How Beaver St. Fisheries adopted RFID tags for Wal-mart: a Case Study

by John Sackton, Seafood.com

Jacksonville, FL - When Wal-Mart announced a major radio frequency identification (RFID) implementation initiative requiring its top 100 suppliers to apply RFID labels to shipments starting in January, 2005, Beaver Street Fisheries, a fish and seafood distributor in Jacksonville, Fla., stepped into gear.

Beaver Street Fisheries imports from more than 50 countries and provides frozen fish, meats and prepared foods to Wal-Mart, as well as other retailers, restaurants, and institutions. Although Beaver Street is not one of Wal-Mart’s top suppliers it deployed a compliance tagging system more than a year ahead of deadline. When Wal-Mart presented its phased RFID supplier tagging requirements to its vendors, Beaver Street Fisheries learned only three of its product lines would be affected, and thus would not have to label its products with RFID tags until January, 2006. Rather than wait, the company decided to use the time to get ahead of the learning curve.

“We made a decision to be proactive with RFID. There’s no real slam dunk ROI that is served up on a silver platter by RFID. We are thinking about how we can use it to get more efficient as we grow.” said Howard Stockdale, Beaver Street’s CIO.

Beaver Street Fisheries had no previous experience with RFID, and its eight-person IT department was also involved in two other major, high-priority projects. To get started implementing RFID, Beaver Street Fisheries contacted Zebra Technologies, its solutions provider for bar code labeling systems. “We’ve used Zebra bar code printers for many years and they work great,” said Stockdale. “There was no reason for us to look elsewhere.”

Executive Conference Turns 30

It’s hard to believe but true. 2006 marks the thirtieth anniversary of Urner Barry’s annual Executive Conference and Marketing Seminar! A far cry from its humble roots, this year’s event “Charting the Course,” is being held at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas. Although the official versions vary a bit, the first conference was hosted at the Bellagio Hotel and Casino in Las Vegas.

With its roots grounded in camaraderie, education, and fun, today’s Executive Conference still has family resemblance to the one that began thirty years ago.

To get an idea of what the first Executive Conference was like, Urner Barry’s Reporter contacted retired Urner Barry presidents Paul B. Brown and Michael “Bud” O’Shaughnessy, to get a first hand perspective on how the tradition began.

Continued on page 4

Continued on page 29
Shrimp
Black Tiger, White, Pink, Freshwater, Flower
Head-on, Headless, Raw, Peeled, Cooked, Skewered
Thailand • Vietnam
India • Indonesia
Bangladesh • Philippines
China • Myanmar

Lobster Tails
Cold water, Warm Water
Australia • New Zealand
Brazil • Papua New Guinea
Thailand • Philippines

Slipper Lobster
Tails & Meat
Thailand • Hong Kong
Taiwan • Brazil

Crawfish
Whole & Meat
China

Greenlip
Mussels
New Zealand

Scallops
China
Philippines
Vietnam • Japan

Octopus
Philippines • Indonesia
Thailand • Vietnam

Squid
Tubes & Tentacles, Steaks
China • Thailand
New Zealand
Taiwan

Scampi
New Zealand
Australia

Rabbits
China

Dover Sole
Holland • Belgium

Sole & Flounder
Holland

Orange Roughy
New Zealand
Australia

Scarlet
Snapper
Thailand • Indonesia

Tilapia
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& Emperor
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Chain
Restaurant
Programs
Custom Menu-specific Seafood products
Raw Peeled Shrimp
Pre-skewered Shrimp
Lobster tails
Orange Roughy
Cooked Crawfish Meat

Retail
Programs
1# & 2# Retail Ready
5 color bags.
Cooked Shrimp
Raw Peeled Shrimp
EZ Peel Shrimp
Cooked Shrimp Rings
Orange Roughy
Tilapia
Zander (Pike-perch)
Cooked Crawfish Meat
Any Way You Slice It, Salmon is a Winner

The popular fish with all its trimmings

Top 10 U.S. Shrimp Suppliers 2005
Thailand tops the list of countries who import this seafood favorite to the U.S.

New Seafood Guide to Be Released
Take a sneak peek at Urner Barry’s Commercial Guide to Fish and Shellfish

Top 10 U.S. Seafoods Consumed
A listing of the most popular seafood items eaten in the United States

Focus Groups 101 – Part II
How to keep your group interested

Traders Follow their Animal Instincts
What’s your sign? Bovine, Bear, Poultry, or Swine

China: The Quiet Giant
Fast facts about this populous country

That New Fish Smell
Fulton Fish Market has a new home

Recipe - Spicy Shrimp Scampi
Learn a hot new dish that will become an instant favorite

Vital Role of Selenium in Offsetting Mercury Toxicity Explained at Seafood and Health Conference
Pilot whales help in study

E. Frank Hopkins Co., Inc.
Not your local seafood distributor

New Bird Flu Vaccine Shows Promise
Read how the common cold is helping researchers develop this vaccine

Top 10 U.S. Beef Export Products
Find what cuts make up the most popular export list

Cold Storage Top 20
Discover which cold storage facilities have the most capacity in North America
In July 1992, Mr. Johnson was appointed the eighth president of Hormel Foods. During his tenure, the global food giant experienced escalating financial returns as it became a leader in food packaging, innovation, safety, customer service and achieved distribution excellence. Recently retired from the CEO position he held since 1993, Mr. Johnson will continue in the role of Chairman of the Board effective January 1, 2006. Prior to joining Hormel Foods, Mr. Johnson spent 24 years with General Foods.

