

Joel Johnson insights...

Food industry must adapt to changes in trends and consumers' eating habits

This year at Urner Barry's Executive Conference and Marketing Seminar, Joel Johnson, Chairman of the Board at Hormel Foods, enlightened his audience about the changing macro trends and the next wave of consumers' eating habits.

Johnson feels that the days of the typical dinner hour are gone; the difficult task of striving to protect the family dinner hour now exists. Fewer than 25% of households are married with children, and single parent homes are twice that of the 70s.

Rarely does the American family sit down at the same table and eat the same meal. Meals vary among the same family, but most are casual, with less components, and less clean-up time.

Johnson continued to reveal how the industry must find new opportunities to aid over-worked and stressed consumers who are too worn out to cook. He spoke regarding the challenges the industry faces

as dinner dynamics continue to evolve. More value-added products are needed to help the industry build a more direct relationship with the consumer. In turn, he feels this will create more opportunities which will increase chances for success.

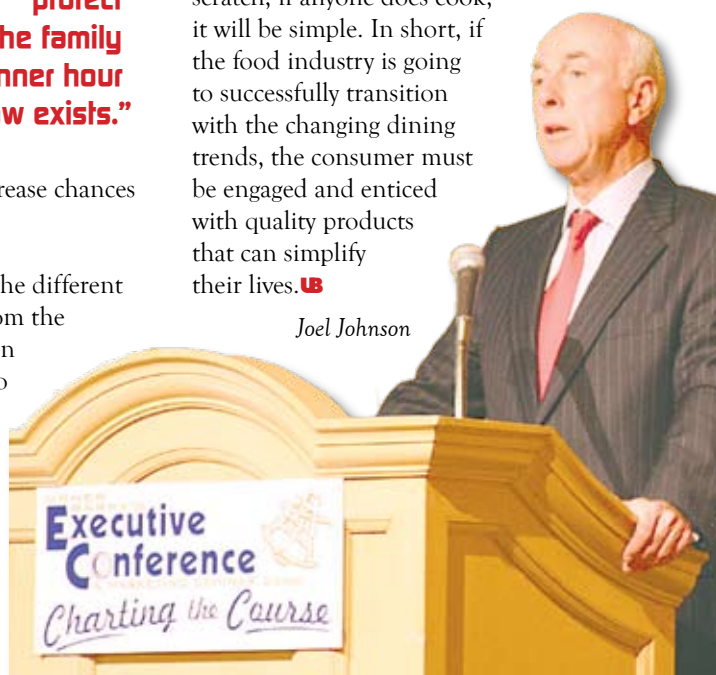
Johnson also highlighted the different ways times have changed—from the varying family unit, to women in the executive workforce, to the growth opportunities in ethnic diversity, as well as the longer hours worked by Americans.

His discussion on how Americans are evolving to a simpler form of

"...the difficult task of striving to protect the family dinner hour now exists."

diner is pressuring the industry to create products that truly give users what they want, when they want it, and the way they want it. Few people have time to cook from scratch; if anyone does cook, it will be simple. In short, if the food industry is going to successfully transition with the changing dining trends, the consumer must be engaged and enticed with quality products that can simplify their lives. **UB**

Joel Johnson



High-protein foods have a higher "heritability factor"...

Study shows liking of meat and fish inherited

A new study, by professors of the charity Cancer Research UK, shows that children inherit their taste for meat and fish, but environment plays a large role when it comes to vegetables and desserts.

"Children might emulate their parents' enthusiasm or distaste..."

The study, led by Professor Jane Wardle, is the first of its kind to consist of a considerable amount of protein foods. It examined the preferences of 103 pairs of identical twins, and 111 pairs

of non-identical twins, ages four and five. A questionnaire was administered to the parents for their response that divided 77 foods into different categories.

The meat category included beef, lamb, pork, chicken, bacon, fried fish, white fish and oily fish. The dessert category included cream, cakes, pastries, fruit pie and dairy desserts, and the vegetables and fruit grouping consisted of broccoli,



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PUBLISHER

Paul Brown Jr.

SENIOR EDITOR

Russ Whitman

MANAGING EDITOR

Joe Muldowney

CONTRIBUTORS

Jim Kenny

Gary Morrison

Janice Brown

MaryAnn Zicarelli

Dave Herrick

Linda Lindner

John Sackton

Ken Coons

COPY EDITORS

Lynn Dekovitch

Linda Lindner

PRODUCTION MANAGER

Chris Ashley

STAFF PHOTOGRAPHER

Russ McNeil

LAYOUT AND DESIGN

Glenn F. Juszczak

ADVERTISING

Janice Brown

SUBSCRIPTION INFORMATION

800-932-0617

URNER BARRY PUBLICATIONS, INC.

Tel. 732-240-5330 • fax 732-341-0891

www.urnerbarry.com

mail@urnerbarry.com



When to buy and when to sit back...

Market Timing

and its impact on the Holiday Plate



"If turkeys and red meats claim the entrée at holiday time, then shrimp owns the appetizer."



Outside of the religious and historical significances the holidays represent, the fall and winter seasons mean one thing more than at any other time of the year—food.



Turkey, crown roast, filet mignon, shrimp, ham... these are the traditional fare of the holiday plate. The impact the holiday season has on the food industry is tremendous. When to buy? When to sit back? Market timing can be the difference between a good year and a great year.

So when and how do these various markets feel the most impact from the holiday season?

No item is more synonymous with the holidays than turkey. The whole bird is a centerpiece at most Thanksgiving

feasts and is often seen gracing the table at Christmas as well. There's rarely doubt as to whether buying activity for the holidays will influence the market, so much as it is *when* it will influence

the market. Historically speaking, whole body turkey buying begins for the year's holiday season sometime in March. This is also about the time when the Urner Barry quotations come off their yearly low and begin their traditional upward migration into fall. A look at the past five-year seasonal factor and five-year averages illustrates just how turkey prices have responded during this time period. For a 16 lb. frozen tom, the five-year average tells us that the market low hits in March and has averaged just under \$.61/lb. From that point,

TURKEY

an average market advance of \$.02/month carries this line to its traditional market peak in November. For 16 lb. frozen toms, this has averaged \$.7147 since 2001. In some years, like 2005 and 2006, stronger than historically depicted market fundamentals enabled turkey values to achieve higher lows and stronger highs, making the timing of the past two years that much more critical to the retail and distributive buyers.

While you probably won't find a beef rib roast on your Thanksgiving plate, you will find it as the major part of many Christmas and New Year spreads. This item comes from the 112A rib eye. During grilling season, the item is cut before cooking and served as a rib eye steak—this is also a time of elevated demand for the cut. In August and September, retailers and foodservice distributors commonly start thinking about their rib purchases for the end of the year. In October, spot market levels for the item generally start to see price advances and will also outperform what's occurring in the cattle markets. Historically, the strongest time for choice rib eyes is mid-December as most of the production is already committed and sellers have very little to offer in the open market. This being said, there have been years such as 2003 where prices ran up earlier and higher than normal and the market was unable to sustain itself through the middle of December.

Not to be outdone by the other proteins, the pork side of the business fares rather well with hams—a common center of the plate spread for both the Thanksgiving and Christmas holidays. Since much of the usage occurs during the end of the year and production falls short, processors start procuring product in early summer and continue to buy into the fall. In addition, it usually takes between four and eight months to produce a fully cured ham so this gives them time to fully meet demand. The price trend follows the buying pattern and moves steadily higher from June to November. Since most of the meat is already committed by the end of this period, spot

prices are typically the highest at the end of October. Comparably speaking, ham prices are below that of turkeys and rib roasts. A competitive fight for consumer dollars the last few years helped hams sales soar to some of the best ever, with the highs well above historical averages.

If turkeys and red meats claim the entrée at holiday time, then shrimp owns the appetizer. Whether it is a shrimp ring, cooked shrimp, or easy-peel shrimp, retailers feature shrimp during the holidays, especially for Christmas and New Years. As imports have increased and prices of shrimp have dropped over the years, per capita consumption has increased dramatically and retail is doing a lot to drive the increase. In the year 2000, Americans consumed an average of 3.2 lbs. of shrimp. By 2004, that figure increased 31.25% to 4.2 lbs. Retail holiday buying of shrimp begins as early as May with much of the business locked up by August. Deliveries begin in earnest in September and peak in November. Recently, the market has seen a seasonal buying window in May and June followed by a strengthening market in July and August as demand builds. With much of the buying done, the fall has meant a traditional slide in the market through December.

So whether it's shrimp buying in May, ham buying in June, fall rib purchases or late winter turkey interest, the influence of the holiday season on the markets makes its presence known well before being placed on your holiday plate! **UB**

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It is a chicken egg if it has a chicken in it...

Debate answered:

Egg came before chicken

Century after century scholars have been stumped by the question: What came first, the chicken or the egg? Common sense tells us that there is no answer because one results in the other and we have an unending evolutionary loop by which we are still puzzled.

