

Hot dog industry depends on America's past time...

What baseball season means to raw materials

Baseball and hot dogs share a common history dating back to the turn of the century. While the frankfurter sausage can be traced back 500 years to Frankfurt Germany, the term "hot dog" was supposedly coined at a cold New York City Giant game in April, 1901.

The hot dog plays a major economic role in the lives of so many people, especially those involved with baseball: umpires, statisticians, sports-writers, television crews, bookkeepers, announcers, vendors, food service suppliers. The hot dog industry alone depends on baseball season. Just think of how many hot dogs are sold at baseball games.

How many hot dogs ARE sold at

In 2004 Americans ate 24.3 million hot dogs in major league ballparks—enough to stretch from Dodgers' stadium in Los Angeles to Camden Yards in Baltimore!

baseball games? According to the National Hot Dog & Sausage Council's annual survey of hot dog and sausage consumption at major league ballparks in

the United States in 2005, it was estimated that ball parks sold 27.5 million hot dogs at baseball stadiums in 2005. Dodger Stadium led the pack for the Top Ten Hot Dog Eating Stadiums listing with 1.61 million hot dogs.

A survey of this kind is difficult to attain, and in the past, industry analysts estimated hot dog sales at approximately 80% of attendance. So much more is offered at the ball park these days, particularly at the newer stadiums. Instead of just hot dogs, peanuts and Cracker Jack, today's fan has a choice of pizza, bratwurst, fajitas, nachos, gyros, and many other delectable items, but hot dogs are still number one with baseball fans.

How many loads of pork or beef trimmings and comminuted poultry does this represent? Based on standard, eight per pound hot dog weights, hot dog sales at baseball games can be estimated at 3.4 million pounds in 2005. This equates to about 85 loads of total ingredients. Total ingredients include everything: meat, spices, binding agents, filler, etc. Hot dog formulations vary, and manufacturers are understandably reluctant to divulge them.

Hot dogs have suffered a fair share of misperceptions about their content and manufacture. But today's traditional hot dogs are growing leaner. The fact is the U.S. Department of Agriculture requires by law that meats used in hot dogs and sausages must be muscle meat, just like the fresh ground meat sold in supermarkets.

The two primary hot dog ingredients, beef and pork trimmings, were priced

Alternative fuel from corn...

Ethanol's a-maiz-ing qualities

The continuing rise of gas prices at the pump has consumers looking to alternative fuels. Ethanol is one alternative fuel that is already a significant contributor to our fuel supply.

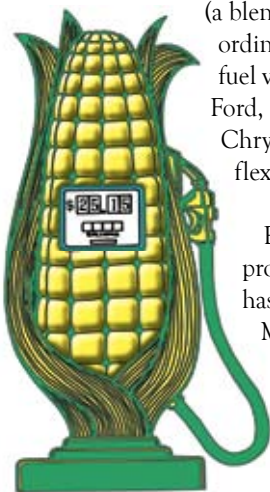
Ethanol is an additive blended with gasoline to reduce auto emissions and increase octane levels. Its use has grown rapidly since 2004, when the federal government banned the use of the additive MTBE to enhance the cleaner burning of fuel.

E-10 unleaded (a blend of 10% ethanol and 90% ordinary gasoline) is approved by every major automaker and has

been in demand for more than 20 years. E-85 (a blend of 85% ethanol and 15% ordinary gasoline) is what flexible fuel vehicles (FFVs) can be run on. Ford, General Motors, Daimler-Chrysler, and Mazda all make flexible fuel vehicles.

Every year since 1996, ethanol production in the United States has established new records.

Mostly made from corn, ethanol is produced by taking the starch or sugar portion of the corn (about 70% of the kernel) and fermenting it. The fermented starch is then distilled into alcohol. The excess water



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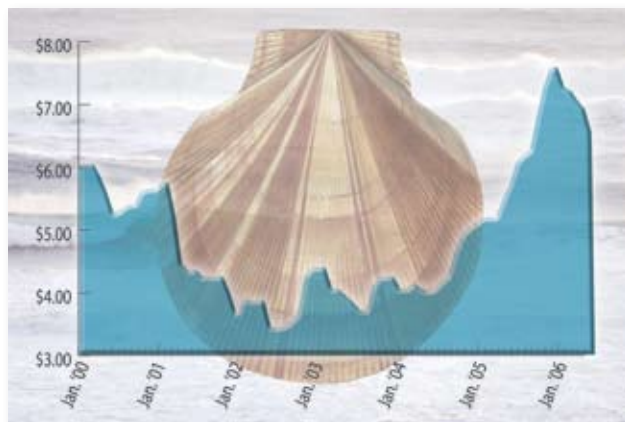
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Recent prices previously unthinkable...

Sea scallop prices ventured into record territory in 2005

The cost of domestic sea scallops reached record territory in 2005. Sales at the New Bedford auction first eclipsed \$8.00, then \$9.00, before finally surpassing the \$10.00 mark! These are never-before-seen levels. The five-year average at the auction is roughly \$5.75, and an occasional flirtation with \$7.00 has been observed, but these levels were almost unthinkable until 2005.



UB Sea Scallops, Domestic, Processed, IQF, 10/20 Count

Why the strong performance? The industry points to a host of factors, however, the primary reason was due to conservation efforts in both the U.S. and Canada which limited the ability of the

industry to meet the consumer's desire for scallops. The U.S. imposed a total allowable catch of 61 million pounds for 2005—a nearly six percent reduction from 2004 landings. Meanwhile, Canada's quota system cut the fishery 20 percent for 2005.

Another issue for the strong performance included a shortage of 20-30 and 30-40 counts that was created when the New England Fishery Management Council made adjustments to the Atlantic Scallop Management Plan. This resulted in fishing vessels in the U.S. landing predominately U-10 and 10-20 scallops.

Strong performance can also be attributed to both the domestic and European demand for scallops, which continues to soar beyond expectations. The impact on the average restaurant operator or retail grocer has been significant. Processed scallops (sold with water added) are the principal product form for domestic scallops in the U.S.; they are priced below auction-bought, dry scallops. The cost of 10-20 count processed sea scallops soared 43% in 2005, from \$4.47 lb. to \$6.39lb, and nearly 67% from 2002.

So what lies ahead? Availability is expected to improve in 2006. In the U.S., days at sea allocated to fishing vessels were increased and closed areas are expected to reopen. This will expand the TAC by roughly 18% while expectations in Canada are on-par with 2005. **UB**

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Omega-3 rich pork could prove heart healthy

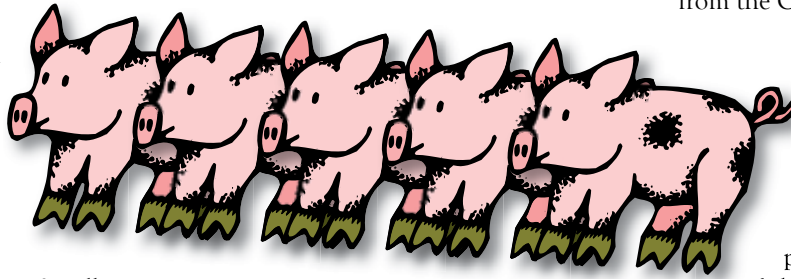
Bacon and pork chops that are actually good for you? A group of researchers from three U.S. universities have created cloned pigs that are able to create higher than normal levels of Omega-3 fatty acids.

The team created five cloned pigs with a modified gene from roundworms that converts Omega-6 to Omega-3. It was initially injected in mice, and now, most recently the pigs. They are unique because they have the gene in every cell of their body and are able to make their own Omega-3 fatty acids in their muscles. The team is also working on creating Omega-3 milk-producing cattle and chickens with the fatty acids in their eggs.

