

91% of Americans are doing it every month...

Guilty pleasures: Millions of diners heading to QSR outlets

It's nothing to be ashamed of, we all do it. Sometimes the temptation just proves too great and we have little choice but to give in. After all, sinful or not, those ads featuring mouth-watering meals, tempting treats and thirst-quenching beverages are hard to resist. Just head on down to your local QSR outlet or casual dining chain where millions of Americans have joined the ranks of heavy diners, forcing established chains and relative newcomers to increasingly compete in this segment that has weathered a slowing economy, trans fat bans and E. coli related produce scares.

**"...it's important...
to offer high
quality products
that appeal
to a variety of
consumers."**

competitors building up their breakfast menus, it's important we continue to offer high quality products that appeal to a variety of consumers."

Some of those up-and-comers in the QSR sector like Wingstop have had phenomenal success with the lunch and dinner crowd. Established dining chains like Charlie Brown's Steakhouse and Red Robin Gourmet Burgers & Spirits

Burgers, Inc. are broadening their appeal to this growing audience, carving out an even

Continued on page 36



Beef's choicest cut...

A cut above the rest: The bone-in filet mignon

If you were invited to a backyard barbeque on a nice summer day, chances

are you would not be served an appetizing and tender bone-in filet mignon. While your host may want to grill up this tasty cut of steak, it's not a product ordinarily found in your local retail grocery meat department.



Photo courtesy of Allen Brothers

Why not? The lack of availability of this bone-in cut of tenderloin is two-fold. First and foremost, it is mostly provided to high-end steakhouses. Secondly, the butcher and retail grocer is likely to find the price of this mouth-watering steak a bit too costly for the usual customer.

Continued on page 51

With today's diner crunched for time more than ever, QSR and casual dining convenience has joined taste and nutrition in redefining this industry segment, and the consumer has caught on. According to a 2006 survey conducted by Scarborough Research, 91% of Americans report having eaten at a QSR in the past month, 18% have done so at least 10 times, and children in the household only further drive the likelihood of being a heavy QSR diner.

It's this large portion of the U.S. population that established chains like Wendy's and Jack in the Box are targeting in the fierce battleground over the breakfast meal occasion. In the February 6, 2007 issue of *Food Business News*, Teke O'Rourke, director of menu marketing and promotions for Jack in the Box, had this to say: "With new players entering the breakfast market and longtime



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

Cover: Guilty pleasures: Millions of diners heading to QSR outlets

Take a peak at the fierce battleground of casual dining chains and QRS outlets.

Cover: A cut above the rest. The bone-in filet mignon
Few know of the succulence of this fine beef cut.

4 Hastings: Historic fisheries clear winners in the battle for sustainability

Read how the heart of England's fishing industry planted itself in the 21st century.

6 Going green continues growth

Don't be fooled by labels. A true organic product carries the USDA's official label.

7 Frank E. Urner, grandson of Urner Barry founder, passes at age 95

Urner Barry says goodbye to one of the last descendants of our founding fathers.

8 Wal-Mart remains the one to beat

Looking at the competitive nature of the retail industry.

9 Shopping for healthy options just got easier

Grocery stores in the U.S. are rolling out a new program to promote healthy eating.



10 The Reporter's Guide to crabmeat grading

An explanation on the different forms of crabmeat.

11 Phosphorus: Helps metabolize fats and proteins

High-protein foods are the best sources of this important mineral.

12 Urner Barry Celebrates "Night at the Races"

Urner Barry carries on tradition in style.

14 New Zealand: Free market economy competing globally

Read how New Zealand has positioned itself in direct competition to the U.S.



16 CITES secretariat releases provisional assessment of Brazilian spiny lobsters

Brazilian spiny lobsters proposed for a new level of trade documentation.

18 Not the same old song

Origin of Urner Barry poultry tones uncovered.

20 Retailers boost seafood sales and protect health with Fishwise

This point-of-sale program is a great tool when shopping for sustainable seafood.

22 MRE: Meals for Re-Evaluation

Military meal packs might hold up to extreme conditions, but how did they fare in the Urner Barry taste test!

24 Chicago hallmarks highlight sustainable seafood

Two cornerstones of the windy city joined forces for the sake of sustainability.

27 Elevating at-home meals to new levels

Ready-to-cook options are becoming more readily available.

28 Meatless mania

Healthier alternatives in the food industry coming into play.



29 Supermarket shopping methodologies

What type of shopper are you? Read through our list of characteristics to see where you fit in.

30 A matter of taste and sensibility

Many factors influence how foods are flavored. Take a look inside to see where the trends are heading.

32 The recipe box: Chicken Scaloppini & Lemon Butter Sauce

Try this rich chicken dish with linguini.

32 Historic Chicago slaughterhouse looking for a new location

Chicago stockyards' last slaughterhouse is shopping for a new home.

34 Ethnic grocery stores increasingly compete with mainstream supermarkets

Growing in popularity, look inside this article to see how ethnic markets are migrating onto the scene.

37 Meat judging 101

Not a new subject to the curriculum, meat judging's roots date back to 1926.

39 Tyson Foods opens discovery center

See how Tyson plans to meet the changing needs of today's consumer.

40 Factors which impact quality grading

Urner Barry's Reporter takes a brief look at the effects of weather conditions and time on feed.

42 International Boston Seafood Show: Another successful sensation

Photos and a summary of this exciting three-day seafood showcase.

44 Cobia: aquaculture's newest spawning

The market for farmed cobia is expected increase tremendously over the next few years.



46 Out of the pot and into the limelight

The poultry market changed forever the evening the Buffalo wing was born!

48 Understanding the short loin

A quick reference for this highly-valued middle meat.

49 The strategic placement of add-ons in the supermarkets

Grocery store organization may seem to be helpful to your dinner planning, however it is a proven way to boost the store's incremental sales.

50 Protecting your health: FSIS's new risk-based inspection system

First major overhaul in a decade.

Mountain States Rosen

Mountain States Rosen is one of the most significant partnerships formed in the history of the American Lamb industry. It combines B. Rosen & Sons Inc., a three-generation lamb and veal distributor, and the Mountain States Lamb Cooperative, representing sheep producers in ten states.

We are now vertically integrated and have exclusive access to the Mountain States lambs, the finest lambs in the world. This enables us to bring our customers a steady, year-round supply of fresh, high-quality, high-yield American Lamb products, without traditional seasonal shortages.

New York
1-800-USA-LAMB

Colorado
1-800-555-2551
www.usalamb.com

*Unequaled Selection...
Uncompromising Quality*

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
Bruce Longo

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

Leaving a permanent mark on the fishing

Hastings:

Historic fisheries clear winners in the battle for sustainability

At the heart of England's fishing industry is Hastings, a historic town best known for the Battle of Hastings in 1066, in the South East part of the country. Until the development of tourism, fishing had been its major industry. Today, fishing continues off its coast, and its fishing fleet remains the largest beached-based fleet in England.

For hundreds of years, generations of families of this small town have taken to the seas under the Hastings' Cliffs and in all weathers. Rather than having the fishing industry die out, Hastings made a farsighted investment in its economic future as well as the marine environment. It has committed to sustainable practices and, by doing so, has firmly planted itself

in the 21st century.

Three Hastings fisheries have recently won accreditation for their sustainable methods—Dover sole, mackerel, and herring. It is one of only a handful of fishing industries that was given accreditation by the Marine Stewardship Council (MSC), recognizing the eco-friendly way they fish.

MSC certification does not come easily, it is a long process and demands close attention to the way fish are caught. Fisheries are only certified to MSC standard when they can prove the way they fish will not damage the marine environment.

- 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

industry...

In a nutshell, fisheries with this certification can guarantee they have met three key criteria laid down by the MSC:

1. Environmentally sensitive and sustainable fishing methods have been used.
2. The target fishing stock is sustained and other fish stocks are not affected.
3. There is proof of good management of the fishery.

Each haul has an established chain of custody, signed off and checked at every stage of the fish's journey to your dinner plate.

Fisheries with this certification are subject to annual inspections and have paperwork checked regularly. They are also able to use the highly respected MSC logo on their wrapping, so look out for the mark when you buy your fish.

For Hastings fishermen, certification gives them the edge over market competitors. It offers guarantees that each fish has been caught with the minimum impact on the environment and from a sustainable source. Many feel that the certification

finally gives the fishermen the deserved recognition for the important contribution they make to the town's economy.

Hastings Borough Council leader Peter Pragnell said: "Hastings is very much built on the tradition of the fishing industry, and it's a part of our culture. It's also an industry we want to see not just surviving, but thriving, and this certification will go a long way to securing that." **UB**



"Hastings has committed to sustainable practices and, by doing so, has firmly placed itself in the 21st century."



Going green continues growth

The market for organic food and natural products has been steadily increasing. In fact, the American Organic Trade Association (OTA), the membership-based business association for the organic industry in North America, forecasts an average annual growth of 11 percent until the year 2025. A cautious prediction considering growth in the year 2005 was over 30 percent!

Cautious or not, this calculation still reflects the fact that this is a market not to be ignored. According to the OTA's 2006 Manufacturer Survey for 2005, the U.S. organic industry grew

"The organic foods segment represented the largest and most clearly defined part of the organic industry."

17% overall—reaching \$14.6 billion in consumer sales. The organic foods segment represented the largest and most clearly defined part of the organic industry increasing 16.2% and accounting for \$13.8 billion in consumer sales.

Knowing that the market for organic products continues to increase, some manufacturers have attempted to take a piece of that marketshare without going through the proper channels. Consumers become obviously confused when manufacturers use the terms natural and organic interchangeably. The terms should not be confused. Other claims, such as free-range and hormone-free, although truthful, should not be substituted for the term organic.

Food bearing the USDA organic label

has been certified as meeting USDA organic standards in effect since October of 2002. This means that as of this date, consumers can be assured that products labeled organic have been produced in compliance with U.S. organic law. This law regulates the standards that organic producers and handlers must adhere.



To this date, there are still no federal standards for labeling fish as organic. Officials agree that the organic label should never be applied to wild fish because that would go against the very origin of the word. The verdict is still out, however, on farm-raised or aquacultured fish, and should a consensus be reached, it would still require an implementation time period before fisheries would be able to meet the chosen USDA standards. **US**



Committed to consistency

Providing quality chicken products and customer service to domestic and international business partners.



**Fully Cooked/Ready to Cook
Breaded & Grill Marked
Tenders & Filets
Formed Nuggets & Patties
Jumbo Fresh Parts -
CVP / CO₂ / Ice
International Sales
IQF
Organic
Portion Control
Fresh and Frozen
Boneless Breast**

Mechanically Separated Chicken

Call today for more information or a visit:

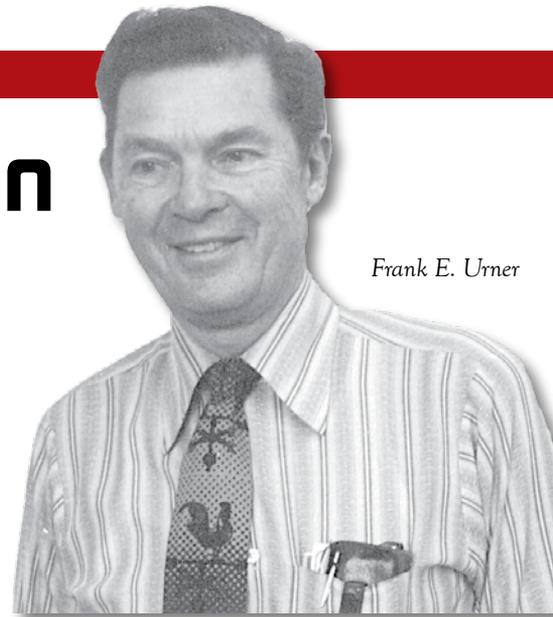
1-800-422-4425

Fax (302) 855-7222



Batesville, AR • Siler City, NC • Pittsboro, NC

Frank E. Urner, grandson of Urner Barry founder, passes at age 95



Frank E. Urner

This past March, one of the last descendants of Urner Barry Publications' founding fathers, Frank E. Urner, died at the age of 95. Frank was the grandson of founder Benjamin Urner, who started the company in 1858. It is with saddest regret that we report his passing.

A highly regarded analyst of the wholesale fruit-and-vegetable, live poultry and egg markets, Frank had his early beginnings in the industry working for his father when the company was simply known as Urner-Barry Company. He later became one of the principal owners of Urner Barry Publications Inc, until his retirement in 1974.

Colleague and former partner John Carter worked with Frank and had this to say about his passing:

"It is with sadness that I learned of the death of Frank Urner. Frank pioneered a major transition in the science of market reporting. For years the New York terminal market area and the New York Mercantile Exchange provided the information for the Urner Barry Reports. Frank, early on, recognized the declining importance of these sources. There was much resistance, but he persevered in cultivating country-wide contacts and enlarged sources of market information and making a truly national digest of market information."

"He was totally impartial and fair, qualities that are absolutely necessary for a successful reporter."

Urner Barry's past President Paul B. Brown had the pleasure of working with Frank Urner during another highly transitory time in Urner Barry's history, and expressed his sorrow for a man who

was instrumental to his career:

"When I started working in market news for the USDA in 1955, I wondered what this company, Urner Barry, had to do with the egg and poultry industries. Later, I found that Urner Barry was the basis for most of the pricing in these industries."

Frank E. Urner was the president and leader of Urner Barry Publications. In 1965, he offered me a partnership in the company and for the next 20 years Frank led the company through the most trying years of its existence.

The industries we served were rapidly expanding and price discovery, under his leadership, changed accordingly. With his leadership Urner Barry successfully challenged the USDA in a copyright infringement suit which insured our position in the industry.

Frank's main strength was in his ability to train market reporters. He was totally impartial and fair, qualities that are absolutely necessary for a successful reporter."

During his 30-year career at Urner-Barry Frank resided in Westfield and Mountainside, NJ. Following retirement, he made his home first in Liberty, ME, and then in Carlisle, PA, before moving to Gettysburg in 1994. During his retirement years he was a well-respected dealer in early American antiques.

The son of the late Frank A. and Zella Urner, he is survived by Virginia Urner, his wife of 70 years, two daughters, Lynne Baxter of Gettysburg and Robin Whitebay of Highland, NY, and one son, Frank A. Urner of Glendora, CA, and predeceased by one sister, Charlotte Pamplin.

All those who worked with Frank Urner share in the sadness of his loss. In conclusion, are the farewell sentiments of

former Urner Barry President, Michael E. "Bud" O'Shaughnessy.

