



Growing worldwide demand for fish...

Fish prices rising worldwide as consumption surges

By Hiroshi Konishi and Etsuo Tomita

Blame mad cow disease, avian flu, wealthy new Chinese consumers—or all of the above. No matter the reason, one thing is certain: There's a worldwide fad for fish.

Across Europe and Asia, seafood consumption is jumping upstream, its economic tail thrashing powerfully.

That's good news for island nations like Japan, right?

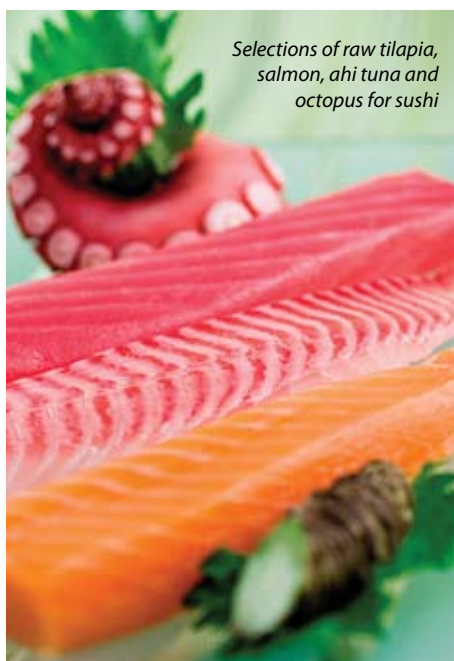
Not if the island nations import 40 percent of their seafood, as does Japan. In that situation, a rise in global consumption is a big problem.

Rising demand means rising prices. If the fish gets too expensive customers—mostly supermarkets and sushi restaurants—will withdraw the pricier fish from their offerings.

Prices for Chilean farmed Atlantic salmon and trout have headed through the roof since spring 2005, which is bad news for sushi restaurants. Chefs say they can't offer salmon if it is more expensive than delicacies such as toro (fatty tuna) or uni (sea urchin roe). Filleted trout is up 60 percent, to more than 1,000 yen per kg this spring.

With their bargaining power limited, Japanese buyers are regularly outbid by foreign buyers. Those buyers are hungry.

"If the fish gets too expensive customers will withdraw the pricier fish from their offerings."



Selections of raw tilapia, salmon, ahi tuna and octopus for sushi

European consumers have been shying away from meat and poultry, in part due to scares over mad cow and avian influenza. Instead, they are turning to seafood.

In China, too, a booming economy is giving consumers more buying power to compete for the world's priciest fish.

Growing demand means those countries can afford to pay more. In China between 2000 and 2002, average annual per capita marine product consumption was 25 kg—a 5.3-fold increase over 30 years ago, according to the Fisheries Agency.

In the European Union, consumption was 25.8 kg, up 30 percent. And in North America, the figure has increased by almost

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Understanding the beef industry...

Communication: A pretty cool hand

By Mark Polzer,
Foodservice Director,
Certified Angus Beef LLC

Paul Newman's title character in "Cool Hand Luke" was often beaten while the prison warden pronounced, "What we have here is a failure to communicate." That movie was made nearly 40 years ago, and for at least that long, its famous quote has described the beef industry.

Perhaps the cattle and food industries have never understood each other, although there is a lot of curiosity among

the two. Any "authentic" steak house adorns its walls with the trappings and photos of cattle ranching, and grocery stores increasingly try to link product with producers in the eyes of their customers. Then there are the cattlemen who realize they grow food, take pride in it, and enjoy a good steak.

"...most producers have just as much need to understand foodservice issues and roadblocks..."

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Rising worldwide seafood consumption goes hand-in hand with rising prices. So why is the Japanese consumer eating less seafood?

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THE REPORTER

reflects on first year...

It's hard to believe that a whole year has gone by since the premier issue of *Urnery Barry's Reporter*! Starting as an idea to fill the void in informative and quick-to-read food industry news, the *Reporter* has grown into a nationally-distributed magazine packed with educational opportunities, interesting reading and useable material. Our goal for the publication was to strike a balance between the need to be informative, yet remain an easy read in today's extra busy work environment. We're happy to say that although our work is not done, we've been pleased with the results.

The past year has taken the *Reporter* down diverse roads. We've explored the effects emerging competitors like Brazil and China might have on the U.S. protein industry. You've been kept current on technological advances like RFID tags, bio-fuels, and promising bird flu vaccines. In the *Reporter's* pages you've seen insights on market timing, agri-statistics, and retail trends while company spotlights have allowed you to "test drive" a potential supplier before making any commitments. From sustainable fisheries, food safety advancements and organics to what's hot in the retail case, the *Reporter* has brought you the most food industry news available.

But we're not finished yet. Over the next year, we will continue our commitment to bringing you even more features, unique information and news coverage that you won't get anywhere else!

As always, we encourage feedback from our audience. If you know of a new product, a hot topic or a deserving mention, please e-mail us at reporter@urnerbarry.com. We look forward to hearing from you!

On my behalf, and that of the entire *UB Reporter* staff, we thank you for your continued support and wish you a very successful 2007!

Paul B. Brown Jr.

Paul Brown Jr.
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NFI opens battle to level playing field in seafood

by John Sackton

Many buyers may not yet realize what is at stake in the fight for economic integrity that the National Fisheries Institute (NFI) initiated at its convention early last October.

Cheating in seafood is never going away. There will always be fringe businesses that stay alive by cutting corners and not giving their customers what they promise. However, when entire categories of seafood get taken over by cheaters—many think things have gone too far.

One of the worst problems is net weight. Certain types of fish are routinely sold at net weights of 85% or 90% of the actual weight stated on the box.

This is a very hard problem to solve because it is unclear who is getting hurt by it, and who is to blame.

"What NFI is doing is trying to sound the alarm, and it cannot do this alone."

The typical distribution chain for an independent restaurant is to bring product in from a local distributor, who purchased from an importer. Many distributors knowingly purchase a short-weight product at a lower cost through their importer, and many importers originally know they obtain a product at 85% or 90% of the actual net weight. In a number of Asian countries, packers will routinely pack and quote short weights. Restaurants are happy with their product as long as the number of pieces in the case are correct.

Oftentimes in the seafood industry, those who try and comply with laws and standards are the losers. These are companies in the industry who stand behind what they sell. They are companies who promise their customers to actually

deliver what they have ordered.

NFI is being pushed to act by its members, because salesmen are losing sales to cheating. At a time when much of the market is clamoring for traceability, transparency and verification—whether of antibiotic testing, country of origin, or HACCP—a whole class of net weight cheating has become rampant.

Seafood buyers are notorious for changing suppliers in order to obtain lower prices. Even for five cents on a \$4.00 item. As a result, when buyers look only at prices, the cheaters win out every time with a short weight product.

Major seafood companies who have built reputations based on honesty and good quality products are being hurt. Major distributors and corporations who are aware of the damaging impacts of corporate scandals or illegal activity are solidly behind efforts to clean up this cheating. Anyone who has a brand to protect is actually at risk.

What NFI is doing is trying to sound the alarm, and it cannot do this alone. It must have the support of buyers who will once again treat seafood as an item that has to be purchased with knowledge and experience.

The industry is at a crossroads. On the one hand, the consumer demand for seafood is soaring. National chains and major retailers are all increasing their seafood purchases. They generally have quality inspections and specification requirements to catch those who try and sell them short weights, but they cannot isolate themselves from the cheating if it becomes the norm. **UB**

SEAFOOD.COM NEWS

Adapted from an article originally published on Seafood.com News, Oct 24, 2006.



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Use found for natural by-products...

The chicken feather suit



Ever wear a chicken suit? What about one made from rice straw? Scientists say you just might be able to in the future. Researchers at the University of Nebraska-Lincoln plan to develop feathers and fibers into fabrics that resemble wool, linen and cotton.

It's true. In an effort to reduce the use of petroleum-based synthetic fabrics, the university's textile team, Reddy and Yang, have turned toward the abundant supply of rice straw and chicken feathers that are natural by-products of their industries and developed a comfortable, feather/fiber-based fabric.

According to the developers, the feather-based fabric will be more like wool, while the rice straw fabric will resemble linen or cotton. Both fabrics are still in the early stages of development, and researchers do not anticipate them hitting the

market for several years.

With the abundant amount of chicken feathers and rice straw that are available each year, the agricultural by-products represent a plentiful, inexpensive and renewable alternative

Natural synthetic fibers are used in clothing, carpets, vehicles, and a multitude of other everyday uses. Replacing the synthetic fibers with the feather and straw fibers could prove beneficial to the environment, consumer, manufacturer and the farmers who currently require other methods to dispose of the millions of tons of by-products. **UB**

"The agricultural by-products represent a plentiful, inexpensive and renewable alternative"

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In 2003, along with her husband Bill, the Byrds opened their first store. They felt that too many American families were missing out on important family time and therefore designed their first location in a way that would provide everything to create a healthy meal in a matter of minutes—all within a friendly and social atmosphere. The easy-to-follow, step-by-step instructions proved conducive even to those who didn't know their way around a kitchen. Demand for more such units grew. There are currently 600 franchises throughout the nation.