Those of us who are heart-healthy know the benefits of eating foods rich in Omega-3 fatty acids. The major dietary sources of Omega-3 are fish, however, not everyone

likes it, it can be expensive, and the types most abundant in Omega-3s are oily and usually contain mercury. It would be great if the American consumer could get their supply of Omega-3s from pork and other foods.

It will be years, however, before such a



product makes its way to the market. A number of approvals will be required from many agencies, especially the FDA which has not yet approved genetically modified animals for food. Also, the benefits of this research are purely theoretical at this time. No one knows if the Omega-3s in the pork

would have the same effect as those found in fish.

If you can't wait for the approvals or research to conclude on the genetically enhanced pork, Prairie Orchard Farms in Canada has marketed Omega-3 rich pork since August 2004. They received approval from the Canadian Food Inspection

Agency in April 2005, to list the Omega-3 healthy fat on its nutrition label. Although it is a trade secret as to how the Prairie Orchard Farms stabilizes the Omega-3 in their products, they do say that the pigs used to make the meat are fed flaxseed, an Omega-3 rich food,

and that antioxidant vitamins are used to help preserve the pork.

Perhaps pork is one step closer to becoming a staple on a healthy eating instead of being shunned because of its saturated fats and cholesterol risk. **UB**



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FSIS announces new standards...

A Guide to safe internal temperatures of meats

It is no secret that cooking our food to a safe internal temperature will fight bacteria. Heating of normal cooking destroys bacteria and microorganisms of all types, including the virus that causes avian influenza.

"The recommendation is based on the best scientific data available..."

The Food Safety and Inspection Service (FSIS) formerly announced recently that cooking raw poultry to a minimum internal temperature of 165°F would eliminate pathogens and viruses. This came from a recommendation by the National Advisory Committee on Microbiological Criteria for Foods (NACMCF).

"The Committee was asked to determine a single minimum temperature for poultry at which consumers can be confident that pathogens and viruses will be destroyed," said Under Secretary for Food Safety Dr. Richard Raymond. "The recommendation is based on the best scientific data available and will serve as a foundation for our programs designed to reduce foodborne illness and protect public health."

For more information on food safety call the toll-free USDA Meat and Poultry Hotline at (888) 674-6854. or "Ask Karen" is the FSIS virtual representative available 24 hours a day to answer your questions at http://www.fsis.usda.gov/Food_Safety_Education/Ask_Karen/index.asp#Question.UB

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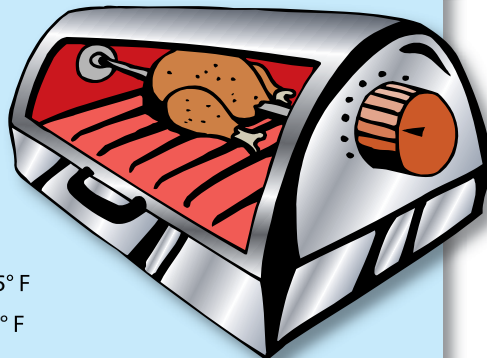
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Useful guidelines to remember when handling and cooking all foods:

- Keep the product refrigerated or frozen until ready to cook.
- Thaw in refrigerator or microwave.
- Keep raw meat and poultry separate from other foods.
- Always cook food to a safe internal temperature.
- Use a food thermometer to check temperatures in food.
- Clean the thermometer each time it is used.
- Cook **ground beef** to at least 160° F
- Cook **roasts and steaks** to at least 145° F
- Cook **whole chicken or turkey** to 180° F
- Cook **leftovers** to at least 165° F
- Place the food thermometer in the thickest part of most foods, away from bone and fat.
- When cooking in a microwave oven, cover, stir, and turn food for even cooking.
- Always cook eggs before eating. Egg yolks and whites should be firm, not runny, when cooked. Don't eat uncooked foods that contain raw eggs, like cookie dough or cake batter.
- Wash working surfaces (including cutting boards), utensils and hands after touching raw meat or poultry.
- Immediately refrigerate leftovers or discard.



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Best Boston Seafood Show in years buoyed by strong demand for seafood



Photo: Russ McNeil

In its second year at the new Boston Convention Center, the 25 year old Boston Seafood Show had one of its best years ever.

Show traffic was good, but more than that, the mood was upbeat. The show was a reflection of some of the major changes that have been impacting the industry over the past several years.

There were more national brands of seafood, from Chicken of the Sea frozen seafood to CP's Captains Pack, and well known standard brands like Trident's Sea Legs. At the same time, there was a heavy presence of national retail and foodservice buyers.

The stands of some companies were

larger, with many taking advantage of the space the new exhibit hall allows by using large towers to attract attention.

One of the key changes was the further penetration of the U.S. market by major exporting companies from China, Vietnam, Thailand, India and elsewhere. Many Chinese companies had their own stands at the show, and although it is not the first time, their presence was far more noticeable.

Secondly, major Thai companies like Thai Union and CP were making their own corporate names more visible, as well as their brands and subsidiary companies.

Overall, the show highlighted the results of the wave of consolidation and growth by merger and acquisition that has been evident in the seafood industry for the past several years.

Finally, as always, the show was about products. One product that seemed to be getting a lot of attention, aside from the usual salmon, crab, shrimp and tilapia, were large U-10 scallops. Some were wild, some cultured, but a number of companies displayed very large, dinner plate size scallops. **UB**



Editors Note: This article first appeared on Seafood.com March 13, 2006. For subscription and other information about seafood.com, please contact 800-932-0617.



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Dick Gutting's "The Red Book" now available

One of the newest publications from Urner Barry, *A Practical Guide to the Regulation of Seafood in the United States*, also known as *The Red Book*, is the first comprehensive regulatory guide for the buyers and sellers of seafood in the United States. Written by Richard Gutting, readers can be assured concise and accurate guidance through which they can attain an understanding of the rules and regulations of agencies.

"All the layers of seafood regulations and the agencies that administer them are fully explained."

Richard Gutting, known as Dick to most of his industry friends and associates, is an authority in his field. He has been actively involved in the regulation of seafood in the United States for over thirty years. Dick has a well-accomplished background with many governmental agencies as well as a legal background in the seafood industry. He is a published and well-known author of numerous articles and papers concerning the seafood trade.

At one point of his career, when Dick was Vice President of the National Fisheries Institute, he was involved in the major regulatory and legislative issues

confronting the industry—such as safe limits of mercury levels in swordfish and tuna to the development of the HACCP approach to seafood plant safety and quality inspections.

Readers can be confident that the 600+ page edition of *The Red Book* is the first publication of its kind to explain the many different requirements that govern seafood safety and inspections—labeling, permits, recordkeeping, customs and international trade, advertising, business practices and fishery trade restrictions.

All the layers of seafood regulations and the agencies that administer them are fully explained. As Mr. Gutting guides his readers through the regulatory process step-by-step, he even offers suggestions on how to identify and avoid common mistakes. Also included is a handy seafood index which allows one to match a specific product to the relevant rules and legal requirements that govern its purchase and sale.

The Red Book is the first choice for anyone who needs timely information about governmental requirements for seafood products. **UB**

On May 10, 2005, Egg Clearinghouse entered into its 35th year of providing a trading exchange for the egg industry. From the very beginning, ECI has relied upon industry leaders to serve on the board of directors who give generously and selflessly of their time, energies, experience, and resources. We extend our sincere appreciation to all those who have served or currently serve as members on the Board of Directors and Executive Committee. Your guidance has helped ensure ECI's success in the egg industry.