"Frank was a leader in the egg industry. He was a pioneer in adapting to the needs of a modern, growing industry and highly adept at the dissemination of market news to our customers. His efforts laid the cornerstone for our current generation of reporters to build upon and improve the process of daily commodity price discovery." **UB**

PACKERS OF LIQUID, FROZEN, DRIED & SHELL EGGS

ESTHERVILLE FOODS, INC.
Estherville, IA
712-362-3527

SIUXPREME EGG PRODUCTS, INC.
Sioux Center, IA
712-722-4787

SONSTEGARD FOODS, INC.
Sioux Falls, SD
605-338-4642

SONSTEGARD FOODS, INC.
Springdale, AR
479-872-0700

SONSTEGARD of GEORGIA
Gainesville, GA
770-534-5644

SUN RISE FARMS
Harris, IA
712-735-6010

Wal-Mart remains the one to beat

The food retailing industry hasn't been the same since Wal-Mart burst onto the national scene back in the 90s. The super-giant of supercenters changed the way consumers did their food shopping and prompted a wake-up call to traditional food store chains. Since that time, the industry has gone through numerous mergers, acquisitions and sell-offs in an attempt to

maintain profitability and, frankly, viability in this extremely competitive industry.

2006 looked a lot like recent years where another series of industry mergers and acquisitions changed the lineup and faces of the top companies. Most significant among last year's developments was the break up and sell-off of Albertsons. This move almost tripled Minneapolis-based Supervalu's retail volume. During this transaction, the company acquired 1,124 Albertsons stores along with 301 Sav-A-Lots, bringing their grand total to 2,567 units with estimated sales of \$38 billion.



"...hundreds of additional supercenters scheduled to open over the next several years."

Wholesale, Safeway, and Supervalu rounding out the top five.

Umer Barry's Reporter looked into the industry rankings over the past few years and found some surprising, and not so surprising, developments. According to STORES Magazine's 2002 retail store rankings, only Wal-Mart and Kroger were still the ones to contend with for the top two spots. By selling off stores and exiting markets, Albertsons managed to stay in the third spot for 2002.

Not so surprising was Winn-Dixie's fall over the past five years to the 20th position in the SN's 2007 rankings. In 2002, they held the number eight spot, but after emerging from bankruptcy proceedings in late 2006, the Jacksonville-based grocer now has a chance at reclaiming a more solid foothold in the rankings. The Great Atlantic & Pacific Tea Company has dropped ten positions during the past five years, now holding the 21st position behind Winn-Dixie. **US**



To no one's surprise, Wal-Mart retained its leadership position in the field with estimated sales of \$233 billion dollars from their major retail centers. According to recent company releases, there are no plans to slow this momentum, with hundreds of additional supercenters scheduled to open over the next several years. The 2007 Supermarket News annual list of the top 75 food retailers in North America has Kroger holding a distant second place position to Wal-Mart followed by Costco



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.horizonorganiceggs.com
www.goldcirclefarms.com
www.calsunshine.com
www.hiddenvilla.com



TOP 10 RETAILERS 2001

- 1 WAL-MART STORES
- 2 KROGER CO.
- 3 ALBERTSONS
- 4 COSTCO WHOLESALE CORP.
- 5 SAFEWAY
- 6 AHOLD USA RETAIL
- 7 PUBLIX SUPER MARKETS
- 8 WINN-DIXIE STORES
- 9 MEIJER
- 10 A & P

TOP 10 RETAILERS 2006

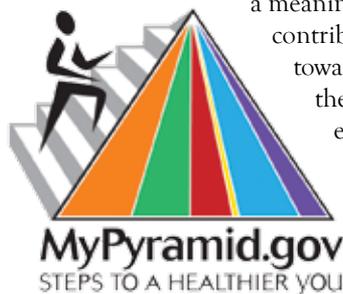
- 1 WAL-MART STORES
- 2 KROGER CO.
- 3 COSTCO WHOLESALE CORP.
- 4 SAFEWAY
- 5 SUPERVALU
- 6 LOBLAW COS.
- 7 AHOLD USA RETAIL
- 8 PUBLIX SUPERMARKETS
- 9 C & S WHOLESALE GROCERS
- 10 DELHAIZE AMERICA

Sources: Supermarket News 1/22/07 Industry Rankings Supplement
Stores Magazine 2001 Food Retailer Rankings

Mountainous dietary concept...

Shopping for healthy options just got easier

You know you're supposed to eat healthy, you even want to eat healthy, but you're uncertain how to do it, and when it comes to shopping, you just get confused looking at all the different selections. Now, help is on the way with a new collaborative effort developed by the food industry and the government called the "Take a Peak" program—a national campaign to promote the USDA's recommended diet advice system known as MyPyramid.



beverage products that meet specific nutritional criteria and provide a meaningful contribution toward helping consumers reach the goals of MyPyramid are eligible for the program. FMI president Tim Hammonds said, "All our research shows that consumers are eager for healthy food choices and dietary information that will help them

control the ingredients in their meals and support healthy eating at home. Take a Peak is an excellent example of a valuable collaboration that can reach millions of consumers and change behavior." **UB**

"small, progressive changes in purchasing habits and diets can improve health."



Designed to make shopping in grocery stores for healthier options more simple, the Take a Peak movement consists of aisle banners, informational kiosks, floor graphics, educational coupon booklets and other displays. Developed by the Grocery Manufacturers Association/Food Products Association, the Food Marketing Institute and MatchPoint Marketing in a partnership with the USDA, the goal of the program is to show consumers how small, progressive changes in their purchasing habits and diets can improve health.

Consumers at participating Publix, Giant Eagle, Brookshire Grocery Company, Raley's and Supervalu stores are able to walk the aisles taking steps on the track to better health. In all, 2,000 stores in 17 states will promote the effort, with more expected to join the campaign as it catches on.

With easy-to-follow advice and clear and simple in-store messaging, the Take a Peak program will help consumers transition to healthier diets with foods they choose themselves. Only food and

Goose
for food service and retail

Offering:
Hudson Bay
Whetstone Valley

North American Goose

The All American Holiday Goose

Free Range
All Natural
Raised Without Antibiotics

Goose Products:
Whole Bird-A Grade
Boneless Breast
Bone-In Breast
Leg Quarters
Liver
Confucius Style Goose
Feet
Chitterlings
2 Joint Wings
Whole Bird-Utility
Smoked Goose Breast
Natural Fatty Liver

Schiltz
Foods Inc. • Goose Farm Inc.
Quality since 1944

Toll Free 1-877-872-4458
Sisseton, S.D.
Jim Schiltz-sales ♦ jschiltz@schiltzfoods.com
www.RoastGoose.com

CREIGHTON BROTHERS & CRYSTAL LAKE EGG PRODUCTS
"Quality Since 1925"

Creighton Brothers
Crystal Lake Egg Products

Inquire about our full line of eggs and egg products...
Carton ♦ Loose Pack
Nest Run ♦ Good News™
Liquid ♦ Frozen
Hard Cooked ♦ Diced
Pre-Cooked ♦ Dried

USDA INSPECTION & 3RD PARTY SALMONELLA TESTING PROGRAM
HACCP MONITORING
IN-HOUSE INSPECTIONS FROM FARM TO CUSTOMER
P.O. Box 220, Atwood, Indiana 46502-0220
Phone (574) 267-3101
Fax 267-6446

Crabmeat Grading

The Reporter's Guide to...

Picking on crabs is big business...

To manage consumer resistance to preparing their own crabs, the industry has developed a substantial picking business. Crab meat is generally available in the following forms:

Jumbo Lump ● The two large unbroken white meat pieces of the body which are connected to the swimming legs.

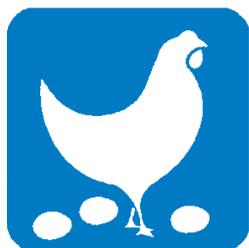
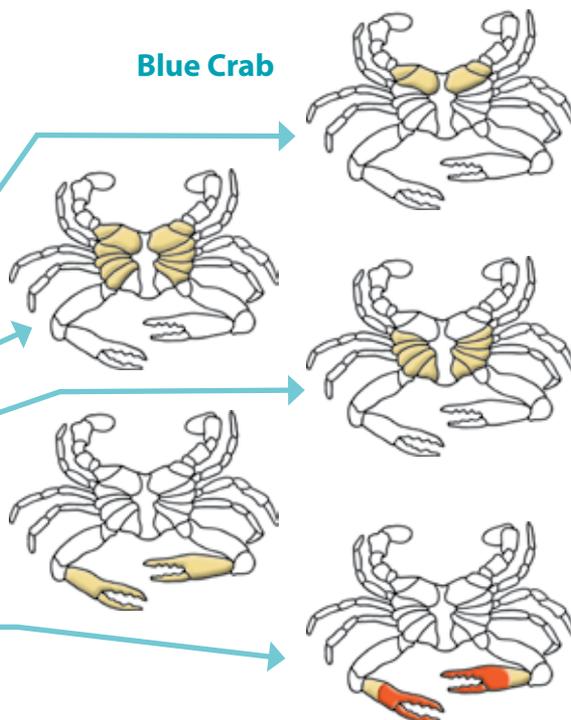
Backfin or lump ● The large flakes of white body meat with smaller and broken pieces of jumbo lump.

Special ● White body flake meat.

Claws and fingers ● Meat from the claws and legs which is darker and a little more fibrous than the body meat.

Cocktail claws ● Claws with part of the shell left on, ready to eat. The remaining shell makes it easy for the diner to pick up the claw. **LB**

Blue Crab



EM



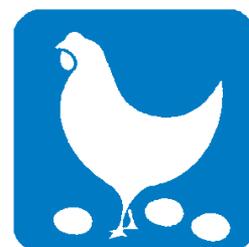
CAL-MAINE FOODS, INC.

3320 Woodrow Wilson
Jackson, MS 39209

Contact Dolph Baker

(601) 948-6813

Fax (601) 949-7845

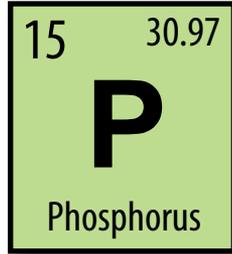


Phosphorus:

Helps metabolize fats and proteins

A component of healthy bones and teeth, phosphorus is an important mineral in the body needed for forming enzymes and genetic materials. Phosphorus is also involved in the metabolism of fats, carbohydrates and proteins, and in the effective utilization of many of the B group vitamins. Proper levels of vitamin D and calcium are required in order for phosphorus to function properly.

Found in a wide range of foods, the best way to ensure an adequate intake of this mineral is to eat a variety of phosphorus-rich items. Foods high in protein seem to be the best sources of phosphorus.



It is unlikely that you would ever develop a dietary deficiency in this mineral as it is abundant; however, signs of low phosphate levels include loss of appetite, anemia, muscle weakness, bone pain and

numbness and tingling of the extremities.

Phosphorus is lost in the cooking of some foods, even under the best conditions. To retain phosphorus, cook foods in a minimal amount of water and for the shortest possible time. Roast or broil lamb, veal, pork, and poultry. Beef, however, retains its phosphorus regardless of the cooking method. **UB**

SELECTED FOOD SOURCES OF PHOSPHORUS

FOOD SOURCE	SERVING SIZE	PHOSPHORUS (mg)
Milk, skim	8 ounces	247
Egg	1 large, cooked	104
Beef	3 ounces, cooked	173
Chicken, light meat	3 ounces, cooked	155
Turkey	3 ounces, cooked	173
Fish, halibut	3 ounces, cooked	242
Fish, salmon	3 ounces, cooked	252
Pork, loin chop	3 ounces, cooked	180

“Foods high in protein seem to be the best sources of phosphorus.”

Count on us for all your chicken and turkey needs!

Fresh • Frozen • Prepared • Further Processed



A Family Commitment to Quality Since 1920™

The Symbol of Quality in Poultry.

Perdue Farms Incorporated

31149 OLD OCEAN CITY ROAD · SALISBURY, MD 21804 · 800-992-7044

Well-anticipated annual affair...

Urner Barry celebrates "Night at the Races"



▲ Chris Hill Vista Food Exchange; Lee Matthews Harrison Poultry



▲ Sal Prevette Sr., Fancy Foods; Adam Sahn, Porky Products; Sal Prevette Jr., Fancy Foods; and Cannon Ong, Perdue Farms



▲ Sue Ratkiewich, Unilever; Paul B. Brown Jr., Urner Barry; Michael Enna, Unilever

The 26th installment of an evening at Meadowlands Racetrack was celebrated on Friday March 2, 2007. Sponsored by Urner Barry Publications, this popular food industry event has become a well-anticipated annual affair for guests

involved in the red meat, seafood and poultry industries.

From humble beginnings, circa 1980, an organization known as the West Washington Market Men's Club began hosting a yearly social event at the Racetrack. In the year 2000, when the Club disbanded, Urner Barry Publications stepped in, and from that time on graciously carried on the tradition.

This past March more than 700 industry professionals broke bread with new and old business acquaintances amidst an exhilarating and social atmosphere. A wonderful evening was had by all who attended. Complete with an international buffet and harness racing, business colleagues placed bets while they dined and mingled in the beautiful Pegasus restaurant overlooking the racetrack.

Urner Barry plans on hosting the 27th annual event March 7, 2008. **UB**

Comprised of industry players, primarily from the east coast but from as far away as the southern and Midwestern reaches of the nation, the popularity of this event continues to bring together more and more people each year.



MARYLAND OFFICE

**Billy Savage
Ginger Trader
Fred Cline**

Phone: 866-2SAVAGE

Fax: 410-543-8919

ALABAMA OFFICE

**Lewis Wood
Chris Fly**

Phone: 866-3SAVAGE

Fax: 251-970-5273

MISSISSIPPI OFFICE

Steve Farmer

Phone: 888-430-2320

Fax: 601-919-2330

www.savagepoultry.com



▲ Fred and Barbara Duca and Rich Fiorillo, Eagle Brokerage Associates



▲ David Lieboitz, Interstate Foods; Kent Seelig, Main Street Wholesale Meats



▲ Bill Levif, Watson's Quality Food Products; Sal Grande of Aramark



▲ Steve Levine, Empire Beef and Greg Martin, Foodcom



▲ Dave Lapage and Clint Walenciak, Certified Angus Beef; Lou Wnek, Wolverine Packing Co.; Glenn Strickholm, Tyson Fresh Meats and Dave Macvane, Certified Angus Beef



◀ Tim Morrow and Bob Tomlinson of Mountaire Farms

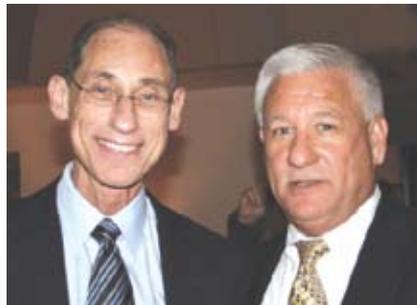


▲ Alan Gordon, Waybest; Pete Gress, Koch Foods; Carl Fischer, Tyson Fresh Meats



▲ Mike Navarro, Bozzoto's; Brad Dunn, Chuck Nasscimbeni, Mike Parker all of Allen Family Foods, Inc.

