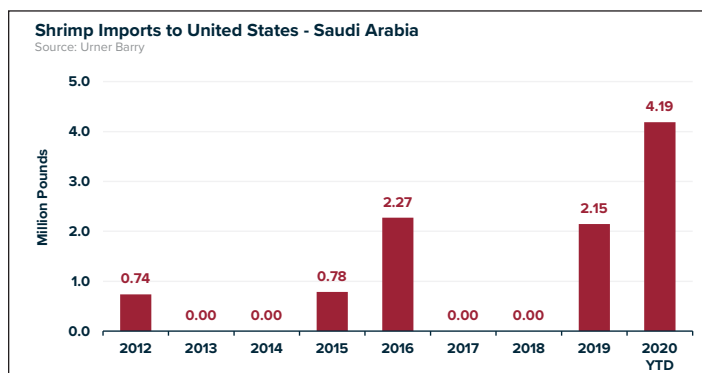
We often seek anomalies in data in order to point out trends that are emerging in the marketplace. One that has stood out this year is the increase in shipments from Saudi Arabia.

Saudi Arabia is one of the top 20 economies in the world, and the largest economy in the Middle East. But because of the heavy dependence on oil revenue, it is not the first-place people think of when it comes to aquaculture. There were, however, some leading indicators as the nation has diversified away from petroleum. According to Jaap Berkenbosch, the CEO of National Aquaculture Group, or NAQUA, “the government is really happy that it provides attractive jobs for a rapidly growing population and provides food security.”

Located on the Red Sea Coast in Saudi Arabia, the privately owned NAQUA Group is among the largest, fully integrated shrimp farms in the world. The company states that sustainability is an integral part of their commitment to their customers, employees, and shareholders; and that every aspect of production from hatchery to pond to plate is monitored and traceable. Berkenbosch added that many independent experts would tell you that Saudi Arabia looks to be one of the most attractive places in the world. “It provides the cleanest water possible, stable weather, and high salinity, which gives shrimp exceptional taste.”

While small in comparison to other supplying countries, deliveries from Saudi Arabia to the U.S. are up 360% through August, totaling 4.19 million pounds. In 2019, we imported a total of 2.15 million pounds and zero pounds in the previous two years, even after seeing growth between 2015 and 2016. This year’s numbers might even be higher if not for foodservice buyers being impacted the most during the COVID-19 pandemic. Berkenbosch says the U.S. remains attractive because of “the size of the market and professional distribution.”

We looked at what products they’re shipping, and it’s comprised of roughly 30% peeled; 65% headless shell-on, primarily 21-25 through 31-40 count. The remaining 4% is classified as “other,” but



“...deliveries from Saudi Arabia to the U.S. are up 360% through August...”

a scan of customs data suggests much of this product may be in the head-on form. NAQUA plans on increasing supply from current product of 60,000 ton to 100,000 ton in 2024. China remains their number one trade partner, but with distributors in 20 additional countries. Berkenbosch believes the product quality and upcoming ASC Certification will help drive additional growth. The company plans on offering all major items in the years to come to meet customer demands.

NAQUA Group adds that it has a policy of low-density stocking and partial harvests to prevent overcrowding; and also an extensive biosecurity program that is maintained at all times with daily sampling of various elements from NAQUA Group’s scientists in the Quality & Sustainability Department.

Given all the information, we will keep a close eye on imports from Saudi Arabia. The industry there is growing as they seek to expand not only local industries, but trade partners as well. [UB](#)

Article contributed by **Jim Kenny** and **Gary Morrison**
jkenny@urnerbarry.com | gmmorrison@urnerbarry.com

