

URNER BARRY'S Reporter

VOLUME 5 / NUMBER 2 / SPRING 2010

the newsmagazine for the food industry professional

Embracing innovation...

Glacier Fish Company: achieves full utilization of Alaska pollock

Not too many years ago, few knew the meaning of "sustainability."

Today, it is one of the leading indicators of success for commercial fishing companies and many other industries. Without

sustainability, one of the world's greatest fishery resources, the Alaska Pollock Fishery, would have no future.

Sustainability of Alaska Pollock is a major part of the equation for success by Seattle-based Glacier Fish Company, LLC. The ongoing stability of the resource gives the banking industry the confidence to offer long-term lending. Sustainability offers investors encouragement and the confidence to operate a distant water fishery like the Bering Sea Aleutian Islands (BSAI) Alaska Pollock Fishery.

Even under the scrutiny of the global Non Governmental Organization (NGO) community the sustainability of the Alaska Pollock Fishery stands up to the tests. Be it the science-based program of the Marine Stewardship Council (MSC) or other less scientific systems such as the Monterey Bay Aquarium, it is evident that the Alaska Pollock Fishery is one of the world's leading



examples of sustainable fishery management.

The success of the Alaska Pollock Fishery is due largely to the never tiring and ever watchful management of the scientists at the National Marine Fisheries Service (NMFS) and the guidance by fishing regulations from the North Pacific Fisheries Management Council. The success of fishery management by the NPFMC and NMFS have become legendary globally where both aquaculture and wild resource management practices are in many



"Glacier believes that it has a responsibility to produce food by the most efficient means using as little of the earth's resources as possible."

Glacier Bay Alaska.

cases overstressing the environment and are routinely overharvested. In many areas of the world, aquaculture and wild capture fishery management are at best a paper tiger and at worse non-existent.

Immediately following the goals of "Sustainability" and "Superior Quality", "Recovery" is the mantra of Glacier Fish. Why recovery is so important can be found in the early beginnings of the

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Take charge...build success...

Urner Barry's 2010 Executive Conference

The Reporter will once again be on hand for the food industry's marketing event of the year. Urner Barry's annual Executive Conference and Marketing Seminar is scheduled for April 25-27 at The Venetian/The Palazzo Las Vegas. Themed *Take Charge... Build Success* the event is certain to show



attendees how they can better take charge in building their already successful, progressive businesses in the food industry. Targeted forums will address the challenges of the new economy, the

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On the inside...



8 Obtain valuable information about your specific egg from MyFreshEgg.com.

On-egg traceability provides consumers with an unprecedented level of confidence.



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The popularity of the wing has prompted numerous QSR promotions.



44 Learn all about the numerous breeds of cattle thriving within the United States.

Each breed has its own specific traits and characteristics that have brought value to the cattle industry.

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An Urner Barry Publication
Published Quarterly
Printed in the U.S.A. Copyright © 2010

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Center of the plate



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Urner Barry's 2010 Executive Conference in Las Vegas

Glacier Fish Company achieves full utilization of Alaska pollock



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Standards differ as interest in sustainability grows

Contributed by
Global Aquaculture Alliance

As witnessed by the increasingly common media releases distributed to announce participation in programs keyed to corporate responsibility, sustainability is a topic that is growing in importance to leading aquaculture and seafood companies and their customers.

A fact sheet distributed by the Food and Agriculture Organization of the United Nation says that as the high-volume production of farmed white shrimp continues, the industry will need to accommodate importing countries' requirements for certification, ecolabeling and environmental sustainability. Industry- and retailer-driven quality programs for farmed salmon are designed to improve quality and environmental sustainability. Most

producing countries are also governed by regulations that protect the environment, the culture species and consumers, as well.

The recent completion of the World Wildlife Fund (WWF) International Standards for Responsible Tilapia Aquaculture (ISRTA)

reflects another step toward assuring the sustainability of aquaculture.

Further work by WWF in developing auditing guidelines and a full certification system is expected to place its products in stores in 2011.

The long-awaited ISRTA addresses many of the same issues as the Best Aquaculture Practices (BAP) program developed by the Global Aquaculture Alliance (GAA) has certified at tilapia farms since 2008. Differences between the BAP and WWF programs are indicative of ongoing changes as varied sustainability approaches and agendas proliferate.

While both groups use a science-based development process, they differ in scope. ISRTA is limited to environmental and social issues at the farm level, while BAP's tilapia standards and certification are part of an integrated international program that deals with environmental, social, food safety and traceability issues at hatcheries, farms, feed mills and processing plants. BAP also addresses other culture species.

BAP and ISRTA differ in implementation, too. The BAP standards set limits for maximum daily feed inputs in tilapia cages, while ISRTA limits feed input after detecting water quality deterioration. On the other hand, the WWF standards introduce additional performance-based metrics, which could benefit the certification process.

"The aquaculture industry has long felt a responsibility to address environmental, social and food safety issues," GAA




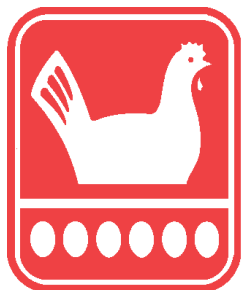
President George Chamberlain said. "BAP certification is a mechanism that provides practical solutions promptly and then continuously improves over time."

Chamberlain said the BAP program continues to explore innovative solutions for aquaculture certification. In creating standards for tilapia farms, for example, BAP was the first such program to establish responsible parameters for cage culture involving calculations of hydraulic retention of waste in bodies of water and the monitoring of other impacts.

Like the initial BAP standards for shrimp farms launched in 2003, those for tilapia farms define base values for acceptable levels of a comprehensive range of water quality parameters. Auditors confirm compliance via on-site sampling and testing.

BAP also incorporates an online traceability system that tracks products and their inputs, including seed and feed, from the farm through the processing plant and beyond. Such an approach is more effective than chain of custody traceability, Chamberlain said.

As time goes on, BAP and other sustainability efforts can advance further in a cooperative manner. "While the BAP program continues to lead the way in addressing new challenges such as certification of small family farms and tracing products from farm to fork," Chamberlain said, "GAA will also support the WWF standards process and review elements that might improve BAP certification." 



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From Hell's kitchen and back to the farm

Executive Chef Kevin Cottle became a household name during his appearance on the 6th season of Hell's Kitchen. It was there that he proudly made it to the final two. Chef Cottle described his experience on Hell's Kitchen as "entertainment, Hollywood style". He spent 5 ½ weeks sequestered from any outside contacts. He described himself as the "fixer" of the group and said that he has no regrets and enjoyed the experience.

Chef Cottle's roots and culinary interest began for him when he was a young boy living in Cape Cod. His father was a fisherman and his mom, a chef. He graduated top of his Culinary Art Class at a vocational high school. He was formally trained at the Culinary Institute in Hyde Park, New York. His professional career took him to Philadelphia, Colorado, New Hampshire, Cayman Island and Boston as well as Cape Cod. Chef Cottle now is the Executive Chef at the prestigious Country Club of Farmington in Connecticut. It is there that Cottle is restructuring operations which include building a new kitchen and creating a culinary school.

Chef Cottle is quite involved with the Farm to Chef Program. He sits on the board where he interacts with the U.S. Department of Agriculture. It is his goal to market products that are local; from farms to fisheries. He said that the state of Connecticut has many food resources which include fish, pork, beef, lamb, specialty cheeses and produce. He feels strongly about incorporating these products into his daily menu selections. He also works with the Connecticut Farmland Trust in an effort to get federal funding for farmers. He feels strongly about sustaining local farms.

When *Urnery's Reporter* asked Chef Cottle what separates him from other chefs, he said that in addition to his passion, he is extremely hands-on. "I actually work", said Cottle. "Creating recipes is my niche. Working with farms

on sustainable practices is important to me". Chef Cottle said his true love is fish and so he is extremely passionate about sustainable fisheries. He has

looked into the European Council on Sustainable Fishing Practices and thinks it's important for local fisheries to adopt some of their practices. He said that the ocean is a beautiful resource and he prepares fish from sustainable fisheries as a regular practice at the Country Club.

In addition to Chef Cottle's culinary talents being viewed on television shows

"The state of Connecticut has many food resources which include fish, pork, beef, lamb..."



Chef Kevin Cottle

and written about in magazines, he is also delivering the keynote address at this year's International Boston Seafood Show on why local and sustainable seafood make sense. Cottle is also working on a seasonal cookbook and a children's interactive cookbook both due out soon. **UB**

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UB seafood market reporters named to NFI's Future Leaders Program

Urner Barry's Jim Kenny and Janice Brown were chosen to participate in the National Fisheries Institute's Future Leaders Program. Both are excited for the opportunity to join many of the seafood industry's top personnel in one of the most revered programs in the industry.

The Future Leaders program began in 1998, with the vision to bring the seafood industry's next generation into the National

Fisheries Institute community. The program provides skills and experiences that help develop leaders. It also serves to help these developing leaders establish a network of industry contacts.

The program consists of a morning orientation breakfast in Boston prior to the International Boston Seafood Show; and four two-day sessions running from May-September. Each session is designed to

enhance knowledge and leadership skills in the areas of government relations, production, sales, marketing and the industry in general. The 2010 sessions will be held in Washington, DC, Portland/Seattle, Boston and Chicago; with the graduation taking place at the NFI Annual Meeting in Chicago. In addition to facility tours, each class is exposed to several one-of-a-kind experiences. A continuing element in 2010 will be a series of meetings with "Titans of Industry." At each session, a "Titan of Industry" will have a roundtable discussion with the Class. The class will have an opportunity to meet with four of the industry's leaders.

We will have updates about their journey as they progress. For more information contact NFI, or follow Janice on twitter/[janiceub](#). **UB**

"The program provides skills and experiences that help develop leaders."

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Some of the participants of the 2009 class of NFI's Future Leader Program in our nation's capital.
Photo courtesy of National Fisheries Institute.

Canada's tariff rate quota system

Import quotas, or tariff rate quotas as they are often referenced, are not new to the food industry. Being the largest producer of poultry in the world, the influence quotas have on movement and values of U.S. chicken and turkey products is significant. When discussing market behaviors it's easy to forget that, although not as influential as Mexico or Russia, Canada's unique quota system plays a sometimes critical role in the movement of U.S. poultry; one that, at times, can make or break market behaviors and values.

The quota system utilized in Canada took shape when growers organized a system that maintained their influence over all aspects of farming operations, from quality control to employee compensation, while giving them a choice as to which processors to sell to. This system—commonly referred to as supply management—needed three components: control of chicken imports, chicken production, and chicken pricing.

Successful supply management first required restrictions on imports. In the 1960s Canada's provinces individually established an early form of supply controls. However, without provincial authority beyond provincial borders, farm products crossed from province to province, undermining the effectiveness of the marketing agencies. This became painfully apparent when various provinces started banning each other's products in order to protect their own producers. In addition, foreign imports threatened to emasculate the system.

To overcome these difficulties the federal government passed legislation in 1972 to create national marketing agencies to regulate internal supplies as well as imports and exports. In the following six years, national boards were also established for eggs, turkeys, chickens and milk. The boards serve as a liaison between processors and farmers, making sure processors get the products they need and that farmers get a fair price.

For the most part, Canadian import quotas behave similar to quotas elsewhere. Generally, tariff rate quotas are a trade



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policy tool used to protect a domestically-produced commodity or product from competitive imports. A tariff rate quota (TRQ) combines two policy instruments that nations historically have used to restrict such imports: quotas and tariffs. In a TRQ, the quota component works together with a specified tariff level to provide the desired degree of import protection. Imports entering during a specific time period under the quota portion of a TRQ are usually subject to a lower, or sometimes a zero, tariff rate. Imports above the share allowed by the quota face a much higher and often prohibitive tariff. Companies wishing to export poultry and poultry products to Canada are governed primarily by two trade agreements: the North American Free Trade Agreement (NAFTA) and the World Trade Organization (WTO). The import access levels set by NAFTA are higher than those of the WTO, and therefore the former takes precedence over the latter.

Unlike processors in the United States, Canadian poultry producers are held to production quotas as well as import quotas. Here producers are allotted a given amount of production. Given the right circumstances and adherence to certain guidelines, production quotas may be bought, sold or exchanged if so desired by

those holding the quotas. For instance, when someone's poultry or dairy facilities get too old to carry on, generally, they have two choices: quit or build new facilities. If a farmer chooses to quit this makes quota available to new producers. Or, in another example, a farmer may choose to quit one side of the business, such as dairy, and take advantage of available broiler breeder quota and become hatching egg producers. Quotas are bought and sold in an open market in each province and can also be willed or passed on. To avoid speculation, all quotas must be used by the owner within one year.

