

URNER BARRY'S Reporter

THE NEWSMAGAZINE FOR THE FOOD INDUSTRY PROFESSIONAL

A true fish story...

VOLUME 4, NO. 2

SPRING 2009



Inland committed to bringing only the freshest product to customers



Ambition, leadership, entrepreneurship,

while characteristics such as these might normally be used to describe a group of individuals, here we attribute them to one man, Joel Knox, CEO of Inland Seafood, a successful magazine publisher who quickly recognized he had the potential for further business ventures.

Knox launched Inland Seafood out of the back of a pick-up truck in Atlanta, Georgia some 30 years ago after he realized, through his connections and his passions, that obtaining good-quality product in the restaurant industry wasn't always easy. Because of that, Knox decided that he himself could source fish and distribute it—hence, the birth of Inland Seafood.

Inland Seafood quickly became successful throughout Atlanta and demand grew. Customers were highly impressed with product and word spread up the coast to Boston and Maine. With Inland's success it became apparent that Knox could not handle the business alone, and in 1982 Bill Demmond left a competitor



Inland Seafood

to become Knox's wingman and Inland's Chief Operating Officer. A short while after that in 1988, upon further development and growth, Chris Rosenberger joined the company in operations, quickly advanced to sales manager, then vice president of sales and is now the President of Inland Seafood Corporation.

In 1995 Inland expanded yet again with the purchase of Bimini Island Seafood. Under the direction and enthusiasm of Rosenberger that line has been rebranded and developed into a full line of handmade, restaurant quality, gourmet foods from chef inspired recipes, and

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The most recognized marketing event in the protein industry...

Urnner Barry's Executive Conference slated to be a major sensation

This year from April 26-28 Urner Barry will celebrate its 33rd Annual Executive Conference and Marketing Seminar. The event's theme "Race Toward the Future!" will allow invited guests to sit back, grab the wheel and get ready to take their company to the winner's circle!

Urnner Barry will host the three-day affair from The Palazzo in Las Vegas. Guests from the egg, poultry, and red meat industries will convene for an educational,



informative, and entertaining event. Activities include a variety of renowned speakers, forums, joint poultry and egg marketing sessions, golf outings, a market synopsis by Cattle-Fax, poolside cocktail parties, lavish dinner receptions, and a

spousal cooking demonstration and luncheon.

Always host to a variety of notable personalities, celebrities and political figures, Urner Barry will have on hand keynote speaker, Mr. Michael S. Steele, the newly elected Chairman of the Republican National



Michael S. Steele

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Urner Barry's Executive Conference slated to be a major sensation



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URNER BARRY'S Reporter

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Urner Barry offers seafood webinars

Urner Barry's Foreign Trade Data site has been upgraded to offer customers leading edge information about both markets and regulation. In addition to receiving regulatory news and analysis each week from Richard Gutting, customers now have an opportunity

to ask him questions during webinars, which were introduced in December.

Topics covered during the first webinar were how changes in anti-dumping bond requirements would impact shrimp importers and how the market for catfish-like species would be impacted by new USDA import inspection requirements later this year. During the second webinar, Mr. Gutting explained what importers needed to do now to comply with new security filing requirements from U.S.

"Mr. Gutting addressed some red-hot issues concerning the seafood industry."



Live presentation with Richard E. Gutting Jr.


Customs, and how to prepare for a new FDA rule that will require food facilities to report certain adulterated food to the FDA within 24 hours. Also covered were new

import restrictions for spiny lobster that went into force in February.

The webinars use the latest technology which allows customers to view a presentation while listening to an interactive discussion. Customers are encouraged to ask questions either by typing them anonymously or by using the "raise your hand" tool which allows them to become a live part of the discussion. The webinars have been well attended and Urner Barry plans to continue these presentations whenever important topics arise in the industry.

Urner Barry's Foreign Trade Data customers may view past webinars by clicking on the reference link on home page. If you would like to attend a webinar in the future or receive further information on Urner Barry's Foreign Trade Data site, please contact an Account Manager at sales@urnerbarry.com or 1-800-932-0617. **UB**

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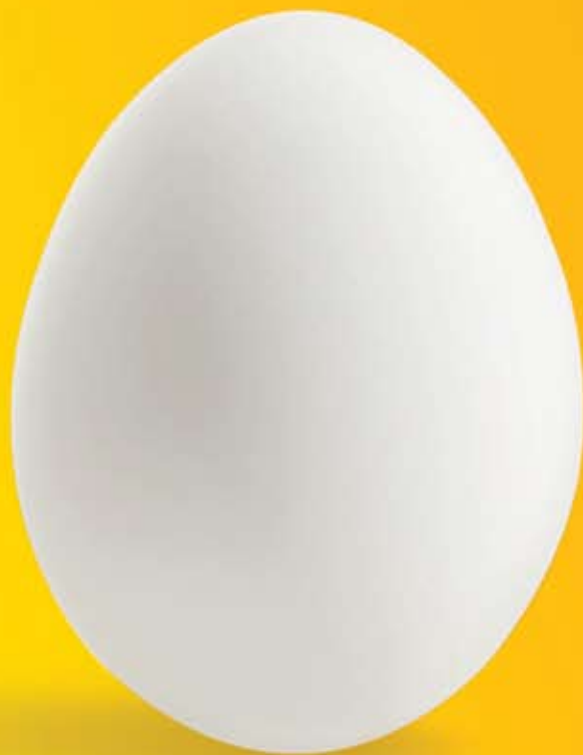
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Oldest food retailing company in the U.S....

The Great Atlantic & Pacific Tea Company celebrates 150 years

This year, the Great Atlantic & Pacific

Tea Company is marking its 150th year in business. Since its inception A&P has played an integral role in

shaping the way food retailers understand and serve its customers, employees, community and environment, with the company's primary goal remaining providing shoppers with quality products at the most affordable prices.

"We are a company with a history of dynamic innovations which have allowed us to serve American families for generations," noted A&P executive chairman Christian Haub.



"We are a company with a history of dynamic innovations which have allowed us to serve American families for generations"

this privilege by adding to our legacy of bringing new concepts to the market which will serve to improve the lives of our customers. This is especially important to us, as we now seek to help our customers through these challenging economic times by not only providing high-quality products at the most affordable prices, but also by giving back to the communities we serve through our comprehensive corporate social responsibility program," Haub said. **UB**

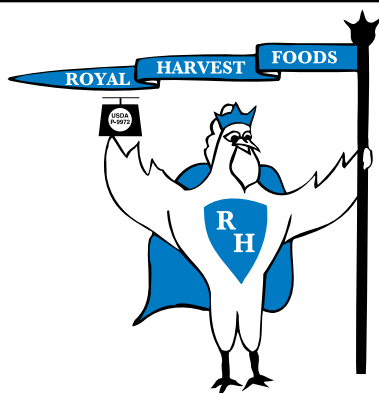


Originally opening a store-warehouse on New York's Vassey Street under the name "The Great American Tea Co." in 1859, the company officially took its current name just 10 years later. From its first location in New York, the company has branched out to feature innovative Fresh, Gourmet, Discount, and Price Impact store locations.

As the current oldest food retailing company in the nation, A&P has contributed numerous benefits to the development of the grocery industry over the past century and a half, including: A&P was one of the first major companies to provide health care and pension options to employees; it was the first supermarket company to introduce a private label product, in 1880; the first company to sell dry goods to consumers; and it was the first retailer to carry a mix of dry goods and fresh meat in its stores.

To celebrate its milestone A&P will host a variety of celebratory activities throughout the year.

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Let them eat shrimp!...

Big things come in little packages: the benefits of shrimp

Shrimp lovers concerned about their cholesterol intake may not need to worry

too much, as research shows the high percentage of “good fats” in shrimp actually reduces the impact of cholesterol. While it is true that, nutrition wise, a typical serving of shrimp has two-thirds the amount of cholesterol the average person is supposed to eat in an entire day, shrimp has proven to be an exception.

Cholesterol in food is only bad if it is absorbed; such as in the case of foods with a high level of saturated fat which speed up the cholesterol absorbing process. Shrimp, has

virtually no saturated fat and therefore has cholesterol which is hard to absorb.

In fact, research indicates that a diet rich in shrimp increases HDL (good) cholesterol levels while at the same time reducing the LDL (bad) cholesterol in our body because of its high levels of beneficial unsaturated fatty acids. Also, people who ate shrimp experienced a decrease in their triglycerides by approximately 13%.

But nutrition experts warn consumers to stick to steamed or grilled shrimp.

“I want to remind people that if they’re going to eat shrimp, and it is low fat, it’s not going to help them if they fry it or eat in a high fat sauce or recipe,” said Barbara Howard of the American Heart Association.



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A further benefit of shrimp is chitosan, derived from the exoskeleton of the shrimp. Chitosan has proven to reduce weight gain as well as blood cholesterol levels in laboratory animals. Therefore, chitosan produced from shrimp may be a good source of nutrition and may guard against high cholesterol and other related complications.

“...research indicates that a diet rich in shrimp increases HDL (good) cholesterol levels while at the same time reducing the LDL (bad) cholesterol in our body...”

Still not convinced? Although shrimp are small, they certainly have a lot to offer. Further benefits of incorporating shrimp in your diet include they are low in calories and offer beneficial doses of Omega-3 fatty acids, vitamin B12 and niacin, plus they are also mineral-rich, supplying iron, zinc and copper, and they can be enjoyed year round! 

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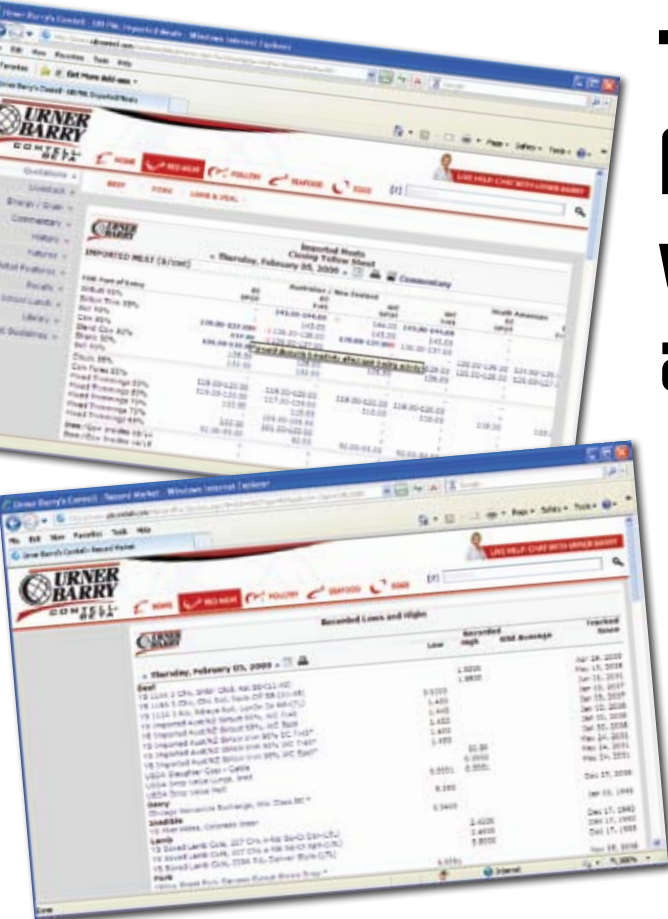


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Tools at your fingertips...



Traders finding new ways to stay abreast of the market



On January 3, 2009, a new COMTELL® Web site was released by Urner Barry Publications. Subscribers to the site are finding a new set of tools that gives them the information needed to make better decisions.

Among the new functionality is "Market Memos"—a concept inspired by fantasy football. "It was interesting to us how many people in

fantasy football utilized the small notes next to players' names to help set their weekly line-up," said Shailesh Patel, one of the developers of the site. "We thought that the idea translated well for the protein markets, so we reorganized our information to display pertinent facts right next to our quotations. We then extended that concept to our historical database." In the future, when a buyer or seller looks at a COMTELL chart they will also see the factors that were directly responsible for declines and advances in the marketplace.

"...we reorganized our information to display pertinent facts right next to our quotations."

Another new report is the "record highs and lows." It's important that buyers and sellers be able to filter through reams of data and focus on trends that would concern them. For that reason, Urner Barry's COMTELL runs a daily report which scours the database for items that are hitting record highs and lows, helping traders focus on areas of items that might need attention.



The presentation on the new COMTELL Web site of breaking news, market quotes, history and navigation have all been designed to help people save time and take advantage of emerging opportunities. Even the process of logging into the site has been streamlined.

More information can be found at www.ubcomtell.com. **UB**



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Bringing change to the menu...

Obama inaugural food selections commemorate Abraham Lincoln

On January 21, 2009 Barack Obama was inaugurated as the United States' 44th President with a host of activities planned for the celebration

– some of which served food. The

2009 inaugural luncheon, for example, was designed to commemorate the bicentennial of the birth of Abraham Lincoln with foods Lincoln would have enjoyed – which also happened to be personal favorites of Mr. Obama.

“All dishes at the luncheon were reflective of the Civil War era...”



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All dishes at the 2009 inaugural luncheon were reflective of the Civil War era. Pictured here is one dish served, herb-roasted pheasant.

All dishes at the luncheon were reflective of the Civil War era and included simple root vegetables and wild game birds (pheasant and duck), along with seafood stew in a puff pastry which includes scallops, shrimp and lobster.

As for the numerous inaugural balls which took place that day, there have been reports that the food was sparse “not glamorous” at all. However, from published reports we do know that in the midst of the orchestrated chaos and all the security surrounding the event, the caterers and chefs had a most difficult time trying to prepare foods designed for a ball with 5,000 guests.

In fact in the past Design Cuisine, a Washington-area caterer that has served previous inaugural celebrations says that in the days before the ball well over 150 cooks are busy preparing 10,000 pounds of various meats, preparing 400 pounds of cheese, 1,000 pounds of beef tenderloin, 10,000 poached shrimp and 25,000 mini cookies.

The evening's menu at the “All American Ball” was said to include fresh field green salad, beef tips over penne pasta; Orecchiette Pasta with assorted vegetables and a marinara sauce and buttered breadsticks.

What have past presidents eaten? At James Buchanan's 1857 inaugural ball roughly 1200 quarts of ice cream, 400 gallons of oysters, 60 saddles of mutton, 8 rounds of beef, 75 hams, and 125 tongues were served. Ulysses S. Grant's 1873 inaugural ball suffered from 16-degree weather and a lack of sufficient insulation and all the oysters there froze! According to a Florida State University Professor, President Franklin D. Roosevelt and his guests dined on tomato soup, salad, beef, ham and tongue, followed by cake, ice cream and coffee. President Lyndon Johnson's feast included Texas heart of filet mignon as well as something referred to as “tomato surprise.”**u**

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Biofuel: cleaner, cheaper, better



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With the summer of 2008's oil prices reaching \$145 per barrel, the world has been scrambling to find a suitable replacement option to petroleum. Biofuels are viewed as one such alternative, not only for their attractive cost but for their negligible carbon footprint as well as for sustainability reasons.

Biofuels are a clean-burning alternative fuel made from renewable resources. They can be made from any biological carbon source, yet the most popular supplies come from photosynthetic plants. Biofuels are most popularly used to heat homes and to power vehicles with many sources having the ability to be used as a replacement to regular petroleum or in conjunction with it.

"Biofuels are viewed as one such alternative not only for their attractive cost but for their negligible carbon footprint..."

Most recently, several commercial airlines have conducted demonstration flights to test a mix of biofuels and standard jet fuel.

The first commercial airline to perform a trial was Air New Zealand in December of 2008, followed quickly by Continental in January of 2009. The Continental flight lasted nearly two hours and operated with a blend of 50 percent biologically derived fuel and 50 percent traditional jet fuel in the craft's number two engine. The number one engine operated on traditional jet fuel which allowed Continental to compare the performance between the two fuels.

"This demonstration flight represents another step in Continental's ongoing commitment to fuel efficiency and environmental responsibility," said Larry Kellner, president and chief executive officer of Continental Airlines."