**"Eggs were
around for a
long time before
chickens ever
existed."**

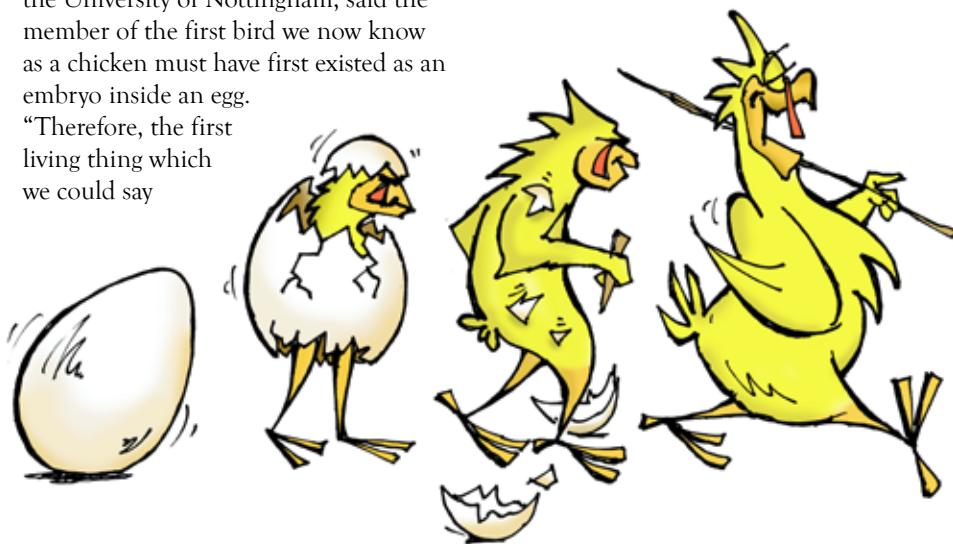
Finally, a British philosopher, an evolutionary geneticist and a chicken farmer came up with a unanimous answer; it was the egg. The reasoning is quite simple; however, each expert had his own way of answering it.

Scientifically, Professor John Brookfield, a specialist in evolutionary genetics at the University of Nottingham, said the member of the first bird we now know as a chicken must have first existed as an embryo inside an egg. "Therefore, the first living thing which we could say

unequivocally was a member of the species would be this first egg, so I would conclude that the egg came first."

Professor David Papineau, of King's College London, agreed with Brookfield. Papineau said "It is a chicken egg if it has a chicken in it. If a kangaroo laid an egg from which an ostrich hatched, that would surely be an ostrich egg, not a kangaroo egg."

Charles Bourns, poultry farmer and chairman of a trade body called Great British Chicken Eggs, came to the same conclusion although his reasoning was different. He says, "Eggs were around for a long time before chickens ever existed. Therefore, the egg had to come first, maybe it wasn't a chicken egg, but it was an egg all the same." **UB**



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'Overfished' doesn't mean 'on the verge of extinction'...

NFI REPORT:

U.S. fisheries sustainably managed in 2005

The National Fisheries Institute (NFI) welcomed news this summer that the vast majority of U.S. fisheries are sustainably managed. According to the National Oceanic and Atmospheric Administration's (NOAA) 'Status of Fisheries of the United States' report, 81 percent of fish stocks assessed for 2005 are sustainably managed and one stock in the Pacific Northwest, Lingcod, has been fully rebuilt three years ahead of schedule.

'The bottom line is: if the species of fish is in the store or on the menu, the stock

is available to meet consumer demand,' said NFI President John Connelly. 'It is our industry's goal to ensure our products will be available to American consumers for years to come and this new report highlights our efforts to achieve that.'

Of the 206 stocks assessed this year, about three-quarters of those stocks are healthy. Six fish stocks with previously low populations are now rebuilt and considered sustainable; they were Gulf of Maine cod, Cape cod, Gulf of Maine yellowtail flounder, Georges Bank winter flounder, Southern New England Mid-Atlantic winter flounder, and White Hake. Stocks that have been assessed with a low sustainable population will undergo a rebuilding plan developed by the regional fishery management councils to restore the fish to sustainable levels.

'A fish stock categorized as 'overfished' doesn't mean it is on the verge of extinction,' said Connelly. 'Imagine you're driving and you're low on gas but know that you have many miles to drive before hitting empty. Just as you want to replenish your gas supply before getting to

'E,' fisheries' managers put plans in place to replenish fish species before stocks are



Cape Cod style fishing boat tied at pier.

threatened. The 'overfished' determination factors in a safety margin that ensures the fish population will be able to recover.'

As in the past, this year's findings demonstrate the continued effort by NOAA Fisheries, along with commercial and recreational fishermen, to support sustainable harvesting of this nutritious and affordable protein source.

'Experts in our industry, with years of experience and knowledge, are committed to continued collaboration with government officials, community representatives, conservationists and others involved in the regional council process,' Connelly continued. 'We look forward to continued progress in the future.'

Under NOAA Fisheries, the federal government oversees a system of eight regional fishery management councils covering fisheries from Maine to Hawaii. The decision-making authority rests with these regional councils, which are comprised of representatives of the various sectors involved in fisheries. The diversity of interests represented on the councils has helped ensure all parties have a voice in the regulatory process. **U**

SEAFOOD.COM NEWS

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Ecolab, a producer and marketer of cleaning and sanitizing products, announced the release of a newly-created product to reduce the contamination of ready-cooked meat products.

"The value of this product to our industry cannot be stressed enough. Octa-Gone™ is cost-effective and simple to apply."

Marketed as "Octa-Gone™," this fatty acid-based product is designed to make ready-to-eat meat and poultry safer to eat. Ecolab claims that its product is unique

in that it is applied at the last possible moment of the packaging process. It is then immediately enclosed and sealed, and finally sent through a hot water shrink tunnel which spreads the treatment over the entire surface of the product.

According to Ecolab, the possibility of post-treatment contamination by bacteria and pathogens is "virtually eliminated" with the use of Octa-Gone™.

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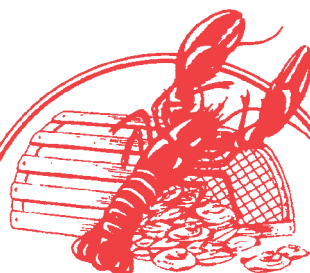
Hormel Foods Corporation has already signed a contract with Ecolab believing it to be a valuable product. Dr. Phil Minerick, Vice President of R&D at Hormel, says "Octa-Gone™ is cost effective and simple to apply. It is effective against microbial pathogens without affecting the color, flavor or appearance."

Approved by the USDA as a processing aid, no additive labeling is required by processors.

Representatives at Ecolab feel that Octa-Gone™ has many attributes that prove valuable to the industry. "Octa-Gone™ provides an extra layer of food safety protection for our customers," says John Tengwall, Vice President of Food & Beverage at Ecolab. "The value of this product to our industry cannot be stressed enough. Octa-Gone™ is cost-effective and simple to apply." **US**

FOODMARKET.COM
News from the Center of the Plate

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Sellers pleased with smooth transition to modern facility...

The new Fulton Fish Market – a familiar experience in a fresh location

Hunts Point Food Distribution Center in Bronx, NY is the new home of Fulton Fish Market. After more than 180 years of selling fish on the streets of lower Manhattan, the transition was smooth and sellers are pleased with their modern facility.

The sprawling new 400,000-square-foot building is filled with the feeling of familiarity and history the Seaport previously had, and the warm greetings of the recognizable faces are quite nostalgic.

The *UB Reporter* spoke with many of the sellers to find out how they were settling in. Most were in agreement that the new facility is the proper way to sell fish.

Many of the challenges that existed on South Street have been combated, especially keeping the fish at optimal

conditions when battling the elements of heat, rain and snow.

Now, the climate-controlled building is maintained at approximately 40 degrees Fahrenheit—providing an ideal setting for selling fish. Many units are equipped with

larger refrigerators and freezers than they had available at the old market. Sellers explained that it gives them the option of keeping larger quantities and varieties of frozen fish on hand. They also reported that proper refrigeration is ensuring that fresh product is stored properly.

Although there is no mistaking that you are in a fish market, it is clean and organized. Every unit is equipped with signage which makes it very easy to identify each company by name. Units also have offices upstairs from the selling floor to provide them with a comfortable and warm environment for doing business.

Some sellers admitted having reservations about leaving the lower Manhattan area that they called home for so many years, but the transition has been smooth and feelings of Fulton still exist. **UB**



**“Many of the challenges
that existed on South Street
have been combated...”**

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\$51 billion spent on organic products in '05...

Organic foods are naturally the greener option

"The price of organic foods is coming down, and availability and variety are on the rise."



Organic sales are on the rise. According to research published in "The Natural Foods Merchandiser," American shoppers spent more than \$51 billion on natural and organic products in 2005.

Since 2002, organic meat sales in the United States have expanded over 150 percent. In 2005 alone, natural products retailers saw organic fresh meat and seafood sales grow 67.4 percent. 2005 was also the year that around 26,000 tons of organic poultry was sold—with chicken comprising the bulk.

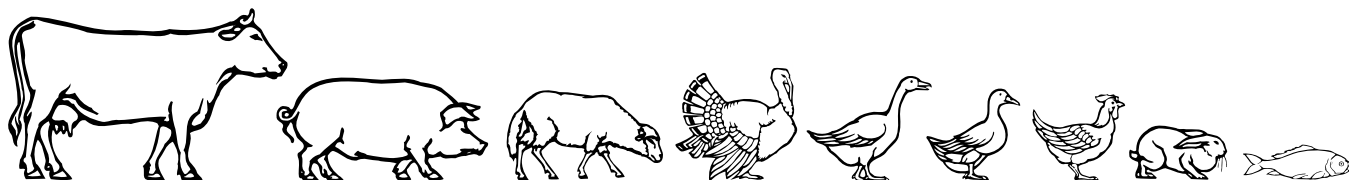
These figures are quite flattering to the industry, and many companies are struggling to keep up with the organic demand. Do we really know what it means for our meat, poultry or fish to be organic?



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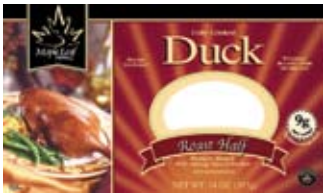
The process of becoming certified is not a simple one. In fact, many organic producers never bother to go through the certification process, and other producers instead use labels such as "free range" or "natural." These terms are often used so loosely that the consumer mistakes the item for organic.

Right now, there is no such thing as USDA certified organic fish or seafood. There are only standards for agricultural products from crop and livestock. Much of the seafood that is confused as organic is

naturally-raised or farm-raised, not organic.