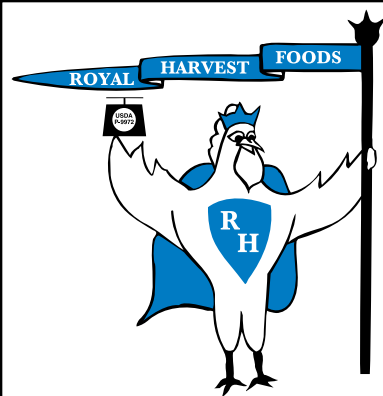
UB Reporter staff visited one New Jersey franchise to see what was so special about the dinner preparation concept. For one thing, everything is at the client's fingertips. All ingredients are provided—washed and chopped, all spices, and all containers. Even the appropriate measuring tools are conveniently laid out in the correct containers, so there is no guessing as to the measurements needed. To complete the assembly, serving dishes are supplied with lids and even a handy, detailed label with reheating instructions and suggested side

dishes. The only thing necessary is a vessel to transport the meals home.

Wine and an hors d'oeuvres bar with non-alcoholic refreshments complete the home-away-from-home ambiance to make it a truly comfortable experience.

"No more shopping, no more chopping and no more clean-up."

Sessions are designed to be taken often, with daily, evening and Saturdays available. Each month brings 12 new recipes targeting the time of year or holiday. A large assortment of categories are available including beef, pork, poultry and seafood. Each meal feeds 4-6 people, is chef-tested, and contains no trans fats. The meals are reasonably priced but vary among establishments, averaging approximately \$3 per serving. **UB**



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Global demand for whitefish outstripping quotas worldwide

The supply-demand situation for whitefish as well as the cod family, including pollock, has been tightening around the globe. This situation was discussed at the recent groundfish forum in Portugal.

"Although the EU will probably issue minimum possible quotas for the protection of fishermen, quota reduction seems unavoidable."

The downward trend in supply has not been held in check due to depletion of stock, among other factors. Demand, on the other hand, has been visibly growing, especially in the United States,

Eastern Europe and Russia, aided by the consumer propensity to eat more fish as a healthy food.

Because of its familiarity, whitefish and the cod family have been easily accepted by consumers. Economic growth within 10 countries that newly joined the expanded EU has added to the middle class's propensity for fish and more are now able to afford it. In Russia and Eastern Europe this is also holding true.

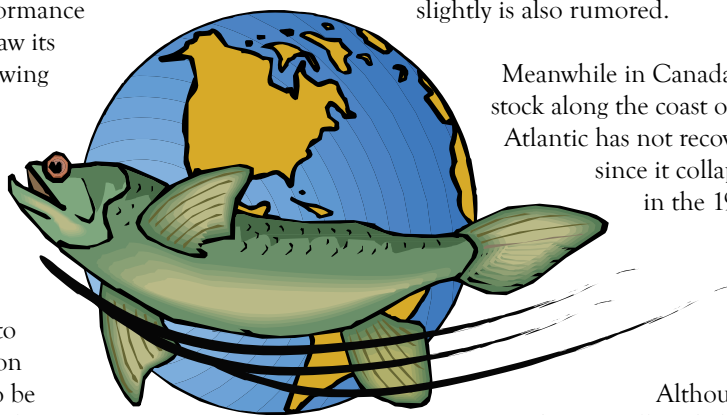
The United States, where economic performance is faring well, saw its population growing with the total population estimated to have topped 300 million last October. When we look deeper into the consumption capacity, it is to be noted that population growth in the U.S. was most visible among Spanish-speaking citizens who have a traditional liking for a fish diet.

This demand has raised concerns over a decreasing supply of cod on a global scale. First of all, TAC (total allowable catch) for

cod in areas off Alaska, the world's largest supplier of this fish, will most likely be curtailed substantially in 2007 and 2008. Cod quota will also be slashed in Europe, and Iceland has already decided on cod quota reduction.

In New Zealand, TACC (commercial TAC) for hoki for the current October-September season was set at 100,000 tons—a level equivalent to that of last year which marked the lowest record. While in Russia, the possibility that the pollock quota for next season will be curtailed slightly is also rumored.

Meanwhile in Canada, cod stock along the coast of the Atlantic has not recovered since it collapsed in the 1990s.



Although the EU will probably issue minimum possible quotas for the protection of fishermen, quota reduction seems unavoidable. The EU further says it will conduct thorough enforcement on fishing activities to shut out illegal fishing. Industry sources see that the tightened enforcement may reduce the supply from sources not regarded hereto as legitimate.

Judging from the situation described above, supply of major cods around the world will most likely decrease in line with quota reductions. Economists foresee that gaps will widen between supply and demand of cod fish in the years ahead, with demand continuing increase but supply dwindling. **LB**

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As originally reported on Seafood.com News
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Five Guys opened in Arlington, Virginia in 1988. It was founded by insurance salesman Jerry Murrell when he offered his sons a choice between college and running their own business. They opened Five Guys which since then has grown into a franchise that boasts outlets in 11 states and the District of Columbia.

In addition to the *Washingtonian* honor, Five Guys was rated number one "Bang for the Buck" in the Zagat Survey, and *The Washington Post* calls them "the Willy Wonkas of burgercraft." Since expanding outside of the DC Metro area, Five Guys has won the *Annapolis Magazine's* reader's poll for Best Fries, *Richmond Magazine's*

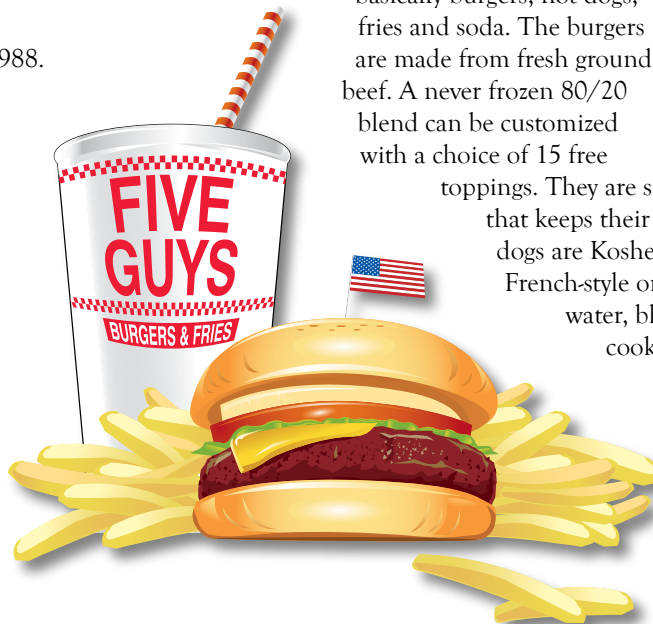
reader's choice for Best Burger, the *Fredericksburg Star's* Simply the Best Award for Best Burger, Best Fries *Philadelphia Magazine*, and Best Burger *Charlottesville*.

The menu is simple... basically burgers, hot dogs, fries and soda. The burgers are made from fresh ground beef. A never frozen 80/20 blend can be customized with a choice of 15 free

toppings. They are sizzled on a flat-top grill that keeps their juices within. The hot dogs are Kosher. Fries are hand-cut French-style on site, soaked in cold water, blanched in peanut oil, then cooked to order and served in brown paper bags.

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What's in your meat case?...

Chub vs. tray packaging: Products of their region

It is obvious that regional differences exist in vocabulary, such as soda vs. pop and dinner vs. supper. What isn't obvious are the regional differences that exist in some common consumer products—in this case, the packaging of ground beef.

While the cutting and packaging of beef has undergone numerous changes over the years, for many in the country, a one- to five-pound chub is the most familiar way to find packaged ground beef. This is because it is packaged and sold to consumers in this manner in every part of the country except on the East Coast. There, the product arrives as a chub, and is



repackaged before it hits the shelves.

Repackaged? Yes. In that area of the nation only the 'backroom' butcher area sees the coarse ground beef in the chub package. It is then opened, re-ground, and packaged in tray packs.

Tray packaging is the method by which consumers in the East prefer their ground beef. Many cite the visibility of the product and its

relation to perceived quality and safety for the success of the tray pack. With many retailers traditionally using the fresh meat case as the centerpiece around which they build their merchandising and traffic flows, presenting a product that is aesthetically pleasing means more sales.

**"Only the
'backroom'
butcher
area sees
the coarse
ground beef
in the chub
package."**

While the benefits of physically being able to see the product in a tray pack prior to purchase are obvious, the end result of either method are the same. In actuality, there is no difference whether you call it soda or pop, dinner or supper, or buy your ground beef in a chub or in tray pack—they are all just products of their region. **UB**

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Zinc: An essential mineral

There's no denying that eating a diet rich in vitamins and minerals is essential to good health. Did you know that zinc, the 23rd most abundant element in the Earth's crust, is one mineral that plays such a role in a healthy diet? An important trace mineral, second only to iron in its bodily concentration, zinc is necessary for proper growth and development in humans.

"Animal products are the major sources of this important trace mineral."

The human body contains about 2-3 grams of zinc and it can be found in almost every cell. It supports a healthy immune system, is needed for wound healing, helps maintain a body's sense of taste and smell, stimulates hair growth, and is also needed for DNA synthesis. Zinc is also involved in the metabolism of carbohydrates. With no specific storage sites known, a regular supply in the diet is required.

The Recommended Dietary Allowance (RDA) for zinc is 15 milligrams per day for men and 12 milligrams per day for women. The American diet typically provides about 10 to 15 milligrams of zinc per day, therefore providing more than the recommended amount. Animal products are the major sources of this important trace mineral, and vegetarian diets therefore do not most likely offer an adequate amount of zinc.

