



Facing sustainability together...

Sustainability becomes mainstream

Sustainability—a buzzword in today's market place. It is also a word that is held in high regard, and of high economic value. Wikipedia defines it as “an attempt to



provide the best outcomes for the human and natural environments both now and into the indefinite future.

The seafood industry has seen increased emphasis on consumer demand for seafood from sustainable sources, especially sustainable wild fisheries certified as such, and sustainable aquaculture practices. Although a number of organizations are involved in seafood sustainability, the Seafood Choices Alliance is the only one to describe itself as a global trade association. They offer a venue where environmental NGO's, chefs and small producers, and major seafood companies and their buyers can come together to discuss and promote sustainable seafood.

The recent Seafood Choices Alliance Seafood Summit, held in Jacksonville, Florida in January, was the largest and

most representative gathering to date.

Beaver St. Fisheries, the largest importer of spiny lobster and frozen tilapia into the U.S., was one of the major sponsors of the conference. Beaver Street Fisheries' Chairman, Harry Frisch, in his opening reception speech drove home the underlying approach of the conference to the sustainability problem. “Not one person or company is responsible for the problems we have today, and no one person or company will solve them alone”, he said.

Other companies attending the Seafood Summit were Trident, Icelandic USA, Slade Gorton, EWOS, Young's Seafood, Ocean Beauty, Meridian Products and many others including a host of major buyers like Publix, Wal-Mart and Compass

Foodservice.

The driver behind environmentalists and industry coming together around sustainability has been the customer.

Environmentalists can be credited with achieving a major change in public attitude on sustainable food sourcing. The evidence is that Wal-Mart, the world's largest retailer, committed itself to buying only sustainably sourced seafood within five years. This was a sign that major

“The driver behind all these divergent groups coming together for sustainability's sake is their customers.”

Continued on page 51

Retailers face difficult decisions...

Check your coat at the door: stopping the “meatlifters”

During the last decade, shrink in the meat case has taken on a whole new, more ominous meaning. Traditionally associated with the purge of water and basting materials from various poultry and meat cuts during the defrosting stage, nowadays meat case shrinkage is more closely linked



with shoplifting or, “meatlifting” as it's commonly referred. Big ticket items like tenderloin or t-bone are making their way out of retail stores inside someone's pocket, costing the industry hundreds of thousands of dollars or more annually. According to the FMI, meat was the most shoplifted item in America's grocery stores in 2005.

A less timely, but nevertheless telling survey by the National Supermarket Research Group in 1999, is that shoplifting accounts for 25% of all retail theft and that meat is among the

Continued on page 46



Grain Fed Steer

120 Days on Grain



Grass Fed Steer



Nature's Fresh Natural Beef

Grass Fed Steer No Added Growth Hormones or Antibiotics



FRESH BEEF CUTS

Premium Grain & Grass Fed Brands

For your most discerning customers



"Down Under Direct"

Contact us for information on our full range of fresh and frozen beef programs

Australian Premium Brands, Inc.

Ph: 714-374-5999 Fx: 714-374-1108

Toll Free: 1-877-717-BEEF Email: Sales@apbbeef.com

1 Sustainability becomes mainstream
Consumer demand driving force behind latest buzz.

1 Check your coat at the door: stopping the "meatlifters"
Meat ranks high as most popular five-finger discount item.

4 Why CAB moved from 8 to 10 specs
Solving industry problems that won't go away.

7 Tyson #1 in new product development
Tyson achieves the top-ranking in new product development for the fourth consecutive year.

9 Wally Stevens together with GAA: shaping the future of aquaculture
GAA's new executive director recognizes that together they have a significant role to play.

10 Individual fishing quota seen as alternative to derby style fishing
Read how IQF is a better way to manage fishing capacity.

11 Iron: integral part of most proteins
Many proteins prove to be good sources of dietary iron. What's in your diet?

12 The Reporter's Guide to Fishing Techniques: There's more than one way to catch a fish
Let UB's Reporter advise you on the many ways to catch fish!

13 Chilean salmon supplies to the U.S. still tight
Farmed Atlantic salmon marketers face decreasing supply from Chile.

14 Thailand: a pro-investment model of Asian economic performance
Take a look at one of Asia's best economic performers!

16 House of Raeford's Marvin Johnson receives NPFDA's Poultry Industry Lifetime Award for 2007
Esteemed poultry producer honored.

20 Recap: OBSONO Executive Report Webinar
Interactive meeting combined with a conference call and a Web-based presentation no one in the industry should miss.

21 Black tiger shrimp short
Read about the driving factors behind black tiger's tight supply.

22 Sea Port Products Corporation invites you to catch the wave
One company's promise to harvest and farm seafood in an environmentally friendly and sustainable manner.

24 America's challenge: are bio-fuels the way to energy independence?
Advances in technology for making biofuels are constantly opening up.

26 Scale to new heights at Urner Barry's 31st Executive Conference
Insights to this year's pinnacle event of the year!



28 St. Patrick's Day – more than just beef & cabbage
This holiday has come a long way from its origin of Irish bacon.

31 Willow Brook Foods' Lifestyle Premium Deli: Two consumer trends rolled into one!
Willow Brook Foods believes it's hit its mark!

32 The recipe box: Shrimp Creole
Try this tasty shrimp dish served over rice!

34 Trans fats: they're artificial fats and they're bad for you
Read why food makers and establishments are lowering trans fats.

35 Lunchmeat and life lessons
Mary Lucas shares her life lessons in her motivating new book.

36 Aquaculture industry increases fish meal demand
Finding a fish meal substitution is no easy task.

37 Scallop fishery management... a cooperative approach
NMFS takes advice from the scallop industry.

38 Filet of Chicken: No expense is spared in the pursuit of quality
Customer loyalty and trust in quality pertinent to company success.




40 The incredible medical egg
Scientists unlock a potentially unlimited source of medical proteins.

44 Opening the door to traditional ethnic foods
Cultural food preferences may be a shock to consumers.

45 Omega-3 fatty acids: Getting to the heart of the matter
News about this fatty acid just keeps getting better.

47 The poor, misunderstood and maligned small egg
Small eggs have plenty of use in the industry.


48 Making the grade... tuna by numbers
Quality determines tuna's ranking system.



BARRY GROUP

INC.

Great Atlantic Seafood Since 1854



Pelagics, Shellfish and Groundfish

Canada 1-709-785-7387

United States 1-781-837-9911

Iceland 011-354-511-3211

www.barrygroupinc.com

Visit us
at
Booth
#1428

PUBLISHER
Paul Brown Jr.

SENIOR EDITOR
Russ Whitman

MANAGING EDITOR
Joe Muldowney

CONTRIBUTORS
Jim Kenny
Janice Brown
MaryAnn Zicarelli
Dave Herrick
Linda Lindner
Greg Deppeler
John Sackton
Ken Coons
Angel Rubio
Rusty Dean

COPY EDITORS
Lynn Dekovitch
Linda Lindner

CREATIVE DIRECTOR
Glenn F. Juszczak

PRODUCTION MANAGER
Chris Ashley

ASSOCIATE DESIGNERS
Maria Morales
Leah Salto

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

Moving beyond yield grade...

Why CAB moved from 8 to 10 specs

*By guest author Steve Suther,
CAB Director of Industry Information*

Yield grade (YG) was the best tool to balance ribeye size with external fat and carcass weight for 28 years. But the *Certified Angus Beef*® (CAB) brand has moved beyond that component of USDA grading.

Licensed packing plants across North America began using new, 10-part carcass specifications on January 29, 2007. The CAB board voted last fall to replace one original YG 3.9 limit with three specific consistency requirements. It was a response to a trend toward heavier cattle, closely trimmed fabrication and other technical advances since the brand was founded. It also recognized concerns noted in the 2005 National Beef Quality Audit.

"The future belongs to those who see it first," said CAB President John Stika in a news release. "We have taken a leadership position to solve some industry problems that weren't going to go away. Our changes are by design, a natural evolution in exceeding expectations of our customers, cattle producers and consumers."

The specifications approved by USDA are a 10-16" ribeye area, hot carcass weight (the weight of a dressed [gutted] carcass before it is chilled in a cooler) of less than 1,000 pounds and external fat less

than one inch. Those are the three main variables loosely governed by yield grade—too loosely for end users.

A CAB 2005 study of 26,700 carcasses at plants in four states found calculated YG 3 carcasses with 1.2 inches of external fat, a ribeye range of 6.9 to 19.0 square inches and carcass weights up to 1,169 pound.

Since 1978, the average weight of a U.S. beef carcass increased by nearly six pounds per year, or 165 pounds, while the initial YG 3.9 limit remained static, requiring ever-larger ribeyes. Although YG still works for packers, it no longer provides the product size and weight consistency CAB retailers and restaurant operators demand.

Many 950-pound carcasses with 14-inch ribeyes fell out of CAB under the former YG specification—in some cases, acceptance required a ribeye larger than 16 inches. Ironically, that's too large to fit CAB foodservice demand. Meanwhile, selection, management and marketing continue to point toward larger cattle, and YG scores are already at a 21-year high.

The upper limit of less than 1,000 pounds fits most grids (see below) and the YG formula requires 15.8 inches of ribeye area, in line with the new CAB range. Although Angus genetics have kept pace with ability to grow still larger, that's not what the industry needs, Stika said. "Adjusting the CAB specification was a more appropriate way to address filling the box." **UB**

QUALITY GRADE	YEILD GRADE				
	1	2	3	4	5
Prime	11.00	9.00	6.00	-14.00	-19.00
Choice	5.00	3.00	BASE	-20.00	-25.00
Select	-1.00	-3.00	-6.00	-26.00	-31.00
Standard	-11.00	-13.00	-16.00	-36.00	-41.00

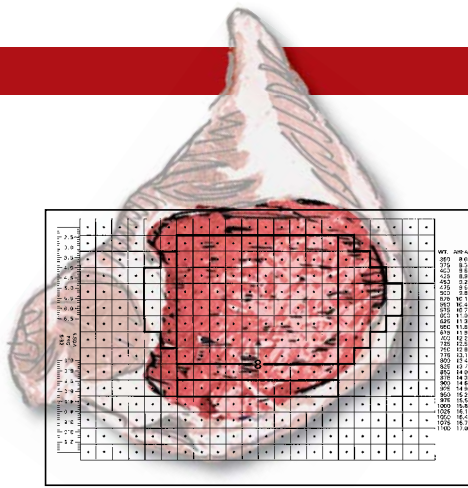
OTHER SPECS

Carcasses over 950 lbs	-20.00
Carcasses under 550 lbs	-10.00
Dark Cutters	-20.00

Grid Pricing - A pricing mechanism where the base price is set for standard quality specifications and discounts and premiums are traded for carcasses that fail to meet or exceed these specifications.

Yield grading is a calculation that is used to help determine the amount of closely trimmed beef cuts that will come from a carcass. One of the criteria used in yield grading is the amount of fat opposite the ribeye as well as the area of muscle surface on the ribeye.

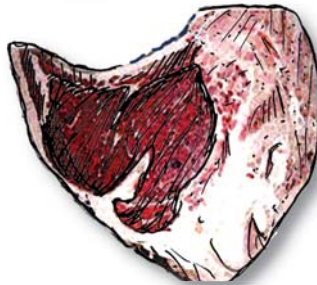
Carcasses with less usable meat will have higher yield grades such as YG 4 or 5. Carcasses with more usable meat will have lower yield grades YG 1 or 2.



Templates with squares are used to measure ribeye area.
Each square represents 1/10th of an inch.



This ribeye has lots of fat opposite the ribeye and smaller ribeye area – the carcass will have less usable meat.



This ribeye has less fat opposite the ribeye and more ribeye area – the carcass will have more usable meat.



- **ALL Natural**
- **AHA Approved**
- **Cooks from Frozen**
- **Individually Quick Frozen for Freshness**

New from
COOPER FARMS



www.cooperfarms.com • Info@cooperfarms.com

1-888-678-8759

J ason's F oods I nc.

BEEF

VEAL • PORK

POULTRY • OFFAL

**THOMAS
LUCACCIONI**
PRESIDENT

**208 E. HELEN ROAD
PALATINE, IL 60067**

**(8 4 7)
3 5 8 - 9 9 0 1**

CELL: (847) 431-8444
TOM@JASONSFOODS.COM



Seafood Choices Alliance, which calls itself the global trade association for sustainable seafood, honored four people as recipients of its annual Seafood Champion Awards. The four Champions were esteemed at a reception in front of more than 200 of their peers and colleagues in the sustainable seafood movement gathering in Jacksonville at this year's Seafood Summit 2007.

2007 Seafood Champion Award Recipients

Fedele Bauccio

CEO and Co-founder of Bon Appetit Management Company

Mr. Bauccio has overseen the development of Bon Appetit's seafood purchasing policies, and continues to be instrumental in persuading parent foodservice company Compass Group USA to likewise shift its policies in the direction of sustainability.

Peter Redmond

Divisional Merchandise Manager (deli/seafood) for Wal-Mart

In his role with Wal-Mart, Mr. Redmond is not only shaping the company's commitment to source sustainable seafood, but is, by extension, influencing other major seafood buyers across the supply chain and around the world to take similar actions.

Frontera Grill & Topolobampo Restaurants

Under the leadership of acclaimed chef Rick Bayless, Frontera Grill and Topolobampo have strict requirements for selecting environmentally responsible seafood. Through its charitable foundation, education programs and cookbooks, Chef Bayless and the Frontera team are making a difference "one plate at a time."

Lindblad Expeditions

A small-ship travel company, Lindblad Expeditions is focused on sustainable tourism, which includes making responsible seafood purchases and minimizing impact on the ocean environment. Lindblad, the first U.S. signatory to support the Marine Stewardship Council, inspires ocean conservation through its "Seafood for Thought" program introduced in June 2006.

Fourth consecutive year...

Tyson #1 in new product development

Tyson Foods Inc., announced it has achieved the top ranking in new product development in the foodservice industry for the fourth consecutive year.

According to a study conducted by research company Cognitio, Tyson's ability to bring new products to foodservice operators excelled over the others. Second place honors went to Kraft, followed by General Mills and then Nestle. More than 900 foodservice operators supplied feedback on more than 390 different food manufacturers.

Not only did Tyson rank number one overall, but it ranked number one in every aspect measured in the study. Attributes measured included having a knowledgeable and best prepared sales force, providing the best customer

awareness, understanding customer needs, providing high quality products, and providing excellent new product support.

"The rankings in this report measure how effective foodservice manufacturers are at introducing valuable new products (and) Tyson has ranked number one overall since this study began four years ago," said Cognitio officials.

Products cited in the Cognitio study included Fully Cooked Boneless Buffalo Wings, Popcorn Chicken Bites, CrossFires Grill Marked Chicken Breast Fillets,



Tequila Lime glazed wings; Tempura Battered Pork Bites; BBQ & Ranch Chicken Slenders™, a chicken fries product; and Tempura Battered Chicken Bites. Photo courtesy of Tyson Foods

Cooked Fajita Seasoned Chicken Strips and Breaded and Glazed Honey BBQ Chicken Bites. **UB**

Adapted from an article which originally appeared on Foodmarket.com on January 17, 2007

FOODMARKET.COM
News from the Center of the Plate



E. FRANK HOPKINS CO., INC.



**Serving Every Segment
of the Industry**

**Handling All Domestic
and Imported Species**

When you want the Freshest Seafood Available, call the people who know the ropes.

Since 1890 E. Frank Hopkins Co. Inc. has handled only the Highest Quality Fresh Fish and Shellfish. Custom designed programs for wholesalers, retailers in all 50 states and abroad. So if you need it Fresh, it takes just one call to the Only Fish Co., E. Frank Hopkins Co., Inc.