Joel W. Johnson
Chairman of the Board, Hormel Foods

In Las Vegas, Nevada...

Joel W. Johnson, Chairman of the Board, Hormel Foods, will be the lead speaker as Urner Barry kicks off their thirtieth Annual Executive Conference & Marketing Seminar this coming spring in Las Vegas, Nevada. Mr. Johnson’s name is tantamount with accomplishment having achieved personal and professional heights that few have ever attained. Urner Barry president, Paul Brown, is honored to have Mr. Johnson on hand stating that “We are grateful to have a man of such character and leadership address our audience this year. Mr. Johnson exemplifies all that we strive for in our business lives. His name is synonymous with hard work, integrity and marketing excellence.”

Conference turns 30

Continued from page 1

The story began sometime back in 1976 when the company moved its headquarters from its previous location in Jersey City to a new home on the edge of the Jersey Pine Barrens. In order to accommodate Urner Barry’s growing clientele, the company needed to be located near a major post office in order to get its publications to their subscribers as quickly and efficiently as possible. Paul Brown told the Reporter that “this was still years ahead of any electronic means of news dissemination and the company relied heavily on the U.S. mail and the telephone.” Toms River happened to be the site of a brand new, state-of-the art post office and the rest is history.

So, to celebrate the opening of the new headquarters and to “show off the building,” as Mr. Brown said, Urner Barry management decided to have a party. According to Michael “Bud” O’Shaughnessy, the meeting was held at the Knights of Columbus hall in Toms River which was close to the local Holiday Inn, where the attendees from out of town stayed.

After a brief meeting which may have included an economic speaker, the group took a trip over the “Seaside” bridge and the celebration found itself at a favorite local restaurant—“The Top O’the Mast.”

According to Bud O’Shaughnessy many industry notables were in attendance. Names like Marvin Johnson, Harold Brock, Fred Jaindl, Sanford Gutentag, Dan Nuzzi, Joe Cotton and Fred Bloom come to mind.

Now, in its thirtieth year, the Executive Conference attracts nearly 400 people and is held each year in Las Vegas, Nevada. A wide variety of personalities have been conference speakers. They included well-known authors, sports figures, university professors, agricultural and marketing specialists, television commentators and national political figures such as Senator Jesse Helms, Senator Patrick Leahy, Senator Thomas, Secretary of State Alexander Haig, Empower America co-founder Jack Kemp, Vice President Dan Quayle, Senator Bill Bradley and political strategists Mary Matalin and James Carville.
Urner Barry Publications, Inc. has announced Ari Fleischer, former press secretary for George W. Bush, as keynote speaker for their 2006 Executive Conference & Marketing Seminar.

The voice of the Bush administration during its most challenging days, Ari Fleischer brought answers to a stricken nation—with eloquence, honesty and unsparing wit.

Mr. Fleischer articulated White House strategies during terrorist attacks on New York and Washington, wars in Afghanistan and Iraq, economic turbulence and political turmoil. With unique knowledge of century-shaping events, he will offer the Executive Conference audience an unparalleled look at the underpinnings of presidential politics and the decisions that shape our lives.

For the past thirty years, Urner Barry has hosted a conference for the industry’s top leaders representing meat, poultry and egg companies throughout the United States and abroad. This year’s event, “Charting the Course,” will help attendees navigate the stormy marketing seas that are a daily part of the food industry.
Tilapia has a long history dating back to biblical times when it was known as “The Saint Peter’s Fish” or “The Miracle Fish.” It gets its ancient names because of the belief that it multiplied and fed so many.

In third world countries, tilapia has been the main source of protein for years. In places where other proteins are not available, this fish, which is able to grow to maturity without feeding on other proteins, has become a staple.

Today, tilapia farming is quite popular and has improved tremendously over the last decade. Many farmers have worked to perfect the quality and taste by controlling the environment and feed of the fish. Tilapia farms today have mastered a great tasting fish which has become a popular choice for many chefs in the U.S. and Europe.

Even the most inexperienced cooks have taken a liking to preparing tilapia. Its mild taste and slightly oily flesh makes it easy to prepare and quite versatile. Like chicken, it will take on the flavor of how it is prepared which offers endless possibilities.

In planning a large upcoming corporate event for Urner Barry’s Night at the Races, The Reporter spoke to the head chef about this year’s fish preference for our lavish menu. After discussing some of the usual choices, we agreed that tilapia would be our selection. What was surprising is that some referred to it as “the new fish.”

Although tilapia has a long history, its new popularity is certainly something to notice. Recent U.S. consumption reports do agree that it has become a fish of choice.
During the course of our daily lives, we often time here reference to the WTO, an organization that is challenged with the task of policing existing international trade laws while aiming at further liberalizing global trade. Its stated goal is to "help producers of goods and services, exporters and importers conduct their business." But, just what is the World Trade Organization, and how does it act to influence international trade policy? The Reporter asked just that, and here's what we found.