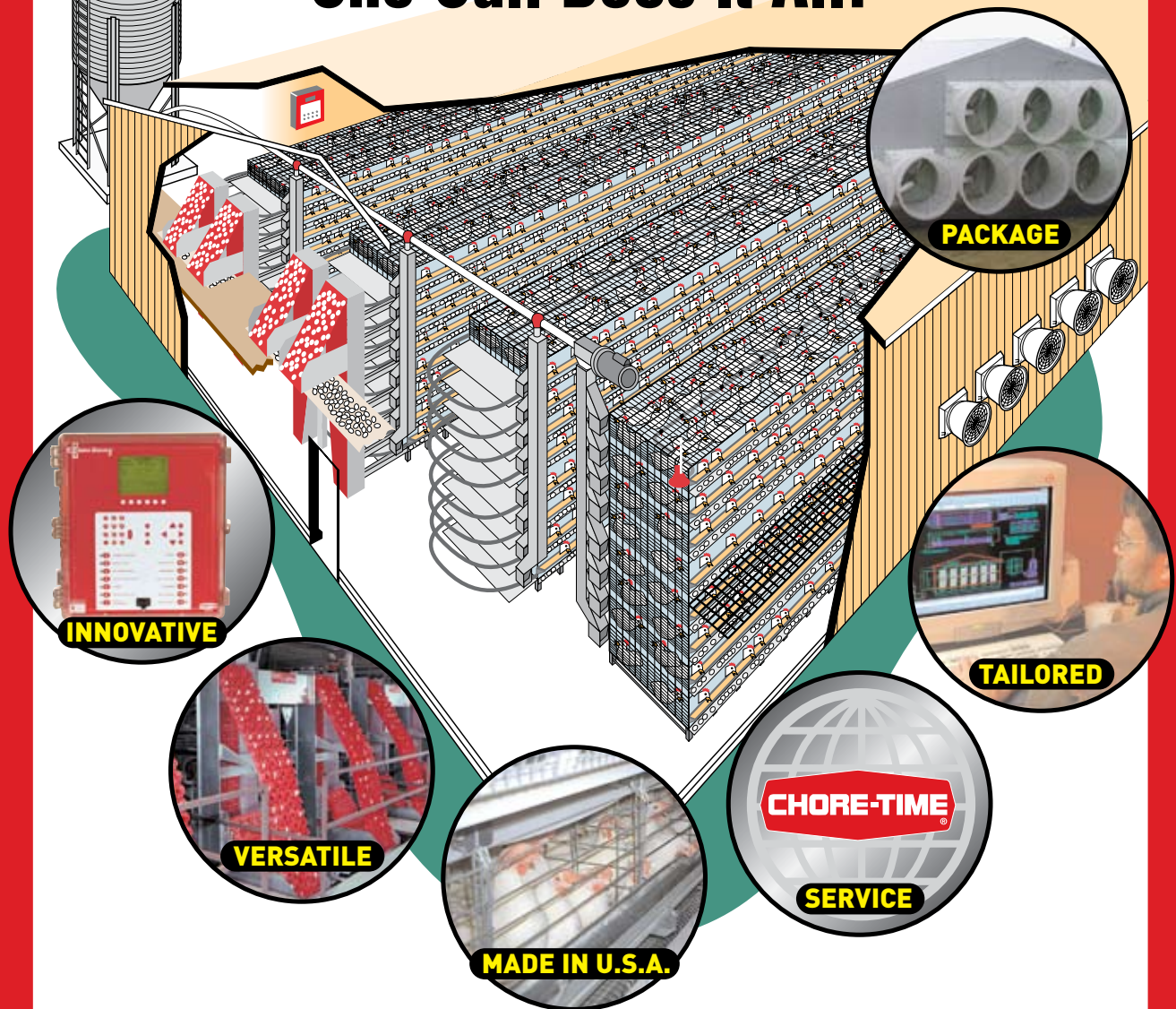
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Romania: So close, yet so far

Romania has an interesting history of unity and separation. In 1856, the principalities of Wallachia and Moldavia secured their autonomy from the Ottoman Empire. They united in 1859 and became known as Romania a few years later. During World War I, Romania sided with the Allied Powers, however, chose to separate and switch sides to the Axis Powers in 1940. In 1941, they participated in the German invasion of the USSR which led to Soviet and Communistic occupation and rule. This lasted until the late 1990s when elections were held and the Communists were removed from power—bringing Romania to where it is today.



Romania has recently finished accession talks with the EU and has a tentative entry date of 2007. Before it can achieve its hope of joining, however, it must address the country's rampant corruption and stagnant poverty levels. Although serious macroeconomic gains have been realized,

they have not yet trickled down to those who need it most.

Romania is by all means a young country with a developing economy. Their need for inexpensive protein has fueled their importation of U.S. pork and poultry,

not to mention the development of a domestic pork industry (with the help of outside investment). This has set Romania in the sights of many exporting countries. These attributes, together with their potential acceptance into the EU, paint a prosperous future for Romania. **UB**

Romania / US comparison

		
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COASTLINE	225 km	19,924 km
POPULATION	22,329,977	295,734,134
LIFE EXPECTANCY	71.35 years	77.71 years
GDP	\$186.4 billion	\$11.75 trillion
GDP (per capita)	\$8,300	\$40,100
AGRICULTURE AS A %GDP	13.1%	0.9%
AGRICULTURAL PRODUCTS	wheat, corn, barley, eggs, sheep	wheat, corn, vegetables, beef
LABOR FORCE	9.31 million	147.4 million
UNEMPLOYMENT RATE	6.5%	5.5%
POPULATION LIVING BELOW THE POVERTY LINE	28.9%	12%
OIL PRODUCTION / CONSUMPTION	119,000 / 235,000 (bbl/day)	7.8 / 19.65 (million bbl/day)



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Salmon farming cycle explained:

People currently involved in the farmed salmon fillet market recognize there is a current shortage of product. Prices are at the highest levels the market has ever seen. In March of this year, the average price for 2-3 lb. fillets was \$3.84, in contrast, the average price in March of 2005 was \$2.53. Most people with business in mind would say we need more product to fill this demand. However, when looking at expectations of supply for farmed salmon in 2006, one has to remember it is a cyclical process that can take anywhere between 18-36 months.

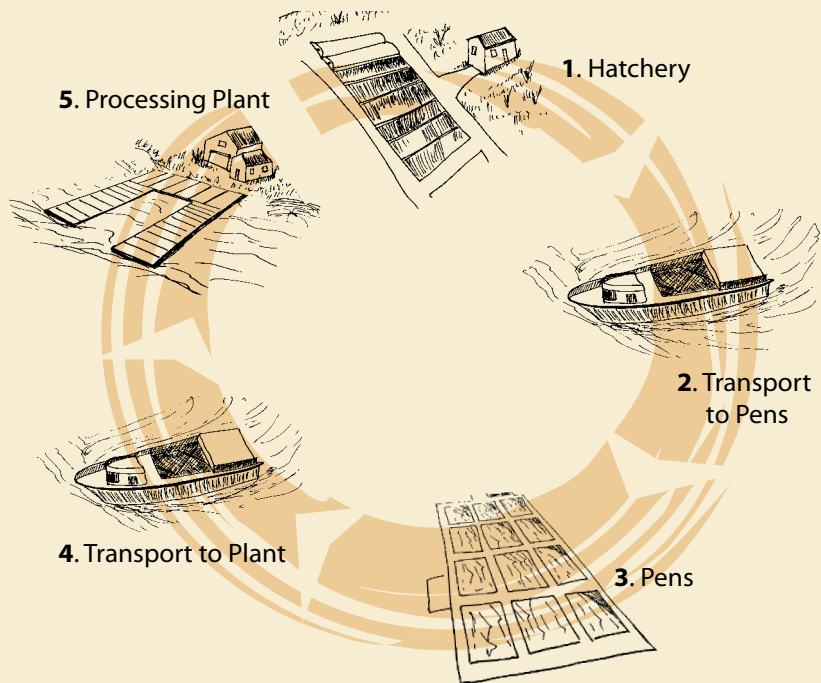
"Supply in the farmed salmon market can not immediately react to higher prices."

There are several natural factors that have affected growth rates in 2004/2005. Some of these factors are:

- Increased water temperatures
- High mortality
- Naturally changing water current patterns

With the present increase in price, there will be pressure on Chile to pump up supply. If there is a desire to boost supply, 18-36 months is the length of time it could take. Supply in the farmed salmon market can not immediately react to higher prices.