USDC HACCP APPROVED FACILITY

**3427 So Lawrence Street, Philadelphia, PA 19148
Phone 215-468-9190 • Fax 215-468-9189**

www.efrankhopkins.com

It's Harley time...

Harbor Seafood... Oyster Bay Supreme Promotion.



Harbor Seafood, well known for King Crab, Snow Crab, Lobster Tails, Shrimp, Fillets, and Imitation Crab Meat, will be raffling off a new Harley Davidson FXD Dyna Super Glide Motorcycle on Friday, July 6th, 2007. For an opportunity to be the recipient, just purchase 100 cases of OYSTER BAY SUPREME (at one time) between March 1st and June 30th, 2007. With each purchase of 100 cases, you will be automatically entered as a possible winner. No purchase required, send your business card marked with the words Oyster Bay Supreme to Harbor Seafood to the following address: 969 Lakeville Road, New Hyde Park, NY 11040.



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

Oyster Bay Supreme



IMITATION CRAB MEAT
MADE IN THE USA

Harbor Seafood

Since 1975

To test drive Oyster Bay Supreme
call 1-800-645-2211
or e-mail: info@harborseafood.com

All taxes and registration fees are the responsibility of the winner. Motorcycle will be delivered, freight prepaid, to the winner's place of choice within the 48 contiguous states, drawing will be held on July 6, 2007 at Harbor Seafood Inc., 969 Lakeville Road, New Hyde Park, N.Y. 11040 (516) 775-2400. Employees of Harbor Seafood, Inc. Or their subsidiaries are not eligible. Harbor Seafood Inc. May elect at their sole option to extend this promotion for a reasonable length of time. If winner is unable to be contacted a new drawing will be held among the remaining eligible customers. Void where prohibited.

Wally Stevens together with GAA: shaping the future of aquaculture

The Global Aquaculture Alliance, the leading international trade association in the aquaculture industry, has worked for many years to create standards for sustainable aquaculture by bringing together major buyers with producers of aquaculture products.

On January 5th of this year, Wally Stevens joined the GAA as executive director. Stevens said his decision to accept the position was based on the growing recognition in the global seafood industry that GAA has a significant role to play in shaping the future of aquaculture worldwide.

"GAA has become recognized as one of the leading voices for the sustainable development of fish and shellfish farming throughout the world and its Best Aquaculture Practices Program has set a high bar for production and processing standards," Stevens said, "Whether through the development of certifiable standards, the *Global Aquaculture Advocate* magazine, or the highly successful Global Shrimp and Global Fish Outlook meetings, GAA has become the place to be for people in the aquaculture world."

Stevens' experience in the industry is extensive. He most recently served as president and chief operating officer for 16 years of Slade Gorton & Co., until his retirement in 2006. Prior to that, Stevens was president of Ocean Products Inc, a salmon farming business in Maine, and an

executive to Booth Fisheries for 17 years prior to that. He also served as chairman of the National Fisheries Institute during which time he is credited with the creation of NFI's successful Future Leaders Program. As Stevens says, in 37 years, he has not been able to find another industry that would have him.

GAA President George Chamberlain called the appointment of Stevens a significant development for the global organization. "Wally is a strong and proven leader with broad experience, sound judgment, and a real heart for the GAA mission," Chamberlain said. "We are both delighted and honored to have him join us at this exciting time in our development."

The GAA has developed standards for Best Aquaculture Practices in the shrimp industry which have become accepted globally.

The GAA standards are certified by an independent certifying organization—the Aquaculture Certification Council. The ACC evaluates whether farms, hatcheries, processors, and feed mills can be certified as operating according to these standards called Best Aquaculture Practices. The existing standards focus on shrimp aquaculture. Later this year, the GAA plans to release standards for tilapia, salmon, channel catfish, and basa later this year, after extensive technical consultations with all stakeholders, including government, industry, and environmental NGO's.

In reference to the status of these standards for finfish, Stevens said that the GAA has organized technical working committees but that nothing has been published yet in draft form as more input from stakeholders was sought.



"We recently met with a number of major environmental groups in Florida, and invited them to serve on these drafting committees. It is our hope to make the standards as credible and transparent as possible, and I am pleased at the interest shown by the environmental community in working to develop these standards." **W**



**BOSTON
LOBSTER
COMPANY**

US & Canadian Plants
75,000 lb. US Capacity
500,000 lb. Canadian Capacity

**Domestic &
Overseas Air Freight**
5 Minutes From
Logan International Airport

**Specializing In
Last Minute Orders**

**Year Round Supply Of
Jumbo & Hard Shell Lobsters**

Phone 617-464-1500
Fax 617-464-1131

a managed, flexible alternative to derby style fishing...

Individual fishing quota seen as alternative to derby style fishing

IFQ, or Individual Fishing Quota, provides fishermen the right to catch a certain percentage of fish as part of the total allowable catch (TAC). Some fisheries are managed with derby style fishing. Derby style refers to a specific opening day where all licensed, commercial fishermen begin their fishing efforts and continue until a specified closing date. It is often seen as a race against time. Since the goal is to catch as many fish as possible during the open season, fishermen may be faced with dangerous weather conditions. Supplies could result in an all-or-nothing situation.

Does IFQ eliminate some of the issues associated with derby style fishing? According to the National Marine Fisheries Service (NMFS), the IFQ program is a

"IFQ programs have been tried and tested worldwide since the late 1970s."

better program to manage fishing capacity. They feel that it eliminates the need to compete and the need to over-invest in fishing capacity. They also believe that if less time and money are invested in pursuing their harvest, then the profit of their sales would be greater.

IFQ programs are also supposed to compensate less efficient and less profitable fishermen by enabling them to sell their IFQ to more efficient and profitable fishermen. In addition, processing plants are not overwhelmed with surges of product which can translate into inferior quality and force either canning or freezing of product.

A perfect example is the Alaska halibut fishery. When this was a derby style fishery, it was a free-for-all. The only alternative for processors was to freeze most of the fish. Now, under the IFQ program, halibut landings are spaced out and more of the product is distributed

as fresh. This means better returns throughout the distribution channel.

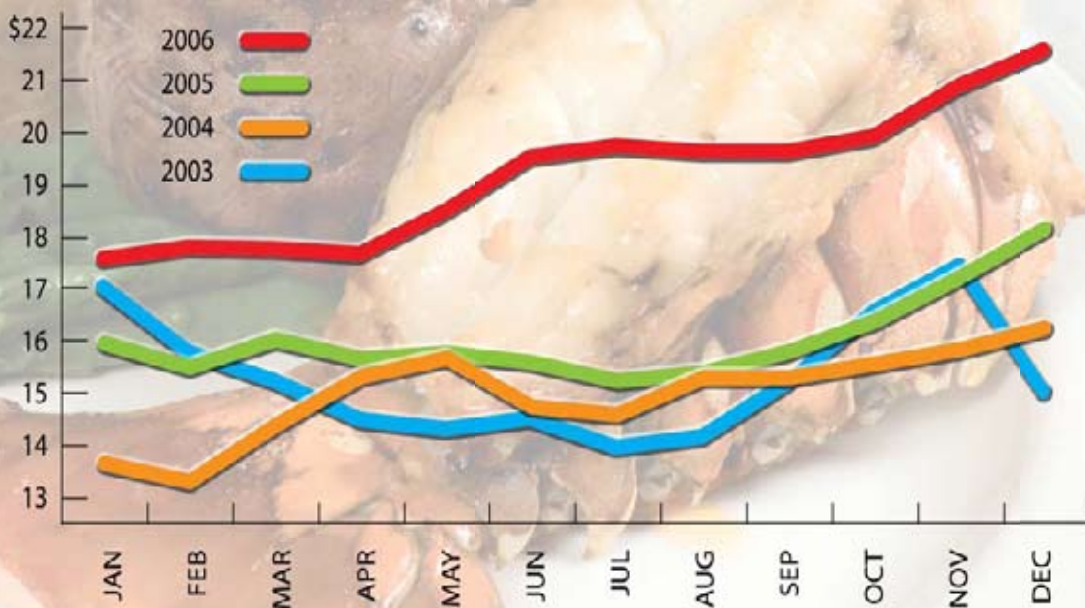
According to the NMFS, IFQ programs have been tried and tested worldwide since the late 1970s. Some of the countries that are named as having the most significant experience with this program are Canada, New Zealand, and Iceland. The IFQ programs that are currently implemented in the United States include the most recently added, Gulf of Mexico Red Snapper, 2006; the Mid-Atlantic surf clam and ocean quahog, 1990; the South Atlantic wreckfish, 1992; the Alaskan halibut and North Pacific sablefish, 1995; and the Bering Sea/Aleutian Islands crab rationalization program, 2005.

The NMFS feels that by managing fisheries with the IFQ program, it allows the participants to have more flexibility and removes the restrictions of time. They claim it should improve individual business operations and strategies.**UB**

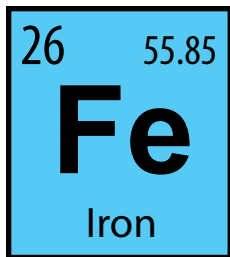
Favorite restaurant combo subject to market fluctuations...

Surf and turf prices continue to climb

Significant fluctuations in food costs are often cited as a reason to list "Market Price" beside a menu item at a restaurant. Just how volatile are these costs? The chart below lists food cost for one of the most popular "Market Price" items, Surf and Turf. Prices are per serving and computed using Urner Barry data for a 6-8 ounce Australian Lobster Tail and Filet Mignon (6 oz steak) from a Choice Peeled Tenderloin.



Iron: integral part of most proteins



Iron is a trace mineral found in every cell in the body. It is essential to all

organisms and to all body cells. Iron aids in immune function, cognitive development, temperature regulation, energy metabolism and work performance.

Responsible for proper bodily function, iron's primary role is to carry oxygen throughout the body. It is the foundation of hemoglobin in red blood cells and myoglobin in muscles. Iron gives blood its characteristic red color.

The recommended daily allowance of iron for all men is eight milligrams per day, 18 milligrams per day for women ages 19 to 50, and for children ages four to eight it is 10 milligrams per day. Pregnant and postpartum women require more iron.

Dietary sources of iron exist in two forms, heme iron and nonheme iron. Heme sources are provided by animal tissues and are the sources of most dietary iron—the best sources being oysters, liver, lean red meat (especially beef), poultry, tuna, salmon, whole grains and eggs (the yolk). Reasonable amounts of iron are also found in lamb, pork and shellfish.

The most common indication of an iron deficiency is anemia. Anemia occurs when the size and number of red blood cells is reduced and results in decreased

oxygen in the blood. It causes lack of energy, headaches, irritability and/or depression.

If too much iron is absorbed, toxicity can occur.

The best way to ensure an adequate amount of iron in your diet is to eat a variety of foods. Healthy individuals

who eat a balanced diet rarely require supplements. It is very important to maintain iron and iron stores in the body so that oxygen can be delivered efficiently to muscle tissue. Also, regular blood screening can help determine whether iron stores are sufficient. **UB**

SELECTED FOOD SOURCES OF IRON

FOOD SOURCE	SERVING SIZE	IRON (mg)
Beef, liver	3.0	7.5
Beef, lean ground; 10% fat	3.0	3.9
Beef, round	3.0	4.6
Chicken, liver	3.0	7.3
Chicken, thigh w/bone	2.3	1.2
Chicken, leg w/bone	2.0	0.7
Turkey, white meat	3.0	1.2
Turkey, dark meat	3.0	2.0
Pork, lean ham	3.0	1.9
Pork, loin chop	3.0	3.5
Cod, broiled	3.0	0.8
Flounder, baked	3.0	1.2
Shrimp	1.1	0.5

Table adapted from McKinley Health Center online @www.mckinley.uiuc.edu

THE HARVEST FAMILY OF COMPANIES

Since 1989, From Our Door to Yours.

HARVEST
MEAT COMPANY, INC.



*Distributors of
the Finest Protein Products*

**Beef • Pork • Poultry • Seafood
Veal & Lamb • Processed Meats • Cheese**

Sales Offices in:

San Diego.....	800-653-2333
Los Angeles.....	800-653-2334
Los Angeles (Joseph Solomon Sales)	323-584-3160
Phoenix.....	800-883-6328
Denver.....	800-306-6328
Kansas City	800-653-6328
Orlando.....	800-883-7777
Portland (Western Boxed Meat)	800-547-9801

Make us your first call!

The Reporter's Guide to... There's more than one way to catch a fish

Fishing Techniques

There are numerous ways of catching fish. Commercial supplies are mainly produced by some form of industrial techniques which use nets—trawling, seining or gillnetting; others are caught with hooks and lines, and still others are harpooned, trapped or dredged. Below are examples of the most popular fishing techniques commercial fishermen use to harvest fish:

Aquaculture Fish farming is the fastest growing sector of the fishing industry and the great hope for the future of supplies of fish and shellfish. Shrimp and salmon are the aquaculture headliners. In the United States, the majority of oysters, trout, crawfish and catfish harvested are all farmed. The importance of fish farming to the seafood buyer lies in the potential for reliable and consistent supply that is offered by farming techniques and the associated marketing advantage that consistent product brings.

Dredge A dredge is utilized for collecting mollusks from the sea floor. The dredge has an open-ended metal frame where a holding bag is attached. The vessel drags the gear over the seabed digging the shellfish from the ground.

Harpoon The harpoon will forever have its place in the history books, but today it is little more than a nostalgic method of landing fish. Harpoons can be deployed by hand or shot from a gun.

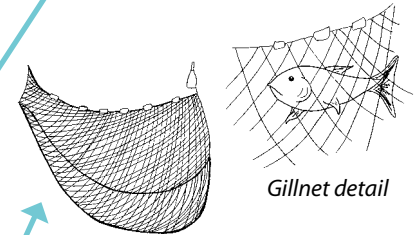
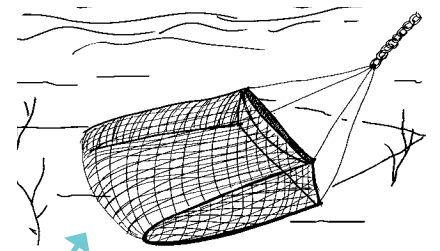
Gillnet Gillnets are strings of single, double or triple netting walls intended to remain stationary. The gillnet is one of the oldest types of stationary nets. They are deployed vertically, near the surface, in mid-water, or on the bottom. As the name implies, fish become entangled in these nets by their gills. Gillnets have floats on the upper line and weights on the bottom to keep the net in an upright position.

Hook Landing fish by hook and line has been practiced for centuries. In the hook and line method, fish are attracted by either a natural or artificial bait placed on a hook fixed to the end of a line on which fish get caught. This type of harvesting can be separated into four categories: hand lines, pole and lines, troll lines, and longlines or set lines.

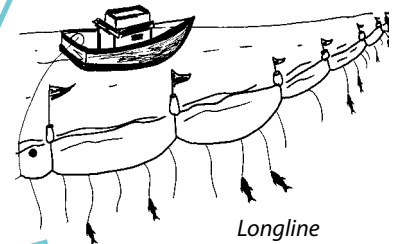
Seine A seine is a motion net. It is typically long and may contain a bag in the center. It can be set from either the shore or from a boat in an attempt to surround a certain area. Seines are normally used to catch schooling pelagic species such as mackerel, tuna, sardines, salmon, herring and menhaden.

Trap and Pot A wide variety of nets, barrages or pots are used to capture fish and shellfish. By design, the targeted species can enter voluntarily but will be unable to escape. The entrance itself transforms into a non-return device, first allowing the fish to enter the trap but then making it impossible to leave. Capture by trap typically requires the use of bait. Pieces of fish are most often used, but artificial baits are also employed.