No passengers, only two pilots and an engineer to monitor the instruments were on board. The test included a climb to 41,000-feet, an engine shut-down a go-around maneuver, acceleration, deceleration and a normal descent.

Results of the trial flight showed that the engine with the biofuel-jet fuel mix burned 1,000 pounds less fuel than the engine with just regular jet fuel. A post-flight evaluation was also done to prove that the biofuel did not cause any harm to the engine itself.

This recent innovation gives us a glimpse into what the future may hold for biofuel. It is a clean and cost-efficient alternative to petroleum and is a smart investment for your business or vehicle. **UB**

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INDIA: a land for all seasons

Lying between Pakistan, China and Nepal in the south of Asia, and bordered in the north by the highest mountain chain in the

world, is India, a country whose great natural wealth has attracted a large amount of trade and foreign influences. Chinese fishing nets, for example, are said to be a “throwback” to that country’s ancient maritime trade.

“India is the world’s largest democracy, the sixth largest country, and one of the most ancient civilizations.”



A row of Chinese fishing nets in Cochin, India

India is the world’s largest democracy, the sixth largest country, and one of the most ancient civilizations. Nearly one-sixth of all human beings on earth live in India. Inside the country’s borders are a vast variety of people, practicing most of the

world’s major religions, speaking different languages, and divided into thousands of different class systems. American author, Mark Twain once said, “India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition.”

India has the third largest economy in Asia and the second fastest growing economy in the world. 60 percent of India’s workforce depends on agriculture for a living. Various goods are exported including cashew nuts, coffee, and tea. Their biggest export is milled rice.

The food processing industry of India is one of the largest in the world in terms of production, consumption, export, and

growth. India is the third largest producer of fish, producing 6.3 million tons of fish a year. They are also a large producer of poultry, eggs and livestock.

Livestock is very important for generating income for the poor segment of the economy. The livestock is mainly used for milk and draft purposes. In the Hindu religion, which is the main religion in India, cows are considered sacred. The slaughtering of cattle is extremely offensive in most states. On the other hand, the slaughtering of buffalo is accepted. This factor enables India to still be a big exporter of meat to various places such as the Philippines, the Middle East, and Malaysia. India’s ever growing population and diversified natural resources make it a country set apart from the rest. **UB**

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India / U.S. comparison



AREA	3,287,590 sq km	9,631,418 sq km
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POPULATION	1,147,995,904	295,734,134
LIFE EXPECTANCY	69.25 years	77.71 years
GDP	\$1.237 trillion	\$11.75 trillion
GDP (per capita)	\$2,900	\$40,100
AGRICULTURE AS A %GDP	17.8%	0.9%
AGRICULTURAL PRODUCTS	rice, wheat, cotton, sheep, poultry, fish	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	523.5 million	147.4 million
UNEMPLOYMENT RATE	6.8%	5.5%
OIL CONSUMPTION	880,500 (bbl/day)	19.65 (million bbl/day)

A "new day" at the USDA ...

A look at the new USDA Secretary Tom Vilsack

Just hours after President Obama was sworn into office as the 44th president of the United States former Iowa Governor Tom Vilsack was unanimously confirmed by the U.S. Senate as the 30th U.S. Agriculture Secretary.

"President Obama could not have made a better selection for agriculture secretary than Tom Vilsack," said Sen. Tom Harkin, a fellow Iowan and chairman of the Senate Committee on Agriculture, Nutrition and Forestry. "He knows how to bring change that will help to strengthen and rebuild the farm and rural economy on a sound foundation."

58-year-old Vilsack has served in the public sector at nearly every level of government beginning as mayor of Mt. Pleasant, Iowa in 1987, Iowa state senator in 1992 and Governor of Iowa in 1998 – holding that office for two terms. He also made a brief run for the 2008 Democratic presidential nomination, however, pulled out citing fundraising challenges.

A native of Pittsburgh, Pennsylvania, Vilsack was born into an orphanage and adopted in 1951. He received a bachelor's degree from Hamilton College in Clinton, New York, in 1972 and earned his law degree from Albany Law School in 1975.

During his confirmation hearing with the Senate Ag Committee, Vilsack told members that he would work to develop a more sustainable agriculture and also spoke about the need to improve nutrition and reduce foodborne illness outbreaks. He also pledged that he would make it a priority to bring the USDA into the 21st century with the capability to make decisions based on sound data.

"Vilsack... pledged that he would make it a priority to bring the USDA into the 21st century..."

Vilsack has been a strong supporter of rural growth and renewable energy for many years. He articulated a vision for making Iowa the "Food Capital of the World" and spent a great deal of focus on creating economic opportunity in rural communities and small towns through value-added agriculture.

No stranger to foreign policy, Vilsack led trade missions to foreign countries to market agricultural products and attended the Seattle meeting of the World Trade Organization (WTO) to push for expanded agricultural trade negotiations.

In addition to state economic investment, Vilsack's leadership and vision were instrumental in transforming Iowa to an energy state. His policies led to the



USDA Secretary Tom Vilsack.

construction of Iowa's first power facility in two decades and made Iowa a leader in alternative energy and renewable fuels.

With firm beliefs as to the role the USDA should play in the further development of rural communities, his experience as a farmer's lawyer and his familiarity with foreign policy, as well as his position on finding productive sources of renewable energy, It is clear why Tom Vilsack was approved to command his new post. **LB**

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East coast oyster varieties

Shopping for oysters can be a challenge. A vast variety exists, making selection quite overwhelming—particularly for an oyster novice. Typically, oysters are broken down into two major categories that specify their origin—west coast and east coast oysters. A smaller sub-category of oysters comes from the Gulf of Mexico region.

Our focus will be on the east coast oyster varieties. East coast oysters are said to be a bit firmer and chewier than west coast varieties and they typically have a more briny or salty flavor. Most oysters have a cup side and a flat side and it is thought to be better to store them with the cup side down to keep the natural fluid intact. Oysters should always be alive when purchased. The best way to determine whether an oyster is alive is to be sure it is closed tightly and the shell is not cracked. If the oyster shell is open, gently tapping it should cause a live oyster to close its shell.



Belon oysters



Malpeque oysters



Bluepoint oysters

Caraquet, La Saint Simon, Lameque, and Northumberland. Those from Nova Scotia are Bras D'or, Cape Breton, Cape North, Malagash Thrumcap, and Tatamagouche. Belon, Cape Blue, Damariscotta, Glidden Point and Pemaquid are oysters from Maine. Massachusetts and Rhode Island offer Cotuit, Cuttyhunk, Duxbury, Island Creek, Martha's Vineyard, Moonstone, Narragansett, Plymouth Rock, Quonset Point, Tomahawk, Umani, Watch Hill, Wellfleet, Whale Rock and Wianno oysters. New York and Connecticut offer Bluepoint, Duck Island Petite, Great South Bay, Great White, Mecox Bay, Oysterponds, Pipes Cove, Robin's Island, Saddle Rock, Shelter Island, and Widow's Hole oysters. And Chesapeake has Bogues Bay, Chesapeake, Chincoteague, James River, Olde Salt, Paramour, Rappahannock River, Stingray and York River oysters.

"Like wines, oysters are named by the area or region they are found."

A few popular varieties of oysters are Belon, Bluepoint and Malpeque. Blue Point oysters are said to be a good beginner's choice because of their mild flavor. They are quite popular and can be found on almost every oyster menu in Manhattan. Malpeque oysters are fished by using tongs from a dory. Hand picking is not even permitted. Their popularity has grown in the past decade and are now a close rival to Bluepoints. The flavor of a Malpeque oyster is more distinguished than a Bluepoint. It has a slightly salty taste and a firm texture. The Belon oyster, which is also known as the European Flat, is considered by some to be the cream of crop. It has a more distinct flavor which is sweet and salty and it has a quite delicate texture.

Oysters can be difficult to identify because they can be quite similar in size, color, and taste. Even specific kinds of oysters can vary in appearance and no two look identical, thus making it even more of a challenge to recognize. The skillful eye can distinguish the different varieties of oysters with ease. **UB**

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Must-have for all seafood industry professionals...

Urner Barry Acquires *Annual Report on the United States Seafood Industry*

Urner Barry is pleased to announce it has recently acquired the *Annual Report on the United States Seafood Industry* from H.M. Johnson and Associates – a natural complement to the company's existing suite of products and services. This edition is the 15th in the series, and the first published by Urner Barry.

"Having worked closely with Urner Barry for over 14 years on compiling the *Annual Report*, I am delighted that they will be working on a new and improved version." – Howard M. Johnson, Editor and Publisher H.M. Johnson & Associates said.

Those interested in fisheries, aquaculture and seafood know the relevance of this anthology, and look forward to the release of the *Annual Report* each year. The primary objective of this publication is to provide organizations and individuals with a broad overview of the seafood industry, a convenient reference for supply and demand statistics and a useful tool for planning.

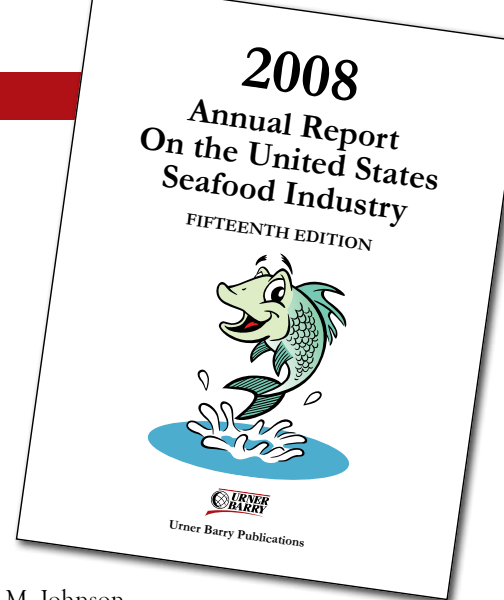
This valuable compilation is filled with U.S. government figures and statistics which not only take into account the world seafood supply, but the U.S. seafood supply, U.S. seafood trade, seafood processing, individual commodity supply, important economic indicators as well as consumer demands and attitudes. It is a must have for all seafood industry professionals or anyone interested in analyzing the long term seafood trends and developing marketing plans and strategies.

Information used in this *Annual Report* is derived from a variety of sources, both public and private. In most cases an effort has been

made to provide not only the numbers but also discuss the long-term implications and conclusions which these data reflect. Every effort has been made to achieve accuracy.

Urner Barry has enjoyed a long association with Howard Johnson and has been a proud contributor over the years to this complete reference. Acquired in September 2008 from

H.M. Johnson and Associates, we are delighted to be adding such a functional planning tool to our collection. **UB**



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NTF plans cutting edge interactive initiative with culinary 'vloggers'

Contributed by the
National Turkey Federation

Culinary enthusiasts are excited to learn new ways they can use a variety of products as they create innovative meals for their family and friends. National Turkey Federation (NTF) will make meal planning easier when it introduces videos from culinary aficionados that show how and why they include turkey products in their recipe files. NTF plans to build the breadth and depth of its award-winning Web site through such cutting edge, contemporary means.

These culinary devotees are known as "vloggers," and they are similar to bloggers, but they use video instead of words for expression. Vlogs have seen a surge in



Chef Steven Brand of Upstairs on the Square in Cambridge, Massachusetts is shown here in the kitchen creating his delicious version of turkey chili.

popularity with their high potential for reach and recognition among Web site visitors. The culinary vloggers will not only demonstrate their secrets to success when cooking with turkey, but will also provide fresh content to www.eatturkey.com and add to the already comprehensive recipe database.

"NTF wanted to find an innovative, creative way to add content to EatTurkey.com and saw vloggers as a great way to get Web users thinking about using turkey more often," said Sherrie Rosenblatt, NTF's vice president of marketing and communications.

NTF tested this interactive medium through a partnership with www.monkeysee.com. The two organizations teamed up to produce two "how to" videos

on carving and roasting turkey with the help of Chef Daniel Traster, a trained chef and culinary educator. In the carving video¹, Traster shows viewers

how to appropriately carve a turkey and shares good at-home food safety practices. The roasting video² provides viewers with a step-by-step process for roasting turkey, from the appropriate oven temperature, to stuffing the turkey, the ease of the open pan roasting method, and checking the temperature of the turkey to ensure it is done. During the months of November and December the videos, which can be found on www.eatturkey.com and www.monkeysee.com, were viewed more than 76,000 times.

"These culinary vloggers allow experienced and home chefs the opportunity to add turkey with a twist to their recipe repertoire,"

Building on that success, NTF teamed up with How2Heroes, a how-to online video destination that celebrates people's passion for food, for a Super Bowl promotion.

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Chef Brand describes turkey chili as "easier on consumers' wallets and waistlines than the traditional meat sources."

Chef Steven Brand from Upstairs on the Square in Cambridge, Mass., demonstrates online how he puts together a big steaming pot of Turkey Chili goodness. He describes the dish as "easier on consumers' wallets and waistlines than the traditional meat sources." The Super Bowl turkey chili video is available on the Web.³

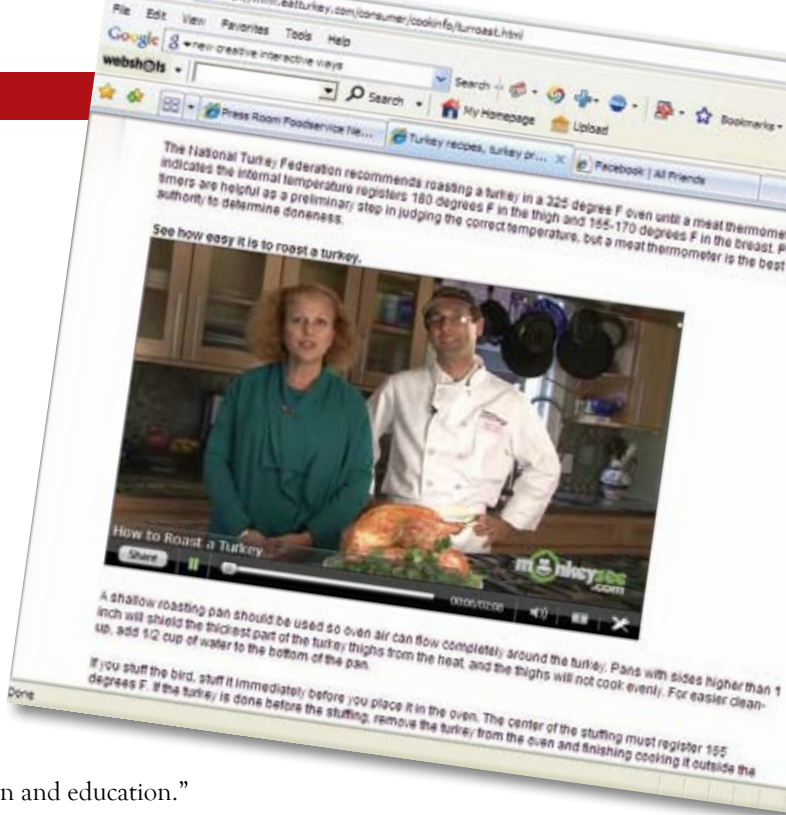
The video instantly sparked the media's attention. Within the first couple of days of the launch, 80 publications published the story reaching a combined circulation of more than 19.8 million.

"These culinary vloggers allow experienced and home chefs the opportunity to add

turkey with a twist to their recipe repertoire," said Rosenblatt. "The federation will continue to utilize www.EatTurkey.com as the central information portal for recipes, information and education."

NTF will continue to move forward with a Web-centric marketing plan that continues to attract and engage new and frequent visitors.^u

1. <http://www.eatturkey.com/consumer/thanks/timeline.html>
2. <http://www.eatturkey.com/consumer/cookinfo/turroast.html>
3. http://www.eatturkey.com/consumer/hotplate/consumer_hot.html



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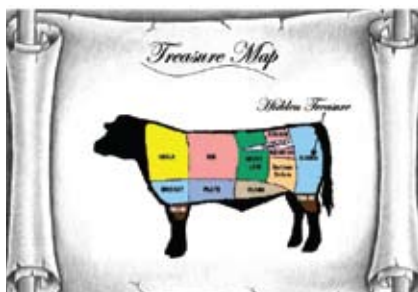
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BIG exploration leads to a hidden treasure



Some time ago the Beef Innovations Group (BIG) embarked on an expedition to discover the hidden value in the Chuck roll. With success from this, as well as previous journeys, the group set out to continue its work from the Beef Checkoff-funded Muscle Profiling Project and maximize the value in the beef round as its large size allows for a wide variety of uses. Now, the BIG team is ready to share their findings from the round exploration.