Available in a wide variety of foods, high-protein foods contain high amounts of

zinc, and absorption is greater from a diet rich in animal protein. Beef, pork, lamb and poultry contain more zinc than fish, the exception being oysters which have the highest content. Certain beans, nuts,

whole grains and dairy products are other good sources. **LB**

SELECTED FOOD SOURCES OF ZINC

	Milligrams Zinc	% Daily value
Oysters, battered, fried, 6 pieces	16.0	100%
Beef shank, lean only, cooked 3oz.	8.9	60%
Beef chuck, arm pot roast, lean only, cooked 3oz.	7.4	50%
Beef tenderloin, lean only, cooked 3 oz.	4.8	30%
Pork shoulder, arm picnic, lean only, cooked, 3oz.	4.2	30%
Beef, eye round, lean only, cooked 3oz.	4.0	25%
Chicken leg, meat only, roasted, 1 leg	2.7	20%
Pork tenderloin lean only, cooked, 3 oz.	2.5	15%
Pork loin, sirloin roast, lean only, cooked, 3oz.	2.2	15%

Partial table listings as prepared by the National Institutes of Health, Warren Grant Magnuson Clinical Center, Bethesda, Maryland



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The Reporter's Guide to... **Pork Ribs**

They're not all the same

There are basically two types of pork ribs—spareribs and loin back ribs. Spareribs come from the under-portion of the hog commonly called the side; while loin back ribs are cut from the loin section. Spareribs are robust in flavor; in contrast, the loin back ribs are leaner, tenderer and possess a milder flavor.

The ribs described below vary in numerous ways, including texture, meatiness and bone structure, and they each possess their loyal fans. Ribs are available uncooked, seasoned, smoked and cooked.

From the Loin

• **Pork Loin, Back Ribs (Baby Back Ribs)**

Back ribs originate from the blade and center section of the pork loin. They usually consist of between eight and 14 ribs, and the related intercostal “finger” meat from a loin. This rib section contains meat between the bones and is considered by many to be the gold standard. Smaller than spareribs, a rack typically weighs between 1 ½ and 2 pounds.

• **Pork Loin, Country-Style Ribs**

The meatiest of all the ribs, country-style ribs are prepared from the blade end of a pork loin. This item includes between three and six ribs. The chine bones are removed by a cut that exposes lean meat between the featherbones and ribs. Though meatier, these pork ribs also contain a bit more intramuscular fat, however, are perfect for those who want to use a knife and fork when eating.

• **Button Ribs**

Located at the sirloin end of the loin, the flat, circular shaped button ribs, or riblets, contain varying quantities of meat that connect the last four to six bones on the backbone. Held together by the meat that covers each rib, button ribs are popular in Polynesian cuisine.

From the side

• **Pork Spareribs**

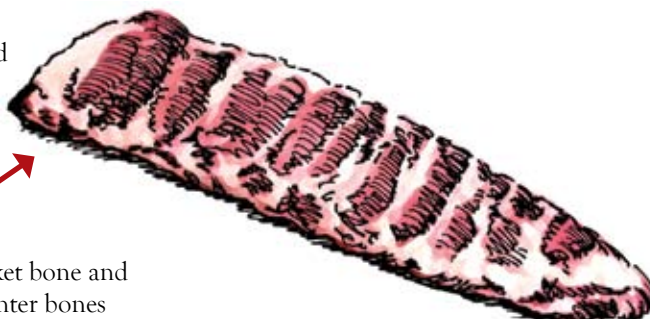
Spareribs contain at least 11 ribs, including the brisket bone and associated costal cartilages. There is meat cover on top of the bones as well as between them. Spareribs contain more bone than meat and consist of quite a bit of fat, making the ribs tender and contributing to their robust flavor profile. Spareribs can weigh between 3 ½ and 5 ½ pounds.

• **Pork Spareribs, St. Louis Style**

These ribs are created from the sparerib described above, yet have the brisket bone and skirt meat removed. What results is a square-cut product consisting of the center bones and connected meat that creates less waste, and weighing between 2 and 2 ½ pounds.

• **Kansas City Style or Bar-B-Q Ribs**

Sometimes referred to as the poor man's St. Louis rib, these semi-rectangular ribs have only the hard bones removed, leaving much of the brisket bone in-tact. **UB**



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Mexico: Not just history...



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▲ Cargo ship at dock being loaded up in Vera Cruz port in Mexico.

To many, Mexico is a country known for its great historical importance as the site of many advanced Amerindian civilizations. Coming under Spanish rule in the 16th century it remained that way until it gained its independence in the early 19th century.

Today, Mexico has a free market economy mainly dominated by the private sector. It is firmly established as an upper middle-income country and is made up of a mixture of modern and old-fashioned industry and agriculture. Expansion to the seaports, railroads, and telecommunications industries has been achieved by recent administrations and has brought increased strength to these areas.

Mexico's biggest attribute is its workforce and labor potential. This is evident by the large increase in manufacturing that has taken place over the last few decades. Ongoing economic and social concerns include low real wages, underemployment for a large segment of the population, inequitable income distribution, and few advancement opportunities for large sectors of the population. These types of issues are commonplace and need to be overcome by nearly all developing nations.

Having more Free Trade Agreements than any other country in the world, more than 40, the most notable are those with Japan and the European Union. The United States is Mexico's largest trading partner and accounts for more than 85% of its trade, while 10% of the country's employment depends on the exports to the USA. **US**

Mexico / US comparison



AREA	1,972,550 km	9,631,418 km
COASTLINE	9,330 km	19,924 km
POPULATION	107,449,525	295,734,134
LIFE EXPECTANCY	75.41 years	77.71 years
GDP	\$1.064 trillion	\$11.75 trillion
GDP (per capita)	\$10,000	\$40,100
AGRICULTURE AS A %GDP	3.8%	0.9%
AGRICULTURAL PRODUCTS	corn, wheat, soybeans, beef, poultry	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	43.4 million	147.4 million
UNEMPLOYMENT RATE	4.2%	5.5%
POPULATION LIVING BELOW THE POVERTY LINE	40%	12%
OIL PRODUCTION / CONSUMPTION	3.42 / 1.75 (million bbl/day)	7.8 / 19.65 (million bbl/day)

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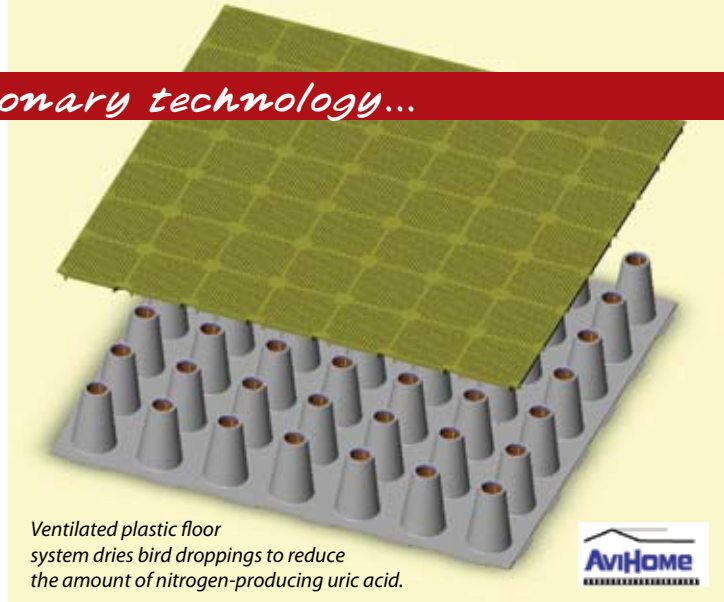
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Environment-friendly revolutionary technology...

Litterless poultry house: Future of the broiler industry



Ventilated plastic floor system dries bird droppings to reduce the amount of nitrogen-producing uric acid.



The University of Maryland Eastern Shore, AviHome LLC and the USDA have partnered together to develop a new technology for the poultry industry—a litterless chicken house.

Unveiled in October 2006, the facility is designed to remove moisture from chicken droppings and reduce ammonia fumes associated with them. The technology is expected to improve not only the environment, but the health of birds and humans too.

“...this technology could double the number of birds put through a farm...”

The USDA awarded \$500,000 toward the UMES/AviHome project, the second largest amount among 62 USDA grants to communities nationwide for rural business enterprise projects.

The 18-chamber house on UMES grounds is the first known of its kind in the United States. It is climate-controlled and will be studied on a regular basis to determine the impact moisture reduction has, if any, on bird diseases such as salmonella.

According to the professor of Poultry Science and overseer of the project, Jeannine Harter-Dennis, the common flooring of chicken houses, wood chips or sawdust, would no longer be a necessity; thus eliminating poultry litter by 80 percent.

Instead, smooth flooring, exposed to

air and composed of a ventilated plastic covering, would dry the birds' droppings and reduce their nitrogen producing uric acid, abolishing the ammonia odor, and significantly reducing the amount of nitrogen associated with the litter.

Officials believe this technology could double the number of birds put through a farm and cut by half the number of chicken houses needed to do it.

“We can have the survival of the Delmarva broiler industry here, once this technology comes to its fruition. It is revolutionary,” said Jeannine Harter-Dennis. **UB**



This story originally appeared on Foodmarket.com on October 4, 2006.



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Americans turn sandwiches into a \$121 billion market

In 2005, Americans ate more than \$121 billion in sandwiches. According to the latest research released by New York-based Packaged Facts, this figure is expected to continue its growth.

In their study, *Sandwiches in the U.S.: Foodservice and Retail Market Trends*, they state the success of the sandwich is partly due to the huge sensation of sandwich chains. Subway was ranked by *Entrepreneur Magazine* as the #1 franchise opportunity for 2006.