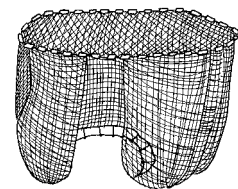
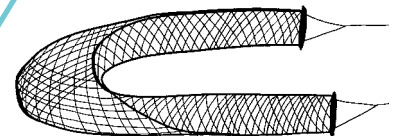
Trawl Trawlers range in size from open, outboard-powered vessels all the way up to large freezer factory trawlers which can fish in the most distant waters. Trawling is the most important and one of the most efficient fishing methods in the world. It is also the primary method used to harvest bottomfish like cod, haddock and shrimp. A midwater trawl is employed from the surface down to great depths to target pelagic species, depending on the position of the fish.



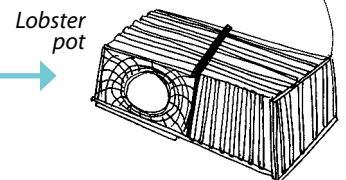
Gillnet detail



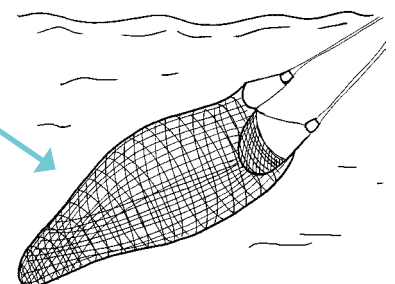
Longline



Purse seine



Lobster pot



Chilean Salmon supplies to the U.S. still tight

As seafood consumption continues to grow, seafood buyers are looking for more fish. Aquaculture products are the way of the future; however, sometimes it is not always a smooth ride.

Farmed Atlantic salmon marketers in the U.S. are now facing a decreasing supply from Chile, contrary to their expectation for abundant supply and falling market prices.

This situation has caused frustration for U.S. traders since the summer of 2006.

While the information from Chile is that pens are filled with fish, the dealers point out several problems that hamper

smooth delivery of Chilean salmon to the U.S. Among them are the problems related to disease, farm management, and labor relations, as well as increasing demand in Japan and Europe.



Also exports of Chilean-produced fruit and flowers, now in the peak period, are reportedly delaying shipments of salmon.

Under the circumstances, buyers have been forced to accept high prices during the past several months. This upward trend is expected to continue through the Lenten season.

Canadian-produced whole Atlantic salmon is now enjoying high popularity

when converted to fillets in the U.S. Some product is being offered at prices competitive with the Chilean fillets, and now market participants face increasing difficulty in securing Canadian products as well.

It is expected that supply from Chile will be eased in the months ahead, but market observers believe supply to the U.S. will be in less quantity than anticipated because Chile has expanded its export market in other areas.

Data for the period of January to November 2006 reveals that Chilean salmon and trout exports were directed mainly to Japan, with 244,492,000 lbs., the USA, 199,852,000 lbs., and the European Union (EU), with 83,514,000 lbs. **U**

SEAFOOD.COM NEWS

Adapted from Seafood.com News
[BANR Japan Reports] Tokyo Jan 23, 2007-

**Wabash
Valley
Produce**

**Brown
Produce Co.**

**Ballas Egg
Products
Corp.**

Producers & Processors of **SHELL EGGS**

Including
**Carton, Loose Pack &
Nest Run**

EGG PRODUCTS

Including
Frozen, Liquid & Dried

**Wabash
Valley
Produce**

Dubois,
Indiana 47527
Larry Seger
Tel. (812) 678-3131
Fax (812) 678-5931

**Brown
Produce
Co.**

Farina,
Illinois 62838
Larry Pemberton
Tel. (618) 245-3301
Fax (618) 245-3552

**Ballas
Egg Products
Corp.**

Zanesville,
Ohio 43701
Leonard Ballas
Tel. (740) 453-0386
Fax (740) 453-0491

Thailand: a pro-investment model of Asian economic performance



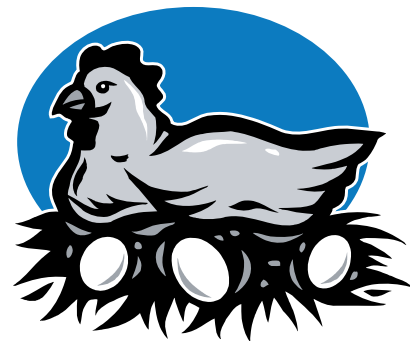
▲ Women working on a rice plantation in Thailand.

Thailand / US comparison



AREA	514,000 km	9,631,418 km
COASTLINE	3,219 km	19,924 km
POPULATION	64,631,595	295,734,134
LIFE EXPECTANCY	72.25 years	77.71 years
GDP	\$550.2 billion	\$11.75 trillion
GDP (per capita)	\$8,600	\$40,100
AGRICULTURE AS A %GDP	9.9%	0.9%
AGRICULTURAL PRODUCTS	rice, rubber, soybeans	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	35.36 million	147.4 million
UNEMPLOYMENT RATE	1.8%	5.5%
POPULATION LIVING BELOW THE POVERTY LINE	10%	12%
OIL PRODUCTION / CONSUMPTION	0.23 / 0.851 (million bbl/day)	7.8 / 19.65 (million bbl/day)

Known as Siam until 1939 when the name was officially changed to Thailand, it remains the only Southeast Asian country never to have been taken over by a European power. After being aligned with Japan in WWII, Thailand became an ally following the war's resolution. The Thai economy is a free-enterprise economy with a well-developed infrastructure and numerous pro-investment policies. The Asian financial crisis of the late 90s took a severe toll on many Asian countries. Thailand seems to have fully recovered and is now one of Asia's best economic performers. A rapidly expanding and profitable portion of Thailand's economy is aquaculture. Thailand was the 3rd largest exporter of seafood to the U.S. in 2006 and is on track to surpass that amount in 2007.^{US}



Crystal Farms, Inc.

USDA

GRADED EGGS

PO BOX 7101
CHESTNUT MOUNTAIN GA 30502

SALES INFORMATION
JIM BROCK

(770) 967-6152 Office
(770) 967-7242 Fax
www.crystalfarmsga.com



**FREE
NEWS**
on
**Shrimp
Farming**
at
www.shrimpnews.com



FARBEST FOODS, INC.

"A Tradition of Being the Best"
4689 South 400 West • P.O. Box 480
Huntingburg, IN 47542-0480

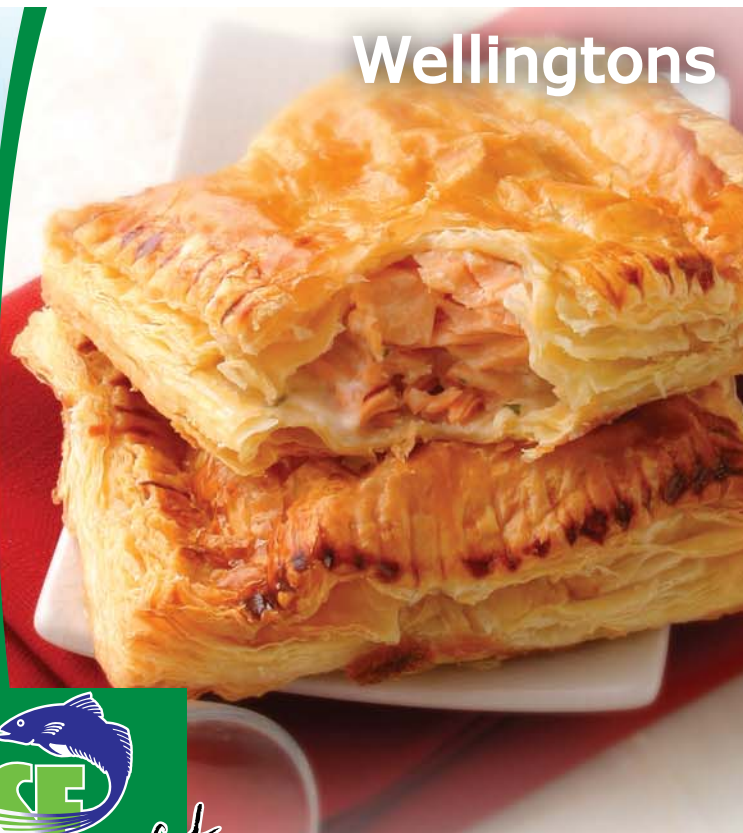
**Committed To Excellence! Featuring
High Quality Fresh/Frozen
Turkey Meats, Parts, & Ground Turkey**

Contact Ann Block (812) 683-6626,
Ryan Downes (812) 683-6627 or Greg Meyer
at (812) 683-6625 • Fx# (812) 683-4226
Website: www.farbestfoods.com
E-mail: gmeyer@farbestfoods.com

Breaded Shrimp



Wellingtons



All Natural 0 Trans Fat

Popcorn Shrimp



B.B.Q. Kabob



Cert. No. QSP 10061



MAHACHAI

HATYAI

NARONG SEAFOOD CO.,LTD.

5/4-6 MOO 4 SEATAKIT RD, T.NADEE, A.MUANG, SAMUTSAKORN, 74000 THAILAND
Tel: (034) 424605, 827063-4 Fax: (034) 423910 E-mail : admin@naronggroup.com

1422 PETCHKASEM RD., T.HAADYAI, A.HAADYAI SONGKLA 90110 THAILAND
Tel: (074) 257377-9 FAX. (074) 257413 E-mail : hadyains@naronggroup.com

Poultry industry innovator honored...



*Serving the Food Industry
for Four Generations with
High Quality Egg Products*



2 Papetti Plaza, Elizabeth, NJ 07206

Tel. (908) 351-0330

www.debelfoods.com

Fax (908) 351-0334

Elliot P. Gibber, President

House of Raeford's Marvin Johnson receives NPFDA's Poultry Industry Lifetime Award for 2007

This year's recipient of the National Poultry & Food Distributors Association (NPFDA) Lifetime Achievement Award was Marvin Johnson, CEO of House of Raeford Farms.

Mr. Johnson was awarded this honor at the Annual Awards reception on January 24 at NPFDA's Annual Convention in Gainesville, Georgia.

This is not the first time such an honor was bestowed on Mr. Johnson. In 1994, he

was selected as Urner Barry's Person of the Year, an award presented to an individual who has made outstanding life-long contributions to the betterment of the poultry, egg or red meat industries.

About Marvin Johnson: Growing up in North Carolina, it is there that as a young

"This is not the first time such an honor was bestowed on Mr. Johnson."

KING CRAB

call us!

Global Fishing
840 140th Ave NE
Bellevue, WA 98005

t: 425.455.2291
f: 425.455.5710

www.globaltr.net



G L O B A L F I S H I N G I N C .

**See us at the
Boston Show
Booth #1039**

man Mr. Johnson began his venture into the poultry business by selling turkeys on the street that were raised on his parent's farm. In 1955, the farm was operating as Nash Johnson and Sons Inc., and in 1959, the business began to expand—first a feed mill, then a turkey hatchery and grow-out operation.

In 1962, Mr. Johnson became a partial owner of Rose Hill Poultry in North Carolina and later that same year he also bought into a turkey processing plant in Raeford. Not too long after that, in 1967, Mr. Johnson became the sole owner of Rose Hill and in 1974 of Raeford—which soon thereafter became known as House of Raeford.

House of Raeford is now the eighth largest turkey producer and the tenth largest chicken producer in the U.S. They have plants operating in Raeford, Rose Hill and Wallace, North Carolina, as well as in Greenville, Columbia, and Hemingway, South Carolina, and a plant in Arcadia Louisiana. **LB**



*Marvin Johnson (left)
with his son, Bob pictured
together at the National
Turkey Federation
Leadership Conference*

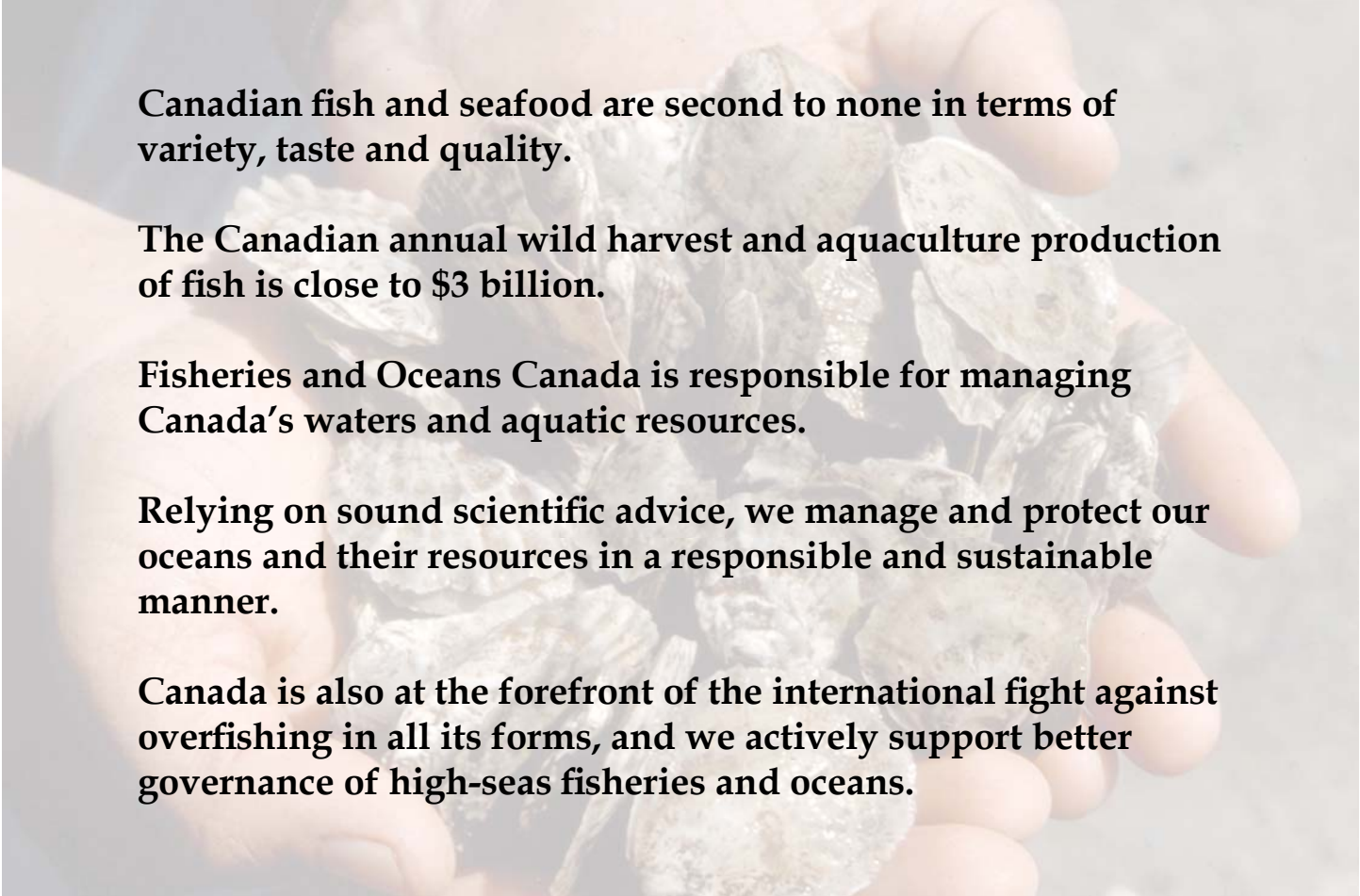


TRI-STATE AREA'S LARGEST INDEPENDENT SUPPLIER

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

Telephone (718) 842-8500





Canadian fish and seafood are second to none in terms of variety, taste and quality.

The Canadian annual wild harvest and aquaculture production of fish is close to \$3 billion.

Fisheries and Oceans Canada is responsible for managing Canada's waters and aquatic resources.

Relying on sound scientific advice, we manage and protect our oceans and their resources in a responsible and sustainable manner.

Canada is also at the forefront of the international fight against overfishing in all its forms, and we actively support better governance of high-seas fisheries and oceans.