The price of organic foods is coming down, and availability and variety are on the rise. This is good news considering cost and availability were seen as the two key factors driving consumers towards organics. Industry growth and consumer demand have been creating a more competitive marketplace. Overall, as organic becomes more mainstream, industry observers expect prices to fall.^{UB}

THINK!

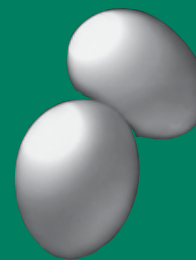


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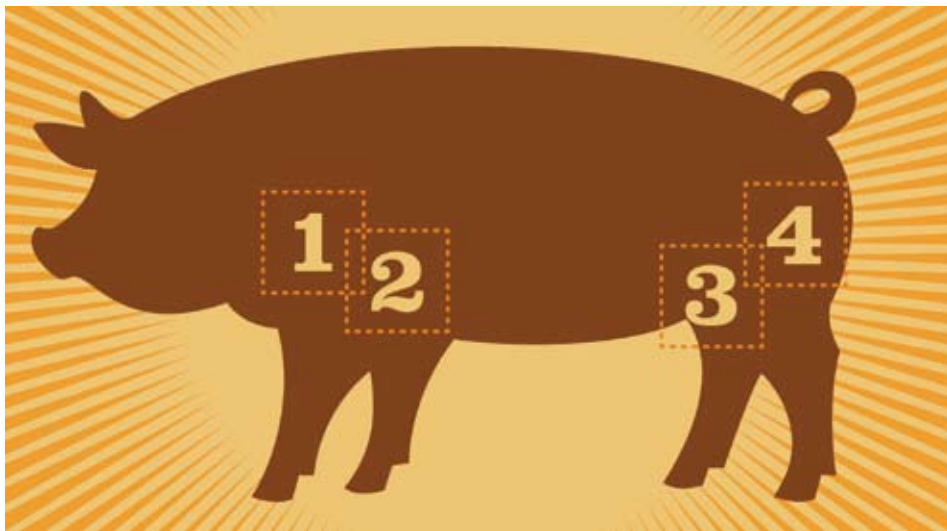
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Four new cuts show pork's versatility

This year, the U.S. Meat Export Federation (USMEF) and the National Pork Board introduced four new cuts of pork to U.S. packers and international sellers in an effort to give consumers exciting and unique pork choices in restaurants and grocery stores.

"...the new cuts generate ideas to utilize the carcass for an increase in the value of the hog..."

The Pork Board admits that these cuts were not developed overnight; rather they resulted from the industry's Porcine Muscle Profiling Study conducted by three universities and funded by Pork Checkoff. Presented at a two-day seminar at Iowa State University the fresh new cuts are: pork breast, petite tender, cap steak, and pocket roast.



The pork breast and petite tender come from the picnic—the portion which is usually ground into sausage, but now proves it can be utilized.

The breast demonstrates itself as perfect

- 1 > PORK BREAST**
- 2 > PETITE TENDER**
- 3 > CAP STEAK**
- 4 > POCKET ROAST**



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Cooked
pork breast



Cooked pocket roast



for most any dish. It is moderately tough with an average amount of juiciness.

The petite tender is just what its name states—the most succulent of the new products, this diminutive cut is ideal for single portions.

Coming from the inside muscle of the hind leg, the cap steak is great for grilling and ethnic dishes. It is a thin, textured steak, similar to a flank, with an average amount of juiciness.

The pocket roast is the largest of the four new developments. Weighing approximately two pounds, the roast

juiciness and is moderately tender.

Not only do the new cuts generate ideas to utilize the carcass for an increase in the value of the hog, but they also increase the ways pork can be used creating a wide variety of culinary creations.

Visit www.pork.org/porcinemyology for an in-depth look at the data for these and all other pork cuts. **UB**

can be used for personal dishes or on the rotisserie. From the front portion of the hind leg, it has an average amount of

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Argentina / US comparison



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COASTLINE	4,989 km	19,924 km
POPULATION	39,921,833	295,734,134
LIFE EXPECTANCY	76.12 years	77.71 years
GDP	\$518.1 billion	\$11.75 trillion
GDP (per capita)	\$13,100	\$40,100
AGRICULTURE AS A %GDP	14.4%	0.9%
AGRICULTURAL PRODUCTS	soy, corn, wheat, tobacco, livestock	wheat, corn, grains, fruit, vegetables
LABOR FORCE	15.34 million	147.4 million
UNEMPLOYMENT RATE	11.6%	5.5%
POPULATION LIVING BELOW THE POVERTY LINE	38.5%	12%
OIL PRODUCTION / CONSUMPTION	0.745 / 0.450 (million bbl/day)	7.8 / 19.65 (million bbl/day)

Following its independence from Spain in 1816, Argentina experienced several internal conflicts among the different political parties as well as the civilian

and military factions of their societies. After WWII, a long period of Peronist authoritarian leadership was followed by a democratic reform in 1983 that still stands



▲ Contrasting architectural styles dominate the skyline of the port city of Buenos Aires.

strong today. Argentina has always been a country rich in natural resources and adept in the agricultural exports business. The early 90s proved to be trying times, but Argentina's economy has proven resilient to collapse and seems poised to continue its growth into the future with Argentina's ever evolving agricultural sector leading the way. **LB**



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Is biofuel a solution to our energy woes?

When Rudolph Diesel designed an engine to run on refined peanut oil in the 1890s, the biomass industry was looked at as the key to future transportation. Unfortunately, the engine was modified so much by the 1920s that it was able to run on lower viscosity fossil fuel rather than any form of biomass.

"Yellow grease is attractive because it is inexpensive, it turns waste into fuel, and its exhaust smells like French fries."

Today, the idea of using corn and food as a potential fuel is becoming appealing once again. In fact, the rising cost of oil in the marketplace makes any of the food-based biofuels attractive. Wasted restaurant grease, in particular, has become more desirable as one source of biodiesel for cars. Although most biodiesel is developed from renewable plant sources, namely soybeans, yellow grease is attractive because it is inexpensive, it turns waste into fuel, and its exhaust smells like french fries.

Many argue that soybean and corn-based fuels will not be able to satisfy the demand for transportation without compromising the food supply around the world. Farmers have long been concerned that the demand for these crops will also drive up the cost of poultry and cattle that feed on them. Some, however, are more concerned with becoming independent of foreign oil and

will seek to import grain in larger numbers if acreage is not instituted.

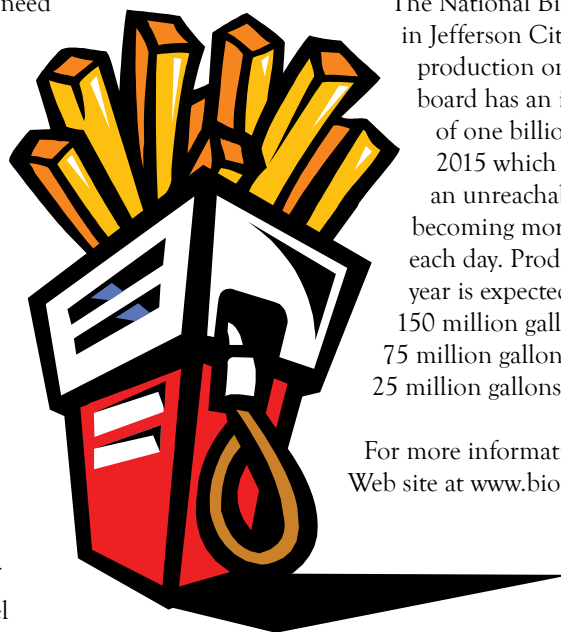
Biofuels may not only be the solution to America's need for transportation but for a variety of other uses as well. Biodiesel is a much cleaner burning fuel that is also less harmful to the environment than ethanol.

Although biofuels are most sought after to fuel vehicles, they have been used for years to fuel engines of small scale farm machinery and electricity fuel cells. In many parts of the country a biodiesel

mixture is used for transit buses, school buses, and also used for on-site electricity generation and heating applications.

The National Biodiesel Board in Jefferson City, Mo., sees production on the rise. The board has an industry goal of one billion gallons by 2015 which at first seemed an unreachable goal but is becoming more attainable each day. Production for this year is expected to come in at 150 million gallons, up from 75 million gallons last year and 25 million gallons two years ago.

For more information, visit their Web site at www.biodiesel.org. **UB**



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Nearly 400 attendees from the egg, poultry, and red meat industry

Urner Barry's Executive Conference -



Cargill's Steve Willardsen, (r), chats with keynote speaker Ari Fleischer during his book signing.



Sara Lee's Sher Marshall listens attentively with Michael Foods' Toby Catherman in the background.



The magnificent Bellagio Conservatory and Botanical Gardens, a feast for conference attendees' senses.



"Charting the Course for Exports"- USAPEEC President Jim Sumner.

Perdue Farms' Gerry Farrelly (l), and Bird-in-Hand's Ted Bloom attend the Sunday evening reception.



Retired UB President Paul Brown, second from right, is flanked by Lisa Campbell, Wayne Winslow of NuCal Foods and Mark Campbell of Norco Egg Ranch (r)

Chuck Kendrew (r) Filet of Chicken and Tom Maddux, Gold Kist, spending some quality time.



This year Urner Barry Publications celebrated its 30th annual *Executive Conference and Marketing Seminar* at the Bellagio hotel and casino in Las Vegas on April 30-May 2, 2006.

Nearly 400 attendees from the egg, poultry, and red meat industry enjoyed a three-day affair with captivating guest speakers, informative industry sessions, lavish meals, a golf outing, and a cooking demonstration.

Hormel Foods' Chairman of the Board, Joel Johnson and former Bush press secretary Ari Fleischer intrigued their audiences with opening day speeches. Johnson's presentation "Insights and Trends," shed light on the consumer demographic influences that are helping to shape today's food industry. Mr. Fleischer spoke to the audience with humorous anecdotes and real life experiences during his tenor in the White House.