The length of the farmed salmon cycle, along with an increased worldwide demand, will create a strain on the amount of product available to the U.S. domestic market for most of 2006. **UB**



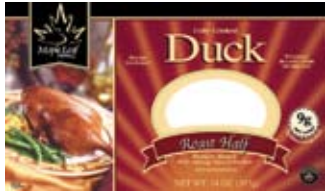
1. **Hatchery** – The salmon farming cycle mimics a wild salmon's life. In the hatchery, eggs are fertilized, incubated, emerge, and begin to grow in a freshwater habitat.
2. **Juvenile salmon** – Once salmon are ready for saltwater, they are hauled by boats from the hatcheries to the open water rearing sites.
3. **Salmon pens** – Here salmon are grown in saltwater until they are adult sized. When they are large enough, the salmon are harvested from the pens.
4. **Harvested salmon** – The harvested salmon are then transported to the processing plant back on land.
5. **Salmon processing plant** – At the processing plant, salmon will be prepared for sale.

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Urner Barry carries on tradition in style...

800 attend silver anniversary of popular industry social event



Night at the Races

A wonderful evening was had by all who attended the March 3rd event at the Meadowlands Racetrack in East Rutherford, NJ.

Twenty-five years ago the Washington Market Men's Club began hosting one of the food industry's biggest social events. When they disbanded roughly five years ago, Urner Barry graciously accepted to step in and continue the tradition. It's come a long way since the first evening of approximately 50 people; this year's attendance was an astounding 800 plus!

Market Men's Club 1997-98 president Michael O'Shaughnessy the evening was initially geared to bring together industry professionals from the NYC Metropolitan area. Now it has grown to include more and more attendees from the entire tri-state area.

Complete with a lavish international buffet and harness racing, colleagues from the industry were able to reunite with some of their old friends (as well as meet new ones) while they dined and placed bets from the beautiful Pegasus restaurant overlooking the track. **UB**



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Plant tour brings operation to life

Catelli Brothers operates one of the largest veal and lamb products company in the U.S. and still prides itself today on following the company mission: "to provide

our customers with the finest veal and lamb products, consistent service, and honorable business practices." Roots of the company date back to 1946 when Anthony P. Catelli, Sr. established Anthony Catelli Wholesale Meats.

Tony Catelli welcomed staff of the *UB Reporter* to the veal slaughter facility in Shrewsbury, NJ. In addition to the slaughter operations, workers cut and fabricated the veal, and further processed meat for case-ready business.

In the beginning of the meeting, Tony explained a little about the logistics of the company and how he constantly had trucks

moving back-and-forth between his two New Jersey locations: live animals are brought in, and carcasses and cuts are shipped out. In addition to the Shrewsbury site, Catelli Brothers operates a facility in Collingswood, NJ that fabricates both lamb and veal and also takes part in further processing, and packaging.

The next part of our tour brought us to the floor. The housing area for live animals was spacious and kept at an optimal temperature. The main reason for this was to preserve the quality of the animal by not adding any stress, but as Mr. Catelli explained, "it is also the right thing to do". Throughout the whole process plant workers performed their job with efficiency that can only be truly appreciated when seeing the operation.

"The housing area for live animals was spacious and kept at an optimal temperature."



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Approximately 350-400 head a day are killed there and many workers skilled with sharp knives are doing their part. After certain non-usable items are discarded, the USDA inspector looks over the animal and a company grader puts their stamp on. All this leads to the end where the carcass is put in the cooler and chilled for a day. From kill to fabrication, the process takes three days. Day one is what we observed, while the cooling of the carcass is the second day, and cuts are made on the third day.

Tony said his company closely monitors

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all safety practices, relies on good relationships with suppliers, and makes products with the consumer in mind in order to keep his company operating according to its mission. He is very proud of his operation and equipment and is committed to his employees and customers.

The UB Reporter staff wishes to express gratitude to everyone at Catelli Brothers for making the tour happen under such a tight schedule. **UB**

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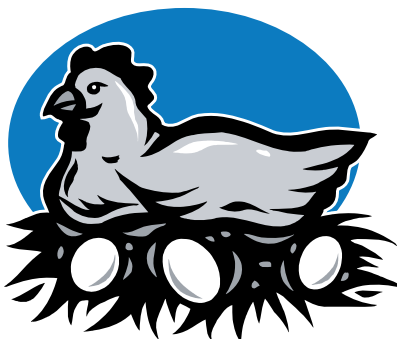
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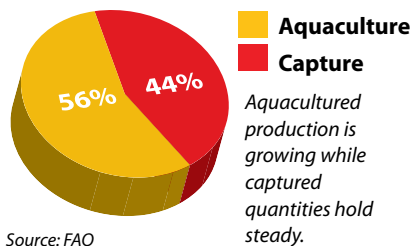
A crustacean with ten walking legs, shrimp are similar to crabs or lobsters. They are primarily comprised of two parts, the carapace (or body) which contains the vital organs and distinctive antennae; and the abdomen, which has six segments plus a tail fin.

"Shrimp are the number one seafood item consumed in the U.S."

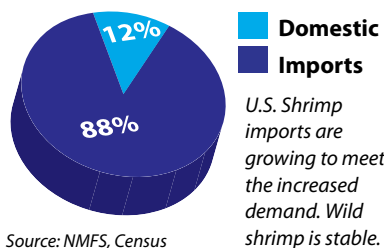
Shrimp are commercially fished throughout the world. A stable but stagnant fishery exists in the U.S. Gulf of Mexico and South Atlantic, however, more significant is the booming worldwide aquaculture of shrimp.

Aided in large part by the widespread availability that has come about from fish farming, shrimp are the number one seafood item consumed in the U.S. A typical farming cycle lasts about three to

World Tropical Shrimp Production



U.S. Shrimp Supply



four months and there are generally three methods of shrimp farming:

- **Extensive:** Ponds use the natural tidal flow to stock shrimp and provide the water exchange. Limited additional stocking and feeding is done, and costs are generally low.

- **Intensive:** Involves smaller ponds. Stocking densities are high, and shrimp are highly managed in every aspect including feeding, waste removal, water aeration and controlled water exchange systems.

- **Semi-intensive:** Combine features from both methods; many farms are of this type.

Shrimp are packed and processed in a variety of different forms. In the U.S., some of the more popular forms include...

- **Headless** - Consisting of the six tail segments including shell, tail and vein.

- **EZ Peel** - Headless shrimp that has been scored or cut down the back to the tail for easy peeling.

- **Whole or Head-on-Shrimp frozen whole.** Mostly a European item, it must be carefully treated so that the head does not turn dark.

- **Peeled and Deveined (P&D)** - A growing category at the foodservice level where restaurants realize labor savings from not having to peel their own shrimp.

- **Cooked and Peeled** - Another growing category, but mostly at the retail level where they are merchandised either in 2-lb. bags or arranged in a ring.

- **Raw, Peeled and Undeveined (PUD)** - Referred to as peeled, these shrimp are peeled without the tail and left undeveined.

- **Butterfly** - Generally tail-on, the shrimp is P&D and the meat is cut deeply so that the two sections can be spread out and breaded or stuffed.

- **Breaded** - As the name implies, this item is breaded. Mostly processed in the U.S. from imports, this product is increasingly being imported already breaded.

- **Peeled, Pulled Veined (PPV)** - Not split down the back to remove the vein, it is instead pulled from the shrimp.

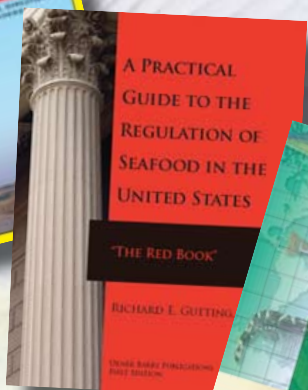
- **Pieces** - Broken shrimp generally graded large, medium or small.