Fast Facts

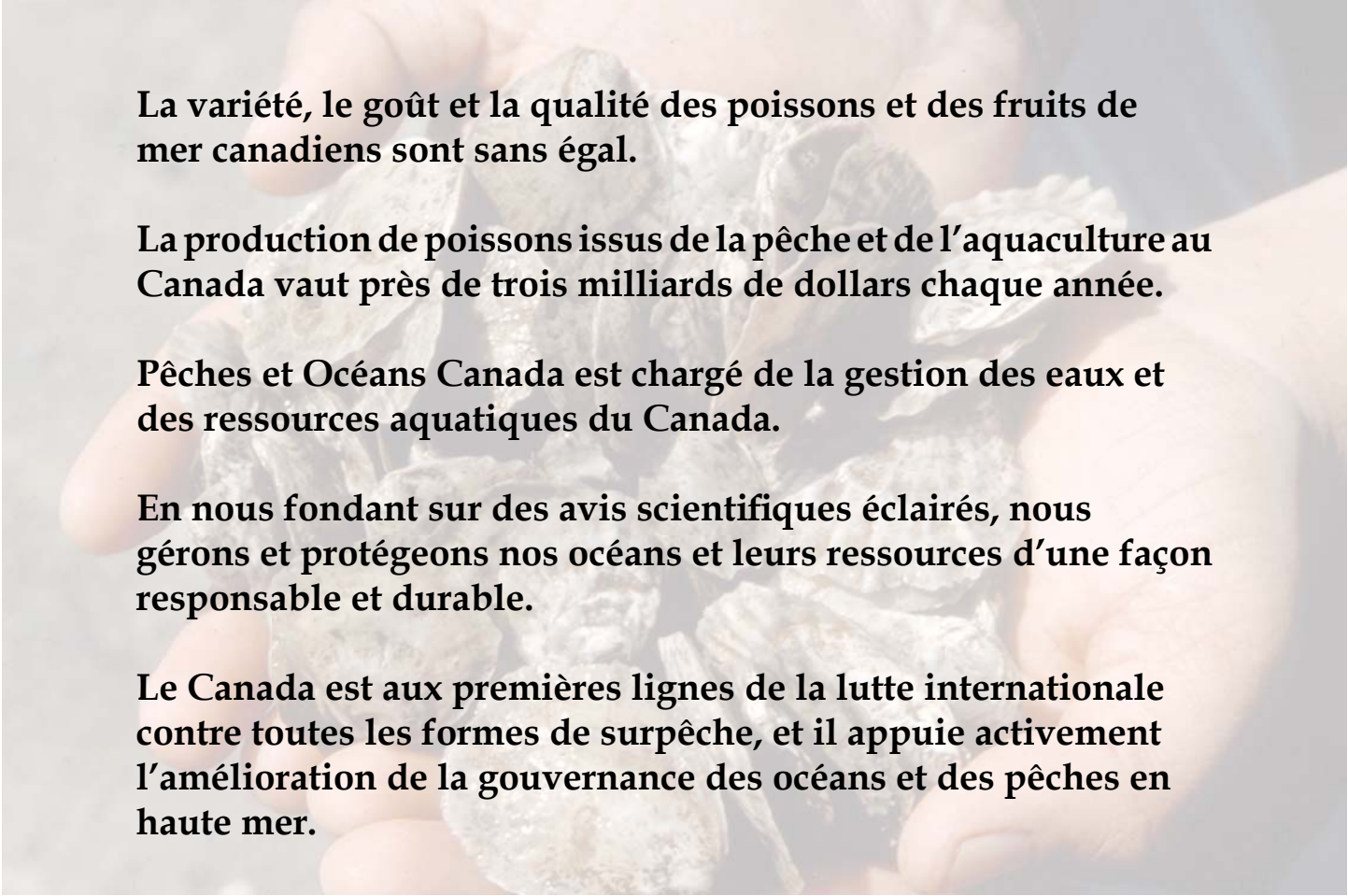
- 🇨🇦 Canada exports about \$4.3 billion in fish and seafood each year.
- 🇨🇦 Canada is the world's sixth largest exporter of fish and seafood.
- 🇨🇦 The United States is Canada's largest fish and seafood trade partner. It imports about \$2.6 billion, or 60%, of Canada's total exports, followed by Japan (\$471 million) and the European Union (\$460 million).



Government
of Canada

Gouvernement
du Canada

Canada



La variété, le goût et la qualité des poissons et des fruits de mer canadiens sont sans égal.




La production de poissons issus de la pêche et de l'aquaculture au Canada vaut près de trois milliards de dollars chaque année.

Pêches et Océans Canada est chargé de la gestion des eaux et des ressources aquatiques du Canada.

En nous fondant sur des avis scientifiques éclairés, nous gérons et protégeons nos océans et leurs ressources d'une façon responsable et durable.

Le Canada est aux premières lignes de la lutte internationale contre toutes les formes de surpêche, et il appuie activement l'amélioration de la gouvernance des océans et des pêches en haute mer.

Quelques faits

-  La valeur des exportations canadiennes de poisson et de fruits de mer est d'environ 4,3 milliards de dollars chaque année.
-  Le Canada est au sixième rang des plus importants pays exportateurs de poisson et de fruits de mer.
-  Les États-Unis sont le partenaire commercial le plus important du Canada pour le poisson et les fruits de mer. Ils importent environ 2,6 milliards ou 60 % du total des exportations canadiennes. Viennent ensuite le Japon (471 M\$) et l'Union européenne (460 M\$).



Gouvernement
du Canada

Government
of Canada

Canada

Recap: OBSONO Executive Report Webinar

On January 25th OBSONO provided the latest installment of its Executive Report Webinar.

The Webinar covered both the supply and demand issues looking ahead for the major items in the red meat and poultry markets. Also addressed were the re-opening and expansion of foreign markets to trade and the affect the predicted growth will have on the domestic market.

One of the most notable pieces of information was the anticipated 1% increase in overall meat production which is expected for 2007. This expansion is equal across all major protein commodities with each area expecting bigger numbers in the year ahead.

Prices are expected to move higher thanks largely in-part to an increase in a commodity common to all—corn. The price of corn is well over \$1.00 higher than its five-year average. Production is expected to increase, but nowhere near enough to offset the increased demand. \$4.00 corn could soon become a reality.

OBSONO Webinar events are widely attended by their large customer base as well as special invited guests. Presented in RealTime, they are interactive meetings that combine a conference call with a

“The price of corn is well over \$1.00 higher than its five-year average.”



Web-based presentation. Participants have the opportunity to experience the kind of live presentation that the OBSONO analysts are known for, without ever leaving their office.

OBSONO anticipates their next

Webinar event to take place in April and encourages you to sign up today. For information contact OBSONO at 732-240-2349 or e-mail sales@obsono.com. **UB**

OBSONO
LLC



**Quality.
Excellence.
Expertise.**

**Talon Group, LLC
425-644-5540
www.talongp.com**



**P.O. Box 408 • 375 Pierce Industrial Blvd.
Blackshear, Georgia 31516
Office (912) 449-5700 • Fax (912) 449-2438
E-mail: jhull@accessatc.net**

**Serving the Southeastern
U.S. with Liquid & Frozen
Egg Products
5 Pound Carton
to Tanker Load Quantities**

Black tiger shrimp short

Although 2006 shrimp imports finished the year up a healthy 11.6%, this increase largely reflects white shrimp. In 2006, black tiger shrimp were well short of 2005 levels for all forms.

As estimated by Urner Barry, black tiger shell-on shrimp imports were down over 29%. Peeled imports were down over 13%, and cooked imports were estimated to be down at least 10%. Of the primary black tiger producing countries of Bangladesh, India, and Vietnam, only Bangladesh imports were up this year. Year-to-date the shortfall from these countries, when compared to 2005, was 23.6 million pounds.

Driving the tight supply of black tiger shrimp are four factors. The anti-dumping tariff is generally high for both India and Vietnam—the two largest black tiger shrimp producers. The higher cost and increased risk of the U.S. tariff has pushed an increasing amount of production from these countries to both Europe and Japan. Hand-in-hand with the tariff is the U.S. Customs ruling of a 100% continuous bond for imported shrimp which has significantly increased the cost of doing business in the U.S. for these exporters, further pushing exports elsewhere.

In the midst of these higher costs, production problems in both Vietnam and India reportedly plagued the harvests during the heart of the season. This point is difficult to quantify; however, as stated earlier, imports into the U.S. from these two countries are down.

The tight supply of black tiger shrimp has led to an increase in the market albeit moderated by the overall ample supply of shrimp.

More telling than the increase in the price of black tiger shrimp is the gap that has grown between other shrimp of similar

count sizes. In mid-February, 16-20 count black tiger shrimp are quoted by Urner Barry at 5.70-5.80, and some premiums were noted at that time. Latin American farm-raised white shrimp are listed at 4.95-5.05 as are U.S. domestic wild-caught white shrimp. U.S. brown shrimp are listed at 4.30-4.40. In addition, production of large wild shrimp has been good in other areas. Buyers, who have some flexibility, do have alternatives in the tight black tiger market and sellers are increasingly looking at adding value to these lower priced shrimp to further compete with peeled black tiger products.

In 2007, replacement costs for black tiger shrimp are now running, in many

cases, ahead of the current U.S. market. Relief from additional production will not be available until next season with imports becoming available in the second quarter of 2007. Longer term, the spread between white shrimp and black tigers could drive additional tiger production. **UB**



"The tight supply of black tiger shrimp has led to an increase in the market..."



From the Farm to Deli, we are your Source for Turkey!

Buyers & Sellers
Domestic & International

"Alliance Builders" of:
Whole Birds, Bone in Breasts,
Raw Meats, Tray Pack Parts,
Further Processed Products,
Turkey Hatching Eggs,
Turkey Poults, Live Contracts

Jeff Stauffenecker
Carl Wittenburg
Sara Almich

605 Crow Lake Street
Brooten, MN 56316

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

www.proteinalliance.com



DEEP SEA **Mar Linda**
EL CORTÉZ **SEA REEF**

FAMILY OWNED BUSINESS FOR 44 YEARS!

101 SOUTH FIRST STREET, SUITE 401
BURBANK, CALIFORNIA 91502
323.849.6679 818.846.5222

 **DEEP SEA SHRIMP**
importing, inc.

info@deepseashrimp.com
www.deepseashrimp.com

Encompassing all that is right, stringent and good...

Sea Port Products Corporation invites you to catch the wave

More than just a seafood importer, Sea Port Products Corporation is one of the most highly recognized and respected names in the seafood industry. Not only does Sea Port provide a wide variety of quality products from around the world at the most competitive prices, but it also guarantees that its product is harvested and farmed in an environmentally friendly and sustainable way.

Acting in the best interest of the environment and the seafood industry, at the beginning of 2007 Sea Port Products introduced Go Blue!—its totally immersive pro-seafood initiative.

**“...the trend all
over the world
...has been
moving towards
sustainability.”**

Urnner Barry's Reporter spoke to Bill Dresser, President of Sea Port Products, who said that the trend all over the world, especially in the seafood industry, has been moving towards sustainability. Sea Port saw the aspiration to guarantee that seafood continued to be harvested and farmed in environmentally and friendly ways and Go Blue! was born.

“Companies had been required, and sometimes pushed, to take efforts into their own hands to ensure that everything good for the seafood industry and for the environment took place,” said Dresser.

Another reason for launching the Go Blue! wave was in response to consumers' inquiries. Sea Port had had numerous questions from distributors, who were

being asked by restaurants, who were being asked by their patrons, about the fishing strategies regarding the seafood they were eating. Go Blue! is an answer to all these questions. The Go Blue! label ensures the consumer that what is being consumed is being handled under sustainable policies.

Sea Port says that the Go Blue! initiative will continue to evolve within the seafood industry and encompass everything that is right, and stringent and good, as well as anything that needs to be improved upon...a message and commitment that needs to be heard.

Sea Port invites everyone in the seafood industry to spread the news and catch the wave... Go Blue!**UB**



BIRD-IN-HAND[®] farms, inc.

Traders of Meat & Poultry

SALES OFFICES

NORTH CAROLINA

Wayne Reynolds
Gayla Kennedy
(910) 328-1288
Selena Jackson
(910) 875-5757

NORTH CAROLINA

David Wilson
(910) 695-0661

SOUTH CAROLINA

Bob Rike
Alec Herring
(803) 798-0725

MISSOURI

Randy Witt
(417) 235-5700

INDIANA

Dan Morris
(260) 358-1897

MISSISSIPPI

David Cole
Donnie Pepper
(601) 932-5997

ARKANSAS

Bill Lewis
(479) 968-3332

TEXAS

Jackie Cates
(936) 564-0539

PENNSYLVANIA
Fred Bloom • Bill Buehler
Brett Linder • Ted Bloom
Bob Willoughby
(717) 291-5855

www.bihfarms.com



A Totally Immersive Pro Seafood Initiative Of Sea Port Products



SEA PORT.

catch our wave®

SEA PORT PRODUCTS CORP

Shrimp • Lobster • Crab • Scallops • Finfish • Cephalopods • Mussels • Marinara Mix And More To Come...

WASHINGTON 425.827.2800 • NEW JERSEY 732.826.9400 | WWW.CPORT.NET

QUALITY • RELIABILITY • GLOBAL SUPPLY • HACCP COMPLIANT

America's challenge: are bio-fuels the way to energy independence?

New methods of producing alternative fuels have been in the forefront for more than a decade as America has been attempting to become less dependent on foreign sources of energy.

In President Bush's January State of the Union Address, energy was once again

fuel. Ethanol from corn is the heavyweight of the biofuel industry. Soon, however, new technologies will prove practical for converting plant fiber into ethanol.

Agricultural residues, wood residues, animal wastes and landfill gas, which are presently left behind, are targeted for harvesting for biofuel production. Corn stover (fodder) alone represents over 100 million tons nationwide. The first facilities producing ethanol from stover are slated to begin operation by as early as 2010.

Other types of crops, too, may be grown specifically for

biofuel production. This includes, but is not limited to, native grasses and trees and high-yielding varieties of oil-seed crops—which may even one day surpass corn fodder as an energy resource.

With America's new challenge to become more self sufficient in energy,

advances in technology for making biofuels are constantly opening up. Monetary incentives in the form of tax credits, grants and loan guarantees are enticing

ways the government is luring farmers to domestically produce alternative fuels. This, along with the economic developments and opportunities the industry brings to rural communities, are attractive ways new businesses are willing to undertake renewable energy projects. **UB**

“...the biotech sector had been hard at work looking for a means of making it economically possible to turn plant materials, other than corn, into ethanol”



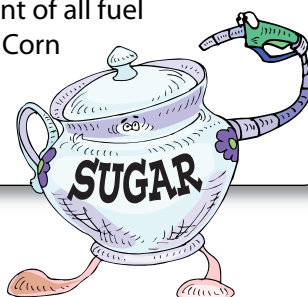
front-and-center in the domestic portion of his speech. Mr. Bush outlined a new goal to reduce gasoline consumption, help decrease emissions and lessen U.S. dependence on foreign oil. He called for producing more alternative fuels and set a goal of 35 billion gallons by 2017.

Even before the President's speech, however, the biotech sector had been hard at work looking for a means of making it economically possible to turn plant materials, other than corn, into ethanol. It has also been looking at other potential sources of energy including forests, wind, solar and animal manure.

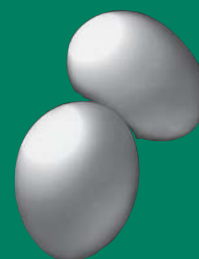
Biofuels, or any fuel derived from biomass that substitutes for petroleum products, are made from agricultural crops, or other types of plant-based biomass feedstocks. Biofuel crops must be grown, and therefore enough land must be allocated to provide sufficient amounts of

UB Fast Fact

Sugar cane is the most important crop for producing biofuels today and the feedstock for more than 40 percent of all fuel ethanol. Corn ranks a close second.



