

URNER BARRY'S Reporter

VOLUME 4 / NUMBER 4 / FALL 2009

the newsmagazine for the food industry professional

Safe, smart & sustainable from start to finish...

Mountain States Rosen: setting the standard

It was only a few years ago that sustainable farming was considered an oddity, however, with the help of the “go green” movement more farms and ranchers are committing themselves to providing and promoting sustainable agriculture from ‘farm to fork.’



“Mountain States Rosen is the ONLY lamb and veal company in the nation to achieve SQF Level 2 (Excellent) Certification...”

Colorado, they have sources to supply the industry with the finest and freshest lamb and veal nationwide. In 2008, Mountain States Lamb & Wool Cooperative, a group of some 140 producers in 15 states,

Mountain States Rosen (MSR) is one establishment that has done this. This premier lamb and veal company saw traceability as a useful tool for consumers, as well as for food safety and retail informational purposes, and just “the right thing to do.” They realized consumers were seeking organically grown and sustainably sourced products, and since Mountain States Rosen was already on track to do so, they took it just one step further and developed a completely all-natural and traceable product.

Mountain States Rosen has been a leading lamb and veal company in America for more than 50 years. With fabrication operations in New York and



MSR consistently delivers product that is distinctive in taste and mild in flavor and tenderness with an overall emphasis on health and nutrition.

completed its purchase of MSR. They now are 100% owners. The new company, Mountain States Rosen, became the only completely vertically integrated lamb and veal processor in the country.

The new business venture was unprecedented and made perfect business sense as it allowed MSR to oversee all phases in the supply chain, from farm to

Continued on page 57

Social networks critical to communication...

Internet chatter gaining popularity

New to the social media network and wondering what all the twitter is about? Social media networking is a massively popular communication and business tool. Businesses questioning the social media sites need to embrace them if they want to better engage their customers—says the IT consulting firm Parity.

In fact, according to a recent Nielsen survey, people are using Facebook, Twitter

or MySpace more than e-mail. This means if you are not on one of those sites you are missing out on one of the biggest shifts in human behavior and the way we all communicate with one another. This doesn't mean you need to be on these sites 24/7, but you do need to be engaged.

“Combined with effective information management, social media tools have been

Continued on page 58

On the Inside...



40 What's your favorite college or university mascot worth?

Compare the estimated value of some favorite campus characters as if they were commodity items.



34 UB's 33rd Executive Conference tackled industry issues in style.

Intriguing keynote speakers, plus an exciting and thought provoking agenda made this year's event a success.

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Center of the plate



Mountain States Rosen: setting the standard

Page 1

Internet chatter gaining popularity

Page 3



Main Ingredients

- 5** Retail sees great value in meat case
- 7** P.F. Chang's continues to experience good fortune
- 11** Where beef begins: tracking adds focus for Oklahoma cattleman
- 15** Farmhouse fare featured in Chicago's *PUBLICAN*
- 16** How to clean, cook and pick a Jersey blue crab



Page 16



Page 54

News Bites

- 9** Domestic shrimp prices precariously low
- 10** Game attendance becomes a "sporting experience"
- 18** Making the rounds with *UB's Reporter*
- 20** The economic posture of eggs
- 22** Deviled dish with dozens of deviations
- 32** Meet and greet just got tastier
- 36** Supermarket jingle shopping
- 40** New commodity market: university and college mascots
- 46** Northeast hot dog stands serve up tradition
- 51** Psychology of color at retail

A la carte

- 8** Opening the door to traditionally ethnic foods
- 12** Uruguay: South America's small secret
- 14** CLA: Fighting fat with fat
- 25** The essential trinity of making good paella
- 28** Eye on Dining... Chicago style pizza and hot dogs
- 30** The Reporter's Guide to... Sushi
- 49** Test your LAMB knowledge
- 50** Always cooking with Chef Paul Prudhomme



Page 30

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PUBLISHER
Paul Brown Jr.

SENIOR EDITOR
Russ Whitman

MANAGING EDITOR
Joe Muldowney

CONTRIBUTORS
Janice Brown
Jim Buffum
Greg Deppeler
Jenn Fitzpatrick
Kelsey Juszczak
Jim Kenny

Andrew Knox
Rachel Kretzmer
Angel Rubio
John Sackton
James Serpico
Bill Smith
MaryAnn Zicarelli

COPY EDITORS
Lynn Dekovitch
Linda Lindner

CREATIVE DIRECTOR
Glenn F. Juszczak

PRODUCTION MANAGER
Chris Ashley

ASSOCIATE DESIGNERS
Maria Morales
Gary Swarer

ADVERTISING
Janice Brown

SUBSCRIPTION INFORMATION
800-932-0617



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Editorial and Publishing Offices
Tel. 732-240-5330 • Fax 732-341-0891
182 Queens Boulevard, Bayville, NJ 08721
www.urnerbarry.com • mail@urnerbarry.com

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Door opens for middle meats...

Retail sees great value in meat case

National Cattlemen's Beef Association, through programs funded by the Beef Checkoff, has recognized that the current economic climate has brought about a change in the way consumers are purchasing their meats. With this insight, the door has been opened to numerous value cuts – specifically from the middle meats which have experienced a decline in wholesale prices. In fact, June sales figures indicate that this “Middle Meat Mania” for rib and loin steaks is continuing to positively impact retail sales.

That's a big plus for beef retailers, as they have been witness to record sales of middle meats as consumers made a switch in their buying habits. Why the switch? Research indicates there has been a resurgence of in-home cooking. Additionally, fewer people are eating out in casual dining and white tablecloth restaurants which has created a surplus of middle meats and consequently, lower wholesale prices.

“...there has been a resurgence of in-home cooking and fewer people are eating out in casual dining and white tablecloth restaurants...”

Retailers then passed these meat savings onto their customers, who were more than happy to bring home great-tasting, tender middle meat steaks at a significant cost advantage.

In fact, data from Freshlook Marketing shows that total supermarket sales are on the rise. Figures show that for the 13-week period ending 5/24/09, beef middle meat steak (from the rib, loin and sirloin) pound sales increased 5.3 % versus year ago figures. Pound sales for the middle meat steak category showed higher increases than pound sales for total beef, which rose 4.4%. Dollar sales also increased for middle meat steaks and total beef for the same time frame. Rib and loin steak dollar sales rose 1.0%; while total beef dollar sales jumped 4.6% during the 13-week timeframe.

As consumers are watching every penny, America's beef producers are proud to produce a product that provides great value, nutrition and taste without breaking the bank. Consumers are happy purchasing middle meat steaks because they know they are getting a great buy on a premium steak. Thanks to the Beef Checkoff-funded programs and their marketing efforts of middle meats, consumers are able to stock up on the steaks they love in order



Top 5 Middle Meat Steaks

CUT

POUNDS SOLD

(13 weeks ending 5/24/09)

Beef Ribeye Steak Boneless	243,874,558
Beef Top Loin Steak Boneless	184,707,660
Beef Loin T-Bone Steak Bone In	132,184,850
Beef Ribeye Steak Lip On Bone In	127,474,489
Beef Loin Top Sirloin Steak Boneless	119,749,990



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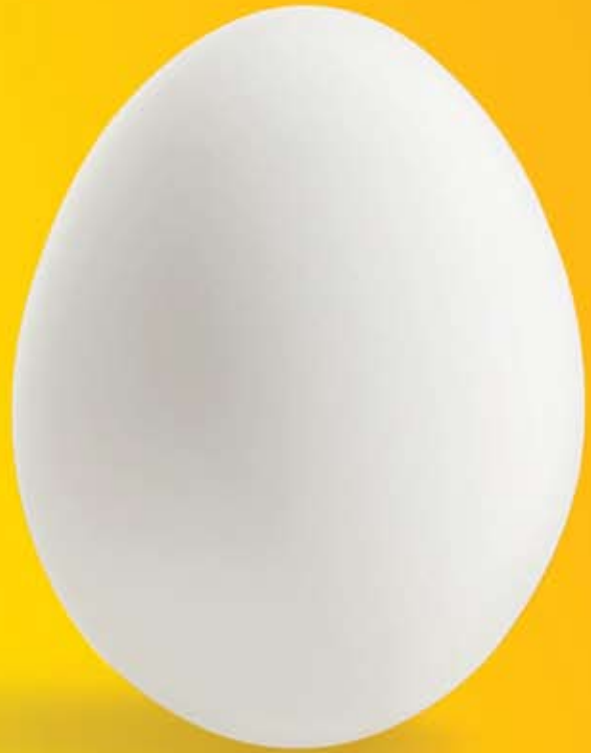
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P.F. Chang's continues to experience good fortune

It is no doubt that consumers tend to cutback on spending during tough economic times, and the top category that this usually takes place is restaurants. Many casual dining establishments in the nation are suffering. There is one however, that has been experiencing a mysterious success during these recessionary times—P.F. Chang's Bistro, Inc. The secret to their good fortune seems to be a simple renewed focus on extremely efficient cross-training and kitchen operations optimization.

In a recent *Newsweek* article, 2009 was referred to as “the Year of the Closing” for many restaurants—that is not so for P.F. Chang's. In the first quarter of 2009, profits produced by the Asian

“...management went through all elements of the business in search of efficiencies.”

casual dining establishment increased 38 percent compared to year ago levels, while operating margins rose from 12.8 percent to 14 percent. Stock prices for the company also consistently continue to increase, and since November they have more than doubled.

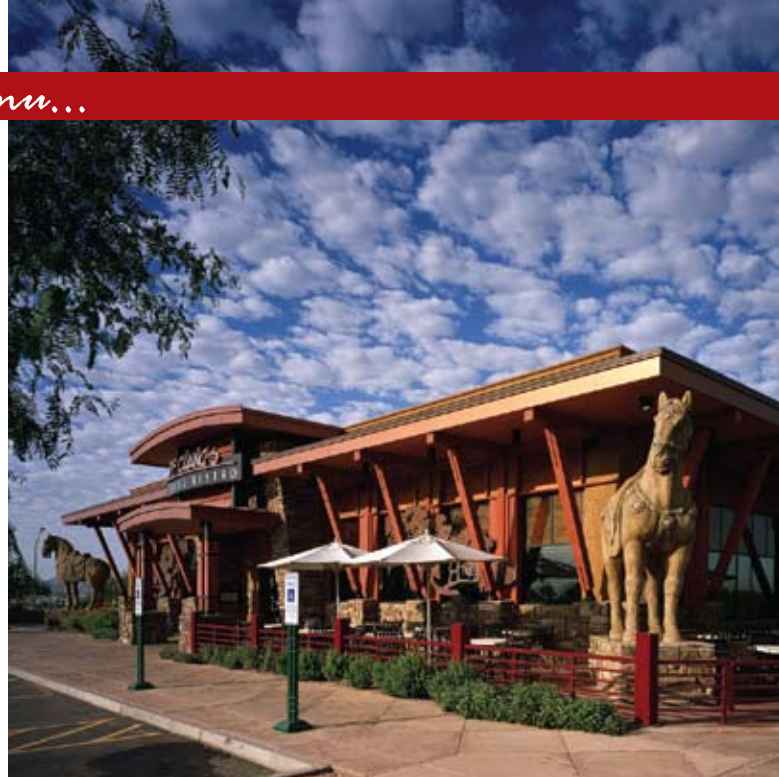
P.F. Chang's China Bistro, Inc. through its subsidiaries, owns and operates specialty restaurants in the United States. The company runs over 350 restaurants and has a market cap of \$734 million. In the past ten years alone Chang's continued to open stores in malls and other economic “hot zones” and was the first Chinese-food chain to reach \$1 billion in revenue—which it did by taking cues from other

successful Asian businesses.

Company co-CEO Rick Federico was quoted in *Newsweek* as saying that in early 2008 when the restaurant traffic first softened, management went through all elements of the business in search of efficiencies. And so, prep cooks and line cooks were all cross trained. They even hired an expert to develop a new scheduling tool to better manage the staffing. Additionally, value offerings were added to the menu.

A consistent theme for P.F. Chang's, according to analyst Destin Tompkins is the management's focus on things it can control. The company's paring down of operating expenses and its attempt to grow sales with “unique and targeted marketing” are keys to its success.

Continuous improvement seems to be working for P.F. Chang's. In the 2009 Fast Food Survey from Zagat, P.F. Chang's



P.F. Chang's China Bistro Kierland Commons, Scottsdale AZ.

ranked tops numerous times in the full-service chain category. Not only did it rank first for tops in food, but it also came in number one for top facilities and placed second for service. **UB**



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Opening the door to traditionally ethnic foods



When was the last time you had goat innards for lunch or dinner? Two weeks ago? Two years ago? If so, you were probably a contestant for the television show *Fear Factor*. Well, the show is cancelled, and although one might assume no one would eat these parts of an animal, there are millions of people around the world who eat them and even consider them “delicacies” on a regular basis. Goat innards, which include intestines, kidneys, hearts and livers, are grilled and fried in a popular northern Mexican dish called “machitos.” Though quite tasty for most northern Mexicans, just mentioning the word “innards” as food will very likely cause many Americans to believe it is a terrible joke, or flat out express repulsion.

“Machitos” are mostly served as a sizzling appetizer accompanied by corn tortillas and fresh hot salsa. It comes from a baby goat commonly called “cabrito” or “little/baby goat.” The dish is prepared by placing

the innards such as kidneys, livers and hearts in visceral linings wrapped with the cleaned, boiled intestines. Thereafter, these are grilled until they become somewhat crunchy, though the cook has to be careful not to allow the intestines to turn rubbery.

Before any judgment could be passed on this traditional plate, two of *Uner Barry's Reporter* staff correspondents had the chance to travel to Monterrey, Mexico, where the traditional “cabrito” is originally from. Despite not being terribly delighted by its flavor, the taste provoked anything but repulsion; in fact, the plate in which “machitos” were served ended up empty. “It’s tasty and crunchy, but just knowing that these are goat innards makes me feel uneasy,” one reporter expressed.

But goat innards should not sound too weird. For example, Haggis, which is a traditionally Scottish dish, happens to be made of sheep’s innards minced with onion, oatmeal and spices, and boiled in the animal’s stomach. In addition, Texas has its own version, though not very common anymore, called “Texas Haggis.”

While it is doubtful people are going to have goat innards for their next BBQ, machitos should at least be considered for the next-on-the-list foods to try before you die. People in Monterrey, whom some people in Mexico regard as the most “Americanized” crowd in the country, will most likely recommend this dish if one wants to get the real experience of traditionally Monterrey/Mexican food. **LB**

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Some fishing vessels may stop sailing...

Domestic shrimp prices precariously low

Fuel prices are off sharply from a year ago, however modest increases have been recorded since March; and when combined with the low prices boat owners are receiving for their shrimp, some fishing vessels may opt to tie-up.

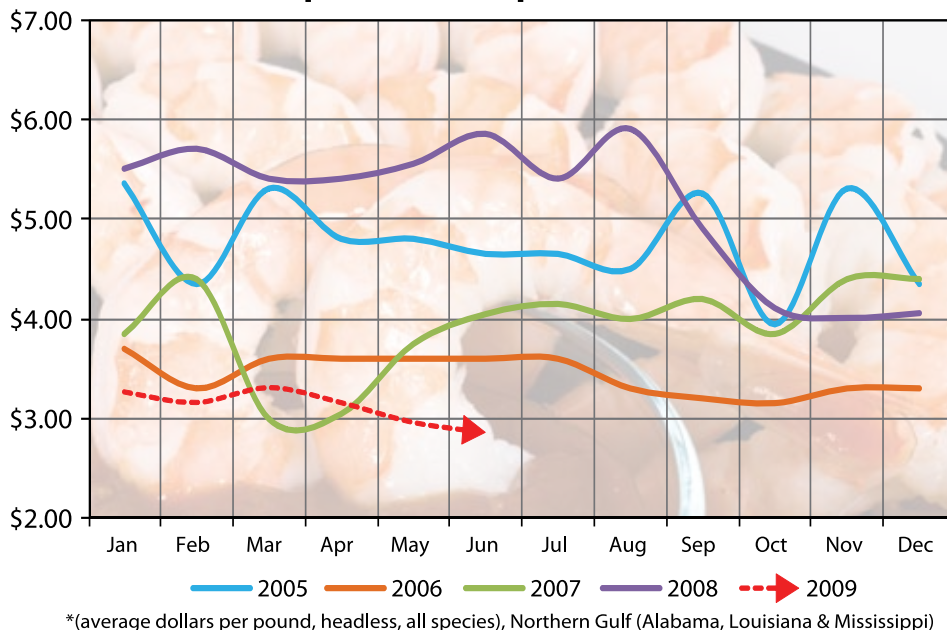
The average ex-vessel price through June is \$3.11, off 44 percent when compared to the first six months of 2008. However, so far this year, the low prices have not been much of a deterrent. In fact, the fishing effort is up, the largest six month total since post-Katrina 2006. According to the NMFS, January through June landings of Gulf domestic shrimp totaled 48.189 million lbs. (all species, headless), or roughly 34 percent above the same period last year.