The WTO was established in 1995 as the successor to the General Agreement on Tariffs and Trade (GATT). Based in Geneva, Switzerland, its main function is to ensure that goods and services flow smoothly, unhindered and with predictability around the globe while, in the process, generating prosperity for member countries. The main way it attempts this is by arranging a series of negotiations, or Rounds, where rules are made with the goal of reducing policies that inhibit or distort trade. The last trade Round was the Uruguay Round, which was negotiated from 1987 to 1994, and then implemented over the next six years. Previous trade Rounds include the 1964-1967 Kennedy Round and the 1973-1979 Tokyo Round. Agreement among the 149 members (as of 12/05) is achieved by consensus and, while there is a system for majority voting, in practice this has never been needed. The World Trade Organization’s responsibilities include:

- Administering WTO trade agreements
- Forum for trade negotiations
- Handling trade disputes
- Monitoring national trade policies
- Technical assistance and training for developing countries
- Cooperation with other international organizations

The latest (as of December 15) member admitted to the WTO is the Kingdom of Tonga which occurred during the last ministerial conference. Accession times vary widely with the shortest negotiation lasting 2 years and 10 months for Kyrgyz Republic. The longest was that of China lasting 15 years and 5 months. Russia, having first applied to join GATT in 1993, is still in negotiations for membership.
International Poultry Council formed, USAPEEC President Jim Sumner elected as first president

USAPEEC President Jim Sumner was elected the first President of the recently formed International Poultry Council. Representing the major poultry producers of the world, the IPC held its organizational meeting during the ANUGA food fair in Germany where it also adopted a charter and elected officers. Its goal is to work collectively and cooperatively as industries to address common problems and issues and was designed so that the impact of international factors and developments in the poultry and egg markets is instant and significant.

During USAPEEC’s winter meeting last December, Jim Sumner expressed hope that by working together as a union, the IPC will help offset politics and promote science-based decisions on such topics as risk-based inspection, food safety and anti-dumping regulations. Poultry associations from the following countries are charter members of the IPC: Argentina, Brazil, China, the European Union, Mexico, Russia, Thailand and the United States, while associations in Canada, Chile, Egypt and Turkey have expressed interest in joining.

This coming April, Mr. Sumner will be addressing Urner Barry’s Annual Executive Conference & Marketing Seminar during the extended export outlook session. For more information, contact Urner Barry at 732-240-5330.
Urner Barry to publish “The Red Book”

Urner Barry Publications, Inc. to Publish “A Practical Guide to the Regulation of Seafood in the United States” or More Commonly Known as “The Red Book”

Companies selling seafood face a bewildering array of governmental requirements. The layers of regulations and the numerous agencies that enforce them often frustrate those unfamiliar with the process. “A Practical Guide to the Regulation of Seafood in the United States” is a comprehensive reference source for seafood professionals, which explains this complex regulatory system and the specific rules that apply to individual seafood products. Readers will learn how to:

- Navigate the maze of rules and agencies.
- Contact the correct agency official.
- Keep up-to-date with changing regulations.

The book, which is written by an author with more than 30 years experience in the field, also is a practical handbook which guides you through key decisions step-by-step and offers suggestions and checklists to help you identify and avoid common mistakes. It explains how to:

- Protect your company by mastering due diligence.
- Identify critical compliance issues.
- Respond when an investigator knocks.
- Avoid liability for regulatory offenses.

The 600+ page edition is the first book to explain the many different requirements that govern seafood safety and inspections, packaging, labeling, advertising, fish and shellfish conservation, customs, unfair seafood trade practices, trademarks, copyrights and patents, and import embargoes. A handy index allows readers to find the specific enforcement policies, rules and regulatory guidance that apply to individual seafood products. It is the perfect reference tool for regulatory affairs’ professionals, their counsels and others who need to know about seafood laws, regulations and enforcement policies.

The author, Richard E. Gutting, Jr., is a partner in the law firm of Redmon, Peyton & Braswell, LLP and has been actively involved in the regulation of seafood in the United States for over thirty years. He is the past President of the National Fisheries Institute and has served on several governmental advisory committees regarding international seafood trade. Prior to joining the NFI in 1982, he served as Assistant General Counsel for Fisheries of the U.S. National Oceanic and Atmospheric Administration, counsel for the Subcommittee on Fisheries and Wildlife Conservation of the U.S. House of Representatives, and as senior legal advisor to the President’s Council on Environmental Quality. Prior to his government service, he practiced law as a specialist in oceans, environmental and resources law. He received his law degree from Stanford Law School and has published numerous articles and papers concerning the seafood industry throughout his career.
It was a Eureka! moment for the audience at the Seafood and Health conference held this past December in Washington, DC.

A riveting presentation by Nicholas v.c. Ralston Ph.D., a biomedical research scientist at the Energy and Environmental Research Center, University of North Dakota, explained how selenium works to offset mercury toxicity.

His presentation on the vital role of selenium in fetal brain development and the interaction between selenium and mercury appeared to unlock the mystery behind the conflicting results from the large scale epidemiological studies done in the Faroe Islands and the Seychelles.

Both studies tried to find neurological effects in children from ingesting methyl mercury in these two island communities where large amounts of fish are routinely consumed. The Seychelles study showed no effects while the Faroes study did find some effects, although they were only apparent using sophisticated testing.

In the Faroes population, the diet includes pilot whale meat. Pilot whales have a lot more mercury than selenium. Specifically, commercially available ocean fish in the U.S. typically contain 5-20 moles of selenium for every mole of mercury; however, in Faroes pilot whale meat, there are approximately 4 moles of mercury for every mole of selenium. As Dr. Ralston said, ‘The high and disproportionate amount of mercury present in whale meat makes it particularly hazardous for human consumption.’

The need for selenium in humans is greatest in the fetus, and too much mercury will deprive the fetus of selenium.

Apparently, selenium and methyl mercury readily form a strong chemical bond. In fact, selenium has a demonstrated ability to sequester methyl mercury and thereby protect against mercury toxicity. However, there must be sufficient selenium to not only sequester and offset the mercury, but also enough left over to support normal selenoenzyme activities, the vital role enzymatic selenium plays in the body.