- There are innumerable further processed and specialty shrimp products increasingly available, including skewers, ebi and various custom packs. **UB**

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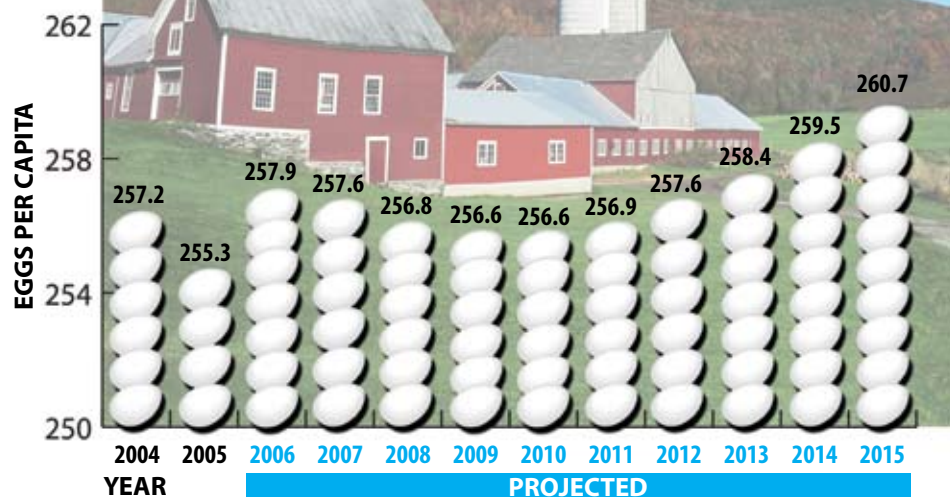
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1986

John Foley, Rivers Scarborough

1987

Earl Olson **1**, Floyd Hemmelgarn

1988

Kenny Longacre **2**, Jack Radlo **3**

1989

Milton Cohen **4**, Doug Hoffer

1990

Don Swanberg, Morton S. Neiman

1991

George Matthews, Jerry Faulkner **5**

1992

Morris Pollack, Arthur **6** & Tony Papetti **7**

1993

Carl Nichols **8**, Fred Adams **9**

1994

Marvin Johnson **10**, McCall Sanders **11**

1995

Herman Mason, Dave Hefler **12**

1996

Wally Jerome, Larry Seger **13**

1997

Leo Rubin **14**, Ken Looper **15**

1998

Jim Sumner **16**, Harry Eisen

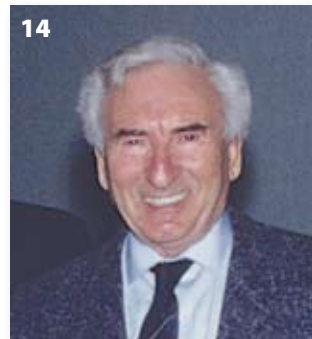
1999

Paul Brogowski **17**, Harold Cutler **18**

2000

Don Haselhorst **19**, Al Pope **20**

2006 will mark the twenty-first presentation of the prestigious Urner Barry "Person of the Year" award. Each year Urner Barry management selects a representative from both the egg and poultry industries, to receive this coveted honor. When nominated for this award, the recipient's tireless efforts towards improving the efficiencies of food production, marketing and distribution are not overshadowed by the universal respect they have earned from their colleagues. **UB**



2001

Dan Blackshear **21**, Joe Arias

2002

Joe Grendys, Bob Sparboe **22**

2003

Harold Brock, Gil Eckhoff **23**

2004

Earl Ishbia, Paul Sauder **24**

2005

Harold "Butch" Devries,
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Former warehouse undergoes transformation...

Sherwood Food Distributors moves to a new state-of-the-art facility

Sherwood Food Distributors, located in Detroit, Michigan, is in the process of moving its corporate headquarters and Detroit distribution center to a state-of-the-art facility also located in the city of Detroit. This facility was the former 21-acre 300,000 square-foot A&P perishable warehouse, however, the brick exterior is all that remains. The interior has been completely renovated to suit Sherwood's needs. New docks were installed as well as an entirely new state-of-the-art refrigeration system.

Everything in the new facility is designed for maximum efficiency and ease of operation. The freezer area has its own separate temperature controlled loading docks with infrared heating designed to keep employees warm while merchandise stays frozen. The temperatures in the refrigerated food warehouse will have the ability to be controlled aisle-by-aisle. In addition, heat created by the refrigeration units will be captured and used to heat the offices and other non-refrigerated areas. There are also an additional 44 loading docks in the refrigerated dock area.

Sherwood Food Distributors, primarily a supplier of meats, has grown dramatically

in recent years and their old facility was simply too small to handle the growth. Today Sherwood Foods is a full-line distributor of meat, poultry, processed meats, seafood and frozen foods to the retail and foodservice trade. Although Sherwood is headquartered in Detroit, the company has locations and warehouses throughout the Midwest and Florida which ship over 14 million pounds weekly.

"We looked at a lot of sites and buildings, but this one suited our needs the best," said Earl Ishbia, Sherwood Foods

President. "When complete, our facility will employ over three-hundred workers while keeping our headquarters in the City of Detroit which was also very important to us," he added.

The new distribution center is scheduled to open at the end of April. A separate, brand new 20,000 square-foot corporate headquarters building is also currently under construction on the site with plans to move in at the end of summer or early autumn. **UB**

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Farmed shrimp certification program moves forward



The Aquaculture Certification Council (ACC) is a non-governmental body that was established to certify food safety standards at aquaculture facilities throughout the world. Their farmed shrimp certification program is gaining strides with buyers such as Darden and Wal-Mart and numerous processing plants that are signing on.

Known as the Best Aquaculture Practices Certification Program (BAP), the program

only certifies shrimp hatcheries, farms, and processing plants. Plans are in place for the future to include feed

mills and analytical laboratories as well as certifying other species at a later date once shrimp certification is fully established.

"Numerous marketing advantages exist, and there is a greater consumer satisfaction..."

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BAP was designed to address the overwhelming popularity for wholesome and safe seafood that was produced in an environmentally and socially responsible manner. Seafood buyers, retailers, and consumers will be better able to meet the demands of the growing global market through the certification program. Applying elements of the Global Aquaculture Alliance Responsible Aquaculture Program, it combines inspections and water sampling with sanitary controls, therapeutic controls and traceability.