SHRIMP SUPPLY SOLUTIONS FROM THE SOURCE



DeviSeafoods

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



Statement of Ownership Management and Circulation

1. Publication Title: Urner Barry's Reporter
2. Publication Number: 009-500
3. Date of Filing: September 23, 2020
4. Issue Frequency: Quarterly
5. Number of Issues Published Annually: 4
6. Annual Subscription Price: 0.00
7. Mailing Address of publication: PO Box 389, Toms River, NJ 08754-0389.
8. Mailing Address of headquarters or general business office of the Publishers:
PO Box 389, Toms River, NJ 08754-0389.
9. Names and addresses of Publisher Editor and Manager Editor: Publisher,
Joseph Muldowney.; Editor, Russell Whitman; Managing Editor: Amanda Buckle,
PO Box 389, Toms River, NJ 08754-0389.
10. Owner: Urner Barry Publications, Inc., PO Box 389, Toms River, NJ 08754-0389.
11. Known Bondholder, Mortgagees, and Other Security Holders Owning or Holding 1
Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None
12. Tax Status Has Not Changed During the Preceding 12 Months
13. Publication Title: Urner Barry's Reporter
14. Issue Date for Circulation Data Below: 9/11/2020
15. Extent and nature of circulation.

	Average No. Copies Each Issue During Preceding 12 Months	No. of Copies of Single Issue Published Nearest to Filing Date.
A. Total Number of copies (<i>net press run</i>)	12,293	10,250
B. Paid Circulation (<i>By Mail and Outside the Mail</i>)		
1. Mailed Outside-County Paid Subscriptions Stated on PS Form 3541.	9,638	9,641
2. Mailed In-County Paid Subscriptions Stated on PS Form 3541.	-	-
3. Paid Distribution Outside the Mails including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	-	-
4. Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)	-	-
C. Total Paid Distribution (<i>Sum of 15b. (1), (2), (3), and (4)</i>)	9,638	9,641
D. Free or Nominal Rate Distribution (<i>By Mail and Outside the Mail</i>)		
1. Free or Nominal Rate Outside-County Copies included on PS Form 3541	-	-
2. Free or Nominal Rate In-County Copies Included on PS Form 3541	-	-
3. Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	-	-
4. Free or Nominal Rate Distribution Outside the Mail (<i>Carriers or other means</i>)	2,413	400
E. Total Free or Nominal Rate Distribution (<i>Sum of 15d (1), (2), (3) and (4)</i>)	2,413	400
F. Total Distribution (<i>Sum of 15c and 15e</i>)	12,051	10,041
G. Copies not Distributed (<i>See Instructions to Publishers #4, (page #3)</i>)	242	209
H. Total (<i>Sum of 15f and g</i>)	12,293	10,250
I. Percent Paid (<i>15c divided by 15f times 100</i>)	79.98%	96.02%

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Joseph Muldowney, Publisher

Rapid technological growth newly defines archival content



Senior Editor of Urner Barry's Reporter, Russell W. Whitman, is shown here in 1990 with a state-of-the-art COMTELL II computer.



Senior Vice President, Frank McQuarrie (L) and Network Technician Frank Mallia (R) still work diligently behind the scenes to keep Urner Barry's information flowing to their customers. This phrase from the video is still relevant today: "...every Urner Barry information product is geared toward helping you to stay on top of the latest trading prices and trends..."

Current CEO Joe Muldowney, then an account manager, can be seen in the video on his way out the door to meet with a valued customer.



"...in business, knowledge is power..."



A long time, early proponent of COMTELL, the late Arthur Papetti, president of Papetti Eggs, is seen in the video at his computer as the voiceover says "If your goal is also to access success... timely information can help you achieve it..."

In a world where the internet and the technological advances that go with it have resulted in a rapid fire pace of information exchange, the definition of what might be considered "historic" or worthy of archival submission has changed. It never ceases to amaze long-time observers of the food industry, like myself, to see the use of new and exciting "tools" growing in leaps and bounds to continually up the ante in delivering the most safe, wholesome, fresh and tasty food available to citizens all over the globe.

When it comes to information technology and the ability to deliver the most timely, accurate, market news and prices available, Urner Barry has always strived to utilize the most advanced platforms available. At the same time, those advances in technology have allowed for a more-timely response to customer needs and desires.