THE COMPETITION KEEPS EGGING US ON



NuCal Foods and Rocky Mountain Eggs are committed to excellence, integrity, quality, service and a focus on our five critical clientele—our customers, employees, producers, vendors and owners working in cooperation with one another to create loyalty and provide value to all.

Serving the Western United States...



Eggs can't get any fresher.

Rocky Mountain



800-377-3447
www.nucalfoods.com

Shrimp

*Black Tiger, White,
Pink, Freshwater, Vannamei*
Head-on, Headless, Raw,
Peeled, Cooked, Skewered

Thailand • Vietnam
India • Indonesia
Bangladesh • Philippines

Lobster Tails

Cold water, Warm Water

Australia • New Zealand
Thailand • Philippines

Slipper Lobster Tails & Meat

Thailand • China

Crawfish

Whole & Meat

China • Spain

Greenlip

Mussels

New Zealand



*Importers of
Quality Seafood for 50 Years*

Scampi

New Zealand
Australia

Crabmeat

Philippines
Vietnam
China
Thailand

Rabbits

China

Octopus

Philippines • Indonesia
Thailand • Vietnam

Squid

Tubes & Tentacles, Steaks
China • Thailand
New Zealand
Taiwan

Catfish

China

Sole & Dover Sole

Holland

Orange Roughy

New Zealand
Australia

Scarlet

Snapper

Thailand • Indonesia

Tilapia

China

Zander & Lake Perch

Turkey
Holland
Poland

Grouper

Thailand
Indonesia

Striped Pangasius

(Swai)
Vietnam

Chain Restaurant Programs



*Custom Menu-specific
Seafood products*

Raw Peeled Shrimp

Pre-skewered Shrimp

Lobster tails

Orange Roughy

Cooked Crawfish Meat

A•PAC

Censea Company, Inc.

1845 Oak Street
Northfield, Illinois 60093

(800) 323-1815

(847) 446-3720

FAX (847) 446-9410

e-mail: import@censea.com

Nate Torch
Jeff Stern
Dave Bennett
Tom Elliott
Sey Jay
Mike Michalski
Mike Cape

Northeast Office
Larry Fairstone
610-649-1679

West Coast Office
Mike Thompson
Chris Ettinger
831-638-1399

Retail Programs

1# & 2# Retail Ready
5 color bags.



Cooked Shrimp

Raw Peeled Shrimp

EZ Peel Shrimp

Cooked Shrimp Rings

Orange Roughy

Tilapia

Cooked Crawfish Meat

The pinnacle marketing event of the year...

Scale to new heights at Urner Barry's 31st Executive Conference

Urner Barry Publications has finalized its plans to host the company's 31st annual Executive Conference and Marketing Seminar. For the second year running, this year's event, "Scaling to New Heights,"

is being held at the magnificent Bellagio Casino and Resort, April 22-24, 2007.

Urner Barry President, Paul B. Brown, had this to say about the program. "Considering the great success of our 2006 30th anniversary event, Urner Barry staff has worked especially hard in the development and design of this year's conference. It will definitely allow our guests to set their sights

**"...the 2007
conference
will be host
to multiple
industry
sessions and
forums..."**

high and then give them the tools necessary to achieve their goals."

Featured speakers for this year's event include Senator Jim Talent of Missouri and Gary Johnson, Senior Director of Worldwide Supply Chain for McDonald's Corporation. The morning following the opening smorgasbord reception will be kicked-off by author, coach and speaker Mary B. Lucas. Ms. Lucas will share her 25 years of experience in the employment and workforce management industry with her fun, thought-provoking and motivational presentation "Lunchmeat & Life Lessons."

Urner Barry's Reporter spoke to several previous attendees and has learned that many industry players consider the Urner Barry hosted affair to be the pinnacle marketing event of the year. It has proven to be the conference for food industry's top players to gain an exclusive, in-depth understanding of the marketing and sales challenges confronting the egg, poultry and red meat industries.

The 2007 conference, "Scaling to New Heights," is guaranteed to help attendees ascend to new levels of marketing excellence. In addition to featured speakers, the 2007 conference will be host to multiple industry sessions and forums including discussions on defining today's consumer, a segment on designer eggs, a reporter roundtable, a forum on how to best capitalize on the latest casual dining and QSR trends, an outlook forum and more. **UB**

For more information contact Urner Barry's
Lynn Dekovitch at 800-932-0617.



PRESTAGE FOODS

P *Family Owned*

**PREMIUM
YOUNG TURKEY**

- **Packers of whole birds and bone-in breasts**
- **Frozen tray pack**
- **Fresh boneless meat**
- **Private Label is available**

CONTACT:
Kent Puffenbarger, Patrick Fowler or Chris Seme
www.PrestageFoods.com
St. Pauls, NC 28384 • 1-800-679-7198

Chesapeake Traditions

Byrd International's New Premium Crab Cake Line



Hand Picked Wild Caught Blue Swimming Crab

At BYRD INTERNATIONAL we take great pride in providing our customers with the highest levels of quality, value and service. You can always depend on Byrd for a perfect meal time and time again.

www.byrddinternational.com Phone: 410-749-7075 Fax: 410-749-7079



Available In
Hand-formed 4 oz &
3.25 oz cakes & our new
.75 oz Crab Appetizer



The definitive harbinger of spring...

St. Patrick's Day - more than just beef and cabbage

Most people in the United States consider Saint Patrick's Day to be, indeed, the definitive harbinger of spring as it is seen as the first green of the season. Most people also believe that it is an excuse to wear green, to have a parade, devour plates full of corned beef and cabbage, and to imbibe adult libations (with, of course, an Irish theme).



Few people, however, realize the history behind it... or other facts relating to it. So... here are a few.

In the 5th century, a young Welsh lad named Maewyn was kidnapped by Irish marauders and spent six years in servitude as a shepherd. During this time, the lad experienced a religious awakening, managed to escape his captors (yes, he demonstrated the proverbial "luck of the Irish"), studied in a monastery, changed his name to Patrick, converted much of the population of Ireland to Christianity, and used the shamrock to explain the nature of the Trinity. He died on March 17th, 461.

Saint Patrick's Day is now celebrated

"...it is estimated that an average of 75 million pounds of brisket is sold each year in Texas."

throughout the world as a religious and a secular holiday.

Most celebrations of the day, both here and abroad, are centered around parades. The first St. Patrick's Day parade took place not in Ireland, but in the United States. Irish soldiers serving in the English military marched through New York City on March 17, 1762. Along with their music, the parade helped the soldiers to reconnect with their Irish roots, as well as fellow Irishmen serving in the English army. The parade in New York City is the largest in the world outside of Ireland. More than two million spectators line its route to watch it, and everybody is an honorary Irishman that day!

Where did the tradition of consuming corned beef and cabbage come from? Well, originally the meal was Irish bacon and cabbage. However, around the end of the 19th century, Irish bacon was becoming too expensive for the poorer Irish families to purchase. They learned how to "corn" (essentially to salt or brine) cuts of meat that feature long muscle grain, such as the brisket, and thus developed a cheaper alternative to their traditional meal.

According to the Texas Beef Council, it is estimated that an average of 75 million pounds of brisket is sold each year in Texas. This represents 25 percent of all briskets produced and, along with skirts, represents the heaviest Texas usage of any beef cuts. For comparison's sake, the Northeast is the only other area of the country that purchases a substantial amount of brisket—approximately 25 million pounds for St. Patrick's Day. The Texas sales, however, are spread throughout the year as brisket ranks at the top of the list as foods Texans love.

So, when March 17th rolls around, you can either befuddle your associates by telling them to have a Happy Saint Maewyn's Day or, you can be a traditionalist and wear green, speak with an affected brogue, drink some green beer and/or Irish whiskey and shout "top o' the mornin'" or "Erin go bragh" after you have consumed your scrumptious meal of corned beef and cabbage, of course! **UB**

S · O · U · T · H S · H · O · R · E
Brand

**FREE
RANGE**

Long Island Duckling



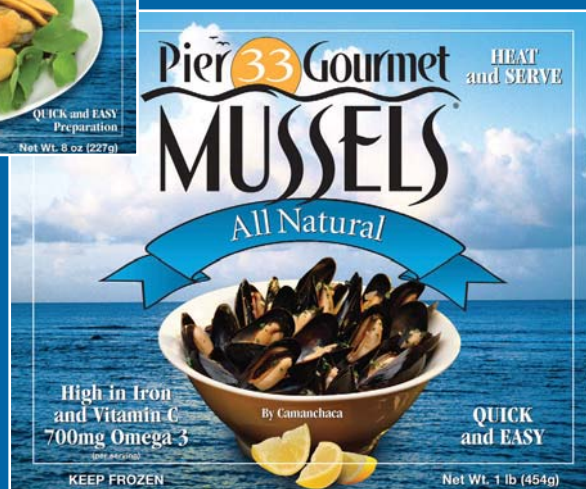
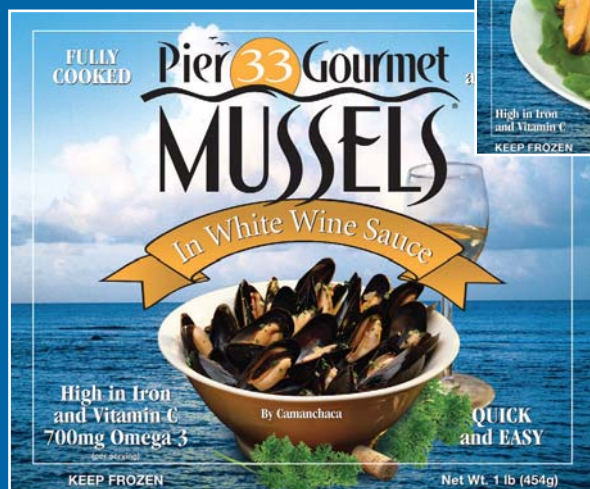
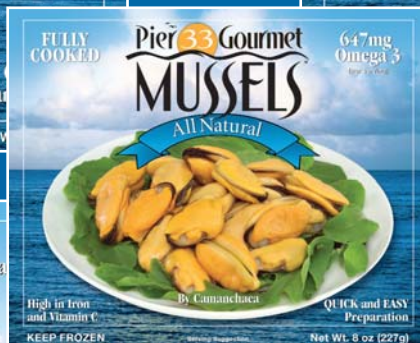
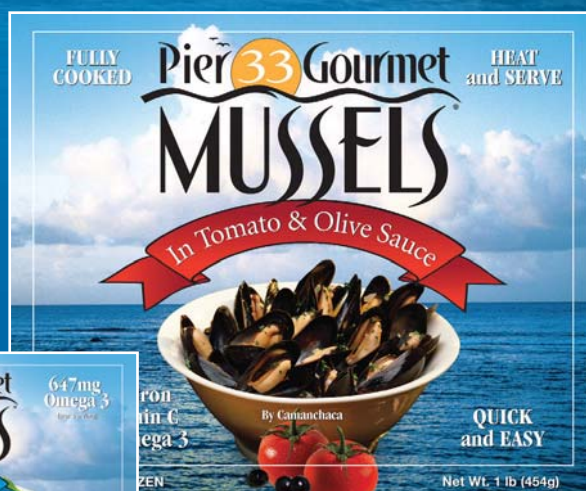
Outdoor Grown
Naturally

Jurgielewicz Duck Farm
(800) LI-DUCKS

Pier 33 Gourmet MUSSELS

By Camanchaca

*It's not enough to raise the best salmon ...
New "Heat and Serve" Mussels for Retail and Food Service.
Camanchaca. Unusual Name. Extraordinary Salmon ... and Mussels.*



Call 800-335-7553 and visit the Camanchaca Booth #452 at IBSS.

7200 N.W. 19th Street • Suite 410 • Miami, FL USA 33126 • 1-800-335-7553 • www.camanchacainc.com

Seafood Import Workshop Series

Full-Day Session
9:30 a.m. to 5:00 p.m.
New York, May 2007
Miami, TBA
Los Angeles, TBA

Those engaged in the international trade of seafood face increasing demands from buyers and regulatory agencies. Executives who are negligent face audits, product seizures, the loss of business and criminal penalties. Those who are prepared, on the other hand, can take advantage of the opportunities presented by the changing rules and markets.

This workshop introduces a new step-by-step system including use of product specifications, classifications and databases, supplier agreements and audits, and entry checklists. Examples will be used to demonstrate how you can incorporate these components into an operations compliance manual specifically designed for your company operations.

The workshop will be conducted by Richard Gutting, Jr. and Mary Snyder, who are well-known experts on importing seafood with first-hand working knowledge of agency requirements and compliance policies. Both have conducted seafood workshops in the United States and around the world.



Richard Gutting, Jr.



Mary Snyder

Attendees receive:

- A Practical Guide to the Regulation of Seafood in the United States
- Model Compliance Manual • Speaker Presentations

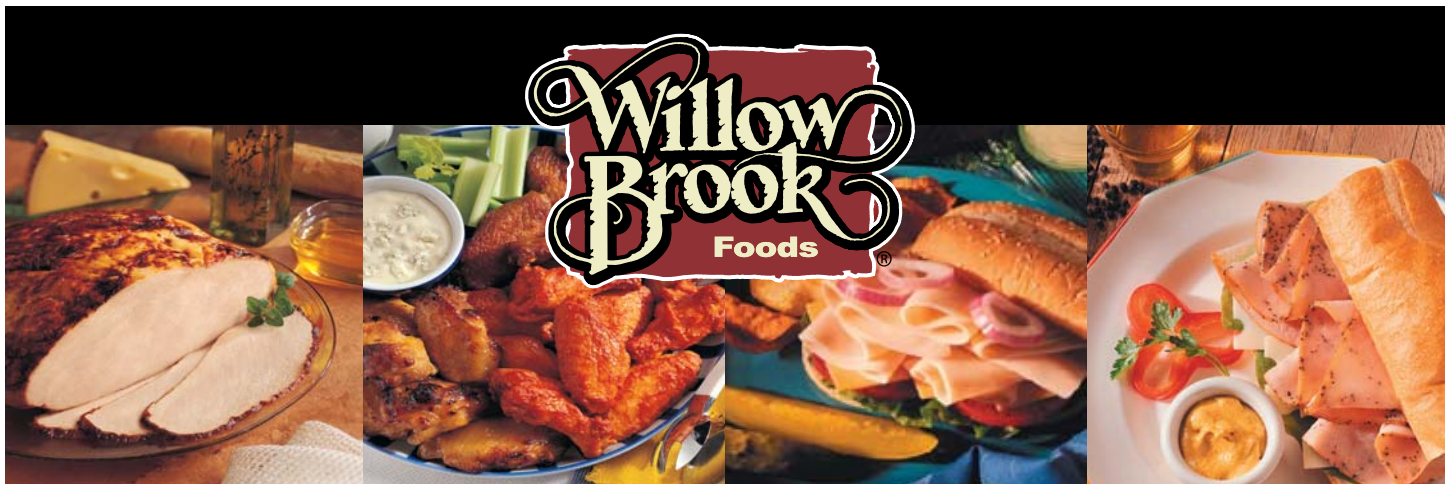
Workshop Agenda

1. Gaining a Competitive Edge
2. Regulatory Overview
 - Classification, Labeling, Product Origin & Recordkeeping
 - Production and Processing
 - Entry Controls and Documentation
 - Penalties and Liquidated Damages
3. Strengthening Your Supply Chain
 - Product Specifications, Labeling and Testing
 - Supplier Qualifications, Agreements and Audits
 - Preparing and Updating Your Program

In this workshop you will learn how to...