URNER BARRY'S Executive Conference & MARKETING SEMINAR 2006 *Charting the Course*



Following his presentation, Mr. Fleischer stayed around to sign copies of his book, "Taking Heat."

Day-two's speakers were just as remarkable covering a wide array of topics. Highlights included a poultry and egg outlook, discussion on the changing retail dairy case, a focus on trade policy and export issues, a glimpse of the Egg Board's new advertising campaigns for the year, and discussions regarding Avian Flu issues and

potential economic consequences. Earlier in the day a consumer focus group gave the audience real life feedback on how their products present at retail.

This year's annual awards ceremony for "Person of the Year" was as exciting as always. Recipients Lou Raffel and Bud Bolinger were speechless. Raffel's award was presented to him by Urner Barry's Senior Vice President Rick

Brown who described him as a man who conducts his job with such precision and straightforwardness that it appeared easy. Bolinger was introduced by his long-time friend and Urner Barry's Vice President of the Poultry Division, Russ Whitman. Whitman depicted Bollinger as an ambitious self-starter who is an integral part of the turkey industry.

Urner Barry will be hosting its 31st annual *Executive Conference and Marketing Seminar* in April of 2007. **UB**

enjoyed a three-day affair...

top-notch for top professionals



Juergen Fuchs (l) and Arthur Papetti. ▲



Bruce Utain of El-Jay Poultry/Oak Valley Farms, poses a question. ▼



▲ (l to r) Daybreak Foods' Bill Rehm, Golden Oval's Dana Persson, Primera Foods' Jon Luikart and Golden Oval's Doug Leifermann share some camaraderie.

▲ Tee Time! (l to r) Tip Top Poultry's Jim Dickey, Carol Hodges, Porky Products' Adam Sahn and Perdue's Gerry Farrelly on the green.



▲ Urner Barry's Michael O'Shaughnessy (c) is flanked by Eastern Poultry's (l to r) Henry Buzgon, Ted Rueger, Tom Rueger and Joe Reid.



▲ Jennie-O Turkey Store's Chuck Meath (l) enjoying the festivities with Rick and Paula Rogers of Zacky Farms and Jeff Stauffenecker (r) of Protein Alliance.



▲ Nicholas Turkey's Christy Puffenberger and Jihad Douglas, (l) share a moment with Farbest Foods' Ted Seger and Hybrid Turkeys' Bill Hodge (r).



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Catfish farm proves to be classical...

Carolina Classics Catfish is a model of success

Carolina Classics Catfish is unique in that it is the only catfish company in the United States that resides outside the delta area. Robert Mayo, owner and President, founded Carolina Classics Catfish in 1986 deriving its name from its North Carolina location.

Mayo chose this site because it allowed him ease with which he could service customers with fresh fish on a daily basis along the eastern seaboard. He realized that the location worked not only logistically, but also offered optimum farming conditions.

Carolina Classics Catfish is a totally integrated company that owns and operates its own feed mill, hatchery, processing plant, and farms. The company prides itself on the large percentage of fish that is sold as "fresh" and its ability to control all aspects

"The location not only worked logistically, but also offered optimum farming conditions."



An abundant handful of roe at Carolina Classics.

of the fishes' environment, which also gives them the ability to offer their customers the option of an "All Natural" product.

When The Reporter visited Carolina Classics, they toured throughout a first-class operation. Extremely knowledgeable employees functioned in every area of the business. The processing plant, which was in full operation, was efficient and clean. If not for witnessing fish first-hand, it would be hard to believe that so many pounds of product came through their facility every day because no trace of odor was present.

The ability to control all aspects of the fishes' environment, the cleanliness of the plant, and the level of knowledge the employees possess was quite apparent to the visiting UB Reporter staff. It was also clear that each individual employee's expertise—from sales to farming—contributes to the success of Carolina Classics Catfish.

With its unique location, knowledgeable employees, and the ability to offer customers fresh and all natural products, Carolina Classics Catfish is a model of success that has set a level of professionalism within the industry. **UB**



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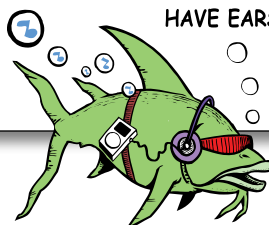
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UB Fast Fact

Fish don't have ears. They hear or feel vibrations along the lateral line of their bodies.

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NAMP launches all-new edition of the 'Meat Buyer's Guide'

The North American Meat Processors Association (NAMP) recently launched an all-new, completely revised and updated edition of its flagship publication the *Meat Buyer's Guide*. This new version fully reflects the many changes and additions that

"The new guide is comprehensive and contains accurate descriptions and photos of the products currently available in the marketplace."

have occurred regarding foodservice industry meat cuts.

The publication features new photographs and updated descriptions depicting products, trim and processing—along with many new explanations of procedures and current terminology. Also newly incorporated in this edition is a poultry category that can be found together with the traditional sections on beef, pork, lamb and veal.

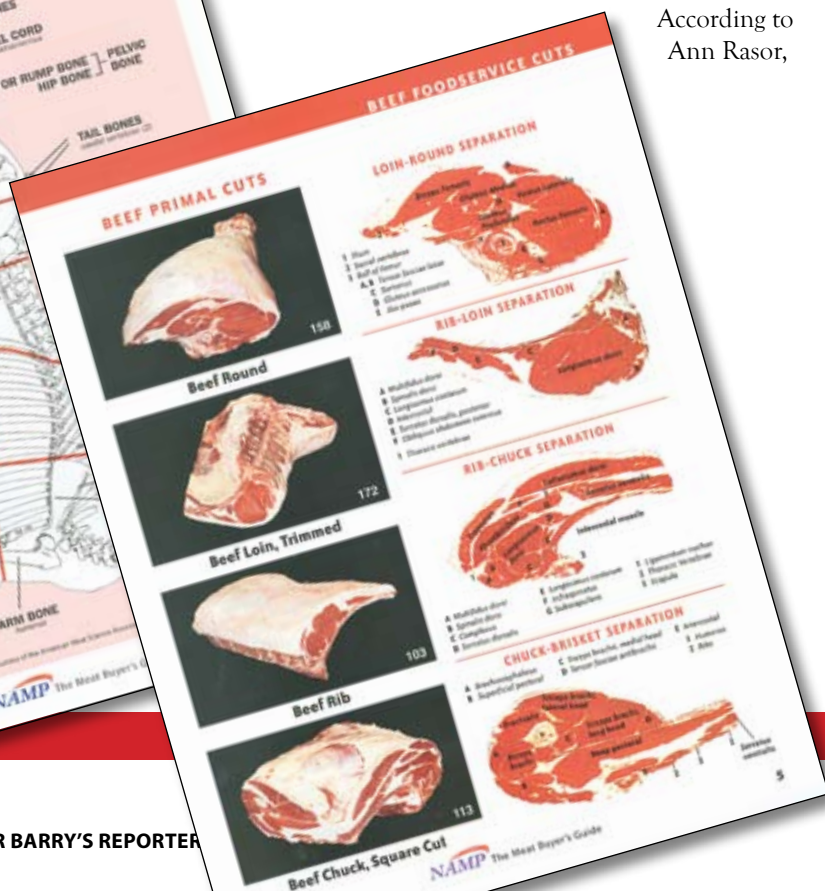
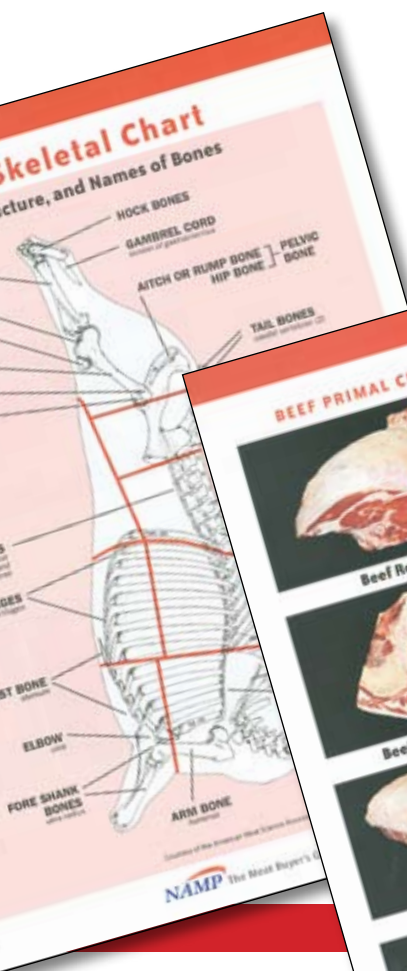
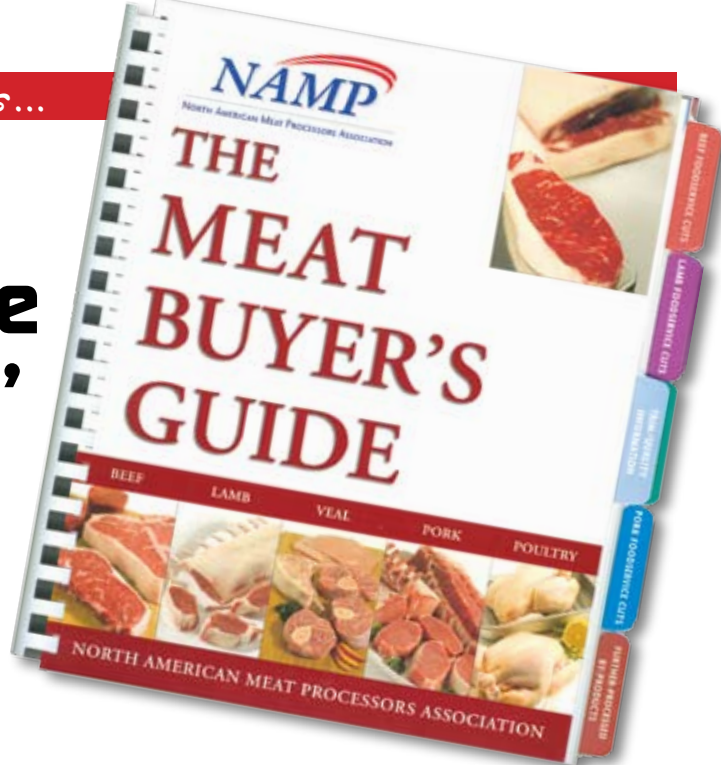
For over 45 years, NAMP's *Meat Buyer's Guide* has been the industry standard and the premier resource publication for foodservice purchasers, chefs, educators, students and the many others whose work involves center-of-the-plate proteins. According to Ann Rasor,

NAMP's Director of Scientific and Regulatory Affairs, "The membership is excited about this new edition of the *Meat Buyer's Guide*. We have spent countless hours making sure that the new guide is comprehensive and contains accurate descriptions and photos of the products currently available in the marketplace."