Not only is the convenience factor a

favorable attribute of the sandwich, but so are its large variety of offerings. Fresh-baked artisan breads, grilled paninis, organic options and ethnic varieties have turned sandwich-making into an art and further opened the market to even larger audiences.

“With the introduction of paninis and international flavor profiles, the opportunities to raise sandwiches to a new art form has taken place as even local delis and convenience stores have begun to upscale and add health-infused ingredients to their sandwich arsenals,” said Don Montuori, publisher of Packaged Facts.

The number of establishments that offer sandwiches has grown too. The handy meal is available from retail outlets, warehouse clubs, convenience stores, and institutions which collectively account for 25% of the total U.S. foodservice sales.

“Sales in retail outlets now surpass sandwich chains and restaurant sales, which dominate the market with more than half of sandwich revenues, show no sign of slowing up,” said Montuori.

The complete report is available from Packaged Facts or MarketResearch.com for a fee. **US**

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Adapted from the Foodmarket.com story
originally published on 12/19/06

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It boils down to technology...

Egg indicators boil right every time



Apparently, there is more than one way to boil an egg. Surveys conducted by several food companies indicated that there are as many methods to boiling eggs as there are types of eggs! So far, however, every technique still lacked the precision by which the perfect egg could be boiled. Until now. New technology has been designed to dispel all the methods and leave cooks with a simple and easy way to boil eggs.

British Egg Information Service has addressed the issue of when exactly an egg is soft, medium, or hard boiled. "Self-timing" eggs are marked with heat-sensitive invisible ink that turns black when the egg is ready. They believe the eggs will prove

to be a godsend to anyone who has felt challenged in this culinary task.

Available in three different varieties, inks have been created by B&H Colour Change, a U.K. company, to appear after three minutes for soft-boiled, four minutes for medium and after seven minutes for hard-boiled eggs.

The usefulness of this technology may even expand beyond food. There have been tests done with fire doors that change color if heated, football jerseys that indicate when a player is overheated, road signs that change when it is icy, and oven gloves with temperature sensors. **UB**



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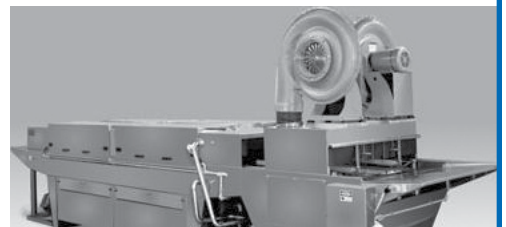
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60 Seconds with

Mike Briggs



Mike Briggs

In a quick one-on-one interview, *Urner Barry's Reporter* caught up with the outgoing chairman of the National Turkey Federation, Mr. Mike Briggs, to ask a few questions regarding his time in the position.

Here is what we asked and learned:

URNER BARRY'S REPORTER: What were some of the goals you set out to achieve as chairman of the NTF, and did you achieve them?

MIKE BRIGGS: The goals going into this

year were to sustain the retail marketing program, obtain a workable legislative immigration program and support and retain membership.

While we were not successful in sustaining the retail marketing program, we have done a good job in redeploying the resources by putting together a comprehensive public relations campaign to protect the industry in the event of an outbreak of high path avian influenza.

On the legislative front, we gained tremendous support on our issues, especially environmental issues. Regarding our membership, it has grown and retention is at an all-time high. With \$3 breast meat this past fall, membership satisfaction in the U.S. is outstanding.

UBR: Have you experienced any unforeseen problems, if so, what were they and how did you deal with them?

MB: Certainly didn't foresee how well the markets would be. All kidding aside, as Chairman I didn't recognize the breadth of personal satisfaction I would feel working with members and staff of the NTF.

UBR: Do you see challenges ahead for the incoming chairman?

MB: The challenge to juggle time exists on a daily basis. As does trying to balance the different opinions, needs and wants of individuals while at the same time trying to keep everyone focused on what needs to be done to see the industry grow and prosper. **UB**



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Let the story of the egg business be told...

Egg industry leaders showcased in new book

The only book of its kind, "It All Began with an Egg..." is about the leaders of the egg and egg products industry.

Written by longtime eggman Ken Klippen, edited by Dean Hughson, and with a foreword by Arthur Papetti, this 138-page hardcover book is a compilation of egg industry biographies from 54 industry leaders all over the world.

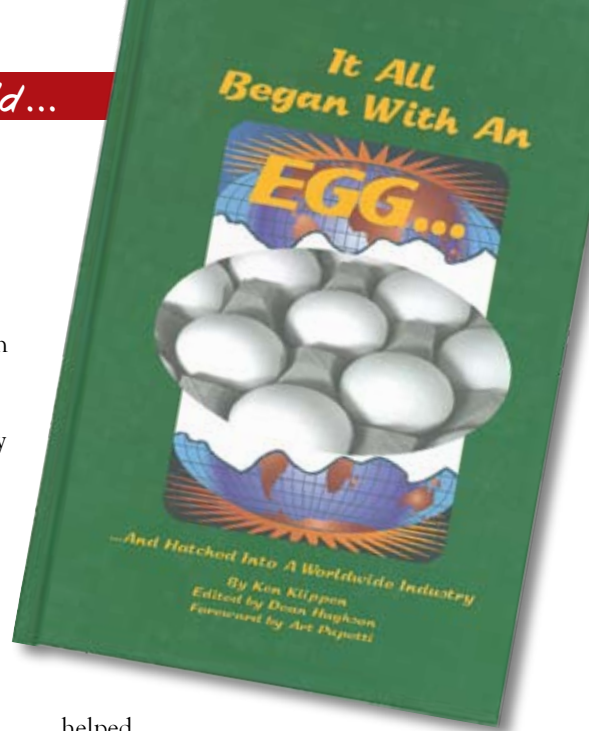
Countries represented in the biographies include Brazil, Canada, China, Denmark, Netherlands, UK and the USA.

The history of the egg industry, along with names of those credited for its development and stories associated with it,

was a pleasure for Ken Klippen and Dean Hughson to compile. Their experience and passion for the industry led them to fulfill a dream—the dream of egg industry leader Arthur Papetti.

According to Ken Klippen, it was Arthur Papetti's vision to one day have a book that captured chronicles from those who grew the egg industry into what it is today. Motivated by this, the anthology's beginning was fueled.

Included in the book are accounts from industry men who have since died, including Bob Sparboe, Dan Gardner and Steve Steward. Also included are inserts from people who have long ago retired from the industry including Vic Henningsen and Connor Kennett from the USDA. The foreword from Arthur Papetti is a touching tribute to those who



helped shape the egg products industry, and the photos of the egg industry at the turn of the century tell how far this industry has come!

To order this title, visit our Web site at <http://shop.urnerbarry.com> or call 800-932-0617 or 732-240-5330. You can also e-mail us at sales@urnerbarry.com. **UB**

"The foreword from Arthur Papetti is a touching tribute..."



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Ethanol from corn: Who's affected?

This past fall corn prices skyrocketed to \$3.50 per bushel. While this is indeed good for growers, it is not so good for livestock operators, producers, and ultimately consumers.

"One drought could devastate crops and drive prices even higher."

Spurring the price increase is the huge demand for the corn-based biofuel, known as ethanol, as the way to reduce U.S. dependence on foreign oil.

Ethanol is made from grains. Its use has become more prevalent as a way to supplement petroleum-based fuels with a less expensive and cleaner energy product. With higher gasoline prices, the push for ethanol production has caused a frenzy. At the time of this writing there were 111 ethanol production facilities in the U.S., 72 under construction and many others in various stages of planning.

Regardless of what is driving up the cost of corn, the increase is also raising production costs of livestock. Producers also worry that corn prices will continue to climb. With uncertainties such as environmental conditions, one drought could devastate crops and drive prices even higher. Experts predict that eventually consumer prices for meat, eggs and milk will rise.

How then are the beef cattle, hog and poultry industries going to be affected by corn's rising price?

The most direct affect each industry is seeing is the extra cost involved in feed prices. Some in the cattle and hog industries have supplemented distiller grains as a feed source, but find it not to be as adequate. The poultry industry has normally offered an alternate feed such as soybean, however, its price too has increased dramatically and is not cost effective.

Cutting back numbers and limiting expansion is one way producers deal with the high corn prices. Couple the high feed

costs with cutbacks in production, and the effects then trickle down to the consumer who ultimately sees higher prices for meat and milk in the stores.