▼ Bob Tomlinson, Mountaire Farms; Tim Zuck, Wolverine Packing Co.



▲ Stuart Liefer of Pierce Int'l Trading Inc.; and Bruce Longo of Urner Barry



▶ Keith and Vinny Mennella, Mennella's Poultry Co.; and Jonas Meyer of Robinson and Harrison Poultry



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

New Zealand:

Free market economy competing globally

Initially settled by Maori fisherman and later colonized by the British, New Zealand has just recently begun to garner attention as a capable player in the global market. Gaining its independence from British rule in 1907, the two nations remained close allies until the 1980s when many of their defense alliances lapsed.

Today, New Zealand is enjoying a positive economical situation. Over the last 20 years the government has transformed the once agrarian economy to a more industrialized, free market economy that can, and does, compete globally. This growth has boosted real incomes, broadened technological capabilities, and contained inflationary pressures. Per capita income has risen eight years in a row and looks to



Waitemata Harbour in Auckland, New Zealand

continue as New Zealand seems to be on pace for another profitable year.

Numerous agricultural items, such as beef, lamb and seafood, position New

Zealand in direct competition to the United States on the global market, and in some cases, our own domestic market. Add to that an expanding grain and wheat production, a significant fruit and vegetable industry, and New Zealand's exploding tourism sector, and you have a recipe for continued growth and future success. **UB**

New Zealand / US comparison



AREA	268,680 km	9,631,418 km
COASTLINE	15,134 km	19,924 km
POPULATION	4,076,140	295,734,134
LIFE EXPECTANCY	78.81 years	77.71 years
GDP	\$106 billion	\$11.75 trillion
GDP (per capita)	\$26,000	\$40,100
AGRICULTURE AS A %GDP	4.3%	0.9%
AGRICULTURAL PRODUCTS	beef, lamb, wool, wheat, fruits, fish	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	2.18 million	147.4 million
UNEMPLOYMENT RATE	3.8%	5.5%
OIL PRODUCTION / CONSUMPTION	0.0286 / 0.1506 (million bbl/day)	7.8 / 19.65 (million bbl/day)



Crystal Farms, Inc.

USDA

GRADED EGGS

PO BOX 7101
CHESTNUT MOUNTAIN GA 30502

SALES INFORMATION
JIM BROCK

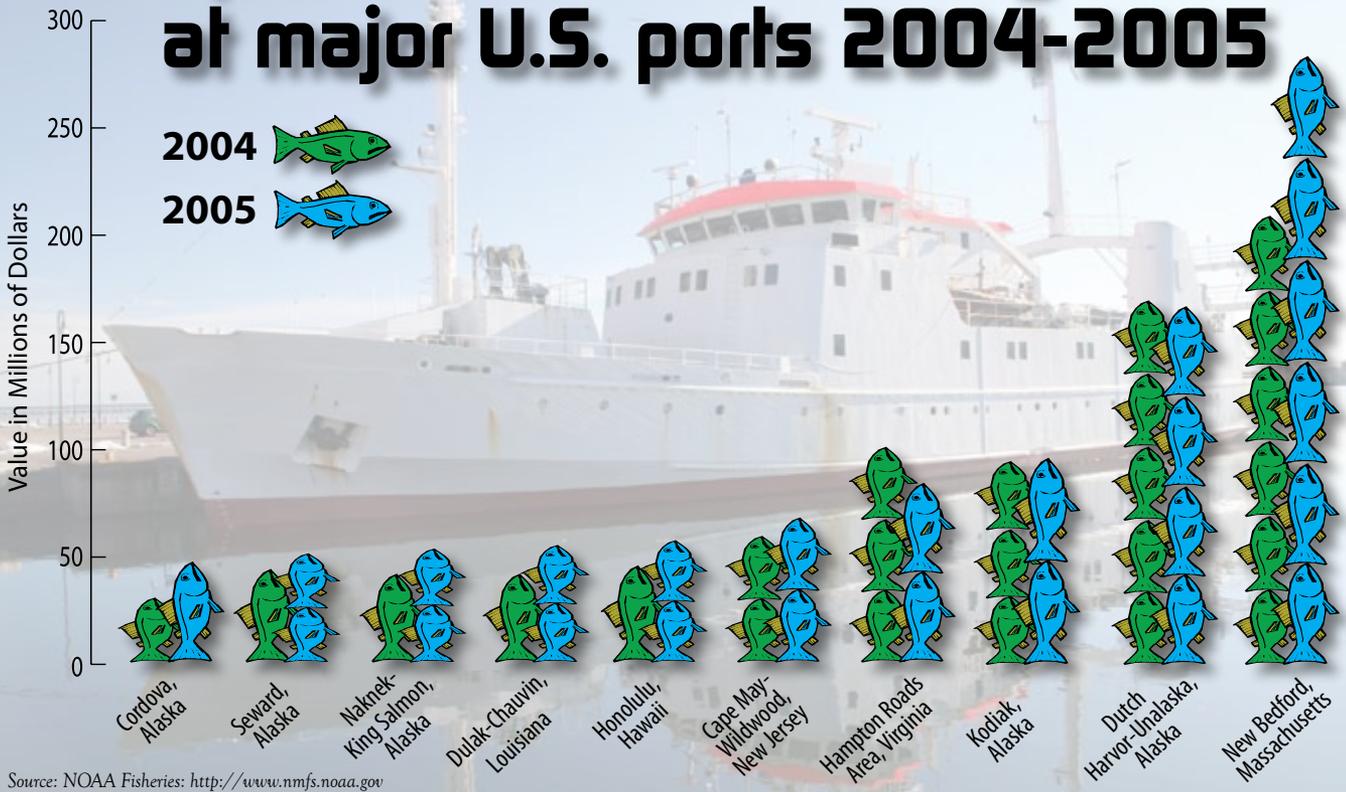
(770) 967-6152 Office
(770) 967-7242 Fax

www.crystalfarmsga.com

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

EMIL'S GOURMET
Quality in Every Cut
Looking for a "taste-full" selection of top-of-the-line turkey, chicken, pork and beef products? Emil's always delivers the highest quality Organic, Antibiotic Free, and All Natural deli meats.
It's all about taste.
Naturally!
Contact: John Amos • 315.345.1076 • jamos38@cs.com

Top 10 commercial fishery values at major U.S. ports 2004-2005



Source: NOAA Fisheries: <http://www.nmfs.noaa.gov>



Vista

Food Exchange Inc.

Importers / Exporters
Wholesale / Trading

Domestic and International
Suppliers of Perishable
Food Products
Specializing in:

CHICKEN • TURKEY
BEEF • PORK
FISH

**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

CITES secretariat releases provisional assessment of Brazilian spiny lobsters

Brazil has recently proposed CITES Appendix-II listing for Caribbean spiny lobster (*Panulirus argus*) and for smoothtail spiny lobster (*P. laeviscauda*). If CITES, the Convention on International Trade in Endangered Species of Wild Fauna and Flora, adopts the listing, it would result in a new level of trade documentation and scrutiny for *P. argus* imports.

However, CITES sources say Brazil's case is weak and poorly documented, and it appears that the measure will be postponed, rather than enacted this year.

Panulirus argus (Caribbean spiny lobster) and *P. laeviscauda* (smoothtail spiny lobster) are caught and managed locally in Brazil by the Management Board on Lobster's Usage Sustainability-CGSL. The board consists of government and civil society representatives, including fishermen and fishing companies, and advises the government on the adoption of measures

Caribbean spiny lobster
(*Panulirus argus*)



like the minimum size definition, establishment of catching season, fleet size and capture tackle. Realizing that the main market for this product is abroad, CGSL had recommended the Brazilian government enlist the help of CITES.

The Brazilian government has been monitoring these species for more than 40 years, and despite the effort, the government insists the stocks of these crustaceans reached an over-fishing situation, causing a decrease in productivity of about 64%.

CITES is an international agreement between governments that aims to ensure international trade in specimens of wild animals and plants does not threaten their survival. It proves to be one of the most important agreements on species conservation and the non-detrimental use of wildlife.

Appendices to the Convention are lists of species afforded different levels or types of protection from over-exploitation; in this case, Brazil is looking for an Appendix-II listing for the Brazilian populations of the Caribbean spiny lobster and the smoothtail spiny lobster.

Appendix I lists species that are the most endangered among CITES-listed animals and plants. They are threatened with extinction and CITES prohibits international trade in specimens of these species.

Appendix II lists species that are not necessarily threatened with extinction but that may become so unless trade is closely controlled. It also includes so-called "look-alike species." International trade in specimens of Appendix-II species may be authorized by the granting of an export permit or re-export certificate.



Appendix III is a list of species included at the request of a party that has requested aid in controlling trade. International trade in specimens of species listed in this Appendix is allowed only on presentation of the appropriate permits or certificates.

The issue will be taken-up at the CITES Fourteenth meeting of the Conference of the Parties, The Hague (Netherlands), June 3-15, 2007.

The CITES process and its impact on the U.S. is loosely addressed below...

1. Prior to April 23, the CITES Secretariat will send its final recommendations on all proposals to the member countries.
2. The proposal will be reviewed by the CITES Animal Committee for a recommendation.
3. If the Animal Committee approves the listing, it will send its recommendation to the full Conference of the Parties for a vote.
4. If it passes at the COP, the U.S. government will publish a notice in the Federal Register inviting public comments.
5. After these are received and reviewed, the U.S. Fish and Wildlife Service would publish an amendment to the U.S. rules that list protected species.
6. If included on the U.S. list for Appendix II, (1) importers need a permit from FWS; (2) import shipments require an export certificate from Brazil; and (3) shipments must clear at FWS designated ports of entry.

On March 5, 2007, the Secretariat released a provisional assessment from Geneva. It states "the information contained in the supporting statement is quite superficial and lacks data and references. The distribution of the two species is described in general terms only, and their range states are not mentioned. It is not clear from the supporting

ALLEN FAMILY FOODS, INC.



A Family Enterprise
Since 1919

126 N. Shipley Street
Seaford, DE 19973

302/629-9136

302/629-9532 (FAX)

Your Premier Poultry Supplier

- Case Ready Prepackaged
- Rotisserie • COV Roasters
- CVP and CO2 Whole Birds and Parts

★★★ Poultry & Egg Export Council
USA



Smoothtail spiny lobster tail
(*Panulirus laeviscauda*)

statement whether the species occurs in international waters. The proposal does not contain an estimation of the populations of the two species in Brazil, but expresses their perceived declines in terms of production. Owing to over-fishing, the productivity of the two species has declined by 64% between 1979 and 1993. Information presented on the evolution of the lobster production between 1993 and 2003 suggests however that annual production has usually been higher than the low point in 1993, and appears to stabilize. An increased fishing effort has been noted, particularly in the 1970s, 1980s and 1990s.

“Owing to over-fishing, the productivity of the two species has declined by 64% between 1979 and 1993.”

The supporting statement expresses international trade in United States dollar value only, which is of limited utility in the context of CITES listings. The supporting statement does not indicate how specimens that enter international trade can be distinguished from specimens of *Panulirus argus* and *P. laeviscauda* originating from other range States of these species, or from other lobster products in international trade. Overall, it is unclear whether the two species meet the criteria for inclusion in Appendix II.”

Given the comments of the Secretariat, the proposal is not expected to pass. It is likely to be held back for further consideration. **UB**



Put Turkey on the Menu!

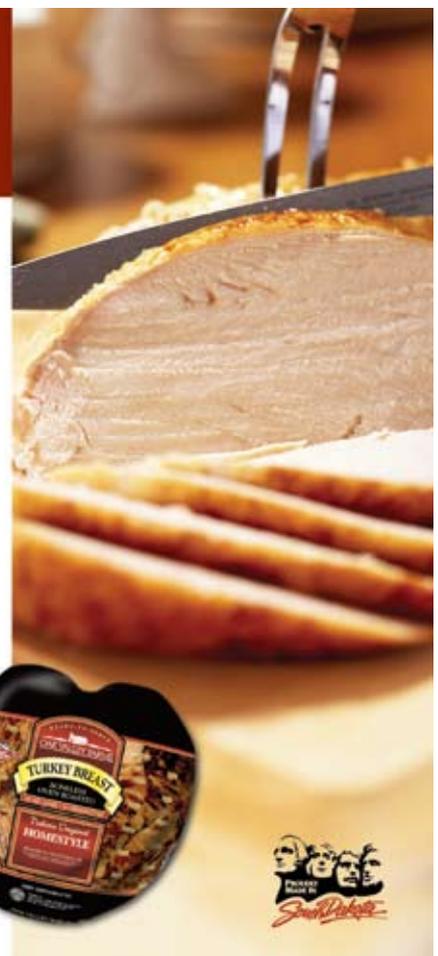
Dakota Original Turkey Breasts are hand trimmed and selected, using only the finest breast meat.

From classic to sophisticated, we have crafted innovative, great tasting recipes that use only the highest quality spices and flavorings.

Since 1955 our family run business has been committed to providing quality turkey products. Satisfaction Guaranteed!

Turkey! Healthy, Delicious & Versatile!

Call: 1-800-435-3770 or
Visit: oakvalleyfarms.com



Not the same old song...

**NOW PLAYING:
U.B. and the MARKET TONES!**



The chicken industry, followed later by the turkey industry, gained unprecedented popularity beginning in the late 1970s. The shift away from whole birds to a full array of parts prompted a revolution in the way Urner Barry described market conditions and trends.

While words like weak, steady and firm were the standard bearer for reporting the overall health of the market, the mundane and somewhat boring labels started to lose their luster. It was the brain child of Michael E. "Bud" O'Shaughnessy to update Urner Barry's previous methodology of describing poultry market trends and conditions by selecting a simple phrase or specific word that best defined conditions in the poultry marketplace for that particular day.



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

The exact date in which Urner Barry issued this change is somewhat fuzzy; however, somewhere around August 10th 1979 is when the tone “Unstable” first appeared to Urner Barry customers, who at that time were Phone-tel subscribers. On October 19, 1981, the tone was first printed in the Urner Barry “Price-Current” under the Chicken Situation. Soon, a long list of catchy, if not dubious, words or phrases followed that often had many running to a dictionary or thesaurus to figure out just exactly what, “O’Shaughnessy,” was thinking of when he came up with his tone for that day.