Dr. Ralston showed a map to illustrate how the level of selenium varies in the U.S., and he identified northern Europe, Africa and China as large areas that are selenium deficient. The U.S. is relatively better off, particularly in the heartland. For coastal region dwellers, ocean fish is an excellent source of selenium.

Editors Note: This article first appeared on Seafood.com December 6, 2005. For subscription and other information about seafood.com, please contact 800-932-0617.
E. Frank Hopkins Co., Inc.

E. Frank Hopkins Co., Inc. is a full service seafood distributor operating in Philadelphia since 1890. Currently doing business all over the world, they handle all forms of seafood and serve all major segments of the industry: wholesalers, retail chains, broad line distributors, and food service companies. The company operates out of the Food Distribution Center and has maintained its presence as a part of city culture.

So, just how did this company get started and remain successful throughout the many years?

While some people choose their career path, it seemed that E. Frank Hopkins was forced into his, but managed to form a company that still operates today. He was originally a mercantile supplier of such things as gear to the ships in the Philadelphia area. But instead of paying him with money, the people “paid in catch,” said Lynn Arnold of E. Frank Hopkins Co., Inc. This left the original founder of the company with a supply of seafood. In an effort to sell the seafood for cash, he became one of the originators of the Dock Street Fish Market, the first commercial seafood market in the United States.

The company has since grown to over 50 seafood specialists and support personnel. Most company seafood specialists started in the fresh fish business, whether it was raising clams or buying and selling fish, according to President Steve Marmer.

Being an innovator allowed the company to remain one of the leaders in the field. In September of 1995, E. Frank Hopkins Co., Inc. was granted HACCP certification under the United States Department of Commerce. At this point, they were the first USDC approved plant in the Tri-State area and the first multi-species HACCP approved plant in the country. When regulations in the United States forced all seafood companies to get certification, the FDA used the company’s plant as a model for others.

Steve Marmer explains that the company is still in business today because it has “the best seafood” out there.

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A new avian influenza vaccine developed by University of Pittsburgh researchers has shown 100 percent effectiveness in tests with chickens and mice, and could soon be developed into a human vaccine, the university announced.

The vaccine, which protects against the deadly H5N1 influenza that has killed millions of birds and hundreds of people in Asia and Europe, was genetically engineered and grows in cells, making it much more easily produced than traditional flu vaccine incubated in chicken eggs, said the researchers.

The new vaccine also contains a live virus, which may provoke a more potent immune response from the body than dead-virus avian flu vaccines. The immune response in test animals was shown to not only be stronger than for traditional dead vaccines, but also came along several lines of immunity, said the researchers.

The new vaccine was developed by genetically engineering a common-cold virus, the adenovirus, to express parts of the bird flu virus’s proteins on its surface, said the research team.

The major advantages of using this method are the fact that the vaccine can be produced in cell cultures, which are unlimited in supply, and the rapid speed of developing a new vaccine for a mutated flu strain. Traditional flu vaccine production is often severely limited by supplies of its production medium and long delays in development for new strains.

A new version of the vaccine could be fitted to a mutant virus in about a month, as opposed to several months using traditional vaccine methods, said Dr. Andrea Gambotto, the lead doctor in the study.

“This capacity will be particularly invaluable if the virus begins to mutate rapidly, a phenomenon that often limits the ability of traditional vaccines to contain outbreaks of mutant strains,” said Gambotto.

The research team is planning a human clinical trial of the new vaccine “in the very near future,” said the university.
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Salmon fillet prices highest ever...

Any way you slice it, 2005 was one for the record books

Overall, salmon fillet pricing is at the highest levels the market has ever seen. This applies to both the Canadian and Chilean markets. There are a couple of observations to be made about 2005.

- The Canadian fillet market reached over $4.00 on fillets.

- The highest quoted levels in the Canadian market previously were $3.85 in June of 2003.

- The average price for 2-3 lb. Chilean fillets in 2005 is almost 50¢ higher than 2004.

- The highest yearly average price previously was in 1999 at $3.36.

- June was about the time prices in the Chilean market began to soar. The average price in June was almost 35¢ higher than the 5-year average for Chilean fillets!

- The highest 5-year average is in May at $2.84.

Chile, the largest producer of fillets, saw fresh imports increase to 216 million pounds in 2005. Although this a 2.7% increase over last year, there does not seem to be enough product to go around with the current demand situation worldwide.

Salmon has become a staple in the world market and, with the current supply situation, can be at times difficult to find. Next time you are at your grocer’s seafood counter, check out what’s there. You will probably find omega-3 rich, salmon in the case.

As you can see below, salmon fillets are available in a variety of trims. These are general examples and each company may be able to create a spec that is most desirable to you and your company. The most popular trims are C-trims, D-trims, and E-trims.
The imposition of tariffs and size of the margin imposed on shrimp producing countries has slightly altered the composition of U.S. shrimp suppliers. Thailand, Indonesia and Ecuador have all gained market share, while China and India’s shares of the market have contracted.

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Share</th>
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<tbody>
<tr>
<td>Thailand</td>
<td>10.14%</td>
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<tr>
<td>Indonesia</td>
<td>9.32%</td>
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<tr>
<td>Ecuador</td>
<td>8.16%</td>
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<tr>
<td>China</td>
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<tr>
<td>Vietnam</td>
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<tr>
<td>Malaysia</td>
<td>3.02%</td>
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<tr>
<td>Venezuela</td>
<td>2.21%</td>
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*Through November 2005. Source: U.S. Census
New seafood guide to be released

The Commercial Guide to Fish and Shellfish is designed to acquaint the reader with the most commercially important species of fish and shellfish in the U.S. market. Available in March, the book also provides detailed information on sourcing, nutrition, eating quality and global supply.