Review of the treasure map (taking a look at where the round stands today), was BIG's first step in this project.

"The industry is in need of more options and flexibility in their beef offerings because of the changing economy and consumer," said Jim Ethridge, director of new product industry partnerships. "The new cuts identified in the chuck and the current work on the round is a key part of providing the solution to this need."

Being that the round is used in numerous ways by processors, retailers, and food service operators the first thing the BIG team did was take a step back to look at

where the round stands today. The top, bottom, heel, eye and knuckle are all used, however, not to their fullest potential.

Secondly, the group held a "Meat Geek" summit in which leading industry experts gathered for discussion as well as to further identify the round's opportunities. Additionally, BIG held a further brainstorming session which was attended by retailers and processors, food distributors and others to further validate the collaboration strategy. Finally, yield and time analyses were conducted at Oklahoma State University and National Cattlemen's Beef Association. With all this research, several muscles of the round were identified as having potential for value-added use.

"Although the muscles of the round pose significant challenges, they also offer substantial opportunities."

"Although the muscles of the round pose significant challenges, they also offer substantial opportunities. The collaboration and input paved the way for future round development," said Tony Mata, round technical lead for Beef Innovations Group.

With many promising applications including fajita meat, steak, cube steak as well as roast beef, sensory testing will soon be conducted to determine if consumers and culinary experts agree on the performance of the cuts.

"The work from the round and its discoveries will add another \$20 - \$30 per head to the beef industry when new cuts enter the marketplace," said Ellen Gibson, executive director of the Checkoff-funded new-product initiatives. "The Beef Checkoff-funded work is critical to increase beef demand and also add variety and more choices of beef products for consumers." **UB**

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1. The rendering industry turns fats and oils into valuable ingredients for:
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 - b. Paints and varnishes
 - c. Cosmetics
 - d. Pharmaceuticals
 - e. Biodiesel
 - f. All of the above and more
2. True or False: Titre determines the solidification point of fatty acids and is expressed in degrees centigrade. Titre can be considered as a measure of hardness or softness of the material in question.
3. True or False: Loose Lard and Choice White Grease are derived only from porcine animals.
4. True or False: When restaurant grease is rendered, the resulting product is called edible tallow.
5. True or False: Lower grades of fat like Choice White Grease and Yellow Grease are not used in the production of Biodiesel.
6. True or False: Biodiesel is made through a chemical process called transesterification whereby the glycerin is separated from the fat or vegetable oil.
7. The production of Biodiesel results in two products: _____ and glycerin.
 - a. Methyl Ester
 - b. Petroleum
 - c. Octane
 - d. Trimethylbenzene
8. True or False: Biodiesel can only be used as a pure fuel.
9. The National Biodiesel Board estimates sales volume for the U.S. in the year 2000 were 2 million gallons. Estimates for the year 2008 were:
 - a. 10 million gallons
 - b. 75 million gallons
 - c. 200 million gallons
 - d. 700 million gallons
10. Every year, the North American rendering industry recycles approximately _____ pounds of perishable material generated by the livestock and poultry, meat/poultry processing, food processing, supermarket and restaurant industries.
 - a. 39 million
 - b. 19 billion
 - c. 59 billion
 - d. 109 billion

See answers on page 61



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From "Dwarf" to giant...

The Chick-fil-A® story

Upon first entering Chick-fil-A's corporate headquarters just outside Atlanta, Georgia, one's senses can't help but come alive. From the beautiful 75-acre wooded property, to the impressive office building that is both refined and reserved, any observer couldn't help but be impressed before even setting foot inside. When *Urnner Barry's Reporter* visited this magnificent campus, one thing that was instantly recognizable was not the landscaping nor the office, but the employees themselves. The smiles on their faces and their friendly demeanor and warm greetings are at the root of one of the world's largest privately held restaurant chains. Over the last 41-plus years, Chick-fil-A® has set out to "be America's best quick-service restaurant."

Credited with introducing the original boneless breast of chicken sandwich, Chick-fil-A, Inc. has more than 1,425 restaurants in 38 states and Washington,

D.C.—and is the second-largest quick-service chicken restaurant chain in the nation, based on annual sales. It is recognized as being the pioneer of mall-based restaurants quick-service. In 1986 the company expanded into stand-alone restaurants, followed by drive-thru-only outlets and their full service restaurants concept called Chick-fil-A® Dwarf House, which offers table, counter or a drive-thru window.

Chick-fil-A is about much more than just selling chicken. Since Truett Cathy, founder and CEO of Chick-fil-A, opened his first restaurant, the "Dwarf Grill" in 1946, he has made his "Closed-on-Sunday"

"Cathy's practice of closing his restaurants on Sunday is unique to the restaurant business..."

policy as much a part of the Chick-fil-A brand as the original Chick-

fil-A Chicken Sandwich. Cathy's practice of closing his restaurants on Sunday is unique to the restaurant business and a testament to his faith in God. Within the first week of business at his Dwarf Grill restaurant in Hapeville, Ga. more than 60 years ago, Cathy knew that he would not deal with money on the "Lord's Day." Today, the Closed-on-Sunday policy is reflected in the company's Corporate Purpose:

To glorify God by being a faithful steward to all that is entrusted to us. To have a positive influence on all who come in contact with Chick-fil-A.

Cathy believes that being closed on Sunday says two important things to people: One, that there must be something special about the way Chick-fil-A people view their spiritual life; and two, that there must be something special about how Chick-fil-A feels about its people.



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making mention of the company's award winning "Eat Mor Chikin®" cow campaign. It has become the focal point of the chain's advertising and merchandising efforts and has become synonymous with Chick-fil-A as the original sandwich itself.

In today's business world Chick-fil-A can seem like an anomaly. The Closed-on-Sunday policy may seem like a costly business decision. But as company sales figures show, Chick-fil-A often generates more revenue per square foot in six days than other quick-service restaurants produce in seven. "I feel it's the best business decision I've ever made," said Cathy. **UB**

Truett Cathy is a man of varied innovations, interests and passions. Upon entering the headquarters the *Reporter* was privileged to be made aware of one passion of Mr. Cathy's that was yet another sensory delight. There, for all to see and enjoy, is one of the finest assemblages of antique and collectible cars. From the latest carnation of the Batmobile to an antique fire truck, a classic corvette, thunderbirds and many more spectacular examples of motor cars at their finest.

One cannot speak about Chick-fil-A without

Chick-fil-A Sandwich Totals for 2007:

- Chick-fil-A sold more than 234 million Chick-fil-A Sandwiches.
- Laid end to end, that is more than 18,465 miles of Chicken Sandwiches.
- That is enough sandwiches to reach from Atlanta to Seattle, Washington almost six times. OR, enough sandwiches to nearly reach from Atlanta to Moscow, Russia twice.
- If you stack the Chicken Sandwiches one on top of the other, the stack would be more than 7,386 miles tall! That is enough to make 19 stacks that reach the Hubble Telescope (380 miles in space), with a few sandwiches left over. That is enough Chicken Sandwiches to make almost 37 stacks that reach the International Space Station (approximately 200 miles from Earth).

Chick-fil-A Product Totals for 2007:

- Chick-fil-A used nearly 142.6 million pounds of chicken. This translates into nearly 3,574 trucks filled with chicken in one year and more than 68 trucks in one week dedicated to Chick-fil-A.
- The amount of Chick-fil-A Nuggets sold—1.64 billion—would cover half of the earth's circumference.
- Chick-fil-A sold more than 126 million pounds of Waffle Potato Fries (cooked in pure peanut oil).
- Chick-fil-A used more than 94 million lemons to make its freshly squeezed lemonade. That is enough lemon juice to fill more than 199,252 30-gallon bathtubs!

Chick-fil-A Sales Performance for 2008:

- Chick-fil-A reported 2008 system-wide sales of \$2.96 billion, representing a 12.17 percent increase over the chain's 2007 overall sales performance and a strong same-store sales increase of 4.59 percent.



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"Ol' Barney" turns 150...

Historic lighthouse gets a 'makeover'

Standing guard at 172 feet over one of the most navigationally difficult inlets on the east coast is the Barnegat Lighthouse, or as it is affectionately known, Ol' Barney. Originally built in 1824, and necessitated by the dangerous shoals located just offshore New Jersey's Barnegat Inlet, Ol' Barney has been "warding off transatlantic shipping traffic for over 68 years."

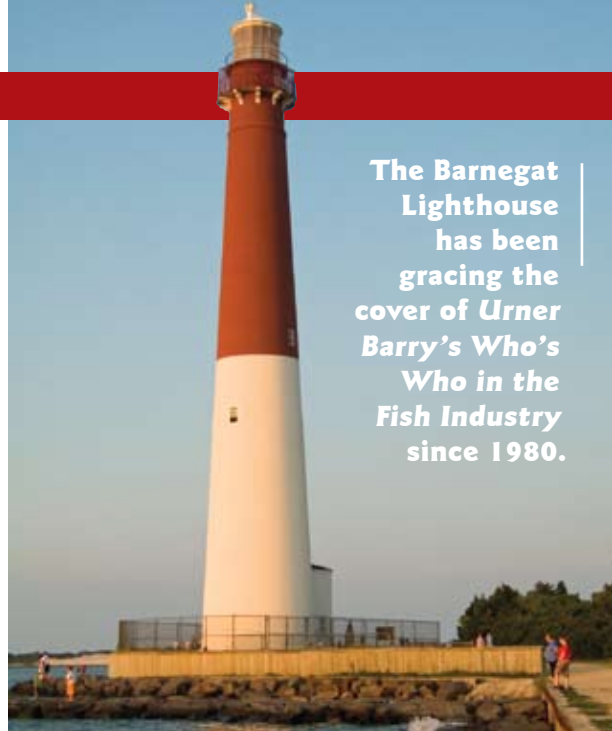
On January 1, 2009 Ol' Barney once again became an "active lighthouse," fully equipped with a new light. Although Barney's new fixture is not as powerful as its original, which was installed in 1859, it is bright. At only 20 inches high by 20 inches wide, and fixed with a 10 watt bulb, when refracted and magnified, the new lumens is visible up to 22 nautical miles

offshore. The original lens, is on display at the Barnegat Lighthouse Museum and Gardens, is about 10 feet by 8 feet with a kerosene lamp.

In its heyday, Barnegat Light was an international lighthouse. Ships coming from Europe would come on the 40th parallel and when they saw Ol' Barney, they knew they had to run north to New York or turn south to Philadelphia.

Not only is Barnegat Inlet known for its treacherous shoals and historic lighthouse, but also for its famed fishing fleet and associated Viking Village—one of the

The Barnegat Lighthouse has been gracing the cover of *Urner Barry's Who's Who in the Fish Industry* since 1980.



©Stockphoto.com/Andrew F. Kazmieski

largest suppliers of fish and seafood on the Eastern Seaboard.

Certainly not a sleepy little fishing town that might be a first impression, each year over four million pounds of seafood is packed out over the commercial dock of Viking Village and shipped not only locally, but all over the world. Seven scallopers, 10 longliners and about nine inshore-fishing net boats call Viking Village their home port. Each boat is independently owned and uses Viking Village for pack-out, marketing and sale of the catch.

A group of Scandinavians who immigrated to the area in the 1920s originally named it Independent Dock. They chose the Barnegat Light area because it reminded them so much of their homeland, where they were fishermen. Over the years, many types of seafood have been brought in. Today, the majority of the catch consists of scallops, tuna, swordfish, tilefish and different kinds of in-shore fish, such as weakfish, monkfish, blues, shad and dogfish. Codfish, once a major catch, have been virtually fished out of local fishing grounds, mostly because of the foreign trawlers that were allowed to fish there in the 1960s and '70s.

Officially on January 1, 2009, Barnegat Lighthouse debuted what some would consider an "extreme" makeover. New ultra violet and mar-resistant glass along with a fresh paint job and some local fanfare no doubt made Ol' Barney's birthday a memorable and timeless event. **UB**

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Young adults offer new opportunities for food producers

Recent market research indicates that twenty-somethings are heavily influencing food industry consumption, as 18-34 year olds account for 30.9 percent of food purchases in the U.S.

Market research from Mintel shows the U.S. has more than 71 million young adults. According to data, in 2006 consumers under the age of 25 spent \$230.15 billion (4%) while those aged 25-34 spent a significantly higher amount—\$955.02 billion (17%). Moreover, this segment also proved to be the most ethnically diverse consisting of 26% Caucasian, and 33.9% Hispanic, Black and Asian backgrounds. What this means is that this is the group leading the trend of multicultural food consumption.

According to Selig Center for Economic Growth, by 2012 \$670 billion in food spending will come from Asian Americans and \$1.2 trillion from Hispanics. The Agricultural Marketing Resource Center has stated that \$1 out of every \$7 spent is on ethnic food.

In the present economic climate young adults have cut down on their dining out spending dollars and instead have shifted to purchasing more ingredients for at-home consumption. Specialty, gourmet and exotic food products, as might be expected, are a growing part of their everyday meals. In fact, a clear focus can be seen being placed on ethical and ethnic consumption with approximately 44% of 18-34 year olds shopping at ethnic food markets and 49% at organic and natural food stores.



©iStockphoto.com/Wendy Davis

Increased spending on food products that address environmental concerns, animal welfare, food quality and safety has a direct relation to increased ethical awareness by young adults. Additionally, many young adults are purchasing items that are sustainable, fair-trade, free-range, locally grown and eco-friendly.

Most recent census data suggests that by 2050 Asians and Hispanics will be the majority in large cities. As a result, ethnic flavors will be mainstream and the spending power of multicultural groups highly significant and increasingly influential to the food industry. The diversity of the younger generation and awareness of ethnic and ethical foods offers opportunities for food manufacturers marketing and developing products presently and in the coming years. **UB**

“...this is the group leading the trend of multicultural food consumption.”

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Catfish inspection: one-time occurrence or strategic shift of regulatory power?

Contributed by Richard Gutting, Jr.

When Congress assigned responsibility for inspecting "catfish" to the U.S. Department of Agriculture in the 2008 Farm Bill, it explained that it wanted catfish to "be subject to continuous inspection, and that imported catfish inspection programs had to be found to be equivalent" before it could be imported. These changes will occur after final rules are issued in December 2009.

This will be a dramatic change – with

implications not only for catfish, but for all farm-raised fish and shellfish.

Some argue that "catfish" refers only to species in North America because the 2002 Farm Bill said only North American species could be labeled "catfish." USDA officials, however, say they disagree and because Congress gave them authority to define "catfish," overturning their interpretation in court would be difficult.

The more controversial question is whether USDA could decide to inspect other fish and shellfish. The 2008 Farm Bill Conference Report says that USDA "has underlying authority within the Federal Meat Inspection Act to amend the definition of amenable species as he considers necessary and appropriate." Under the Act, however, these other "amenable species" must be "livestock."

So the issue raised is whether fish and shellfish are "livestock"? The 2008 Farm Bill and the Federal Meat Inspection Act are silent. USDA rules, however, presently define "livestock" as cattle, sheep, swine, goats, horses, mules or other species of equine origin – not fish and shellfish. But these rules can be changed so long as the change is consistent with U.S. farm law.

These farm laws offer conflicting answers. Some exclude fish and shellfish. However, others, including the 2002 Farm Bill, define livestock to mean all farm-raised animals. So it's possible that USDA might take an expansive view and assert that any farm-raised fish or shellfish is subject to its inspections.

Given its lack of experience inspecting fish and shellfish, USDA is unlikely to take an expansive view – at least in the short term.

But if the USDA inspection of catfish proves successful and domestic producers of other species petition, perhaps other species will be included in the longer term.