What will come of the second-half of the fishing season? It remains to be seen, but many expect the effort to fall somewhat short of typical. Still others feel boat

operators can minimize the effects of low prices with increased volume. In a normal

year, roughly 60 percent of the total yearly effort is landed July through December. **UB**

Shrimp - Ex-vessel price, 16-20 count



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Game attendance becomes a “sporting experience”

Until recently, the food available at any given sport venue was fairly basic: hot dogs, hamburgers, peanuts, popcorn,

beer, and not much else. As attendance at sporting events morphed from merely watching the game and rooting for the

home team to enjoying the entire “sporting experience,” so too did the culinary offerings available to fans.

Fans no longer are content to sit in their seats for 9 innings, 4 quarters, 2

halves, or 3 periods. Rather, they would prefer to watch a portion of the game, and then spend time examining, and then experiencing, the gastronomical delights available for their dining pleasure.

The first broadening of the standard fare offered was kosher food: kosher hot dogs, knishes, chicken nuggets, pastrami sandwiches, and the like. The second wave of expansion shortly followed, and typically reflected the region of the area in which the sport venue was located.

At Minute Maid Park in Houston, for example, the signature offering is the BBQ Stuffed Baked Potato, a baked potato swimming in melted cheese, infused with pulled pork, liberally loaded with barbecue sauce, and topped with onions and jalapeno peppers. At Citizens Bank Park in Philadelphia, the signature offering is Rick’s Steak, a hoagie containing sliced rib-eye, topped with either Cheese Whiz or provolone. Safco Field in Seattle boasts Ivar’s Grilled Salmon Sandwich, a half-pound of lightly grilled salmon, topped with cole slaw and served on a freshly baked organic roll. Boston’s Fenway Park, in addition to the famous Fenway Frank, has Fenway Sausages, a sweet Italian sausage loaded with sautéed onions and peppers and slathered with barbecue sauce. And, at Petco Park in San Diego, one can dine on shrimp tacos, a seafood delight smothered in garlic sauce, salsa and cabbage.

Increasingly, each sport venue has its own signature dish...as well as a host of non-traditional offerings...and a varied assortment of “adult beverages” as well. Regional distribution or foodservice providers have modified their purchasing habits to accommodate these new culinary trends. So, not only have sports changed with the times, but culinary offerings too have come a long way from the days of just the hot dog, hamburger, peanuts, popcorn and beer days. **u**

“...attendance at sporting events morphed from merely watching the game and rooting for the home team to enjoying the entire sporting experience,”

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LEFT: Dale Moore, owner and manager Cattleman's Choice Feedyard.

"You have to start at the ranch. You have to finish with the end-product that's in demand."

Where beef begins: tracking adds focus for Oklahoma cattleman

by Miranda Reiman
Certified Angus Beef Industry
Information Specialist

Except for a few niche products like grass-fed, all cattle grow up on a farm until six or seven months of age or about 500 pounds. Then they're weaned off milk and started on a grain-based ration in a feedlot.

There are nearly a million cattle farms, but only a few thousand feedlots; so of course they tend to be larger and located near both grain fields and packing plants.

One of the best, though relatively small at just 7,000-head capacity, is Cattleman's Choice Feedyard near Gage, Oklahoma. Owner and manager Dale Moore serves as a kind of link.

"I take this personally: to be the liaison

between the end-product and the cattlemen," Moore says. "You have to start at the ranch. You have to finish with the end-product that's in demand."

One way to keep the focus is by tracking each animal so a rancher knows if his decisions are making good beef. That starts with cooperative producers who place an ear-tag in every calf at birth, linking to its parent cow and bull. When the weaned calves arrive at Cattleman's Choice, they get an electronic ear-tag, cross-referenced to a visual tag for backup.

"It's not an easy process," Moore says. "That's why there's still a premium paid for source- and age-verification. It takes attention to detail at the ranch, feedyard and packing house to keep information together through all of these segments."

After several months on feed, when the cattle weigh 1,250 to 1,400 pounds, they

are sorted to market at just the right finish. In the packing plant, each carcass is graded, forming the basis for premiums and discounts for value-based grids. It's also the basis for Moore and his associates to gauge how well they're doing.

"We individualize carcass data and show the producer what his cowherd is made up of," Moore says. "He can use that to change genetics or management to improve."

Over time, that will result in more cattle hitting the target.

"You can make more money by consistently producing a quality product than just cranking out a commodity product. That's why I aim to produce for the Certified Angus Beef® brand," Moore says.

"People want a good eating experience and will pay more for quality." **UB**



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Panoramic view of the city and harbour of Montevideo, Uruguay.

URUGUAY: South America's small secret

Located in the southeastern part of South America, Uruguay is the second smallest country on that continent. Its only land border is that with Brazil to the north.

Uruguay's greatest natural resource is its rich agricultural land, almost 90% of which is devoted to livestock raising. Cattle, sheep, horses, and pigs are the major livestock animals.

economy suffer a major downturn which stemmed largely from external effects of the economic problems of its neighbors Argentina and Brazil. Additionally, in 2001, an outbreak of foot and mouth disease curtailed beef exports to North America.

The economy of Uruguay remains dependent on agriculture and services—with these proving highly export oriented. Leading economic sectors include meat processing, agribusiness, wood, wool, leather production and apparel, textiles, and chemicals.

After averaging growth of 5% annually during 1996-1998, 1999-2002 had the

Uruguay's economy resumed mild growth in 2003—with a mild 0.8% rise in GDP—and accelerated in 2004 and 2005 with growth rates of 5.0% and 7.5%, respectively. Growth equaled 4.6% in 2006, and reached 7.6% in 2007 and 8.9% in 2008. Uruguay's spectacular recovery over the past couple of years has been based on increased exports.**UB**

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Uruguay / U.S. comparison



AREA	176,220 sq km	9,826,630 sq km
COASTLINE	660 km	19,924 km
POPULATION	3,494,382	307,212,123
LIFE EXPECTANCY	76.35 years	78.11 years
GDP	\$31.3 billion	\$14.33 trillion
GDP (per capita)	\$12,200	\$47,000
AGRICULTURE AS A %GDP	9.8%	1.2%
AGRICULTURAL PRODUCTS	rice, wheat, cattle, soybeans, barley	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	1.641 million	147.4 million
UNEMPLOYMENT RATE	7.6%	7.2%
POPULATION LIVING BELOW POVERTY LINE	27.4%	12%
OIL PRODUCTION / CONSUMPTION	935.7 / 33,400 (bbl/day)	8.5 / 20.68 (million bbl/day)



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for use as a food product by the FDA; it plays a vital role in body fat reduction, is a potential anti-carcinogenic, aids in anti-aging and has been found to exhibit anti-diabetic effects.

Although a naturally occurring trans fat, CLA is actually good for your health. Health experts say it should not be associated with manmade trans fats which are linked to heart disease.

CLA is found naturally in small quantities in red meat and dairy products. The most abundant source of natural CLA is found in the products of grassfed animals.

Research conducted since 1999 shows that grazing animals have from three to five times more CLA than animals

fattened on grain in a feedlot.

"...Dairy cattle that graze produce higher amounts of CLA in their milk than

those which receive conserved feed, such as grain, hay, and silage," says Agricultural Research dairy scientist Larry Satter.

Satter, who is based at the Dairy Forage Research Center in Madison, Wisconsin, conducted a study comparing the amount of CLA in milk from cows grazing on pasture to the amount from cows fed hay or silage and found that pasture-grazed cows had 500% more CLA in their milk than those fed silage.

"...Dairy cattle that graze produce higher amounts of CLA in their milk than those which receive conserved feed..."

Additionally, hundreds of studies on CLA have been conducted which show that it is not only effective for good health, but to decrease body fat as well. In fact, scientists found that CLA inhibits enzymes that promote fat storage while boosting the action of enzymes that break down fat. Evidence of this is included in a 2007 analysis published in the *American Journal of Clinical Nutrition* which concluded that subjects taking CLA lost an average of two-tenths of a pound of fat per week more than those taking a placebo.

In a separate study conducted at Purdue University in Indiana, CLA was found to improve insulin levels in about two-thirds of diabetic patients, and moderately reduced the blood glucose level and triglyceride levels.

Today's dairy and meat products are said to contain only about one-third of the CLA content found before 1960—possibly due to the change from modern cattle feeding practices. The recommended daily dose is approximately three grams per day; however, a physician should always be consulted prior to starting this or any other supplement regimen. **LB**

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Located in an active market setting, they open their doors after most surrounding businesses have come and gone for the day, the PUBLICAN is thriving

at the corner of Fulton and Green in Chicago. Conceptualized by the team that created Blackbird and avec, Executive Chef Paul Kahan and Chef de Cuisine Brian Huston, the PUBLICAN is a beer-focused restaurant with an eclectic menu inspired by simple farmhouse fare.

The large space, reminiscent of a European beer hall, is dominated by a large communal table designed to recall 16th Century European banquets. Set-up in racetrack fashion, the banquet table seats upwards of 100 people. Mid-restaurant are English pub-style, three-tiered cocktail tables where guests can stand and lean on one level, with their beer and food resting on the other tiers. Against another wall stands a series of banquet tables, on platforms, and privatized by table-height swinging doors. They were described to us before entering as "cattle pens." The walls and ceiling are wrapped in pressed tin,

"Anchored by a wide selection of housemade terrines and charcuteries, the menu changes daily to reflect the seasonal availability of products..."

and the front of the space is constructed of 10-foot cafe-style doors that open out onto the street. At the back of the restaurant is a partially open kitchen offering a view of the culinary action.

Featuring pork and seafood preparations, the menu is best described by Kahan and Huston as "pristine product, simply prepared." At first glance, a first time visitor can be easily confused by the menu. You won't find the typical appetizer, salad, entrée, and dessert; rather the menu is organized Fish, Aged Ham, Meat, Vegetables, Cheese and Dessert, each laid out from lightest to heaviest fare. The choices are meant to be shared, and the servers are more than willing to help diners craft their meal. Of interest to this table of meat people was the Aged Ham selections, which included Serrano Ham from Valencia, Spain; La Quercia rossa ham from Norwalk, Iowa; Col. Bill Newsome's from Princeton, Kentucky; and San Daniele from Italy.

The fish selections are dominated by Oysters, six varieties were available. Other notable seafood offerings include Basque stew, Halibut, Pompano, Sardines, Striped Bass and Dover Sole.

The meat offerings are what got this table of meat pros talking. Several items even required explanation from the wait staff. Meat dishes center upon pork, all certified organic and sourced from Dyersville, Iowa. Anchored by a wide selection of housemade terrines and charcuteries, the menu changes daily to reflect the seasonal availability of products. Other hearty dishes, again, presented simply and stripped of adornment, include such items as spicy pork rinds, potted rillettes, beef heart, sweetbread, boudin blanc, steak tartare, pork country ribs, potée, farm chicken and ham chop in hay.

The menu is rounded-out with ten

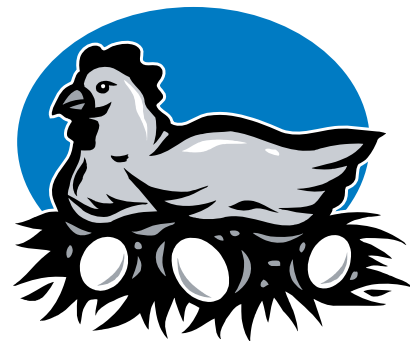


PUBLICAN's main dining room.

vegetable, six cheese and three dessert offerings. I didn't even get a chance to mention the vast beer selection. Wow!

There is an early dining menu available from 3:30 p.m. until 5:30 p.m.

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Grant Kessler Photography

Charcuterie plate.

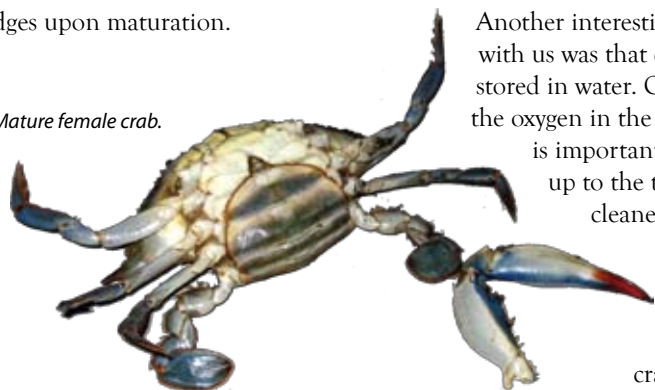
How to clean, cook and pick a Jersey blue crab

Uner Barry's Reporter took a field trip, not far from home, to the New Jersey shore to visit some retail sellers of local blue crabs. Their first stop was *The Crab Shack* located on Mantoloking Road in Brick, NJ. UB's Reporter met with the owner, Daryl, who has owned this small family business for over 35 years.

Although crabs are thought to be seasonal in New Jersey, *The Crab Shack* is open year 'round and crabs are available throughout the winter. During the winter months crabs are dredged, meaning they are found slightly below the muddy surface of the bay lying dormant or in a state of hibernation. They are said to be sweet, hardy crabs. Daryl said that the most difficult time to get a good supply of crabs is April as most crabs are reproducing this time of the year.

UB's Reporter was also informed how Jersey blue crabs are sized and graded. A #1 crab is any male crab that is 6 ½ inches from point to point or larger. A #2 crab would be a male crab that measures a minimum of 4 ¾ inches to 6. Male crabs are commonly called Jimmies. Females, or #3s, are referred to as sooks. A female crab is easily identified by its apron on the bottom side of the body which is wide and round; on a male it is long and lean. Females only lay eggs once in their life and will never shed or get any larger after they mature. The way to tell if a female crab is mature is by the marking on its bottom. The apron will look like a triangle before they are mature and will be rounded with darker ridges upon maturation.

Mature female crab.



Providing they are mature; there are no size limitations on female crabs.

The Crab Shack's Daryl offered the Reporter a cleaning and picking demonstration of both a cooked and live crab which is available for viewing at <http://www.urnerbarry.com/Reporter>.

When cleaning crabs it is important to remember to remove the lungs or gills which many people refer to as "the dead man." **This is not edible.** Daryl told the Reporter that all other parts, including the mustard or inners of the crab are edible.

As can be viewed on the video, the challenge once the crab is cleaned is to pick the succulent meat from the shell. Daryl's demonstration shows that he snaps the crab in half and carefully removes the claws and swimmers. He then takes a knife and splits the body down the middle to expose the white meat. The exposed meat is easily removed from the shells. Daryl used a cracker to remove the claw meat from the shell.

As for cooking, Daryl suggests steaming crabs for about seven minutes or to boil them for approximately 12 to 15 minutes. He said that his family-owned restaurant closes by 7pm each day and that crab lovers from all over come to visit his restaurant. Because of the long hours he already keeps, he is not willing to stay open any later.

Another interesting fact that Daryl shared with us was that crabs should not be stored in water. Once the crabs use up all the oxygen in the water, they will die. It is important that crabs remain alive up to the time they are cooked or cleaned. Bushel baskets need to be slotted so that the crabs get oxygen.

A good way to store crabs when caught is to put wet newspaper in the bottom



NJ blue crabs stored in a slotted bushel basket.

of a bucket to provide moisture without submerging them in water.

The Reporter's next stop was at *Saltys Seafood Market*—one of the oldest co-ops in existence today. *Saltys* has operated as a co-op for more than 50 years. This



Saltys co-op Point Pleasant Beach, NJ.

unique establishment is owned by 17 boats. The market is committed to selling the fish from the boats, and the boats are committed to providing the market with fish before committing to anyone else. There is a large scallop fishery and fluke fishery that operates from this co-op. They ship scallops to many distributors, wholesalers and retailers around the country. They have a large retail case and



Saltys retail case, Point Pleasant Beach, NJ.

a takeout window, with outside dining of prepared restaurant items. In addition to seafood, they have an ice cream case and some novelties and souvenirs for sale.

Saltys prefers to clean their blue crabs live because they feel it is easier to get rid of more of the inner guts and it makes less of a mess at the dinner table (*view video*). They

begin the process by placing the live crab in an ice bath for about 5 to 10 minutes to help slow down the activity of the crab and make it easier to work with (it also helps to minimize the risk of getting pinched). When the crabs are placed in the ice bath, their shell will turn a lighter green color. Once they have slowed down, the top shell is removed then the face and inners are removed. *Saltys* uses a high powered hose to remove the guts. At this point, they hand the crabs off to Fisherman Rick who is also the cook. Rick's demonstration of how to prepare a steamed crab as well as a crab cooked in garlic and oil can be seen on our video.