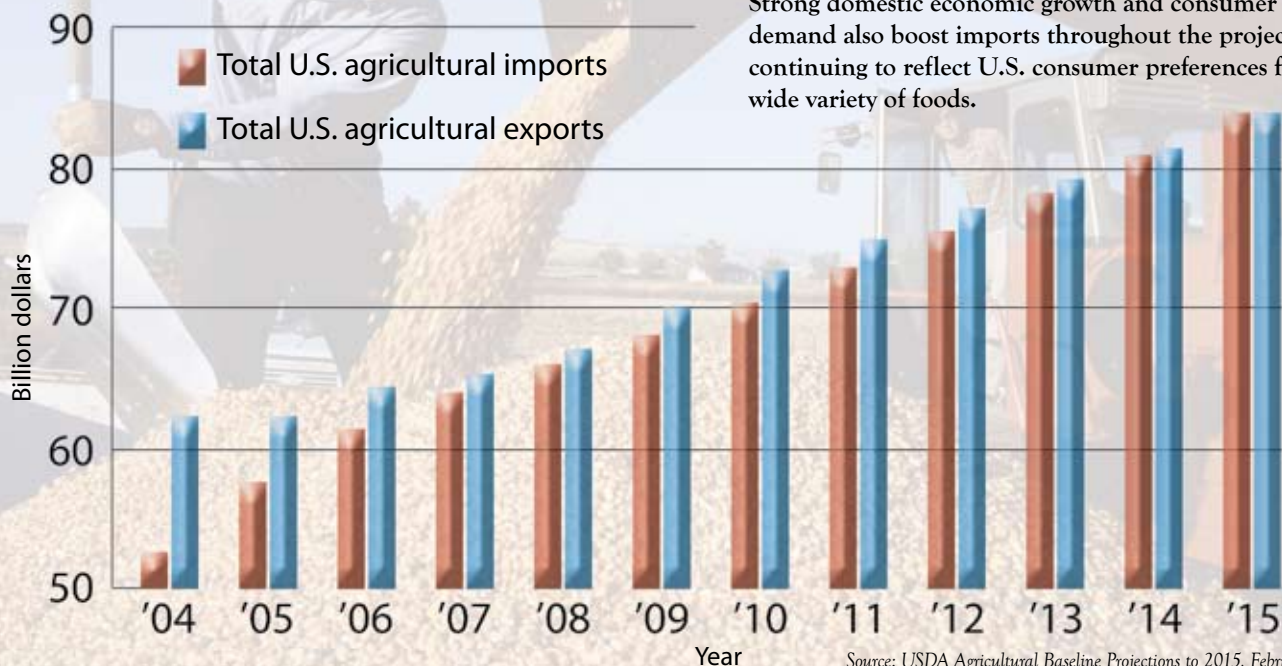
The ACC decided to fit accreditation to the farmed shrimp supply chain by starting with accrediting buyers at the top of the chain and moving down from there. As a result, companies licensed by the ACC, in turn, supply product to customers who meet the BAP certification standard.

At the time of this writing, there were 35 certified processing plants, farms and hatcheries, and 13 licensed buyers. Sixteen processing plants (primarily in Thailand), 10 farms, and four hatcheries have requested to be certified under the standards, and an additional 32 facilities are seeking further information about the program.

Purchasing product from BAP-certified facilities has many positive effects. Numerous marketing advantages exist, and there is a greater consumer satisfaction—not to mention the benefit of selling to conscientious retailers and distributors. **UB**

Agri projections reflect appetite for variety

The value of U.S. agricultural exports rises in the baseline due to increasing global income and food demand, which raise both export volumes and prices. Strong domestic economic growth and consumer demand also boost imports throughout the projections, continuing to reflect U.S. consumer preferences for a wide variety of foods.



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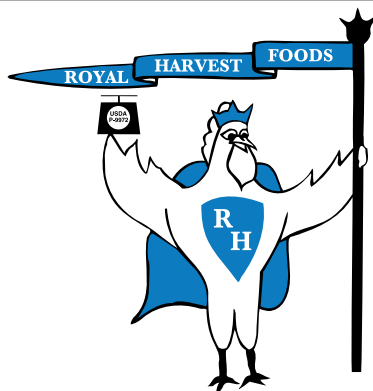
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Committed to high quality and top service...

North Country Smokehouse finds a high-quality niche

North Country Smokehouse has been selling superior smoked meats in the Connecticut River Valley for over seventy-five years.

Mike Satzow, owner and operator of North Country, says that his commitment to quality was made years ago, and once a commitment is made you can't go back on it. Although he has seen many changes since the days when his grandfather sold meat off a horse drawn cart, the company's commitment to high-quality and top service has not changed over the years.

"Whatever you do, you have to make a statement," says Satzow.

Satzow, a fourth-generation meat cutter,



saw the increasing demand for high-quality foods and defined this specific niche for his company. He says, "Very high-quality foods generate a good customer basis, which in turn generates a cash flow." He differentiates his company from others in that all the products North Country

produces are of the highest quality. They start with high-quality materials and produce a high-quality product.

Quality is also of importance in the machinery used at North Country. Operating a state-of-the-art facility in Claremont, NH, Satzow operates a 15,000 square foot building with a large amount of high-tech equipment. He is also supported by a very knowledgeable staff of 25 who are devoted to the same high-quality commitment.

Some top-moving products North Country produces include Black Forest hams, Apple Wood bacons, and a full line of pork and chicken sausages of which they are especially known for their "Irish

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Bangers.” They also offer a complete line of nitrate-free products.

Dedication and commitment are not the only things that continue to keep North Country a thriving business. Mike Satzow’s constant eye out for new opportunities also contributes to his business’s success. In fact, it wasn’t until North Country had been featured on the “Today” show that the company developed “Bacon of the Month” because Katie Couric gave it to Al Roker as a gift for Christmas. He had to quickly decide with his staff if they wanted to offer this to their customers, and a new product was born.

Even after over 75 years, North Country Smokehouse still cures their products by hand using maple sugar and traditional spices, and smokes their foods using a method perfected by authentic New England farm smokehouses during Revolutionary times. According to Mike Satzow, every day’s commitment to bringing flavor and the goodness of New England farmhouse foods “from a simpler time, for a better time” is paramount to its success. **US**



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At age 11, a young David Murray received his first acoustic guitar and enjoyed it so much that he joined his first band two years later. Throughout the years, Mr. Murray played in various bands and venues but more recently has stuck to playing for his church and making music for the Fieldale Farms CD.



Along with a keyboard player, David hits the studio about twice a year to record the annual CD. Each CD averages between nine and ten cuts that would be categorized as pop and classic rock. It is then used exclusively for the phone system and distribution to interested customers.

As for the hold music, it seems the company has supported Mr. Murray from the beginning because "it gives callers something different and unique to listen to," and provides for some interesting conversation. **UB**

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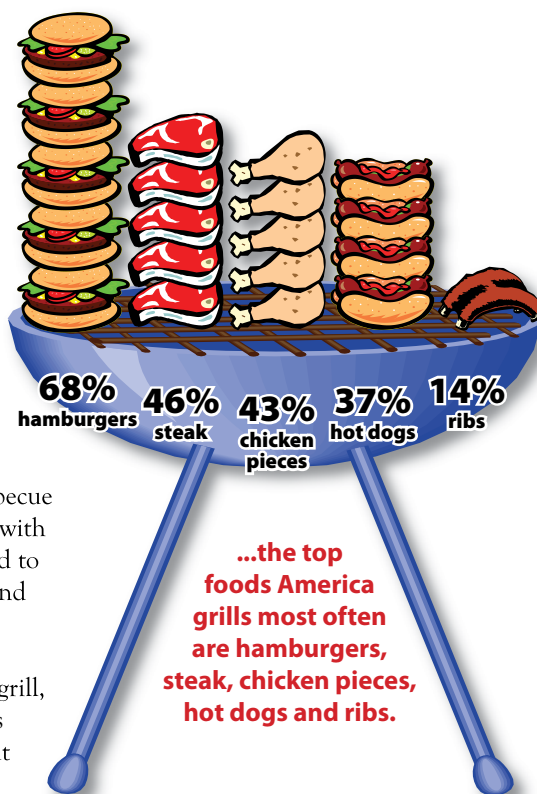
The thrill of the grill is growing greatly

The results are in for the 17th annual Weber GrillWatch survey, the nation's most inclusive study on what, where, when, why and how Americans cook outdoors.

One of the key findings of the study, conducted by Greenfield Online, was that the popularity of grilling continues to rise, particularly during the cold weather months.

While gas grills continue to be the most popular type of outdoor barbecue grill, Americans still have a love affair with charcoal—charcoal ownership increased to 49% in 2005, up from 47% in 2004 and 42% in 2003.

There are many reasons Americans grill, women cited the lack of pots and pans afterward, while men simply thought it was fun. The single, most important



reason to grill was for the flavor of the food. Just how often does America grill? The majority, 70%, fire up their grill at least once a week. Overall, the upward trend of Americans grilling continues to climb. 56% say they are grilling as frequently, while 30% say they are grilling more often. **UB**

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New innovations always being applied...

The incredible egg carton

"Many people would be surprised to know that the egg carton is constantly under modification."