Pre-order yours today at http://shop.urnerbarry.com
Freshwater crawfish are a relative to clawed lobsters. Crawfish are native to every continent except Africa. Crawfishing has a long history in the U.S., dating back to the Native Americans and the first European settlers. Crawfish are known by a wide variety of other names such as crayfish, crawdad, crawdaddy, and mud bug.

Farmed crawfish in the U.S. are either red swamp crawfish (*Procambarus clarkii*) or white river crawfish (*Procambarus acutus*). In the U.S., most crawfish is produced in Louisiana, although a few other southern states produce some commercial volumes. Louisiana also has by far the highest per-capita consumption of crawfish. Imports from China are the other major source of crawfish for the U.S. market.

Increasingly in the U.S., and exclusively in China; crawfish are farmed. Farming began in earnest in the U.S. during the 1950’s and has increased dramatically. During the mid-1990’s Chinese imports of crawfish meats flooded the market which resulted in a successful U.S. anti-dumping tariff in the late 1990’s.

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Serving Size: 3.5 oz.</th>
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<tr>
<td>Calories</td>
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<td>Calories from Fat</td>
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</tr>
<tr>
<td>% Daily Value*</td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>82.24g</td>
</tr>
<tr>
<td>Total Fat</td>
<td>0.95g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>0.2g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>114mg</td>
</tr>
<tr>
<td>Protein</td>
<td>15.97g</td>
</tr>
<tr>
<td>Iron</td>
<td>0.84mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>58mg</td>
</tr>
<tr>
<td>Omega-3</td>
<td>0.174g</td>
</tr>
</tbody>
</table>

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

**Description**

Crawfish have a mild flavor and fairly firm texture. Their flavor is enhanced typically by Cajun spices in their preparation.

**Eating Qualities**

- **TEXTURE:** Delicate
- **TASTE:** Full

**Specifications**

<table>
<thead>
<tr>
<th>Market names</th>
<th>Crawfish, Crayfish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific name</td>
<td><em>Procambarus clarkii</em></td>
</tr>
<tr>
<td>Common name</td>
<td>Red Swamp Crayfish</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market names</th>
<th>Crawfish, Crayfish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific name</td>
<td><em>Procambarus acutus</em></td>
</tr>
<tr>
<td>Common name</td>
<td>White River Crayfish</td>
</tr>
</tbody>
</table>
Fish Fact  “Pinch the tail and suck the head.” Cajuns know that this is the way to thoroughly enjoy seasoned and boiled crawfish. Pinch the tail to remove the meat and suck the head to enjoy the tamale or fat.

Despite the trade sanctions Chinese crawfish and crawfish tail meats have become an important component in the U.S. supply and during times of drought or poor U.S. production Chinese imports have supplemented a tight supply.

Farmed and wild crawfish are seasonal with US production from November to June, with peak supplies in April and May. Chinese production runs April to November. Crawfish in the U.S. are grown in managed farms of 10 to 20 acres and are typically produced in naturally vegetated ponds, predominately with rice or other aquatic vegetation established during the summer when ponds are drained. This serves as forage for the crawfish, which are not fed formulated feeds. Crawfish ponds are initially stocked, but farmers then may rely on reproduction by un-harvested or carried-over crawfish from the previous year.

U.S. Crawfish farms are drained from April to June when conditions are right to simulate the dry summer period. The crawfish at that time burrow one to three feet into the pond bottom where their eggs are laid. They remain underground during the summer. During the summer months, vegetation is introduced into the pond as forage, or as a double crop such as rice. In October the pond is re-flooded and both adults and juveniles leave their burrows and distribute themselves throughout the pond. Juveniles, if conditions are right, can reach marketable size in three to four months. Crawfish are harvested in baited traps which are checked daily.

Crawfish is sold whole; live or cooked, and may be purged to empty the intestinal tract of ingested matter. This step eliminates the dark tract but is not necessary. Whole crawfish are generally sold in the following count sizes per pound: under 15, 16-20, and 21-or-more. Live crawfish are packed tightly in onion bags for shipment. Bags are usually 40 to 80 lbs. each. Crawfish will survive for three or four days in these bags if they are kept chilled with reasonable air circulation.

Cooked crawfish tail meats are fresh or frozen and offered with the fat on or off. Crawfish have quantities of fat in the head, similar to the tamale of a lobster. This fat is used as a basis for the rich sauces that are traditional with crawfish. Meat is generally graded as under 80, 80-100, 100-150, and 150-200 count per pound. Tail meat is used in many preparations, including gumbo, etouffe, and jambalaya.

Global Supply

TOP COUNTRIES: United States, China

PACK DESCRIPTION

Blocks
tail meat
12/1 lb., 24/1 lb.

IQF
tail meat
12/1 lb., 24/1 lb.
whole cooked
2/5 lb.

PRODUCT FORM

Live
whole
Fresh & Frozen
whole cooked, shell-on tails, cooked tail meat
Shrimp continues to lead the pack in terms of per capita seafood consumption in the U.S. According to the National Fisheries Institute, each American now consumes 16.6 pounds of seafood and slightly more than four pounds of shrimp.

**Pounds per capita U.S. seafood consumption:**

- **Shrimp**: 4.200
- **Canned Tuna**: 3.300
- **Salmon**: 2.154
- **Pollock**: 1.277
- **Catfish**: 1.091
- **Tilapia**: 0.696
- **Crab**: 0.626
- **Cod**: 0.603
- **Clams**: 0.471
- **Flatfish**: 0.332

Data from National Marine Fisheries Service and calculated by Howard Johnson, H.M. Johnson & Associates, for National Fisheries Institute.