The USDA Secretary Mike Johanns in December said the effects will truly depend on how the ethanol story plays out over long term. He feels there are many variables involved in producing food, and he doesn't believe consumers will see a direct effect. Johanns also believes more attention needs to be put towards developing crops, besides corn, that can be converted to ethanol. **UB**



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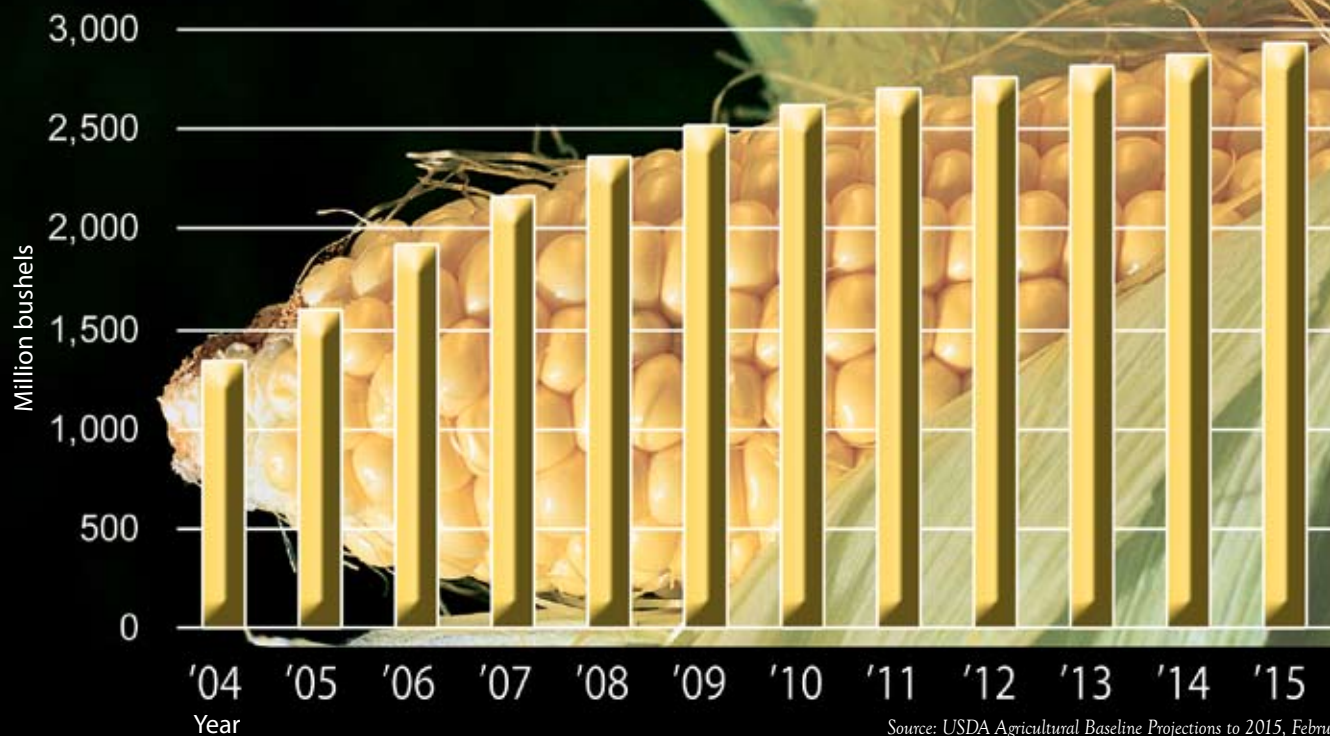
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Prepared foods gain popularity: Is it a challenge of time?

Time has become one of the biggest challenges for many people today. Before Mom and Dad rush off to work they're trying to give their kids something nutritious for breakfast while busily packing lunches. With the clock ticking, they check to be sure the kids have their lunch and homework before pushing them out the door on their way to work. Eight to ten hours later it's a rush to pick up the children whose first question is, you

"Consumers are most interested in consistency, convenience, price per serving and labor savings."

guessed it, "What's for dinner tonight?" Is it possible that such harried parents could be thinking about what they will prepare for dinner that night?

This scenario is becoming more frequent in the life of the American family. With it, comes the convenience of prepared foods. Dining out is not the only option for prepared foods anymore. If you've been to a grocery or convenience store you probably have noticed an expanding amount of ready-to-eat foods. From fully cooked entrees, fresh vegetables, fruit and salad bars, to nutritious snacks, retailers are offering consumers healthier alternatives. Fast-food establishments have also taken that initiative and added

nutritious choices to their menus such as fruit, yogurt, and salads.

So what are consumers looking for? According to the 2006 Prepared Foods survey, consumers are most interested in consistency, convenience, price per serving and labor savings. Technomics Inc. projected the foodservice industry to be \$501 billion for 2006. According to the National Restaurant Association, the economic impact of the restaurant industry is expected to



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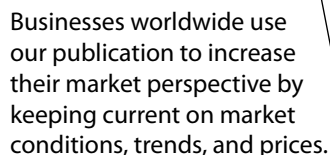
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Count per lb	Raised White	Raised White	Count per kg	Count per lb				
				<10	-	-	-	-
				<12	9.10-9.20	8.90-9.00	8.90-9.00	-
				<15	6.80-6.90	6.65-6.75	6.60-6.70	-
11-20				16-20	5.60-5.70	5.55-5.65	5.45-5.55	7.00-7.10
21-25	4.60-5.00	4.90-5.70		26-30		5.95-6.95	4.80-4.90	5.55-5.65
31-35	4.10-4.40	4.30-4.60	4.30			4.95-5.70	4.55-4.65	4.80-4.90
41-45	3.30-3.70	3.50-3.80	3.50			4.30-4.70	4.05-4.15	4.40-4.50
51-55	3.05-3.40	3.20-3.50	3.20			3.70-3.80		



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5-7 ounce		2.20-2.30 +					
7-9 ounce							
Bris & Skins Fillet			3.10-3.20				
3-5 ounce		3.20-3.30					
5-7 ounce							
7-9 ounce							
9-11 ounce			3.05-3.20				
Value Added			3.00-3.15				
Breaded Fillet			2.20-2.30				
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SALMON		Chinese Catfish China Frozen	Swai Vietnam Frozen	Tilapia C&SA Fresh	Tilapia China Frozen
FARM RAISED (3,500 lb. Minimum)					
WHOLE FISH - Fresh	FOB NE	FOB NE	FOB NE	FOB NE	FOB NE
	Northeast Atlantic	Chilean Atlantic	West Coast Atlantic	Seattle Coast Atlantic	LA West Coast Atlantic
2-4 lb.					
4-6 lb.	1.50-1.75+		2.40-2.50	2.45-2.55	
6-8 lb.	2.55-2.65+		2.50-2.60	2.55-2.65	
8-10 lb.	2.65-2.75		2.60-2.70	2.65-2.75	
10-12 lb.	2.75-2.85+		2.80-2.90	2.85-2.95	
12-14 lb.	2.75-2.85+		3.00-3.10	3.05-3.15	
			3.10-3.20	3.15-3.25	

FILLETS - Prem Scale		Chinese Catfish China Frozen	Swai Vietnam Frozen	Tilapia C&SA Fresh	Tilapia China Frozen
	FOB Miami				
	Chil C-Trim				
	Atl Frsh				
1-2 lb.	4.15-4.25				
2-3 lb.	4.25-4.35				
3-4 lb.	4.35-4.45				
4-5 lb.	4.45-4.55				
	C Trim PE				
	IPW Atl F				
	Pr				
2-3 lb.	3.85-				
3-4 lb.	3.85-				
4-5 lb.	3.85-				

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Protein comparison

Eating smart can be a challenge. Eating foods rich in protein is one way to have a healthy diet. Certain proteins can be an important part of a healthy diet for other reasons too. The table provides nutrition information for several protein-rich foods. The source for the information is the USDA's National Nutrient Database for Standard Reference, with all info based on a 3 oz cooked serving. **UB**

TURKEY



Low Fat
1 g

CHICKEN



High Protein
26 g

SHRIMP



High Iron
3 mg

GROUND BEEF



High Potassium
368 mg

PORK



Low Sodium
48 mg

EGG WHITES



Low Cholesterol
0 mg

Shaded areas denote the best performers in each category

BEEF ground, 90% lean meat

BEEF eye round

CHICKEN light meat

CHICKEN leg, meat and skin

ALASKA KING CRAB

SHRIMP mixed species

EGG whole, scrambled

EGG white

SALMON Atlantic, farmed

TUNA yellowfin, fresh

LAMB domestic, rib

LAMB domestic, leg, whole

PORK fresh, tenderloin

PORK fresh, center rib, boneless

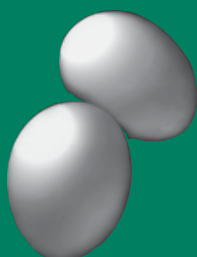
TURKEY leg, meat and skin

TURKEY light meat, meat only

VEAL rib

VEAL leg, (top round)

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Calories (kcal)	Total Fat (grams)	Cholesterol (mg)	Sodium (mg)	Protein (g)	Iron (mg)	Potassium (mg)
196	10	76	74	24	3	368
177	8	53	31	24	2	193
147	4	72	65	26	1	210
197	11	78	74	22	1	191
82	1	45	911	16	0.7	223
84	1	166	190	18	3	155
142	10	299	238	9	1	117
44	0.1	0	141	9	0.3	139
175	11	54	52	19	0.3	326
118	1	49	40	25	1	484
289	23	83	65	20	2	235
206	12	78	57	22	2	271
139	4	67	48	24	1	371
221	13	70	53	23	0.7	341
144	5	60	68	24	2	214
119	1	73	48	26	1	235
150	6	98	82	22	1	264
128	3	88	58	24	1	334

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The changing face of the supermarket egg shelf

What perishable item is inside the refrigerator of the vast majority of households in the nation? What perishable item does virtually every consumer purchase when they make

their weekly sojourn to the supermarket? And what perishable item can be served deliciously in so many different ways? If you answered "eggs" to any of these questions, you are correct! Fried, over-easy, scrambled, for lunch or for dinner, the preparation possibilities and the food accompaniments are endless, bound only by one's imagination and level of culinary artistry (and, of course, the available foodstuffs on hand).

During most of the 20th century, the biggest historical dilemma a consumer faced was what color and size (jumbo, extra large, large, etc.) to buy. Simple, right? Well, as the '60s poet/songwriter Bob Dylan once said, "The times they are a-changin'..."