The incredible edible egg couldn't be so incredible without its protective casing, and no, we're not referring to its shell, we are talking about its carton. Urner Barry's Reporter spoke with Alan Andrews, director of marketing, egg packaging of Pactiv Corporation, to get some inside information about the egg carton, maybe making it more incredible than the egg itself.

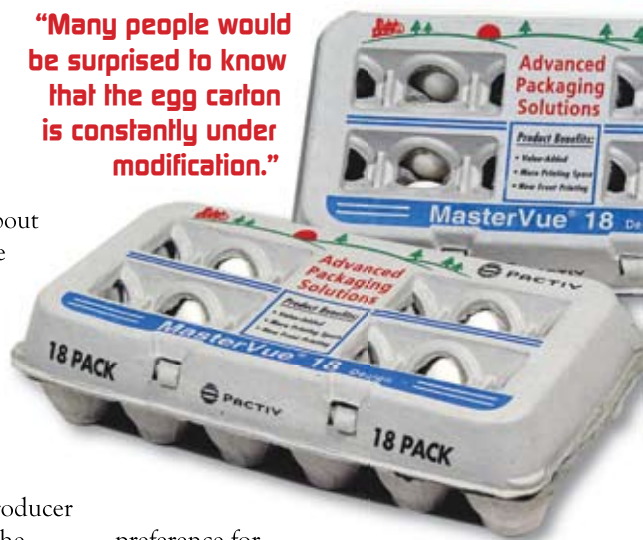
Pactiv Corporation is a leading producer of specialty packaging products for the consumer and foodservice/food packaging industries. They are the top supplier in North America of molded fiber egg packaging, offering an extensive line of egg cartons and filler flats made from 100% reclaimed paper.

Many people would be surprised to know that the egg carton is constantly under modification. Numerous design changes are made before a product hits the market and much research goes into egg carton development—egg protection and functionality being the main focus.

There are four basic types of egg cartons: Clear plastic, molded fiber, polystyrene, and filler flats—with egg master clear lids available for the flats. Of these, there are many sub-varieties within each type: size differences, color differences, and even cartons with coupons and four-color printing right on the package!

Who thinks of all these new ideas for the egg carton? Consumer and marketing research as well as focus groups all gather information to help with the development of a new product. Concepts such as consumer preferences, eating trends, and price awareness are all part of the progress.

Being one of the largest manufacturers of polystyrene and of molded fiber in the United States is not the only reason Pactiv is a leader in its industry. Research done by Pactiv has shown a strong consumer



preference for molded fiber egg cartons, as well as consistent superior performance. That's an eggcellent record.

Look for new innovations in egg packaging before the end of the year! **UB**

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Easter Pie

$\frac{3}{4}$ cup of flour
2 $\frac{1}{2}$ tsp. baking powder
12 eggs
 $\frac{3}{4}$ cups milk
6 oz. mozzarella cheese
6 oz. farmers cheese or basket cheese
1 stick pepperoni
2 thick slices of cooked ham
salt & pepper to taste

Dice all ingredients into cubes. Blend together flour, eggs, milk, and baking powder. Mix all ingredients. Pour into a greased 13 $\frac{1}{2}$ " x 9" baking dish. Bake at 350°F for approximately one hour.



Whether you call it Easter pie, pizza piena, pizza gain, or pizza rustica, this Italian tradition is well-known to all ethnicities as a favored egg and meat dish.

As Easter is preceded by Lent, a period of abstinence and fasting, come Easter Sunday it is once again time to indulge. Hence, the rich, cheesy, meat pie.

Like most Italian food, Easter pie has as many different recipes as it does names, but the basis of this quiche-like pie is all the same—eggs, cheese, and meat. It has even been cooked with a custard-type filling mixing the eggs with ricotta cheese, other variations have used crab meat and lobster. You can certainly adjust the types and amounts of cheese and meat to a recipe that suits your taste.

New laws creating much debate...

Harnessing the migration of immigrant workers

The majority of laborers in the U.S. meat and poultry industry are immigrant workers. Couple this together with the number of immigrant workers in the entire agricultural sector, and it could be said that the people of the United States are fed by immigrant workers.

Lately, however, there has been much debate over the immigration laws in this country, and how these new laws should serve the needs of the U.S. economy. Employers within the U.S. are saying that they are offering jobs that American citizens do not want to take, and these jobs must be outsourced so that their businesses can continue. There are also those who say the growing number of people who

enter the country illegally have burdened schools, prisons, and the health care systems, as well as driven down wages for legal residents.

President Bush has been coming under fire for sending mixed messages on immigration. On one hand he proposes a vaguely outlined guest worker plan, while on the other he is calling for a “crackdown” on immigration.

“As we debate the immigration issue, we must remember there are hardworking individuals, doing jobs that Americans will not do, who are contributing to the economic vitality of our country,” Bush said.

“... it could be said that the people of the United States are fed by immigrant workers.”

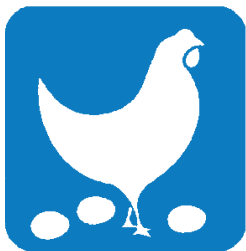
stretches along the U.S.-Mexican border to keep them out. By contrast, another legislation calls for border strengthening, no criminal penalties, but looks forward to an increase in the flow of future immigrants through means of temporary guest worker programs.

The immigrant workers, too, want revision. Until recently, documented immigrant workers, were reluctant to vindicate their workers’ rights by speaking out in fear that their undocumented family or friends would be sent back to their home country. As of late, however, many immigrant workers (undocumented and documented alike) feel that their basic rights have been so violated in the workplace that they have begun to hold demonstrations in many parts of the country.

More than 50 demonstrations have taken place in the last few weeks in protest of a federal bill that would prohibit them from getting many public benefits. Described by some cities as the largest demonstrations in their history they have occurred in Milwaukee, Providence, Trenton, Minneapolis, Knoxville, Seattle, St. Louis, Staten Island, Chicago, Washington, Portland, Grand Rapids, Tucson, Phoenix, Atlanta and Los Angeles.

While many continue to search for a perfect solution to the immigration





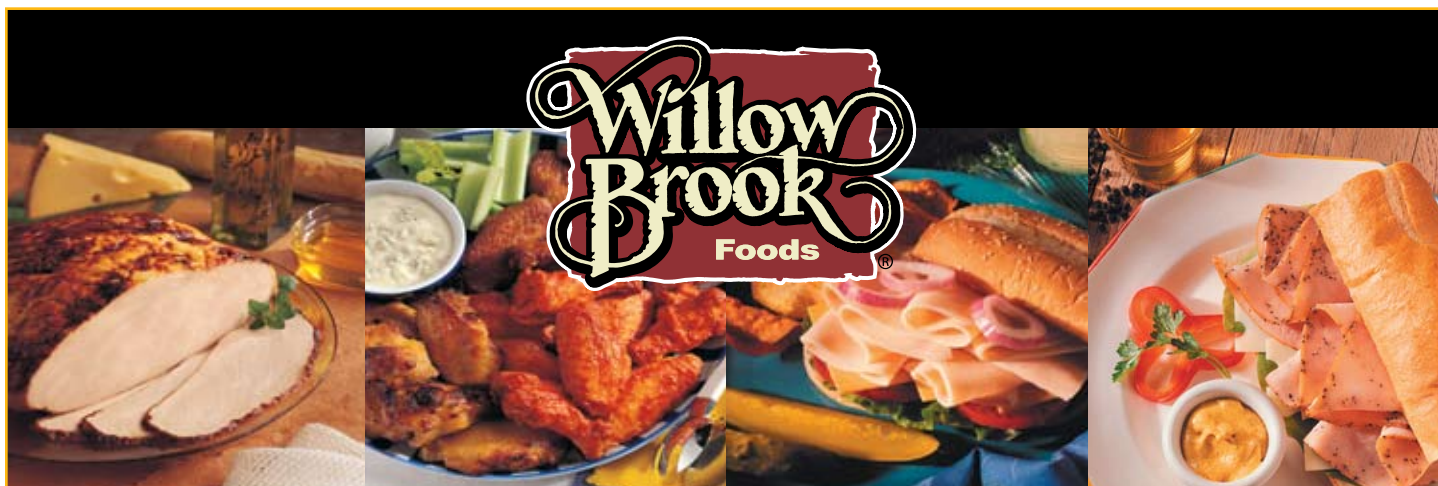
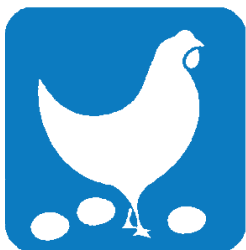
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Salmon lovers go wild for Copper River gold

What could possibly draw over 500 gillnetters to an authentic fishing town in Alaska every year? Two words... salmon rush. Annually, around the 15th of May, fishermen from all over the globe flood the town of Cordova to be the first to capture some gold.