“In the early days Urner Barry’s tones were a bit liberal...but as political correctness mandated prudence, a more discretionary and conservative process became the practice...”

Here is a medley of tones from the archives: Standing Eight Count, Turkey Trot, Lockjaw, Succotash, Achilles Heel, Décolleté, Boxing the Compass, and High Cotton. Some of the following were classics: “Mother Hubbard” which indicted that the cupboards (stocks or inventories) were bare; or there was “Gorby” referring to the Former Russian premier who, back in the 1989, was reeling from the collapse of Communism. Needing to feed his people, he ushered in the era of importing U.S. leg quarters to Russia.

In the early days, Urner Barry’s tones were a bit liberal and even tended to the side of risqué, but as times changed

and political correctness mandated prudence, a more discretionary and conservative process became the practice in selecting the chicken and turkey tones. From the tradition established by Bud O’Shaughnessy more than twenty-five years earlier Urner Barry continues to take great pride in coming up with these words of wisdom and phenomenal phrases. Present day poultry reporters, Michael O’Shaughnessy and Russ Whitman always welcome their customer’s participation in the tone selection process. Who knows, it might be you who gives them the next great classic tone so it too can find a comfortable place in Urner Barry’s tone archives!**UB**

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...

NuCal Foods 

Eggs can't get any fresher.

Rocky Mountain



800-377-3447

www.nucalfoods.com

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

333 16th Ave. South
St. Petersburg, FL 33701

(727) 822-1288

www.seafoodbysigma.com

Contact: sii@seafoodbysigma.com

Retailers boost seafood sales and protect ocean health with FishWise™



signage, point-of-sale materials include a compact, free-standing kiosk which houses a 15" monitor that presents a short educational video with space for FishWise brochures and other educational materials.

To introduce and maintain FishWise, retailers receive management training, online training for seafood personnel, on-going support from FishWise staff, seafood ranking update reports, a FAQ Guide and reference binder, store audits and restocking of program materials, and promotion assistance. **UB**

by
Tobias Aguirre,
Executive Director, FishWise™

FishWise is the most comprehensive sustainable seafood sourcing and educational point-of-sale program in the United States. The program enables retailers to add value to their service seafood departments by answering customers' questions regarding sustainability and seafood health issues.

"We see FishWise increasing sales of sustainable seafood... and giving us a competitive advantage."

"FishWise is a great tool for our seafood counter because there is a lot of confusion about seafood among consumers, and it provides them with the information they need to purchase with confidence," said Reid Pomerantz, corporate meat and seafood buyer for Andronico's Markets, a chain based in Northern California. "We see FishWise increasing sales of sustainable seafood and seafood sales overall, and giving us a competitive advantage," he added.

After four years of serving grocery retailers primarily on the West Coast, FishWise is now available to retailers across America.

Developed in 2002, FishWise (www.fishwise.org) is the flagship program of Sustainable Fishery Advocates, a Santa Cruz, CA non-profit with partnerships with Environmental Defense and the Monterey Bay Aquarium. The program has been implemented in 35 retail locations and is impacting more than \$7 million in total seafood sales.

On average, FishWise Member Retailers have enjoyed an increase in total seafood sales of 11%. The sale of unsustainable products at member retailers has decreased an average of 68%, and more than 168,000 pounds of unsustainable seafood have been converted to more eco-friendly species. As a result, an estimated 130,000 pounds of "by-catch," or unintended catch, has been avoided since FishWise's introduction.

Green, yellow and red labels make choosing easy...

Each species within the seafood case is labeled according to its level of sustainability: green indicates best choice, yellow means some concerns and red signals unsustainable. Labels also convey where and how the seafood was caught, and whether it is farmed or wild. Materials include a Low Mercury List compiled by Environmental Defense which lists fish and shellfish that have been tested to be below the EPA cutoffs for contaminants.

In addition to labels and counter



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

With DelicaSea® and Legal Sea Foods, IMS delivers consistent products, dependable supply and complete satisfaction. Quality and service you can depend on from a company you can trust.

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

MRE: Meals for Re-Evaluation

Recently, there has been talk about the quantity of food and calories being provided to soldiers in their traditional meal packs, or MRE's. These 'Meals, Ready to Eat' have long been mocked by troops

in the field, but loved by the military for being virtually indestructible.

Recent complaints have showcased concerns that these meals are not providing enough calories for today's soldiers and the duties put on them. Reports of soldiers losing significant weight and suffering from the effects of a nutrient deficit have sparked outcry to update the meals themselves.

Uner Barry's Reporter decided to do a little MRE sampling of our own, and acquired a current standard issue MRE. Oddly enough, our meal was based around a vegetarian soy patty, but nevertheless, was exactly what a hungry soldier could expect for dinner during deployment in the field.

"At first glance, the heavy brown packaging looked more like munitions than a full meal..."

At first glance, the heavy brown plastic packaging looked more like munitions than a full meal, but once the contents were opened it was somewhat surprising.

Contained inside this 1,300 calorie MRE were the following items, an entrée package, two packages of bread (one slice each), a package of dried cranberries, a brownie, and a clear plastic bag with a pack of hard candy, a single serving bottle of Tabasco® sauce, flavored drink mix packet, two pieces of gum, a pack of matches, two napkins, one packet each of salt and pepper, a toothpick and a fork.

The entrée is heated using a flameless ration heating device that uses less than one ounce of water. The heat generated from the chemical reaction is so great that the contents require cooling before consumption. The slices of bread are extremely heavy and dense, not exactly the



Looking for a way to cut your grinding costs?

Add HRR's Finely Textured Beef or Premium Black Angus Finely Textured Beef to your beef block.

We can cut your costs.

HRR
H R R ENTERPRISES, INC.
HRR

1755 Genesis Dr., LaPorte, IN 46350

Phone: (219) 362-9050

Email: rita@hrrenterprises.com

Web site: www.hrrenterprises.com



most appetizing, but tolerable and quite filling. The brownie was fairly large and very chocolaty, however, had a strange gritty crunch to it. The dried cranberries added a nice sweet dessert to the meal.

Upon completion of the *Reporter's* test of the MRE, a full feeling was experienced, however, after only a few hours of desk work, hunger pangs returned. Although the MRE did provide a hot, ready-to-eat meal which included a dessert and a snack, it is easy to see how an active soldier would not receive the needed amount of nutrition from these meals, and therefore would not benefit from one. This also validates the sentiment that a revamping of these meals is necessary in order to provide better nutrition to our soldiers in the field. **UB**



**BORDER
WAREHOUSE,
INC.**



**PROVIDING YOU WITH A
COMPLETE LINE OF FRESH & FROZEN**

- PORK
- BEEF
- POULTRY
- RAW MATERIALS
FOR FURTHER
PROCESSING

DOMESTIC & EXPORT

Contact Juan José Guajardo, Jorge Aguilar
or Carmen Rodriguez at:

**Tel. (956) 687-1144 • Fax (956) 687-1100
3521 N. Shary Rd., Mission, TX 78574**

**E-mail: juanjose@food-suppliers.net
carmen@food-suppliers.net • jorge@food-suppliers.net**

**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

a message with a meaning...

Chicago hallmarks highlight sustainable seafood

Two historic cornerstones of the Chicago area, the PLITT Company, one of the largest seafood wholesalers in the Midwest, and the Shedd Aquarium, internationally recognized for its efforts in conservation and education, joined forces in October of

2003 to produce a period of events highlighting sustainable seafood.

Over that Columbus Day weekend, and in conjunction with National Seafood Month, the scheduled events within the aquarium included a variety of cooking demonstrations, hands-on activities, and a virtual fishmarket which highlighted sustainable seafood species. Consumers, restaurant owners and seafood purveyors were informed and educated about the importance of choosing sustainable seafood. The Right Brite program was also introduced.

Right Brite is a way the aquarium can arm individuals with the “right” information about their seafood choices. A handy seafood wallet card ranks 39 species or groups of fish and shellfish within color bars which let consumers know whether their choice is a sustainably fished product.

“Chicagoans can become part of the solution by using the power of their wallets,”



“Chicagoans can become part of the solution by using the power of their wallets,” said Michelle Jost, head of the sustainable seafood program in Shedd

Aquarium’s conservation department. “By making environmentally responsible buying decisions, we can support species that are abundant and form well-managed fisheries while giving those that aren’t a chance to recover.”

This successful weekend launched a continuing partnership between the PLITT Company and the Shedd Aquarium.

Monthly events held at the aquarium highlighting sustainable options have become increasingly popular with aquarium visitors. Several local chefs who wanted to showcase their commitment to the sustainable seafood movement offered visitors the opportunity to learn about individual species through interactive cooking demonstrations and sampling.

Combining Shedd’s knowledge of how to communicate conservation issues with the PLITT Company’s industry know-how allowed both parties to increase the value of their messages. The aquarium has established continuing programs such as dining events, educational public presentations, field trips and much more all which promote the importance of sustainable seafood. **UB**



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

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

Foodmarket.com top ten stories...

FoodMarket -- News from the Center of the Plate - Windows Internet Explorer

http://www.foodmarket.com/

FOODMARKET.COM News from the Center of the Plate POWERED BY URNER BARRY'S COMTELL

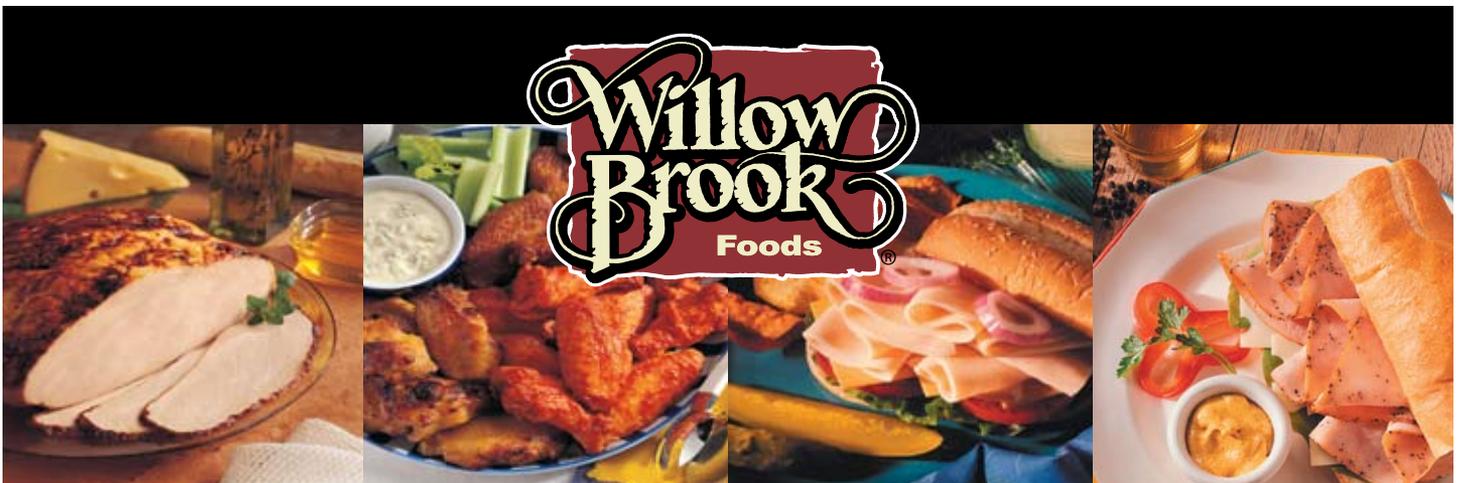
Top ten

News Weekly Summaries Timelines My Account Advertising About Shop

Top stories based on subscriber hits February 1, 2007 through April 4, 2007

1. **Ethanol's Future Not Dependent on Corn** - 2/19/07
2. **Corn prices hit fresh 10-year high** - 2/23/07
3. **High Corn Prices Hit Home; New Demand for Ethanol Seen as Source of Increase** - 2/6/07
4. **Expensive Corn Affects All Food Prices** - 2/2/07
5. **Smithfield Foods Subsidiary Closes Plant** - 2/2/07
6. **Rising Poultry Prices Relieve Producers** - 2/16/07
7. **Ethanol Production May Raise Food Prices** - 2/12/07
8. **Two Doctors Discover Formula That Kills Bird Flu Virus** - 2/6/07
9. **Hundreds Leave N.C. Slaughterhouse** - 2/21/07
10. **Time to take a new look at eggs** - 2/23/07

Internet 100%



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

Seafoodnews.com top ten stories...

Seafood.com News - Daily Seafood News Service - Windows Internet Explorer

http://www.seafoodnews.com/

SEAFOOD NEWS.COM
POWERED BY URNER BARRY'S COMTELL

Top ten

News Market Information BANR My Account Advertising About Shop

Top stories based on subscriber hits February 1, 2007 through April 4, 2007

1. SCOM - Upbeat Boston Show draws lots of buyers first day - 3/12/07
2. SCOM - Alaska crab pots all filled up, but with nowhere to go - 2/19/07
3. LN - 3 crab boats, processor Independence, trapped in ice floes near St. Paul - 3/29/07
4. SCOM - Suicide of prominent Thai Shrimp Producer leads to bitter accusations over Anti-Dumping impacts - 3/8/07
5. SCOM - Japanese buyers getting desperate in face of unprecedented U.S. crab demand - 3/9/07
6. BANR - Crab prices continue to trouble Japanese - 3/6/07
7. BANR - Poor Russian Barents Sea crab harvests likely to impact king crab market - 2/28/07
8. SCOM - Ocean Choice confirms FPI talks; Fate of company cast cloud of uncertainty over Boston show - 3/15/07
9. SCOM - Make Boston a 100% net weight show - 3/8/07
10. LN - Alaska's crab fishermen go prime time as viewers drawn to danger, new deadliest catch season - 3/26/07

Internet 100%

Maloney Seafood Corporation



Specializing in program business catering to food service and retail companies

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



Quin-Sea

Call us for all of your seafood needs
Maloney Seafood Corporation
 ph. (617) 472-1004 • fax. (617) 472-7722
 www.maloneyseafood.com

Elevating at-home meals to new levels

Ready-to-eat seafood is on the rise. So too, is the availability of these items. Although prepared, frozen seafood has been an option for consumers for years, fresh, ready-to-eat and fresh and frozen, ready-to-cook options now exist in the marketplace. According to Food Marketing Institute's 2006 survey of retail stores, 94% offered fresh, prepared foods.