Today, when a person is at the egg case, they are confronted with a veritable plethora of choices beyond the traditional ones of color and size. Organic, cage free, free-range, Animal Care Certified, Omega-3, or liquid eggs. The number of possible choices can indeed, boggle the mind and stagger the imagination!

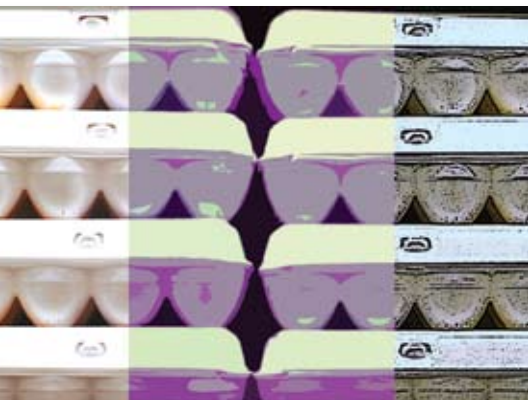
"Today, when a person is at the egg case, they are confronted with a veritable plethora of choices..."

Has the size of the egg case expanded to accommodate this bounty of choices? Well... yes and no.

In the megaplex-type of supermarket, the answer is a definitive "yes." In the "super" size of supermarket, the answer is "maybe." And, in the traditional, smaller store located within walking distance from the center of town, the answer is usually "no."

How does a consumer know what product to purchase? And, given the vast range of pricing possibilities for each category, which product represents the best value for a particular need? The answer lies with the consumer. The consumer needs to organize their priorities, decide what order of preference different variables mean to them, and then learn about price performance.

Just what is price performance? Essentially, it means just what it implies: namely, recognizing that a consumer gets what he pays for, and that there are quantitative and qualitative trade-offs associated with the subjective and objective considerations; therefore, one size does NOT fit all. There is no correct, or incorrect, answer here. There is no bad selection. It depends upon personal preference and, thereafter, choice. Bottom line: All choices in the egg case are GOOD choices! **u**



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The Recipe Box

White Chicken Chili

Ingredients:

- 4 boneless, skinless chicken breasts, cubed
- 2 cans white beans
(either cannelloni or great northern beans)
- Jalapeño slices to taste (you can use jarred or fresh)
- 1 white onion, diced
- 1 yellow bell pepper, diced
- 1 ½ cups fresh mushrooms, sliced
- 1 bulb of garlic, minced
- 1 box frozen corn
- 1 can chicken broth
- 2 tsp. cumin powder
- 1 tsp. coriander powder
- 1 tbsp. ground pepper
- ½ cup olive oil
- 1 lime, squeezed for juice
- ½ cup sour cream
- 1 cup shredded Monterey jack cheese, shredded
- Bread bowls



In a large skillet, sauté onion, yellow bell pepper, and garlic in olive oil over medium-high heat until onions are tender. Add cubed chicken breasts and continue to sauté until the chicken is no longer pink.

In a large stock pot, or Dutch oven add chicken broth, cumin, coriander, ground pepper, lime juice, and jalapeño slices and bring to a boil. Reduce heat to medium, cover and simmer for 10 minutes.

Add chicken, onion, bell pepper, and garlic mixture, corn, mushrooms, and beans. Cover and simmer for approximately 30 minutes or until all vegetables are tender.

Remove from heat and scoop into bread bowls. Garnish with shredded jack cheese, and a dollop of sour cream.



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Jurgielewicz Duck Farm is one of the last major duck producers in New York. Located on Eastern Long Island, the birth place of the U.S. duck industry, it is here, on 80 acres of land, that 1.5 million of the most sought after White Peking Ducks in the industry can be found.

"The birds are grown outdoors, naturally."

makes a Jurgielewicz duck distinctive.

The ducklings are able to eat, drink, swim and clean themselves continually in giant outdoor sand ranges which are equipped with feeding stations and free-flowing artesian spring water ponds. The setting provides the most natural environment as possible for the birds to thrive. Many, large ranges, with approximately 4500 head each exist as home to the ducklings until processing age.

Owner/operator Tom Jurgielewicz runs the successful third-generation farm with his brother Paul. Chefs everywhere tell the brothers the birds on their farm are better, healthier and tastier than the rest. Why? It's because of the way they are kept. They are grown outdoors, naturally—key to what

"Keeping the birds outside and giving them plenty of access to swim water makes for the healthiest ducks. That's the biggest part of why our birds are highly sought after," says Tom Jurgielewicz.

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Jurgielewicz Farms' birds are highly preferred in the Asian sector as well as upper end and white-tablecloth establishments. The stress-free environment helps to create a perfect, healthy and clean duck with strong skin that resists tearing—a highly desirable trait in the industry. No chemicals or growth hormones are used in rearing, and the birds are free of antibiotics and additives too.

If the Jurgielewicz Duck name sounds familiar to you, it may be because you heard it featured on Chef Bobby Flay's *Food Nation* show as well as *Emeril Live* with Chef Emeril Lagassi on the Food Network. **UB**

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Seafood certification labels explained

Much of the seafood available today carries a certification label of one type or another. Two labels predominantly found in the marketplace are the Marine Stewardship Council (MSC) label and the Aquaculture Certification Council (ACC) label.

The purpose of both certification types is to ensure that the product is derived from a well-managed and sustainable fishery or aquaculture facility as defined by the appropriate agency—in this case, the MSC's Principles and Criteria and ultimately the MSC claim, and the Global Aquaculture Alliance's Best Aquaculture Practices (BAP) standards.

The MSC is an international, nonprofit organization whose purpose is to create

sustainable fisheries around the world by using market-based incentives. Founded in 1997 by Unilever and World Wildlife Fund (WWF), it has been autonomous since 1999.

The MSC runs the only certification program in the world that is fully consistent with the Food & Agriculture Organization (FAO) guidelines for the eco-labeling of fish,

which ask for objectivity, independence, transparency and a scientific basis. Over 50 wild capture fisheries around the globe are now involved in the

MSC program and commitments from major retailers and processors are expected to boost participation.

The ACC is a nonprofit, nonmember public benefit corporation that applies elements of the Global Aquaculture Alliance's certification system. This system combines site inspections and effluent sampling with mandatory requirements for product safety and traceability. It is the ACC's wish to educate those involved in aquaculture on the benefits of applying the best management practices as well as on the scientific technology that leads them.

Currently, the ACC certifies only shrimp hatcheries, farms and processing plants. In the future, certification will include feed mills and analytical laboratories as well. After certification for shrimp is fully established, other species will also be included.

What inspires an organization to go through the certification process? Some feedback has found that organizations are looking for access to new markets. Certification has shown to provide greater marketability of products. Another motivating factor towards obtaining certification is that certain large buyers such as Wal-Mart, Whole Foods, Darden Restaurants, and Lyons Seafood have mandated the labeling on the products they carry as part of their support of sustainable seafood practices.

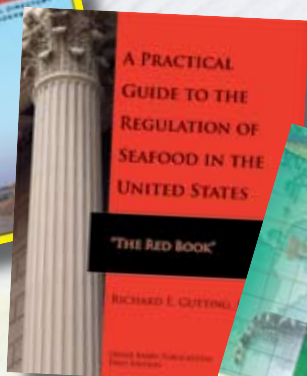
With the realization of the importance of obtaining certification, many fisheries and aquaculture facilities are allowing the consumer to decide to protect the industry and help create healthy seafood stocks. **UB**

"Many fisheries and aquaculture facilities are allowing the consumer to decide to protect the industry..."



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Founded in 1989 by John J. Galiher, the first Preferred Freezer Services facility opened in 1989 in Perth Amboy, New Jersey, with just 26 employees. Today, Preferred has a total of 17 facilities with an astonishing additional six sites planned for 2007!

"People want to come to us instead of going anywhere else."

The 44-year-old Galiher has a unique blend of experience in engineering, construction, sales and management which are key to the company's success. Prior to founding Preferred, Galiher was the Executive Vice President and co-founder of Condyne Freezers, Inc. and on the Board for its parent company, Condyne Inc. You

may recognize Preferred Freezer Services by its signature Polar Bear logo. Life-size polar bears accompany Preferred Freezer Services at trade shows and venues across the nation, making it easy for customers to recognize their booth.

Urner Barry's Reporter staff had the pleasure of visiting Preferred's newest and largest facility in Newark, New Jersey, which is also their corporate headquarters. The 9,500,000 cubic-foot location was quite an impressive operation. With an oversized truckyard, indoor loading dock, state-of-the-art lift technology, a state-of-the-art tracing and tracking system and an exceptional, professionally trained staff, Preferred Freezer was the oasis of cold storage warehousing.

The exceptional features and designs that the Reporter staff witnessed were so notable that a frequent question was if a certain feature was exclusive to the Newark facility. Al Acunto, Director of New Business Development, assured us that the designs and systems we were witness to

were standard in all facilities.

Acunto knows Preferred is exceptional. He says, "People want to come to us instead of going anywhere else."

All of Preferred's facilities are single, deep racked and well marked with very narrow aisle design which gives the advantage of a well-organized, accurate and superior system that delivers less damage, higher accuracy and quicker response time to customers.