Once the crabs were cooked, Fisherman Rick let them cool down so that he could easily pick them without burning his hands. He began by removing the claws then he snapped the body in half, pinched the body and ripped it in half, but also said you could use a knife to cut down the middle. He then picked the meat out of the different compartments of the body. To remove the claw meat from the shell he

used a butter knife. He tapped it with the knife to crack the shell and then he carefully removed the shell until the meat was exposed. Fisherman Rick explained that there is a piece of cartilage that is in the top part of the claw meat.

The Reporter's last stop was *Pisces Seafood* in Toms River, NJ. There they were met by the owner, Bob and his nephew Guy. Like *Saltys*, *Pisces* prefers to clean crabs live. They do not offer them as a menu item in their restaurant and they typically sell live crabs by the dozen or bushel. They will steam them at the customer's request. Guy began the cleaning demonstration of a live crab (*See video*). Like *Saltys*, he began by first submerging the live crab in ice water. By holding the flipper fin, he grabs hold of the top shell and tears it in an upward motion to remove it from the body. When Guy removed the shell of this male crab,



Crab cleaning videos are available on the Web at www.urnerbarry.com/Reporter.

we found white roe in its body. He removed the face, the inside and said it was ready for steaming. After the crab was steamed, Bob began the picking demonstration. He was able to pick

almost every spec of meat from the crab and he separated the different grades of crab onto the tray to show the difference in the meat. He first removed all the claws and suggested that you try to leave all the meat intact in the body. Then he ripped the shell of the crab near the backfin and once there was an opening he pulled out the jumbo lump meat. Then he pinched the body and cracked it down the middle. He used a pinching method to squeeze the meat from the shell.

Although cleaning and picking methods may vary from one establishment to the next, the end result is the succulent, sweet taste of a fresh, locally caught Jersey blue crab. **UB**

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Making the rounds with *UB's Reporter*

USAPEEC'S 2009 ANNUAL MEETING

A full house was on hand this past June when USAPEEC hosted their Annual Meeting. The event was held in Key Biscayne, Florida at the Ritz-Carlton and



One USAPEEC session covered how the outbreak of H1N1 hit Mexico especially hard leading to aggressive consumer purchases at grocery stores, long lines and surgical masks.

despite tempting beaches and resort hosted functions, meetings were filled as business needs commanded full attention.

Urnier Barry's Reporter was on hand during the course of the event and a broad range of topics were covered. A perennial favorite of members, Dr. Paul Aho, gave several noteworthy presentations including one that dissected the current ethanol policy and its effects on the animal industries, U.S. taxpayers and all food consumers in general.

Chicken leg quarters are always of industry importance and discussion both in and out of USAPEEC sessions. Concern was expressed that with supply cutbacks well in place, prices surged higher and hurt domestic sales. According to Dr. Aho's figures, last year there was 2 million metric tons available to the U.S. and that number diminished to 1.4 metric tons this year.

Other areas of the industry which were

covered included the size of the breeding flock and despite the fact that substantial reductions are in place, given current economic conditions, it probably needs to be reduced even further. H1N1 and its effects on the Mexican economy was heavily discussed with emphasis made by Director Jose Luis Cruz that Mexico is very safe for foreign visitors. During his presentation, however, it was made clear that the effects of H1N1 were severe leading to aggressive purchases at the retail level, but almost no business at malls or traditional retail outlets. Other USAPEEC staff members thoroughly examined their regions of expertise and the challenges and barriers associated with each of them.

USAPEEC president Jim Sumner summed up the activities of the organization and current state of affairs during his annual president's report, stating that despite the global economic crisis, world demand for poultry meat in 2009 is expected to remain

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WINNING GOLF TEAM—The father-son team of Mitch and Lee Mitchell, second and third from left, led the winning team in the Poultry Power Golf Tournament at the Chicken Marketing Seminar. Mitch Mitchell, Oneonta, Alabama, is with Gold n' Plump Poultry. Don Ellen of Sanderson Farms, left, is chairman of the tournament while Jack Coleman of Wayne Farms, right, is chairman of the NCC Marketing Committee.

strong as compared to other meats. He felt that poultry's efficiency will prevail in the long term and worldwide consumption will continue to grow. Lastly, China has replaced Russia as the top export market for U.S. poultry, therefore making political haggling and correctness on both sides of the table more critical than ever.

NATIONAL CHICKEN COUNCIL CONVENTION

The marketing seminar, sponsored by the National Chicken Council, in cooperation

with the National Poultry and Food Distributors Association, brings together poultry marketing and sales managers, distributors, supermarket and food service buyers, traders and brokers, and other executives working in the chicken industry for two days of meetings to explore marketing trends and strategies to

successfully compete in today's challenging marketplace. *Umer Barry's Reporter* was in attendance during this event and many critical issues were addressed.

Consumer spending, and favorable prices, were discussed in relation to a study commissioned by the National Chicken Council and completed last month by Dr. Thomas E. Elam, president of FarmEcon, LLC. Overall consumer spending adjusted for inflation and the relative price of chicken compared to competing meat was found by Elam to be highly correlated

with chicken consumption. It also helped to explain a very high degree of change in chicken consumption. Elam told this to participants at NCC's Marketing Seminar held during July in California.

Preparing for the "new reality" resulting from the current difficult economic times by more fully understanding changing consumer behavior and the impact that the economic recession is having on the food and agriculture industries will increase the opportunities poultry marketers can use to become more successful, Stephen Rannekleiv, executive director, food and agricultural research and advisory for Rabobank International, told participants at NCC's Marketing Seminar.

Participants at the National Chicken Council's Seminar also heard a lively panel discussion of six individuals from the foodservice and supermarket segments about the challenges and opportunities for chicken. The panel was moderated by Linda Eatherton, partner and director, global food and nutrition. **UB**




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The economic posture of eggs

By Greg Deppeler

The Thanksgiving holiday is traditionally the time of year which generates the biggest consumer demand for eggs. Why? Well, several reasons enter into the picture. First it is the one holiday each and every year which is (for almost everyone) a guaranteed four day weekend. It always falls on the fourth Thursday of the month and, therefore, is variable by date rather than by day. It is the penultimate time for people to travel distances, both large and small, to spend an extended time with family and friends. Meals are shared (nobody leaves a box of cereal out for breakfast...big meals, like bacon and eggs, are made and devoured together) but, most importantly, recipes are dusted off, ingredients purchased, and foodstuffs made. And what dessert doesn't call for eggs?

That being said, what else factors into

price considerations not only during this time, but for the entire year? It is easy to say that it is rudimentary economics, defined by the simple, yet applicable, basic law of supply and demand. This would, in fact, be true, but in reality it is a bit more complex than that. Unlike a manufacturing assembly line, chickens cannot be turned on and off. Rather, they will keep producing eggs as long as they remain in service.

And what do chickens require to produce eggs? A place to be housed, which implies land, perhaps light and power a structure, and the like; nourishment, which means food and water;

“Suppliers endeavor to balance their chickens in productive service against anticipated demand at any given point in time.”

and transportation for their product to where the consumer can acquire it, which implies labor to pack the eggs, material to pack them in, and vehicle and fuel costs to move them from place to place.

With everything else we face on a daily basis in our Gross Domestic Product, inherent costs postures are continuously increasing...meaning that a relatively astute supplier recognizes that, as costs increase, so must the pricing structure at which eggs are exchanged between buyer and seller, in order to obtain a reasonable profit for production or, at least for a short term, so that revenue streams realized minimally make a contribution toward the coverage of fixed costs, such as amortization and taxes.

Now, return for a moment to the indelible truth that chickens cannot be placed into, or taken out of, production virtually immediately. This means that, at times, there may be overproduction, at times underproduction and, in either case, total production must be blended in with demand to establish what the true “market price” at any given time will be. Annually, we know that demand at Thanksgiving (as previously discussed) is traditionally the highest. Easter is a relatively good period, as is Christmas. Warmer months, on the other hand, are usually periods of low demand, since people do not relish the concept of laboring over a hot stove. Suppliers endeavor to balance their chickens in productive service against anticipated demand at any given point in time. If this balancing act is successful, prices are stable. If supply exceeds demand, prices will drop. If demand exceeds supply, prices will rise. And as cost postures rise, pricing structures must as well.

Sounds so inherently simple, but it really isn't, but this brief analysis is a good starting point! **UB**



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The real perspective on seafood sustainability

by John Connelly,
President National Fisheries Institute

When it comes to seafood sustainability a hearty helping of perspective is required to navigate the often confusing and contradictory claims made by some who say they know the true status of the stocks.

For starters, the real stewards of sustainability are the men and women who devote their lives to fishing. They are dedicated to ensuring the bounty that provides their livelihood will be there for their children and their children's children. The American seafood community recognizes the ocean's potential and has undertaken impressive strides to ensure its health.

While the fact that there are real families and real communities pulling those nets is often obscured, the true sustainability status of the fish Americans actually eat is also often obscured as well.

Some activist groups tell anyone who will listen about the plight of the bluefin tuna. In the Mediterranean this fish has a sad sustainability story—over fished and under regulated; a recipe for disaster. But bluefin is far from a center plate item for the American consumer. In fact, per capita, Americans eat about the weight of a few paperclips worth of bluefin each year. Real Americans chow down on shrimp, canned tuna, salmon, pollock, tilapia, catfish, crab, cod, clams and flatfish—not expensive, rare, imported sushi delicacies

In fact, more than 90 percent of the seafood consumed in this country is made up of just ten types of fish, and those ten fish are managed sustainably and have sustainability oversight in place.

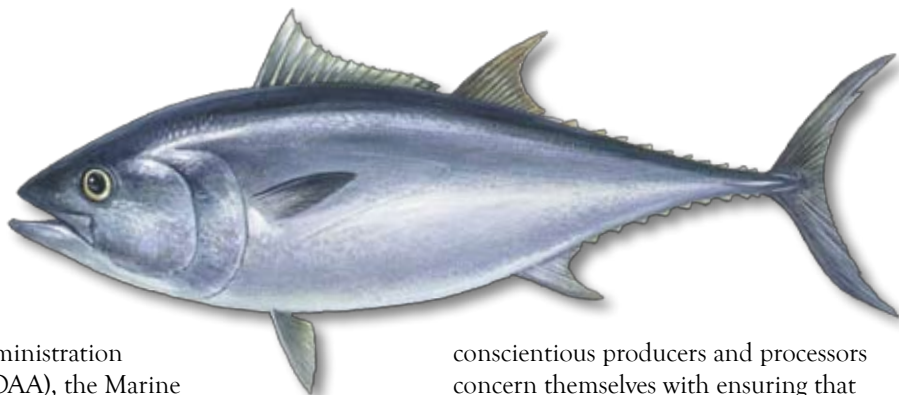
The National Oceanic and Atmospheric

Administration (NOAA), the Marine Stewardship Council (MSC), the Global Aquaculture Alliance (GAA) and the International Seafood Sustainability Foundation (ISSF) all play a role on overseeing the health and welfare of different species that make up the list of the ten most commonly consumed types of seafood—hardly a lack of oversight.

NOAA, MSC, GAA, ISSF and

conscientious producers and processors concern themselves with ensuring that sustainably sourced seafood makes its way to market so the American consumer doesn't have to.

A little bit of simple perspective can go a long way to clearing up seafood sustainability confusion. It's simpler to explain the truth the first time than to correct the record a second and third time. So for the record, ten fish make up more than 90 percent of the seafood Americans eat, and those ten are sustainably managed with sustainability oversight in place. **US**



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Deviled dish with dozens of deviations

By Greg Deppeler

A few issues ago of *Urnery Barry's Reporter*, I wrote an article on eggs benedict. It was amazing how many variations of the tasty dish were in existence. Here, my assignment is to delve into the deviations of deviled eggs...and I am once again dumbfounded by the numerous differences.

All recipes for deviled eggs seem to have their origins in the plain hard-boiled egg, but essentially, that's where the commonality ends.

A generic deviled egg is a hard-boiled egg, halved lengthwise, with the yolk removed from each half and placed in a bowl. In the same bowl (assuming 12 deviled eggs are the end product, so 6 hard-boiled eggs are required), three tablespoons of either mayonnaise or salad dressing, a teaspoon of mustard, a teaspoon of sugar, a teaspoon of vinegar (optional), a spoonch

(a term chefs LOVE to use) of salt and pepper, and a dash of paprika. Mash the yolks, gently fold all the ingredients together, and (very carefully) spoon the ingredients back into the egg white halves. There you go! Deviled eggs! Ready as a finger food for your next party or gathering! But wait! There's more!

Some people will substitute spicy brown mustard for the regular mustard. Others employ the services of Chinese hot mustard instead. Still others eschew the mustard altogether and substitute barbecue sauce. Some replace the mayonnaise or ranch dressing with softened cream cheese. Other ingredients sometimes added are chopped or diced clams, shrimp, oysters or smoked salmon, chopped bacon, shredded cheese (especially cheddar or Swiss), chopped avocado, chopped onion, chopped or diced green or black olives, habanero and jalapeno pepper, and a spoonch (there's that term again!) of horseradish. Naturally, all of these ingredients can be used in combination with one another, depending on the palate of both the chef and guests.

Well, that's it for now. Time to make some deviled eggs with smoked salmon, bacon morsels, shredded cheddar, and a dash of horseradish! Bon appétit! **UB**

"Mash the yolks, gently fold all the ingredients together and... spoon the ingredients back into the egg white halves."



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Vernon Felts, Ph.D.

Goldsboro Milling, Nutritionist

Keith Turner, Ph.D.

Murphy-Brown, LLC Nutritionist

As America's leading turkey producer, Butterball, LLC is committed to producing the highest quality products in the turkey industry. Developing nutritious feed for turkeys is an integral component of the company's efforts to ensure it provides safe and healthy turkey products for consumers.

Feed expenses account for approximately 70 percent of the cost generated

in growing turkeys, which significantly contributes

to increased operational costs for Butterball. With a total production of

nearly 1.5 million tons of feed each year, this high demand requires that Butterball implements innovative feed analysis techniques to maintain cost-efficient and healthy poultry products.

The process of feed analysis compares feed nutrient content with optimal growth requirements for turkeys. Butterball's expert nutritionists hold doctoral degrees in poultry nutrition and reference these precise measurements to identify ingredient combinations that allow turkeys to reach peak performance.

Butterball has three internal Feed Quality Control Laboratories and it is in these facilities that Butterball's feed production process begins. Raw materials are temporarily held at the mill to undergo a series of nutrient tests before being unloaded for further processing. The analysis process is facilitated by an accomplished staff of lab technicians that evaluate the content levels of fat, moisture, protein, fiber and other nutrients in each sample. Visual and texture evaluations are also used to provide insight into the quality of feed ingredient samples.

Maintaining accurate records is an additional duty in monitoring the quality of Butterball's feed supply. To ensure that

all ingredient products are thoroughly evaluated, Butterball's feed lab technicians utilize several data collection procedures to track the quality of products delivered from all suppliers.

The data obtained from ingredient tests provides valuable information to Butterball's nutritionists and is a vital element in the feed production process. Accurate data on feed products assists

nutritionists and procurement specialists as they monitor the nutritional value of incoming ingredients. This data also

helps the nutritionists and purchasing department to foster strong

relationships with suppliers because they are able to provide them with comprehensive feedback regarding the quality of their raw ingredients.



Many of Butterball's lab technicians hold more than 15 years of experience in performing traditional ingredient tests that were often timely, expensive and required extensive use of chemicals. In addition, feed analysis machines produced high amounts of byproducts that impacted the lab technician's efficiency levels due to maintenance time spent on disposing waste.

In an effort to streamline the feed analysis process, Butterball implemented one of the most distinctive innovations in the feed production industry—NIR technology or near infrared spectroscopy. NIR technology allows technicians to perform traditional feed analysis tests in a mere 45 seconds that would have historically taken up to a few hours to complete. This highly effective technology requires a small sample of ingredient placed inside a cup in the compact machine. Mirrors under the cup use reflective patterns to determine the organic bonds of the material being tested. The organic bonds provide the same information on content levels for moisture, protein, fat and fiber in a resourceful manner with little waste.

All Butterball feed analysis laboratories work seamlessly and connect to the main

lab in North Carolina. Data from all laboratories is collected and stored via an extensive client-server network. The server stores vast amounts of information on samples delivered from each supplier for a number of years. These statistics compliment the staff's analysis efforts as it is cross-checked with data collected from efficient manual ingredient tests to ensure complete accuracy.