While somewhat unique in its application, Canada's quota system has survived years of testing. Reviewed and modified as needed, the basic model has not changed much from its inception and will continue to be an integral influence on the U.S. poultry markets at the start of this decade and, perhaps, for decades to come. **LB**

“...various provinces started banning each other's products in order to protect their own producers.”

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On-egg Messaging



Freshness & Traceability Coding

coding. The increased level of comfort in the freshness of products is what enhances loyalty with current customers and attracts new ones.

When shoppers want to trace an egg they simply can log onto www.MyFreshEgg.com.

com, enter their freshness code, and be directed to a traceability page located on each individual store's Web site which provides valuable egg information such as where and when the egg was produced. Made possible by the funding from EggFusion and its partner companies, MyFreshEgg.com is committed to providing consumers with the information necessary to help increase confidence in the eggs purchased.

Not only does EggFusion's freshness and traceability code offer a reliable and tamperproof guarantee of freshness, but it also offers marketers the opportunity to utilize new ad space. “On-egg Messaging” enables companies to etch accompanying charitable messages, as well as advertisements which create an opportunity to further support a retailer's message or to introduce sales or weekly specials.

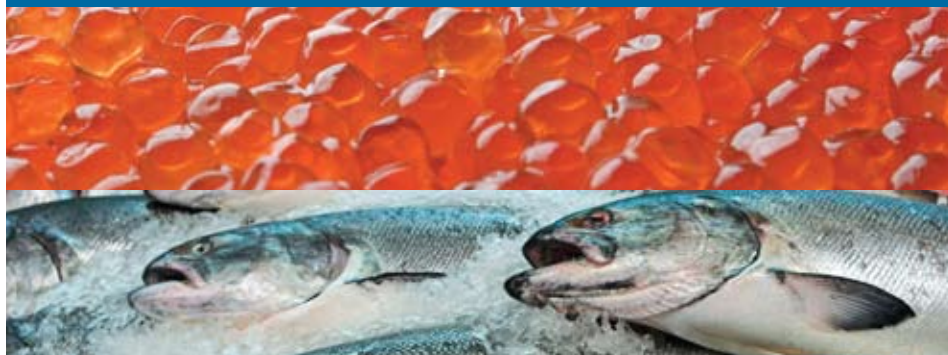
The same process used to etch freshness & traceability codes is used to deliver informative messages from sponsors. A percentage of all messages are reserved for charitable organizations, while the rest of the messaging includes promotions, Web sites and logos. Advertisers who sponsor On-egg Messaging are promoting health and freshness while subsidizing the cost of the marking process used to deliver this service to consumers.

“We strive to provide freshness everyday to our customers.”

EggFusion believes that, more than a tagline, promoting food safety and freshness defines EggFusion. Fresh ideas. Fresh attitudes. A fresh focus on professional service and delivering value and peace of mind to customers. Freshness is EggFusion's passion. From this passion comes a commitment to customers, each other, and to making people feel more confident in a product that plays an important role in millions of lives each and every day. **UB**

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The cost of variability

By Laura Nelson
Certified Angus Beef

In marketing, uniformity is key. The message draws on a consistent weave of imagery and a repeated, catchy hook to create brand recognition and loyal customers. The same is true in the meat industry. Consistent beef carcass weights allow for similar cuts of meat that customers recognize.

It starts with basic management. Ranchers try to breed cows so that all calves are born within a narrow timeframe. Use of similar or complementary genetics will help them grow at comparable rates. Healthy herds are typically more uniform, because sick calves may lose weight and appetite to lag behind on gains.

But it's the next step that really makes a difference. When entering a feedlot, weights from an entire calf crop from one ranch can vary by up to 300 pounds. Feedlot managers may try to sort them into more uniform groups, but once they start putting on pounds, the variation from top to bottom only increases.

That's mostly due to average daily gain, which may be up or down for several reasons. Like on the ranch, health issues can affect appetite, and some animals are more aggressive eaters than others. Some cattle breeds and individuals are just genetically predisposed to efficiently convert feed energy into growth and finish.

In the end, all of these discrepancies affect carcass value. In a long-term study from a



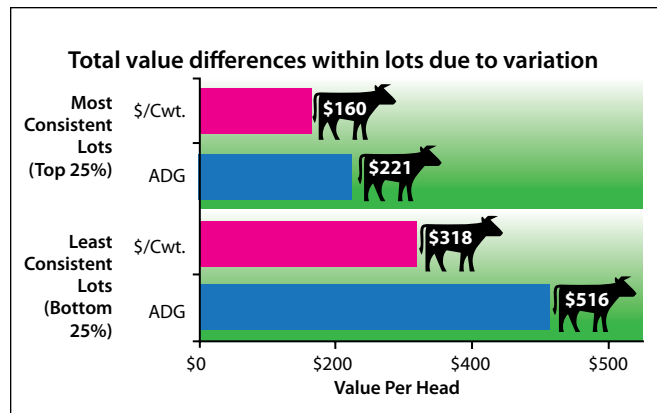
Feedlot managers may try to sort cattle into more uniform groups, but once they start putting on pounds, the variation from top to bottom only increases.

Kansas feedlot, total carcass values varied an average of \$460. So while two animals may look about the same, depending on how much planning went into their creation, and how they were raised, cared for and fed, their ultimate difference can be like night and day.

Variability affects the quality of the meat product, too. Uniformly raised cattle reflect superior management and planning

that aims for a consumer target, like the Certified Angus Beef® brand. That creates rib-eyes that are similar in size, steaks with consistent marbling and other high-quality beef products that perform time after time in the kitchen, restaurant and retail counter, creating brand recognition and loyal customers. **UB**

"Consistent beef carcass weights allow for similar cuts of meat that customers recognize."



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G'Day mate...



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Beef cattle in the Australian outback.

AUSTRALIA:

high-growth, low-inflation, low interest rate economy

As a continent that is slightly smaller than the contiguous United States of America, Australia has been a growing economic leader over the past two decades. While prices have been falling worldwide for export commodities, Australia has maintained a sound economy despite this. With high prices on exports of raw materials and agricultural products, coupled with healthy business and consumer confidence, Australia has maintained its status as one of the leading economic forces in the Western world.

Australia's population is concentrated along the eastern and south-eastern coastlines, where the land is particularly fertile. Much of this fertile land is also

home to Australia's chief commodities of cattle, sheep, and poultry. Australia is one of the world's leading exporters of beef, lamb, and mutton, which they send throughout the world to countries in Asia, Europe, and North America. In recent years, however, this fertile land that is home to many of these leading exports, has been subject to overgrazing, poor farming practices, desertification, and industrial development.

Much of the sheep and lamb livestock contribute to Australia's wool production. They are one of the world's leading producers of wool, and the mutton and lamb production is generally undertaken

with wool production.

A quickly growing industry in Australia is aquaculture, which Australia's Department of Agriculture, Fisheries and Forestry projects to be a \$2.5 billion business by 2010. With such a close proximity to Asia, the high quality finfish, crustaceans, and mollusks from Australia's waters are frequently exported to countries such as China and Japan; two of Australia's leading export partners.

With a strong economy and a stable basis of export partners, Australia looks as if it will continue to grow and be an impressive player in the world market. **UB**

Australia / U.S. comparison



AREA	7,741,220 sq km	9,826,625 sq km
COASTLINE	25,760 km	19,924 km
POPULATION	21,262,641 (July 2009 est.)	307,212,123
LIFE EXPECTANCY	81.63 years	78.11 years
GDP	\$819 billion (2009 est.)	\$14.25 trillion
GDP (per capita)	\$38,500 (2009 est.)	\$47,401
AGRICULTURE AS A %GDP	3.8%	1.2%
AGRICULTURAL PRODUCTS	wheat, barley, sugarcane, fruits, cattle, sheep, poultry	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	11.44 million (2009 est.)	154.5 million
UNEMPLOYMENT RATE	5.7% (2009 est.)	9.4%
OIL PRODUCTION / CONSUMPTION	586,400 / 953,700 (bbl/day, 2008 est.)	8.5 / 19.5 (million bbl/day)

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Another B.I.G. idea brings new life to the beef world



Once again, the Beef Innovations Group within the National Cattlemen's Beef Association, is leading not only the

beef world, but agriculture as well with a new animation tool which will surely bolster value added product development throughout the industry.

There are many benefits of the new animation tool from the Beef Innovations Group:

- The end user is actively engaged and can easily find pertinent information at their fingertips.
- Each animation can be customized for multiple audiences with interactive menu items.
- The navigation tool allows efficient use of time for customer communications and employee training.
- Magnification features pull the viewer closer to the area of interest.
- The information is easy to deploy through multiple distribution methods (internet, DVD, CD or download).



The 3D technology utilized by Beef Innovations Group is not only a teaching tool, but it demonstrates and adds life to concepts.

To help with the development of new products and/or innovative processes, the beef checkoff-funded Beef Innovations Group has launched a complete 3D animation media that complements all of its existing materials for value added fabrication of the chuck roll. The concept delivers all the information necessary

for any packer, processor or manufacturer who is actively developing or refining beef products that have the potential to increase demand for beef.

At the click of a mouse button, multiple audience groups can address their specific educational needs and have a flexible platform from where to obtain valuable information. With the use of computer animation techniques, the Beef Innovations Group is able to help the user visualize the things that are difficult to conceptualize in two dimensional form and on paper. The new tool brings new life to the concepts and techniques most often used by producers and consumers.

HOW IT WORKS:

This technologically advanced animation software creates 3D animated characters and products which have been built based on the interpretation of existing 2D images or actual product. The animations are large files in their original state, yet in the end, the images are rendered to a size more manageable for distribution. In addition to technology for doing 3D animation, an Adobe flash animation and other forms of visual media have also been utilized to present complex topics in 3D form.

As you browse the site you will find valuable information on value-added cuts, a link to the NCBA's culinary site and new product ideas. Companies who tap into these resources can feel free to bring their toughest challenges to the team for guidance and expertise. Retailers and foodservice operators who want to adopt new beef products in order to improve beef sales and better meet customer needs will also benefit.

The Beef Innovations Group looks at products from every angle—from conception to point of sale—and is always looking for ways to optimize their potential. The group's latest innovative venture is just another way they found to communicate complex ideas and concepts while at the same time blend multiple types of information into one presentation—all as result of their focus on product development and the betterment of the beef industry. For more information go to beefinnovationsgroup.com or contact Jim Ethridge, Senior Director of the Beef Innovations Group at jethridge@beef.org. **UB**

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Pecans prove pleasing to cheesy chicken cutlet



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Elliot P. Gibber, President

BACON WRAPPED CHICKEN CUTLET with BLUE CHEESE and PECANS

INGREDIENTS:

4 pieces boneless, skinless chicken breast
Salt and freshly ground black pepper
1 cup blue cheese crumbles
¼ cup toasted pecans, chopped
2 scallions, sliced on bias
4 slices good quality center cut bacon
1 tablespoon extra-virgin olive oil
2 tablespoons butter
2-3 tablespoons all purpose flour
1 cup chicken stock
½ cup half-and-half or cream
2 tablespoons grainy mustard
Special equipment: toothpicks

DIRECTIONS:

Heat oven to 375 degrees F.

Butterfly the chicken breast pieces by cutting across the breast, but not all the way through. Open the breasts up and pound lightly between parchment paper. Peel paper away

and season the meat with salt and pepper.

Cover the seasoned chicken cutlets with blue cheese crumbles, pecans and scallions in equal amounts. Roll the chicken, wrap each roll with bacon and secure with toothpicks. Season the outside of the rolls with salt and pepper.

Heat the olive oil in skillet over medium-high heat. Brown the chicken evenly all over, 5-6 minutes. Transfer the chicken to a small baking sheet, place in the oven and cook ten minutes more.

Melt the butter in the same skillet the chicken was seared in over medium heat. Whisk in flour, cook one minute and then whisk in stock. Let thicken a minute then whisk in the half-and-half and grain mustard, season with salt and pepper, reduce heat to warm.

Halve the chicken and stack to show off the center. Set chicken in gravy or pour over top. Serve with rice and greens, if desired.

Moo-ving magnets

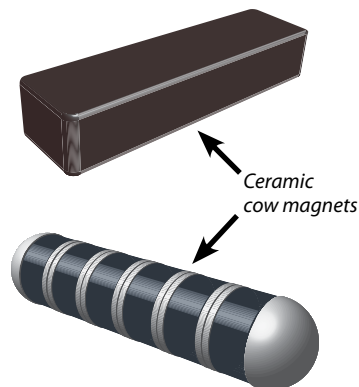
So what exactly is a cow magnet? Is it a magnet shaped like a cow? No! It is actually a magnet that is planted into one of a cow's stomachs to play a key role in its health and production.