- Meet U.S. governmental requirements
- Streamline your import operations
- Integrate seafood product specifications with supplier choice
- Negotiate supply agreements
- Conduct supplier audits
- Use entry checklists

Go to www.urnerbarry.com for details



We Bring a Lot to the Table.



1.800.423.2362
www.WillowBrookFoods.com

Commodity Sales
Don Haselhorst Roger Hale

Deli Sales
Gordon Day

Foodservice Sales
Mike Wilson



Two consumer trends rolled into one!

Today's fast-paced, convenience and quality-oriented consumer is like a moving target for the food and retail industry—just when you think you've got a hit, a new trend or idea comes along and you miss the bull's-eye. Willow Brook Foods thinks they can't miss with the recent introduction of its *Lifestyle Premium Deli* all natural line of products.

Willow Brook took two of the fastest-growing trends in the food industry—reusable and resealable tubs and the all natural market, and rolled them into one. Tom Collins, Director of Marketing for Willow Brook Foods, had this to say of the company's Lifestyle Premium Deli line: “We believe the line addresses two consumer trends. First is the growing popularity of all natural products and second is the positive consumer response to resealable tubs.”

“(these) deli meals are everything the health-conscious consumer needs in today's fast-paced society.”

The All Natural Lifestyle Premium Deli meats are everything the health-conscious consumer needs in today's fast-paced society. Packaged in a reusable, leak-resistant container, the Lifestyle line fits easily and conveniently in the refrigerator. The All Natural meats are low-fat, low-carb, high in protein and lower in sodium. *Urner Barry's Reporter* found out that this line also meets the USDA's definition for a healthy

product being minimally processed and of all natural ingredients. The consumer can choose from Golden Breast of Turkey, Hickory Smoked Breast of Turkey, Golden Breast of Chicken and Roast Beef. Each is gluten-free and contains no trans fats.

But Willow Brook didn't only have the consumer in mind during the company's

extensive R & D efforts. The design of the stackable tubs is easy to display attractively and the Tamper-Evident seal assures safety and freshness. According to Collins, “The Lifestyle Premium Deli All Natural lines are the first meat products to be available in this type of packaging.” There is plenty of “curb” appeal too with new, eye-catching graphics printed directly on the package. **UB**

HICKMAN'S

Egg Ranch

Serving the Southwest

Call:
Clint Hickman
623-872-2309



The Recipe Box

Shrimp Creole

Ingredients:

12 oz Raw, Cleaned Shrimp
 ½ cup chopped onion
 2 celery sticks chopped
 2 green peppers chopped
 1 red pepper chopped
 3-4 Tbs. Salad Oil
 2 cans diced tomatoes

8 oz can Tomato Sauce
 1½ tsp salt
 ½ to 1 tsp chili powder
 1 Tbs. Worcestershire Sauce
 Dash Tabasco Sauce

Optional: 1 tsp cornstarch



In a large frying pan, place three tablespoons salad oil and heat over medium flame.

Add shrimp, and cook approximately 2-3 minutes on each side then remove shrimp from pan and set aside.

Add remaining oil to pan. Place green and red peppers and celery in the pan and sauté roughly 10 minutes. Add onions to the pepper mixture and continue cooking until soft.

Combine tomatoes, tomato sauce and seasonings with the vegetable mixture and let simmer uncovered roughly 30 minutes.

Add shrimp back into the mixture and let cook an additional five minutes.

For thicker sauce mix one teaspoon of cornstarch with two teaspoons water and add to the mixture making certain to blend well.

Serve with rice.

Zephyr

Egg Company Inc.

Producers of
 "Zephyr Fresh"
 Florida Eggs



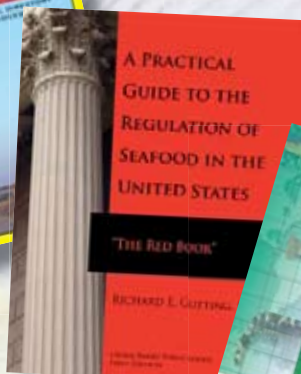
Serving the
 incredible edible egg™

4622 Gall Blvd. • P.O. Box 9005
 Zephyrhills, FL 33539-9005

Phone (813) 782-1521
 Tampa (813) 229-1715
 FAX (813) 782-7070

Urner Barry's Seafood Professional Combo

Designed especially for the seafood professional, this combination of three seafood titles is the perfect complement to your library of reference materials.



**GET ALL THREE
 AND SAVE!**

Order these titles or
 other educational
 materials by calling

800-932-0617 or 732-240-5330

Visit our Web site at
<http://shop.urnerbarry.com>

E-mail: sales@urnerbarry.com

A necessity for all those in the seafood trade

Two New Lines to Look for at the Boston Seafood Show

DelicaSea®

www.DelicaSea.us



DelicaSea, a full line of premium shrimp products suited to your specific foodservice or retail requirements.



Legal Sea Foods

IMS is proud to introduce Legal Sea Foods Jumbo Cocktail Shrimp, Cooked Salad Shrimp and Gourmet Breaded Butterfly Shrimp.



IMS
INTERNATIONAL
MARKETING SPECIALISTS

www.forshrimp.com

IMS is a trusted and experienced US Importer of quality shrimp and squid products. Visit us at the Boston Seafood Show (Booth # 628) to sample our new offerings and learn more about the DelicaSea and Legal Sea Food lines.

For more information contact IMS at 617-965-3400 or email: sales@forshrimp.com



**Virginia
Poultry
Growers
Cooperative, Inc.**

*High Quality
Turkey
Meats & Parts*



**6349 Rawley Pike
P.O. Box 228
Hinton, Virginia
22831-0228**

Phone (540) 867-4000

Fax (540) 867-4320

www.vapoultrygrowers.com

*For all your
turkey
processing needs,
including
antibiotic-free
turkey.*

The trouble with trans fats...

Trans fats: they're artificial fats and they're bad for you

The words "trans fats" are heard almost on a daily basis. More and more they are being removed from one item after another, banned from cities, removed from menus on cruise lines and theme parks, and even made jokes of on late night television.

With so much mention being made of trans fats these days, *Umer Barry's Reporter* decided to look at what they are exactly and why they are bad for you.

Being found in numerous foods, trans fatty acids, or trans fats, can be natural or artificial. Small amounts naturally occur in beef and dairy products. Artificial trans fats are created by heating vegetable oil and adding hydrogen and are also known as hydrogenated fats. They reduce rancidity and increase shelf life. They are found in cookies, crackers, French fries and other fried foods, potato chips and microwave popcorn to name a few sources.

Trans fats are not new. Early in the 1900s trans fats were born when a chemist developed the process of hydrogenating cottonseed oil—creating a shortening that stayed solid known as Crisco. By the 1950s, they were used more and more as an alternative to the saturated fats in butter, and by the 60s and 70s they were a dietary staple of fast-food diets.

In the 1990s research found that trans fatty acids act the same way as saturated fatty acids do in your body, and increase

**"Research found
that trans fatty
acids act the
same way as
saturated fatty
acids..."**



the bad cholesterol in your blood while at the same time significantly lowering good cholesterol. Studies show that trans fats make arteries more rigid, cause insulin resistance, increase the risk of heart disease, and can cause or contribute to other serious health problems. Research also indicates that a diet high in trans fats can be linked to a greater risk of Type 2 Diabetes.

Last year the FDA announced that products containing trans fats required stringent nutritional labeling. You can now find trans fats listed on the Nutrition Facts panel directly under the line for saturated fat.

Foods containing trans fats are not healthy. An increasing number of food makers and establishments have been lowering and/or banning trans fats in an effort to improve the health and well being of consumers. Although eliminating trans fats won't eradicate all of the nation's health concerns, it will go a very long way in reducing the number of people who die each year from heart disease. **LB**

Butcher's daughter offers new book...

Lunchmeat and life lessons

Picture this: a family gathered around the table, listening to Dad's advice. No, it's not *Father Knows Best* or some other bygone-era TV show. This scene was reality for Kansas Citian Mary B. Lucas, the butcher's daughter.

Mary's father, John Bichelmeyer, a Kansas City butcher with an eighth-grade education and ten children, always served up a little wisdom and compassion along with ground beef and bacon to his clientele, friends and family.

"My dad often said, 'remember to pour on the comeback sauce on everyone you meet,'"

After his passing, as a tribute to the wit and wisdom of her father, Mary was inspired to write about his insights in her motivating new book, *Lunchmeat & Life Lessons: Sharing a Butcher's Wisdom*.

John came of age in a much simpler time, long before customer service departments or business management seminars. He gave away generous servings of what he called 'comeback sauce'—a little added value to keep his customers returning to his butcher shop, Bichelmeyer Meats, which is still going strong in Kansas City, Kansas after 60 years in business.

"My dad often said, 'remember to pour on the comeback sauce on everyone you meet,'" says Mary. "I've found that his advice has gotten me far in life."

As an adult, Mary used her father's advice to work her way up the corporate ladder of the staffing industry. With more than 25 years of experience in employment and workforce management, Mary's father's advice has helped her coach many professionals to reach goals, enhance working relationships and improve team performance. Founder of

MBL Consulting, located near Kansas City, Kansas, Mary also takes her father's wisdom on the road. As part of her 2007 speaking engagements, Mary will be making a stop in Las Vegas at Urner Barry's 31st annual Executive Conference and Marketing Seminar. Here she will address conference attendees with her presentation "Lunchmeat and Life Lessons: Sharing a Butcher's Wisdom." **UB**



The Power of Crabmeat
Proven Quality • Proven Ability • Proven Integrity
"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution." ... Will A. Foster

Sigma International, Inc.
A Professional Seafood Company
Visit us at Booth #2328

333 16th Ave. South
St. Petersburg, FL 33701
(727) 822-1288
www.seafoodbysigma.com
Contact: sii@seafoodbysigma.com

Aquaculture industry increases fish meal demand

As corn prices in the United States soared to a 10-year high in 2006, other grains (soybean meal and wheat) also experienced price increases; mostly due to the use of these ingredients for biofuel production. While world sugar, corn and soy are becoming more interdependent with ethanol and driving up the costs of these food commodities, another food-producing industry in the world has experienced a rapid global increase—aquaculture.

Over the last decade, the aquaculture industry has developed into one of the fastest growing sectors in the world. With

**“Not all
fish meal
substitutions
are created
equal...”**

that growth came an increased demand for fish meal—the industry’s number one food choice. Aquaculture now accounts for 35 percent of the world’s fish meal consumption.

The increased demand for this commodity has led to an increase in its price. In May of 2006 the cost of fish meal increased to (at that time) an all-time high of \$1400/tonne, thus leaving the aquaculture sector looking for less costly feed products as replacements.

Unfortunately, not all fish meal substitutions are created equal, and finding one that would fulfill the dietary requirements is a difficult task. Several potential substitutes appear favorable in the market, and those containing huge



quantities of fish oil are proving the most successful.

It seems most prudent not to search for a total substitution; however, to continue to improve the efficiency of feed formulations, reduce the amount of fish meal they contain and come up with other adequate high protein additives. **UB**

Maloney Seafood Corporation

Get Hooked On Great Seafood

Specializing in
program business catering to
food service and retail companies

- Snow Crab
- IQF Sole
- IQF Flounder
- Tilapia
- Bay Scallops
- Shrimp
- Cod
- Haddock
- Cold Water Shrimp

Call us for all of your seafood needs

Maloney Seafood Corporation

ph. (617) 472-1004 • fax. (617) 472-7722

www.maloneyseafood.com

See us
at the
Boston Show
Booth #1720



Quin-Sea

Reduction in fishing to conserve...

Scallop fishery management...

a cooperative approach

A unique scenario has unfolded in New England regarding the conservation of scallops. Instead of the usual top-down approach, where the government in concert with scientists dictates the management plan to the industry, this November the scallopers themselves asked for a reduction in the amount of fishing effort.

The Fisheries Survival Fund and the American Scallop Association wrote to National Marine Fisheries Service (NMFS) and New England Fishery Management Council in November expressing their support of the emergency recommendations of the Scallop Plan Development Team with regards to the Atlantic sea scallop resource. The recommendations of these groups representing the fishermen and processors included the delayed opening of the Elephant Trunk area, from January 1 to March 1; and the reduction in the number of trips into the area from five to three.

The Elephant Trunk is a highly-productive area off the Mid-Atlantic that has been closed to scalloping since 2004. It is currently closed under a rotational area management program in which defined areas are opened and closed to control scallop fishing.

NMFS has taken the advice of the sea scallop industry and decided to delay the rotational opening of the Elephant Trunk area until March 1, and reduced the number of trips full time scallopers would be allowed into the area to three trips. Additionally, the rule also prohibits deck-loading of more than 50 bushels of

unshucked scallops by vessels that fish in the Elephant Trunk area. Deck loading is the practice of dumping the last tow of scallops on deck to be shucked as the vessel is steaming home.

"We, as an industry, are very concerned about over fishing, and unneeded pounding to the ocean floor..."

According to Ross Paasche, acting President of the American Scallop Association, "Our industry has worked with scientists to develop sound data, and fisheries managers to create sound policy. We, as an industry, are very concerned about over fishing, and unneeded pounding to the ocean floor. We feel three trips is about right for the environment and species within the Elephant Trunk area. Five trips is simply too heavy for one year."

Landings in the closed areas are expected to total 14.04 million pounds in 2007, or 60 percent of the potential 23.4 million pounds that could have materialized if the full five days at sea had been okayed. **UB**



629 Fifth Avenue • Pelham, NY 10803
(914) 738-9541 Tel. • (914) 738-9546 Fax
E-mail: pierceseafood@aol.com

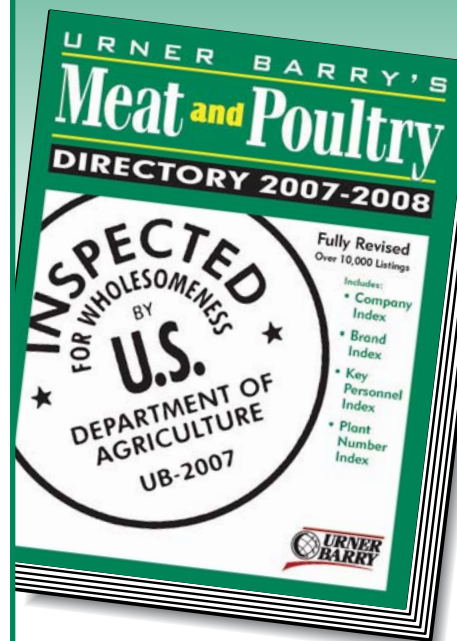
**Direct Importers and Dealers of
Premium Quality Fish and Seafood**

**Selecta Brands of Premium
West Coast Mexican Shell-on and
Peeled and Deveined IQF Shrimp**

**Chilean Sea Bass - H & G Long Liner
Production from Frigid Antarctic Waters**

**"We use the
Meat and Poultry
Directory all the
time to get new
customers."**

Marc Newman,
M&M Equipment Corporation



NEWLY UPDATED!

Fully verified with over 10,000 listings including Producers, Processors, Distributors, Further Processors, HRI suppliers, Brokers, Traders, Importers, Exporters, Slaughterers and Renderers.

Contains company function, products handled, USDA Inspection numbers, sales volume, contact information and much more.

**PRE-PUBLICATION
SPECIAL
\$159 plus S+H**

**Call Urner Barry to reserve
your copy today!
800-932-0617**

sales@urnerbarry.com
<http://shop.urnerbarry.com>

Trust + quality = success...



FILET OF CHICKEN

No expense is spared in the pursuit of quality

Twenty years ago fate brought together the divergent paths of Geoff Marott and Frank Creighton who soon established a new business venture that would change not only their lives, but the poultry industry forever.