When USDA issues its new rules, it must "take into account the conditions under which the catfish is raised and transported to a processing establishment." Congress gave FSIS no further guidance. At this point, therefore, we can only speculate about what will be required.

The upcoming rules, however, are likely to include the same basic requirements that presently apply to plants that process meat, which include various prior approvals and detailed specifications. This regulatory system for meat is fundamentally different from the present FDA regulatory system for seafood, which is based upon general standards and no prior approvals. The level of surveillance also will be different because USDA inspectors visit plants far more frequently than those of the FDA.

USDA rules also are likely to require that every import shipment be subject to re-inspection upon arrival in the U.S. and that USDA first determine whether the regulatory program in an exporting country is at least equivalent to the USDA system. No such requirement is enforced by the FDA.

Foreign regulatory agencies, therefore, face a dilemma – they will have to petition USDA for a finding of equivalency, but USDA rules for domestic plants are not due until December. Until the FSIS rules are published and the FSIS establishes a domestic inspection program, how will it be able to determine that a foreign regulatory program is "equivalent"? And if no such finding is made before the FSIS rules become effective in December, will FSIS allow imports to enter the U.S. market?

Processing plants also face a dilemma. They may be required to retrofit their equipment and facilities, modify their HACCP plans and adopt new testing programs to meet additional pathogen-reduction standards. Their product labels may have to be approved. Complying with all the new requirements will take time and money.

Other uncertainties may disrupt the

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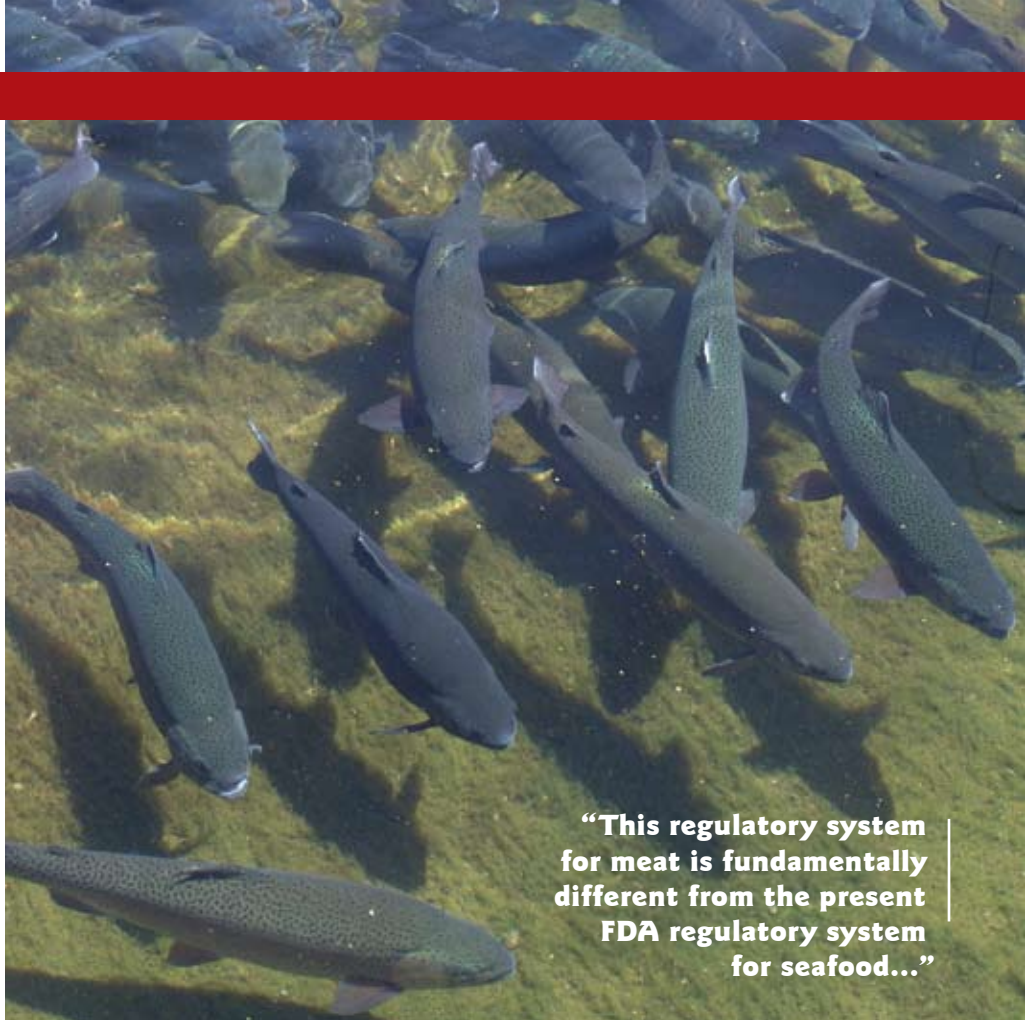
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market. When it passed the 2008 Farm Bill, Congress did not rescind FDA's present authority to inspect and regulate catfish. So the question is: Will both the FSIS and FDA assert regulatory control after 2009, or will they allocate responsibilities between themselves? The answer is unclear. USDA and FDA have clashed over food inspection. So the prospects for productive cooperation between FDA and USDA over farmed fish and shellfish are problematic.

2009 could be a turning point in the way imported farmed seafood is inspected in the United States. The new powers Congress gave the USDA in the 2008 Farm Bill offer U.S. domestic producers a regulatory pathway to greater regulation of imported farm-raised seafood and provide an opportunity for USDA to gain regulatory supremacy over the FDA.

Only time will tell if this "catfish" law was a one-time event for a species, or a strategic shift of regulatory power over all farm-raised fish and shellfish. **UB**



"This regulatory system for meat is fundamentally different from the present FDA regulatory system for seafood..."

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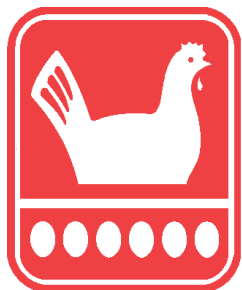
Simple traditions since 1952...

Burgers' Smokehouse: delivering excellence

When turning off highway 50, into the fertile and agriculturally prosperous lands of central Missouri, you may not consider the town of California the epitome of protein production. As a matter of fact, when most people think of California, they don't think of the slow, tradition-laden town that has become home to Burgers' Smokehouse—the nation's largest producer of country ham and specialty smoked meats.

"Family traditions and rich scents of smoked meats waft through the valleys..."

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through the valleys while curious livestock and wild turkeys gaze at passersby. It's here where Burgers' Smokehouse comprises its 300,000-square-foot facility on the original site established officially by E.M. Burger in 1952. Although the company's roots can be traced back to 1927, the official date marks the time when E.M. cured 1000 hams for the first time.

Minimal access to electricity, much less iceboxes or refrigerators, necessitated curing of meats, and hams in particular, as most everyone had a hog or two. Rubbed with curing mixture, wrapped, bagged and hung from a nail to cure, the recipe was a simple one from E.M.'s mother, Hulda, age-old and brought with her from her native country of Germany to the new world. By 1956 the company was producing 5,000 hams annually and on July 23, 1956, Burgers' Smokehouse became the first country cured meat company in the nation to receive federal inspection.

Today Burgers' is not just about hams. With the convenience of door-to-door delivery, customers everywhere can enjoy turkey, chicken, seafood and buffalo, along with sausages and bacons—all offered with the same quality, flavor and service established more than 50 years ago. **UB**



Pictures top to bottom: Founder E.M. Burger, and his son Morris back in the 1950s, E.M. with country hams, and Hulda Burger.



30th Anniversary

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Best aquaculture practices certifications top 200 with first Tilapia, catfish facilities

Contributed by
Global Aquaculture Alliance

The Best Aquaculture Practices aquaculture facility certification program celebrated a series of important firsts in January: the first certification of a channel catfish farm, the first certification of a tilapia farm and recognition of the first three-star operation in Thailand.

The Jan. 9 certification of the Harvest Select Catfish farms and plant operations not only established them as the first certified channel catfish facilities in the program, but also pushed the total for BAP-certified facilities over the 200 mark.

Located in the southern United States, Harvest Select Catfish is one of the largest vertically integrated channel catfish processors in the country. With farms in several states and BAP-certified plants in Alabama and Arkansas that process over 800,000 pounds of catfish weekly, the company quickly reached the two-star BAP level.

"One of the commitments we made during our reorganization was to make sure we had the processes in place to qualify for the BAP certification," said Randy Rhodes, president of Harvest Select Catfish. "This is another aspect of the quality story that defines Harvest Select."

Earlier in January, Elite Seafood's

operation in Beihai, Guangxi Province, China, became the first tilapia farm to complete BAP certification. Elite Seafood raises its fish in cages using responsible practices identified in the BAP program. With the certification of the company's state-of-the-art Beihai Beilian Frozen Foods Industry processing plant, Elite Seafood achieved two-star BAP status.

Elite Seafood Marketing Manager Jason Carter said that by implementing BAP standards at its tilapia facilities, the company can "better meet the important social and environmental demands of our customers and the growing market for seafood produced in adherence to thorough and strict standards."

With the recent certification of its hatchery in Amphur Takuatung, Pang-Nga, Thailand, Thai Union Group became Thailand's first shrimp producer to achieve three-star certification in the BAP program. The designation – currently shared by only eight other companies – means Thai Union meets BAP's stringent social, environmental and food safety standards at its shrimp hatchery, farms and processing plants.

Managing Director Rittirong Boonmechote said: "Today's consumers are not just interested in a product's safety and quality, but also the environmental and social impacts of its production process from raw materials to finished goods. Therefore we have examined all aspects of operations and developed a

comprehensive set of social, labor and environmental policies."

Over 200 facilities in 14 countries around the world have been certified to the BAP standards, which are developed by the Global Aquaculture Alliance via species-specific technical committees under the guidance of a Standards Oversight Committee with broad stakeholder representation. Facility certifications are implemented through site inspections directed by the Aquaculture Certification Council.

The BAP standards address environmental and social responsibility, animal welfare, food safety and traceability in a voluntary certification program for shrimp farms and hatcheries, tilapia and channel catfish farms, and seafood processing plants. To complete the seafood value chain, GAA is developing standards for aquaculture feed mills. Draft standards for salmon farms are projected for the end of 2009.

Regular meetings of the BAP technical committees are held during GAA's annual Global Outlook for Aquaculture Leadership conferences. Under the theme of "Coming Together for Solutions," GOAL 2009 will be held October 27-30 in Seattle, Washington, USA. **UB**



Harvested tilapia.



Photo courtesy of the Brooks Group

Celebrity chef Guy Fieri has a passion for pork

spicy flavors like Mojo Pork Chops.”

A new recipe brochure with Fieri’s grilling recipes and tips is currently in production, and the Pork Checkoff will be distributing the brochure at select retail locations, along with The Other White Meat Tour event sites. The tour will be crisscrossing the nation this summer and making stops in 23 cities to sample sizzling pork, conduct recipe demonstrations and offer up fun, free, family-friendly activities.



“The greatest thing that the pork industry has going is the National Pork Board’s investment and efforts in education programs,” said Fieri. “Its education campaign should be a year-round event—it should never stop. There is so much potential for pork, and I try to do my part in getting the message out. I am one of the dudes that carry the torch; I feel like I am part of the campaign.”

Fieri began his career in the food industry when he was just ten years old selling pretzels from a three-wheeled bicycle cart with his father. He later studied in

France then returned to the States to attend the University of Nevada, Las Vegas. With a successful career in the restaurant industry, Guy and his partner opened a series of restaurants with an Italian-based theme—Johnny Garlic’s, as well as a Southern BBQ and California sushi-style restaurant concept, Tex Wasabi’s.

Visit TheOtherWhiteMeat.com for bold pork recipes, including those from Guy Fieri, and grilling tips. **UB**

“Guy is also a self-proclaimed POP (Pal of Pork), which is reflected in his energetic, spirited style and spicy flavors...”

As the winner of Food Network’s the Next Food Network Star in 2006, Guy Fieri has grown to become a popular star hosting four hit shows—*Diners, Drive Ins and Dives*; *Guy’s Big Bite*; *Ultimate Recipe Showdown*, and most recently *Guy Off the Hook*. While Guy portrays his larger than life personality on television, he also relates to viewers with his down to earth approach to food. He often talks about his love for pork and its versatility on his programs, and it is this passion that has inspired him to create countless original pork recipes.

Pork Checkoff has teamed up with celebrity Chef Guy Fieri for “The Other White Meat Tour” which demonstrates not only Fieri’s passion for pork, but consumers’ passion as well with the Pork Checkoff’s “Bring it t-ON-g!” Pork Grilling Challenge.

“Guy is known for his bold style, and bold flavors are a hot culinary trend,” says Traci Rodemeyer, director of pork information for the National Pork Board. “Guy is also a self-proclaimed POP (Pal of Pork), which is reflected in his energetic, spirited style and



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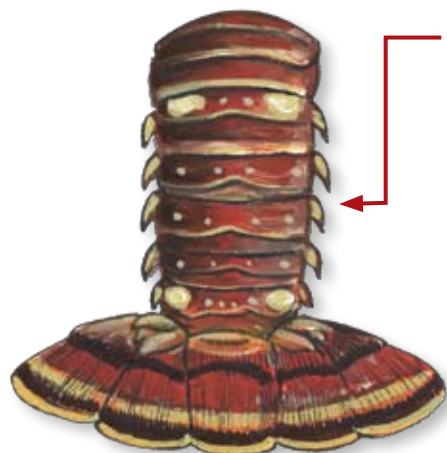
THE REPORTER'S GUIDE TO... Lobster Tails

Lobster is the single highest-valued seafood item. Although a vast array of lobsters are caught throughout the world, we are going to look at three; Clawed lobsters (*Homarus americanus*), and two species of Spiny or Rock lobsters (*Panulirus Cygnus* and *Panulirus argus*).

The names spiny or rock lobster are interchangeable with no distinction made between the two. However, the market does recognize two distinct types of spiny or rock lobster tails; cold water lobster tails and warm water lobster tails. Typically, cold water lobster tails will sell at a premium to warm water lobster tails. Lobster tails should

be individually cello wrapped and the size grading of lobster tails varies. It can be confusing; the buyer should take the time to understand exactly what he is purchasing.

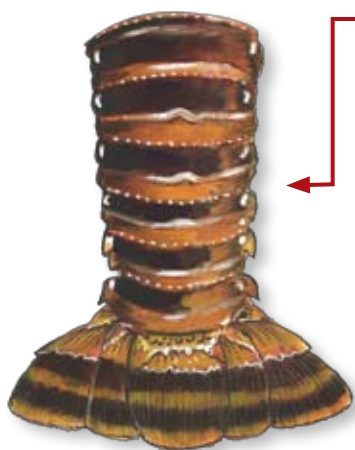
Here is a brief look at three of the most commonly available to the commercial market.



Spiny Lobster, *Panulirus argus* The spiny lobster ranges in coastal waters and the continental shelf from North Carolina east to Bermuda, throughout the Caribbean and Gulf of Mexico and south to Brazil. Many lobsters are caught in baited traps, others are caught by divers. The top producing countries are Bahamas, Brazil, Cuba, Nicaragua and United States.

Caribbean spiny lobster is a seasonal fishery. In Brazil, the season opens in May and closes in December. In most other areas of the Caribbean and Florida, the season opens either in July or August and generally closes in March.

Spiny lobsters are marketed primarily as lobster tails, but are also promoted as whole-cooked lobster. 5-8 oz tails are generally considered “primes”—in many instances translating to a price premium. Lobster tails should be lightly glazed, but excessive glazing, in order to add weight to the tail, has been an ongoing issue for this product.



Australian Lobster, *Panulirus Cygnus* There are eight species of rock lobster caught off the coast of Western Australia, the most important is *Panulirus cygnus*. They are caught in pots or traps, in temperate waters of the continental shelf off Western Australia, from Exmouth Gulf to Augusta, and in the waters around the Abrolhos Islands.

The fishing season runs from November 15 to June 30, except around the Abrolhos Islands where the season starts on March 15. The Western rock lobster fishery is recognized as one of the best-managed fisheries in the world. In 2000, the Western rock lobster fishery in Australia became the first to receive the Marine Stewardship Council (MSC) certification.