The *Umer Barry Reporter* staff recently attended the International Boston Seafood Show and found a new ready-to-cook line of marinated tuna and mahi portions from Phillips Foods, Inc.

Representatives from Phillips explained that the new product is different because

“Phillips Foods and other suppliers recognize the demand for ready-to-cook seafood.”

each portion is marinated with a flavor sheet—a technology referred to by their Corporate Chef, Dennis Gavagan, as Flavor Transfer Technology.

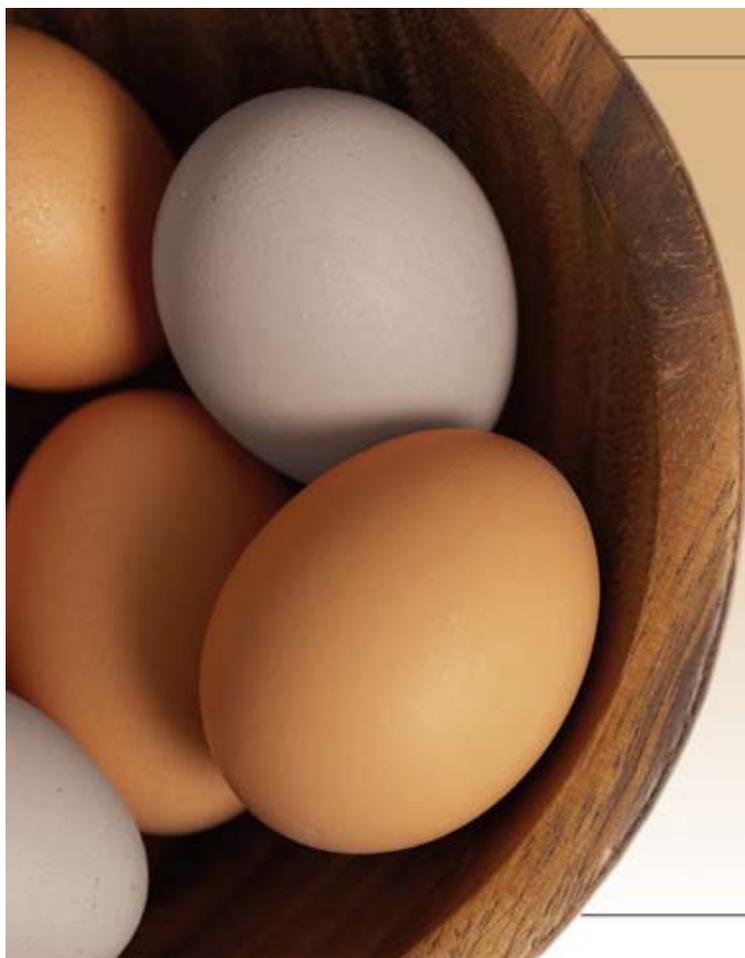
Gavagan informed the *Reporter* that Phillips was promoting this product as *Perfectly Seasoned Fish™*, and further explained that this marinating process is equivalent to the flavor a chef can create. He said the Flavor Transfer Technology is a precise way to not over- or undermarinate the product. Phillips also offers custom flavoring to the foodservice industry.

Foodservice suppliers are offering a variety of ready-to-cook options to the



industry and to retailers. Some of the available products include salmon fillets in a five peppercorn tea rub, salmon Wellington, tuna steak and wasabi panko, thai stir fry, scampi, as well as a growing variety of other choices.

Phillips Foods and other suppliers recognize the demand for ready-to-cook seafood. It is not only pleasing to the palate, but it also allows consumers to prepare restaurant quality flavors in their own home. Sellers of seafood have commented to the *Reporter* that although consumers like to eat seafood, many of them are not experienced in their preparation, so the products come as a welcome innovation. **UB**



RF
RADLO FOODS, LLC
SINCE 1916
Innovative Supplier of
Shell and Processed Eggs for the
Domestic and International Markets

Contact:

David Radlo
dradlo@radlo.com

Dan Rogers
drogers@radlo.com

Jim Corbin

Tel: 800-370-1439 Fax: 617-923-6440

Meatless mania

In today's health conscious, label-reading consumer environment, quantity and quality are giving way to portioned, healthier alternatives in the American diet. One segment of the food industry in particular has positioned itself to take advantage of the growing trend towards healthier, low cholesterol dining choices—meatless meals. Driven by higher consumer awareness and tastier, yes tastier products, meatless meals are just the ticket for a significant and growing percentage of the U.S. population.

According to 30-year veteran of the meatless food industry, Jerry Colt, Vice President of Health is Wealth Foods, Williamstown, NJ; it isn't all about the hard core health crowd anymore. "It used to be that there was a little mom and pop natural food store that a very small, but dedicated, group of customers would

frequent. Whole Foods and other retail outlets like Wegmans have opened up new doors for the industry and the consumer has benefited with better price, taste and selection."



Although vegetarians make up a large part of the meatless meal movement, bottom line sales have been aided by anyone interested in all natural foods or all natural ingredients. Even kids are making up a growing portion of the consumer base and parents

approve of the lower fat, lower cholesterol meals meatless offerings provide. From meatless chicken nuggets to side dishes and snacks, companies like Health is Wealth are giving traditional dishes a real run for the consumer palate. "Some of our most popular offerings include southern-style mashed sweet potatoes, pot stickers, spring rolls and our spinach and cheese munchees," says Colt.

Other companies such as Gardenburger, Boca and Morningstar Farms are benefiting from growth in the natural, organic and meatless category as well. According to the Natural Marketing Institute's "2005 Health and Wellness Trends Report," retail sales of packaged natural foods and beverages grew 5.6 percent between 2001 and 2004, attaining \$11.3 billion. This same report finds that 95% of shoppers consider themselves "health active"—meaning that they select food for healthful reasons at least some of the time. 14% of the general population is either already vegetarian or "aspiring" vegetarians and another 30% occasionally eat meatless meals.

"...the consumer has benefited with better price, taste and selection."

With no signs of slowing down, product development will continue to play a crucial role in courting new consumers to the meatless aisle. Healthy offerings, tasty products and convenience will each contribute to growing consumer acceptance. "There is a new wave of growth going on," says Colt. "The consumer is realizing that good foods do make a difference in their health." **UB**

HICKMAN'S Egg Ranch

Serving the Southwest

Call:
Clint Hickman
623-872-2309



The One With *Real* Taste... Means *Real* Profits!

Nothing assures profitability like authentic, delicious taste - exactly what you'll find in every product with the House of Raeford name. We offer the world's most complete line of turkey and chicken products and back every item with our uncompromising commitment to quality, service and real taste.



House of Raeford Farms, Inc.



800-8-TURKEY • www.houseofraeford.com



Supermarket shopping methodologies

As virtually everyone shops in a supermarket for groceries and other household needs, it would stand to make sense that virtually everyone has their own preferences as to what items to buy, what brands to select, what sizes they require, and so on. Research shows that there are demonstrable “patterns” of shopping methodologies adhered to by consumers.

For the edification of its readers, *Urnner Barry's Reporter* staff conducted a completely non-scientific and investigative process identifying the methodologies most often employed by supermarket shoppers.

1. THE ORDERLY LIST SHOPPER

The shoppers in this group construct their shopping lists to match the pattern in which they meander around the supermarket. As they traverse the aisles, they pluck items one by one, in an orderly fashion, from the shelves and place them in their cart.

2. THE RANDOM LIST SHOPPER

Shoppers here typically grab the list they have constructed from under a magnet on their refrigerator. Since the list has been created as they realize an item is needed or wanted, it bears no semblance of orderliness whatsoever and, therefore, neither does the way in which they scamper around the supermarket, grabbing the items on the list.

3. THE COMBO LIST SHOPPER

This group has a randomly constructed list, but attempts to acquire the items in an orderly fashion. Often seen with a pencil or pen in hand, or perhaps kept in a pocket protector, they furiously cross off items selected from all over their list as they attempt to display at least a modicum of orderliness to watchful observers.

4. THE LEFT-TO-RIGHT SHOPPER

Regardless of whether they have a list or not, these shoppers head directly for the left side of the supermarket, and go up and down each aisle in turn as they acquire necessary items for purchase.

5. THE RIGHT-TO-LEFT SHOPPER

Identical to the left-to-right shopper, people in this group begin their adventure at the right side of the supermarket. Thereafter, exhibited behavior is identical.

6. THE “MAGNET ITEM” SHOPPER

These people habitually start with one item, or grouping of items, they intend to buy. Always. Forever. Will Never Change. The item might be meat, produce, cereal, what have you. You get the picture. It has to be first! After this acquisition, they might demonstrate any, or portions of all, of the behavioral patterns previously described.

Our survey results indicated that 26 percent of respondents fell into each of categories 1, 2 and 3; 18 percent in category 4; and only 2 percent in either category 5 or 6.

We at the *Reporter* fully recognize that the listings contained herein may not be all-inclusive. They also may have not completely captured all regional behavior and flavor, and may have inadvertently omitted certain subsets of behavior which should, possibly, have been captured. Therefore, we welcome any and all input; feel free to contact us at reporter@urnnerbarry.com. **UB**



New from
COOPER FARMS



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

www.cooperfarms.com • Info@cooperfarms.com

1-888-678-8759

A matter of taste and sensibility



Flavor is defined as “the quality of something that affects the sense of taste.” You might be surprised to learn, however, that most flavors experienced in a given meal are mainly recognized through the sense of smell.

The complete art of recognizing flavor actually requires the use of both smell and taste. Humans, in their quest to continuously enhance the pleasures of taste, have found many ways

to flavor food. That being said, a market just for this purpose arose quite some time ago. Food processors and producers, along with flavor and fragrance companies, have

long been competing to please the taste preferences of today’s consumer.

Before looking at what part the industry has played on this issue, let’s first take a look at how taste and flavor work together. Taste can be best described as a sensation that results when taste buds convey information about the chemical composition of a soluble stimulus. Tasting allows us to determine if something is sweet, sour, spicy, etc. A “flavoring” is that sweet, sour, spicy, etc. substance added to food in order to change or enhance its taste.

There are several kinds of flavorings, but the two basic types are natural and artificial flavorings. Natural flavorings consist of extracting the flavoring substance from the source, while artificial flavors, in contrast, are chemical compounds added to either imitate or enhance a natural flavor.

Food companies employ flavor

companies to develop products to enhance the way a food tastes. These companies specialize in analyzing consumer preferences and trends in order to develop the actual flavoring. With consumer tastes and preferences changing all the time, flavor and food companies are constantly trying to keep up with consumers’ demand.

“The complete art of recognizing flavor actually requires the use of both smell and taste.”

Chinese, Mexican, Japanese, and Indian, just to name a few, are some of the ethnic influences currently shaping the food industry and the eating habits of the American consumer.

According to Javier Rubio, Chemical Engineer and former IFF sales manager for Mexico and Central America, another



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*



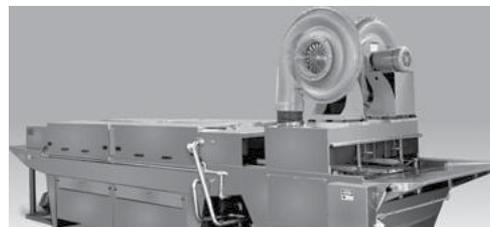
KUHL

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



trend influencing consumer taste is the environmental impact associated with products or their production. "Increasing environmental awareness and green demand is boosting the use of more and more organic and natural ingredients," said Rubio.

Market research group Freedonia shows consumer trends for 2007 are heading towards more authentic, yet complex, flavors and fragrances, and consistent growth in low-fat and low-carbohydrate foods and beverages continue to encourage the demand for flavors that will increase the appeal of these products.

There's no doubt that the need to enhance a product's taste will continue to be a fundamental rule in satisfying the consumer. In order to remain competitive, food companies will continue to work closely with flavoring providers so that they can expand product offerings geared towards the mainstream trends of ethnic, organic and nutritional foods in their quest to please the palate. **LB**



Think of it as your entrée to bigger sales

With Catelli Italian Bistro entrées, everything you need is right in the package. Try all of our delicious varieties: Veal Marsala, Veal Piccata, Veal Provencale, Veal Meatballs, and Beef Meatballs. **Now introducing Lamb Rosetta and Veal Parmigiana.**



Contact a sales associate for more information at:
856-869-9293 or visit catellibrothers.com



**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**



The Recipe Box

Chicken Scaloppini & Lemon Butter Sauce

In a large skillet, heat a small amount of oil with two tablespoons of butter.

Dredge chicken in seasoned flour and sauté in pan, turning once until brown and cooked through. Remove chicken from pan. Add mushrooms and artichokes to pan and heat. Add chicken back to pan and keep warm.

In a separate saucepan over medium heat, combine lemon juice and white wine.

Bring to a boil and reduce by one third. Add the cream and simmer until mixture thickens, about 3-5 minutes. Slowly add butter, about 2 tablespoons at a time, until completely incorporated, whisking constantly. Season sauce with salt and pepper to taste.

Pour butter sauce over chicken and sprinkle with parsley. Serve over linguini. Serves 4-6.

Ingredients:

- Oil to sauté chicken
- 2 tablespoons butter for sautéing chicken
- 3-5 boneless, skinless chicken breasts pounded thin
- 2 ¾ cups all-purpose flour seasoned with salt and pepper for dredging
- 2 4 oz cans sliced mushrooms
- 1 12 oz can artichoke hearts sliced
- 1 pound linguini pasta, cooked

Lemon butter sauce

- 3 tablespoons fresh lemon juice
- 4 oz white wine
- 4 oz heavy cream
- 3 sticks butter
- salt and pepper
- parsley

Long-established meatpacker moving...

Historic Chicago slaughterhouse looking for a new location



Chiappetti Lamb and Veal Company of Chicago is looking for a new home. After four generations of providing customers with fresh American lamb and veal the family-owned slaughterhouse is feeling the pressure of lack of space and its surrounding area.

Dennis Chiappetti, President of Chiappetti Lamb and Veal said, "I'm

looking out the window at the rooftop of a \$500,000, three-year-old home. We didn't pick a residential area, a residential area picked us."

What started out as an occasional butchering of a lamb for family or friends, founder Fiore Chiappetti's

small butchering operation became a business that soon developed into one of the largest lamb and veal slaughterhouses in the Midwest.

That was in the 1920s. Then, during the time period between 1940 and 1960 the company purchased buildings that would comprise its current home located in the Chicago stockyard section—an area that

was also home to the largest meatpacking district in the world.

When the stockyards closed in 1971, however, Chiappetti's business was still going strong, and still is today. The company employs over 130 individuals and slaughters an average of 3000 lambs and 400 veal calves per week.