And the amenities don't stop there. Preferred customers can be assured their inventory is in the very best hands as the company believes in a philosophy of keeping its customers happy, and in never saying "no." Preferred believes that after all, it is their customers that make them better. This, plus their combination of systems, services, facilities, people and equipment add up to Preferred Freezer's success. **UB**



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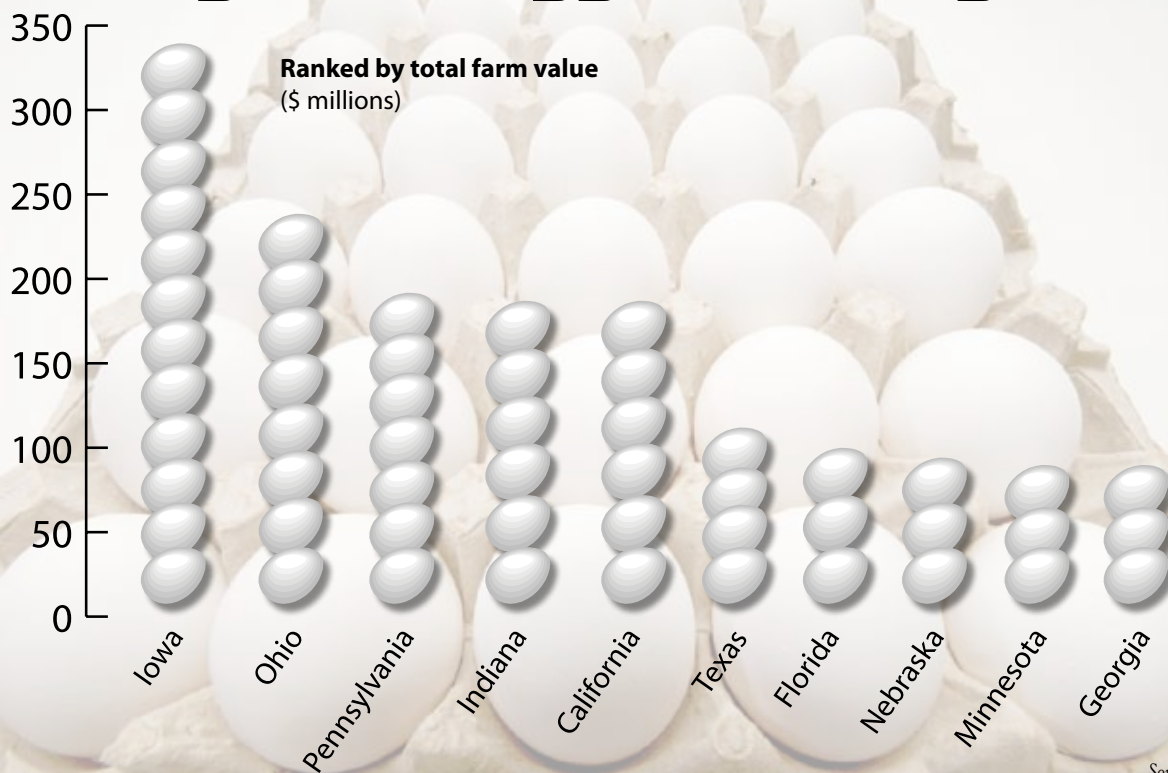
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Shrimp importers win major victory with injunction against 100% continuous bonds

Shrimp importers won a major victory at the Court of International Trade this November when a judge issued a preliminary injunction prohibiting the U.S. Customs Service from enforcing 100% continuous bonds. The injunction applies to the 27 major importing companies who joined with NFI in a lawsuit challenging the continuous bonding requirements. At this time, it does not apply to other companies.

What this actually means for shrimp importers is that the Court has enjoined the Customs service from arbitrarily applying 100% continuous customs bonds.

At the heart of the NFI lawsuit was the contention that Customs was double charging both the duty and the 100% bond. Customs determined that shrimp importers would be subject to a 100% bond requirement for the entire annual value of their imports from a particular country subject to antidumping or countervailing duties.

The NFI lawyers argued that shrimp importers were being unfairly singled out, and that this bonding requirement was not being applied to other importers. They argued the bond represented a double payment, since the duties were paid as product was imported, but the U.S. Customs Service was requiring a second payment, in the form of a bond, that was equal to the total value of all imports for a year.

The outcome of the case is not yet known, and the U.S. Customs Service may appeal. However, the fact

that the judge granted a preliminary injunction that totally supported the arguments made by the importers customarily means that he felt they had an excellent chance of prevailing on the merits in the final case.

The 100% continuous bond requirement has been one of the most contentious issues in the entire shrimp anti-dumping case, and many businesses say this has been far more disruptive of trading relationships than the actual duties themselves. In effect, the continuous bond requirement imposed a

"The NFI lawyers argued that shrimp importers were being unfairly singled out."

huge cost in line of credit or working capital simply to continue importing.

The continuous bond requirement is also under attack, along with U.S. customs zeroing methodology at the World Trade Organization.

At the recent Global Shrimp Outlook conference hosted by the Global Aquaculture Alliance, most importers were ready to get past the history of the anti-dumping case and move on to a future which is based on increasing the demand for all shrimp products, both imported and domestic. **UB**

SEAFOOD.COM NEWS

Seafood.com News [News Analysis]
by John Sackton, November 17, 2006

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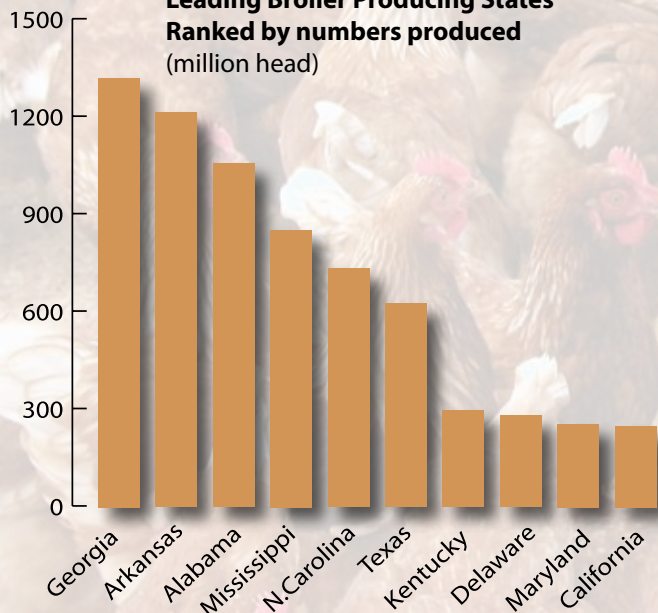
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Some grow more, others grow them bigger...

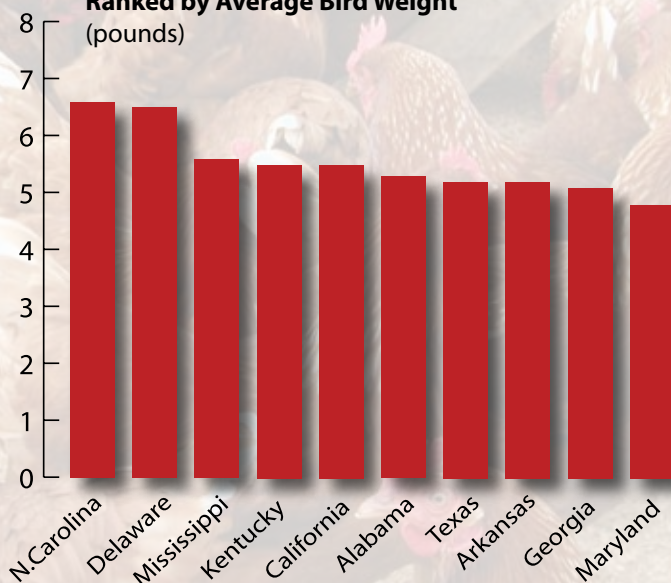
Leading Broiler Producing States

They grow a lot of things big in Texas but North Carolina lays claim to the largest chickens. When it comes to the leading number of chickens produced, Georgia is on our mind! Below are the top broiler producing states ranked by average bird weight and number of birds produced.

**Leading Broiler Producing States
Ranked by numbers produced
(million head)**



**Leading Broiler Producing States
Ranked by Average Bird Weight
(pounds)**



Source: NASS, USDA



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Beef industry offers Hispanic resources



With the Hispanic population being the nation's fastest growing ethnic segment, it is no wonder that ethnic foods are becoming more easily available in area supermarkets.

At the time of this writing, Hispanics in the U.S. make up approximately 14.5 percent of the nation's population with that number expected to continue its upward trend. This population growth has increased demand for ethnic foods in the

grocery stores, and in an effort to keep up, many grocery chains have expanded their ethnic food sections.

The beef industry recognized an opportunity to target this influential audience and introduced several methods to inspire interest in product. Spanish language recipe cards and www.LaCarneDeRes.com, the Hispanic version of www.BeefItsWhatsForDinner.com are two of the latest resources the beef industry is currently marketing to promote learning, preparing and enjoying beef. The Web site provides users with nutritional information about beef as well as recipes expected to appeal to Hispanic tastes.

Even a new beef product, fully cooked

shredded beef, has been introduced as a convenient and versatile item to aid in creating traditional Hispanic family recipes.

"...many grocery chains have expanded their ethnic food sections."