In the US, this lobster is primarily known as Australian lobster tails or cold water lobster tails. Cold water tails are generally considered an expensive delicacy. Tails should show clean white meat at the end which is broken from the body. Australian packers do not glaze their tails. Lobsters are delivered live to the processor, packed and wrapped fresh in cellophane wrapper and packed in 10 or 25-pound boxes. Australian tails are all deveined.



American Lobster, *Homarus americanus* *Homarus americanus* is commonly referred to as Maine lobster, Canadian lobster and American lobster. This species is found in the western North Atlantic from Maryland north to Labrador. Lobsters are mainly caught in traps, called lobster pots, which are baited to attract the animals.

American lobsters can be harvested year 'round with summer as the peak season when the water is warm. Lobsters grow as large as 45 pounds, though most now harvested are under four pounds. The majority of lobster landed is sold live, however, there are many popular frozen packs including frozen raw tails.

In addition to live, American lobster is merchandised as whole cooked, vacuum packed meat, frozen popsicles, and frozen lobster tails. American lobster tails have become an increasingly significant component of the overall lobster tail market. The lobsters are tailed with the “fronts” going into lobster meat. **US**

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Turkey expert now excels in protecting its employees...

Butterball, LLC: an enduring commitment to worker safety

Contributed by Keith Shoemaker
President and CEO, Butterball, LLC

The reputation that Butterball, LLC has built as “the turkey expert” reflects the company’s longstanding commitment to provide superior products. Today, Butterball also is recognized as a premier leader in worker safety, among poultry processors. Employee involvement is the cornerstone of the company’s safety program, which has helped distinguish it from similar programs in the poultry processing industry.

Butterball’s safety programs have prompted national attention from state and



national government organizations that take a particular interest in monitoring employee safety. In 2008, the North Carolina Occupational Safety and Health Administration’s Voluntary Protection Program (OSHA VPP) recognized Butterball’s Mt. Olive, NC plant as a Rising STAR Site. Plants that hold

this distinction have achieved a low incidence of injuries through prevention control programs, worksite analysis protocols and thorough safety

practices. Additionally, OSHA presented the VPP STAR Site award to four of the five remaining Butterball plants located in: Jonesboro, Ark., Ozark, Ark., Huntsville, Ark. and Carthage, Mo. With these honors, Butterball holds four of the nine poultry complexes recognized by the national OSHA VPP.

Given the history of unique worker safety challenges faced by poultry processors, Butterball’s aspiration to attain OSHA VPP certification was a lofty goal. However, Butterball labored to exceed industry expectations and enacted programs that were not only comprehensive in their tactics, but also all-inclusive to maximize employee participation and commitment.

As part of the strategy to enhance its

“Butterball’s aspiration to attain OSHA VPP certification was a lofty goal.”

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North Carolina OSHA's Voluntary Protection Program (OSHA VPP) recognized Butterball's Mt. Olive, NC plant as a Rising STAR Site.

safety programs, Butterball developed thorough classroom sessions, line training and medical assessments for the production associates. "Star Point" teams were developed to serve as peer-mentors, allowing associates to provide feedback regarding the development of the safety program. Moreover, Butterball implemented weekly safety checks in which management and production associates

met to identify and address potential safety hazards. All of these components worked together to foster a culture of teamwork and safety for production associates and management team members.

Butterball's multi-faceted safety program has helped its employees sharpen their focus on safety and expand their knowledge base on important health and safety issues.

Although the company is proud of its many safety achievements, it is committed to even more success in the future. The next generation of the Butterball safety programs will include new innovations to continually improve the practices already set in place—demonstrating the company's dedication to keeping its workers safe by surpassing industry expectations and setting higher standards for worker safety. **UB**



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Entrepreneurship is in Linda Bean's blood, and so is Maine. Like her famed grandfather, she is taking a distressing situation and is making inroads to solutions (in her case, lobster under pressure of Canadian processors, themselves now under pressure of failing world banks).

Urner Barry's Reporter first introduced Linda Bean to readers in Volume 3 issue Number 4 of the publication. At that time Bean's focus was on commercial lobster buying and the certification by the MSC of the Maine coast lobster fishery.

Bean purchased her first lobster wharf in 2007, her second in 2008 and now a third in 2009, building a brand with her famous last name on it with her lobsters



Specially designed for its size, freshness, and texture Linda Bean's Perfect Maine Lobster Roll will be sure to Stir Your Primal Senses.

from Port Clyde, Vinalhaven Island, and Tenants Harbor, Maine. Whether shipping live lobsters wearing claw bracelets traced to their exact source or creating innovative added value products, her days are filled with energy to see her brand trusted as the best across the nation: Linda Bean's Perfect Maine™ ... In a Class by Itself.™™

Always innovative, and looking to expand the eating experience of lobster in numerous ways, Bean is determined to popularize lobster eating by making it easy to find, easy to eat, and easy to afford. Linda Bean's

Perfect Maine Lobster™ roll is carefully planned. "It Stirs Your Primal Senses".

Bean's concept, initiated in Maine last summer and now entering Florida, features a butter toasted roll (white or whole grain) sensuously enveloping a full quarter pound of wild-caught lobster meat from her own wharf. Heart-healthy, the lobster meat contains only 125 calories, and the roll adds no fillers, extenders, or preservatives. The pure lobster meat is lightly herbed with her proprietary blend to lightly enhance the lobster's own sweet goodness.

Buying fresh off the boat and skipping middleman are two key objectives in presenting Bean's popularly priced lobster roll meal during these hard times. In creating Linda Bean's Perfect Maine as her brand, she has formed an umbrella for accompanying Maine producers that meet her standard.

Even the roll selected comes from Maine; specially designed for its size, freshness, and texture, she butters and crisps it on both sides in under a minute time with her special equipment. She has chosen Kate's Maine Butter, an award-winning Maine favorite enjoyed by visitors at summer lobster bakes, to flavor the memorable succulence of Linda Bean's Perfect Maine Lobster Roll.

Linda prefers tender lobster claws as the feature of her added value dishes. One of her companies specializes in extracting meat from the shell without boiling, thus cooked only once for the ultimate in tenderness, not twice. This process enabled her to introduce a national first on QVC-TV with her special Maine Lobster Stew, her first added value product.

For the 2009 Boston New Product Showcase, she is introducing her

"Signature Lobster Claw" line of products with a wild Maine shrimp pie. Individually sized, each pie contains one-third pound of wild-caught shrimp topped by a whole lobster claw captured under a traditional Maine double crust.

She has made certain strategic alliances to place both her branded frozen products and her live lobsters with her brand bracelet tags into markets across America. Thousands of grocery store tanks with live lobsters are now featuring her tag to inform buyers with her trusted Maine Bean name and to inform exactly where the lobsters came aboard to be shipped to them.

"People want to know where their seafood comes from, and that it's handled in ways they can trust," Bean emphasizes. "With Linda Bean's Perfect Maine™ brand, they know they have something new and dependably authentic, sustainable, and traceable."

Bean's kiosk presence across the nation for a healthy new American sandwich, the Perfect Maine Lobster Roll, is currently unfolding, and Linda's wild Maine shrimp roll will be added this year as another nutritious quarter pounder option.

Bean's Mayflower roots and Maine generational legacy are profoundly influencing her sense of personal responsibility to keep Maine green and its natural resources sustainably harvested and traceable to their American source.

"In my lifetime, we have taken lobster boats and fishing families for granted, thinking they would always be around. At Linda Bean's Perfect Maine, we pay bonuses to our fishermen to encourage best practices so that the product of their labors can be seen and enjoyed into the future: 'In a Class by Itself.'" **UB**

E. coli O157:H7 Mini-Conference

March 26, 2009 · The Drake Hotel · Chicago, IL



E.coli Mini Conference: Preparing for a Food Safety Assessment/ Exploring Intervention Options



A lively and timely Conference with Dr. Kerri Harris, President of the International HACCP Alliance, and Dr. James Marsden, Regent's Distinguished Professors at Kansas State University and NAMP's Senior Science Advisor – two of the leading experts in FSIS regulations and E. coli O157:H7 detection and control. They will conduct a high-intensity workshop designed to help beef processors prepare for the critical challenges of 2009

Dr. Harris will lead you through the steps you'll need to take to prepare for an FSIS Food Safety Assessment. You'll be prepared for an audit and you'll know what to do if something goes wrong,

Dr. Marsden will help processors of non-intact beef find the best way to ensure the safety of their products. He's talk you through the choices that best fit your operation.

And you'll hear directly from leading intervention technology suppliers who will explain their systems and the advantages they can bring to your business.

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Meat Industry Management Conference:



Don't miss the opportunity to learn even more by attending the Meat Industry Management Conference which follows the E. coli Mini-Conference. Additional food safety sessions will provide the perfect complement to the Mini-Conference.

On Friday, you'll hear from Dr. Dan Engeljohn, FSIS Office of Policy and Program Development, and Dr. Richard Arsenault, Director of Meat Programs Division, Canadian Food Inspection Agency. Dr. Harris and Dr. Marsden will also talk more about preparing your company for food safety success.

On Saturday, the Conference will feature a line-up of nationally recognized experts speaking on a wide array of critical issues facing the meat industry today. Learn more about positioning your products for big box sales, extracting more value from the carcass, surviving the credit crunch and what you should know about your customer's business.

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Fresh fillet supply to be imported from Norway...

Farmed salmon supply: big changes possible in 2009

Most of the United States' imported supply of farmed salmon comes from Chile in the form of fresh fillets. The product is flown in from Chile to Miami and is then trucked to additional destinations throughout the U.S. providing fresh fish.

The majority of the infrastructure for salmon transportation revolves around this situation. In the upcoming year, however, this landscape could change dramatically.

Currently, Chile has a decreasing supply situation. Many of Chile's Atlantic salmon is infected with ISA (Infectious Salmon Anemia), which has caused suppliers to lose many fish and also harvest early when the fish had not yet reached full market size. The ISA issue could destroy 30% or more of the Chilean Atlantic salmon product. Chile is forecast to experience additional declines in fish production within the next several months, therefore leaving the U.S. with a larger hole in their supply of salmon. Because of this, the U.S. could begin to see a large volume of salmon come from Norway and possibly additional imports from Canada.

Let's put into perspective how extreme the circumstance is. In 2008, Chile imported 168.3 million pounds of fresh fillets.

Although down 4.6% from 2007 levels, it is still a significant amount of product. In 2008, The U.S. imported

11.8 million pounds of fresh fillets and 154.6 million pounds in fresh wholefish from Canada, while Norway exported just five million pounds in fresh fillets.

2009 imports could look drastically different from 2008, as Norway is reported to have the farmed salmon to supply the U.S. market.

Questions arise though, about the infrastructure and will it be able to adapt to a sudden influx of farmed salmon from Norway. Will product continue to come into Miami? Will fresh fillets still be able to be trucked throughout the United States? Imports and distributors will be able to sort out the details, but how quickly? **UB**



Russians continue efforts to stop illegal fishing

The Russians are serious about their commitment to the elimination of illegal fishing in their waters. Russian prosecutors have laid a crab poaching case that will go to trial against Arkady Gontmacher and Global Fishing.

Gontmacher and his two fellow indicted partners, Abdel Aziz Yembarek and Aleksandr Suslov, were arrested in September 2007 on a slew of charges of criminal activities related to the stealing of massive amounts of king crab, the region's second most valuable marine product after pollock.

According to the SK (Investigating Committee), the 'operators' took more than 9,000 tons of crab, during what appears to have been a period of five years.

On December 29, 2008, the Russians announced they would close the king crab fishery in the Barents Sea beginning

on January 1st, 2009 and would not re-open the area to crab until August 31, 2009. The temporary ban is intended to replenish stocks of king crab in the Barents Sea. Usually taking place in the winter, spring or autumn, this year the season is being postponed until autumn. This section of the Russian king crab fishery usually catches 11,000 tonnes or 24,250,848 pounds.

Russia will continue to catch crab from the opposite side of the country in the Sea of Okhotsk, however, much illegal fishing has taken place here in the past and the waters are under tight surveillance. Recently there were two situations that have taken place.

On January 27, 2009, Russian authorities seized a Japanese vessel that was said to be operating out of the Japanese exclusive economic zone (EEZ) and drifted into Russian waters after completing its fishing

operation. The Russians believe they were fishing illegally within the Russian EEZ. Russian authorities held the crew for 12 days while an investigation into the situation was conducted. The ship and the crew were released back to Japan, but not before the Russians demanded and received an undisclosed payment from the firm which owned the vessel.

Additionally, on February 9th 2009, the Russian authorities seized a Cambodian flagged ship under the suspicion that they were poaching crab in Russian waters. The crew consisted of 10 Russians and 5 Indonesians and they were carrying over 900 kilograms of live crab. They did not have documents, therefore the vessel was detained.

Russia's crackdown began last year, and at least 20 boats, including foreign vessels, have been detained. The situation has changed U.S. imports rather drastically. **UB**



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Hole-y cow!

We all know what the outside of a cow looks like, but nowadays, scientists are learning more and more about the insides of cattle. Agricultural scientists are able to study the digestive system of cows by putting holes, yes holes, in the sides of their stomachs. These cows are alive and completely healthy, and the holes, called fistulas, do not harm the animal in any way, shape, or form. The operation is painless, and it has been shown that bovines that have fistulas live longer than those that do not.

Fistulated cattle are used to study and research the digestive systems of cattle. Through these holes, scientists and researchers can actually see first-hand how different types of food are digested, and which foods the animals are benefitting from the most, nutritionally. The holes also aide in figuring out which feed maximizes milk production. Cows with

stomach holes are found only in research facilities, and are available for public view strictly on an open house basis.

A cow's stomach is broken down into four chambers; the rumen, where bacteria helps digest plant material, the rectilum where materials are further broken down, the omasum, where water is absorbed, and the abomasums, which is similar to a human's stomach. The cow is anaesthetized for the operation, which involves fitting a three inch circular opening into their rumens. A soft, rubbery, plug, called a cannula is placed in the opening. The cannula hardens over time and is replaced at least once a year.

Within the rumen, there are various types of bacteria that aid cows in digesting plant fiber which humans and other non-herbivores cannot digest. The cows and



Photo courtesy: USDA Agricultural Research Service

the bacteria live in a symbiotic relationship in which both species benefit. The cows supply the bacteria with plenty of glucose, and the bacteria then digest the otherwise indigestible plant fiber. Cows are extremely dependent on these bacteria and when an animal falls ill, the bacteria in its rumen begins to die, thus usually resulting in the animal's death. The fistula provides access to an abundant supply of replacement bacteria for cattle that are in severe danger of dying because of its own bacteria loss.

Fistulas not only help in nursing sick cattle, but they are cost effective for farmers and corporations, since the cows usually live longer, have a lesser chance of being used for slaughter, and are not usually euthanized. **UB**

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Meltdown in Mexico?

It's no secret that the U.S. is going through rough economic times. Although being hit hard by the current downturn, it is important to acknowledge that this is a global economic crisis. Observers do not have to look too far to see how things are turning sour; just south of the border to Mexico, which happens to be one of the largest trading partners of the U.S., and things are starting to get fairly ugly.

Aside from a slowdown in the economy, Mexico is experiencing one of its worst drug-related violent crime times. To exemplify how bad it is, Felipe Gonzalez Gonzalez, president of Mexico's Senate public security commission recently said "We have more dead than you have in Iraq." Due to the violence, "people don't want to put their names on a share listing," Guillermo Prieto, president of the Mexican Stock Exchange, said in an interview with Forbes Magazine. This says a lot about how crime is affecting Mexican business and their economy. Yet crime is just part of Mexico's misfortunes, as most of its productive sectors currently face really challenging turnovers.