Moving the operation will be no easy task. Dennis Chiappetti said he expects to find a new home in Chicago, preferably in an industrial park or on part of the old stockyards. He also said the whole process may take one to two years, but wherever he moves it will be "out of view and smell of homes and businesses." **UB**

"We didn't pick a residential area, a residential area picked us."

MOARK

**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.

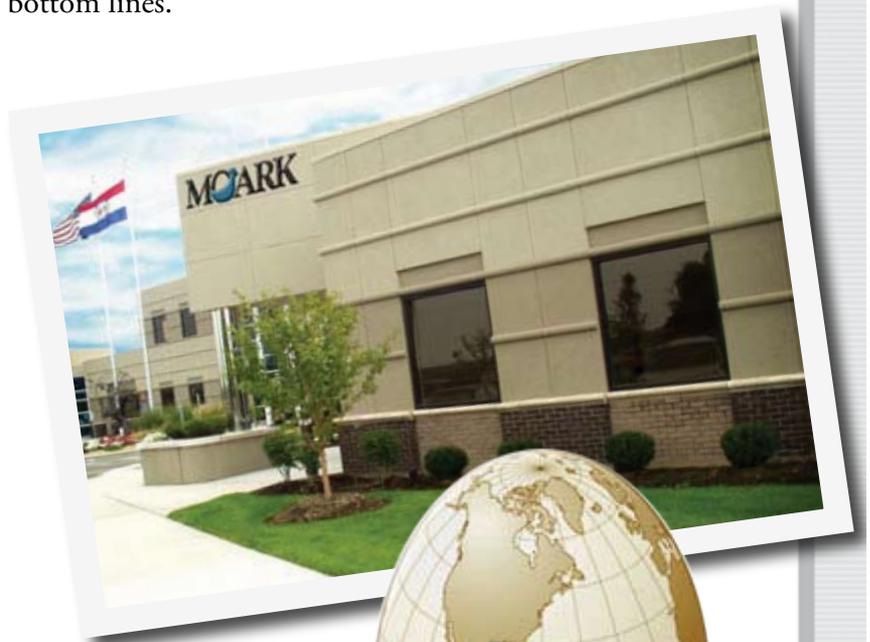
CORPORATE OFFICE

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



Providing immigrants with a small taste of their homeland...

Ethnic grocery stores increasingly compete with mainstream supermarkets



It's no secret that big supermarkets or "super centers" have been gradually replacing local supermarkets and traditional mom-and-pop grocery stores during the last two decades. Good

advertising and store locations are proven keys to their success. What has made them the choice of today's consumer actually results from economies of scale. This rule, however, does not entirely apply to small ethnic grocery stores. It is within this market where ethnic groups and immigrants have been able to find a small taste of their native country's foods and products—for a small premium.

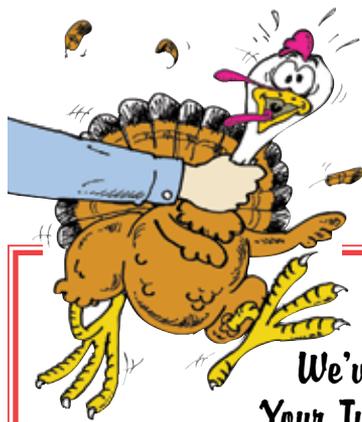
Although mainstream supermarkets like Shop-Rite or Wal-Mart are adding more ethnic products to their shelves, it hasn't been enough for many Asians. According to the U.S. census, the population of Asian and Pacific Islanders is up 200% since 1980, a hefty

increase, and savvy investors are paying attention.

Asian entrepreneurs—mostly Korean—have invested in importing many food items to the ethnic markets not only from their native country, but from all of Asia and some from Latin America. The result finds a very diverse group of shoppers including Hispanics, Caucasians, and African Americans, frequenting the aisles. With the cleanliness of any up-scale supermarket; ethnic grocery stores offer quality and freshness along with a large variety of products targeted to different ethnic groups and all at competitive prices.

"...the consumer has benefited with better price, taste and selection."

One of the fastest growing ethnic



We've Got Your Turkey!

Manning Poultry Sales

TRADERS OF

Turkey, Turkey Parts
and Raw Materials
Domestic & Export

Contact John, or Mike at

TEL. 910-875-6500

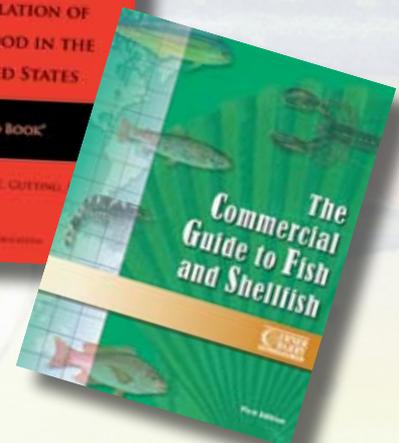
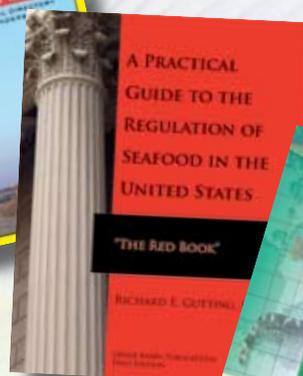
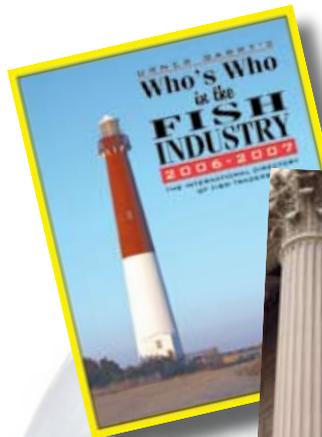
FAX 910-875-6205

TalkTurky@aol.com

P.O. Box 950, Raeford, NC 28376

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.urnerbarr.com>

E-mail: sales@urnerbarr.com

A necessity for all those in the seafood trade

supermarket chains is Super H-Mart. After opening its first store two years ago, it now has 22 outlets across the United States. In a recent interview in the *Atlanta Journal Constitution*, John Lee, project manager for the company's expansionary plans, declared that he didn't consider having any competitors. "Our style is different from American groceries. It's even different from other Asian markets, which may focus heavily on food from one particular country," Lee stated. The NJ-based supermarket offers foods not commonly found in ordinary grocery stores such as rabbit, shank steak, octopus, ox-tails, beef stomach, yucca roots, seaweed and fruits like zapote to name a few.

Other supermarkets like Han Ah Reum, Grand Mart, Global Market and Lotte have taken Super H-Mart's lead and are expanding rapidly.

While mainstream American supermarkets have the difficult challenge of offering ethnic foods in their stores, Asian supermarkets face a different challenge.



They must accommodate the non-Asian customers if they want to survive; a point not lost on Lorrie Griffith, editor of the *Shelby Report*, a monthly grocery industry publication.

Ms. Griffith says that the greatest obstacle facing ethnic food markets will be to draw mainstream consumers into the packaged-food section, where the foods may be confusing or "intimidating" to non-Asian shoppers. But with the buying power of suburban Asian professionals doubling and even tripling in some metropolitan areas of the country, stores like Super H-Mart are ready for the challenge. They hope that attractive prices, fresh food and variety will earn them a solid reputation among Asian and non-Asian consumers alike. **UB**



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.*

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**

QSR dining —

Continued from page 1

bigger niche for themselves on the way.

But how long will current growth patterns hold? The restaurant industry anticipated sales of \$511 billion last year and experienced growth of 5%. However, with rising energy costs, growing disapproval for the war in Iraq and interest rate increases, 2007 faces more uncertainty and experts expect new unit development to moderate. At the same time these circumstances will likely keep consumers especially price conscious, benefiting the QSR and casual dining segment, and continuing to swell the ranks of Americans frequenting established icons and up and comers alike. **UB**

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

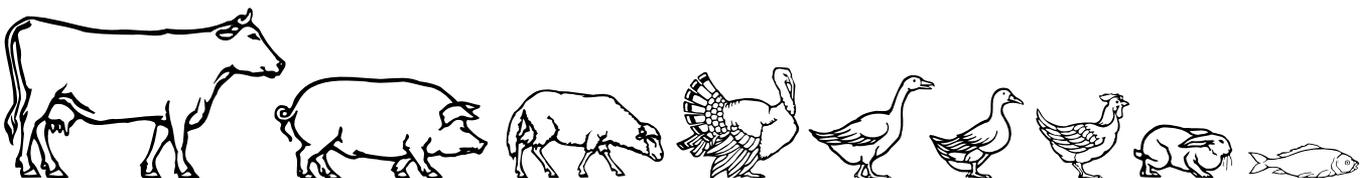
OBSONO
LLC



**TRI-STATE AREA'S LARGEST
INDEPENDENT SUPPLIER**

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

Telephone (718) 842-8500



Meat judging 101

You might not be able to judge a book by its cover, but what about meat? Is it possible to determine the quality of a cut of meat without tasting it? Apparently, each year a group of undergrads are convinced that they can do just that! Not only are the college students up to such a challenge, but they hold competitions against other schools in such an event. In fact, a whole group of coaches and assistants exist who prepare young individuals to be professionally trained “meat judges.”

So, how are meat cuts graded or evaluated? And who decides if the beef, pork, lamb, and veal we eat meets industry standards? Led by the American Meat Science Association (AMSA), the Intercollegiate Meat Judging Program is an educationally-based series of contests among universities that prepares and educates young students to grade, evaluate, and ultimately “judge” the quality and the yield grading of several meat retail cuts and carcasses.

Top competing universities include Kansas State University, Texas A&M, Texas Tech, Oklahoma State University, University of Nebraska, Angelo State, Colorado State, Wyoming, Illinois, Iowa State, and the University of Florida among others.

Professor John Unruh from Kansas State University told *Uner Barry's Reporter* that, “Meat judging is valuable in developing young people in decision-making processes as well as critical thinking. It is also very influential since students are greatly exposed to the meat industry. Many of

today's meat industry leaders participated in these contests.”

Meat judging started in 1926 at the Chicago Stock Show. It was directed by the General Manager of the National Livestock and Meat Board, R.C. Pollock. At that time, the contests were divided according to gender. Today, the judging is no longer separated between men and women, but is divided into divisions—junior and senior.

The junior division mostly consists of two-year schools while the senior division is made up of four-year schools. The competitions are also reserved for undergraduate students who only have one year of eligibility.

The culminating event of meat judging is the “International Contest,” also known by some as the NCAA Championship of meat. Preparatory events for this are held mainly at sites that are known to have a significant presence of slaughterers and packers.

Another event that co-exists with meat judging is “live judging.” The fundamental difference between the two is that the live contest is rooted on grading, evaluating, and “judging” livestock and breeding stock rather than inert retail cuts, cutouts, and carcasses. Most often, the two events are held separately, however, there is one contest which includes both livestock and meat judging—the “Meat Animal



“...the universities prepare for the so-called “International contest”, which is sort of the NCAA championship of meat...”



Evaluation Contest.” Meat judging coordinator, Jim Wise, currently helps manage this event along with Oklahoma State University.

“The program gathers really top-notch students that, through competition, are motivated to make prudent decisions, think critically and ultimately defend their position...this will not only help them grade a carcass or evaluate a meat cut, but it will help them in their everyday life decisions and situations,” said Wise. **UB**

Protein Alliance, Inc.

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

Country Charm Egg Distributors, Inc.

Quality Eggs in the Southeast
* Since 1975 *

Suppliers of Carton Graded Loose, Nest Run Eggs

Contact Brent Booker • (770) 532-6471
2080 Industrial Drive, Gainesville, GA 30504

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

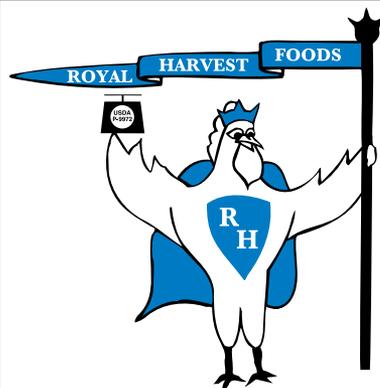
P.O. Box 389 • Toms River, NJ • 08754-0389

Minnesota leads the charge...

Leading Turkey Producing States 2006



Source: USDA, NASS



ROYAL HARVEST FOODS

Trading a Complete Line of Batter & Breaded Items:

Chicken Tenderloins • Breast Fillets • Patties & Nuggets
Specialty Boneless Items on Skewer
Gourmet Hand Shaped Stuffed Breasts

Also:

Boneless Thigh • I.Q.F. Chicken Wings • M.D.P.
Marinated Breast Fillets

TRADERS WANTED

For further info e-mail sales@royalharv.com

Call (413) 737-8392

90 Avocado Street, Springfield, MA 01104

Facility to bring new foods to life...



Tyson Foods opens discovery center



On March 6, 2007, Arkansas-based Tyson Foods, Inc. officially unveiled its new "Discovery Center," a research and development facility designed to enhance the company's ability to create new foods

and bring them to market more quickly.

"It's about our passion to create new products designed to meet the ever-changing needs of today's consumers."

"The Discovery Center is much more than a building," said Tyson President and Chief Executive Officer Richard L. Bond to reporters invited to tour the facility. "It's about our passion to create new products designed to meet the ever-changing needs of today's consumers."

"It's a hub of food innovation enabling

us to combine consumer insights with culinary and food manufacturing expertise to develop great-tasting chicken, beef and pork products," Bond added. "We believe there is no other research and development facility like it anywhere in the world."

The Discovery Center, which opened in mid-January, is located on the campus of Tyson's World Headquarters in Springdale, Arkansas. The 100,000 square foot facility is home to the food science and culinary professionals who are part of Tyson's Research and Development team. The Center includes 19 specialized research kitchens, a multi-protein pilot plant, a packaging innovation lab, a sensory analysis lab and consumer focus group capabilities.



"The Discovery Center is designed for joint value creation with our customers," said Hal Carper, senior vice president of Corporate Research and Development for Tyson. "Here our food innovation teams collaborate with customers to research consumer needs, then design and test new products and packaging. We can then produce products on a test basis in a real-life manufacturing environment." **UB**

Adapted from a Foodmarket.com story which originally appeared on March 7, 2007



Nearly 100 years of producing only GENUINE LONG ISLAND DUCKLINGS

CRESCENT DUCK FARM

Visibly Superior Long Island Ducklings.

Tel. (631) 722-8000

Fax (631) 722-5324



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



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

Don't mess with Mother Nature...