NAMP is also proud of their release of a new series of educational notebook cards and wall posters. Eight different charts are available either individually or as a set: beef, chicken, duck/goose, game bird, lamb, pork, turkey, and veal.

The North American Meat Processors Association, founded in 1942, is an international nonprofit trade association dedicated to meat processing organizations that provide customers with reliable and safe meat, poultry, seafood, game and other products. A member driven organization, it offers both services and educational programs designed to help members achieve business success.

Get your copy of the *Meat Buyer's Guide* and supporting products today by calling Urner Barry at 1-800-932-0617 or by visiting us on the web at <http://shop.urnerbarry.com>. **UB**



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Grupo Bafar is one of Mexico's principal companies in the food industry. The company manufactures and sells meat and food products, as well as purchases, grows, and sells livestock. Their products include pork, beef, turkey and chicken. A fully integrated company—from processing to distribution—Grupo Bafar has sales among a large share of domestic and international markets.

An innovative company with a vision of spotting opportunities that no one else sees, Grupo Bafar has a strong management team, skilled in making the most of the company's resources and talents. Grupo Bafar is always seeking new ways and new opportunities to make business.

One innovative way of training their employees is through education at their own university. It was Jorge Baeza-Fares and his brother Eugenio's company mission to make certain each of their employees did his/her job to the best of their ability—in a professional, personal and economic manner. From here, Bafar University was



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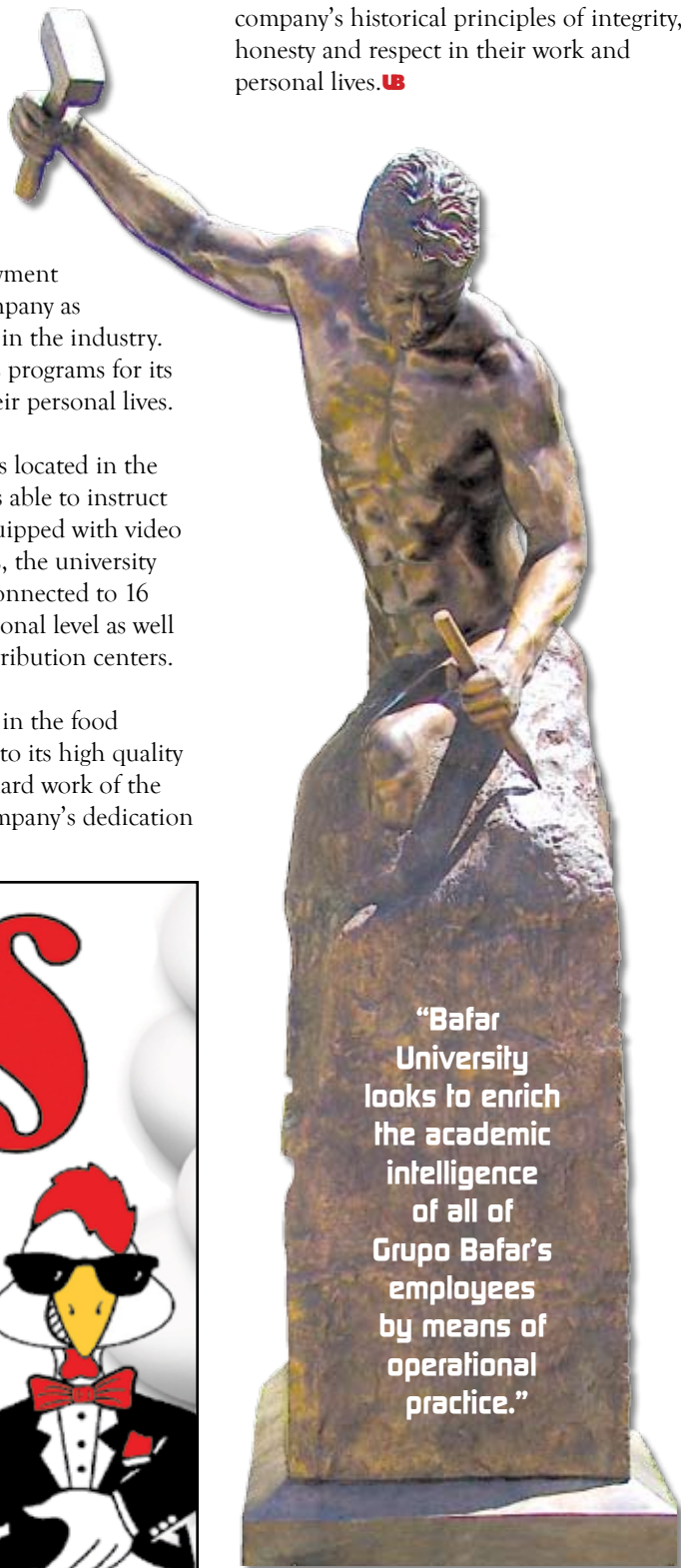


born. Bafar University looks to enrich the academic intelligence of all of Grupo Bafar's employees by means of operational practice. It is the company's wish that this knowledge will open doors for each individual in an effort to achieve higher employment positions within the company as well as greater influence in the industry. Bafar University also has programs for its employees to excel in their personal lives.

The modern campus is located in the city of Chihuahua and is able to instruct 7,000 students. Fully-equipped with video conferencing capabilities, the university can be simultaneously connected to 16 training classes on a national level as well as to their plant and distribution centers.

Grupo Bafar's success in the food industry is not only due to its high quality of products, but to the hard work of the Bafar associates. The company's dedication

to its employees gives them a personal satisfaction and commitment to retain the company's historical principles of integrity, honesty and respect in their work and personal lives. **UB**



"Bafar University looks to enrich the academic intelligence of all of Grupo Bafar's employees by means of operational practice."

This statue at Grupo Bafar symbolizes "the architect of your own destiny", meaning that one sets one's own goals and limits. Every year, only 3 out of the 7000 Grupo Bafar employees are awarded a much-cherished trophy of this statue rewarding their hard work and contribution to the company.

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Tracking the ebb and flow...

The Cattle Cycle:

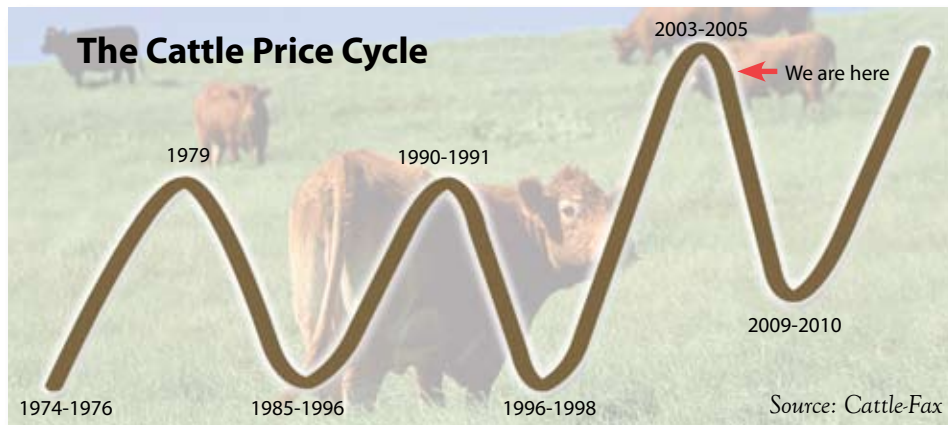
What is it and why is it so important?

The cattle cycle is simply the ebb and flow of U.S. cattle numbers as the industry responds to economic signals.

As a general rule, a period of profitability breeds optimism followed by herd expansion. Conversely, a period of industry loss leads to herd liquidation. It's these changes in profit and loss at the cow/calf

segment of the industry that help create and maintain a cattle cycle.

Will this cycle be exactly like those that have preceded it? Not likely, but each cattle cycle has similar characteristics and just understanding the cyclical nature of this business can provide some benefits for any operation. **UB**



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Deli meats continue to be a dietary staple...

Between the bread: Deli meats uncovered

The single most popular item sold in the deli section is deli meats. They also account for about one-third of all deli sales. Deli meats are popular because they are ready to eat, make great snacks and are easy lunches and dinners. There are so many types available that everyone's taste buds can be satisfied with something from the deli counter.

The most popular use for deli meats is in sandwiches.

Where did the idea of eating foods between bread originate?

Actually, it dates back to

the first century when the famous rabbi, Hillel the Elder, placed a mixture of chopped nuts, apples and spices between two pieces of matzo bread and ate it with bitter herbs.

It was, however, because of John Montague, the Fourth Earl of Sandwich, in 1762, that "the sandwich" was born. Montague ordered meat to be tucked between two slices of bread during a card game so that he could play and eat at the same time without having to put down his cards. Soon thereafter, others began to order the same as Sandwich, and the name caught on.

Since the sandwich was first invented, its popularity has continued to grow. Many different types of the convenient, versatile meal exist. They vary among countries depending on culture and regions, but all have the same criteria—taste.