Butterball's thorough approach to quality feed production allows the processor to accomplish some of the highest food safety, efficiency and quality rates within the poultry industry. Bravely combating prevalent issues in the food industry such as product safety and quality, Butterball's precise attention to nutritional value and optimal turkey production helps the company manufacture America's favorite and healthiest brand of poultry products at an affordable price for its loyal consumers. **UB**

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Calf, steer, heifer... what it all means

by Lacey Altweg
Certified Angus Beef Information Intern

A calf is a steer is a heifer is a cow, right? Bull.

Meat eaters know steak comes from a beef animal, but they may not know cattle terms. Gary Fike, Beef Cattle Specialist with Certified Angus Beef LLC (CAB) spells it out.

"The process of a cow giving birth is called calving, and of course, the calves are born male or female. Very few bulls remain intact until they can breed as yearlings, because nearly all beef cattle are raised for the food chain. As a rule, males are castrated by knife or elastic ring when they are very young, perhaps even at birth, to minimize stress," Fike says. "Then they are steers."

A rancher has more options with heifers,

or female calves, he adds. All calves will be weaned to independent life after about half a year of nursing their dams. The daughters of superior bulls and cows may



be developed to join producing herds as breeding stock. The "culls" deemed unsuitable for such use will join their steer siblings to be fed and harvested as beef.

Most heifers are exposed to carefully

selected breeding bulls as yearlings, and will calve as two-year-olds 280 days later. "First-calf heifers are fed and managed separately from cows and closely monitored in case they need assistance at calving," Fike says. The new mothers become cows.

Bulls are typically purchased based on their superior genetics for calving ease, fast-growing calves and high-quality beef from herds that specialize in "seedstock." They can breed 15 females as yearlings and as many as 40 in later years. Because they keep growing and the herd begins to feature their daughters, bulls are continuously being replaced by younger bulls. Cows stay as long as they breed back, but their teeth begin to wear after seven or eight years; 15 is extremely old for a cow.

The millions of cows culled from producing herds are not fed to become steak, but typically processed into hamburger or other variety meats. **UB**

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The essential trinity of making good paella

Urner Barry's Reporter recently attended a cooking demonstration at Café Ba-Ba-Reeba in Las Vegas where the secrets to preparing paella were revealed. What the Reporter found was that there are three main elements which should exist in all good paella dishes.

First, it is imperative that you start with an authentic paella pan. In fact, the word paella was derived from the Latin word *patella*, which means pan. A paella pan is a flat-bottomed, circular frying pan with two handles. It has small indentations in the bottom to help create an even cooking temperature—necessary for the rice to cook to perfection.

The second crucial ingredient is saffron. Although it is known as the world's most expensive spice, its flavor is irreplaceable. Saffron comes from the stamen of the saffron crocus (*Crocus sativus*). Each plant produces only several flowers and each

flower produces three stigmas (the female part of the flower) which are the saffron threads. It is important to bake the saffron for a few seconds and crush it right before using it. Depending on the individual oven, it is recommended to preheat the oven to 350 degrees. Place the threads of saffron on a baking sheet and cook for 10-30 seconds or until light brown. Crush it with a spoon and add to your mixture.

The vital trinity is completed with rice. Paella rice should be short and round. The shape of the rice helps it to stay firm during cooking yet still capable of absorbing liquid and flavor. When cooked properly, it should not be mushy like risotto. It should clearly be separated and somewhat oily.

It is also important to use quality olive



oil and paprika. With the key ingredients in place, the variations are endless. There are a variety of sausage, meat, and seafood items which are commonly used in traditional paella dishes.

With the must have trinity, and a little imagination, the possibilities are endless. Paella pans are designed to be used as a serving dish as well. They keep their heat for quite a while so it is a good party or buffet dish. **UB**

PAELLA REPORTER'S STYLE

INGREDIENTS:

- 4 tablespoons olive oil
- 1/2 lb. chorizo
- 4 oz. boneless, skinless, diced chicken (preferably dark meat)
- 15 extra large shrimp, peeled and deveined with tail on
- 1/2 lb. monk fish fillet, diced
- 1 teaspoon diced garlic
- 1 teaspoon paprika
- 3 oz. tomato puree
- 1 1/4 cups Spanish rice
- 2 threads saffron
- 1/2 cup snap peas
- 2 cups chicken stock
- 2 cups fish stock or clam juice
- 1 sprig fresh rosemary
- 1 teaspoon salt (optional)

PREPARATION:

Since paella is a quick cooking dish, it is recommended to chop all items



Chef Raul De Leon of Café Ba-Ba-Reeba is shown with two versions of his paella—oven finished, left and pan finished, right.

before beginning to cook.

Heat olive oil in the paella pan, sear chicken until golden brown, add fish, chorizo, shrimp, garlic, paprika and puree. Constantly stirring, add Spanish rice, saffron, snap peas and stock. Continue cooking until rice begins to rise. Add fresh rosemary, season with salt and bring to a boil. Continue cooking on low heat until most of the liquid is absorbed (approximately 20 minutes). Remove from heat and allow the rice to absorb the remaining liquid completely.

Makes approximately 4 large servings.

Paella can also be finished in the oven. Preheat the oven to 450 degrees. After bringing all ingredients to boil, place in the oven for 17 minutes. Finishing the dish in the oven will create a crisper, dryer version.

Social networking platforms keep

*Contributed by the
National Turkey Federation*

“Tweet,” “Poke,” “Tag” and “Turkey”? The first three words have significant meaning to users of social networking platforms and now their discussions will include turkey. National Turkey Federation (NTF) is taking advantage of the new ways consumers are receiving their information and communicating with their peers by joining platforms such as Twitter, Facebook and YouTube.

In March, “TurkeyGal” joined Twitter to start “tweeting” about all things turkey. “TurkeyGal,” the NTF user name, responds to inquirers’ turkey-related questions and also updates consumers on the latest features on the federation’s Web site, www.EatTurkey.com. The benefit of getting people to think about eating more turkey is evident in direct increases

in Web traffic to NTF’s site. For instance, “TurkeyGal” responded to one user’s inquiry about leftover turkey chili recipes and recommended visiting the appropriate page on NTF’s Web site (<http://www.eatturkey.com/consumer/thanksleft.html>), which resulted in a 64 percent increase in that section, compared to the previous month’s visits.

“Two months later, in June, our Consumer Hot Plate, ‘Turkey on a Dime,’ saw a 900 percent increase in Web traffic after ‘TurkeyGal’ tweeted about its content,” said Sherrie Rosenblatt, NTF’s vice president of marketing and communications. “These statistics prove that it is important for NTF to keep turkey in the conversation of these new mediums.”

For June, Turkey Lovers’ Month®, NTF launched a fan page on Facebook called “Turkey. The Perfect Protein®.” NTF’s

fan page includes photo albums of food photography, NTF events including the National Thanksgiving White House Presentation, videos of the federation’s turkey production multimedia presentations and RSS Feeds that automatically update the fan page when NTF uploads a press release.

NTF also uses the “Send an Update to Fans” feature on its Facebook fan page to highlight recipes and other information that are in the Consumer Recipe E-mail, which is sent bi-monthly to more than 5,000 consumers who have opted into the feature at <http://www.eatturkey.com/foodsrv/recipeemail.html>. With the additional feature on Facebook, NTF can extend the message to 238 fans and growing.

The federation’s turkey production slideshow not only resides on Facebook,



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turkey top of the mind

but also on YouTube. The turkey production slideshow includes interviews with four turkey farmers on how they ensure the health and safety of their flocks. NTF created its own YouTube Channel (<http://www.youtube.com/TurkeyGal1225>) to feature the turkey grower presentations, along with the turkey industry background video "From Farm to Fork." This allows all videos to be in one location for YouTube users to be able to search "turkey" videos with ease. The videos embedded in Facebook also link to the YouTube videos enabling both platforms to work together to increase visibility for the information found on



This cartoon turkey greets Facebook and Twitter users who use National Turkey Federation's pages

NTF's Web site. To date, the turkey grower presentations have received more than 185 views.

"Once NTF joined the social marketing world, we began to see how all three platforms could start working together to increase NTF's presence and drive traffic back to the Web site," said Rosenblatt. "These platforms are also a great tool to highlight current marketing initiatives that keep turkey top of the mind."

The federation will continue utilizing all three social networking sites to drive traffic back to www.EatTurkey.com and to get people to think about eating turkey more often. **UB**

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Chicago style pizza and hot dogs

By Jim Buffum

Over the past year or so we have recommended and visited some of the finest restaurants in cities such as Las Vegas, Boston, Atlanta, and Miami. As a seasoned traveler there are times when you just don't feel like sitting down for a fine dining experience.

Whether it is time constraints, or you are just plain tired, sometimes all you need is a "quick bite." Chicago is famous for many

fine eateries such as the Chop House and Rosebuds along with the original Morton's Steakhouse.

We are going to go in a different direction in this issue and sample two dishes that the Windy City is famous for: Pizza and Hot Dogs! After a hard day at the trade show you can visit anyone of the places that we recommend, sit back, relax, enjoy a cold beverage, and enjoy what Chicago is known for.

The deep dish pizza that was made famous is a taste sensation that will satisfy the appetite of the heartiest eaters. There are many varieties to help make your experience memorable. Here is a list of my favorites as well as those of a Chi-town resident.

DEEP DISH PIZZA

Bricks Chicago

1909 N. Lincoln Avenue

Gourmet pizzas are the order of the day at Bricks, and the scrumptious pies sport quite colorful names. Try the Painful with spicy pepperoni, purple onion, fresh jalapenos, garlic, and mozzarella; the

Berzerkely with smoked ham, artichoke hearts, sweet red peppers, and mozzarella; or the Popeye with fresh spinach, tomatoes, roasted garlic.

Edwardo's Natural Pizza

1321 E. 57th Street

Located on the South Side near the University of Chicago, this edition of the popular pizza chain is highly regarded for its gourmet pizza pies, stuffed pizzas, and calzones. Traditionalists can start off with a delicious cheese pizza and top it with roasted red peppers, elephant garlic, basil, or pesto.

Lou Malnati's Pizzeria - River North

439 N. Wells Street

This old-school pizza shop knows a thing or two about pies, and locals swear by the place's deep-dish crust, which showcases all manner of toppings. Try the "Lou," named for the restaurant's founder. It includes fresh spinach, mushrooms, sliced tomatoes, and mozzarella, Romano, and cheddar.

Pizza D.O.C.

2251 W. Lawrence Avenue

Thin, crisp pies come from wood-burning ovens at this Lincoln Square pizzeria. Patrons eagerly await the delectable rounds, which include Pizza Arugula, topped with mozzarella cheese, cherry tomatoes, arugula, and extra virgin olive oil. Other possibilities include Pizza Gamberi e Carciofi, which features tomato sauce, mozzarella cheese, shrimp and more!

Pizzeria Due

(My favorite during the NRA Show)

619 N. Wabash Avenue

The inch-and-a-half deep flaky pies

arrive piping hot, appropriately gooey and minimally sauced, no matter the ingredients. Any of the five specialty pizzas are a good idea, especially the trademarked Numero Uno, a hearty combination of cheese, sausage, pepperoni, mushrooms, onions and green peppers. The Spinoccoli, (spinach, broccoli, garlic) is a good meatless option. Florence's soup, thick minestrone in a cheese-topped crock, stand out among standard appetizers and forgettable non-pizza options. If a sweet tooth persists, fluffy spumoni ice cream satisfies.

HOT DOGS

Against all doctors orders I always head for one of the places I have listed to grab a delicious Chicago Hot Dog. It is a meal in itself as it seems to include all of the major food groups!

Here are the top ten:

- 1. Weiner and Still Champion**
802 Dempster St. Evanston, IL
- 2. Fredhots and Fries**
1707 Chestnut Ave, Glenview, IL
- 3. Superdawg Drive-in**
6363 N. Milwaukee Blvd. Chicago, IL
- 4. Fat Johnnie's Famous Red Hots**
7242 South Western Ave. Chicago, IL
- 5. Gene and Jude Red Hot Stand**
2720 River Road, River Grove, IL
- 6. Gold Coast Dogs**
159 N. Wabash Ave Chicago, IL
- 7. Portillo's Hot Dogs**
100 W. Ontario St Chicago, IL
- 8. Weiner Circle**
2622 N. Clark St Chicago, IL
- 9. Hueys**
1507 W. Barmoral Ave. Chicago, IL
- 10. We leave that one up to you.** Be adventurous and look for a great place that you can tell your friend that you found.

The gang hopes that you will take some time and enjoy some very casual dining in a city filled with great restaurants! **U**



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THE REPORTER'S GUIDE TO... **Sushi**

When most people hear the word sushi they immediately think of raw fish. Literally, however, sushi means vinegared rice (the Japanese word *su* means vinegar and *shi* is from *meshi*, or the Japanese word for rice). What we have come to call the bite-sized snack of raw fish or shellfish rolled with rice and seaweed actually has various names.

Sushi has gained in popularity as consumers are much more health conscious and enjoy the fact that it is low fat, loaded with nutrients, and easy and

quick to make. Because of the fish, Sushi is high in protein and an excellent source for Omega-3 fatty acid.

The origin of sushi dates back to 4th Century Asia. As a way of preserving fish, the Chinese people started making sushi (vinegared rice) as a natural process of fermentation. The cleaned and gutted fish were kept in rice so that the natural

fermentation of the rice helped preserve the fish. The result of the preservation was not only delicious tasting fish, but rice that could be eaten along with it.

Sushi now appears worldwide and is viewed as a work of art as much as a food, and while it is now available in a western 'quick and easy' serving style, the traditional ways are far from lost.

The most common forms are:

OTHER SUSHI TERMS

California Roll An American-style maki (roll) created in California for the American palate. It usually consists of kamaboko (imitation crab meat) and avocado, sometimes includes cucumber

Inari-sushi Fried pouches of tofu (aburage) stuffed with sushi rice

Temaki-sushi Also called a hand-roll. Cones of sushi rice, fish and vegetables wrapped in seaweed

©iStockphoto.com/Sze Fei Wong

Wasabi A hot green Japanese horseradish-like rhizome, best sampled in small doses. The actual rhizome is not related to American horseradish except by name. True wasabi has a hotness that does not linger, and compliments and enhances the flavor of sushi

Gari Pickled ginger, which comes in both a pink and a light tan color

Daikon A shredded white mass of Japanese radish, often served with sashimi

Oshinko Japanese pickles

Odori-ebi Live ("dancing") shrimp



Nigiri-Sushi Hand-shaped sushi, often little fingers of rice topped with wasabi and a filet of raw or cooked fish or shellfish. ©iStockphoto.com/Alexander Shalamov



Oshi-Sushi Pressed sushi, formed in a wooden or plastic box then cut into squares.

Chirashi-sushi Scattered sushi, usually in a bowl or box of sushi rice topped with a variety of sashimi. ©Smack (Naomi Hasegawa) | Dreamstime.com



Maki-sushi Rolled rice and seaweed sushi. There are also more specific terms for the rolls depending on the style. They are:

Futomaki Thick rolls. ©iStockphoto.com/Alexander Shalamov

Hosomaki Thin rolls. ©iStockphoto.com/Alexander Shalamov

Uramaki Inside-out rolls. ©iStockphoto.com/Brent Melton



Sashimi Raw fish served sliced, without rice. Sashimi is often cut in different ways to enhance the appearance of the fish. They are:

Hira zukuri The standard rectangular shape cut.

Ito zukuri A thinner cut, often no more than 1/16 inch thick.

Kaku zukuri The thinnest sashimi cut, paper-thin and often presented in a pattern. **W**





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Attaching a taste with a name...

Meet and greet just got tastier



Ever attended a networking event where you collected numerous business cards only not to know who many individuals are the next day? Or, have you ever tried to think of someone you met and had a conversation with, but you can't remember their name or their business to look them up? You certainly do not want to be one of those forgettables. Fortunately, you don't

have to be. There is a new breed of business card that will express your dedication to quality, innovation, and sensible snacking—the entirely edible Meat Card.

If you were to begin chewing on your current, commonplace business card right now, I doubt that it would release waves of deep, juicy beef flavor anchored by smoky, natural meatiness and surrounded by a well-noticed saltiness. In the world of business cards, only the 100% beef jerky Meat Card can make that claim. Created by a pair of entrepreneurs with a dream to make the business world a tastier place to live, the originators of the Meat Card developed the process of using a 150 Watt CO₂ laser to sear people's contact information into a card-sized piece of beef jerky. Using only

two ingredients, meat and lasers, the finished Meat Card is a completely edible and fully legible business card that is sure to make a lasting impression on its recipients. According to the developers, the only negative aspect of Meat Cards when compared to regular business cards is that they do not fit in a Rolodex, and only because their deliciousness cannot be contained in a Rolodex.