While grazing, cows eat everything from grass and dirt to nails, staples, and bits of baling wire (also known as tramp iron). Tramp iron is indigestible and tends to get lodged in the walls of the cow's reticulum. It threatens the surrounding vital organs and causes irritation and inflammation, otherwise called Hardware Disease. This disease causes the cow to lose its appetite and decrease its milk output and its ability

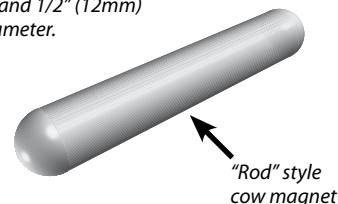
"The purpose of the magnet is to retain pieces of metal in a cow's first stomach..."

to gain weight. It can actually be life threatening for the cow. The greatest harm tends to occur when the metal scraps pass from the cow's first stomach and into later stomachs and its intestines. It is generally impractical to remove metal scraps from a cow's stomach.

A rancher or dairy farmer will feed a magnet to each calf at branding time; the magnet settles in the rumen or reticulum and remains there for the life of the animal. The purpose of the magnet is to retain pieces of metal in a cow's first stomach, rather than allowing them to pass on to the cow's later stomachs and intestines where the greatest harm can occur. Cow magnets are popular with dairy farmers and veterinarians to help prevent this life threatening disease in cattle. When a cow takes in these pieces of metal, they fall to the bottom front of a cow's stomach. The magnet, which has also been



Cow magnets measure approximately 3" (75mm) long and 1/2" (12mm) in diameter.



swallowed, will also fall to the bottom of the cow's stomach, and it will remain for years. The magnet will attract the tramp iron and it will not penetrate the stomach wall. The simple magnet proves a perfect solution to help elude this minor, but serious threat to cows. **UB**



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Scallopers get New England council

By John Sackton

In an unprecedented move that may improve fisheries management in New England, the New England council reversed its decision on scallop TAC's made last November, and increased the scallop allocation for 2010 by 6 million lbs, to 47 million pounds.

The actual vote, 10 to 5, was to adopt a fishing level of $f=0.24$, vs. the earlier level of $f=0.20$ which was voted in November. The overfishing level for scallops for 2010 was defined as $f=0.284$.

In making the decision to change its mind, NMFS regional administrator Pat Kurkul said that council members had to clearly layout the rationale for such a change, after they had already accepted an analysis leading to a 41 million harvest.

Two principal reasons were given. First,

the council acknowledged that it had made a mistake when the SSC failed to recommend a preferred alternative to the council. Several council members said that had the SSC made a recommendation, either the .20 or .24 fishing level, the industry would have had time to react, and present its arguments to the council. If that had happened, it is unlikely the council would have made its decision without understanding the economic consequences.

Secondly, the council had consistently underestimated open access harvests by the

“One of the key elements of the decision was the groundfish industry’s support of the scallopers request for higher quota.”

scallop fleet, which is a common problem with effort control management, but for 2010, they increased by 45% the estimate of pounds caught per day at sea. Previously, they had been working a figure of about 1172 lbs per day. For 2010, this was increased to 1700 lbs. per day fished.

Several council members pointed to this change in saying why they now felt more comfortable voting for a fishing level closer, but still below, the projected overfishing level.

The entire issue arose because the industry was blindsided by the council choosing a more conservative fishing level than indicated by the science the industry had been reviewing.

Because it was a final action, only an immense political mobilization with petitions of more than a 1000 scallopers, pressure from Congress, and pressure from the Massachusetts Governor, got the council to a point where they put reconsideration on the agenda.

In the process, there were a lot of bruised feelings. Rip Cunningham, vice-chair of the council, called the personal attacks on council members, and especially on the chair, John Pappalardo, ‘a baseless personal vitriolic and viscous attack that makes me want to say not just no, but hell no.’

However, Cunningham’s vote change was critical to the outcome. He also said that disagreement with council decisions and dissent can be a good thing, as it ‘has made us think about an important decision, and is worthwhile.’

‘Today’s discussion has been the kind of debate that this dissent should generate, and that makes me hopeful,’ he said.

One of the key elements of the decision was the groundfish industry’s support of the scallopers request for higher quota. They were willing to adjust downward their yellowtail allocations in order for the scallop industry to fish for more days.

Vito Giacalone, manager of the Northeast

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Photo by John Sackton

Fisheries Survival Fund lawyer Drew Minkiewicz address council to make case for changes to 2010 scallop allocations. The meeting drew hundreds of scallopers and other fishermen, and was the largest industry turnout at a council meeting in recent years.

Seafood Coalition, which is an association of 12 sectors of groundfish vessels receiving allocations under the new catch share system, said his group held 81% of Georges Bank yellowtail quota, 65% of Southern New England yellowtail, and 78% of Cape Cod yellowtail. He said that they could adjust within their network to deal with lower catch limits. They will be receiving some compensation from the scallop fleet for the change, which is only possible due to the new system of catch shares.

The overall picture is that New England groundfishermen and scallopers are far more interested in getting the council to exhibit more flexibility and appreciation of the economic impact of their decision than in fighting over 80,000 pounds of yellowtail by-catch.

The dramatic blow up in New England was watched closely by NOAA. In addition to the political staffers in the audience, one of NOAA head Jane Lubchenco's top policy advisors was also attending.

With Lubchenco saying last year that New England was ground zero for implementing a new catch share policy, and pledging agency financial support for the transition to catch shares, it is important that NOAA recognize the ways in which ossified council procedures can worsen relationships between regulators and the industry.

In his opening statement, council chair Pappalardo said 'In my opinion, we always had a good relationship with the scallop industry. Sometime after November things went awfully wrong, and took a terrible turn—an unprecedented situation in my eyes.'

In fact, the scallop fishery in New England is one of the most successful rebuilding stories in the U.S. From a failed fishery in 1994, with industry science and cooperation with NMFS, a new closed area management system has been hugely successful, and the fishery is now around two times its long term biological maximum productivity, and New Bedford continues to be the richest fishing port in the nation due to scallops.

The fact that the fishery is so healthy—operating at 100% to 200% above long term bmsy (biological maximum sustainable yield)—and that new recruitment is going to result in much higher catch levels in 2011 and 2012, made the industry feel the original council action was arbitrary and totally unwarranted. **UB**

This article is modified from one which originally appeared on Seafoodnews.com on January 27, 2010



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Mobile slaughter units facilitate “locavore” movement

Eating locally grown fruits and vegetables is not a new endeavor. In fact, the time honored tradition of visiting a roadside produce stand, and the popularity of u-pick farms, has been around for as long as there have been cars—and it’s growing. In this age where consumers are increasingly concerned about where their food is coming from, how it is raised and the processing procedure, proteins such as lamb, beef and pork, are having a more difficult time gaining a foothold in this growing segment. The “locavore” movement may be sweeping the nation, but there is a big gap when it comes to meat. Consumers want it, but farmers can’t get it to them.

Farmers from Connecticut to California are hoping that a specially built, 45-foot, stainless-steel trailer, basically a slaughterhouse on wheels, may hold some solutions. Officially called a mobile meat processing unit, it could well be a win-win situation for farmer, chef and consumer alike. In a 2009 interview by the Seattle Times, Seth Caswell, president of the Seattle Chef’s Collaborative, says he and other chefs are looking forward to “getting a product I understand better and know how it was raised, what it was fed, how it was butchered, how it was processed. I’m concerned with that, as somebody who cooks at home, and also somebody who cooks in a restaurant.”

The problem of getting livestock from smaller, often family-owned farms is connected with industry consolidation. Big companies dominate the market. Presently, four companies process about 80 percent of all meat consumed in the United States. The amount of cattle in their feed lots number in the thousands and large facilities are responsible for slaughter on a massive scale. At the same time, small USDA inspected meat-processing plants have been shutting down.

Regionally, such as in New England, this is a reasonably significant problem. And not just for beef, pork and lamb. Small producers of chickens and turkeys also have difficulties getting their birds processed. According to the USDA’s director of rural development in southern New England, there are very few USDA-certified and inspected slaughterhouses available to

farmers in this area. In Connecticut, for instance, farmers who want the USDA’s stamp of approval so that they can legally get their animals killed, cut up and packaged for sale to food stores and local restaurants, often have to take chickens or pigs across state lines to New York, Pennsylvania or Vermont. After slaughter and packaging the product then has to be shipped back to Connecticut which greatly raises the costs to farmer and consumer alike.

“...it could well be a win-win situation for farmer, chef and consumer alike.”



Mobile meat processing units are gaining attention as a potentially expedient way to bring access to inspected processing to a community or region.

Like with any venture, there are obstacles to surmount for sure. Neighboring a farm that does not slaughter is a far cry from living next to a killing operation, and there has been some concern expressed regarding permitting and location. Bureaucratic interference with a myriad of regulations and protocols to follow also make progress painfully slow.

But in this time of increasing concern over health and environmental issues, along with a movement at the consumer level that advocates ingesting locally raised food, higher costs and governmental hoops are viewed as worthwhile. Restaurants also see locally raised proteins as a great selling point. Being able to say to a diner that the chef actually had visited the farm or has met the farmer has numerous benefits.

Although fledgling in its application and not without a few obstacles to surmount, mobile meat processing units have found a place in the heart of the locavore movement. They seem certain to change the way animals are slaughtered on thousands of small farms that are the basis for American agriculture and the industry into which it has matured. **UB**

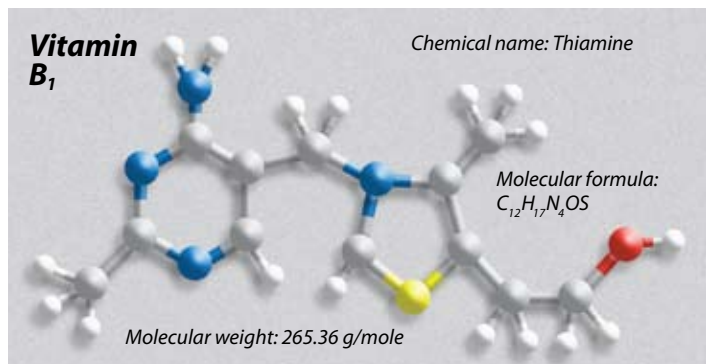


The first of the B vitamins to be discovered: beneficial B₁

B vitamins are prevalent in an abundant number of foods. There are over twenty known B vitamins, one of which is B₁. The water-soluble B₁ is more commonly known as thiamin, and it plays an essential role in the metabolism of carbohydrates. It also takes on the responsibility of maintaining normal nerve function, heart health, and has been known to aide in memory and overall mental health.

There are many foods that contain thiamin, but it is also available in multivitamins, B complex vitamins, and is sold individually. High quantities of B₁ are present in pork and also in the organ meats of fish, beef, and chicken—especially the liver of these. Egg yolks offer a fair amount of thiamin, as do whole-grains, beans, yeast, nuts, and green peas.

There is little to no risk of overdosing on vitamin B₁, but there are many instances of people having a deficiency in it. Individuals that are the most susceptible to a deficiency are those suffering from alcoholism, thyroid issues, liver disorders, fevers, and also women who are breastfeeding. Those experiencing the side-effects of a deficiency may have a loss of appetite, tiredness, indigestion, and muscle tenderness. These can be easily remedied by ingesting thiamin supplements or consuming food that is rich in vitamin B₁. If the deficiency is significant, a person can be diagnosed with a condition known as Beriberi which results in not only the



general symptoms of a thiamin deficiency, but it can become more serious and cause problems with the heart and nervous systems.

Vitamin B₁ plays a crucial role in the body's standard function and can be found by consuming a wide variety of foods. The conversion of carbohydrates into energy is pivotal in allowing a person carry out their everyday tasks, and can be achieved by maintaining a well-balanced diet. **UB**

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Making the rounds with UB's Reporter

NATIONAL POULTRY & FOOD DISTRIBUTORS ASSOCIATION'S ANNUAL CONVENTION

NPFDA



Urner Barry's Reporter recently visited the National Poultry & Food Distributors Association's Annual

Convention in Atlanta, Georgia held from January 26 - 29. With over 750 registered attendees it was a wonderful opportunity to network with existing industry colleagues, and also to make new acquaintances. Some highlights of the week were the NPFDA Supplier Showcase where many poultry suppliers, from processors to transportation companies, were able to show their latest and best products to their potential customers, as well as the Annual Awards Reception where the Member of the Year, Jon Poole, and the Lifetime Achievement recipient, Eric Joiner, were named.