---

**Top 10 US Seafoods Consumed**

- **Shrimp**: 4.200
- **Canned Tuna**: 3.300
- **Salmon**: 2.154
- **Pollock**: 1.277
- **Catfish**: 1.091
- **Tilapia**: 0.696
- **Crab**: 0.626
- **Cod**: 0.603
- **Clams**: 0.471
- **Flatfish**: 0.332

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**Los Angeles**............562-921-6800
**Seattle**..................206-232-6709

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- **~ West Australian Rock Lobster Tails**
- **~ Tiger Shrimp Shell-on, P&D, Cooked**
- **~ Honduras & Mexican Farmed White Shrimp**
- **~ Panama Shell-on Shrimp**
- **~ Domestic Shrimp Shell-on, PUD, P&D**

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**Shrimp tops the list...**

- Shrimp continues to lead the pack in terms of per capita seafood consumption in the U.S. According to the National Fisheries Institute, each American now consumes 16.6 pounds of seafood and slightly more than four pounds of shrimp.
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At an average cost of $3,000 and up, focus groups aren’t cheap (neither is the time you spend designing and observing them). Assuming that you and your competition may be conducting focus research, how can you make sure you get the most out of YOUR research—and, ideally, a leg up on the competition?

The typical focus group lasts two hours and includes eight to ten participants—that adds up to an average talking time of only about ten minutes per participant—so you’ve got to make the most of that time. My smartest clients make the most of their research dollars by thinking hard about their research objectives and by staying attentive, entrepreneurial and open-minded when observing focus groups.

Strategies for maximizing the information and ideas that spring from focus groups include:

**Preparation and Planning:**

- Emphasize actionability in planning your focus group. While it might be “nice to know” about different aspects of your target consumers’ attitudes and behaviors, focus on learning things that you can take action on. If you know you can’t change anything about the product you sell, focus on learning how you might better package, promote or distribute it.

- Consider having your focus group participants complete a pre-meeting...
exercise related to the research topic. This helps get participants excited about participating in the group with thoughtful interest and involvement in your topic. Pre-meeting exercises can include asking participants to try your product at home (if they are not already users); to keep a journal of product consumption; to bring in magazine photos that illustrate how they feel about a product category, etc.

**Observing a Focus Group:**

- Don’t judge the participants by their physical appearance or whether they’re well-spoken. These are real people—not talk show guests chosen for looks and charm.

- Relax and understand that a focus group discussion, while organized and planned, is intended to provide enough ‘give’ so that participants can bring up relevant information or ideas that may be complete surprises. A good, well-briefed moderator will know when to pursue interesting tangents. If not, you can send in a note asking the moderator to follow up on a specific topic.

- Keep written notes of the insights, ideas and new questions that are provoked in you by the discussion, and ask fellow observers to do the same.

- Avoid giving much, if any, weight, to votes or polls conducted as part of a focus group. A focus group helps plumb the ‘whys’ behind people’s votes—but will not produce a statistically reliable measurement of opinion.

**After the Focus Group:**

- Compare notes with your teammates to generate a list of what you think you learned; theories or ideas that the research helped to confirm or debunk; and new ideas or theories generated by the research. Your next steps will depend on what you observed in the focus group and how you interpret what you observed.

"The typical focus group lasts two hours and includes eight to ten participants"
Market terminology...

Traders follow their animal instincts

**Bulls** are generally people that believe the value of something will go up. These people can take long positions, which means they will buy product early with the hope to sell it later when the market has advanced.

**Chickens** are people who are afraid to take on any market risk. As a result, they do nothing and miss out on market opportunities.

**Bears** are the opposite of bulls. Bearish traders generally take the view that the value of an item will go down. Bearish traders can sometimes sell an item short or take “short positions.” This means that they will first sell something at a higher price with the expectation that they will be able to buy and deliver it at a later time when the market is lower.

**Pigs** are commonly high-risk traders who look for massive (and many times unrealistic) returns usually in a short period of time. Many of these traders fail to do the proper market research before entering the market; instead, they can be emotional, impatient and greedy.

---

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China: The Quiet Giant

China has stood as a leading civilization for centuries, outpacing the rest of the world, in the arts and sciences. But two centuries of war, famine, and civil unrest have wreaked havoc on their forward progression. Modern times have seen the Chinese refocusing their efforts on market-oriented economic development, which in 2000 quadrupled their output. For much of the population, living standards have improved dramatically and the ability to make personal choices has expanded, yet political control remains tight. This political control has proven to be the biggest deterrent of international investment, but this too is changing. China’s abundance of resources—especially cheap labor—will inevitably transform it into a dominant economic superpower.