"Because it comes recipe-ready without sauce or gravy, it works well as a base in many classic Hispanic dishes," said Dave Zino, executive director of the Beef and Veal Culinary Center. "I think it's a development in the beef industry that will definitely benefit Hispanics as well as the general population and their love of Hispanic-inspired dishes."^U



This story originally appeared on Foodmarket.com on December 27, 2006

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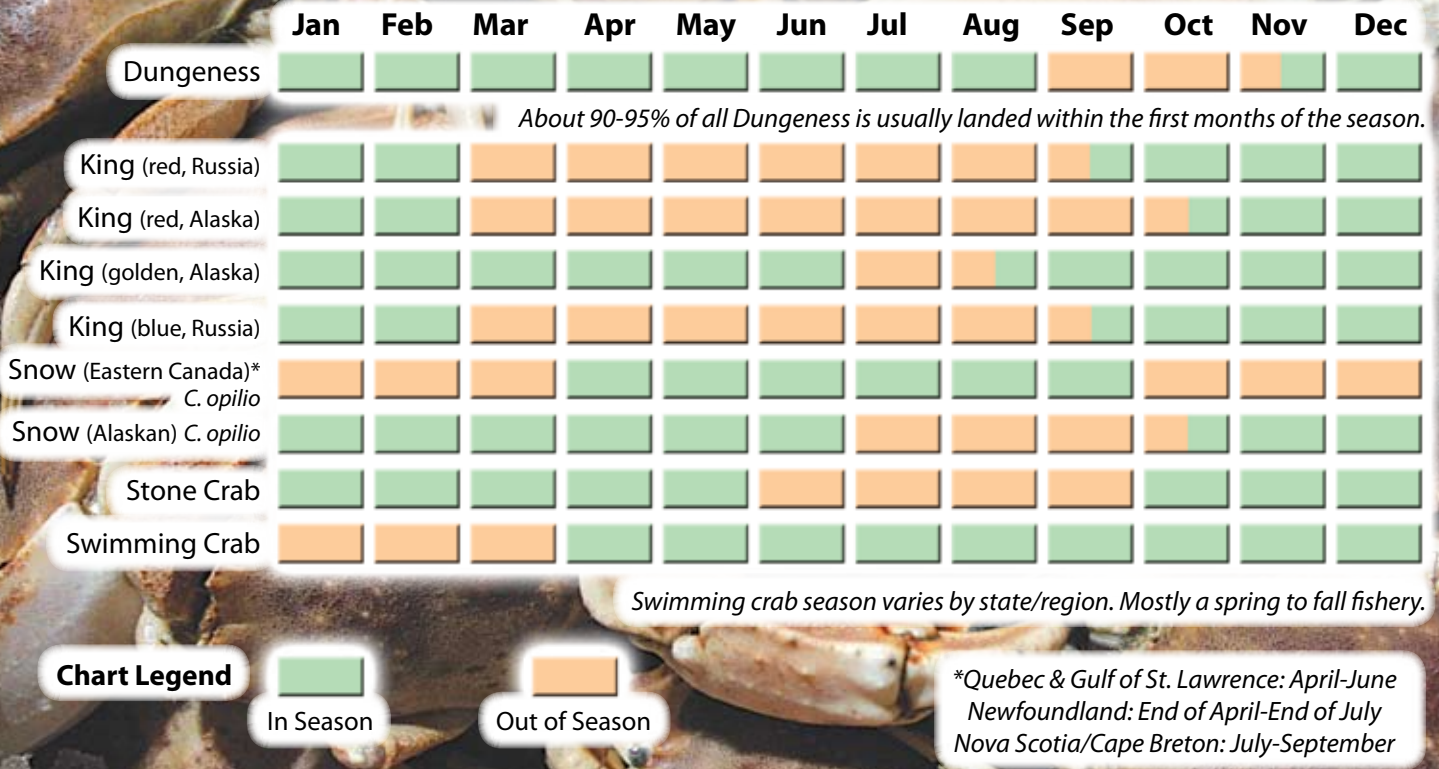
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Supply, demand, market equilibrium and profitability

In any free-market enterprise or economy, virtually all industry segments are confronted with the same economic challenges: maximizing income, minimizing expenses, and providing an equitable rate of return to owners, investors and shareholders. Sounds simplistic and elementary, right? Well, it isn't...in the next few paragraphs we will discuss what one particular industry has done to deal with these challenges.

First, let us set a few basic principles into place. Macroeconomics 101 sets forth what is called The Law of Supply and Demand—the basic tenant from which

all others evolve. Essentially, this precept states that as prices for a given product rise, the supply of the product will increase while the demand for it will decrease. Conversely, as prices fall, demand will theoretically increase and supplies will decrease. Where supply and demand intersect on an x/y graph with coordinates of dollars and units, the equilibrium point is found—the theoretical position where supply and demand will

**“...supplies
affect price
given a
relatively
constant
demand.”**

be equal, and all items produced will find willing buyers.

So, this may be all well and good, but how does it lend itself to food commodity industries? Let's explore an article which appeared in the September 26, 2006 issue of *The Wall Street Journal* which dealt with the potato industry in the United States. The potato industry currently has approximately 10,000 potato farmers, down from 50,000 only three decades ago. This is partially because the bigger growers have been taking over the smaller growers and are willing to absorb economic losses for increased market share as their industry continues to consolidate.

This behavior is certainly true in other foodstuff industries as well. From an economic perspective, supplies affect price given a relatively constant demand. Supplies of potatoes have exceeded demand for a good number of years. This has forced providers to reduce asking prices in an effort to move product. Short-term losses are acceptable as long as revenues derived are at least making a contribution toward covering fixed costs and overheads. Longer-term losses are not a viable economic option. Losses cannot continue to mount for an indefinite amount of time. Profits, eventually, must be realized.

And how is the potato industry attempting to manage this situation? Well, they are taking advantage of something called the Capper-Volstead Act which, essentially, exempts farmers from federal anti-trust laws and permits them to share prices and collectively manage overall supplies. Similar to what producers in the orange, dairy, and other industries have done, they organized their own umbrella association, the United Potato Growers of America, to help them manage their way through the existing economic morass by managing supply, keeping demand constant, and providing a more predictable return to members—a practice not unlike what OPEC does for oil producing countries.

Could this be a template for other industries? Perhaps, but only they (and the people and organizations within them) can answer that question after careful consideration of supply, demand, pricing and profitability issues. **U**

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Communication

Continued from page 1

But do the two sides communicate? The answer is almost never. It's time to break that failure of communication. Success will mean producers need to be more able to supply precisely what end users need and want. The 2005 National Beef Quality Audit is one medium that can work. Producers see that their customers' top-rated needs are more consistent and offer higher quality beef, but not more in each carcass. Overcoming these issues will help both sides become more profitable.

There are many opportunities for end users to become familiar with ranching and cattle feeding through hands-on seminars sponsored by branded suppliers, packers and universities. Also increasingly, producers are inviting meat buyers, chefs and foodservice operators to participate in their forums. Restaurateurs are hungry for knowledge of the producer side, but most producers have just as much need to understand foodservice issues and roadblocks—goals and plans for success.

The two have more in common than they may realize, because they're in business together. Here are some areas for dialog between the two:

- Does marbling and flavor make a difference?
- Do you want repeat customers, and if so, how do you make them?
- What size ribeye is ideal?
- Can we become more efficient by working together?
- Are there more unique cuts such as the flat iron to be discovered?
- Are there better methods to market subprimals to deal with today's heavy carcass weights?

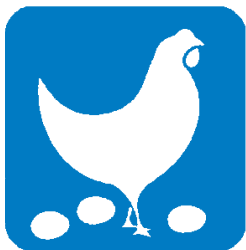
If partners in the supply chain don't understand the constraints and possibilities, they will never be able to grow as one. They need to take a moment and plan a proactive course to improve their understanding of the entire beef industry. Then they will be able to celebrate the success created by increased communication, and nobody will take a beating. **UB**



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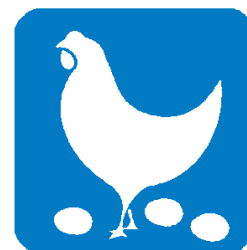
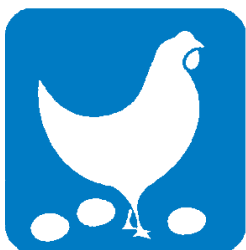
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Fish prices rising

Continued from page 1

50 percent, to 22 kg per person per year. (assumed to be live weight-JS)

With so many new mouths at the table, Japan's share of the fish pie is shrinking.

The result? Japanese are eating less seafood.

As volume falls, prices continue to rise. The total wholesale price, a figure given to the average price per kilogram for all marine products, has now increased compared to the previous year for nine consecutive months.

The rise is sharpest for fresh tuna. The average wholesale cost per kilogram for January to July was 2,942 yen, 24 percent higher than the same period last year. Frozen mackerel was 509 yen, up 21 percent; frozen trout was 712 yen, up 19 percent; frozen salmon was 612 yen, up 11 percent; and frozen minced fish meat was 326 yen, up 10 percent.

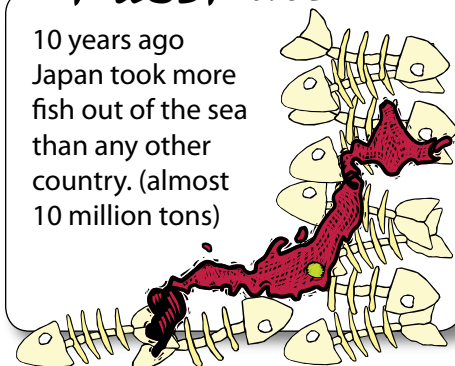
'There are limited areas in Japan that can be appropriated for fish farming,' a Fisheries Agency official said. 'It is not an easy task to increase fish volume to meet growing worldwide demand. In the long run, supply and demand are going to get tighter, and prices will remain high.'



This article originally appeared on Seafood.com in part on October 20, 2006 [International Herald Tribune; Asahi Shimbun]

UB Fast Fact

10 years ago Japan took more fish out of the sea than any other country. (almost 10 million tons)



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