INTERNATIONAL POULTRY EXPO



Simultaneously held during this week was the 62nd annual International Poultry Expo. More than 18,000 industry leaders

from the United States and around the world made their way to the Georgia World Congress Center to view the latest equipment, supplies, and services used in the production and processing of poultry, eggs, and feed. There was also a multitude of industry-specific programs that we found very educational and worthwhile.

It was a whirlwind of a week and we certainly look forward to these events next year. **UB**



Urner Barry's "Ray Porter" attends a session at the 2010 International Poultry Expo in Atlanta.

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Sittin' on top of the world...

Subway® gets a lift

The new World Trade Center got its first restaurant December 23, 2009—a sandwich shop at the top of the Freedom Tower under construction.

A lift hoisted the Subway restaurant up the signature skyscraper that marks the rebirth of the Trade Center's 16 acres. The shipping container-turned-eatery opened in January and will keep moving up as the tower is built

to 105 floors, which is about the height of Windows on the World, a dining institution atop one of the original twin towers with a panoramic view of New York and its harbor.



In addition to the chain's usual menu selections, Richard Schragger, who owns the Freedom Tower franchise, said he will also offer hot dogs, hamburgers and New York's famed pretzels. **UB**

Chicken wings: from garbage to glory

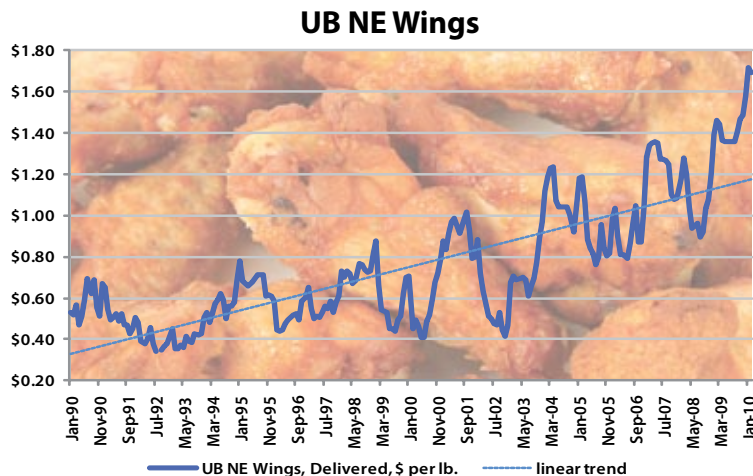
The ascendance of the chicken wing over the last few years has been highly noteworthy. Once a “throw-away” item that traded for \$0.30/lb nearly 20 years ago, values almost sextupled in price when a record high of \$1.74/lb was reached in January 2010. In 2009 alone, the growth of wing prices was rather substantial as they increased \$0.34/lb from the year’s beginning to end.

An essential reason for this occurrence has been the impressive materialization of wing-based restaurants.

When the economy began its turn for the worse in 2008, many consumers looking for less expensive meal options flew to the wing to get their fill. This gave companies like Buffalo Wild Wings® and Wingstop® opportunities to expand their reach and make a profit during a time when most other foodservice establishments were losing large amounts of business and revenue.

As the popularity of the wing grew, so did wing promotions. Buffalo Wild Wings had one such promotion in early 2010 which offered the first 100 customers a coupon book good for six free wings a week for 52 weeks. Not such a spectacular story until you realize that this particular restaurant was located in Chicago and that close to 200 people waited outside in the freezing cold weather just to have a chance to attain the free fried goodness. Another recent promotion was made by KFC® when they offered to repair various fire hydrants across the nation in order to market their new “fiery grilled” wings. The phrase “put out the fire” comes to mind.

When corporations that were never known for selling the appetizing appendages started to set their focus on advertising, more wings came out of the system and, in turn, prices advanced even more. Pizza Hut® released nationwide commercials for their WingStreet® eateries. The Margaritaville® brand recently announced



The record high quotation for chicken wings was set in January 2010 at \$1.74/lb. As the graph shows, such high prices were not always the standard.

the launch of four flavors of fully cooked, frozen and easy to prepare wings. Even 7-Eleven got in on the action last year when they began selling wings at their quick-stop stores in October.

than 5 million chicken wings by the time the Vince Lombardi Trophy was hoisted. With this in mind, it is fair to say that the chicken wing has most definitely molted its stigma of being a “throw-away” item. **UB**

The cost of wings has retreated a bit from the all-time highs recorded earlier in the year but, as Super Bowl weekend drew near, many industry affiliates were optimistic that demand would help to sustain steady to better market values.

One such sign of optimism came from the Wingstop® chain which recently announced a 20 percent increase of their total annual system sales over 2008. According to a company press release the national chain expected to sell more

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States look to attract California egg farmers



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Just one year after California approved a measure allowing stricter rules on the treatment of farm animals, lawmakers in other states are seeking to introduce legislation that would attract chicken farmers looking to relocate. Nevada and Georgia have already aggressively attempted to recruit egg farmers and are promising friendlier regulations and lower costs, and other states such as Idaho are looking to do the same.

November 2008 saw California pass a ballot initiative known

as Proposition 2 which was designed to prevent “cruel confinement” of farm animals in cramped conditions, like small “battery cages” for egg laying chickens, or “gestation crates” for pregnant pigs.

Measures such as Proposition 2 are growing more popular nationwide as the Humane Society of the United States is pushing to raise awareness of how animals are treated. Since 2002, similar provisions have passed in Florida, Arizona, Oregon, Michigan and Colorado. Most recently, the Humane Society proposed a ballot measure for November 2010 in which voters could vote to force the Ohio Livestock Care Standards Board to establish minimum humane standards for farm animals, including prohibition from confining veal calves, gestating sows or egg-laying hens in a manner that prevents them from moving freely. The amendment also would require humane killing of cows and pigs, prohibit strangulation as a form of euthanasia, and prohibit the sale of sick or injured cows or calves.

Although the California initiative doesn’t take effect until January 1, 2015, farmers are already concerned about the increase in

costs as well as the uncertainty of how to comply with the measures.

“We have 20 million hens in this state, said Debbie Murdock, executive director of the Association of California Egg Farmers in an *L.A. Times* article. “It’s a huge expense for us to have to move. It’s a huge expense for us to change our housing. A move like this, especially in this economic climate, can be very scary.”

While moving to another state is costly too, officials of some other states are doing what they can to offer incentives to poultry farmers, and perhaps give their own areas a silver lining in the way of increased tax revenue and new jobs.

Idaho’s Republican Senator Tim Corder, for example, has been an advocate of a particular bill which would distinguish between companion animals and production animals, and at the same time give Idaho’s agriculture department full authority over farm-animal welfare. Mr. Corder is also drafting a proposal updating state rules governing how large farms win business permits. He said the current rules needed to be tailored to specifically accommodate poultry farms.

“We know that...some of the chicken operations are looking toward Idaho,” said Corder. “We wanted to be very proactive and make sure our statutes could resist efforts” by animal rights activists and provide “a place where [farmers] can continue to be profitable, while protecting the environment for Idaho.”**UB**

Adapted from an article which originally appeared on Foodmarket.com on January 13, 2010



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Northeast college students gobble up carved turkey, clamor for clam chowder



"Items that top the list are regional and global comfort foods."

Each year, Sodexo, Inc, a leading integrated food and facilities management services company, monitors students' food tastes, taste buds and trends. Sodexo, says it's been proven that good food boosts a student's college experience, and this enables foodservice providers and campus nutritionists to work hand in hand in developing healthy, tasty and trendy menus for students across the nation and the world. Sodexo's culinary team in each region identified the top favorites of college students.

This year's college food trends list reveals students want locally-sourced food that provides comfort with a twist. Items that top the list are regional and global comfort foods. Another interesting trend shows that out-of-state students love to explore regional fare in their new home away from home. **UB**

College Food Trends in 2010

1. Apricot-glazed Turkey
2. Meatloaf with Frizzle-Fried Onions
3. Vietnamese Pho (Rice Noodle Soup)
4. Vegetarian Lentil Shepherd's Pie
5. Chicken Adobo (Mexican Stew with Chilies)
6. Stuffed Pork Chops
7. Vegetarian Jambalaya
8. Lemon Herbed Baked Tilapia
9. Rotisserie Chicken
10. Home Style Pot Roast

Northeast College Food Favorites

1. Traditional Roasted Turkey
2. Rotisserie Chicken
3. London Broil
4. Baked Cod
5. New England Clam Chowder

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Top tasting talent typifies totally tuned tongue

Imagine you have heightened senses... your vision is keen, your hearing sharp, your smell is that of a bloodhound, and you can perceive more nuanced flavors with your sense of taste than 75% of the rest of America—delicious right? No. supertasters, as they have come to be called, often find foods too bitter, sweet or spicy, and have a hard time tolerating specific foods.

A supertaster is a person who experiences the sense of taste with far greater intensity than average. According to research from experimental psychologist and professor at the University of Florida, Linda Bartoshuk, supertasters are people with two or sometimes just one dominant allele for the gene TAS2R28; those without this dominant allele are known as non-tasters. Statistics show that in Asian and African populations as many as 95% of individuals are supertasters; in other ethnic groups the trait is said to be rare; in Caucasians, it is estimated that only 25% of the population carries the genetic predisposition. Women supertasters outnumber men by 2 to 1.

Researchers have long studied the differences between groups of non-tasters and tasters. As a benchmark they use a compound, 6-n-propylthiouracil or PROP, to determine one's ability to taste. PROP, a bitter substance, is applied to paper and then placed on the tongue. Non-tasters experience nothing, tasters detect a moderately bitter substance, and supertasters encounter intense bitterness. Having a bitter-sensitive allele on the TAS2R38 receptor gene predicts sensitivity to PROP.

Additionally, it is said that the finely tuned tasting ability that comes with

supertaster status is also due to an increased number of fungiform papillae. These mushroom shaped papillae are located on the top surface of the tongue and concentrated towards the tip and edges. They house the taste buds which allow us to distinguish the five tastes: sweet, sour, bitter, salty, and umami.

How do you know if you are a supertaster? The easiest way is to know is to literally count the papillae on your tongue. First, it is recommended to place some blue food coloring on one's tongue, then place something with a small hole in it the size of a paper punch on your tongue and count the number of papillae you can see within the hole. If you count more than 25, you are a supertaster. Non-tasters have fewer tastebuds that are loosely arranged and larger and supertasters' papillae are close together and smaller.

Supertasters have been proven to have more food dislikes and are able to perceive bitter tastes in many different foods. Food taste is extremely important to them and they vary widely in their preferences and are often passionate about food. They dislike strong, bitter foods like raw broccoli, grapefruit juice, coffee and dark chocolate. They also tend to find eating hot peppers more intensely painful and are more likely to ask for sauce and dressings on the side. In the food-related professions, highly sensitive tasters tend to be "wine" people; moderately sensitive



tasters tend to be chefs; and mildly sensitive tasters tend to be bakers and financial experts. **U**

"Research shows that supertasters tend to have more food dislikes and perceive bitter tastes in many different foods."