A large contributor to Mexico's GDP is the revenue of its exports and foreign direct investment. 80% of the country's exports end up in the U.S. The export growth rate is expected to decrease in 2009 with maquiladoras, or export-processing factories along the U.S.-Mexico border, laying-off thousands of workers. According to government estimates, foreign direct investment could drop to \$18 billion from \$23.2 billion in 2008. In February of 2009 the Mexican economy was officially declared in a recession by Guillermo Ortiz, the head of Mexico's Central Bank. Agustin Carstens, head of Mexico's equivalent to the IRS, forecasts growth is expected to decrease by 1.8% in 2009.

Pemex, the state-run oil monopoly, and indisputably the largest single revenue maker for the federal government, is in poor shape. Pemex is just under \$100 billion in debt and unable to sell stakes to foreign companies. Output has decreased in the past few years, and according to the company, it must spend \$20 billion a

year just to keep production stable. With production costs only around \$18 per barrel, and already-sold oil contracts at \$80 per barrel, this will be a daunting task given the drop in current crude spot and futures prices.

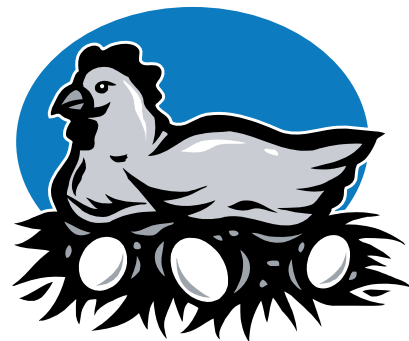
Remittances from Mexican emigrants, which happened to be the second largest contributor to the country's GDP, fell 3.6% in 2008 to \$25 billion. This is the first time this figure decreased since Mexico's Central Bank began tracking data.

After the U.S. market crash of September, capital around the world returned back to the United States. This caused the U.S. dollar to appreciate against many major floating currencies as various foreign monetary units are exchanged for U.S. dollars. Mexico was no exception with its peso having depreciated more than 40% against the dollar in the last five months. Since October, the Mexican Central Bank had been selling U.S. dollars via auction in order to sustain a relatively healthy foreign exchange rate. However, the Bank intervened in February of 2009 by selling \$0.5 to \$1 billion U.S. dollars directly into the market as the auction approach proved insufficient; something the Bank has not done in more than 10 years.

This situation has caused importers' costs to go up significantly amid decreasing commodity prices. Mexico depends almost 50% on imports to satisfy its agricultural demand. 33% of Mexico's maize, 55% of its wheat, 95% of its soy, 72% of total rice, 25% of the country's red meat, 15% of its poultry and 12% of its total milk, are imported. During the first quarter of 2008, imports of meat, pork, chicken, fish, crustacean and mollusks, grew 25%. During 2008, with NAFTA opening the borders to zero tariff duties for poultry imports, the Mexican market is estimated to lose 35% of its share; U.S. products are two times cheaper than those produced in Mexico. In the big picture, Mexico produces 60% of its meat while importing 40%. The U.S. is virtually the lone supplier of imported meat accounting for more than 90% of the meat shipments

sent to Mexico. According to government estimates, the agricultural sector's growth could be near zero in 2009.

Given the large dependency of Mexico's economy on the U.S., the country is likely to struggle during the current global recession. One bright spot is that Mexicans have not become addicted to debt to the extent U.S. citizens have; cash is still king. Also, there has been little exposure to U.S. subprime assets. Lower consumption levels in the U.S., a depreciating peso, higher rates of violence related crimes, an inefficient state-owned oil company, and an overall sense of pessimism, are only a few of the upcoming troubles that this emerging country will have to face. Around the world it is said that "whenever the U.S. sneezes, the world gets a cold." However, as jokingly expressed by the former Mexican ambassador to the U.S., "whenever the U.S. sneezes, Mexico gets pneumonia." **UB**



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Eye on dining...

Chic, romantic, casual: Boston's culinary delights abound

"the local specialty, lobster—once a food of the poor and of prisoners—appears on practically every menu."

Boston's dining scene is the quintessential melting pot in New England, filled with chic dining rooms, casual crab shacks, and co-ed burger joints. You can also find every type of ethnic eatery imaginable, from Middle Eastern to Milanese to Mediterranean. However, seafood is the name of the game in this port city, and the local specialty, lobster—once a food of the poor and of prisoners—appears on practically every menu. For the ultimate high-end dining experience, don't miss L'Espalier, a romantic spot in the Back Bay. Or for a meal with Boston attitude,

try Durgin-Park, a city institution that opened in 1827 and is equally famous for its fresh oysters and brusque service. Chowda' is another local favorite, and you'll find some of the best at Legal Sea Foods. The North End is full of friendly Italian places offering the typical red and white checkered tablecloth and true Italian cooking—Mamma Maria is the perfect example. Whether you want to sport a plastic bib in a Cambridge raw bar, wine and dine in Beacon Hill, or wield chopsticks in Chinatown, Boston's the place to be.

If you have the opportunity you must, and I mean must, find a place that serves Wagyu beef. This week I had that opportunity while dining at Craftsteak in the Foxwoods Hotel and Casino. There are not enough positive adjectives in the culinary dictionary to describe how great it tasted. Usually a fine steak that is cooked more than medium-rare becomes a bit like shoe leather. This steak was cooked medium-well and you could cut it with a spoon. Forget the price, forget the economy, forget your troubles, treat yourself—you deserve it! **U**

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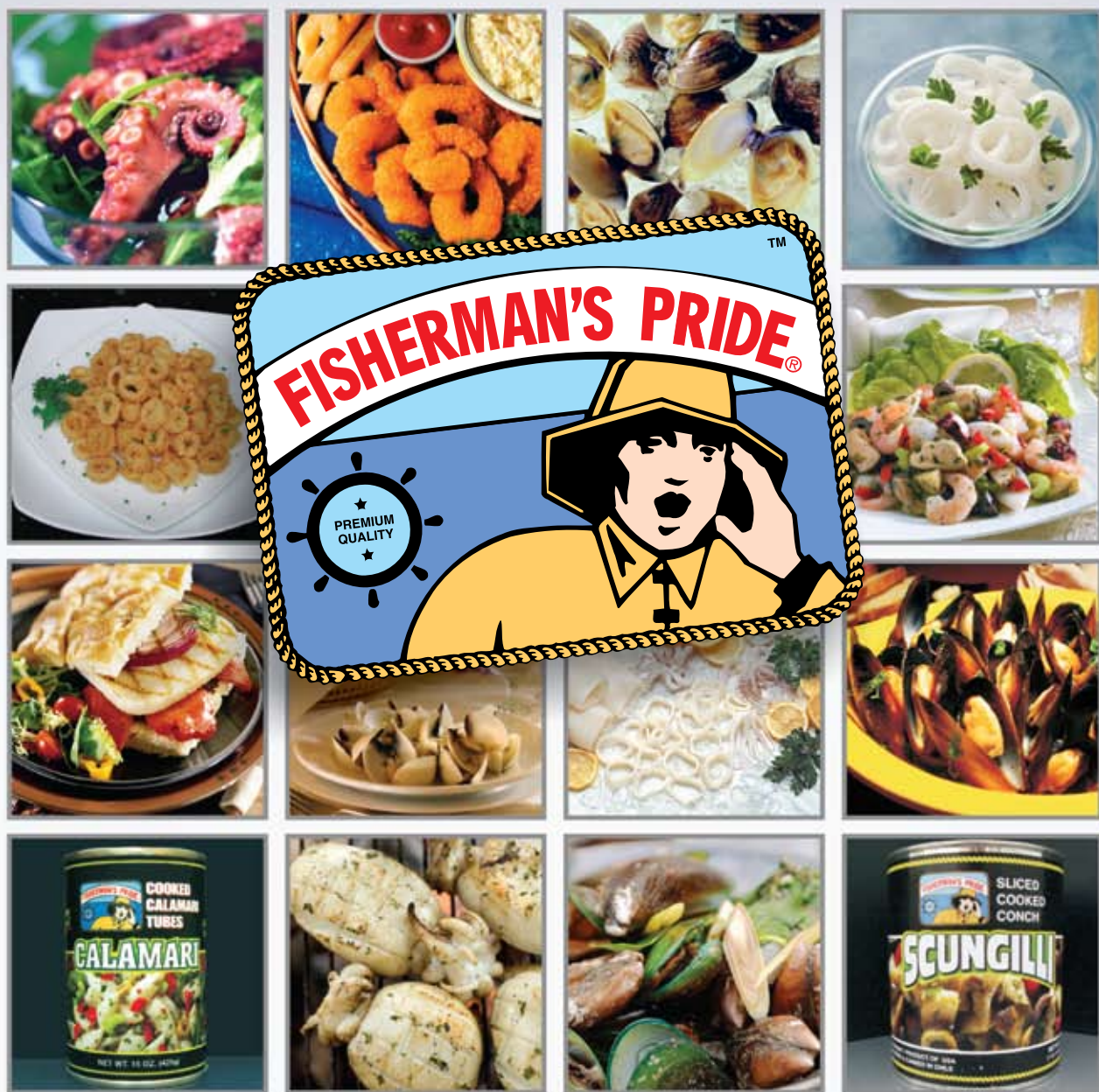
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JAINDL HARVESTING SOYBEANS:
Each year Jaindl Farms produces about 200,000 bushels of soybeans that are grown on 3,500 acres of Jaindl-owned property in eastern Pennsylvania.

When it comes to saving energy, David Jaindl is talking turkey. The owner of one of the largest totally integrated turkey farms in the nation is converting soybeans to fuel as a means to save energy and improve the freshness of the diet of his flock.

The Orefield, Pennsylvania farm, which produces 750,000 turkeys each year, has taken a big step toward becoming energy self-sufficient by powering its equipment in part with homegrown biofuel. A leading producer of premium turkeys in the nation, Jaindl harvests the soybeans on land it owns and processes them on site. The oil is used to fire boilers in the processing plant and hatchery and power tractors and harvesters in the field.



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The plant produces 200,000 gallons of soybean oil a year. With expansion it will have the capacity to produce 1.5 million gallons a year. The farm blends soybean oil with traditional diesel fuel to power machinery. Jaindl said the mixture, starting at 5 percent soybean oil, will increase as production allows. Jaindl Farms will use less petroleum-based energy and produce a cleaner-burning fuel.

"There is more of an environmental incentive to do this than an economic one," Jaindl said. "Our production costs are lower because we grow the beans. But the biofuel contribution is still significant. This is a virgin, agricultural product. Both the processing and combustion are clean."



DAVID JAINDL'S NEPHEW, JOHN JAINDL, JR. FUELING FARM EQUIPMENT: After the oil has passed through the centrifuge and been refined it is pumped into a 20,000 gallon storage tank located just 10 feet from the soybean plant.



JAINDL BIOFUEL PLANT DRUM COOLER: The drum cooler can cool the soybean meal from 350 down to 75 degrees at the rate of 10 to 12 tons per hour.

Biofuel meets the rigorous EPA Clean Air Act standards.

Jaindl Farms is part of a nationwide trend toward the use of alternative fuels. The U.S. Energy Independence and Security Act of 2007 requires American fuel producers to use at least 36 billion gallons of biofuel in 2022.

Jaindl isn't waiting for the government. The cost of the biofuel plant was underwritten entirely by Jaindl Farms without the use of available state funding. That saves taxpayer money as well as reduces the farm's petroleum fuel consumption.

Jaindl gets the most from his soybeans. In addition to soybean oil, a second product produced through this process, "high protein" soy meal, is used to supplement a turkey feed diet formulated exclusively for Jaindl Turkeys. The company will produce and feed more than 2,500 tons of this high-protein meal to Jaindl turkeys this season.

Jaindl Farms has been innovating for years. The farm was started by David's father and grandfather, Fred and John Jaindl, in 1937. Its turkeys, including the Jaindl "Grand Champion," are recognized by the National



Jaindl Farms owner David Jaindl

Turkey Federation as premium products.


Jaindl turkeys are sold throughout the Boston, New York, New Jersey, Philadelphia, Washington, D.C., Atlanta metro areas and as far south as Florida. They are sold under the traditional Jaindl "Grand Champion" brand along with private labeled including Wegmans Food Markets, Whole Foods Market, Bell & Evans, Murray's, Harris Teeter and Stew Leonard's, among others. **UB**



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2. **SCOM** - Poseidon lists over \$10 million unsecured debt in bankruptcy court; trade debts widespread - 1/23/09
3. **SCOM** - Major franchise operator of 110 restaurants goes belly up in Southern California, was 22nd largest - 1/16/09
4. **SCOM** - Wrangell Seafoods files for Chapter 11 Bankruptcy - 1/12/09
5. **SCOM** - Obama administration throws out USDA COOL rules, calls for stricter guidelines on labeling - 2/18/09
6. **SCOM** - Restaurants facing worst decline since 1970; rising number halting insurance, workers comp payments - 1/15/09
7. **SCOM** - Thoughts on the Seafood Industry at the end of the year (editorial comment) - 12/31/08
8. **SCOM** - China bans carbon monoxide in seafood, 16 other substances used in industrial food processing - 12/16/08
9. **SCOM** - Crab poaching case against Gontmacher and Global Fishing laid out by Russian prosecutors for trial - 2/9/09
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SEA SCALLOPS FRANÇAISE:

Seasoned sea scallops are sweet seafood sensation

Sea scallops are one of the most versatile and simple to prepare items to come from the sea. Nearly translucent raw, cooked meat becomes opaque. The meat is sweet, ranging from mild to salty. They are plump and possess a near-firm texture. Scallops are delicate and require very little cooking. Overcooking is a common mistake that detracts from the taste and texture.

BUYING TIPS:

Sea scallops are graded by size, typically U10, U12, 10/20, 20/30, and 30/40 counts (the number represents the quantity of scallops in a pound). Scallops should have a sweet and seaweed-like scent. Any traces of sourness, gas or iodine indicate spoilage. The meat of a sea scallop is nearly translucent, with a creamy look. It is shaped like a small patty. Sometimes pink and brown spots accent the meat. **UB**



SEA SCALLOPS FRANÇAISE

INGREDIENTS:

- 1 lb. sea scallops
- 1 lb. angel hair pasta
- ½ cup olive oil
- 2 eggs
- fresh parsley
- ¼ cup grated Romano or parmesan cheese
- ¼ cup flour
- ¼ lb. butter
- 2 lemons
- Salt and pepper

Preparation:

Preheat oven to 350 degrees.

In a medium-to-large stock pot, add 8 cups of water and a pinch of salt. Bring to a boil. Add pasta and cook until tender, but not soft.

Meanwhile, combine the eggs, fresh parsley and grated cheese in a shallow dish, and whisk to blend.

In a separate pan, heat the olive oil. First dip scallops in flour, then egg mixture and fry in pan until both sides are golden brown.

Place scallops on oven pan, add butter and lemons, and bake for 5 to 6 minutes.

In a serving dish, combine pasta, scallops and juice in pan. Season with salt & pepper (as needed), and top with fresh parsley.

Niacin (Vitamin B3): nutrients you can use

Niacin is an essential vitamin vital in assisting the body in functioning properly. To get the right amount of niacin it is essential to eat a balanced diet with a variety of foods.

Otherwise known as vitamin B3, niacin is a supplement that helps the body release energy from protein, fat and carbohydrates during digestion. It is used to convert carbohydrates into sugar (glucose), which is then used by the body for energy. Niacin also helps keep your nervous system, digestive system, skin, hair and eyes healthy. That's why niacin is often a part of a daily multivitamin, though most people get enough niacin from the food they eat.

Niacin is naturally found in many foods including dairy products, lean meats,

poultry, fish, nuts and eggs. In addition to proteins niacin is also available from cereals, as many are now fortified with it during production.

A water-soluble vitamin, niacin is not stored in the body and excess amounts quickly pass through - therefore it is essential to have a constant supply of niacin in your daily diet. Some amounts of niacin can be lost during cooking, and it is therefore best to roast or broil beef, veal, lamb and poultry. Pork, on the other hand, keeps the same amount of niacin regardless of the cooking method. Also, cook vegetables in a minimal amount of water to retain the most of this valuable nutrient.

A lack of niacin in the diet can result in Pellagra. Pellagra is a disease that causes inflamed skin, scaly skin sores, digestive problems, mental confusion, and even delusions. According to the Food and Nutrition Board at the Institute of



Chinook Salmon supplies a good source of niacin. Three ounces of cooked product provides 8.5 mg per serving.