"...the finished Meat Card is a completely edible and fully legible business card that is sure to make a lasting impression on its recipients."

The idea of a novelty business card that can substitute as emergency food rations appears to be catching on. Cable television station G4 recently featured the Meat Card on their popular show, "Attack of the Show." While still in the final test stages of production and not yet available for purchase, the creators report that the wait for a dehydrated meat-based medium of personal information won't be long, and encourage those who are interested to visit their website, www.meatcards.com, for the latest updates. **UB**



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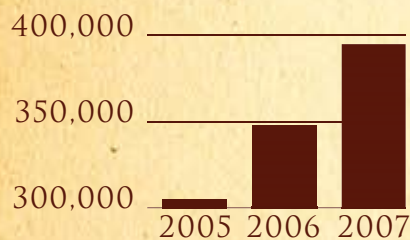
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Exhilarating experience in Las Vegas...

Race Toward

Urner Barry's Annual Executive Conference and Marketing Seminar tackles key industry issues in style



This year Urner Barry hosted its 33rd Annual Executive Conference and Marketing Seminar at The Palazzo in Las Vegas. As it has been since its inception, the 2009 event proved to be exhilarating for conference attendees from its opening reception to the closing cocktail party.



Keynote Speaker and Chairman of the Republican National Committee Michael S. Steele (above) addresses attendees. Land O'Frost's Carl Abbott (l) shares a moment with Bolinger Marketing's Leon Wells.

The event, themed "Race Toward the Future," featured a spectacular line-up of intriguing keynote speakers, including the newly elected Chairman of the Republican National Committee, Mr. Michael Steele, and Dan Mitchell, Senior Fellow at the Cato Institute. Additional informative joint sessions with leading industry members and Urner Barry's Annual Awards ceremony were key highlights as well.

The first speaker to take center stage Monday morning was Mr. Dan Mitchell of the Cato Institute who discussed the global financial crisis, and what can be done to rise above current events and move ahead both personally and professionally. Although many concepts were cited during

his address, one in particular was that our current financial crisis is being used as an excuse to increase the burden of government spending. Mitchell believes that the federal government should not bail out any private companies because it



Making the rounds on the links are (l to r) Mike McGriff, Eric Benson, Germain Archlambault and Dennis Casey.

only proves to reward those who have made mistakes. Instead, he has faith in a low marginal tax rate and feels that this would more clearly reward productive behavior and initiate the public to work more, save more and invest more.

The keynote address was by Michael S. Steele, the day's second speaker. The newly elected Chairman of the Republican National Committee and former



The Future!

Lieutenant Governor of Maryland inspired the crowd with his address on the subject of perseverance. In particular, Mr. Steele stated that courage, vision, and strength, but most especially perseverance, are keys to success. With those words Steele cited Urner Barry as an admirable 150-year-old business that could not have succeeded without those qualities.

Additionally, Steele emphasized that America is about ordinary lives of extraordinary individuals and stated that people should not be discouraged by the trials of the moment, but optimistic of the future. Using the attendees as an example, Steele said that just like businesses at Urner Barry's Executive Conference, American leaders need to persevere. "As you race toward the future remember that Americans fight with perseverance," Steele stated.

Always a well-anticipated happening at the Conference is Urner Barry's annual "Person of the Year" award dinner. Dating back to 1986, Urner Barry began to present its prestigious poultry and egg industry award to recipients who have time and again proven to be honorable in their business practices, have made outstanding life-long contributions to their fields of expertise and trusted friends in their industry.

The 2009 Poultry Person of the Year award was presented to Ted Seger of Farbest Foods, while Vince Booker of



Brent Booker (second from right) is flanked by (l to r) Urner Barry's egg reporting team Rick Brown, Randy Pesciotta and Greg Deppeler. Vince Booker, Country Charm Egg Distributors, was awarded the 2009 Egg Person of the Year and Brent was there to accept it in his behalf.

Ted Seger, Farbest Foods (c) was presented with the 2009 Poultry Person of the Year. Beginning his career in 1982, he is seen here with UB's Russ Whitman (l) and Mike O'Shaughnessy (r).

Country Charm Egg Distributors was presented with the Egg Person of the Year Award, his son Brent was on hand to accept the award in his honor.

Urner Barry's Vice President Poultry Division, Russ Whitman, presented the Poultry Person of the Year Award to Ted Seger. Whitman stated that Mr. Seger began his career in 1982 with vision, leadership, and market tenacity, all attributes which propelled him to be appointed as



ABOVE: What a fine looking group! Enjoying the festivities are (l to r) Kent Puffenbarger, Dan Lightle, Ron Vilas, Thierry Murad and Christy Puffenbarger.



LEFT: Carol and Bob Hodges Moark, LLC, striking a pose.

Continued on page 56



An exciting, thought provoking agenda made for a full house during the industry sessions.



Joanne Ivy, President and CEO of the American Egg Board, spoke to a captive audience during the egg session, "If You Want to be Incredible, Eat Incredible."

Supermarket jingle shopping

We are all bombarded on a daily basis with both direct and subliminal advertising, designed to create an impact on product preferences and/or purchasing behaviors.

Nowadays, it usually takes the form of comparisons, statements of purported fact, or descriptions of

what the item(s) being promoted can do for the prospective buyer. But was advertising always like this? Well, as they used to say prior to each and every episode of the 1950's adventure series *The Lone Ranger*,

let us "...return to those thrilling days of yesteryear..." when product jingles and snippets set to a catchy tune, inevitably found their way into our subconscious and, consequently, influenced our purchases.

The year I believe was 1957, and Mom asked me if I'd like to go with her to this new-fangled store called a "supermarket" to pick up all of the items we needed

for the coming week. This store had EVERYTHING we needed, and Mom liked to go there instead of going to three or four other stores. Naturally, I said "yes."

So, we hopped in the family DeSoto (or was it a Kaiser a Nash or a Packard?) and off we went!

We got the cart to put all of the stuff in, and around the aisles we went. Let's see...Dad needs after-shave ("there's something about an Aqua-Velva

man", "Old Spice means quality said the Captain to the bos'un"). Mom needs perfume ("promise her anything, but give her Arpege"). Hmm...breakfast meat ("more Park sausages, Mom, please"). Can't forget toothpaste ("you'll wonder where the yellow went when you brush your teeth with Pepsodent"). Shampoo ("use new White Rain shampoo tonight, and tomorrow your hair will be sunshine bright"). Grampa needs that hair stuff (Brylcreem, a little dab'll do you"). Gran wanted some smokes ("Winston tastes good, like a cigarette should"). Cold cereal for me and my brother ("Kellogg's sugar corn pops...sugar pops are tops"). Can't forget something sweet ("M&M's melt in your mouth, not in your hands"). Ah, the pretend butter ("everything's better with BlueBonnet on it"). Need the tummy stuff ("plop plop fizz fizz, oh what a relief it is"). Now the cleaning stuff ("Mister Clean gets rid of dirt and grime and grease in just a minute", "you'll stop paying the elbow tax when you start cleaning with Ajax"). Something to drink ("hey! How about a nice Hawaiian punch?"). Morning adult beverages ("Chock full o' Nuts is that heavenly coffee") and nighttime adult beverages ("Schaefer is the one beer to have when you're having more than one").

Okay, I think we're done. Boy, it's a good thing we're not influenced at all by what we hear on the radio (except one of the vacuum tubes is shot, so it doesn't work) or on one of those 13 TV channels! Well, back in the car (oops! I forgot! It's a Chevy! "See the USA in your Chevrolet"). **LB**

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AMERICAN LAMB BOARD



Explore the Possibilities

Price to raise a child rising

Since it was first assessed in 1960, the cost of raising a child has risen drastically based on the U.S.

Department of Agriculture's analysis. In

1960, it cost a mere \$25,229 to bring up a child in a middle-class household. Today, the USDA's report on the Expenditures on Children by Families, estimates the price-tag to read \$221,190 to rear a child born in 2008 through age seventeen.

While the largest of these expenditures is the expense of housing, the cost of food accounts for sixteen percent of that price-tag. Based on the USDA's report, Americans have experienced a 24.5% increase in calorie consumption since

"Americans have experienced a 24.5% increase in calorie consumption since 1970..."

1970, with the most growth seen in the consumption of grains, fats and oils, and sugars. While meat has not seen as significant of a growth as some other food categories, it has risen

one percent, and is at an all-record high in its consumption. According to the USDA's factbook, lower meat prices and "the brand-name, value-added products processed for consumer convenience" have played a pivotal role in this increase.

With the 21st century's fast-paced, instant gratification oriented society, the cost of



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raising a child may have increased, but the accessibility and convenience of feeding a family has become significantly easier. Americans consume more calories and lead fast-paced lives, and the food industry has embraced this lifestyle by offering more "commercially manufactured and prepared foods" that are staples of every American household. **US**



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Gourmet Magazine piles on Chilean salmon, citing heavy use of antibiotics

by John Sackton

Here is a text book case of how public opinion is turned against farmed salmon.

Gourmet Magazine recently featured an article entitled “Salmon on Drugs.” The author, Barry Estabrook, picked up on the fact that in 2007, the Chilean salmon industry used 600 times the amount of antibiotics used in Norway.

He then goes on to suggest that people avoid eating farmed salmon, so as to avoid eating food treated with antibiotics.

Estabrook then quotes SalmonChile saying “In the Chilean aquaculture industry, all products used by veterinarians must be registered by the Chilean regulatory institutions. The approval process for those medicines has been accepted worldwide. In addition, antibiotics are prescribed by a veterinarian only when disease is diagnosed and when the health of the fish is compromised.”

“...antibiotics are prescribed by a veterinarian only when disease is diagnosed and when the health of the fish is compromised.”

He then goes on to say “Fortunately, there is an easy way to avoid being exposed to this arsenal of medicines: Buy the wild Alaskan salmon currently in season. It’s sustainably fished and way better tasting than the farmed stuff.”

What’s wrong with this picture? Is Estabrook advising readers of *Gourmet* not to eat beef, poultry, lamb, veal, because in each instance, these animals are given approved veterinary antibiotics when necessary, and in some cases regularly in feed as a prophylactic.

No, Estabrook has accepted the idea that drugs used in raising farm animals are a

non-issue, but drugs used in raising farmed fish threaten public health.

How did this different standard come about?

Estabrook says he learned about the 385,000 kilograms of antibiotics from a news release from Oceana Chile, which had obtained the import figures for these medicines from the Government of Chile.

Oceana has received over \$40 million dollars to support its work against farmed salmon and in favor of seafood conservation since 2001. \$39 million was from the Pew Charitable trusts, and another \$3.8 million was from the Packard Foundation.

Estabrook then quotes Dave Bard of the Washington, D.C. based Pure Salmon Campaign, (also funded by the Packard Foundation), who said in an email that “the Chilean government’s own records show that “there have been documented uses of at least four antibiotics not included on the U.S. Food and Drug Administration’s Approved Drugs list (for aquaculture) during the past two years.”

Estabrook doesn’t look at this statistic and say, what a remarkably low occurrence. That is far less of a health hazard than hamburger meat recalled in the U.S., or even spinach.

Estabrook, no doubt only feels he is repeating conventional wisdom.

He doesn’t realize that Norway also, at one time, used even more antibiotics than Chile, nor the fact that if Norwegian antibiotic use was almost eliminated would be a positive sign for the future of farmed salmon. He doesn’t say go out and buy Norwegian salmon because it is raised without antibiotics.



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Estabrook doesn’t compare veterinary drug use of farmed fish and land animals. He has an unconscious double standard, in which terrestrial agriculture techniques are non-controversial, but the same techniques in aquaculture are a threat to health.

He arrived at this double standard because of the public relations campaigns, research, and advocacy bought with more than \$40 million dollars of environmental grant money, of which a significant portion has been spent to demonize aquaculture, especially salmon aquaculture.

No wonder, that when SOTA writes a letter to the editor of *Gourmet* protesting truthfully that Chilean farmed salmon is a “delicious, nutritious and safe food choice”, it is likely to be dismissed, and probably not even published. That is what \$40 million in advocacy buys.

It also buys the increasing number of *Gourmet* readers who, accepting this conventional wisdom, would no more purchase farmed salmon at the fish counter than they would go out and smoke a cigarette. The only difference being that cigarettes literally can kill you, while eating salmon can save and extend your life. **UB**

This article originally appeared on Seafoodnews.com on August 5, 2009

SEAFOOD NEWS.COM

New commodity market: university and college mascots



Considering the over 4000 colleges and universities throughout our nation, one would imagine it simple to find a long list of mascots relating to the items quoted by Urner Barry. Why would we want to search for Urner Barry quoted mascots? We'll ask the questions. You keep reading.

There are plenty of animal mascots out there, but the majority will not be found on the menu at your local restaurant or traded regularly on the protein commodity markets. Mascots like Sammy

the Slug of UC Santa Cruz and Kasey the Kangaroo of the University of Missouri-

Kansas City are more likely to be served as a delicacy in a foreign land or appear on the dinner table of Indiana Jones.

For those of you who live under Rocky of Slippery Rock University, Urner Barry's focus is on the red meat, poultry, egg, and seafood markets. After some intensive research, I realized a small number of mascots actually fall under these categories.

Speedy the Geoduck of Evergreen State College is out there so I figured there must be some team named after the egg, but no. No Humpty Dumpty, no Egghead, and no Frying Omelette. So I moved on to the other groupings.

In the world of mascots, when asking the question "Which came first? The chicken or the egg?" the resounding answer is "The chicken." The University of South Carolina

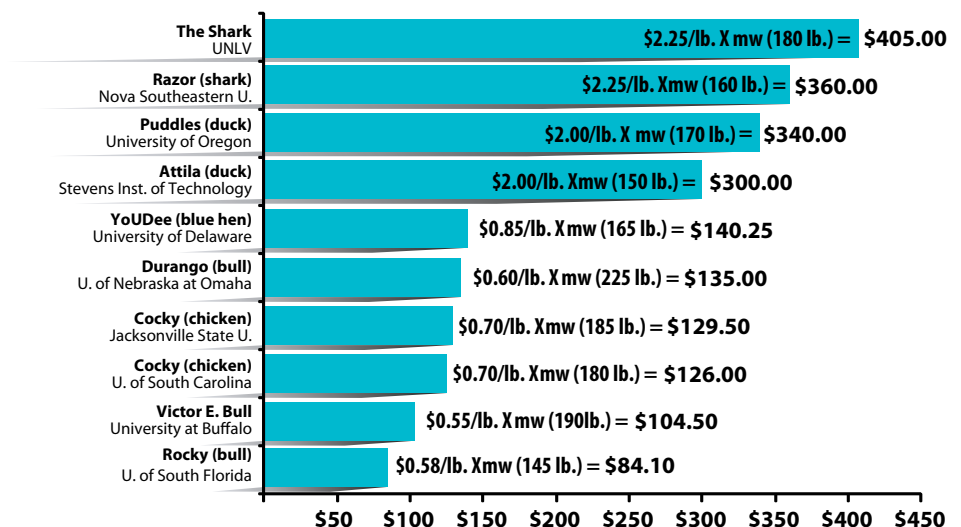
"There are plenty of animal mascots out there, but the majority will not be found on the menu at your local restaurant..."



Cocky, Jacksonville State University mascot.

and Jacksonville State University each have a gamecock by the name of "Cocky" and the University of Delaware has "YoUDee" the Blue Hen. You might think a rooster and hen aren't very intimidating figures but both of these species were bred for cockfighting.

Estimated value per mascot



ABOVE LEFT: University of South Florida's Rocky D. Bull;
LEFT: Cocky, University of South Carolina.



LEFT: University of Delaware's YoUDee the blue hen;
BELOW: Attila: Copyright 2008, Stevens Institute of Technology;
RIGHT: Victor E. Bull, University at Buffalo mascot,
photo courtesy of UB Athletics.



Another mascot falling under the poultry class is the duck. You've heard of Attila the Hun. Well Stevens Institute of Technology has Attila the Duck. That name alone must strike fear into the opposing team. I'd like to see a match between Attila and Cardinal Bird of Louisville University.

Puddles is a Donald-Duck-looking fella from the University of Oregon. Originally, Puddles was a live mascot brought to sporting events by the local students. In 1947 the costumed mascot was created to look like Donald Duck after an agreement was made between Oregon's first athletic director, Leo Harris, and Walt Disney himself.