A sandwich's taste will vary depending on what type of deli meat is used. It is here that a multitude of variations come into play. Although there are four main foundations from which deli meats derive—beef, pork, chicken, or turkey—the products found in the deli case are vast.

Deli meats are always cooked, but this

can mean cured, smoked, oven prepared, steamed, boiled, glazed, or specialty cured. Ham, beef, and poultry deli meats are all referred to as muscle meats, meaning made from muscle tissue, not from ground meat, but there are other cuts as well.

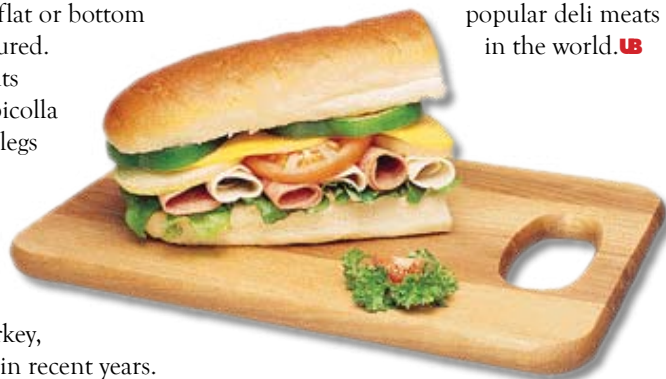
When speaking of beef, there can be eye of round, top round, flat or bottom round, brisket or restructured.

Pork is usually ham with its many variations, but cappicola is from shoulder butts or legs whereas pancetta comes from cured pork bellies.

Poultry deli, also known as chicken and turkey, have grown in popularity in recent years. They have a high protein content and are

low in fat and cholesterol. Chicken or turkey breast that you find in your deli section are made by combining more than one breast muscle together by hand or with a machine to form a single product. They may also be restructured, meaning they are chopped and pressed into shape. These products are cooked or smoked in a variety of styles and flavors including frankfurters, bologna, sausage and salami.

What is the most popular sandwich in the world? According to the U.S. report on Deli Product Knowledge, it is ham and cheese, with ham being one of the most popular deli meats in the world. **UB**



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Popular meat product not available in most of U.S....

Pork Roll... A New Jersey food staple, a New Jersey legend

Anyone who has lived in or spent any time in New Jersey has heard of the mysterious sausage-type meat fitted in a tube-like roll or sack appropriately referred to as Pork Roll.

Known as Taylor Ham in North Jersey and Pork Roll in the State's south, the official name for the pork product is "John Taylor's Original

Taylor Ham." The spicy pork's creation is attributed to John Taylor of Trenton, New Jersey in the late 19th century. It is manufactured by Taylor Provisions under

"The most popular way to experience this unique meat is the Classic Pork Roll, Egg and Cheese sandwich."

the Taylor name as well as under the Trenton name.

Other companies that have gotten into the manufacturing of the meat include Case Pork Roll, Kohler Provisions and Loeffler Gourmet. It is typically sold in one-, three-, and six-pound rolls to foodservice, or pre-sliced in six-ounce boxes at the retail level.

Pork Roll is generally served much in the same way as Canadian bacon—sliced and grilled. Experts use the trademark three or four cuts from the outer edges in to prevent it from ballooning in the middle



while cooking. The most popular way to experience this unique meat is the classic Pork Roll, Egg and Cheese sandwich. Two to three slices of grilled Pork Roll, one to two fried eggs and a slice of cheese all sandwiched between a fresh hard roll, another Jersey staple, and you have a great breakfast, lunch, dinner, or late night snack.

Unfortunately, Pork Roll is rarely available for sale outside of New Jersey and eastern Pennsylvania leaving thousands of Garden State transplants around the country unable to satisfy their craving for the item. Several Web sites exist which are dedicated to selling Pork Roll to relocated New Jerseyans and all those who express an interest in the famous meat. **UB**

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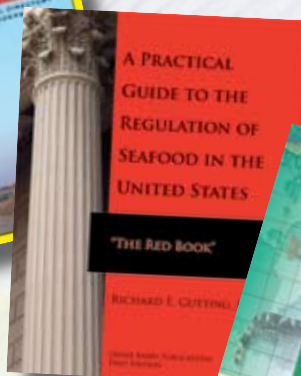
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A necessity for all those in the seafood trade

Vote online for 30-year veteran pitch-phrase...

Perennial favorite egg industry slogan has opportunity to become immortalized

AEB's long standing slogan, "The incredible edible egg," has been nominated for inclusion in the advertising industry's new "Walk of Fame" honoring outstanding advertising slogans and icons. This nomination comes at a particularly poignant time for the egg industry as the AEB celebrates their 30th anniversary and 30 years of continual use of "The incredible edible egg" slogan.

The Walk of Fame contest, launched in 2004 as part of the first annual *Advertising Week* industry convention, allows consumers to vote for their favorite advertising slogans and advertising characters. Past winners have included the M&M characters, Mr. Peanut, and slogans like Hallmark's "When you care enough to send the very best," and Wendy's Restaurant's "Where's the beef?"

This year "The incredible edible egg" is nominated in the company of famous ad lines like: "Good to the last drop" (Maxwell

House), "Mmm, Mmm Good" (Campbell's Soup) and "When it absolutely, positively has to be there overnight" (Federal Express).

Anyone can vote, limit one vote per computer, and the two slogans with the highest number of votes will be added to the Walk of Fame. The voting began June 20th and runs through midnight September 28th. An official announcement of the contest was made in Times Square on the first day of voting.

To cast your vote, go to: advertising.yahoo.com/advertisingweek_06/, click on "Favorite Slogan Vote," scroll down to "The incredible edible egg," click in the circle below the American Egg Board, scroll down and click on "Vote Now."

Please encourage your friends, family, and co-workers to vote for "The incredible edible egg" so that the egg industry's hard work is recognized in this anniversary year. **U**



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The Recipe Box

New England Lobster Pie

A Warm, Elegant Holiday Favorite

Ingredients:

1 ¼ sticks butter
½ cup good-quality sherry (substitute with
¼ cup of vinegar and 1 tablespoon of
sugar mixed together well)
2 cups lobster meat, cut in bite-size pieces
1 ½ cups half-and-half
4 egg yolks, beaten

Topping Ingredients:

½ cup cracker meal
½ teaspoon paprika
2 tablespoons grated Parmesan cheese
4 tablespoons melted butter

Source: Yankee Magazine

Preheat oven to 325 degrees Fahrenheit

Melt 4 tablespoons of butter, add sherry (or vinegar/sugar substitute) and boil 1 minute. Add lobster and remove from heat.

In a medium saucepan, melt remaining butter. Add flour and cook, stirring until mixture bubbles. Remove from heat. Drain the sherry from the lobster meat and reserve. Slowly stir reserved sherry and 1½ cups of half-and-half into the mixture until thoroughly blended. Return to heat and cook, stirring constantly until sauce is smooth and thick. Spoon four tablespoons of the sauce into a small bowl. Gradually add beaten egg yolks and stir well. Return egg mixture to sauce and mix well. Stir over low heat about three minutes: do not allow to boil. Remove from heat and add lobster. Turn into four individual ramekins or a small, deep pie plate.

Combine topping ingredients, blend well, and sprinkle over pie(s). Bake about 10 minutes or until heated through.



EDLP needs to be more of a feature to increase overall sales...

Every Day Low Price or Every Day Lost Profit?

This spring at Urner Barry's Executive Conference and Marketing Seminar, Alan Andrews brought his 30 years of sales and marketing experience in the food industry with him to speak to conference attendees.

In his presentation, Andrews stated that egg consumption was down slightly from year-ago levels due predominantly to a slow down in advertising. He frequently mentioned that the "Every Day Low Price (EDLP)" was not good for the egg industry, and felt that it needed to be more of a feature to increase overall sales.

Just what is EDLP? In its purest form, it is as it sounds: exactly the same low price every time you visit the store. In other words, no more price promotions. This approach requires a re-think on how suppliers can attract consumers to their brands while maintaining brand impartiality.

"The absence of promotions removes some of the consumer's excitement from the shopping experience"

In the past, EDLP was used to build a



consumer's confidence in their retailer and assured that the best value was consistently provided. Today, however, the absence of promotions removes some of the consumer's excitement from the shopping experience. This negatively impacts sales, particularly if they thrive on finding a bargain, which many consumers do. EDLP also does not remind or motivate people to buy eggs.

SuperCenters and club stores also negatively impact retailer's egg volume

long term. Retailers must improve sales to compete, but how?

One positive area for eggs has been their larger package sizes. Studies have shown that if 36 count replaced 30 count packaging, 20 MM dozen more eggs would be sold.

According to Andrews, larger-sized packages are not enough for the industry. He feels that the egg industry must do something to entice consumers.

Advertising is one such possible solution as it benefits retailers in two ways: (1) It attracts consumers and therefore increases traffic, and (2) Builds customer loyalty.

In the end, Andrews was a firm believer that the bottom line of EDLP is this: EDLP is an egg sales reduction strategy and lost sales equal lost consumption. The message to develop greater egg sales seems clear; a change in the foundation of EDLP is necessary to continue the egg's return to the table. **UB**

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Designing a better turkey

Have you ever wondered about the genetics behind your holiday turkey? All agricultural animals used for our food consumption—cows, pigs, and chickens—have comprehensive maps of their genomes, and turkeys do too.

That's right, that bird that you are sitting down to eat this November has had a genetic map made which reflects special breeding selections that actually took place in 2002. More astounding is the fact that birds which are being selected today will influence the industry in 2010!

Three companies in particular are responsible for breeding the large white turkey consumers find on their holiday

table: Nicholas Turkeys, British United Turkeys, and Hybrid Turkeys. These companies are committed to the latest quantitative genetics selection.