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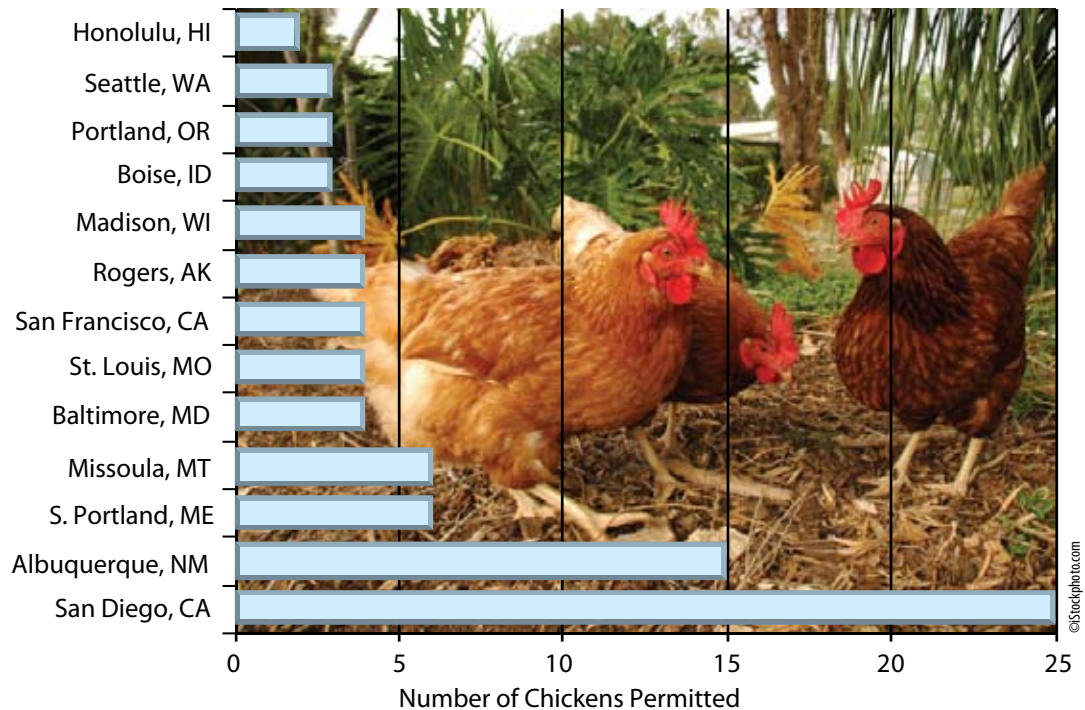
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Some urbanites "grow their own"

Even before free-range and organic eggs hit grocery store shelves, there was a growing movement among urbanites across the country; thousands of Americans were discovering the challenges and professed benefits of raising backyard chickens. Besides the obvious benefit of having a "regular supply" of fresh eggs on hand, proponents of backyard "flocks" claim that eggs from well-tended chickens are healthier and tastier. The droppings from the chicken can enrich compost while chickens also provide natural insect control. *Uner Barry's Reporter* compiled a list of some "chicken-friendly" states and the number of birds they allow in backyard coops without permits or other significant restrictions. **UB**

Cities Allowing Backyard Chickens



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Blowfish: a deadly feast

In Japan, eating the honorable fugu (Japanese for pufferfish) is considered the ideal of gourmet dining—and the cooking version of Russian roulette. Fugu, also known as blowfish, globefish, or swellfish, contains a potent and lethal toxin called tetrodotoxin which is so deadly that the estimated fatal dose for an adult is assumed to be a mere one to two milligrams.

Blowfish toxin is mainly found in the eggs, liver and skin of the fish and affects a human's central nervous system when ingested. There is no known antidote. For consumption, blowfish must be cleaned and prepared properly so that the organs containing the toxin do not cross-contaminate the flesh of the fish when they are removed. The toxin cannot be destroyed by cooking, drying or freezing. Only licensed cooks who have served as an apprentice in fugu preparation and which have passed an official test are allowed to prepare it. The testing process involves a written examination, an identification test and a practical which involves fugu preparation. Only 35% of applicants are said to pass the test.

Although personal importation of fugu into the United States is prohibited, the FDA has permitted it to be imported and served in authorized Japanese restaurants by certified fugu chefs on special occasions. A cooperative agreement with the Japanese Ministry of Health and Welfare ensures fugu is properly processed and certified safe for consumption before export by the

government of Japan. As part of mandated food safety requirements, the fish arrives with its stomach already removed. In addition, all fugu prepared in the United States must be farm raised, meaning it has been fed a carefully controlled diet that reduces the amount of the deadly toxin stored in the fish's skin, liver and ovaries. The U.S. only imports fugu one to three times per year during the winter months.

If cleaned and dressed properly, the fugu flesh or musculature is highly prized and considered a delicacy. Individuals in Japan have been known to pay the equivalent of \$200 U.S. or more for one meal. The most popular dish is fugu sashimi which is sliced so thinly that the pattern of the plate can be seen through the meat. The serving plates are often patterned with a chrysanthemum—significant in Japanese culture and symbolic of death. One Minnesota restaurant owner described fugu's taste as the most unique thing he's ever tasted and depicted his experience as blending the chewy texture of jumbo clam with the soft and mellow flavor of whitefish.

The most prestigious edible species is the torafugu or Tiger Blowfish—it is also said to be the most poisonous. Other species are eaten and the Japanese Ministry of Health and Welfare has a listing of the edible species and their edible body parts.

Despite the risk, fugu dishes remain as special feasts in Japan, and demand



continues to increase. As of 2008, advances in fugu research and farming have allowed some farmers to mass produce non-toxic fugu. Many are now producing poison-free fugu by keeping the fugu from consuming tetrodotoxin-laden bacteria.

Today, the commercial preparation of fugu in supermarkets or restaurants is very safe and poisoning has become very rare. Every year, however, from October through March, millions of diners bet their lives on not getting fatally poisoned. Thanks to strict regulations, and modern fish farming, much has been learned about the deadly toxin of the blowfish and the culinary world is moving closer to understanding the preposterous fish known as the world's most deadly feast. **UB**

Blowfish **FastFacts**

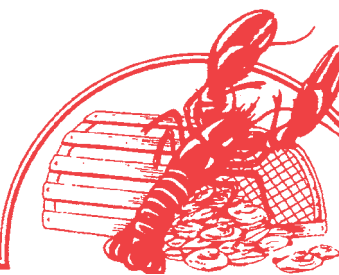
Some predators, such as tiger sharks and sea snakes, are unbothered by the pufferfish's natural toxins.

Fugu is the only delicacy officially forbidden to the Emperor of Japan for his own safety.

One blowfish has enough toxin to kill 30 adult humans, and there is no known antidote.

Blowfish are the second most poisonous vertebrate in the world, the first being a Golden Poison Frog.

Since 1958, only specially licensed chefs can prepare and sell fugu to the public.



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Eye on dining...

St. Paul: sizzling, savory and... sexy?

By Jim Buffum

During my career I have probably been to St. Paul, Minnesota close to 100 times. On many visits it was so cold that the ears would freeze on the dairy cows or so hot that stepping outside was like walking into a steam room at the local 'Y'. No matter what the weather, enjoying some really great food in a town that rolls the sidewalks up relatively early was never an issue.

During the *Reporter's* many travels to not so exotic locales, many of the areas we



Photo courtesy Minnesota Historical Society <http://nrhp.mnhs.org/> | Yelp

Mickey's Dining Car was manufactured in New Jersey and shipped by rail on a flat bed to its present location.

visited boasted late night munchies. You know, the kind you work up a serious appetite for when pressing palms and walking the show floor all day! Well, St. Paul has its late night place and it is the famous Mickey's Diner. This landmark has been featured in many movies including the Mighty Duck series from Disney. There is not much better than a BLT and fries at 3am at Mickey's, everything on the menu is prepared to order and very tasty.

For those who have been following our dining adventures throughout the U.S., you have probably figured that I love a great steak. St. Paul has its share of fine dining joints that satisfy that need. But here's the kicker, my favorite meal in St. Paul is the Beer Battered Walleye Pike at the St. Paul Hotel's one and only Grill Room. I experienced this delight for the first time over 25 years ago and have had it at least once during every visit! The steaks

are great here as well, and the side dishes are above average in both quality and size. The St. Paul Hotel is also an outstanding place to stay. The bar is exceptional in mixology and selections!

There are many unique places in the St Paul downtown area that can offer you a fine meal. Right across from the St. Paul is Kincaid's, another one of the places that I like to visit on a regular basis. They have some unique specials and a thorough wine list. Tanpopo is an up and coming Thai restaurant that is building a great reputation in the Twin Cities area. It is well worth it to expand your palate and stop by. St. Paul's suggestively named Strip Club is "just a cheeky pun on the restaurant's signature dish, the strip steak, which can be ordered with any number of scandalously named sauces, including 'XXX-cargot' butter or 'shrimp tramp'. It was a bold move to name an upscale steakhouse "Strip Club" but it's also a pretty great way to announce the restaurant's mischievous sense of humor, and the name definitely gives business a bump! (Or is it a grind)?

"...my favorite meal...is the Beer Battered Walleye Pike..."

So while you're in St. Paul attending the MWPF show at RiverCentre, take the opportunity to visit one of the many eclectic dining experiences available to you in and around the Twin Cities area. Tell them *Uner Barry's Reporter* sent you! **UB**



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Faux haute cuisine is foodies' folly

Think twice about the next time you order a Big Mac. No. Not because of its nutritional content, but because of its potential. Imagine turning it into a creative culinary dish. Impossible! Not at all. One



Seared Pollock Cake with Southwest Ramalan Sauce (Fancy Filet-O-Fish)



foodie, Eric Trinidad, experiments in transforming fast food into fancy food on a weekly basis.

Trinidad, a Brooklyn, NY resident, is a freelance interactive designer and writer who runs FancyFastFood.com (tagline: "Yeah, it's still bad for you—but see how good it can look!"), a one-man blog experiment that demonstrates how to achieve the ultimate recession-chic food. He's turned Popeye's chicken into spicy sushi, Tim Hortons donuts into tiramisu, Nathan's hot dogs into faux foie gras, and Big Macs into elegant strips of "McSteak."

"Every day I'm thinking about how absurd it is," Trinidad said.

Trinidad's Web site shows how he buys fast-food dinners, deconstructs them in his kitchen and then reassembles them into meals resembling haute cuisine. Each week

Spicy Chicken Sushi (Fancy Popeyes Chicken)



a new creation is posted complete with photos documenting the construction. While Trinidad rotates the fast food establishments he visits, the process is always the same.

He brings a meal home, pulls it apart, then puts it back together (a food processor is often involved) to make it look like a gourmet dish. His only rule for himself is that everything in the finished

dish must be available at the same fast-food restaurant, with the exception of a small decoration, often organic herbs, which are added "for garnish and a touch of irony."

As for the taste? "They all pretty much taste the same," Trinidad said.

Trinidad said one of his favorite dishes to try was "Tacobellini"—ravioli made from two Taco Bell Burrito Supremes. And the only dish to taste like more than the sum of its parts... corn chowder made entirely from ingredients purchased at KFC.

The site, features tongue-in-cheek recipes and luscious photos, and has received plenty of media attention. While it may not represent a full-blown culinary trend, it does illustrate the enduring appeal of playing with your food. **u**

"He brings a meal home, pulls it apart, then puts it back together... to make it look like a gourmet dish."

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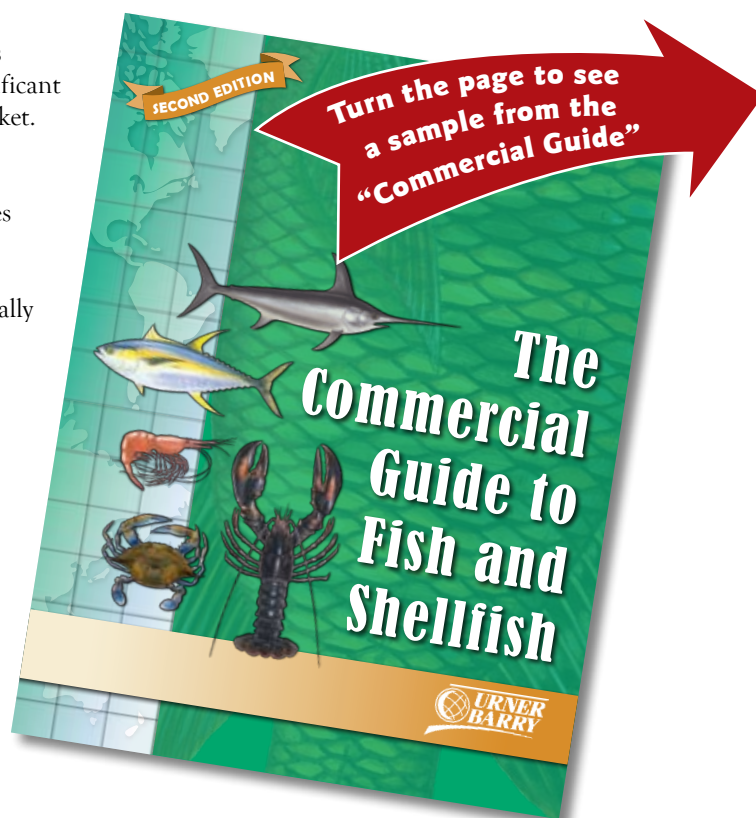
Release of 2nd edition "Commercial Guide"

The *Commercial Guide to Fish and Shellfish*, produced by Urner Barry, is designed to acquaint buyers and sellers of seafood with the most significant commercially available species of finfish and shellfish in the U.S. market.

As an essential reference for the industry professional, the *Commercial Guide to Fish and Shellfish* acts as a lexicon for over 100 different species of fish and shellfish. Complete with detailed descriptions specific to the species, each entry provides the user with all the vital information necessary to purchase, sell and consume both imported and domestically available seafood.

This easy-to-read guide encompasses all aspects of each type of fish—identification, species descriptions, common and market names, average market sizes, eating qualities, nutritional data, product forms, fishing methods, packaging descriptions, and global supply; plus an interesting "fish fact" for each listing. Additional features like a product forms review, primer on fishing techniques, and a complete list of market terms round-out the book.