Now if a duck doesn't do it for you, how about the bull? Not many would want to be on the wrong side of one of these animals. Durango from the University of Nebraska at Omaha stands seven feet tall with long white horns and fiery eyes. I'd be scared if not for his plush, velvety exterior. The University of South Florida seems to have modeled their Rocky D. Bull after Arnold Schwarzenegger in his Conan years. With his massive upper body and permanent scowl this is not a mascot to mess with.

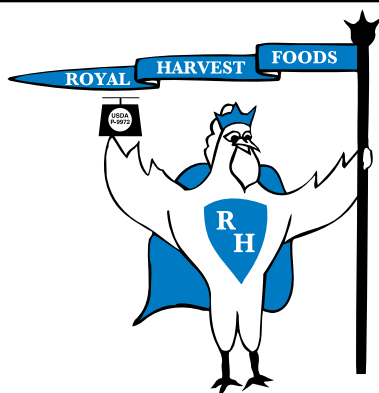
Buffalo University decided to go the other direction. Victor E. Bull motivates with two thumbs up and a big, cheerful smile. But don't let that fool you. Victor is rocking a nose ring. I'd say that makes him the toughest of the bunch.

Tusk, the official live mascot for the University of Arkansas, is the only hog mascot we were able to find. Tusk is actually the name of three local Russian boars which resemble a wild razorback hog. The "Tusk" for each game is the boar who is willing to follow "Team Tusk" to the event. Each of these boars weigh in at approximately 400 pounds.

Last but not least, the shark. Two schools use this fearless fish as their mascot—Razor of Nova Southeastern University and The Shark of UNLV. For those of you arguing that the mascot of UNLV is the Rebels, that is only the name of the school's teams. The mascot is The Shark, supposedly named after former men's basketball coach Jerry Tarkanian.



So there you have it. Throughout all of college sports there are several mascots which if slaughtered and sold on market would be eligible to be quoted by Urner Barry. If you can find any others please send them our way. **UB**



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Global Aquaculture leaders to address GOAL 2009 conference in October

Registration Still Available

Ole Norgaard, CEO of Lyons Seafoods in the United Kingdom; Rodrigo Infante Varas, former general manager of SalmonChile; Nicole Franz of the Organisation for Economic Co-operation and Development (OECD); and Heather Tausig, director of conservation at the New England Aquarium, are just a few of the global aquaculture leaders confirmed to address the delegates at the Global Outlook for Aquaculture Leadership (GOAL) 2009 meeting taking place in Seattle, Washington, USA, October 27-30.



Industry participants can look forward to informational speakers at the GOAL 2009 meeting.

Norgaard will deliver the keynote presentation and set the stage for the meeting, which is expected to draw some 350 seafood industry leaders, NGOs, government officials and aquaculture producers from around the globe. Norgaard will address the importance



of international cooperation in the development of responsible aquaculture.

The rest of the first day will feature global production and case studies on three popular farmed species: shrimp, salmon and *Pangasius*. For example, former Chilean salmon industry executive Rodrigo Infante V. will look at what led to the industry's devastating outbreak of infectious salmon anemia and what the Chilean industry is doing to prevent further outbreaks. Michael Cremer of the U.S. Soybean Export Council will present a related case study on alternative aquafeeds in the *Pangasius* industry.

On October 29, Jim Cannon, CEO of the Sustainable Fisheries Partnership (SFP), will introduce the theme of sustainability in aquaculture production and the importance of cooperation between

producers and the marketplace. Panels of retail buyers—including Asda (United Kingdom), Aldi (United States) and Sobey's (Canada)—foodservice leaders and producers will round out the day with discussions of solutions to sustainability challenges in their respective sectors.

On the final day, OECD's Franz will talk about the role of aquaculture in the developing world. This is the first year OECD has been invited to speak. "We are pleased to have participation from the international development sector, because the growth of aquaculture and its importance in global economic development cannot be overlooked," GAA Executive Director Wally Stevens said.

Following Franz, additional panels with members from the Walmart Foundation, Packard Foundation and several industry groups will field questions on public-private partnerships. NGOs such as Seafood Choices Alliance and SFP will further examine elements of sustainability in a final panel session.

GOAL 2009 is organized by the Global Aquaculture Alliance (GAA), the leading standards-setting organization for aquaculture seafood. The annual GOAL events provide business leaders with the latest information on the farmed seafood value chain through summaries of supply

data for shrimp and fish, and concise reviews of leading international markets.

The theme of GOAL 2009 is "Coming Together for Solutions." Panelists representing important seafood stakeholders will engage GOAL participants in discussions of sustainability and other pivotal issues.

Social activities such as a reception at the Seattle Aquarium will provide opportunities for additional interaction and networking among the varied GOAL attendees. Since the GOAL program leaves afternoons open, many delegates schedule business meetings during GOAL, as well.

GOAL 2009 is a by-invitation meeting that is expected to reach attendance capacity. To be considered for participation, visit www.gaalliance.org/goal09/ to download a registration packet and register online. All registrations will be reviewed by the conference committee before approval. Attendees can also arrange accommodations at the Sheraton Seattle Hotel, the four-star GOAL 2009 headquarters hotel, via the Internet.

Early registration is appreciated, and GAA corporate members receive substantial discounts. Payment for GAA membership can be included in the GOAL registration process. **UB**

Automated Commercial Environment

After years of planning, the Automated Commercial Environment (ACE) system, of the U.S. Customs and Border Patrol Department (CBP), is almost ready for its full implementation. The official release date was set for July of 2008, but due to glitches in the system the date had to be rescheduled. As of now, almost any entity doing business with CBP can now establish an account with ACE. The next phases will be implemented over the next several years.

For those who are not familiar with this topic, the government is basically allowing importers to file their entries electronically, providing them with almost real-time reports on shipments entering the U.S through an account-based database portal. For now it will cover the two most common entries, the consumption entry for merchandise intended for distribution and sale and informal entries normally for goods valued at less than \$2,000. These two entries represent nearly 96 percent of all of those filed. Also, this will let importers make a monthly payment for all the fees incurred by their shipments.

There are additional benefits including more rapid border crossings and a full management of historical entry summary data. Future features are expected to be implemented in the years to come. Anti-dumping and countervailing duty business processes, as well as new reporting and query capabilities are among those scheduled.

The initial design and developments of the program date back to August of 2001. In 2003, in an attempt to find errors and seek ways for improvement 41 importers volunteered to test the system by opening accounts for the ACE portal. The purpose of having these companies test the system was to find errors and seek ways to improve what was initially designed. To date, there are more than 15,000 ACE accounts already established amounting to more than \$36 billion of duties collected. As a pioneer in free markets, the U.S. continues to make strides in elevating commercial trade efficiency to a new level. **UB**



"...there are additional benefits including more rapid border crossings and a full management of historical entry summary data."

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Needed: lower supplies and higher hog prices...

Soaring costs and not-so-soaring prices: pork producers are in a bind

By Steve R. Meyer, Ph.D.
President, Paragon Economics, Inc.

After three of the best years in history, the fortunes of North America's pork

producers took a marked change for the worse in September 2007 when corn prices exploded to record levels (See graph).

Unlike previous price spikes that were driven by short crops and subsequent tight supplies, this run-up occurred at the time that U.S. corn farmers were harvesting the largest corn crop on record. High corn prices were driven by demand – the demand created by U.S. biofuels policy which subsidizes the use of corn as a feedstock for ethanol manufacturing.

From October 2007 through June 2009, U.S. pork producers have,

according to estimates from Iowa State University, lost money in 19 of 21 months. The only profitable months occurred in the spring and summer of 2008 when an unprecedented surge in pork exports drove pork cutout values and hog prices to record levels. Over this 21 month period, producers have lost, on average \$21.38/head. To put that in perspective, a producer selling 1000 hogs per month (not particularly large by today's standards) would have lost nearly \$450,000 over that period. Assuming that the average loss applied to every barrow and gilt slaughtered, U.S. producers have lost \$4.4 billion in equity since September 2007.

Given those figures, one would expect U.S. pork production to be sharply lower. But production cuts have come quite slowly and have been very small to date. The reasons are complex, but the key factors are:

- A modern industry composed of firms and family farms committed to pig production, both philosophically and financially. Modern hog production involves substantial investments in specialized, high-tech fixed assets that reduce the proportion of costs accounted for by variable costs. Add to this the fact that hogs are now primary enterprises instead of a way to “walk corn off” the farm when corn prices are low, and you get an industry whose



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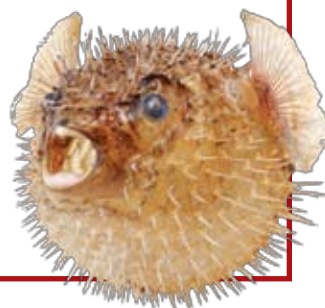
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Reporter FastFact

The fugu fish is one of Japan's elite delicacies, but is also lethally dangerous. Ingesting enough of this puffer fish's venom can result in death, but apparently, it's a real thrill to eat.



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output is decidedly “sticky” to the downside. There are very few “inners and outers” remaining in this business.

- Dramatic improvements in productivity. These have been largely the result of the introduction of vaccines for porcine circovirus associated disease (PCVAD) in mid-2007. PCVAD was responsible for widespread, severe death losses and morbidity among growing pigs over the past decade. The vaccines improved slaughter per breeding animal by 6-8% almost immediately, fueling a surge of output in the fall of 2007. But the heightened health status of breeding herds has left animals more able to fight off other diseases as well and litter sizes continued to grow by over 2% per year through the March-May quarter.

So what does the future hold? It must, at some point, hold lower supplies and higher hog prices. All costs must be covered at some point. Producers’ financial reserves are nearly tapped out and grain and hog futures prices point to limited profit opportunities in 2010. While pork and hog demand may improve, neither will grow fast enough to allow producers to overcome a 20-30% increase in costs driven by a move from the “old” corn prices of \$1.50 to \$2.30/bu. to “new” corn prices that are

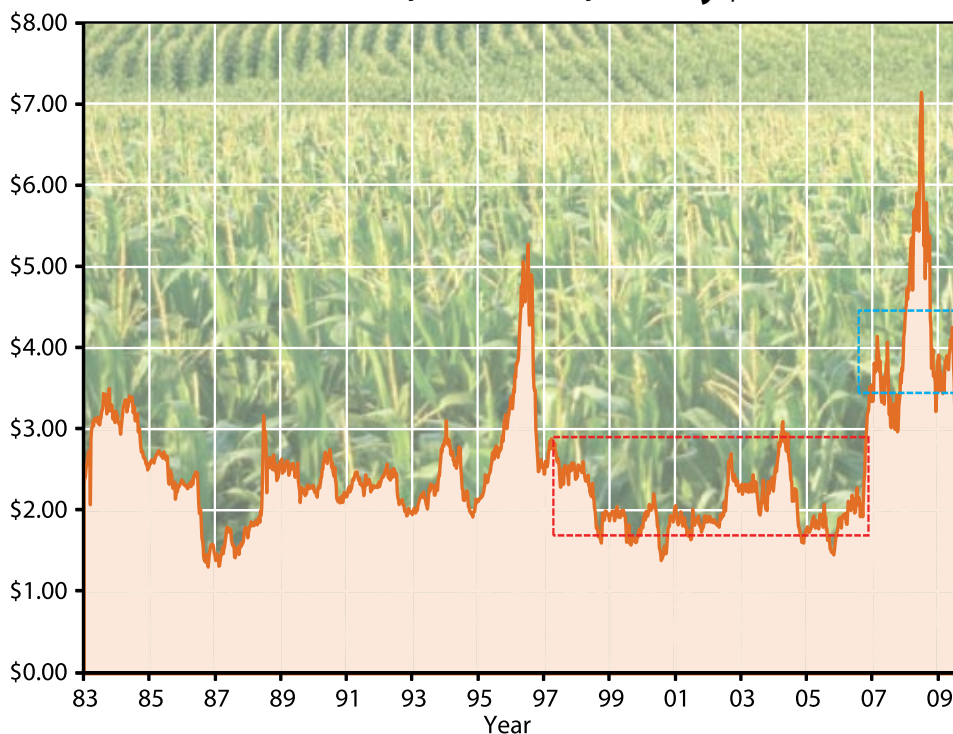
quite likely to remain in the \$3.00 to \$4.50/bu. range. The only ways to reverse this price increase are to change U.S. biofuels policy or dramatically increase corn yields. The former is quite unlikely and most observers believe that the latter will take 5 to 10 years to accomplish.

Lower output means higher prices. Neither may arrive this year or, to any large degree in 2010, but will almost certainly be here by 2011. Current reductions in U.S. cattle number suggest the same for U.S. beef prices. While chicken may still have a price advantage over the “red meat” species, even chicken prices must rise to consistently cover today’s higher feed costs—costs that will likely remain high for the foreseeable future.

Steve Meyer, PhD can be reached at: Paragon Economics, Inc.
Adel, IA 50003
515-993-5742
steve@paragoneconomics.com

“From October 2007 through June 2009, U.S. pork producers have, according to estimates from Iowa State University, lost money in 19 of 21 months.”

Omaha Corn, Cash Price, Weekly (per bushel)



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Northeast hot dog stands serve up tradition



ABOVE: Hot Dog Johnny's nostalgic roadside stand is known as much for its food as for its atmosphere. BELOW: Max's is much more than just a "hotdog". It has become a tradition for "dog" lovers who come to experience the tradition that has been going strong for 80 years!



Since 1916 it's been America's pastime every Fourth of July to watch hundreds of contestants shove Nathan's hot dogs down their throats as quickly as they can. The hot dogs of Nathan's Famous have inspired many hot dog stands to spring up throughout New Jersey and New York. While Coney Island's Nathan's is the original, and has much to offer with their grilled dogs topped with onions and a big side of fries smothered in cheese, there is a wide variety to choose from in the local area.

"...there is a wide variety to choose from in the local area."

For a dog covered in chili, cheese or sauerkraut, one of the best bets is to shoot over to Long Branch, NJ and get a nice steam grilled or fried frankfurter from the Windmill for \$3.89 and pair it with a steamy side of French fries. If you're looking to save a couple of bucks, Sussex County's Hot Dog Johnny's wieners deep fried in peanut oil at \$1.25 or Bayville's Der Wunder Wiener classic water-boiled frank at \$1.35, are excellent choices. Rutt's Hutt in Clifton, NJ won't break the bank either at \$1.85 with their veggie oil fried dogs (best topped with Rutt's own relish!) and you can purchase a cheesy side of fries to bring it all together. If you're willing to spend a little more cash, you can skip over to Long Branch's other hot dog stand Max's Hot Dogs. Maybe you will just want some nachos or some fried onion rings,



but Max's grilled dog for \$4.35 is bigger than your average hot dog. Everyone looks for something a little different in their frankfurter, and New York and New Jersey provide a multitude of hot dog stands to please every taste. **LB**



TOP: Der Wunder Wiener stands alone as THE place for great hot dogs in Bayville, N.J.

ABOVE: Nothing compares to the WindMill food experience. Award-winning burgers and dogs along with cheese fries to die for—Zagat, NY Times and many others say so too.

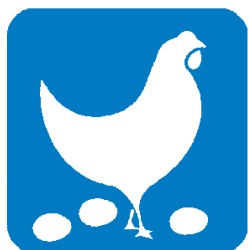
LEFT: Nothing says Seaside Boardwalk like Midway Steak House.



Hot Dog Stands of New Jersey and New York

	Nathan's	Hot Dog Johnny's	The Windmill	Rutt's Hutt	Midway	Max's Hot Dogs	Der Wunder Wiener
Price per hot dog (plain)	\$2.95	\$1.25 1	\$3.89 2	\$1.85	4.00	\$4.35 (bigger than average hot dog)	\$1.35
Garnish of choice	Onion	Pickle	Sauerkraut, Chili, Cheese	Rutt's Relish (appears to be a mixture of mustard and relish)	Sauerkraut, Cheese	Sauerkraut, Relish, Mustard 4	Chili, Cheese, Sauerkraut
Preparation	Grilled	Deep fried in peanut oil	Steam grill or fried	Fried in veggie oil	Grilled	Grilled	Boiled in water
Sides	Cheese Fries	Fries	Fries	Cheese Fries	Freedom Fries	Corn on the Cob	Fries
Ambiance	Coney Island – need we say more?	Adjacent to Pequest River – Great roadside stop for family	Long Branch, NJ one block from the beach	Route 3 in Clifton, NJ	Seaside Heights Boardwalk – good place to people watch 3	Long Branch, NJ	This stand is all about the food – not the ambience 5
Notes	July 4 th Hot Dog eating contest	Buttermilk an unlikely complement to hot dogs, but popular here?	Building actually looks like a windmill	Good place to go after a NY Giants Football Game or after a night in NYC	Italian Sausage also a good choice here	Previously on the Long Branch Boardwalk, now located about a block inland	Italian Hot Dogs also a good choice here
In business since	1916	1944	1964	1928	N/A	1928	1984

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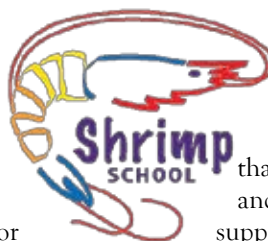


Shrimp School at University of Florida 14 years strong

will pass or fail a FDA inspection.