Copper River King, Silver, and Sockeye salmon are number one in the state of Alaska and the entire world.

They return to the 35-mile wide and 300-mile long Copper River

Delta for just three to four weeks each. This salmon season has turned into a huge annual celebration complete with festivals, parades and community events. What is it about the firm, red flesh that causes such a fuss? Seafood lovers say that one taste of the rich, full-bodied flavor will have you understanding why this time of year is anticipated so much.

The wild Copper River salmon fetch the highest prices of any Alaskan salmon because they are usually the first wild salmon on the market and are sought after by an international marketplace. They also prove to be a smart choice for a healthy diet. Salmon is packed with Omega-3

fatty acids, known for providing benefits such as preventing irregular heart rhythm, improving blood flow, lowering cholesterol and reducing the risk of heart attack and stroke.

Seattle restaurateurs and markets compete to be the first to get an ice-packed shipment of the fresh salmon. They even have helicopters standing by to rush the fish from the town to the airport and then fly it to discerning connoisseurs. In some specialists' opinion, there is no equal for quality, flavor, or demand. Area newspapers fill with advertisements at this time of year announcing availability at fine dining establishments.

The wild salmon of the Copper River are symbolic not only of the heritage of

a small fishing town, but of the rewards this thriving salmon migration brings to a number of different industries. **LB**

Baseball

Continued from page 1

close to the banner 2004 year and easily outperformed the three-year average throughout 2005. U.S. beef was still banned across the world, and domestic competition remained strong. Higher ingredient costs, however, did not seem to have an impact on the substantial improvements in hot dog manufacturers' profit margins. **LB**

Immigrants

Continued from page 32

issue, it no doubt remains a multi-faceted dilemma that continues to unfold daily on the streets as well as on Capitol Hill. The agricultural sector remains concerned about the economic impact it could have on their businesses, and the immigrants are optimistic about the prospects for immigration reform. It will be interesting to see if a legislative achievement is reached before the midterm congressional elections. **LB**



Editors Note: This article first appeared on foodmarket.com April 4, 2006. For subscription and other information about foodmarket.com, please contact 800-932-0617.

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Ethanol

Continued from page 1

is removed and the resulting ethyl alcohol (ethanol) is very pure—200 proof.

One bushel of corn yields 2.8 gallons of ethanol, and with today's technology that number is constantly increasing.

U.S. ethanol production is reaching unprecedented levels. In 2004, 3.4 billion gallons of ethanol were produced in

the nation, up from 2.81 billion gallons the previous year. The dramatic growth continues because of consumer demand, the banning of methyl tertiary butyl ether (MTBE), and the number of production facilities set to begin operations.

Currently, there are 83 ethanol production facilities in the U.S., primarily centered throughout the Corn Belt. Today, nearly half of ethanol plants in the U.S. are farmer-owned cooperatives. Additionally, of the 16 new facilities under construction in 2004, nearly all are owned by farmer investors. **UB**

Ethanol Facts

- Ethanol is biodegradable without harmful effects on the environment.
- Ethanol is low in reactivity and high in oxygen content, making it an effective tool in reducing ozone pollution.
- Ethanol reduces the demand for gasoline imports by nearly 200,000 barrels per day.

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Americans eating more fish despite mixed messages about health effects

According to The NPD Group, a leading consumer and retail information company, high awareness and concern about levels of harmful contaminants in fish/seafood are not causing people to omit those foods from their diets. In fact, NPD's recent data from its Food Safety Monitor reveals that 67% of people are aware and concerned about mercury in fish/seafood, yet of those who eat fish, 28% plan to eat more of it in the near future.

With all the hype surrounding whether or not the benefits of eating fish/seafood outweigh any risk in consuming harmful substances, Americans are presumably quite confused about how to manage fish intake in their diets. The Food and Drug Administration (FDA) recommends that people eat an



average of 12 ounces of fish per week to receive the maximum health benefits.

According to NPD's Dietary Guidelines report, however, the average person only consumes just over three ounces of fish/shellfish in a typical week. Common sense would dictate that a person would have to consume over three times the current intake level just to reach the FDA's recommendation; then they would have to exceed that amount in order for fish contaminants to become harmful.

There are rewards to be gained when the recommended amount of fish is consumed. From a weight loss/health perspective, many diet programs suggest eating more fish as it has long been

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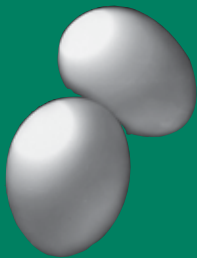
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touted as a high protein, low (saturated) fat food that contains omega-3 fatty acids. According to NPD's Dieting Monitor, 37% of adults are trying to add more Omega-3 fatty acids to their diets. Together with the focus now on "healthy" fats, fish stacks up very positively with its ability to help raise "good" cholesterol and lower the risk of mortality from cardiovascular disease.

"According to NPD's Dieting Monitor, 37% of adults are trying to add more Omega-3 fatty acids to their diets."

"Although we are seeing that consumers are aware and concerned about the mercury in fish issue, they are not deterred from eating more of it," said Kristin Nickels, product manager of NPD's Food Safety Monitor and Dieting Monitor. Still, considering how little fish people are actually eating, even if they decided to eat more of it, there is some room to go before their intake would be considered harmful. **U**

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Approaching a century of service...

Wells Meat strives to keep a cut above

George L. Wells Meat Company is celebrating their 98th anniversary. This is quite a feat considering that not only did they survive through the Great Depression, but managed to build a reputation as being the finest provider of meats and provisions for restaurants and institutions in the Delaware Valley while other meat companies folded under. They are very excited about celebrating their 100th anniversary in 2008!

Today, white table-cloth restaurants and country clubs constitute about 75% of Wells Meats' business. Upscale, large-

volume restaurants, and exclusive private clubs in the area all purchase product from Wells Meats. Wells even provides the meats for all state dinners at the White House!



The company is based in Philadelphia, in a modern, USDA approved, state-of-the-art facility that features a massive beef aging room. All

employees are thoroughly trained to ensure that products are stored, packed, and shipped at the proper temperatures and to prevent food borne pathogens. Wells Meats also maintains food safety standards well beyond that required by law.

Dedication to quality and customer

satisfaction are paramount to Wells' success. According to Shawn Padgett, vice president of sales and marketing, "We've offered the best products, have always cut our meat to customer specifications, and concentrated on serving the customer."

Wells Meats' newest success is their "Barrel-cut Beef." This is the best marbled part of the rib eye. It offers a felt-like texture with bold, rib-eye flavor, minus the fat, bone, and toughened outer edge. The particularly tender end of the boneless rib eye weighs in at 1.5 pounds and is trimmed to produce one barrel-cut steak.

Even though Wells Meats has been around for nearly a century there is nothing old or routine about their business. They constantly strive to offer their customers the best, top-quality products and their cutting edge technology keeps them first out of the gate with new and exciting product. **UB**

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