Filet of Chicken, in Forest Park, Georgia, is credited with being the first company to develop the boneless buffalo wing. An ingenious improvement on a classic favorite. It was approximately seven years ago, in conjunction with a large

**"Filet of
Chicken treats
their clients
as business
partners."**

poultry processor on a Chili's account, that one of the first original boneless chunks were cut in Filet of Chicken's Georgia facility.

Beginning as a poultry distribution and brokerage house, the company has grown into a well-recognized further processing plant that expects this year's company sales to exceed \$100 million. The majority of the company's business focuses on large foodservice accounts across the nation such as Olive Garden, Chili's and Applebee's.

Well into the company's existence, the distribution segment ceased; however,

blasting and cold storage became mainstream. *Umer Barry's Reporter* spoke with Chuck Kendrew, President of Filet of Chicken, who spoke of the company's processing capabilities. Kendrew said the blasting capability of the facility is approximately 200,000 pounds per 36-hour period with a separate storage capacity of 2.4 million pounds.

Company growth continues with employment being upward of 350 people today. Kendrew said that Filet of Chicken has spared no expense when it comes to processing the highest-quality product. Equipped with state-of-the-art, modern and technologically advanced machinery, the company has several DSI cutting machines as well as two spiral freezers for IQF, and a state-of-the-art par fry line that went into production in 2006.

What factors are key to Filet of Chicken's success? Kendrew says it is customer loyalty on both sides. Rather than operating as having a large customer base, Filet of Chicken treats their clients as business partners. It is because of the trust in the high quality of their product that both parties succeed. Clients nationwide know that if they want quality poultry, Filet of Chicken is their source. **UB**

Since 1979

PSI

POULTRY SPECIALTIES, INC.

All Categories Poultry

Retail • Food Service • Industrial • Export
Professional Sales & Procurement Service

Call Butch, Jim or Tommy

479-968-1777

(Fax) 479-967-1111

P.O. Box 2061 • Russellville, Arkansas
Email: POULTRYTRADERS@hotmail.com

TURKEY VALLEY FARMS

Specializing in

**WHOLE TURKEYS, BREASTS,
TURKEY PARTS,
GROUND TURKEY &
SAUSAGE PRODUCTS**

FRESH OR FROZEN BULK OR TRAY PACK
PRIVATE LABEL PACKING

For your needs please call

Keith Burger or Laura Eichmann at

Phone (507) 337-3100

Fax (507) 337-3009

112 S. 6th Street • Marshall, MN 56258



R & R SEAFOOD CORP.

IMPORT - INTERNATIONAL
WHOLESALE
RESTAURANT - HOTELS
INSTITUTIONAL

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

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

In 1991 R & R Seafood started to import from Mexico, Canada and East Coast a wide range of frozen and fresh products. Our high quality, good service and competitive prices has acquired an excellent reputation and a steady growing to the company, moving sales from \$500,000.00 in 1986 to \$25,000,000.00 in 2001.

As a result of this steady growth, R & R Seafood opened in 1990 a subsidiary in Bakersfield, California in partnership named Del Mar Seafood. With a distribution center covering from Bakersfield to San Francisco and Las Vegas. Our future goals are to cover all the states in the United States.

Today R & R Seafood Corp. Imports most of its products worldwide i.e. Ecuador, Philippines, Taiwan, Indonesia, India, Central America, and Mexico.



1567 E. Industrial St. • Los Angeles, CA 90021

(213) 689-7714 • (213) 689-1535

Fax (213) 689-7782

www.rrseafood.com

The incredible medical egg

The ISA Brown, a French breed of chicken that resulted from crossing a Rhode Island Red and a Rhode Island White, has successfully been engineered to produce eggs containing cancer-fighting proteins.

Working with Viragen, a Scottish subsidiary of the U.S. biotechnology company Viragen, and Oxford Biomedica, a team of British researchers at the Roslin Institute, the same establishment that cloned Dolly the sheep, produced five generations of ISA Brown chickens that can produce high concentrations of the potentially life-saving proteins.

The process involved adding human genes to the chickens' DNA to enable them to produce complex proteins in place of a protein in egg whites. These proteins are secreted into the whites of the birds' eggs and can be used in the manufacture of drugs.

As chickens have long been used in medicine



to make vaccines, this new development may prove a better way to produce pharmaceuticals than other methods. For years, scientists have been attempting to find ways to mass produce the protein naturally made in animals in order to assist with what synthetically is a time-consuming and costly project.

With the ISA Brown's capability of producing 300 eggs per hen per year, these chickens could prove to be as useful as cattle, sheep and goats have proven with their ability to produce human proteins in their milk, as they are highly prolific, inexpensive to keep and easy to raise. This new research has opened the way for the creation of industrial-scale flocks and offers a potentially unlimited cheap source of medical proteins.

According to the researchers, no adverse health effects have been noted in the resulting generations of birds

The results of this study were originally published in the Jan. 15th issue of the *Proceedings of the National Academy of Sciences*. **UB**

L & S FOOD SALES CORPORATION

25 YEARS OF NATIONAL SERVICE WITH PRIDE
**TRADERS OF A FULL LINE OF
FRESH & FROZEN POULTRY PRODUCTS**

MAIN OFFICE:

25 West Union Street • Ashland, MA 01721
Tel. 508-231-1426 • Fax 508-231-5256
Alan Singer

Office:

55 Miracle Mile, Suite 210
Coral Gables, FL 33134
Tel. 305-620-0700
Fax 305-620-0366
Hector Perez

Office:

4650 Arrow Hwy., Suite G24
Montclair, CA 91763
Tel. 909-445-9060
Fax 909-445-9664
Kevin McNelis

Office:

12505 Coastal Hwy.
Ocean City, MD 21842
Tel. 410-250-7270
Fax 410-250-3190
Jamie Doherty



We Deliver... More Than You'd Expect.



MOARK is America's premier marketer, distributor, processor and producer of fresh shell eggs. We deliver a full spectrum of top quality products to retail, industrial and foodservice customers coast-to-coast. More so, our expert knowledge of the egg industry and national scope enables us to offer innovative, value-added services that help our customers achieve better bottom lines.

Our slogan "We Deliver... More Than You'd Expect" signifies our "can do" attitude and approach. In turn, our growing customer list powers MOARK's sector-leading growth and status as a major marketer of fresh eggs in the U.S.

CORPORATE OFFICE

691A Trade Center Blvd.
Chesterfield, MO 63005
Phone: (636) 787-2000
Fax: (636) 787-2020

CONTACT:

Bob Hodges
V.P. of Sales & Marketing
Phone: (302) 369-4126 • Fax: (302) 369-3281

www.moarkllc.com



Harvesting times at a glance...

Lobster seasons

WARMWATER	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bahamas - Spiny Lobster (<i>Panulirus argus</i>)												
Brazil - Spiny Lobster (<i>Panulirus argus</i>)												
Oman - Spiny Lobster (<i>Panulirus homarus</i>)												
North Australia - Spiny Lobster (<i>Panulirus ornatus</i>)												
Honduras - Spiny Lobster (<i>Panulirus argus</i>)												
Nicaragua (<i>Panulirus argus</i>)												
COLDWATER	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
South Africa - Spiny Lobster (<i>Panulirus gilchristi</i>)												
South Africa - Rock Lobster (<i>Jasus lalandii</i>)												
West Australia - Spiny Lobster (<i>Panulirus Cygnus</i>)												
South Australia - Rock Lobster (<i>Jasus edwardsii</i>)												
New Zealand - Rock Lobster (<i>Jasus edwardsii</i>)												
Tristan - Rock Lobster (<i>Jasus tristani</i>)												
Namibia - Rock Lobster (<i>Jasus lalandii</i>)												
AMERICAN	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Canada - American Lobster (<i>Homarus americanus</i>)												
Maine - American Lobster (<i>Homarus americanus</i>)												

In season Limited or no production



Vista

Food Exchange Inc.

Domestic and International
Suppliers of Perishable
Food Products
Specializing in:



CHICKEN • TURKEY
BEEF • PORK
FISH

Importers / Exporters
Wholesale / Trading

CONSISTENT
QUALITY,
DEPENDABLE
SERVICE

For Domestic Inquiries,
Please Contact Vincent Louis at

Tel. # 718-542-4401
or Fax # 718-542-0042

Website: <http://www.vistafood.com>

E-mail: sales@vistafood.com • export@vistafood.com

SERVICE CENTERS

Bronx, NY • Blue Springs, MO • Hope Mills, NC • Forest, MS • Berlin, MD • Tampa, FL
San Antonio, TX • Colleyville, TX • Jensen Beach, FL • Manchester, NH • Toronto, Canada

Global, Professional-Level Tools

eSignal: The Choice of Commodities Traders Around the World



eSignal provides futures traders with Internet-delivered, real-time market quotes, charts, news, fundamental data and more, direct to your PC or laptop.

If you trade the fast-paced commodities market, you know you can't cut corners with the tools you use.

Enter eSignal, the award-winning market data and decision support software you need to keep your edge.

With eSignal, knowledgeable traders like you can:

▶ Take advantage of **features designed for the futures market**, including:

- Continuous contracts to easily follow the front and forward months
- Quoteboard, marketprofile and a Fast Market Indicator
- Spread engine capability for complex spreads and ratios in Quote and Chart windows

▶ Benefit from eSignal's advanced charting with 100+ free technical analysis studies that **show you when to make your market moves**

▶ Use **day and night session charting** and customizable time templates for session starts

▶ Receive **real-time stock, futures, options and Forex**



quotes and market-moving news

▶ **Back test your strategies** before making your trades

If you want to keep your edge in the market, you need to try eSignal for yourself and find out why tens of thousands of traders like you trust the best value in financial market data today — eSignal.



eSignal has been voted "Best Real-Time Data" and "Best Delayed Data" by the readers of *Technical Analysis of Stocks & Commodities* magazine every year since 1993.

eSignal has been voted "Best Real-Time Data," "Best End-of-Day Data," "Best Software for U.S. End-of-Day Traders" and "Best Software for U.S./U.K. Intra-Day Traders" by the members of the Trade2Win website.

Call now and get your risk-free, 30-day trial.*

eSignal

800.481.4442

www.eSignal.com/offer/ub

eSignal is a division of Interactive Data Corporation (NYSE: IDC).

*All fees will be refunded to you, minus any taxes and applicable add-on service/exchange fees, if you cancel within the first 30 days of service. Call for details.

x13538

Opening the door to traditional ethnic foods

A cultural shock is best described when a person demonstrates some kind of disorientation, confusion, surprise, and sometimes repulsion to the way things are done in other cultures; typically in a different country. Food can be one of the very first things that a foreigner rejects when facing a totally new world—probably because no matter what, food is a necessity. It comes as no surprise then, that when visiting Central or South America, many foreigners find it difficult to “stomach” Central and South American staples like beef tongues, udders, liver, brains, stomachs, and eyes.

Here in the United States some might be amused, but disgusted, to learn that the best cure for a hangover is to eat “pancita” or “menudo,” in other words, “tripe soup.” Eating “pancita” after a long night will stop your head from spinning. This traditional plate, created by poor farmers in the northern part of Mexico, is comprised of the stomach or tripe of cow or sheep—

detailed, cleaned and eaten in a soup. The texture is very “gummy” and hence it’s understandable why the traditionally picky American may be disenchanted by this customary cure.

“Pancita” is not only eaten in a soup, but it is also a traditional Mexican plate.

“Pancita” is used in tacos in Mexico. Eating tacos does not mean that you are going to a restaurant per se, rather eating at a stand on the street. In this case, one can order tacos of udder, beef tongue, brains, eyes and head meat, among the “regular” meat like plain pork or beef brisket. Udder is commonly fried—and by far a traditional favorite—and cut into tiny little pieces. Beef tongue, brains, eyes and head meat, are mostly steamed and the texture is rather soft. All of these are put into a corn

tortilla, on top of which cilantro, onions or hot salsa can be added.

These items are eaten all across Latin America and prepared in many different ways. For instance, in Argentina, udders are referred to as “chunchulos” and are prepared as part of what is called “asado,” which consists of all sorts of meat; from liver, heart and coagulated blood. Other better known items are “morcilla,” “bife de chorizo”—or ribeye—and many others which are mostly served grilled. Not surprisingly, one can find all of these delicacies at regional ethnic stores and restaurants all across the United States.

Although it may be shocking for most Americans to hear that these items are not only eaten, but enjoyed immensely, by understanding and accepting cultural differences in lifestyle and dining habits, opportunity can’t help but knock in the most culturally diverse country in the world. **UB**

**“...many
foreigners
find it difficult
to “stomach”
Central and
South American
staples...”**



**BEEF • PORK
IMPORT
OFFALS**

Northern Beef Industries

La Ventaja!

NBI

La mejor en carnes



**719 S. Shoreline
Corpus Christi, TX 78401
Tel: (361) 654-6180
Fax: (361) 654-6190
www.northernbeef.com**

all fats are not created equal...

Omega-3 fatty acids: Getting to the heart of the matter

In 2006, nearly 230 new products containing Omega-3 fatty acids were introduced to grocery market shelves. One is poised to ask, are these really wonder products, or just hype?

For nearly ten years, Omega-3 fatty acids have been praised as being heart-healthy, and a diet rich in them was recommended. The news on Omega-3s just keeps getting better. Credited with aiding in the prevention of heart disease, research suggests these fatty acids may help manage triglyceride levels, high blood pressure, arrhythmia, and multiple sclerosis and enhance nerve cells and chemicals in your brain to ease symptoms of headaches and depression. No wonder consumers are trying to put more Omega-3s in their diet.

Unable to be manufactured in the body, this essential fatty acid must be obtained through foods, most notably fish and some plant sources. But what foods prove to be rich sources of these essential fatty acids? Seemingly, only a handful are. Grains such as flaxseed, oat germ, and wheat germ; nuts like walnuts, butternuts, Brazil nuts and pine nuts; and fresh, frozen and canned fishes such as salmon, anchovies, sardines, herring, tuna, whitefish, halibut, bluefish and sweet and rainbow smelt.

Many foods today can now also be modified to have more Omega-3s. Eggs, milk, and meat from animals fed a diet rich in Omega-3s are becoming more popular and more readily available.

The source of Omega-3s is the green

leaves of plants or algae. Research suggests that as animals consume a diet high in Omega-3, such as grass, that animal then becomes a great source of Omega-3s. Cattle that are grassfed, lambs, as they are almost entirely grassfed and poultry and eggs from birds that consumed a diet containing flaxseed, are all fine sources of Omega 3s. Fish which often consume much plankton or algae are always a good source too.

"Many foods today can now also be modified to have more Omega-3s"

So, after years of cutting back on the fat in your diet, you can now feel good about adding one more often—the Omega-3s. **UB**



EASTERN POULTRY
DISTRIBUTORS, INC.

**DOMESTIC & INTERNATIONAL
TRADERS**

Poultry, Beef, Pork & Seafood

www.epoultry.com

PENNSYLVANIA OFFICES

WEST CHESTER

John Duffy
(484) 432-8145

WELLSBORO

Tom Mitchell
(570) 724-9200 • Fax (570) 724-9204

ARKANSAS OFFICE

Jim Burke
(501) 771-4738 • Fax (501) 771-4739

CALIFORNIA OFFICE

Jon Poole - Chris Myatt
(818) 841-7500 • Fax (818) 841-7507

FLORIDA OFFICES

FT. LAUDERDALE

Joe Reid - Henry Buzgon
Martin Piffaretti
(954) 983-6211 • Fax (954) 983-9869

PONTE VEDRA BEACH

Mike Hagarty - Tom Rueger
Thad Eshelman - Ted Rueger
Jim Wilson
(904) 543-9410 • Fax (904) 543-0825

LOUISIANA OFFICE

Mike Delaney
(985) 345-3458 • Fax (985) 345-5153



Hidden Villa Ranch
Always Better. Naturally!

Producers, processors,
marketers and
distributors of fresh shell,
frozen, liquid and
hard cooked eggs.