China / US comparison

<table>
<thead>
<tr>
<th></th>
<th>China</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AREA</strong></td>
<td>9,596,960 km</td>
<td>9,631,418 km</td>
</tr>
<tr>
<td><strong>COASTLINE</strong></td>
<td>14,500 km</td>
<td>19,924 km</td>
</tr>
<tr>
<td><strong>POPULATION</strong></td>
<td>1,306,313,813</td>
<td>295,734,134</td>
</tr>
<tr>
<td><strong>LIFE EXPECTANCY</strong></td>
<td>72.27 years</td>
<td>77.71 years</td>
</tr>
<tr>
<td><strong>GDP</strong></td>
<td>$1.83 trillion</td>
<td>$11.75 trillion</td>
</tr>
<tr>
<td><strong>GDP (per capita)</strong></td>
<td>$6,200</td>
<td>$40,100</td>
</tr>
<tr>
<td><strong>AGRICULTURE AS A %GDP</strong></td>
<td>14.4%</td>
<td>0.9%</td>
</tr>
<tr>
<td><strong>AGRICULTURAL PRODUCTS</strong></td>
<td>rice, wheat,</td>
<td>wheat, corn,</td>
</tr>
<tr>
<td></td>
<td>potatoes, corn,</td>
<td>grains, fruits,</td>
</tr>
<tr>
<td></td>
<td>fish, chicken,</td>
<td>cattle, poultry</td>
</tr>
<tr>
<td><strong>LABOR FORCE</strong></td>
<td>791.4 million</td>
<td>147.4 million</td>
</tr>
<tr>
<td><strong>UNEMPLOYMENT RATE</strong></td>
<td>4.2%</td>
<td>5.5%</td>
</tr>
<tr>
<td><strong>POPULATION LIVING BELOW THE POVERTY LINE</strong></td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>OIL PRODUCTION / CONSUMPTION (million bbl/day)</strong></td>
<td>3.504 / 6.391</td>
<td>7.8 / 19.65</td>
</tr>
</tbody>
</table>

Seafood Import Data Online
Urner Barry’s Foreign Trade Data gives you detailed information on each and every frozen waterborne shipment of seafood entering the United States including:
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It took a little longer than anticipated, but the Fulton Fish Market finally moved to its new Hunts Point, Bronx location from the South Street Seaport in late 2005. This will mark the first time in the 183-year history of the market that it leaves the island of Manhattan. The new market will be known as the Fulton Fish Market at Hunts Point.

The new facility is fully temperature controlled to allow conditions to remain constant throughout the year. In addition, there are larger storage facilities and larger dock areas that will enable more trucks than before to be unloading at the same time. The facility consists of 400,000 square feet and cost $85 million to complete.

That new fish smell

It took a little longer than anticipated, but the Fulton Fish Market finally moved to its new Hunts Point, Bronx location from the South Street Seaport in late 2005. This will mark the first time in the 183-year history of the market that it leaves the island of Manhattan. The new market will be known as the Fulton Fish Market at Hunts Point.

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R & R Seafood Corp. was established in 1986 by Richard Ubillus. Started as a distribution company in the area of Los Angeles, California.

With hard work, perseverance, and unwavering customer focus, R & R Seafood has established itself as a well-known and reputable company. The company has grown rapidly, particularly in the last decade, with the participation of the latest technology, bringing with it fresh vision and direction.

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As a result of this steady growth, R & R Seafood opened in 1990 a subsidiary in Bakersfield, California, in partnership named Del Mar Seafood. With a distribution center covering from Bakersfield to San Francisco and Las Vegas. In addition in 2002, we opened a third company Del Mar Seafood in Denver, Colorado, covering a much greater part of the United States. Our future goals are to cover all the states in the United States.

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Stop by Booth 820 at the Boston Seafood Show to view this year’s Harley and enter for your chance to win an American classic. For more information about Harbor Seafood or Oyster Bay Supreme, call 800.645.2211 or visit www.harborseafood.com.

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RFID tags

Continued from page 1

compliance labeling systems, to work with Beaver Street Fisheries.

Beaver Street Fisheries set up an RFID test lab in its warehouses and conducted three pilot projects. To label the subset of its cases and pallets for Wal-Mart, Beaver Street Fisheries developed a cart-mounted smart labeling solution. A Zebra R110Xi printer on the cart encodes RFID inlays embedded within the label material and prints a 4-by-6-inch label in a single pass. The printer validates that tags are readable before they are encoded. If the tag is unreadable, “VOID” is automatically printed on the label, and a new label is encoded and produced.

Tagged cases are passed through a portal reader to ensure the RFID tags are still readable after they have been applied to cases. The density and moisture content of each package of frozen fish is not identical, which makes reading performance inconsistent and occasionally results in unreadable cases.

The Danby Group and Beaver Street Fisheries then developed an order confirmation application to process data from the portal reader and compare the items with the customer’s order.

Beaver Street Fisheries met its compliance requirements more than a year ahead of schedule, and is positioned to expand its tagging as necessary.

“Beaver Street has gone from managing shipping with a clipboard, to employing cutting-edge RFID technology,” said Rich Bruce of The Danby Group. “Its management had a vision. They wanted to be the first in their industry to be RFID-enabled. Now they are capitalizing on this vision to improve their business.”

Stockdale is now looking beyond compliance to find ways to improve internal operations with RFID. “There is not a whole lot of efficiency to be gained by just doing slap-and-ship,” said Stockdale. “We’re exploring how we can apply RFID to different areas. We are asking, ‘How can we leverage RFID to make the most of our investment?’” One potential is to use shipment data collected via RFID to automatically create a bill of lading and advance ship notice for EDI transmission. Another option is to push compliance labeling requirements to Beaver Street Fisheries’ worldwide suppliers, so products would be tagged at their source. Stockdale has implemented a test with Beaver Street’s Nassau subsidiary to tag product shipped from the Bahamas to the Jacksonville facility. If this test is successful, this same method will be used with their many partners at their overseas packaging facilities so product could be labeled onsite and tracked at the corporate facility via RFID.

“We have a lot of visions about what we can do with the technology. It’s very powerful, but it requires changes to business processes and software engineering,” said Stockdale.