Factors which impact quality grading

Long-term, ongoing research has yet to pinpoint how, why, and what affects the quality grading of cattle. While genetics seems to play the largest role, there still remains some mystery as to the "other factors" that potentially influence grading. The bottom-line concerning fluctuating quality grading of cattle may be, "Don't mess with Mother Nature."

When it comes to grading, certain facts do exist. Time-on-feed in combination with weather patterns will both have an impact on the quality grading. Below is a brief description of the role these two factors can play in the process.

On average, an animal entering the feedlot will weigh in the neighborhood of 550 pounds. The feedlot operator will

nourish this animal for at least 180 days, and some as much as 220 days, in the hopes that it adds the highly desirable intramuscular fat. The goal here is to attain the best "finish" or "grading" of the animal.

Calves that enter the feedlots between August and November may have to endure harsh conditions such as cold, wind, snow and mud, all of which are factors that cause stress. During the winter months, animals make use of their internally stored

"Time-on-feed, in combination with weather patterns will both have an impact on the role these two factors can play on grading."

THE HARVEST FAMILY OF COMPANIES

Since 1989, From Our Door to Yours.



*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!

fat to create warmth and energy, and unfortunately, by the time the cattle are ready for the sale barns they have most likely lessened their quality grade.

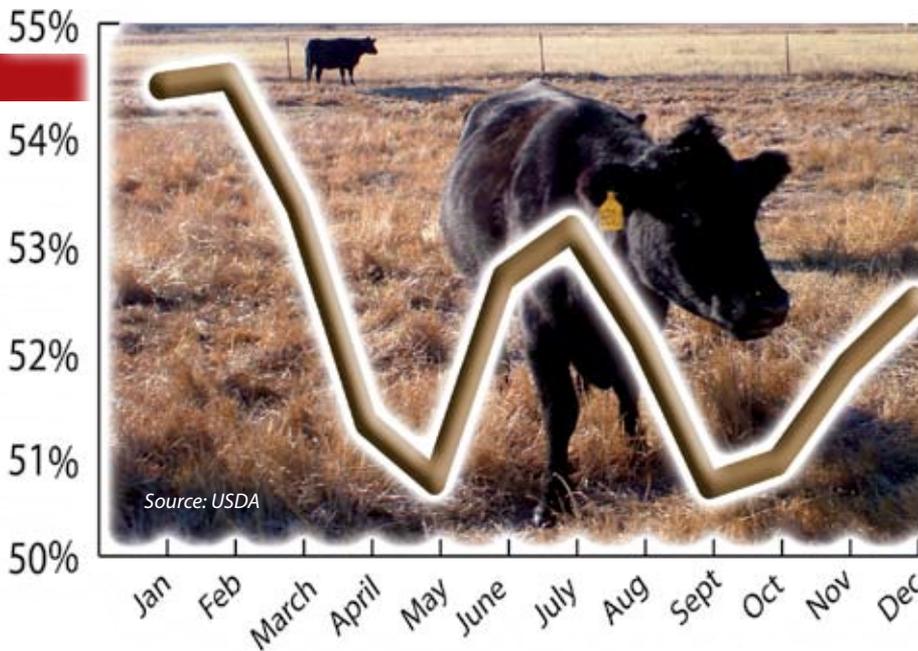
Weather also affects the cattle in the feed yards throughout the summer months. Hot temperatures and drought conditions in cattle producing regions also wear profoundly on the animal's ability to store the fat that consumers of quality beef desire. The summer of 2006 realized blistering temperatures and the absence of moisture, consequently leading to less than desired results for quality grading.

As spring arrives, the cattle owners/feedlot operators will analyze the cash markets and the potential to sell the animals for the best profit. The decision to maintain the animal on feed for the maximum time or to "pull them forward" will largely be dictated by market conditions. Cutting short the time on feed will also hamper the process of attaining the desired grading. Case in point, this past winter market had many "under

finished" cattle placed on show lists, as cattle were selling at a premium when compared to the past winter markets.

After many years of analyzing the growth and development of cattle as it relates to the quality grading of the animal, cattle industry analysts and scientists remain somewhat

puzzled. While genetics, nutrition, and supplements all play a part in cattle producers attempting to provide the consumer with quality beef that provides taste and tenderness, some things in life cannot be manipulated to provide the desired result. Perhaps when it comes to quality grading of beef, there's no arguing with Mother Nature. **UB**



Percentage of meat grading choice. 5-year average.

L & S FOOD SALES CORPORATION

27 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

International Boston Seafood Show: Another successful sensation

For over 25 years the International Boston Seafood Show (IBSS) has proved to be the largest seafood exhibit in the United States. It is the number one venue in North America where producers and consumers all come together to connect with the who's who in the seafood industry.

"...one of the few food shows where the products take center stage..."

This year, the 2007 event proved as successful as ever. Beginning on Sunday March 11th and continuing through the 15th, over 800 exhibitors were on hand to showcase their products.

As always, this three-day event teemed with excitement and enthusiasm. More than 2,000 people perused the convention center talking, sampling, and purchasing from vendors which were exhibiting a vast array of species, preparations and packagings.

The IBSS truly proves to be one of the few food shows where the products take

center stage with all types of designs, demonstrations and tastings.

Urner Barry Publications has exhibited at the IBSS for most of its existence, and this year our booth bustled with activity. Among some of the products and services that garnered the most interest were:

- A new Seafood Import Workshop Series featuring Richard Gutting and Mary Snyder. (See information below.)
- Urner Barry's various market price reports
- Foreign Trade Data
- *The Commercial Guide to Fish and Shellfish*
- *The Who's Who in the Fish Industry*
- Seafoodnews.com
- All varieties of Wall Charts

Make plans to attend next year's International Boston Seafood Show on February 24-26, 2008. **UB**



Urner Barry's booth bustled with activity at the show.



Frank Dulcich and Secretary Commerce Gutierrez at the Pacific Seafood booth. Photo by John Sackton, Seafood.com News



Aisles were crowded at the Boston Seafood Show. Photo by John Sackton, Seafood.com News

SEAFOOD IMPORT WORKSHOP

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

Attendees receive:

- Books
 - ♦ *A Practical Guide to the Regulation of Seafood in the United States*
 - ♦ *Model Compliance Manual*
- Speaker Presentations
- Lunch

May 9, 2007
Marriott, Newark Liberty Airport, NJ
Future sessions to be held in Miami & L.A.

For more information and to register online visit
www.urnerbarry.com/importseafood

Call 732-240-5330 ext. 261 or e-mail maryann@urnerbarry.com

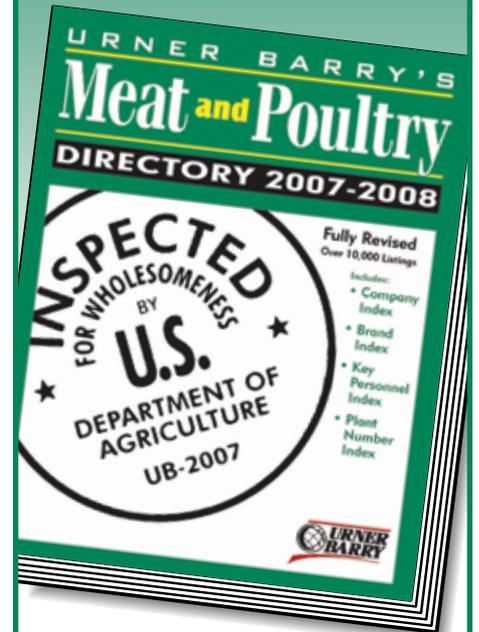
Featuring the most up to date info on the Brazil CITES Issue & Shrimp Tariffs



Preferred Freezer Services exhibited across from the Urner Barry booth with their remarkable display of 22 seven-foot-high polar bears, each representing one of their cold storage facilities. Bears with hard-hats indicated a facility under construction. Photo by John Sackton, Seafood.com News

"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.



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

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



**SHERWOOD
FOOD DISTRIBUTORS**

**The
Midwest's
Leading
Distribution
Network**



www.sherwoodfoods.com

New Strategies & Solutions For Successful Meat Management

**BEEF, PORK, POULTRY,
PROCESSED MEATS, LAMB,
VEAL, SEAFOOD, BAKERY and DELI**

For additional information, please contact any of our offices listed below:

Corporate Headquarters

12499 Evergreen Road
Detroit, MI 48228
(313) 366-3100

Trading Office

Beef: (405) 751-2333 – Gary Joyce
Pork: (402) 755-4125 – Bob Rich

Regional Warehouses

Atlanta, GA: (404) 348-0001
Chicago, IL: (708) 824-0300
Cincinnati, OH: (859) 485-1770
Cleveland, OH: (216) 662-8000
Detroit, MI: (313) 366-3100
Riviera Beach, FL: (561) 863-7776

**Serving
Michigan,
Ohio, Illinois
and
Indiana**

Cobia: aquaculture's newest spawning

Acclaimed as one of aquaculture's future successes, cobia is quickly making a splash among consumers for reasons other than just taste.

Even though there are no targeted commercial fisheries, cobia has been farmed for over a decade for commercial consumption. Today, there is limited production of aquacultured cobia, with

much of it being raised in Asia (mainly Vietnam, Taiwan and China). It is becoming more popular as it is high in Omega-3s, has no fishy taste and it is easy to flavor.

Cobia is a fast-growing fish. In the open waters, landings of cobia are normally about six feet long and weigh about 80-100 pounds. Farm-raised cobia also grow quickly; reaching approximately 8 to 12 pounds in just one year. This is close to three times the growth rate of Atlantic salmon! In addition, cobia has a very low feed conversion ratio, which makes it quite attractive for aquaculture activities, and because its feed components are carefully monitored, there is no risk of mercury content.

Brian O'Hanlon, of Snapperfarm Inc. in Puerto Rico, began raising cobia on



his farm five years ago. Snapperfarm is the only open ocean, deep water cobia producer and the only cobia farm in U.S. waters. All others use traditional near shore surface cage systems in protected bays and lagoons, much like those used in the salmon industry.

"We produce a superior quality fish in the most pristine environment in the sea, away from coastal influence. We are committed to developing highly sustainable open ocean products and businesses," said O'Hanlon.

Speaking with *Urnner Barry's Reporter* about being one of the first farms in the region to raise cobia, O'Hanlon said that the advantage Caribbean producers have over Asian producers is proximity to U.S. markets. Today there are cobia farms in Puerto Rico, Belize, Dominican Republic, Mexico and Martinique. Others are expected in Brazil, Panama and Columbia soon.

O'Hanlon expects 2007 to be a very productive year in terms of the volume of cobia produced in the Caribbean region. He said it has the potential to reach several hundred tons and may be as high as 500 tons. In 2008, O'Hanlon expects that number will more than double with production numbers exceeding the 1000 ton mark, he further added that the industry for farm-raised cobia is also expected to grow significantly between 2008 and 2009.

Over the next few years look for farm-raised Cobia to become increasingly available and popular in the market, as it has many attributes both producers and consumers look for: low production costs, fast-growth rate, low feed conversion ratio, high in Omega-3 fatty acids, great taste, perfect texture and tremendous versatility. 



"We produce a superior quality fish in the most pristine environment in the sea."

FANCY FOODS INC.

**Distributors of Beef, Pork,
Poultry, Turkey, Veal, Lamb,
Provisions and Offal**

***Serving the Food Industry with
Experience***

718-617-3000

fax: 718-617-7408

Building B-12 Hunts Point Cooperative Market, Bronx, NY 10474

Visit our website at

www.fancyfoodsinc.com

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

Out of the pot and into the limelight

There was a time when dealers of commodity chicken had to beg buyers to take wings off their hands for a wing and a prayer, pun intended. They were looked upon as a by-product and often found their way into the soup pot. The further processing revolution had yet to take hold and, not yet aware of the potential wings held in store for the industry, had a narrow mindset in developing a market that utilized them.

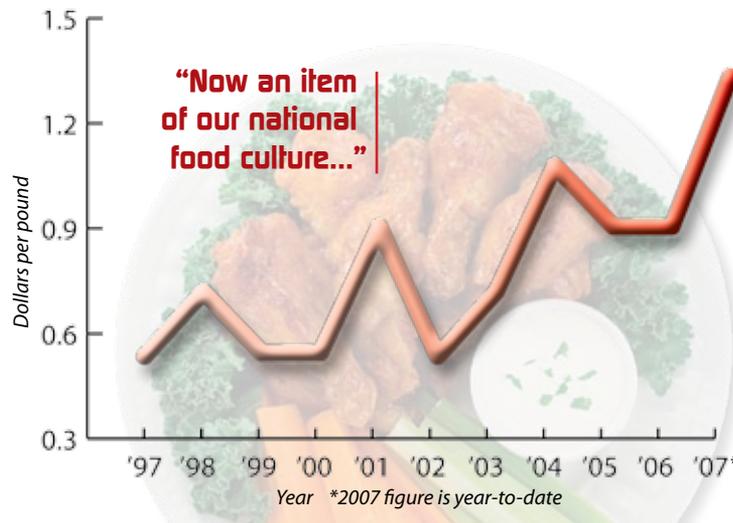
The transformation in the acceptance of the heretofore "by-product" can be traced back to the early 60s. The now famous Anchor Bar in Buffalo, New York, was the birthplace of

the "Buffalo Wing," a result of pure American know-how, or in other words plain dumb luck. The story has it that

Dominic Bellissimo was tending bar one Friday night when a few friends dropped by with a big appetite. Dominic's mother, Teresa, in short order was making chicken stock with wings and then improvised and whipped up two plates of wings that she deep fried and smothered with a secret sauce. The response was an instant hit, and to this day customers flock to the Anchor Bar to satisfy their craving.

As the chicken industry started to mature and technological advances became more widespread, the great "Buffalo Wing" stampede was on its way. Now an item of our national food culture, food service, fast-food, and retail outlets all stepped up to the plate and offered a

The growing popularity of the wing and its placement on restaurant and bar menus everywhere, has resulted in values experiencing steady advances during the past decade.



THE NEWEST EDITION TO THE FIELD GUIDE COLLECTION AT

Everything you need to know about seafood, fish, and prepared fish

Includes how to:

Select • Prepare • Serve

With a recipe for every one!

Call 800-932-0617 or visit <http://shop.urnerbarry.com> to get your copy today!

ONLY \$15.95

variety of sizes and flavors, tantalizing the taste buds of Americans and changing the industry forever.

From a demand standpoint, the peak season for wings traditionally coincides with the start of football. Bar crowds and household gatherings usually have wings on the menu in some shape or form. Their popularity has blossomed into a year 'round marketing event for the chicken

industry. Since their inception in the early 60s, demand has had its increasing presence felt with wings on the menu almost everywhere. Chains like Wingstop and Buffalo Wild Wings have even gone so far as to make them their center-of-the-plate offering. Historical price points over the last ten years clearly illustrate their rise in popularity—ranging from a low of 40 cents per pound to an all time high of \$ 1.36 per pound realized this past year.