For participants it was time to roll up the sleeves and get dirty. First the students were introduced to familiar smells which they would later use to describe the way the shrimp smelled. Using these familiar smells, students were later able to identify the scents in the shrimp samples. Recognizing that strong ammonia, putrid, sour, or fecal smell was failing while a briny, fresh air, melon or cooked rice smell was passing. The process starts with the test shrimp sample being passed around. An important part of the course was not to make comments until all participants had

finished their discoveries. Talking about one's conclusions before everyone had assessed the sample might lead to a chance of altering another class member's opinion.



Along with the hands-on training, students were also treated to presentations and discussions on industry trends, processing challenges that spoke to high yield cooking and quality assurance with overseas suppliers, value added alternatives, current trends in packaging, and regulatory updates.

For more information and to sign up for next year's class, please go to <http://shrimpschool.ifas.ufl.edu/> **UB**

Torrential rains could not quell Dr. Steve Otwell and his staff from putting on their 14th annual "Shrimp School" at the Gainesville campus of the University of Florida. With a record of number of Gator alumni in attendance and a few rival University of Georgia alums, Federal Drug Administration (FDA) and University of Florida instructors taught a class of seafood buyers, suppliers, researchers, and feed and lab companies the ins and outs about our beloved pink crustacean.

The agenda consisted of everything you could possibly imagine when thinking about shrimp—processing, industry trends, packaging and of course decomposition and filth. Yes, decomposition and filth.

Shrimp School is hands-on training. Participants get their hands, and for some their nose and mouth, dirty as the FDA instructors teach the sensory quality indicators to determine whether shrimp



ABOVE LEFT: Dr. Steve Otwell of University of Florida introducing Urner Barry's Janice Brown during the presentation portion of the program.

ABOVE: Instructor Victor Garrido of University of Florida talks over tactics with his group during the hands on training.



2009 Shrimp School participants and instructors organized by the University of Florida's IFAS Cooperative Extension Services and FL Sea Grant College Program.

Test your **LAMB** knowledge

1. A lamb is:
 - a. A baby cow
 - b. A young sheep under 12 months of age
 - c. A male sheep which has been castrated
 - d. A female sheep
2. A spring lamb is:
 - a. A lamb conceived in the springtime
 - b. Any sheep which cavorts in springtime pastures
 - c. A milk-fed lamb, usually 3 to 5 months old
 - d. A lamb with "spring" in its' step
3. True or False: Mutton is meat from either a female sheep (ewe) or a castrated male sheep (wether).
4. True or False: A hogget is older than both a lamb and a mutton.
5. Mutton can also refer to the meat of a...
 - a. Pig
 - b. Elk
 - c. Ostrich
 - d. Goat
6. True or False: A "sucker" lamb is a lamb which is still dependent upon its' mother for sustenance.
7. Lamb chops come from what part(s) of the lamb?
 - a. The ribs
 - b. The rib and loin
 - c. The rib, loin, and shoulder
 - d. The loin and shoulder
8. True or False: The Scottish dish of haggis is made from the liver, lungs, and heart of the lamb.
9. Meat from sheep features prominently in the cuisines of the...
 - a. Caribbean
 - b. The African continent
 - c. Far East
 - d. Mediterranean
10. According to Jewish Kosher law, lamb may be eaten if the sheep...
 - a. Is unconscious when killed
 - b. Is conscious when killed
 - c. It is a circumcised male lamb
 - d. It is a neutered male lamb



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See answers on page 59



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Always cooking with Chef Paul Prudhomme

Well-known Chef Paul Prudhomme is famous for incorporating Louisiana style into his cuisine and for creating new and exciting American and international dishes. Prudhomme learned

the essentials of cooking from an early age. While cooking at his mother's side, he realized the importance of using the freshest ingredients, and from this he learned to love, appreciate

and blend the flavors of his younger years with those on many other cultures.

His love of life and ambition motivated him to travel extensively and experience every culinary environment possible. Yet, he continues to be an icon for regional cooking and has kept the tradition of Louisiana's cuisine alive - all the while still adding his own twists.

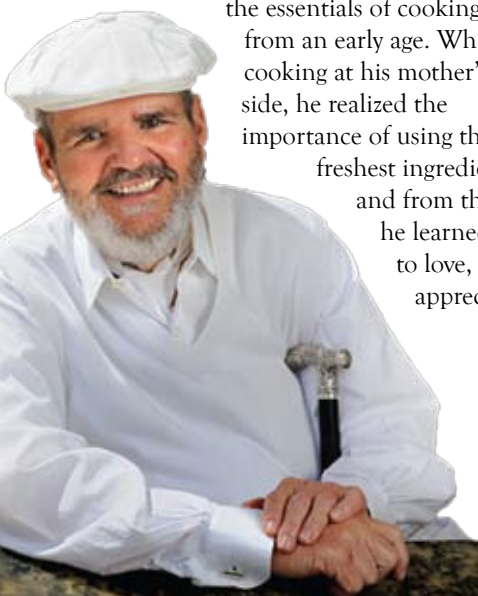
Chef Paul is the creative mind behind his own line of natural herbs and spices, Chef Paul Prudhomme's Magic Seasoning Blends, including Meat Magic, Vegetable Magic and Poultry Magic. He is credited with having invented the turducken as a need for a center of the plate course for a buffet that would not dry out.

Chef Paul also produces his own smoked meat has authored nine diverse cookbooks and produced six cooking videos, two of which were at the top of the Billboard's

chart for 53 consecutive weeks. Five of Chef Paul's cooking series are based on his cookbooks, *Fork in the Road*, *Fiery Foods*, *Kitchen Expedition*, *Louisiana Kitchen* and *Always Cooking* and are currently aired on cable television and/or the public broadcasting system.

Among his many accolades and awards are "Restaurateur of the Year" which he received in 1983 from the Louisiana State Restaurant Association, and Chef Paul was the first American-born chef to receive the coveted Merite Agricole of the French Republic and was honored in 1986 as "Culinarian of the Year" and also "Culinary Diplomat" - Chef and Child Foundation (1994) by the American Culinary Federation.

Chef Paul is the owner of one of the top restaurants in New Orleans, K-Paul's Louisiana Kitchen which is celebrating its 30th year. **UB**



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Psychology of color at retail

All retailers can, and do, make use of the psychological influence of color as psychologists say the human brain is 'hot-wired' to respond to color. In fact, 80 percent of information reaches our brains via our eyes. The problem modern retailers face is understanding both the physiological and the psychological influences

associated with an item's particular color and how to use this understanding to benefit their bottom line.

Psychologists say that humans are instinctively more

comfortable

when colors remind us of something familiar—blue is associated with the sky and a psychological sense of calm. Conversely, heart rate and blood pressure has been proven to rise when individuals view intense reds. Bright whites and grays have shown humans to become extremely tired or anxious. In a retail environment, understanding these responses can be crucial to enticing the customer inside—and then to further entice one to open a wallet!

Fast-food outlets have researched this and know that shades of reds and oranges encourage folks to eat quickly and leave. Luxurious brands, on the other hand, favor softer colors that appear more sophisticated while classier restaurants use colors which encourage diners to linger.

"Blue in a food context doesn't encourage you to eat particularly," says Angela Wright the UK's foremost color psychologist. "It's an intellectual color, so it is a good color to use for dieters, to make one think about what they are purchasing. But the value blue has in marketing also suggests clear communication and reliability. It is a very popular color in branding because it

evokes trust and reliability."

Making things more complicated is the fact that different age brackets react differently to different colors. Younger individuals like the energy of bold products while older appreciate more subtle ones.

While color does play a large role in the success a retailer has, it is not the sole determining factor. Knowing one's target market, the product lines that appeal

to that market and the brand itself are all crucial. These, coupled with recognizing how color influences behavior, are necessary to understand in order for retailers to induce specific feelings from consumers—particularly the feeling of spending. **UB**



"Blue in a food context doesn't encourage you to eat particularly...It is a very popular color in branding because it evokes trust and reliability."

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Tim Petit
Vice President
Doylestown, OH 44230
Tel. 330-658-3517
Fax 330-658-3516
tpetit@esmarketing.com

Kenny Seeger
Vice President
Wilmington, OH 45177
Tel. 937-382-0196
Fax 937-382-8161
kseeger@esmarketing.com

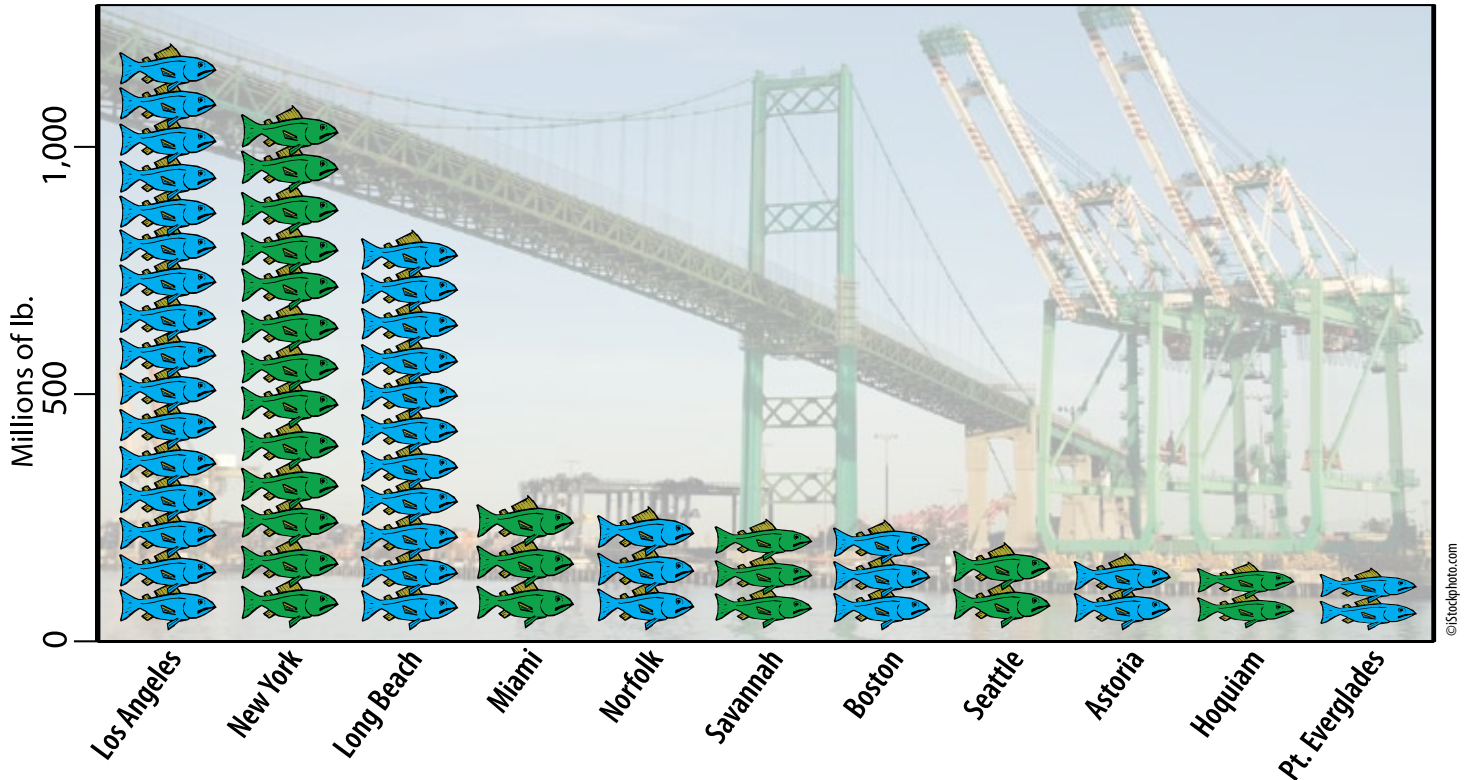
David Simpson
Pageland, SC 29728
Tel. 843-672-6746
Fax 843-672-2511
dsimpson@esmarketing.com

Mike Suwalski
Woodstock, GA 30189
Tel. 770-276-5367
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Marketing your products to Native American casinos

By Jim Buffum

Did you know that there are over 400 casinos in North America owned by the Tribes? So, when you think of a single market that could make your year in these tough economic times, don't overlook your local Tribal casino. With that said, they do come in all sizes and locations. From the fields of Oklahoma to the suburbs of Florida, they are waiting for you to deliver a product to them that will satisfy their needs.

The needs of the Tribal casinos are not much different from other casinos in their demand for high quality products, superior service, and

"...the revenue they receive from gaming operations will not be able to support the Tribe forever..."

the best price known. Where the difference starts is with the individual philosophy of each Tribe. It is worth a look into a specific tribe's background to discover their very interesting history.

After you have done your homework on the Tribal history, take time to learn the Tribal structure, as well as the proper way to address the Tribal Chairman, or whatever title they use. Remember you are dealing with the leader of a sovereign nation and always treat him (or her) with the respect that position holds. Take a look at the members of the Tribe and see if they are involved in a local business that could support your efforts, a good example would be using a Tribal company to deliver your product to the casino. Look into the interests of the Tribe, most are very sensitive to the impact their operations have on the environment. Use "green" products wherever possible, it makes good sense in all aspects of your business.

Now you are ready to start the sales process! Make your first call on the Director of Purchasing to learn what you need to do to become an approved

vendor. Most Native American casinos have a licensing process similar to many states and will automatically approve you if you hold a license in certain states. Ask if that is possible as it will save a lot of paperwork and time. Each Tribe has their own regulations so be sure to ask. Do not take for granted that if you are licensed at one you are approved at another casino. You will be subject to laws and regulations of that Tribe during the course of your relationship.

Once approved, you can begin to try to market your product. Go back to the Director of Purchasing for some more help and direction. The Director can be your advocate or worst enemy. It all depends on how well you are able to negotiate your way through the land mines in purchasing. Don't try to be a hero and take a shortcut to save a little time, it will cost you in the long run. Listen to your Director and follow the guidelines. The biggest mistake vendors make is to try to go around purchasing and go directly to operations. You will never be able to get your purchase order with purchasing issuing the document. You might have operations tell you to ship your goods in, but without the purchase order you will not get paid!

Next, you have been called and they are now ready to sample your product. Everyone in your company is happy and the celebrations have begun...wait, you are still not ready for that. Now is when your homework on the Tribe comes in. Use your knowledge of their customs and what they stand for to frame your product. Use the information on the inner workings of the Tribe to help give your presentation a competitive edge. Utilize a partner that is a member of the Tribe to help you grow your business.

Chairman Michael Thomas of the Mashantucket Pequot Tribe decided to lead by example. He has the vision to realize that the revenue they receive from gaming operations will not be able to support the Tribe forever and has started his own



distribution and sales company, Atlantic Provisions. The Chairman is reaching out to other Tribes to provide them with goods and services they need, while at the same time building his business in a less than ideal time to start a new venture. His company follows the basic principles of providing quality products, superior service, and a great price. If you ask his customers, the model is working!**UB**



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Porkopolis: The city of swine

Quietly tucked away in the annals of America's rich and storied history, there lies a much forgotten empire that once stood mightily in the heart of our nation, an empire city that was constructed using the tools of advancing transportation technology, and carried to greatness upon the back of an unlikely hero, the common domestic pig. Though few people are aware of its hog-filled history, this industrious city of prolific pig production, aptly nicknamed Porkopolis, was the American boomtown

of 19th century Cincinnati, a place where pork producing citizens lived high on the hog, and the sty was their only limit.

While the majority of Americans were farmers during the 19th century, an increasing number of people earned their living through industrialization. With most factories being located in cities, urban dwellers did not have the space nor the time needed to produce their own food. Cincinnati's access to these burgeoning

American cities, through its strategic location near several transportation routes, allowed the city to capitalize on the rising demand for pork, and prosper immensely from it.