During a recent new employee training session, I found myself viewing a "promotional" video from 1990. It had been produced for Urner Barry by an outside production company. I couldn't help but think to myself how times have changed. Today, not only are VHS tapes obsolete, but on demand technology such as podcasts, video conferencing, webinars, and so forth, have largely replaced the need for "hard copy" videos. The idea of going to an outside production company today seems preposterous given Urner Barry's ability to do all of that on our own thanks to the advances in know-how and technology afforded our skilled production staff. Even after the video's production, the extraordinarily slow (by today's standards) U.S. mail was relied upon to deliver it to the customer. Because the costs involved in the production of

such a "high tech" offering as a video were so substantial, certain senior leaders of Urner Barry were fond of "hassling" the sales person to have customer prospects return the videos after viewing!

In 1990, mail delivery of Urner Barry's various publications,



For those who are curious, you can watch Urner Barry's promotional video from 1990 on YouTube.

Keep an eye out for some friendly, familiar faces!



<https://youtu.be/UnGMArwGtKA>



especially the *Price-Current*, was the preferred method. While “new” technologies like the facsimile machine, (remember faxes?) were catching on, phone modem data delivery was going strong and information delivered via piggyback from satellite was breaking new grounds, the U.S. mail was highly reliable and trusted. Back then, if you were in need of more timely market information, you might subscribe to Urner Barry's Phone-tel and get a personalized phone call from one of the ladies in Urner Barry's wire room, complete with market prices and tones.

30 years ago, the same *Price-Currents* which were being mailed through Toms River, New Jersey's state of the art mailing facility, which was one of the main motivators for Urner Barry ownership re-locating the business to the Jersey Shore in the first place, were being hand-laid out by our production crew. Each price table, advertisement or market situation was printed, then “glued” with wax to a layout sheet and shot with a camera. Following that process, a plate was produced, the presses were inked, and then they started to roll, printing more than 3,000 copies daily at their peak.

Urner Barry's COMTELL, as it exists today, is light years ahead of the new technology touted in the video, which seems laughingly archaic today. The then-new COMTELL service touted a 20 MB hard drive and 640k RAM memory. Hard memory provided the ability to create historical charts, which for the times, was simply groundbreaking.

Navigating the service was done utilizing the keyboard, by pressing the first letter of the commodity for which information was desired—“T” for turkey and “B” for beef. As far as we were concerned, a mouse was still a pesky critter for your cat to chase! For comparison, Urner Barry SVP and IT guru, Frank McQuarrie, tells us that he leaves the office every night with a 500 GB USB stick in his pocket. That is 500,000 times larger than what those early computers held!

Ultimately, regardless of the era, customer service has been integral to Urner Barry's mission. Simply put, we strive to be the best in the business. In 1990, just like today,

a personal visit from your Urner Barry account manager was a large part of the connection we have with all of our customers. Unlike in 1990, when Urner Barry's current CEO, Joe Muldowney, can be seen suited up, briefcase in hand, adorning a stylish mustache, and heading out the door on his way to save the day on a personal visit, today your Account Manager is likely to “visit” you virtually via a video conference. However, Urner Barry's commitment to providing the best customer service on the planet has not changed. [UB](#)

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

Get results with Urner Barry

MARKETING SOLUTIONS.

Create a targeted mailing list with

PROSPECTOR,
then let us **DESIGN,**
PRINT & MAIL
your message to the
protein industry!



Urner Barry
DESIGN • PRINT • MAIL

Call today to see how we can **COMMUNICATE** your message to the industry.

Call **732-575-1980**

Email printshop@urnerbarry.com
www.ubprint.com
prospector.urnerbarry.com

Urner Barry's Reporter

Urner Barry • P.O. Box 389, Toms River, NJ 08754-0389
Volume 16, Number 1 • Winter 2021

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
RABBIT MEAT

Premium MEAT

100% PREMIUM MEATS
20 lb. net weight

Largest Rabbit Meat Importers
Whole – Trimmings – Legs – Loins

SAB
SOUTH AMERICAN BEEF INC.
Your Import Specialists

Product lines: Beef - Lamb - Veal - Goat - Mutton - Seafood - Poultry - Wild Game Meats
Origin: United States - Australia - New Zealand - Uruguay - Argentina - Brazil - Honduras - Nicaragua - Mexico - China - Vietnam

Urbandale, IA 50322 | Ph: 1-866-71-MEATS | 515-243-6350 | aidal-soler@sabeef.com | www.sabeef.com
H A B L A M O S E S P A Ñ O L