The Anchor Bar's phenomenon has truly brought good food and good fortune to the American people and the chicken industry since those few friends with a big appetite dropped by. If it weren't for Mother Teresa's Buffalo wing creation, not only would her friends have gone hungry, but one of America's tastiest treats, and certainly one of the chicken industry's greatest innovative successes, may never have come to be. **UB**

**WE CAN
MAKE
EGGS
DO ALMOST
ANYTHING.**

1-800-FOR-EGGS
(1-800-367-3447)
www.michaelfoods.com

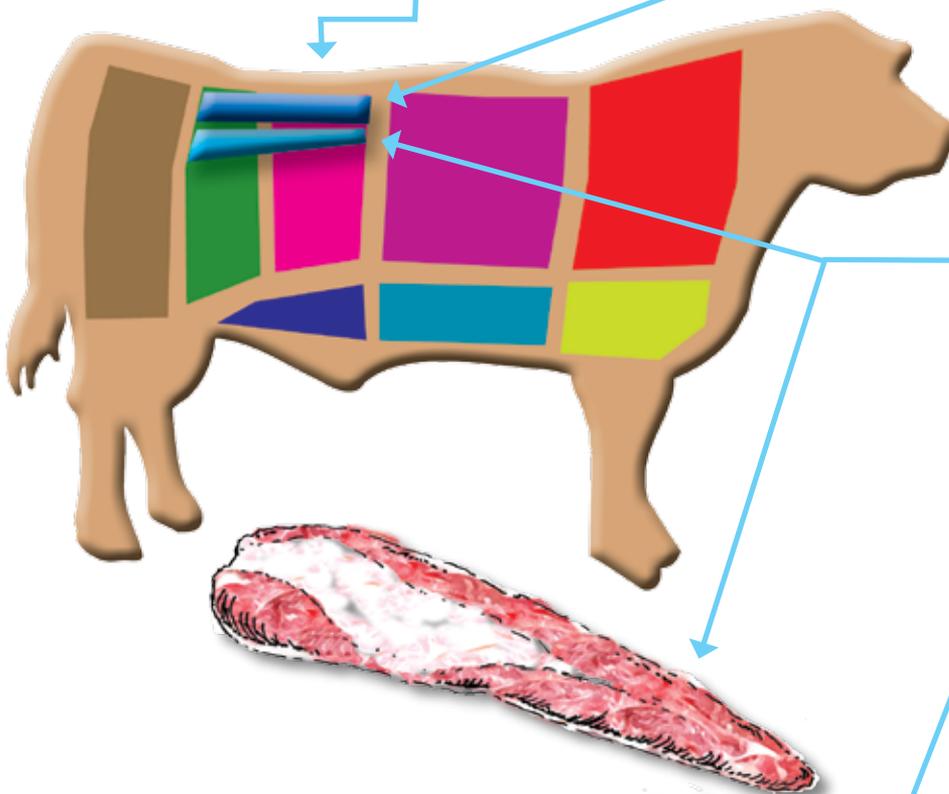
**MICHAEL
FOODS**

BRING IT ON.

Understanding the short loin

If you're not in the beef business, chances are you've never heard of the **short loin**. But if you're a steak eater, you probably enjoy short loins or its pieces. Let's take a closer look at the short loin.

Short loins run at about 22 pounds each. As the name implies, it comes from the loin of the cattle which is located here



Strip loin

The short loin, it is actually comprised of two pieces. The first element is the **strip loin**, which is commonly merchandised as a strip steak (also known as shell steak).

Peeled tenderloin

The second piece is the **peeled tenderloin** which is commonly sold as filet mignon. As you can see, the tenderloin is thick at one end and narrow at the other.

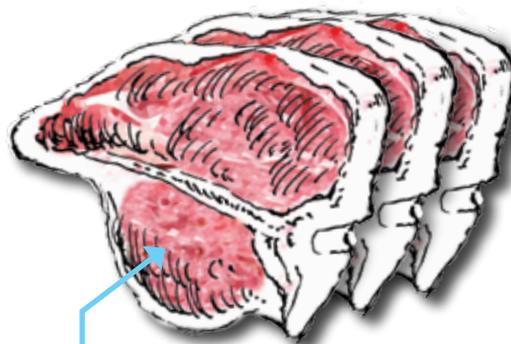
Porterhouse steak

When cutting the short loin from one end to the other, the first several steaks are known as "**porterhouse**" steaks, which contain a large part of the peeled tenderloin.

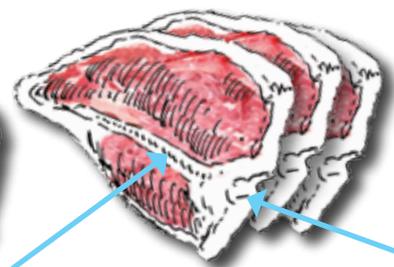
T-bone steak

The last several steaks are "**T-bone**" steaks, which consist of mostly strip loin with only a small piece of the peeled tenderloin tapering at the end.

Cuts of a carcass that come from the middle are referred to as "middle meats." They do less work on the animal and, consequently, they are more tender. The short loin is one of these cuts.



For a steak to truly be called a porterhouse steak, the **tenderloin** must be at least 1 ¼ inches in diameter.



On a short loin, the strip loin and the peeled tenderloin have the **back bone** at the top. The small bone that separates the strip from the tenderloin is called the "**transverse process**" together they look like a "T" which is why some of the steaks are called "T-bone" steaks.

Item placement is not haphazard...

The strategic placement of add-ons in supermarkets

There are innumerable “shopping methodologies” employed by patrons of stores and perhaps more so than others at food outlets or supermarkets. In fact, there are probably as many methodologies here as there are for selecting stocks, bonds or other investment instruments and the options prove just as staggering.

Just like a good car or clothing salesman, however, the various managers in a supermarket will attempt to “up sell” shoppers to help them decide to add items to their shopping carts on impulse regardless how disciplined the shopper may be.

Examples abound in retail outlets, even to the casual observer. Known sometimes, and certainly euphemistically, as “cross-

placement,” this strategy appeals both to the sub-consciousness and completeness/thoroughness of the shopper, requiring them to make a “yes” or “no” decision, virtually on the spot, and without guilt.

Perhaps the placement of the “add-on” looks a mite errant (potentially giving the false impression that a shopper may have decided to place the items there, rather than return it to its rightful place in a different aisle) but, psychologically, it is there for its intended purpose and will be quickly replaced when acquired by a consumer.

Breakfast meats (bacon, sausage, pork roll) and hash browns near the eggs; cookies and chocolate syrup near the milk; catsup/ketchup and mustard near the hot dogs; salad dressings near the lettuce; crackers near the cheese; chips and pretzels near the soft drinks; cocktail sauce near the shrimp; parmesan cheese and tomato sauce near the pasta; charcoal near the meats; the

possibilities boggle the mind!

Food add-on placement is a tried and proven method to boost incremental sales and help make the purchase decision for the consumer. Foodservice operators also have been known to benefit from tactics similar to those practiced by their retail brethren. **UB**

“Food add-on placement is a tried and proven method to boost incremental sales.”



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

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



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

Protecting your health: FSIS's new risk-based inspections system

The United States' Risk-based Inspection (RBI) System is being overhauled for the first time in almost a decade.

In February of this year, the Food Safety and Inspection Service (FSIS) announced that in an effort to address the latest food safety concerns, certain processing plants that make products with a high risk for contamination and that have had past violations would face greater scrutiny. Slaughter facilities would not be affected. It is hoped the enhanced system will boost consumer confidence in the meat, poultry and egg products supply.

Richard Raymond, Under Secretary for Food Safety, said "We're just putting resources where the risk is greatest, and those plants that demonstrate excellent control will get less resources."

Total risk control value will be based on a scale of 1-100 with the lower values indicating better risk controls. Measures will be determined using information from previous enforcement actions, food safety recalls, verified food safety consumer complaints, public health significant compliance records, microbial testing program results, Ready-to-Eat (RTE) alternative designation and a Salmonella verification category.

FSIS has stressed that the initiative will not reduce the number of inspectors, as all processing establishments will still be subject to daily inspections.

"We're just putting resources where the risk is greatest..."



Food Safety and Inspection Service spokesman Steve Cohen indicated that the program will likely begin in the late spring or early summer of 2007. Upon inception of the program approximately 254 locations, or five percent of the nation's processing plants, will begin experiencing the new, stepped-up RBI system. It is expected that as many as 1,200 plants will be part of the new design by January 1, 2008. **LB**



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



Producers & Packers of Quality Farm Fresh Eggs

Telephone
(706) 693-4336

Fax
(706) 693-4589

1236 Wayne Poultry Road,
Pendergrass, Georgia 30567

USDA Plant # 1698

For sales information contact David Lathem

Bone-in filet

Continued from page 1

The evolution and success of such a high-end steak is thought to have originated with the pork tenderloin. Providers of steaks to “white tablecloth” style restaurants were asked to supply an item that delivered the utmost in taste and texture. The bone-in filet mignon is aged slowly for approximately 21 days to enhance the flavor and tenderness.

The bone-in filet mignon is processed from the short loin (IMPS #174). Instead of leaving the bone on the strip side of the short loin, it remains attached to the tenderloin. The feather bone, or more

commonly known as the chine bone, will stay with the filet mignon. The inclusion of the bone during the cooking process thereby enriches the flavor of the meat. The short loin, when fabricated to produce the bone-in filet, will only yield three restaurant-sized steaks. With the minimal yield and the hand labor to process, the bone-in filet commands a hefty price.

Should you find this scrumptious steak at a restaurant near you, certainly the bill for your dinner will reflect your taste in steaks. However, be assured you would be leaving the restaurant knowing you just experienced the best steak money could buy. **UB**

Advertiser Index...

Allen Family Foods	17
American Egg Products	39
Australian Premium Brands.....	2
B. Rosen & Sons.....	3
Bird-In-Hand	18
Border Warehouse.....	23
Cal-Maine	10
Catelli Brothers Veal & Lamb	31
Chore-Time Brock	51
Cooper Farms	29
Country Charm Egg Distributors	37
Creighton Bros/ Crystal Lake.....	9
Crescent Duck Farms.....	39
Crystal Farms	14
Deb El Food Products.....	13
Eastern Poultry Distributors.....	50
E. G. Emil's Inc.	14
El Jay/Oak Valley Farms	17
eSignal.....	45
Estherville Foods	7
Fancy Foods.....	36
Farbest.....	49
Harbor Seafood.....	52
Harvest Meat Company.....	40
Hickman's Egg Ranch.....	28
Hidden Villa Ranch	8
House of Raeford	28
HRR Enterprises	22
International Marketing Specialists.....	21
Jason's Foods	40
Jurgielewicz Duck Farm.....	35
Kuhl Corporation	30
L & R Farms.....	50
L & S Foods.....	41
Maloney Seafood.....	26
Manning Poultry.....	34
Michael Foods	47
Moark LLC	33
Northern Beef Industries	31
NPFDA.....	49
Nucal Foods	19
Perdue Farms	11
Poultry Specialties Inc.	24
Prestage Foods.....	4
Protein Alliance.....	37
Radlo Foods	27
Royal Harvest Foods	38
Savage Poultry Inc.....	12
Schiltz Foods.....	9
Sherwood Food Distributors.....	43
Sigma Seafood International	19
Townsend.....	6
Turkey Valley Farms.....	14
Virginia Poultry Growers Co-op	35
Vista Foods Exchange	15
Wabash Valley Produce	23
West Side Foods.....	36
Willow Brook Foods.....	25
Zephyr Egg Company	24

Innovation That Delivers ...



Cage or Cage-Free Systems



Contact us today for Chore-Time's complete **cage or cage-free** egg production package!



MADE TO WORK. BUILT TO LAST.®

Chore-Time Egg Production Systems

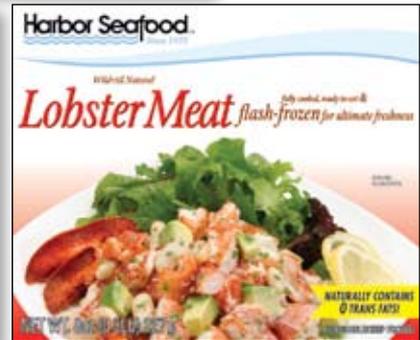
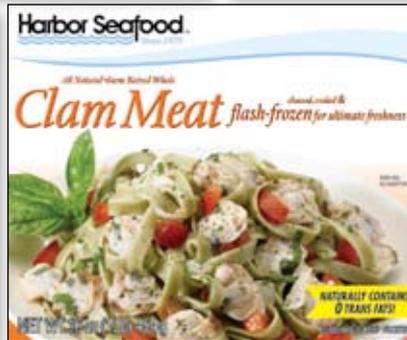
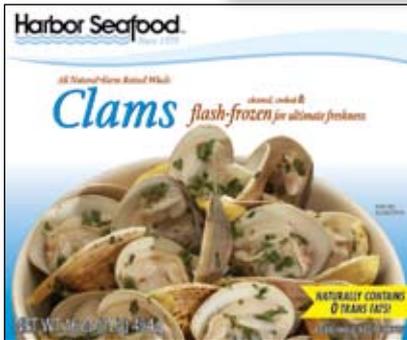
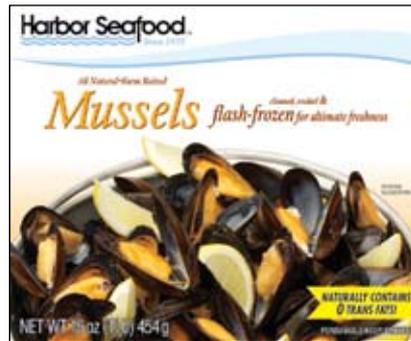
A Division of CTB, Inc.

Phone: 574.658.4101

Internet: www.choretimeegg.com

E-Mail: egg@choretime.com

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



Introducing Harbor Seafood's new 1-lb. boxes!

Harbor offers an unparalleled level of professionalism and devotion to customer service. We're also devoted to outstanding quality, retailer-friendly price points, and supporting every product with a strong marketing and advertising effort.

Harbor Seafood
Since 1975
Not all Seafood is created equal...
Who you buy from does matter.

For more details, email or call us at:
info@harborseafood.com

1-877-HSF (473)-1975

www.harborseafood.com



URNER
BARRY'S
Reporter

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

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