Medicine, individuals should increase the amount of niacin in your diet the older you get. Infants should intake 2-4mg a day. Children up to 13 years of age should have 6-12mg a day. Age 14 and older should intake 16mg a day. Niacin, when used properly, has been found to offer benefits in terms of cholesterol reduction, however, always consult a physician before starting any new diet.^{UB}


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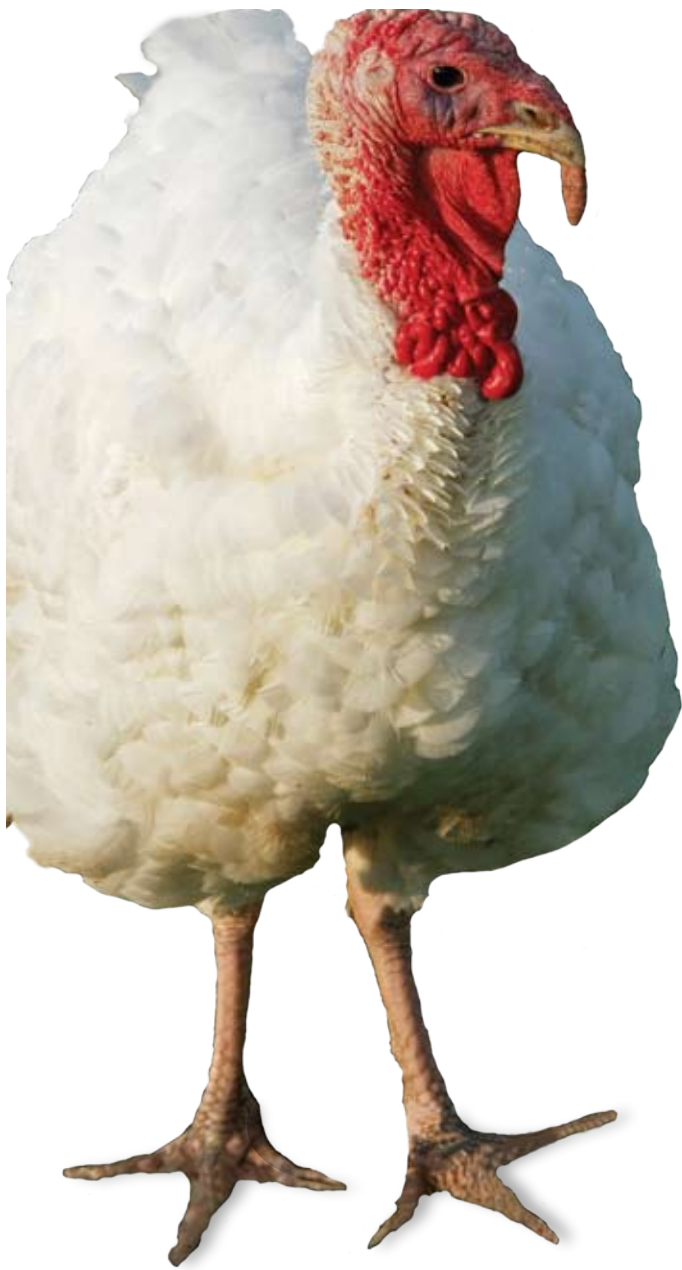
FOOD	SERVING	NIACIN (mg.)
 CHICKEN (light meat)	3 ounces (cooked without skin)	7.3
 TURKEY (light meat)	3 ounces (cooked without skin)	5.8
 BEEF (lean)	3 ounces (cooked)	3.1
 SALMON (chinook)	3 ounces (cooked)	8.5
 TUNA (light, packed in water)	3 ounces	11.3
 BREAD (whole wheat)	1 slice	1.3
 CEREAL (unfortified)	1 cup	5-7
 CEREAL (fortified)	1 cup	20-27
 PASTA (enriched)	1 cup (cooked)	2.3

Chart source USDA National Nutrient Database for Standard Reference



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Food industry still outperforming other sectors of the economy

The nation's economic downturn has been much like the feeling of riding a roller coaster. The difference is that, unlike the amusement park ride that ends quickly, the current downturn in the economy is anything but over. Prices of almost all commodities have been so volatile in the past year that we have been confronted by inflation, as well as fears of deflation. That includes the food industry from the producing stage to the consumer level.

Beginning in 2007, pricing on food commodities experienced increases primarily because of a shortage of corn destined for food and feed production. Much corn was diverted to the production of biofuels

and ethanol. Since then and into 2008, the economy faced historical highs in oil prices and consequently diesel and gasoline. Prices pertaining to the food industry, specifically protein commodities such as, beef, pork, and several seafood items, also reached historic highs in 2008 mainly due to high input costs related to feed and transportation.

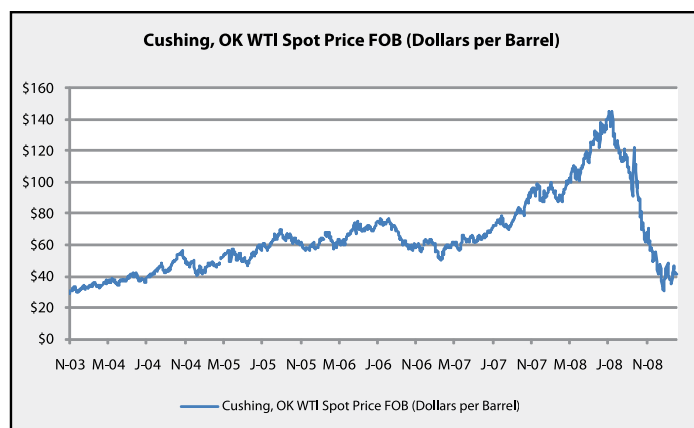


Figure 1

As early as August 2008, oil and gasoline prices finally reached an inflection point that was not sustainable and they began to collapse. Oil prices tumbled to a five-year low in December 2008 (See figure 1). Gasoline prices, which reached their historic high in July 2008 (\$4.11 average per gallon), also collapsed in December 2008. A significant decline in December's PPI was largely attributed to the drop in energy prices. Corn, soy, and wheat, also reached historic highs in 2008, but then retreated dramatically by the end of the year. Input costs for the production of meat, such as those for feed and transportation eased somewhat, but too late to correct the damage already done.

Nevertheless in an economy where overall demand and profits are declining, along with the tightening of credit lines, companies are forced to make modifications. Businesses have cut costs in many ways including laying off workers and reducing output in order to stay afloat. Declining wholesale prices make debts harder to pay and banks even less willing to provide loans. The CPI during the last quarter of 2008 continued to drop on a month-to-month

basis and sounded the alarm of potential deflation. The U.S. economy is driven by consumer spending, accounting for nearly 70% of the GDP. The core CPI, which excludes energy and food due to price volatility and the relative inability to be affected by monetary policy, decreased only by 0.3 percent in the last quarter (seasonally adjusted). This can lead us to assume that the larger decrease of the CPI—not the core CPI—was largely a result of substantially lower gasoline prices.

On the food end, beef and pork retail prices reached historic highs in September 2008, but then decreased in October and November. However, production of pork did adjust lower and therefore spurred an element of support to pricing by staying relatively flat at the farm, wholesale and retail levels throughout December (Figure 2). The beef and veal PPI for finished goods (not seasonally adjusted) declined sharply in October, recovered slightly in November, but then dropped again in December. Prices for beef remained flat for all-fresh beef retail prices (Figure 3). Poultry retail prices continue to be high and are over 16% higher than what they were in October 2006 (Figure 4). Yet, at the consumer level, the CPI index for meats, poultry, fish and eggs dropped 0.5% in December. This was largely

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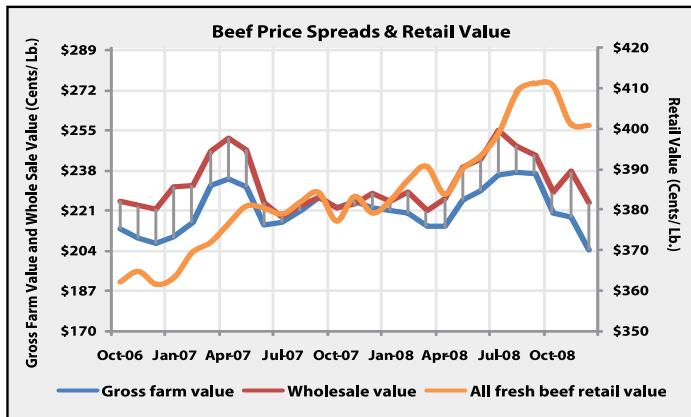


Figure 2

due to a drop in egg prices however; it finished 5.5% up for the year. In fact, the food and beverage CPI had the highest yearly percentage change out of all the expenditure categories.

Lawrence Summers, the current National Economic Council Chairman believes

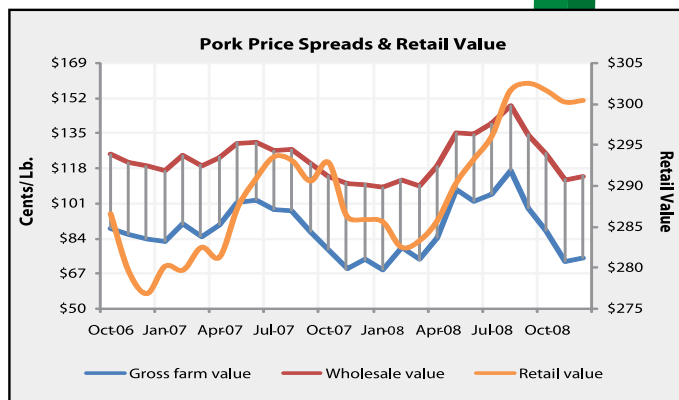


Figure 3

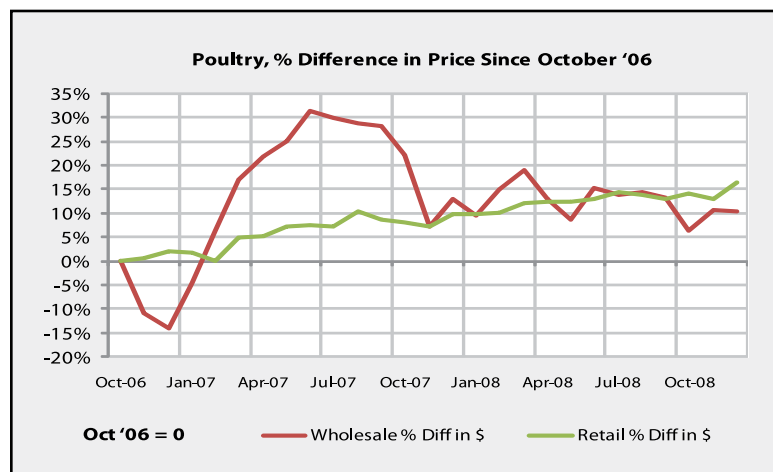


Figure 4

fears of deflation are real. "Deflation is a real risk facing the economy," Summers said. Perhaps it is only the attention that falling prices have received in the past couple of months that is making people nervous. It may be the government's fear of further layoffs caused by lower prices and diminished corporate profits, conjointly

with its inability to act as a safety net. While the CPI and PPI continue to fall, the food industry has outperformed other sectors in the present economy. Although one cannot say the food industry is in good shape, as a reasonably inelastic sector, it is transitioning into our present economy better than others. **US**



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SEASONING YOUR CAST IRON SKILLET

You can repeat seasoning process as many times as you like. You are seasoning every time you cook.

1. Wash new cookware with soap and water.
2. Rub a thin coat of vegetable oil, shortening or lard on the inside of your skillet.
3. Place upside down in the oven at 350 degrees. Cook for 1-3 hours with aluminum foil on the bottom to catch any drips. The oil will fill the cavities and permeate the pores so water cannot create rust.
4. To clean after cooking, use only boiling water and a plastic scrubber. When dry, rub a tiny bit more oil in with a paper towel.

CARING FOR YOUR CAST IRON

- Do not put in the dishwasher.
- Do not put cold liquid in a hot skillet. It will crack immediately.
- Do not leave excess oil in pot when storing. It can become rancid.

Acidic foods may cause corrosion if not cleaned out immediately after being cooked.

Cast iron's history dates back to approximately fifth century BC in China. It was here that the first furnaces were invented that could heat the iron to its melting point, and thus made it possible to be poured into molds or casts. The first iron pots were produced with three legs and were designed to be used over an open



flame in a fireplace or campfire. In the 1700s, when cook-top stoves increased in popularity, cast iron pots and pans were made to accommodate. Owning cast iron cookware also became somewhat of a status symbol; even George Washington's mother bequeathed her cast iron in her will, and Lewis and Clark noted their Dutch oven as their most important piece of equipment on the expedition to the Louisiana territory.

When seasoned properly, foods cooked in the cast iron skillet result in low-fat, mineral infused foods. A seasoned cast iron skillet also allows food to glide more easily than in a non-stick pan, cutting back on that pesky cooking oil that packs on the fat. Additionally, there is no toxicity associated with cast iron as there is with certain forms of non-stick cookware where plastic and aluminum can get cooked into food if scratched, and highly toxic fumes and chemicals are released at high temperatures. Moreover, any iron released from the cast iron skillet into food is known to be beneficial especially for people with anemia, vitamin deficiency and athletes who lose iron through perspiration. **US**



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Species 101: Mahi-Mahi



Mahi-mahi is commonly known as dolphin fish, however most marketers avoid the label. The Spanish name is Dorado. The fish is a brilliant blue, green and silver color with yellow spotting. The belly is usually white or yellow. The color quickly fades when the fish is landed. It has a crested, round head which resembles a dolphin. Males tend to have more color than females. They can grow to be over six feet and usually live about five years. Most fish are typically between eight and 25 pounds.

Mahi-mahi is found worldwide in the tropics and sub-tropic waters of the Atlantic, Pacific and Indian oceans. It is the state fish of Hawaii and highly regarded among sport fishermen for its fighting ability. Although landings take place year

round, they increase seasonally from March to May and from September to November as the fish follow warm currents.

Larger fish are caught by trollers and longlines and smaller fish by pole and line. Mahi-mahi are said to be freshest when caught by trollers or pole and lines because they are only at sea one to two days. Flavor is preserved if the fish is bled by cutting off the tail as soon as it is caught. Dressed, the flesh exposed by the collar bone will be discolored. The fish retains better quality if it is not filleted until shortly before usage.

Size varies greatly, from a couple of pounds to over 50 pounds, so the size and thickness of fillets is also very varied. Mahi-

mahi that is over 10 or 15 pounds is the preferred market size. The average yield of the fish is about 40-45 percent of the total body weight, but it does vary. Females are preferred over males because the head of the male fish is typically larger than that of a female, thus it contributes to a larger percentage of its body weight.

Mahi-mahi is sold fresh as whole and is typically H&G. Sometimes, however, it is sold with the head on. It is also sold as fresh and frozen fillets and portions.

When skinned, mahi-mahi has a firm, light, pink flesh. It has a delicate flavor that is almost sweet. It should be cooked

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until flaky, but no longer. The blood line is often removed before cooking because of its dark appearance and the fact it can have a stronger flavor.

UB *Fast Fact*

Mahi-Mahi means strong-strong. This refers to its powerful swimming ability and not its flavor which, on the contrary, is quite mild.



Fresh mahi-mahi fillet with most of the dark bloodline removed.

Mahi-mahi has been known to carry histamines in the flesh. Histamines are difficult to detect and can cause severe food poisoning. Histamine poisoning is also called scombroid poisoning. The problem occurs when fish is left in warm conditions; however, it can be avoided altogether by proper handling of the fish. **UB**



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U.S. dollar update



Foreign exchange fluctuations are easier to understand than most people actually think. Exchange rates move pretty much as if they were products or goods bought and sold in the international markets. Many currencies—not all—obey basic laws of supply and demand and therefore fluctuate; the stronger the demand for a currency relative to another, the higher its value. The term “float” means that its value will be dictated by supply and demand, though central banks may intervene if the value goes beyond a certain target. On the other hand, there are those currencies which do not “float” and their value is pegged or fixed against the value of another currency. This is done by governments and central banks in order to avoid volatility and resulting risk.