Urner Barry is pleased to announce that the second edition of this popular title will be available March 2010. Several new fish and shellfish species not previously featured, have been added. The second edition also boasts expanded lobster and shrimp coverage. For a preview, please turn see the next two pages. **UB**



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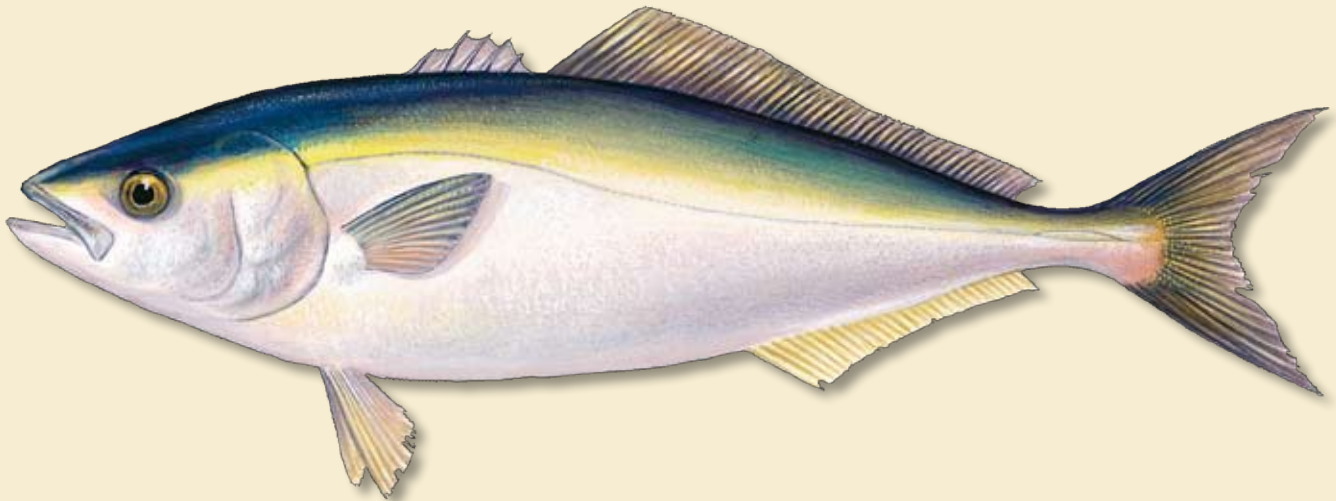


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Yellowtail



Specifications

Market names	Amberjack or Yellowtail
Scientific name	<i>Seriola quinqueradiata</i>
Common name	King Amberjack

Description

Yellowtail, *Seriola quinqueradiata*, is probably best known in the U.S. as a sushi/sashimi called Hamachi. Its FAO name is Japanese amberjack. It is probably the most valuable member of the jack family and is a large, fast, silvery fish that the Japanese have successfully farmed for many years. In Japan the adult fish are called Buri while the younger fish are Hamachi.

Nutrition Facts

Serving Size: 3.5 oz

Amount Per Serving

Calories 146 **Calories from Fat** 47.3

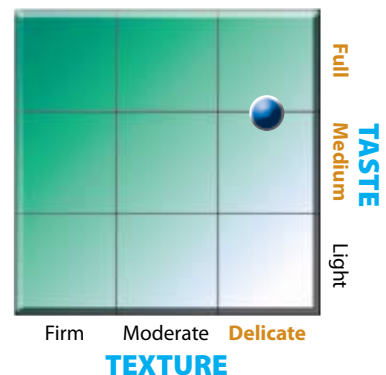
% Daily Value*

Water	74.52g	
Total Fat	5.24g	8%
Saturated Fat	1.3g	6%
Cholesterol	55mg	18%
Protein	23.14g	46%
Iron	0.49mg	3%
Sodium	39mg	2%
Omega-3	N/A	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Eating Qualities

This oil-rich fish is largely reserved for use in sushi restaurants and considered one of the best for eating raw. Also suitable for grilling, cooked yellowtail meat is white, tender and delicious.



This is a sample spread from the newly revised 2nd Edition of "The Commercial Guide to Fish and Shellfish"



Fish Fact

Yellowtail has been farm-raised from wild stock in Japan since the 1960s. Production increased substantially during the 1970s. Today most yellowtail is farm-raised.

Yellowtail are now almost exclusively farmed and almost all of it in Japan. Fry, called mojako in Japan, are harvested under drifting seaweed. They are taken with the seaweed and placed into floating cages in the coastal Pacific. It takes about two years for yellowtail to reach a commercial harvest size of 10–14 pounds. They are then harvested live by boat and brought to the processing plants. Japan is now producing over 150,000 tons of yellowtail per year.

Fishing Methods

- ☒ Aquaculture
- ☐ Dredge
- ☐ Gillnet
- ☐ Harpoon
- ☐ Hook
- ☐ Seine
- ☐ Trap
- ☐ Trawl

PACK DESCRIPTION

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1/4-6 lb

Yellowtail is an oily fish with a delicate meat and a small flake. In the colder months the meat tends to have a higher fat content. Raw, it has a white to golden flesh and may display a dark reddish line at the edge of the fillet. While most yellowtail is served raw another product from yellowtail is mostly cooked. Hamachi kama is the yellowtail collar, the shoulder area right behind the head. Hamachi kama is generally served baked, broiled or grilled with the bone-in.

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Hamachi kama.



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Daniel Pauly strikes discordant note at

by John Sackton

At the opening of the seafood summit in Paris, keynote speaker Daniel Pauly called for an end to large scale industrial fishing at the same time as hundreds of industry and NGO activists met to discuss the immense real world progress that has been made in creating a sustainable global seafood industry.

The Seafood Summit opened in Paris on January 30, 2010, with an overflow crowd attending a day of Tuna workshops. On day two, the main conference began with over 650 in attendance.

Pauly, a professor at the University of British Columbia, is well known for his work with the Pew supported Sea Around us Project, and his numerous papers claiming that global fisheries have declined past the point of no return, and that the future will see the extinction of commercial fishing.

Daniel Pauly suggested that this is the future of seafood.

Pauly compared global fisheries to a ponzi scheme, in which new capital (fish stocks) was continuously required to pay companies for the stocks used up. As a result, he said fisheries have expanded geographically, have expanded in the depth at which they fish, and have expanded taxonomically, by commercializing new species such as orange roughy, and that eventually such expansion must stop.

His presentation angered many of the practical seafood persons in the audience because his 30,000 foot view was riddled with misstated facts to fit his overall conclusions. One small example was his claim that recreational fishing and discards are not considered in setting fisheries removals. In the U.S. at least, that is clearly not the case. In fact about 35% of the total Gulf of Maine cod

TAC has been set aside for recreational fishers, and on the West Coast, struggles to force halibut recreational catches under the existing management scheme has consumed the N. Pacific Fishery Management Council.

But even more egregious was his utter unwillingness to recognize the changes wrought in recent years by industry that has made a serious commitment to solve problems. For example, IUU fishing, one of the single greatest drivers of the overfishing Pauly describes, has been effectively ended in the Barents Sea and the Baltic Sea by the actions of industry and NGO's, and eventually governments.

The heart of the Seaweb conference has been precisely to promote the fact that industry and environmental NGO's could work together with market solutions to address problems of overfishing and sustainability.

Examples of this abound at the conference.

For example, Alex Olsen, of Espersen, a company founded to process Baltic cod and one of the largest whitefish suppliers in Europe, said that they were approached by Greenpeace to halt all purchases of Baltic cod because the fishery was so depleted, and there was such a high level of IUU fishing—around 40% of the total. Part of the problem was the unwillingness of Poland to enforce regulations and reduce vessel capacity to match the stock.

Instead of a boycott, Espersen said they were going to solve this problem - and they entered into a Fishery Improvement project with Sustainable Fisheries Partnerships, one of the major NGO's at the conference.

Working with the fleets and the Baltic governments, they were able to convince Poland to close the fishery for six months, and enforce the closure. At the same time, they invested extensively in how to track IUU fish, and know that all fish landed were legal. With SFP, they prepared the fishery to qualify for MSC certification, and now the Baltic Sea Cod—the Poster Child of abusive fishing for Daniel Pauly—

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opening of seafood summit

will be MSC certified this year.

IUU fishing in the Baltic has declined from 40% to zero. Pauly might have a point if this was an isolated instance. But it is not.

The same thing happened with Findus and the Scottish Nephrops (Norwegian Lobster) fishery, which supplies the iconic ingredient for their Scampi product. Again, Findus instituted a strict electronic log book and traceability scheme, and the incidence of 'black fish' that bedeviled the fishery in the past decade came to an end.

Peter Hajipieris, Director of Sustainability for Birds Eye Iglo, perhaps said it best:

'In the last three or four years, industry has been the prime driver of real change [partnering] with NGO's that have embraced these changes, and this for example, led to the EU introducing IUU legislation' that went into force this year.

'All the low hanging fruit has been picked', Hajipieris said, 'now we are starting to deal with more difficult parts of the world where governments have less transparency with fisheries', and where the problems are immense.

Examples of this engagement abound at the conference, which is why Pauly's speech was so discordant.

In the Russian salmon fishery, it is estimated that IUU fishing accounts for about 50% to 150% of official landings. With a fishery this year of over 500,000 tons, total take of pink salmon in Russia including IUU fishing was likely over 1 million tons.

Yet, industry and NGO's, again in this case the Sustainable Fisheries Partnership and the Wild Salmon Center, together with major buyers and the MSC, have begun addressing this, bringing individual river systems into a monitoring and control scheme. Russian salmon is a huge sustainability problem, but the Russian Far East is an even greater salmon producer than Alaska, and if the runs are to survive,

it will be because a combination of industry, NGO's, and local Russian companies worked to adopt and enforce the needed enforcement and monitoring framework.

In Indonesia, SFP working with Phillips Foods has proposed a crab council and has helped gain government support for a program that will lead to conservation rules for the crab industry, and long term funding to pay for monitoring and enforcement.

These partnerships are the heart of the conference, and why industry is willing to work with the NGO's.

The number of these partnerships is rapidly increasing, and the various NGO groups vie with each other to sign up 'clients'.

For example, the GAA has announced today a new partnership with ALDI USA



Photo courtesy Dr. Jennifer Jacques

"Pauly compared global fisheries to a ponzi scheme..."

to sell certified aquaculture products.

Safeway recently announced a partnership with Fishwise.

Target and the Monterey Bay Aquarium are working on fish sourcing, and although in this case the advice was to drop farmed salmon, the Monterey Bay Aquarium is now hiring staff to address these partnerships full time.

WWF has played an extremely constructive role partnering with the major global

Continued on page 62

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Piscatorial politics

Contributed by John Connelly,
President, National Fisheries Institute

Hubert Humphrey knew a little something about politics.

After all he was a Mayor, a Senator and the Vice President of the United States. In all of those capacities Humphrey came in contact with constituents

who, with one project or another in mind, would attempt to practice a particular art of persuasion—that is, lobbying. For a man so besieged by requests, one of his most famous quotes takes on an insightful air.

Humphrey once said, “The right to be heard does not automatically include the right to be taken seriously.”

In Washington, politicians hear from people all the time. But they often only hear from them when they’re complaining, when there’s a problem or when they need something. Those constituents certainly have a right to address their elected leaders, to vent and to exercise constitutional privileges; but as Humphrey taught us, they also have the right to be ignored.

It can be said about Washington that it’s a town built on *who you know*. But the truth is it’s more about *how you’re known* than *who you know*. How does your Senator or Representative know you? Do they know you as the industry hack who can be counted on to wail in the lobby whenever there’s a crisis? Or do they know you the way the Louisiana delegation and other Gulf Coast states know their constituents?

In October the U.S. Food and Drug Administration announced a stunningly ill-conceived plan to ban raw Gulf Coast oysters, a move that threatened thousands of jobs and put the future of the fishery in serious question.

After this announcement Al Sunseri from the Gulf Oyster Industry Council

“The right to be heard does not automatically include the right to be taken seriously.”



and Mike Voisin from Motivait Seafood, along with a legion of politically active supporters, were on the proverbial and literal next flight to Washington. But it was how they’re known in Washington that made their concerns issue number one for the people who represent them on the Hill. This was not Al and Mike’s first trip to the

big city. A long term relationship with their legislators through good times and bad made a call from these now irate oystermen one to be taken seriously.