(Based on material from Zebra Technologies 4th qtr, 2005)
Spicy Shrimp Scampi over Linguini

1 lb. medium shrimp, peeled and deveined
2 Tbs. Olive Oil
2 cloves, Garlic, chopped
1 Tbs. Hot Red Pepper Flakes
2 Tbs. Lemon Juice
3 Tbs. White Wine
Salt, sprinkle
3 Tbs. Butter or Margarine
1 lb. Linguini

Prepare linguini as directed on packaging. Heat olive oil in a skillet over medium heat. Add shrimp and cook between three to five minutes. Add garlic, hot red pepper flakes, lemon juice, white wine, and salt to skillet. Cover and cook for additional two to three minutes. Uncover and add butter or margarine. Serve hot over linguini.

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The well-being and recovery of an Urner Barry veteran and reporter continues to weigh on the mind of many people whose life crossed paths with this man.

UB vice president Joe Soja suffered a ruptured cerebral aneurysm on the morning of July 16, 2004. He underwent immediate surgery and has been in the rehabilitation process ever since.

Joe Soja joined Urner Barry Publications, Inc. in 1986 and one year later started reporting the salmon market. He steadily rose through the ranks in his 18 years at the company to become Vice President, Seafood Division. In addition to his expanded role, Joe was the chief reporter on the salmon market, managed the printing division of the company, focused on the expansion of the information content, and held the title of Editor for all of Urner Barry’s business directories.

An active member of his Lanoka Harbor, NJ community, Joe coached basketball, baseball, and soccer for the local teams. Joe and his wife Margaret have three children—Joey, Meaghan and Michael.

The road to recovery is a long one, but Joe has the full support of his workplace. Paul Brown, president of Urner Barry, said “Joe remains part of the Urner Barry family, and we anxiously await his return.”
When people talk about the beef export markets, the conversation commonly focuses on high-quality beef cuts like ribeyes. But what were the major export items prior to the closure of export markets in 2003? Here is a list, by volume, of the most significant items the U.S. exported before the markets closed.

Red meat roundup...

Top 10 US Beef Export Products

When people talk about the beef export markets, the conversation commonly focuses on high-quality beef cuts like ribeyes. But what were the major export items prior to the closure of export markets in 2003? Here is a list, by volume, of the most significant items the U.S. exported before the markets closed.

1. Short Plate
2. Liver
3. Short Rib
4. Intestine
5. Chuck Roll
6. Tongue
7. Skirt
8. Chuck eye roll
9. Rib Fingers
10. Tripe

Source: U.S. Meat Export Federation
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The top twenty North American cold storage companies have been released for 2005, ranked by the International Association of Refrigerated Warehouses (IARW).

Once again, Atlas is by far the largest single company accounting for almost 20% of all freezer and refrigerated storage space.

Capacity in the ‘Top 20’ public refrigerated warehouses (PRWs) located in North America grew 4.5 percent this past year according to statistics recently released by the International Association of Refrigerated Warehouses. Internationally, capacity in the top 20 PRWs grew 2.7 percent.

Ranking No. 1 is Toronto, Canada-headquartered Atlas Cold Storage, with 219,392,902 cubic feet of space—equal to about 9 million household refrigerators. While solidly holding on to the top position, the company operates 68,449,391 less cubic feet of space today than during 2003. That was the year it leapt from sixth to first place following the takeover of parts of CSI.

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Refrigerated Space (in cubic feet)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Atlas Cold Storage</td>
<td>219,392,902</td>
</tr>
<tr>
<td>2. United States Cold Storage</td>
<td>128,640,274</td>
</tr>
<tr>
<td>3. P&amp;O Cold Logistics</td>
<td>119,463,003</td>
</tr>
<tr>
<td>4. Versacold Group</td>
<td>77,050,419</td>
</tr>
<tr>
<td>5. Total Logistic Control</td>
<td>72,773,926</td>
</tr>
<tr>
<td>6. Preferred Freezer Services</td>
<td>62,500,000</td>
</tr>
<tr>
<td>7. Burris Refrigerated Logistics</td>
<td>60,167,037</td>
</tr>
<tr>
<td>8. Interstate Warehousing</td>
<td>55,802,368</td>
</tr>
<tr>
<td>9. Nordic Cold Storage, LLC</td>
<td>54,000,000</td>
</tr>
<tr>
<td>10. Cloverleaf Cold Storage</td>
<td>43,375,131</td>
</tr>
<tr>
<td>11. Columbia Colstor, Inc.</td>
<td>43,130,000</td>
</tr>
<tr>
<td>12. Henningsen Cold Storage Co.</td>
<td>37,600,574</td>
</tr>
<tr>
<td>13. Hanson Logistics</td>
<td>29,031,551</td>
</tr>
<tr>
<td>14. Zero Mountain</td>
<td>23,644,000</td>
</tr>
<tr>
<td>15. Richmond Cold Storage Co.</td>
<td>22,104,287</td>
</tr>
<tr>
<td>16. Interstate Cold Storage Inc.</td>
<td>21,403,000</td>
</tr>
<tr>
<td>17. Inland Cold Storage</td>
<td>20,000,000</td>
</tr>
<tr>
<td>18. Confederation Freezers Ltd.</td>
<td>19,000,000</td>
</tr>
<tr>
<td>19. Trenton Cold Storage, Inc.</td>
<td>18,823,387</td>
</tr>
<tr>
<td>20. National Cold Storage, Inc.</td>
<td>17,660,000</td>
</tr>
<tr>
<td>TOTAL SPACE NORTH AMERICA ‘TOP 20’:</td>
<td>1,145,561,859</td>
</tr>
</tbody>
</table>
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