UB's Reporter spoke with Dr. Derek Emmerson of Nicholas Turkeys. Dr. Emmerson is one of the industry's leading experts and Vice President of Research and Development responsible for all research, development, and technical support for turkey breeding at Nicholas. In this role, he has primary responsibility for the Nicholas breeding program and gene pool.

When asked what the importance of breeding a better turkey was, Dr. Emmerson said that geneticists have spent years identifying

specific traits and developing techniques to select the birds that perform best. Through years of selected breeding, the turkeys perform better across a range of desirable traits such as breast meat yield, feed conversion, and temperament. They have also devoted just as much time breeding healthier birds. Dr. Emmerson emphasized the importance his company places on the cardiovascular health and leg strength of the birds, as well as the amount of attention dedicated to their overall health and welfare.

The importance of breeding turkeys with beneficial traits is paramount to the poultry industry. With economics being of concern to both producer and consumer, optimum, disease resistant stock that can be produced through selection would prove more cost effective to all parties.

So when you sit down to eat your holiday bird this year, remember that the technical aspects of designing a better turkey took years to perfect. So take time and enjoy your meal. Happy Holidays. **UB**

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The egg is still one of nature's most nearly perfect foods...

The American Egg Board proclaims the virtues of the 'Incredible Egg'

The American Egg Board (AEB) is the U.S. egg producer's link to the consumer in communicating the value of the incredible egg. As the egg industry's promotion arm, AEB's foremost challenge is to convince the American public that the egg is still one of nature's most nearly perfect foods.

In order to accomplish the task at hand, the American Egg Board is constantly seeking new and innovative ways to spread their message. AEB is currently in the midst of two very unique ad campaigns... "Kick It Up with Eggs!" and "Nature's Miracle Food."

Kristine Lilly, two-time Olympic Gold Medalist and captain of the U.S. Olympic women's soccer team, partnered with the American Egg Board to promote the nutritious benefits of eggs for health and fitness. In June, AEB kicked off a program to promote eggs as a perfect protein-packed snack that can help kids (and adults) stay active and powered-up all summer long. The Kick It Up With Eggs! Campaign was launched with a satellite media tour featuring Kristine Lilly and nutritionist Elizabeth Ward, MS, RD. In addition, press kits were distributed to the media across the country.

To further leverage the program, AEB created Kickitupwitheggs.org to make eggs part of an individual's daily game plan. The Web site features U.S. soccer star

Kristine Lilly who credits the high-protein egg for helping her achieve and maintain her superstar athlete status. The site also offers ideas to help active children stay energized, maintain a healthy weight, and most importantly, enjoy eating!

Nature's Miracle Food is the theme of AEB's other new consumer advertising campaign which includes a set of TV and radio commercials, Chinatown and

Smokies. For the first time, AEB is able to strongly extol egg's nutritional benefits through consumer advertising. A special Web site, naturemiraclefood.com, was also created to provide



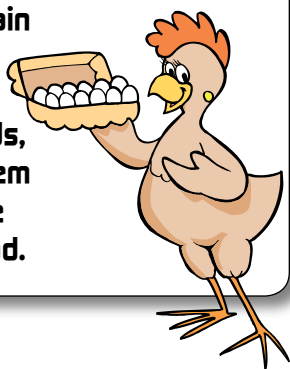


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additional information on the campaign.

Chinatown is about a young, pregnant woman seeking a centuries old “miracle food.” She finds herself searching the twisting back alleys and exotic storefronts of *Chinatown*. The saga encourages the viewer to join the journey and discover what makes the incredible, edible egg so darn incredible.

Further south, in *Smokies*, a photojournalist, on assignment in search of a “miracle food,” meets a mysterious young boy. Following the boy’s lead, our hero begins an amazing journey and encounters some very interesting members of the boy’s family. New nutritional facts about eggs are presented during the hero’s quest for the miracle food.

Visit the American Egg Board’s Web site at www.aeb.org for eggceptionally interesting

facts about eggs. The site includes recipes, nutrition information, egg industry statistics, decorating ideas, and retail assistance as well as eggcellent marketing and promotion aides. **UB**

AEB is currently in the midst of two very unique ad campaigns... “Kick It Up with Eggs!” and “Nature’s Miracle Food.”



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all farmers and egg producers are "eternal optimists"...

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Everyday, let's dedicate ourselves in serving the people of the world

ISE America (pronounced E-say) is the egg industry. Their primary business is the production, grading, packaging, marketing and distribution of shell eggs. Ranked #10 among U.S. egg companies in 2005, ISE currently sells 100,000 cases (30 doz equivalent) each week—with 10% of that represented in liquid eggs and hard cooked eggs.

UB Reporter staff had the privilege of visiting one of ISE's New Jersey

facilities. We were able to see a world-class operation firsthand with state-of-the-art production methods. Each egg ISE produces is washed, sanitized, oiled, weighed, processed and packed within hours of time of lay—all under the careful watch of on-site USDA inspectors.

ISE produces and sells eggs, no other products. Their emphasis on the total integration of their egg production and distribution system encompasses

all aspects; from their pullet farms, to direct store delivery, to in-store product evaluations.

Founded by Mr. Hikonobu Ise in 1980, Mr. Ise has family roots in the egg business that date back to 1912. With his background, commitment to integration, quality, and customer service, Mr. Ise demonstrated his commitment to ISE America and the industry over 20 years ago when he built a 1.2 million bird

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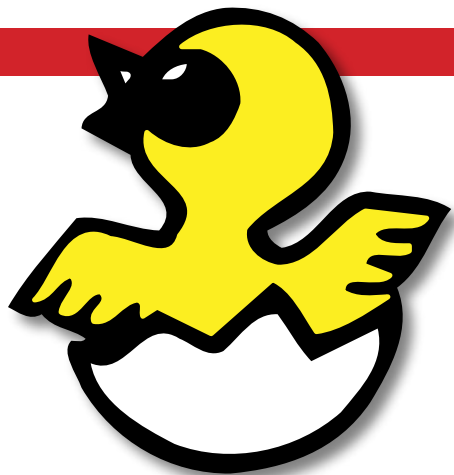
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SHRIMP COMPLEX: Ex-Warehouse, East or West Coast - LTL				SALMON			
Count	Central & South American Farm Raised White	Asian Farm Raised White	Farm Raised White Head-On Count per Kilo, \$ per lb	Count	BT Farm Raised Southeast Asian	BT Farm Raised India	BT Farm Raised Bangladesh
<10				<10	9.10-9.20	8.90-9.00	8.90-9.00
<15				<15	6.80-6.90	6.65-6.75	6.60-6.70
16-20				16-20	5.60-5.70	5.55-5.65	5.45-5.55
21-25	4.80-5.00 +	4.90-5.10		21-25	4.95-5.05	4.80-4.90	4.55-4.65
26-30	4.10-4.20	4.10-4.20		26-30	4.30-4.40	4.55-4.65	4.05-4.15
31-35	3.30-3.40	3.30-3.40		31-35			4.40-4.50
36-40				36-40			

AQUACULTURE FISH				FILLETS - Prem Scale			
Whole dressed, H & G	Domestic South Fresh	Cattish South Frozen	Chinese Catfish China Frozen	Swai Vietnam Frozen	Tilapia C&S&A Fresh	Tilapia China Frozen	FOB NE Atlantic
3-5 ounce	2.35-2.45	2.30-2.40					1-2 lb.
5-7 ounce	2.30-2.50 +	2.30-2.50 +					2-3 lb.
7-9 ounce	2.20-2.30 +	2.20-2.30 +					3-4 lb.
Bris & Skins Fillet							4-5 lb.
3-5 ounce	3.20-3.30	3.10-3.20					
5-7 ounce							
7-9 ounce							
9-11 ounce							
Value Added							
Breaded Fillet		3.05-3.20					
Port Strips or Fingers	2.30-2.35	2.20-2.30					
		0.95-1.05					

SALMON				FILLETS - Prem Scale			
FARM RAISED (3,500 lb. Minimum)				FOB NE Atlantic			
Whole Fish - Fresh	FOB NE Atlantic	FOB NE Atlantic	FOB NE Atlantic	FOB NE Atlantic	FOB NE Atlantic	FOB NE Atlantic	FOB NE Atlantic
2-4 lb.				1-2 kg.			
4-6 lb.	1.50-1.75+	2.40-2.50	2.45-2.55	2-3 kg.			
6-8 lb.	2.55-2.65+	2.50-2.60	2.55-2.65	3-4 kg.			
8-10 lb.	2.65-2.75	2.60-2.70	2.65-2.75	4-5 kg.			
10-12 lb.	2.75-2.85+	2.80-2.90	2.85-2.95	5-6 kg.	4.00-4.15		
12-14 lb.	2.75-2.85+	3.00-3.10	3.05-3.15	6-7 kg.	4.00-4.15		
14-16 lb.	2.80-2.90+	3.10-3.20	3.15-3.25	7-8 kg.	4.00-4.15		
				8-9 kg.			

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production complex in the heart of his customer base, the New York/New Jersey metro area.

Now, ISE America operates nine farms on the East Coast from New Jersey down to South Carolina. They sell shell eggs to successful food retailers all along the East Coast including A&P, Wal-Mart, Albertson's, ShopRite and Harris Teeter among others who share the same objectives of quality and service.

As an international company, ISE has the ability to draw from the many talents

and resources of many different cultures. They share ideas and experiences with the Japanese, and all understand the farmer/work ethic required to operate a live animal operation 365 days of the year, 24 hours a day.

Gregg Clanton, COO of ISE America, believes

that all farmers/egg producers are "eternal optimists" because they believe in the legitimate values of the product.

However, he recognizes producers are limited in their ability to control or influence the revenue side of the net income equation. Instead of simply 'staying afloat on the Red Ink Sea', he would like to offer fellow industry optimists a challenge—to commit

"As an international company, ISE has the ability to draw from the many talents and resources of many different cultures."

to consider new ideas which should contribute to egg producer preservation and a more sustainable agricultural system:

Learn to operate and manage below capacity. Fight the natural urges to operate at 95 to 100% capacity when the egg supply is outpacing a normal level of sales. Run a model at 80-85% capacity and see what the cost impact would be and expect the market increase to more than compensate for the difference.