While newspaper editorials from Florida to Franklin Street in the Big Easy called the proposal “drastic,” “unfair” and openly asked if the government should “be in the business of banning food,” the foot soldiers now on terra firma Washington were not wasting time with introductions and get acquainted luncheons. Their political supporters inside the beltway were already moving to cut off funding for parts of FDA’s misguided plan and were speaking loudly about the issue, insisting they “stand united to opposed it,” describing it as “completely unjustified,” “out of left field” and “unreasonable.”

Three weeks later the FDA shelved its flawed proposal in favor of more studies on the plan and its impact.**UB**

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After the Great Recession, look ahead

By Joel L. Naroff



Joel L. Naroff

It's a new year, and it seems almost everyone is glad to forget 2009. Yet we have come an incredibly long way in just one year. Twelve months ago, a worldwide financial meltdown and a multi-year recession looked inevitable. Today we are asking why growth isn't stronger and jobs aren't plentiful.

Looking back on it, 2009 was an amazing year. After the bankruptcies came job losses that were breathtaking. Corporate strategy was simple: Survive. That meant slashing costs and hunkering down. In just six months, companies reduced their payrolls by nearly 3.4 million workers. The unemployment rate rose from under 8 percent to more than 10 percent.

Consumers, surveying the economic

catastrophe, ducked and covered as confidence collapsed. People considered their prospects and decided shopping was a luxury they could do without. Spending slowed, and the economy receded at the fastest pace in nearly 20 years. By March, the stock markets had cratered and all hope seemed to have faded.

Fast-forward six months and we start 2010 with a totally different mindset. The Great Recession has ended as the economy has expanded now for two consecutive quarters. Consumers are spending a little more and have started visiting motor vehicle showrooms again. The housing market has stabilized with home sales improving and prices firming. Manufacturing output is on the rise, and consumer and business confidence is getting better. Even the equity markets have rallied dramatically from their lows.

Still, it's hard to convince a lot of people, especially those looking for work, that the

economy is in good shape. Critically, the job market remains in disarray. Yet even here the news is getting better. There was actually some

modest job growth in November, the first rise in two years. True, the gain was not backed up by another increase in December, but I wouldn't be surprised if that decline turns out to be just a bump in the road.

More consistent payroll gains are near, but it is not likely that jobs will become plentiful. Since the labor market always lags the turn in the economy, it may be many months before we see decent job growth. We may not see a return to full employment for several years.

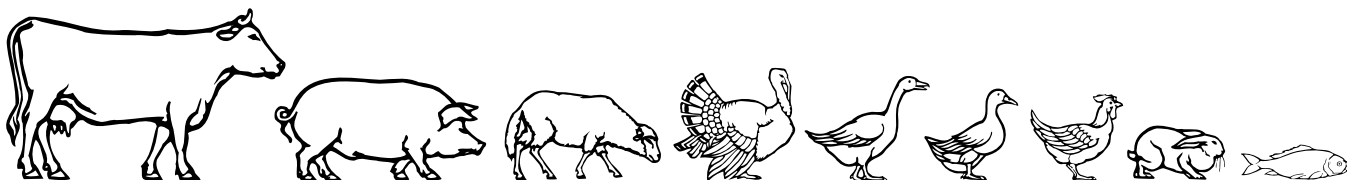
"Since the labor market always lags the turn in the economy, it may be many months before we see decent job growth."



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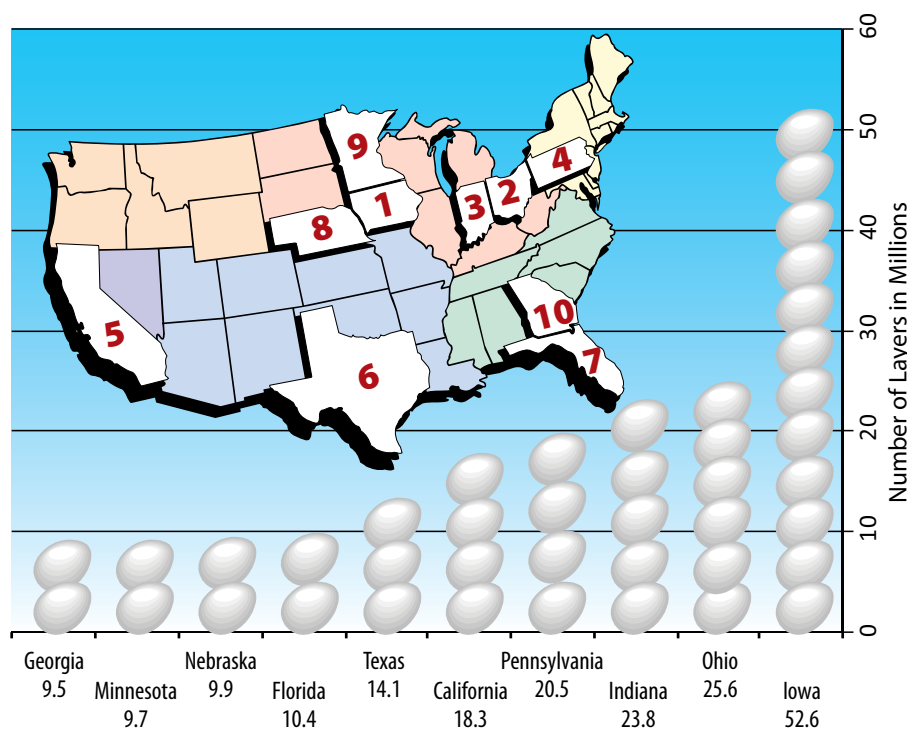
Finally, there is the outlook for interest rates. The Fed looks to be on hold for an extended period, though I believe some rate hikes will occur this year. At the same time, longer-term rates could react sharply to an improving economy and rise even before the Fed starts acting.

We have survived the Great Recession and the outlook for 2010 is positive. But right now there are no engines of growth that seem to be revving up. Since jobs, confidence and consumer spending tend to move together, households are not likely to change their careful spending ways significantly. That level of demand may not be enough for businesses to speed up hiring and spend heavily on machinery, equipment or other capital goods. And even the stimulus funds will run out this year. The expansion will continue, but growth this year could turn out to be less than we all are hoping for. **UB**

Joel L. Naroff is president of Bucks County-based Naroff Economic Advisors.
E-mail him at joel@naroffeconomics.com.

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National Turkey Federation provides

Contributed by
the National Turkey Federation

It seems as though “tweets” and “posts” have become part of everyday conversations. Building on the success of last year’s launch on social networking platforms, National Turkey Federation (NTF) will continue to keep turkey in these conversations with more “tweets” and “posts” as part of its social marketing efforts in 2010. Whether it is on Facebook or Twitter, NTF’s marketing efforts will have a unified strategy that includes a call to action to visit EatTurkey.com.

All of NTF’s social media efforts this year will build on the new marketing campaign planned to launch in March that redefines turkey as the way to “upgrade”

the American diet. The ultimate goal is to elevate turkey’s visibility and presence on these platforms by posting new weekly content and increasing consumer interaction while obtaining a larger audience.

“Including social marketing in the unveiling of the new ‘upgraded’ marketing program this March will be a great way to excite and engage consumers about eating turkey more often,” said Sherrie Rosenblatt, NTF’s vice president of marketing and communications. “Social media platforms are the perfect mediums for showing consumers the advantage of adding turkey products to the family diet.”

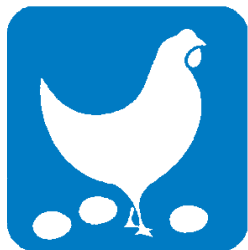
NTF’s Facebook fan page (Turkey. The Perfect Protein*) and Twitter account

(@turkeygal) will share newsworthy articles about turkey’s nutritional profile and ideas for serving turkey timed to seasonal events, promotions and special observances.

Christmas proved to be the perfect opportunity for NTF to provide consumers with seasonal ideas. To kick off the holiday season, the Federation created a page on EatTurkey.com titled, “Tis the Season” that included appetizer, entrée, side dish and dessert ideas for the holidays. NTF touted the page on Facebook and Twitter in December and received 1,125 Web visits, a 250 percent increase compared to the prior month.

The Federation also wanted to encourage

“The ultimate goal is to elevate turkey’s visibility and presence...”



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'upgrades' on social media platforms

consumers to develop new recipes that are then shared on Facebook and Twitter. In an effort to increase consumer interaction on such platforms, NTF participated in its first "tweet up," or real world meeting of people promoted through the online Twitter service. NTF sponsored the Social Media Club of D.C.'s (SMCDC) "Iron Chef" style cook-off with turkey as the "secret" ingredient. Six members of SMCDC competed for the title of Iron Chef in a battle judged by local food writers and bloggers. The winner, William Neuheisel, created pomegranate glazed turkey cutlets.

"Our first 'tweet-up' proved to be an outstanding success with our messages on Twitter reaching more than 30,000 people," said Rosenblatt.

In addition, NTF will elevate its visibility on YouTube (www.youtube.com/



[turkeygal1225](#)) by encouraging viewers to share videos and news about the turkey industry.

NTF's interactive marketing plan will continue to engage new and frequent visitors to EatTurkey.com. Be sure to join them on Facebook and Twitter! **UB**

NTF says the benefit of getting people to think about eating more turkey is evident in direct increases in Web traffic to NTF's site.

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The meat industry gets a new bible...

Meat Buyer's Guide undergoes revision for 2010

This spring, an all-new *Meat Buyer's Guide* is to be released. Since 1961, this book, which is now in its 6th edition, has educated people on meat identification and much more. Those new to the trade, industry veterans, chefs, restaurant owners and companies allied to the food industry have used the book to learn more about the meat products we buy sell and eat.

The book is published by the North American Meat Processors (NAMP) association. NAMP is a non-profit trade association comprised of meat processors

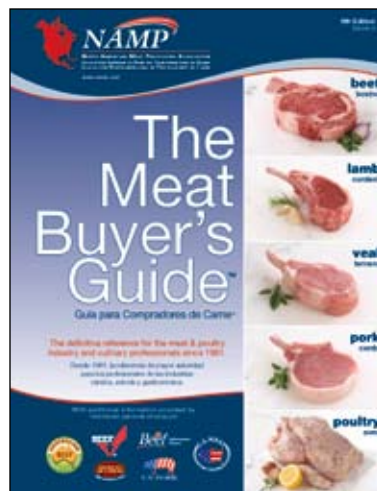
"This guide can help you become more knowledgeable about beef, pork, lamb, veal, chicken, turkey, duck, goose, game birds and processed meat."

and associated companies that share a continuing commitment to provide their foodservice customers with reliable and consistent meat, poultry, game and other food products.

New to this edition of the book are Spanish translations for all cut names, information on Canadian grading and nomenclature, which makes it fully applicable to the Canadian meat trade, the addition of more than 70 new color photographs and the latest descriptions of cuts and processing options.

At some point in their career, most people who are in or who serve the meat business

will find themselves in need of a *Meat Buyer's Guide*. Whether it's beef marbling, quality and yield grading, photos and specifications of meat and poultry cuts, safe handling procedures, this guide can help you become more knowledgeable about beef, pork, lamb, veal, chicken, turkey, duck, goose, game birds and processed meat.



In addition to the book, NAMP will also be releasing new versions of their popular wall posters and notebook charts.

For more information on the Meat Buyers Guide, NAMP charts and posters, go to the NAMP website at <http://shop.namp.com>

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North American restaurant slogans and advertising



1. In 2008, which Canadian casual dining restaurant would assure you that "You're Among Friends"?

A. Boston Pizza
B. Kelsey's
C. Chili's
D. East Side Mario's



2. This popular fast food chain had instant success in 1988-89 when they released an advertising campaign that had a song known as the "_____ \$1,000 000 Dollar Menu Song". In the lyrics, it used all the items that were on the menu at that time. What was the name of the fast food chain that goes in the blank?

A. Wendy's
B. McDonald's
C. Burger King
D. A & W



3. Back in 2004, this popular casual dining chain had a catchy doo wop tune done a cappella style. It started off with "I want my baby back, baby back, baby back, I want my baby back, baby back, baby back...". What restaurant had this song?

A. Tony Roma's
B. The Outback Steak house
C. Montana's
D.. Chili's

4. In the 1980s, which pizza company warned us to "Avoid the Noid"?

A. Domino's Pizza
B. Pizza Pizza
C. Pizza Hut
D. Panago



5. In 2004, which fast food chain came out with a burger that, according to the commercial, was so hot you couldn't talk while you were eating it or you would risk setting things on fire?

A. Sonic
B. Fat Burger
C. Carl's Jr.
D. Dairy Queen



6. Back in 1984, this fast food chain had a slogan that would forever become a part of American culture. Which company coined the phrase "Where's the beef"?