During the early 19th century, the steam-driven riverboat became the primary mode of inland shipping and transportation along the Ohio and Mississippi River valleys. Cincinnati was perfectly situated on one of the region's major waterways,



These illustrations are from a chromo-lithograph exhibited by the Cincinnati Pork Packers' Association at the International Exposition at Vienna, 1873. This panel is titled 'Cutting.'



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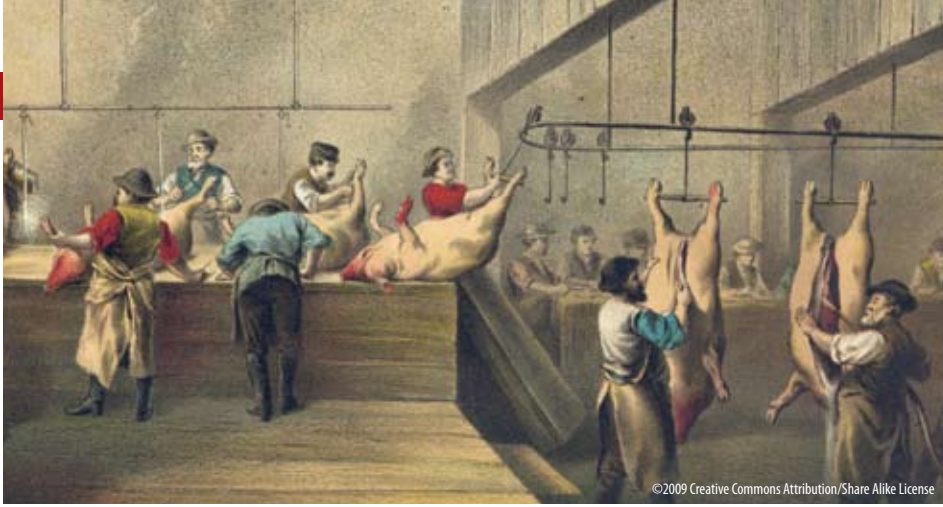
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Detail from the panel titled 'Killing.'

where it could readily receive raw materials and ship out finished goods. The construction of canals across the region connected natural waterways and made the city accessible from great distances.


Many farmers transported their hogs to Cincinnati for processing. As early as 1818, meat processors in Cincinnati had begun packing pork in brine-filled barrels. By the 1840s the city was home to numerous slaughterhouses and pork-packing plants, and by 1850 Cincinnati had become the country's leading center for pork processing, earning it the illustrious title of Porkopolis. It was a favorite sentiment of Cincinnatians at the time that "It was Cincinnati that originated and perfected the system which packs 15 bushels of corn into a pig, and packs that pig into a barrel, and sends him over the mountains and over the ocean to feed mankind."

At first glance, the name Porkopolis itself projects a certain sense of grandeur, and may even conjure images of a prosperous city in which sparkling swine with rosy, cherub-like faces are seen by joyful onlookers as walking dollar signs. History, however, reports that such was not the case. While the pork packing industry was a source of financial wealth, the herds of hogs that were transported off the ships to wander in overwhelming numbers through the city streets was a cause of embarrassment for the local denizens. Upon seeing this spectacle for the first time, one visitor from England wrote "that swine, lean, gaunt, and vicious looking, riot through her streets; and that, on coming out of the most splendid stores, one stumbles over these disgusting intruders. Cincinnati is the city of pigs." Despite being the target of international jokes about its "Porkopolis"

image, Cincinnati's propensity towards the pig led it to become one of the largest cities in the United States at the time, retaining its Porkopolis title for several lucrative decades before passing the crown to Chicago.

For many years after the decline of Cincinnati's Porkopolis empire, little evidence could be found which paid tribute to the city's seldom talked about past. It is only relatively recently that an ostensibly hidden legacy, which was at one time almost purposely forgotten, has begun to be represented amidst the modern cityscape and urban hustle of current day Cincinnati. In addition to occasional hog calling

contests and dedicated pig-themed statuary such as "Hemingway", "Alan Greenspan", and "Six Degrees of Kevin Bacon",

the most noticeable reminder of the city's pig culture can be seen soaring into the air above Bicentennial Commons Park. Designed by artist Andrew Leicester, and dedicated in 1988, a towering statue of four winged pigs, each standing triumphantly atop of a smokestack, pierces the skyline. In the affectionate words of the artist himself, "[the swine represent] the angelic spirits of all the pigs that were slaughtered and were building blocks of Cincinnati's prosperity. So they're up there paying one last tribute—singing the "Hallelujah Chorus"—to all their (dead) brethren who flowed into the river." 

"...the American boomtown of 19th century Cincinnati, a place where pork producing citizens lived high on the hog, and the sty was their only limit."

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Executive Conference

Continued from page 35

President of Farbest Foods, now the fourth largest turkey producer in the United States. Mr. Seger also served as President of the National Turkey Federation and has proven to be a leader in tackling the issues facing the poultry industry as a whole.

Mr. Booker was not able to attend the conference to receive his award, however, Urner Barry's Vice President Rick Brown

honored him prior to the Executive Conference and a videotaped acceptance speech was seen by all. Mr. Booker has truly been a committed member of the egg sector and has displayed a respectful and professional level of integrity within the industry since his beginnings in the hatchery at Crystal Farms. Mr. Booker has

attained many accolades

throughout his career including serving as the General Manager of Crystal Farms Egg Products Division, becoming Vice President of Marketing and Operations at Crystal Farms' Shell Egg Plant, Serving on the American Egg

Board, the Georgia Egg Commission, and becoming the President and owner of Country Charm Egg Distributors, among others.

Day two of the conference included poultry sessions where experts in analyzing and deciphering the challenges that lie ahead for the chicken

and turkey industries spoke on the successes, opportunities and issues confronting them in 2009 and beyond. Some notable speakers included National Turkey Federation President, Joel Brandenberger, and Sanderson Farms' President and COO, Lampkin Butts.

Additionally, numerous joint sessions were held including a Global Consumer Trends session with Todd Hale, Senior Vice President, Consumer & Shopper Insights, The Nielson Company; John T. Derderian, Principal, Managing Director, Consumer Comprehension, LLC and former Executive Vice President, Business Strategy



Lampkin Butts, President and COO Sanderson Farms, makes a point during the 2009 Executive Conference and Marketing Seminar.

and Marketing for Pathmark Stores; and David Palmer, Restaurant Analyst for UBS.

An Export Round Table session consisting of Greg Tyler, Vice President Marketing, USAPEEC; Thierry Murad, Regional Product Manager-North America, AJC International; Charles Joyner, President Dolphin Shipping and Trading; and Joel Coleman, Vice President General Manager of International Sales Division, Butterball. LLC.

Mike Miller, COO of Cattle-Fax covered an array of industry topics in depth, specifically the efforts the meat and poultry sectors are conducting during the currently challenging economic downturn, what to expect in the grain market and how to best align business strategies to reap the most benefit.

Joann Ivy, President and CEO of the American Egg Board discussed the incredible edible egg. An additional egg session regarding the controversial Proposition 2 was held which consisted of Julian Madeley, The International Egg Commission; and Don Bell, University of California. David Radlo, Radlo Foods, also contributed content to the meeting.

Despite economic pressures on each of the industries represented this year, a full house was on hand as difficult issues were tackled and challenges were met. Networking among peers, sessions focused on current and emerging trends with recognized industry experts. Additionally, superior amenities and accommodations, and fine dining all contributed another successful event. **UB**



Michigan Turkey's Chad Van Kley (l), Oscar Mayer's Chad Weiss (c) and Urner Barry's Russ Whitman enjoying a festive atmosphere.



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Mountain States Rosen

Continued from page 1

fabrication, and on to the retailer and other distribution channels including restaurants, hotels, institutions and cruise lines. Lamb and veal is MSR's lifestyle, and their practices preserve open spaces and promote sustainable agriculture for their future generations.

"We are a farm-to-table company so we have our animals from birth," said David Gage, Mountain States Rosen Vice President. "That led us to ask ourselves, since we're all ready to track the complete cycle, wouldn't it make sense for us to have a natural product?"

Mountain States Rosen believes their Mountain States Co-op lamb producers raise the meatiest lambs in the world. They are bred for their superior meat quality and produce larger cuts with a high meat-to-bone ratio. Additionally, the company's Shepherd's Pride 100% All Natural Lamb has great flavor which results from exceptional breeding and flock management. The lambs are all raised on lush pastures and finished with a grain-based diet. They are never fed chemicals, hormones or antibiotics—the epitome of a healthy lifestyle.

MSR's Nature calves are humanely raised without any added growth hormones, EVER. These calves, being raised by the members of their cooperative in NY, Ohio, and Pennsylvania, are fed a formula of their highest quality whey-based protein feed. This feed results in the desired quality and conformation which leads the domestic veal industry in today's standards.



Mountain States Rosen consists of a large family of ranchers throughout the U.S. raising lamb the way nature intended, and making animal welfare their top priority. MSR offers the only volume domestic supply that is all-natural from birth.

Additionally, Mountain States Rosen is the ONLY lamb and veal company in the nation to achieve SQF Level 2 (Excellent) Certification—the highest food safety certification level of any U.S. lamb and veal processor as rated by SQF. The program provides independent certification that MSR's food safety and quality management system complies with international and domestic food safety regulations and ensures their products have been produced, processed, prepared and handled according to the highest possible standards at all levels.

SQF also covers product quality, a feature that is unique to a certification program of this type. Assuring consistent quality and meeting buyer specifications are

important aspects of the buyer-supplier relationship. Furthermore, this commitment is evidence to the industry that MSR has not compromised on any aspect of product development.

As Mountain States Rosen has become one of the largest

Case Ready manufacturers of lamb, veal and beef and pork in the East equipped with lid stock, overwrap and rollstock packaging—SQF is the certification that allows its customers and their entire



Among Mountain States Rosen's Cedar Springs label's biggest sellers are a butterflied leg (pictured here), lamb top round, raw baby-back lamb ribs and a four-rib French rack.



organization to know their private label plant has the highest certification. Find out more about SQF (recommended by the AMI and required by major supermarkets) at their website @ SQFI.com.

MSR sees American lamb and veal as a way to provide an ideal opportunity to take advantage of today's trends—a means to return to the simpler, more basic cooking; the rebirth of classic dishes; and an overall emphasis on health and nutrition. Their product is the perfect way to offer consumers a trustworthy product with a name they can depend on. As the nation's number one lamb and veal supplier, Mountain States Rosen is set to provide innovative new products while complimenting current selections and driving future consumer trends along the way, yet all the while not compromising on quality. **UB**

"Mountain States Rosen sees American lamb as a way to provide an ideal opportunity to take advantage of today's trends."

Internet chatter

Continued from page 1

successfully deployed by organizations to help people communicate more effectively both internally and externally.” says Adrian



Moss product manager and head of the Web 2.0 team at Parity.

In the U.S. alone, total minutes spent on social networking sites has increased 83 percent year-over-year. In fact, total minutes spent on Facebook increased nearly 700 percent year-over-year, growing from 1.7 billion minutes in April 2008 to 13.9 billion in April 2009, making it the number one social networking site for the month.

“We have seen some major growth in Facebook during the past year, and a subsequent decline in MySpace. Twitter has come on the scene in an explosive way—perhaps changing the outlook for the entire space. One thing that is clear about social networking is that regardless of how fast a site is growing or how big it is, it can quickly fall out of favor with consumers,” said John Gibs, vice president, online media and agency insights.

In the same respect, *The Wall Street Journal* recently published that some Internet measurement services show that Twitter has approximately 32 million users with that figure expected to increase 50 to 100% month-over-month and an expected 50 million visitors by the end of the year.

What is the appeal of these social network sites? They are information avenues for customers, whether it is to communicate personally or professionally. They have become powerful communication tools

and are becoming an essential part of daily connections. The three-year-old microblogging site Twitter, for example has proven to be a boon to media. Tweets, 140 character messages, are a way many users have become accustomed to getting their breaking news as well as a sea of reaction, commentary and links to actual articles.

The reality of this is that the information age has had its share of social networking sites and they are changing at lightning pace. Whether it be Twitter, Facebook or some other venue, there is no denying that no matter what the latest phenomenon of the Internet is, it likely has the potential to transform the way we function both socially and professionally.

New to the social networking scene and need a little guide as to how they relate to business? Below is a brief description of five popular sites.

Facebook. The current leading social networking site in the U.S. Often used

for keeping in touch or finding those who have lost touch.

MySpace. This social networking site, while at one time was the leader of the social networks, still has a huge following and is viewed as a good support tool for bloggers, groups, and music.

YouTube. A video sharing Website where users upload and share videos. Proves a useful tool to businesses who want to demonstrate information to potential and existing customers.

Twitter. This social networking and micro blogging service came on the scene with a vengeance. Users are limited in their messages (140 characters), or “tweets,” yet proves a beneficial way to keep your name in front of those who you have a connection with or who have an interest in your business.

LinkedIn. This site is mainly used for professional networking. It is a useful tool for those looking to identify company members. The purpose of the site is to allow registered users to maintain a list of contact details of the people they know and trust in business via “connections.”

Top 10 Social Networking and Blog Sites Ranked by Total Minutes for April 2009 and Their Year-over-Year Percent Growth (U.S., Home and Work)

SITE	Apr-08 Total Minutes	Apr-09 Total Minutes	Year-over-Year Percent Growth
Facebook	1,735,698	13,872,640	699
Myspace.com	7,254,645	4,973,919	-31
Blogger	448,710	582,683	30
Tagged.com	29,858	327,871	998
Twitter.com	7,865	299,836	3712
MyYearbook	131,105	268,565	105
LiveJournal	54,671	204,121	273
LinkedIn	119,636	202,407	69
SlashKey	N/A	187,687	N/A
Gaia Online	173,115	143,909	-17

Source: Nielsen NetView

Top 5 Social Networking and Blog Sites Ranked by Total Video Streams for April 2009 (U.S., Home and Work)

SITE	Total Video Streams	Time Spent Viewing
Myspace.com	120,793	384,030
Facebook	41,537	113,502
Stickam	19,617	54,522
FunniestStuff.net	10,206	34,456
Funny or Die	6,503	17,725

Source: Nielsen VideoCensus

Reporter Fast Fact

251,770,000 pounds of pepperoni is consumed in America each year, with thirty-six percent of pizza sales being pepperoni.



©iStockphoto.com/Hugo Chang

Answers to the quiz on page 49:

1. B
2. C
3. True
4. False. Older than a lamb, younger than a mutton
5. D
6. True
7. C
8. True
9. D
10. B

Advertiser index...

American Egg Products, LLC	56	Midwest Poultry Services, Inc.	11
Australian Premium Brands	2	MoArk LLC	6
Baker Commodity	8	Moore, Stephens Frost	29
Bird-in-Hand Farms Inc.	9	National Poultry & Food Distributors Association (NPFDA)	12
Cal-Maine Foods, Inc.	47	Nature's Catch, Inc.	49
CCF Brands	33	North American Meat Processors (NAMP)	37
Chore-Time Brock	44	Northern Beef Industries, Inc.	54
Crystal Farms, Inc.	15	NuCal Foods, Inc.	53
Dolphin Shipping & Trading	36	Poultry Specialities Inc.	22
Dutch Valley Foods	20	Prestage Farms, Inc.	27
Dutt & Wagner of VA, Inc.	21	Protein Alliance, Inc.	32
E & S Marketing	51	Radlo Foods	38
Eastern Poultry Distributors	59	Richmond Wholesale Cold Storage	3
Empacadora Celaya S.A. de C. V.	13	Royal Harvest Foods	41
eSignal	18	Savage Poultry Inc.	5
Farbest Foods	10	Sigma Seafood International	8
Harvest Meat Company, Inc.	14	Taurus Food Products	7
House of Raeford Farms, Inc.	50	Turkey Valley Farms	7
Hovus Inc.	43	Vista Food Exchange, Inc.	19
Jaindl Farms	31	Wabash Valley Produce	24
Jason's Foods Incorporated	55	Westside Foods Inc.	26
L & S Foods	52	Win Transport Company	22
Maloney Seafood	17		



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BURBANK, CA
Jon Poole • Chris Myatt
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Fax (818) 841-7507

PONTE VEDRA BEACH, FL
Corporate Headquarters
Tom Rueger, CEO • Mike Hagarty, CFO
(904) 543-9410
Fax (904) 543-9493

PONTE VEDRA BEACH, FL
Thad Eshelman • Ted Rueger
(904) 543-9429
Fax (904) 543-9493

FT. LAUDERDALE, FL
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Brandon Reid
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Fax (954) 983-9869

Export division
Martin Piffaretti • Angelica Rangel
Olga Starodubtseva
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Fax (954) 983-9869

HAMMOND, LA
Mike Delaney
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