“...when the value of a currency depreciates, it can have devastating impacts for importers.”

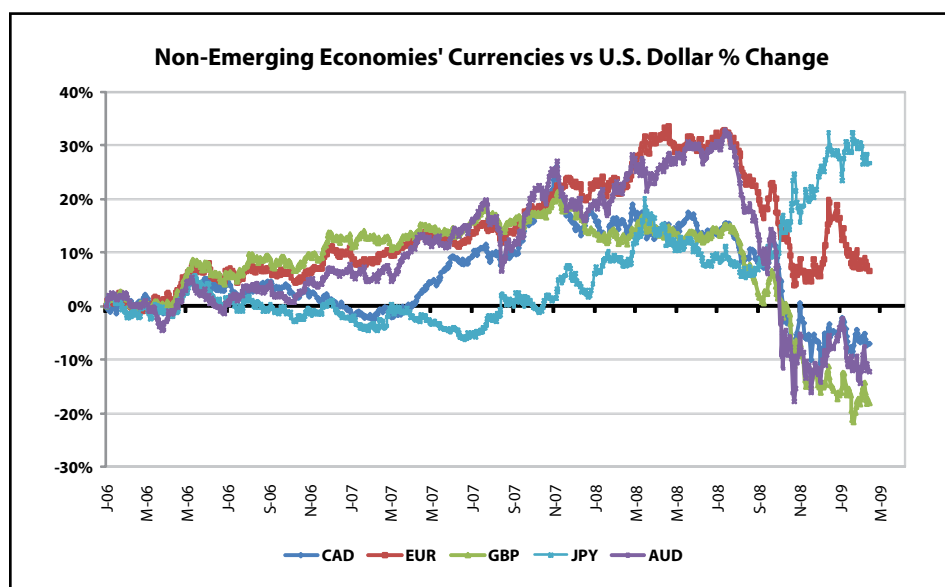
Over the last few years, the U.S. lost ground against other major currencies as markets around the world looked attractive. This lasted until the second half of 2008. For example, as emerging and other non-emerging markets grew, demand for those currencies increased as did their value. Taking 2006 as the base year, up until August of 2008, all major currencies around the globe had been appreciating significantly against the U.S. dollar. This meant that many investments in U.S.

dollars had been converted into other currencies. One of the more attractive markets was Europe. The more U.S. dollars which went to buy European investments, the more they appreciated against the U.S. dollar. In fact, between 2006 and 2008, the euro surpassed 30% appreciation against the U.S. dollar. This made costs of European importers lower regardless of the price of the product.

Conversely, when the value of a currency depreciates, it can have devastating impacts for importers. Most emerging markets, like Mexico, Chile, Brazil, Russia, and India, saw the value of their currencies collapse during the second half of 2008 (figure 1). For example, Mexico's peso depreciated

that payment to the U.S. supplier has to be made in U.S. dollars. Therefore, the buyer must go to the bank, use the company's funds—which we are assuming are in Mexican pesos—and then buy dollars at the offered spot rate by its bank. Those weeks were disastrous for Mexican importers. Since then, the Mexican Central Bank has intervened by selling U.S. dollars via auction—from reserves—in order to defend the falling value of the peso. There was also one emergency sale directly into the market early in February. Nonetheless, the consequences are also shared by American companies given that, while holding everything else equal, demand for U.S. products decreased due to the high exchange rate.

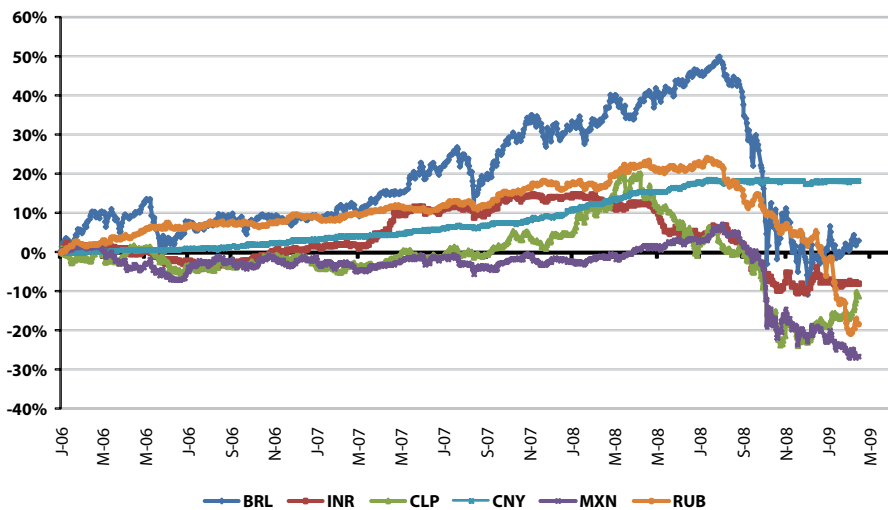
Since August, all major currencies, with the exception of the yen, have been depreciating against the U.S. dollar (figure



24% against the U.S. dollar during the first 20 days of October as investor fears made capital fly to the safest and closest haven. So, suppose that a buyer at a deli-meat packing plant in Mexico needs to buy one container per week of turkey thighs from a U.S. supplier at \$1.00 per pound for one month. Regardless of whether the Mexican company got a good deal or not for the price of the meat, the buyer has to be aware of the daily exchange rates given

2). As a matter of fact, the Japanese yen reached its strongest value against the U.S. dollar since 1999. The downside to that is that Japanese exporters may lose competitiveness as global demand softens. The Chinese yuan has been appreciating against the U.S. dollar and it is the only currency that did not collapse in 2008. The yuan was tied to the value of the U.S. dollar and was not floating freely in the market until 2005. The yuan was

Emerging Economies' Currencies vs U.S. Dollar % Change



rampantly undervalued—around 40%—due to the fixed exchange rate thus making Chinese exports boom. However, after the peg ended, the Chinese yuan was left to float against a basket of currencies and has since appreciated against the U.S.

dollar, but it has done so the Chinese way; gradually and orderly.

Currencies can be highly sensitive when exposed to speculation, political turmoil, economic booms and crises. Additionally,

given that there is no central exchange for currencies, investors can conduct arbitrage, which entails buying cheap currencies in one market and then selling high in places where demand is stronger. However, under the rational expectations theory, capital will move where there is growth in times of expansion and go to safe havens in times of contraction. During these times of economic contraction, capital has flown back to the very few safe havens around the world; mainly, the U.S. **US**

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- 4. Pilgrim's Pride Loss Nears \$1 Billion - 12/15/08**
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- 6. Poultry Plant Layoffs Loom-700 Jobs a Big Hit for Small Town - 1/13/09**
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60 seconds with...

National Fisheries Institute's John Connelly



URNER BARRY'S REPORTER: What will be the most pressing issue/s facing the seafood industry in 2009?

JOHN CONNELLY: The global economic situation is going to drive so many decisions for NFI members and the broader seafood community. Where are our customers going? Has there been channel shifting from restaurant to retail? Have families downsized from a seafood "treat" to a seafood "value?" What are the current and future sources of financing, especially for traditionally leveraged sectors? We do, however, have the benefit of knowing that people need to eat—we just need to remind them that there are plenty of seafood meals that a family can enjoy that fit well within a family's budget.



John Connelly

UBR: How does the change in the White House administration affect the work of NFI?

JC: Fisheries do not tend to be a partisan issue—any fissures tend to be more along type or geography—so a change in Administration does not change the fundamentals of the very strong and successful U.S. fisheries management system. We will work closely with Congress and the Obama Administration to ensure they understand another "deficit" they should deal with—the seafood deficit. Currently, only one in five Americans consume the necessary amount of seafood to generate the level of cardiovascular benefits we can all enjoy. President Obama's team could help reduce some of our societal health care costs by taking the preventative approach—including having all Americans eat more seafood.

UBR: NFI has been actively promoting the health benefits of seafood. Have you noted any positive consumption trends that can be attributed to this effort?

JB: While NFI has been educating the public about the benefits of seafood,

much more important is information found in the FDA's release of its peer reviewed draft report on seafood. In the release we are witness to the scientific and medical community clearly beginning to understand the current state of science giving evidence to the overwhelming benefits of eating seafood.

We have seen a significant uptick in seafood consumption in the past five years. We still have work to do, though, in helping Americans understand how to enjoy seafood at home and at restaurants. We have a nearly endless variety of products and ways to prepare them—some elegant and intricate, but most quick and convenient—just what today's consumers seek.

UBR: NFI has chosen to respond directly to media attacks. What prompted this course of action and has it been successful?

JC: NFI views responding to negative media attacks as a core responsibility. The media has a basic responsibility to get the facts right and adhere to the very standards they apply to other industries. When a paper gets the facts wrong, we merely ask

they follow the guidelines they say they will adhere to. Most newspapers and television reporters are required to follow a media company's journalistic standards. Rather than merely whining that a story was "unfair" we help the media see where they were wrong and not in accord with their stated practices—and we do it line by line.

We have had success in having reporters and producers admit they "got it wrong" (*New York Times* 2008) or issue major clarifications (AP 2009). Most

importantly, reporters know that NFI will hold them accountable to their standards. We hope the media sees this in much the same light as they hold others accountable—and we end up with better sourced and more accurate reporting in the future.

"NFI has been pleased that the issue of economic integrity is now 'on the radar' of the seafood community."

UBR: The seafood industry has struggled with the issues of net weight, country of origin, and species substitution. The NFI and its member companies have chosen to "clean-up" the industry through the Economic Integrity Initiative and resulting in the Better Seafood Bureau. Have you noted some real change?

JC: NFI has been pleased that the issue of economic integrity is now "on the radar" of the seafood community. We know that many overseas producers are looking at their practices when dealing with NFI members companies as they know those companies have differentiated themselves from the rest. Are we perfect? No. Is the pace to a completely clean industry fast enough? No. Do we feel we have made good progress in raising the issue within the industry and with the government? Absolutely. **UB**

Unearthing unusual flavor and foods...

Weird is relative: food experiences with **Andrew Zimmern**



Bizarre Foods' host Andrew Zimmern says the best way to discover culture is to dig a little deeper for dinner. Here Zimmern will sample sea slugs. Photo courtesy of the Travel Channel.

The Travel Channel's Andrew Zimmern goes beyond traditional meals to truly explore different cultures on his show "Bizarre Foods." A world traveler, a chef and a man with a stomach of steel, the Minnesota family man travels the globe with an open mind as he tastes strange foods of the world.

One man's weird is another man's wonderful," states Zimmern who says he is not trying to be brave with his food experiences, but is just trying to prove that weird is just relative.

What that exactly means is that the people



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of the areas Zimmern visits do not think their foods are any stranger than others. He states that we are culturally disposed to think of foods as bizarre when other cultures think of them as anything but. He does, however, classify the foods he spotlights. For example, hakari – rotten shark – is an Icelandic treat, yet it falls into Zimmern’s “putrefied” food group. He also categorizes some foods as “natural, but incredibly stinky,”—with the

winner of that category being durian, an Asian fruit so smelly it is banned in good hotels. There is also Zimmern’s “conjured-up” food group, where moose jelly takes the prize.


Zimmern insists that he is not a thrill junkie, and he is not doing “Fear Factor,” but he is opening windows to new cultures “I want to tell these great stories about food and take people into the back of the

souk in Morocco where they are eating a whole roasted lamb. Or to the conch fisherman in Tobago, who may be the last of his kind.”

Zimmern effuses an enthusiasm for all things food. His passion for unearthing unusual flavor and foods is inspiring to those with an open mind and a willingness to learn and taste items from a new culture. **UB**



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Answers to the quiz on page 25:

1. F
2. TRUE
3. TRUE
4. FALSE. It is Yellow Grease.
5. FALSE.
6. TRUE.
7. A
8. FALSE. It can be blended with petroleum in any percentage.
9. D
10. C

Inland Seafood

Continued from page 1

Inland's vehicle for national sales—Inland Market Premium Foods. Rosenberger along with renowned Master Chef Michael Robins, who has joined the team, the Inland Market Premium Foods brand is on track to become an industry leader in gourmet-quality, value-added foods.

Along the way, the company has added

sales and distribution offices in New Orleans; Charlotte, N.C.; and most recently in Birmingham, Alabama. Inland purchases fish from virtually every corner of the world and ships orders anywhere throughout the United States, including Hawaii, as well as Europe and the Far East. At more than \$100 million in sales annually, not only is Inland the largest distributor of fresh and frozen fish and seafood in the Southeast, it's a significant

player in the lobster market.

Inland Seafood's statistics are impressive. The company trucks an average of 10,000 orders totaling more than 250,000 pounds of fish to over 60 cities throughout the United States every week. Company COO Bill Demmond says "We've got five outbound/inbound operations: outbound from Atlanta, outbound from another inland facility, outbound from the Atlanta

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facility via LTL carriers, outbound from cold storage, plus inbound via land, sea and air."

Inland is not solely about seafood. Approximately eight years ago the company was asked by several customers if they could source other proteins. Being impossible for CEO Knox to say no, he welcomed the opportunity to strengthen the product line to the point where the company could become a boutique-style, one-stop place to shop. From that moment on Inland began to deliver meat and poultry products sourced only from suppliers who can guarantee all-natural and hormone-free products.

"Given the option, chefs at leading dining

establishments simply won't serve anything to their customers that isn't natural and hormone-free says Demmond. "The taste is better and fresher, and it's healthier for the diner."

From the company's humble beginnings out of the back of a truck, to its success today, Inland has remained committed to bringing only the freshest product to its customers. A leader in the industry dedicated to sustainability, Knox's, Demmond's and Rosenberger's



Along the way Inland has grown and added distribution offices in New Orleans; Charlotte, N.C. and most recently, Birmingham, Ala.

commitment to quality and sustainability contribute significantly to the success of Inland Seafood. **UB**

Executive Conference

Continued from page 1

Committee. Steele became the first African-American elected to a statewide office in Maryland. His experience as a successful, elected, conservative Republican, along with his engaging speaking style, has launched him into national prominence. With his combination of political and business experience, Mr. Steele has guided organizations through the interrelated legal, business, and political issues affecting their operations.

Besides Mr. Steele, other exciting speakers including Dan Mitchell, Senior Fellow at the CATO Institute, a libertarian think tank headquartered in Washington, D.C., will present. Mitchell will be speaking on what the food industry can expect given the current economic crisis and the recent election of President Barack Obama. Joining Mitchell will be the chief operating officer of Cattle Fax, Mike Miller. With over 10 years of analysis and forecasting experience, Miller's speech will be sure to leave you with a better understanding of the perils facing the poultry and red meat sectors, and how recent higher input costs and other elements might be affecting your business.

Urner Barry has planned informative joint sessions that will educate attendees in open

dialogue regarding the world's current export situation and the opportunities and challenges that lie ahead. Todd Hale, Senior Vice President, Consumer & Shopper Insights, The Nielson Company will provide an insightful view of consumer retail trends, focusing especially on how they relate to current economic conditions. Additionally, John Derderian, Principal, Managing Director, Consumer Comprehension, LLC and former Executive Vice President Business Strategy and Marketing for Pathmark Stores along with David Palmer, Restaurant Analyst for UBS, will share their unparalleled experience and knowledge with attendees and help them boost volume and sales dollars while gaining critical understanding of current consumer trends.

Guests of The Palazzo, the newly selected forum for the event, will enjoy world renowned restaurants and lounges such as CUT by Wolfgang Puck, Emeril Lagasse's Table 10, and LAVO Nightclub. Spend your free time on the Palazzo's Pool Deck overlooking the Vegas Strip or shopping at the Shoppes at the Palazzo. After a day of hard work, conference attendees can treat themselves to the Canyon Ranch Spa, where guests are pampered, re-energized, and renewed.

Education, networking, fine dining and a little fun—a combination that can't

be beat in a venue second to none. The Reporter staff will be covering the Executive Conference. We hope to see you there. **UB**

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