Work towards strengthening supply chain partnerships. Be willing to serve another fellow egg producer in the same way you would serve one of your best customers.

Exercise the "better to give than to receive" principle on behalf of those in need. We should be willing, as producers of a nutrient-rich, high-quality product, to commit to work through the bureaucracies to find a way to efficiently feed at least some of the starving people in the world. Even if we don't get a penny for the product, we'll be blessed in the long run for having done so. **LB**

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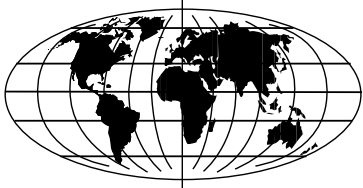
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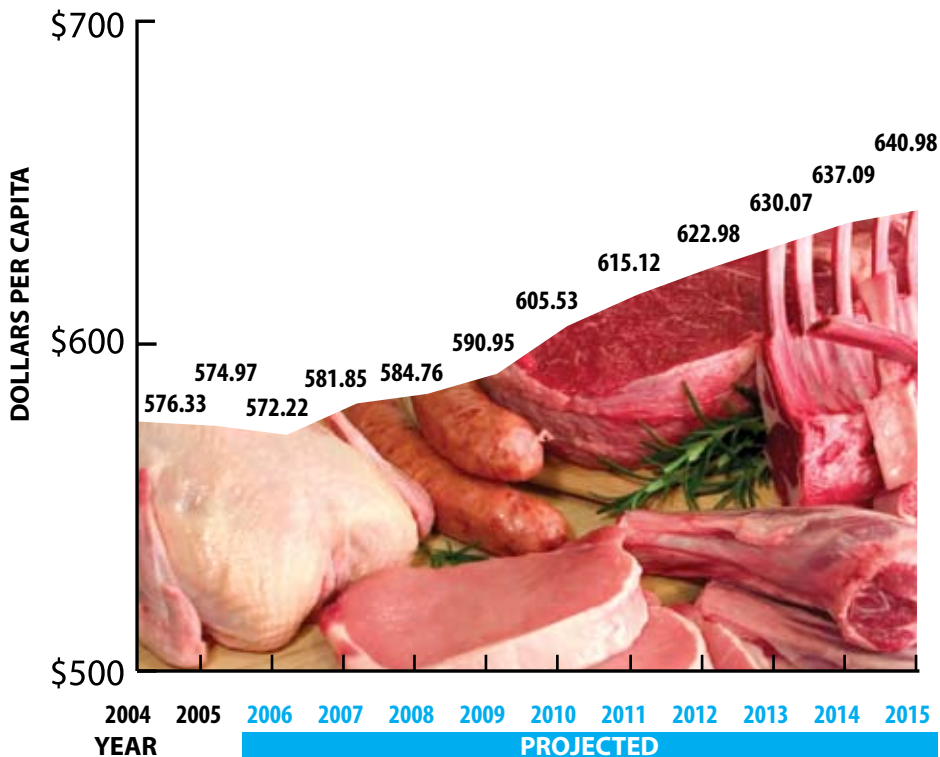
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More money being spent, but....

Dollars spent on meat per capita



Source: USDA Agricultural Baseline Projections to 2015, February 2006.



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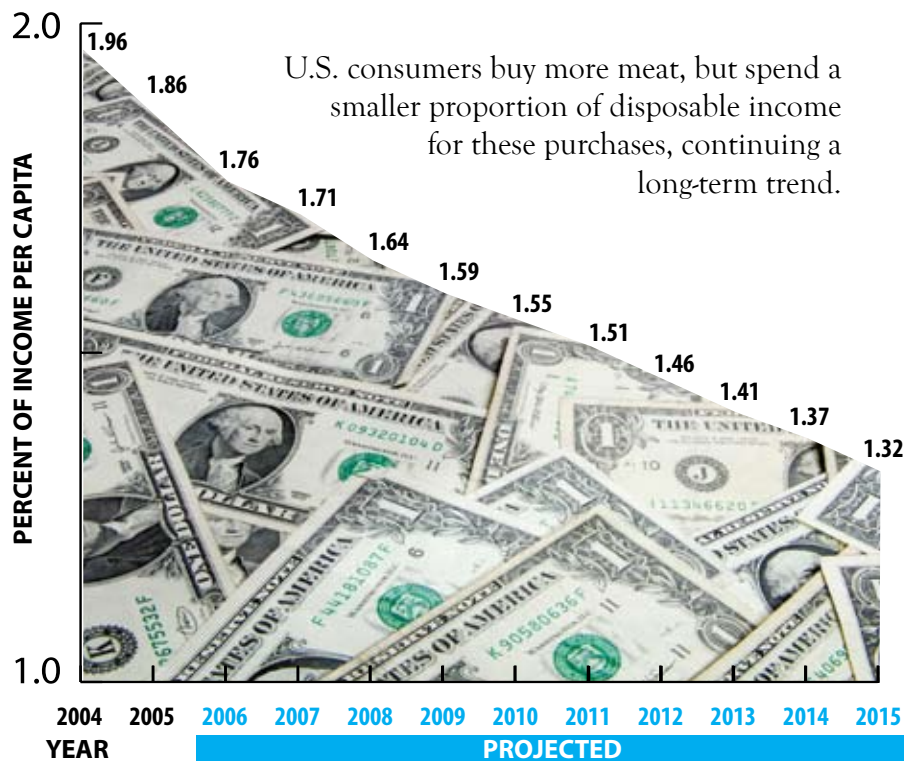
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...a smaller proportion of total income...

Percent of income spent on meat



Source: USDA Agricultural Baseline Projections to 2015, February 2006.



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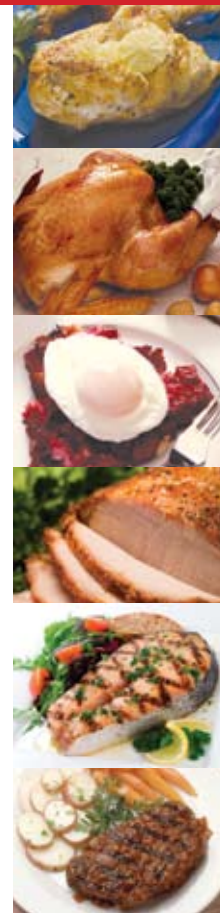
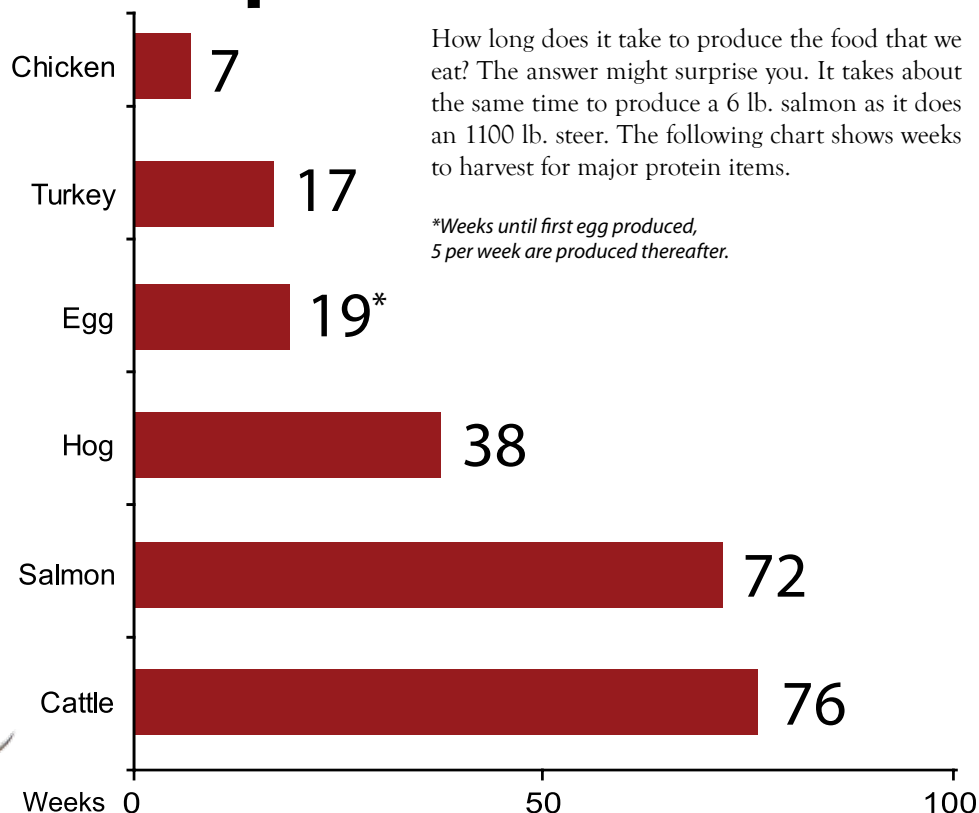


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Food production timeline



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cabbage, carrots, cauliflower, green beans, mushrooms, onions, apples, bananas, peaches and fruit juice.

Being that identical twins share all the same genes and fraternal twins share only half, researchers were able to decipher which food preferences were inherited, and which

were influenced by the environment. The heritability was determined by examining how similar the liking for foods was between the identical and fraternal twins.

High protein foods were found to have a higher "heritability factor" than vegetables. When it comes to vegetables and desserts, Wardle says that children might emulate their parents' enthusiasm or distaste and also suggested a food's availability as being a large influential tool.

"Finding out more about why children like and dislike foods is important in helping us understand the problems of obesity," said Wardle. "Childhood obesity can lead to health problems later in life including cancer." **UB**



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