Marketing Gold Circle Farms DHA
Omega-3 eggs and
Horizon Organic eggs
throughout the United States.

Corporate Office:

310 N. Harbor Blvd., Suite 205
Fullerton, CA 92832 USA
800-326-3220 • Fax 714-680-3080
www.horizonorganic.com
www.goldcirclefarms.com
www.calsunshine.com
www.hiddenvilla.com



MEANINGFUL INFORMATION



Urner Barry's experienced reporters canvass the meat, poultry, egg and seafood markets so our clients can make informed decisions.

Only Urner Barry gives you:

RESEARCHED TRADING ACTIVITY

VALIDATED INFORMATION

ACCESSIBLE REPORTERS

CALL TODAY FOR A FREE TRIAL

800-932-0617

732-240-5330



The trusted source since 1858

www.urnerbarry.com

P.O. Box 389 • Toms River, NJ • 08754-0389

"Meatlifters"

Continued from page 1

primary targets. Most shoppers who use the five-finger discount are likely middle class, gainfully employed people who allow greed and good marketing to blur their intents. Stores have had particular problems with cuts bearing the Certified Angus Beef brand. With only enough money to purchase an ordinary roast or steak, many otherwise ethical shoppers make a snap decision to lift the Angus instead.

This has presented considerable problems for the retailer. It'd be easy to put the meat behind a case, like a trip to the butcher of by-gone days, but in the fast-paced lifestyle most of today's consumers are leading, they want to zip through the chore of shopping as quickly as possible.

Some "loss prevention specialists" suggest putting high-end meats behind a counter while keeping the lower end cuts, ground beef and chicken thighs out in the aisle. They note that a large number of recorded incidents involve rib-eyes, filet

mignons, or lamb chops—items normally associated with luxury dining.

Increasingly, retailers are looking to technological deterrents to meatlifting. Cry-o-Vac offers one solution. The company's Dri-Loc® pads can now be combined with an anti-theft label to help control meat case shrink. In this case a theft-sensor label is securely embedded, and totally concealed, in the Dri-Loc® pad during manufacture. This process makes the sensor difficult to detect and impossible to remove without sacrificing the package's integrity. Other companies like Hobart, a leading supplier of meat-preparation equipment, have developed security tag labels that conceal the tag beneath the price label.

Costly electronic solutions won't be for all retailers. A more hands-on butcher shop-type approach may not work for today's consumer. Although there is no perfect solution, retailers are increasingly faced with tough decisions on how to combat the meatlifting phenomena. **UB**



Seafood Import Data Online

Urner Barry's Foreign Trade Data gives you detailed information on each and every frozen waterborne shipment of seafood entering the United States including:

- Commodity names
- Importer and exporter names and addresses
- Volume of shipment
- Origin country
- U.S. port of entry
- Date of arrival
- More

Call toll free

1-800-932-0617

e-mail: sales@urnerbarry.com

Tel. 732-240-5330

Fax 732-341-0891

shop.urnerbarry.com

U.S. Imports of Shrimp, All Types, 1,000 lbs. With Comp.

Country	May 2005 lbs.	May 2004 lbs.	% Chg Mo	YTD 2005 lbs.	YTD 2004 lbs.
Thailand	16,806	7,348	128.7%	103,427	32,688
China	5,542	2,011	175.7%	46,521	25,637
Indonesia	9,074	9,354	-3.0%	44,533	29,782
India	2,729	2,145	27.2%	29,782	29,782
Ecuador	9,513	5,778	64.6%	29,782	29,782
Viet Nam	2,623	4,782	-45.1%	29,782	29,782

Shrimp, Prawns
07/01/2005 to 09/14/2005

Pounds	Shipments	Percent
39,182,255	1,010	19.19
6,668,755	170	3.27
4,731,580	118	2.32
3,982,919	99	1.95
3,805,738	96	1.86

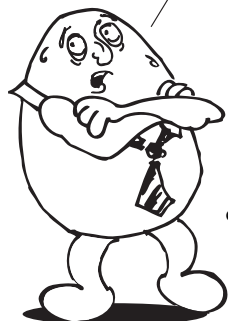
Small eggs have their place in the foodservice industry...

The poor, misunderstood and maligned small egg

The small egg; who cares about it? Jumbo, he's the biggie. Extra large and large are the stalwarts of the baking industry. Medium is perhaps the "smallest" egg available in the supermarket. Small? Misunderstood and maligned. What good is a small egg? What purpose might it serve? Well, quite frankly, you might be surprised!

By weight or content, a small egg is 60 percent of a jumbo, 67 percent of an extra large, 75 percent of a large, and 86 percent of a medium.

I TELL YA, I GET NO RESPECT!



Using large as an economic bellwether because it's the most prevalent size, the price of a dozen small eggs is about 72 percent of a dozen large eggs, so smalls are an economic bargain, albeit a minor one.

What do you do with small eggs? If you are baking at home, not much... recipes typically call for a large or extra large egg, and the quantities required for substitution with smalls here would require a calculus major to decipher. So what, you might well ask, is a small egg good for?

Well, for starters, think either large quantities, portion control applications, or both. For the former, foodstuffs that require large quantities of eggs in their composition (such as mayonnaise, salad dressings, and the like) mean producers don't care what size eggs they use, as long as they function as eggs should. What difference does it make if it takes a gazillion small eggs, or 75 percent of a gazillion large eggs, as long as the end result is the same? Smalls often find their way into these kinds

"The price of a dozen small eggs is about 72 percent of a dozen large eggs..."

of food service applications, and function very well. For the latter, such as a three-egg breakfast in your local diner or a breakfast egg/bacon/cheese sandwich at a fast-food establishment (probably not a national chain which would typically use already prepared eggs), smalls might well be the fare of the day. Smalls are used for exports as well, typically to Far Eastern destinations. As such, they are an economic contributor to our Gross National Product!

Ah, the small egg. Misunderstood, maligned, underappreciated...but certainly not underutilized! Contrary to the old wives' tale, they don't come from small chickens, but rather from egg-laying hens in the early stages of their productive cycle!

So, the next time you prepare your sandwich with mayo, layer Thousand Island dressing on your dinner salad, or have breakfast at your favorite establishment, who knows? You might be consuming small eggs! **UB**

KUHL

Egg Washer-Dryers Improve Quality And Appearance

Capacities From 1,800 To 360,000 Eggs Per Hour

Connected directly to Staalkat, Moba, Diamond Graders/Packers

Connected directly to Seymour / Sanovo or Diamond Egg Breakers

Plastic Egg Tray Washers/Sanitizers with Automatic Stack Loaders, Inline Spin Dryers and Restackers.

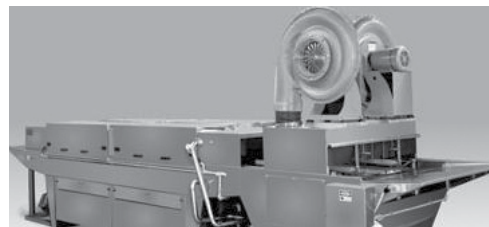
Capacities From 1,000 To 18,000 Per Hour

**New Models Plastic Egg Trays for Extra Large Eggs
Same Size as Standard USA Egg Trays**

KUHL

CORPORATION

P.O. Box 26,
Flemington, NJ, USA 08822-0026
Phone (908)782-5696
Telefax (908)782-2751
E-mail: hyk@kuhlcorp.com
www.kuhlcorp.com



Making the grade... tuna by num

Fresh whole tuna is graded and sold accordingly. The highest grade of tuna is #1. As quality decreases, so does its number. The most common grades of tuna are #1s, 2+s, and 2s. Higher grades of tuna trade for a premium in the market.

"A full-bodied fish with good color near the collar and belly will be the first determination of a premium fish."

The most subjective part of the evaluation process is how it is graded. How do buyers and sellers determine what grade of tuna they are buying and ultimately what it's worth?

Urner Barry's Reporter spoke to Bobby DiGregorio from Beyer Lightening located in the New York Fulton Fish Market. DiGregorio has been grading and trading tuna for 19 years. When asked how he

grades a tuna, we learned it to be a very clear and concise process.

DiGregorio begins by assessing the shape

and appearance of the tuna. A full-bodied fish with good color near the collar and belly will be the first determination of a



GET CONNECTED!! Join NPFDA Today!

NATIONAL POULTRY & FOOD DISTRIBUTORS ASSOCIATION
Your Full Circle Connection To The Industry since 1967!

**PROCESSORS
DISTRIBUTORS
BROKERS
TRADERS**



**RETAIL BUYERS
TRANSPORTATION
COMPANIES
SUPPLY COMPANIES**

Web Site:
www.npfda.org

E-mail:
info@npfda.org

MEMBERSHIP BENEFITS

- Combined Voice of Industry
- Insurance Programs
- Car Rental Discounts
- Overnight Delivery Service Discounts

- NPFDA Handbook & NPFDA Newsletter
- Market Information
- NPFDA POULTRY SUPPLIERS SHOWCASE
- Room Reservations in Atlanta

- Phone "On Hold" Messaging
- NPFDA Annual Convention
- ANNUAL Fall Meeting
- NPFDA Executive Exchange

NEW!
**Certified Distributor
Program!**

958 McEver Rd. Ext., Unit B-5, Gainesville, GA 30504 • Phone: 770-535-9901 • Fax: 770-535-7385

bers

premium fish. The flesh should be clean and pink. It should not have any yellowish tint and it should not look dirty. The fish is then stuck with a "sashebo," a grading stick that will pierce the flesh and extract a slender "worm-like" sampling of the meat.

(1) The color, fat and oil content of the sample are examined. The desired texture should be sticky, fatty and firm. The color of the meat should look bright, not dull. DiGregorio described the optimal color as similar to a red traffic light. He said you may also cut off the tail and examine the meat in the same manner. **(2)**

DiGregorio informed the *Reporter* that if a rainbow-like sheen is seen in the meat, it could be an indication of an unfavorable enzyme reaction. He also said that most people are not aware that a true #1 needs to be a minimum of 60 pounds total weight after it is headed and gutted. As the characteristics become compromised, the grading will go down accordingly. **LB**



FORECASTING SOLUTIONS FOR THE MEAT AND POULTRY INDUSTRY

Tel (732) 240-2349

Fax (732) 341-0891

www.obsono.com

BEEF • PORK • CHICKEN • TURKEY

Obsono LLC
is a joint property of
Cattle Fax and
Urner Barry Publications, Inc

OBSONO
LLC

HERE ARE THE **THREE BIGGEST REASONS** TO JOIN...

NAMP

NORTH AMERICAN MEAT PROCESSORS ASSOCIATION

The meat resource center for meat processor problem resolutions

- 1. Networking at our annual meetings, through our members only question and answer email resource, the bullsession, and weekly news and USDA updates**
- 2. Full time scientific and regulatory assistance and direct lines into two of the top meat science institutions in the U.S.**
- 3. Educational meetings**

JOIN NAMP TODAY! FOR 50% OFF YOUR FIRST YEAR'S DUES

www.namp.com • 1910 Association Drive • Reston, VA 20191 • 703-758-1900 • smoore@namp.com

Continued from page 1

retailers saw the benefit of listening to their customers. The public, and in turn the industry supplying these companies, has come to recognize the necessity of sustaining wild fisheries and developing responsible aquaculture. The common thread across all participants, from environmentalists to buyers to industry suppliers, is that all want a market-based solution to sustainable seafood.

The resultant network of producers, buyers, and environmentalists, all coming together to address sustainability issues at the Seafood Summit, marks a growing determination among suppliers to move forward on this issue. **UB**



*Beaver Street Fisheries' Chairman, Harry Frisch
addresses the crowd at the Seafood Choices
Alliance Seafood Summit*





Rio Import & Export Ltd.

Over 35 Years' Experience Serving the Seafood Industry

<div style="background-color: #000080; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Shellfish</div> <p>Snowcrab Scallops Lobster Whelks Shrimp</p>	<div style="background-color: #000080; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Pelagics</div> <p>Squid Silversides Mackerel Eels Herring Shad Capelin Arctic Char</p>	<div style="background-color: #000080; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">Groundfish</div> <p>Cod Pollock Hake Greyssole Turbot Monkfish Skate Wings</p>
--	--	--





ᐱᓐᓐᓐ ᐃᓐᓐᓐ ᐱᓐᓐᓐ ᐱᓐᓐᓐ

Iqaluk Ukiuqtaqtumingaaqsimjut

Exclusive sales agent for PANGNIRTUNG FISHERIES LTD.,
producers of fish from the pristine waters of Nunavut, Baffin Island,
Canada's far north. Products include Icebrand H&G Turbot, Turbot Fillets,
dressed Arctic Char and Arctic Char Fillets



Rio also proudly represents the pelagic production of
Allen's Fisheries Ltd. and P. Jane's & Sons Ltd.



With proven integrity, Rio provides efficient service to international customers and suppliers alike!

Contact us today with your requirements:

11 Sterns Court Dartmouth, Nova Scotia, Canada B3B 1W7

Tel: (902) 468-9400 Fax: (902) 468-8899

E-mail: rioco@ns.sympatico.ca

www.rio.ca

Advertiser Index...

American Egg Products	20
Australian Premium Brands.....	2
Barry Group	3
Bird-In-Hand	22
Boston Lobster Company.....	9
Byrd International	27
Camanchaca Inc.....	29
Central Seaway.....	25
Cooper Farms	5
Crystal Farms	14
Deep Sea Shrimp	21
Deb- El	16
E. Frank Hopkins	7
Eastern Poultry.....	45
eSignal	43
Farbest.....	14
Fisheries & Oceans Canada	18 & 19
Global Fishing	16
Harbor Seafood.....	52
Harbor Seafood - advertorial	8
Harvest Meat Company.....	11
Hickman's Egg Ranch	31
Hidden Villa Ranch	45
International Marketing Specialists.....	33
Jason's Foods Incorporated	5
Jurgielewicz Duck Farm.....	28
Kuhl Corporation	47
L & S Foods.....	40
Maloney Seafood.....	36
Moark LLC	41
Montreal Fish.....	51
NAMP	49
Narong Seafood Co. Ltd.	15
Northern Beef Industries	44
NPFDA.....	48
Nucal Foods	24
Pierce Seafood	37
Poultry Specialties Inc.	38
Prestage Foods.....	26
Protein Alliance.....	21
R & R Seafood	39
Rio Import & Export	50
Sea Port Products Corp.....	23
Shrimp News International.....	14
Sigma Seafood International	35
Talon Group LLC.....	20
Turkey Valley Farms.....	38
Virginia Poultry Growers Co-op	34
Vista Foods Exchange	42
Wabash Valley Produce	13
West Side Foods.....	17
Willow Brook Foods.....	30
Zephyr Egg Company	32

The fastest way
to taste the
freshness
from
the sea...



... wherever you are!



MONTREAL FISH Co. Ltd.

Importer and exporter of fresh and frozen products

Get all details about our wide variety of products at:

www.mtlfish.ca

Our neat new way to keep shelves tidy, sales healthy,
and customers as happy as clams...



...is on display at the International Boston Seafood Show,
where you'll also find an unparalleled level of professionalism and devotion
to customer service; plus, outstanding quality, at right price points, and a
strong marketing and advertising effort behind every product we offer!
Seeing is believing at:

Harbor SeafoodTM
Since 1975

Not all Seafood is created equal...
Who you buy from does matter.

www.harborseafood.com

BOOTH # 820!

For more details, email or call us at:

info@harborseafood.com

1-877-HSF (473)-1975



URNER
BARRY'S
Reporter

Urnner Barry Publications, Inc.
P.O. Box 389, Toms River, NJ 08754-0389

PRSRT STD
U.S. POSTAGE
PAID
TOMS RIVER, NJ
ZIP CODE 08753
PERMIT NO. 94