A. White Castle
B. A&W
C. Wendy's
D. Burger King



7. Every year around February this Canadian-based quick service restaurant encourages us to "roll up the rim to win" (you have to roll the R's when you say it). Which restaurant is this?

A. Dunkin' Donuts
B. Krispy Kreme
C. Tim Horton's
D. Starbucks



8. Which popular children's themed restaurant is known as the place "Where a kid can be a kid"?

A. Play Now
B. Chuck E. Cheese's
C. Bullwinkles
D. Kidopolis



9. What popular submarine chain is always encouraging us to "Eat Fresh"?

A. Subway
B. Blimpie's
C. Quiznos



10. Up until the mid 1990s, this company would boast that its products were "Finger Licking Good"?

A. Church's Chicken
B. Roscoe's
C. Mary Brown's
D. KFC



ANSWERS

1. Answer: A. Boston Pizza
Boston Pizza is one of Canada's largest casual dining franchises. It started in Edmonton Alberta and has over 300 locations in Canada alone.

2. Answer: B. McDonald's.
Here are the lyrics to the popular song:

"Big Mac, Mc DLT, a Quarter-Pounder with some cheese, Filet-O-Fish, a hamburger, a cheeseburger, a Happy Meal. McNuggets, tasty golden french fries, regular or larger size, and salads: chef or garden, or a chicken salad oriental. Big Big Breakfast, Egg McMuffin, hot hot cakes, and sausage. Maybe biscuits, bacon, egg and cheese, a sausage, Danish, hash browns too. And for dessert hot apple pies, and sundaes three varieties, a soft-serve cone, three kinds of shakes, and chocolaty chip cookies. And to drink a Coca-Cola, Diet Coke, and orange drink, A Sprite and coffee, decaf too, A low-fat milk, also an orange juice. I love McDonald's, good time great taste, and I get this all at one place... The good time great taste of McDonald's!"

3. D. Chili's
Advertising Age magazine listed the song as #1 on its "10 Songs Most Likely to Get Stuck in Your Head" when the campaign was launched.

4. A. Domino's Pizza.
The Noid was a speedy little guy in a red suit who was always trying to wreck Domino's Pizza. The Noid became so popular that there were two video games made after him: "Avoid the Noid" for home computers and "Yo Noid!" for the Nintendo Entertainment System.

5. D. Dairy Queen.

6. C. Wendy's.

7. C. Tim Horton's
This is a huge yearly contest where customers roll up the side of their coffee cup to see if they have won a prize.

8. B. Chuck E. Cheese's.
Fun for all. These restaurants are loaded with games, small rides and Animatronic figures that even play songs.

9. A. Subway
Subway's ad campaign featuring Jared Fogle, the man who went from 425 lbs to 240 lbs on a Subway Sandwich diet, made Fogle an instant celebrity and recognizable worldwide.

10. D. KFC

Getting to know cattle breeds

There are numerous breeds of cattle thriving within the United States, each with their own specific traits and characteristics that have brought value to the cattle industry. With the assistance of Oklahoma State University, we have compiled a list of the most common breeds that have influenced the animals we see today.

Angus

Evolving from the Aberdeen-Angus breed, the first Angus bulls were introduced to the United States from Scotland in 1873. Negatively received by many due to their polled (naturally hornless) heads and solid black color, the Angus bulls were crossbred with the Texas longhorn cows, producing a large number of robust hornless black calves. The Angus crosses proved to be heavier, resilient animals. This was the first indication of how valuable the Angus breed would become in their new homeland.

Angus



Beefalo

Crossed between the Bison (buffalo) and domestic cattle, the purpose of the Beefalo cross was to combine the exceptional traits of the Bison with the best qualities of its bovine counterpart.



Brahman

Flourishing in the southern coastal area of the United States, the Brahman cattle have demonstrated their ability to withstand hot

and humid weather and to resist insects. The Brahman breed originated from *Bos indicus* cattle brought to the United States from India. They have distinctive characteristics including a large hump over the top of the shoulder and neck, upward curving horns, large pendulous ears and the throatlatch and dewlap, which is, shown to have an excessive amount of skin. They have established a considerable reputation for a high dressing percentage, and their carcasses have a very good "cutout" value with minimum of outside fat.



Charolais

The Charolais originated in France, around the provinces of Charolles and neighboring Nièvre. The Charolais came into widespread use in the United States cattle industry at a time when producers were seeking larger framed, heavier cattle than the traditional British breeds. Their ability to walk, graze aggressively in warm weather, withstand cold, and raise heavy calves has drawn special praise from many that have them.



Chianna

The Chianina (pronounced kee-a-nee-na) may well be one of the oldest breeds of cattle in existence. Dating back to the Roman Empire, it is believed that many sculptures were molded after the Chianina. The most noticeable characteristic of the breed is the extensive and well-defined

muscling. The breed is often referred to as a "terminal" breed by cattlemen. This infers that the primary use of the breed is as the sire to animals which will all be marketed. The herds they are used in are frequently crossbred and the Chianina bulls provide an outstanding growth rate in the offspring of these crossbred females.



Guernsey

Originating from the Isle of Guernsey, this breed is known for producing high-butterfat, high-protein milk with a high concentration of betacarotene. Being of intermediate size, Guernseys produce their high quality milk while consuming 20 to 30 percent less feed per pound of milk produced than larger dairy breeds.



Hereford

Originally from Herefordshire, England, the Hereford breed is widely used for beef production. Known for its ability to withstand both temperate & intemperate climates, the Hereford has a high yield of beef and efficiency of production.



Holstein

The Holstein cow originated from what is now the Netherlands. Holsteins are efficient, large, animals with color patterns of black and white or red and white. They are reportedly the world's highest production dairy animal.



Limousin

One of the oldest breeds, cattle found in cave drawings estimated to be 20,000 years old in the Lascaux Cave near Montignac, France, are said to resemble the Limousin. The Limousin are highly efficient, adaptable animals with a high yield carcass who are excellent foragers. They are known for their muscular build which is genetically "trimmed" to produce leaner cuts of beef.



Red Angus

The Red Angus have the all of the characteristics of the Black Angus. It is believed the Red Angus was produced while attempting to increase the Angus hardiness and size by cross breeding them with the English Longhorns. The resultant



offspring were all black polled animals, since black is a dominant color, and red a recessive one. However, all carried the red gene. Subsequent interbreeding produced an average of one red calf in four.

Simmental

The Simmental name is derived from their original location, the Simme Valley of Switzerland. In German, Thal or Tal means valley, thus the name literally means "Simme Valley". The red and white animals were highly sought because of their "rapid growth development; outstanding production of milk, butter, and cheese; and for their use as draught animals."



Wagyu



The word Wagyu refers to all Japanese beef cattle ('Wa' means Japanese or Japanese-style and 'gyu' means cattle). The dominant black Wagyu strains are Tottori, Tajima, Shimane, and Okayama. Tajima cattle, bred in the Tajima region, were originally chosen and bred for their heavy forequarters because their primary use was to pull carts. They tend to be smaller and less heavily muscled than the Tottori breed. Tottori cattle, because they were used as pack animals for the grain industry of the Tottori region, were selected for their size and strength of topline. **UB**

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Target's statement comes at little to no cost...

Target's move on salmon may be

by John Sackton

Target made headlines with its announcement that it is no longer selling farmed salmon at its stores.

However, while this was a huge public relations boost for Alaska, and its efforts to distinguish wild salmon as a premium product, in looking at Target's seafood merchandising, farmed salmon does not seem to play much of a role.

Unlike Costco, which features huge promotions around fresh seafood, and in fact is known for its volume sales of items such as farmed salmon and Russian crab, Target's grocery line concentrates much more on frozen packaged and prepared foods, with only minimal amounts of floor space given to any fresh item, let alone salmon.

Alaska salmon, particularly pink salmon

sent to China for further processing, fits both Target's price point and merchandising strategy very well. This is one reason their buyers could make such a categorical statement about dropping farmed salmon.

Further, the huge run of Russian pink salmon this year has helped moderate pricing, and provides an opportunity for retailers to use both Alaska and Russian caught salmon. In fact, many Alaskan companies are major players in the Russian salmon market as buyers of Russian pinks.

Farmed salmon, with high prices based on strong retail demand and cutbacks in production from Chile, just doesn't fit the price point for a company like Target

**"Alaska salmon
...fits both
Target's price
point and
merchandising
strategy very
well."**

selling frozen prepared products. Frozen wild pink and chum fillets are considerably cheaper than frozen Atlantic farmed salmon fillets.

Target in-house brands—Archer Farms and Market Pantry—will use wild caught Alaska salmon, says the company, and in their statement they highlight the fact that some of these items have MSC eco-labels. But overall, the company was careful not to lock itself in with a promise to only sell Alaskan fish. For non-branded items, they will use any source of wild salmon acceptable to their buyers.

Reaction in Alaska and from ASMI has been very positive. According to a report from KTVA news, Jim Marcotte, Executive Director of the Alaska Board of Fisheries, said 'I think from my perspective and as well as the Board of Fisheries' perspective that's a very positive development. It highlights the importance of Alaska's role



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in the global seafood market, and that is that we market, an excellent product with wild Alaska salmon.'

ASMI's Laura Fleming told KTVA 'This is great news for Alaska. There's increasing concern about 'over fishing' and Alaska is a model about how to manage fisheries well. We've been educating people about how Alaska manages its fisheries, because we manage our fisheries for the long-term health of the fisheries stocks, and we use science as a basis for decision-making. That sets us apart from a lot of other places in the world right now.'

Fleming adds 'The other thing that's important for our success is to get enough awareness in the Alaska brand, the Alaska seafood brand, so that people are willing to pay a premium for our products and that we can lift our products out of the commodity hole and into the premium pricing categories where they belong.'

Bottom line: When a retailer like Target announces a major purchasing policy, but one that is also consistent with its pricing and merchandising requirements, it is making a 'green' statement at little to no cost in terms of products or customer support.

Companies like Whole Foods, whose customer demographic requires them to be far more careful than Target in making sure they have environmentally protective sourcing policies, continues to sell both wild and farmed salmon, because they have found customer demand for high quality farmed salmon is simply too great for them to adopt a policy similar to Target's.**UB**

This article is modified from one which originally appeared on Seafoodnews.com on January 28, 2010

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Peapod brings a world of food to your door...

Online grocer: the solution to today's busy lifestyle

For millions of consumers across the U.S., the reassuring sight of the familiar Peapod truck means an alternative trip to the grocery store is unnecessary; a complete selection of hand-picked groceries, products for the home, personal care items, pet goods and even office and school supplies are on their way to their homes, making life just a little easier. Peapod has sweepingly changed the way Americans shop for food.

Founded in 1989 as a smart shopping option for busy people, online grocer Peapod serves 22 U.S. markets in communities in the states of Illinois, Wisconsin, Indiana, Maryland, District of Columbia, Virginia, Massachusetts, Connecticut, Rhode Island, New York and New Jersey. The Skokie, Illinois-based



company, a wholly-owned subsidiary of Royal Ahold in The Netherlands, has achieved over 13 million deliveries since its late 1980s inception.

"Customers see us for what we are: a lifestyle solution designed around their busy schedules," says Andrew Parkinson, company founder and president. "Our lives are more demanding than ever, and Peapod makes it possible to keep up with them."

With more than 8,000 products for shoppers to choose from, Peapod boasts not just the expected selection of grocery basics, but also farm-fresh produce; restaurant-quality meats and seafood; diverse prepared foods and party trays; deli meats and cheeses (sliced to order); Kosher, organic and specialty foods; a vast selection of produce; a variety of beer, wine and beverages (in select markets); pet supplies; videos; office and school supplies and private label products from supermarket partners Stop & Shop and Giant.

Peapod enhances and organizes the shopping experience by organizing products and purchase history to facilitate the amount of time online with features including: weekly specials, new items, express shop, shopping lists, sort feature, aisle browsing, item search, coupons, recipes and more!

Once assembled, customer orders are carefully packed in bags and special temperature-controlled, crush-proof containers. The company's Stay Fresh delivery system exceeds food safety standards and maintains products at their optimum temperature and freshness, from the distribution center all the way to a customer's front door. For a fee as low as \$6.95, most customers can place orders for delivery as soon as next-day (normally within a two-hour window) or even days or weeks in advance.

For customers, Peapod combines the value of a well-priced, diverse product selection with the ease of Internet shopping and delivery. It's a smart supermarket experience for a range of consumers. Peapod prides itself on exceeding customer's expectations and providing friendly and superior service to each and every patron. The company stands by its 100% Satisfaction Guarantee—meaning that if something about the shopping experience or order is not to a customer's liking, Peapod will make it right. **US**

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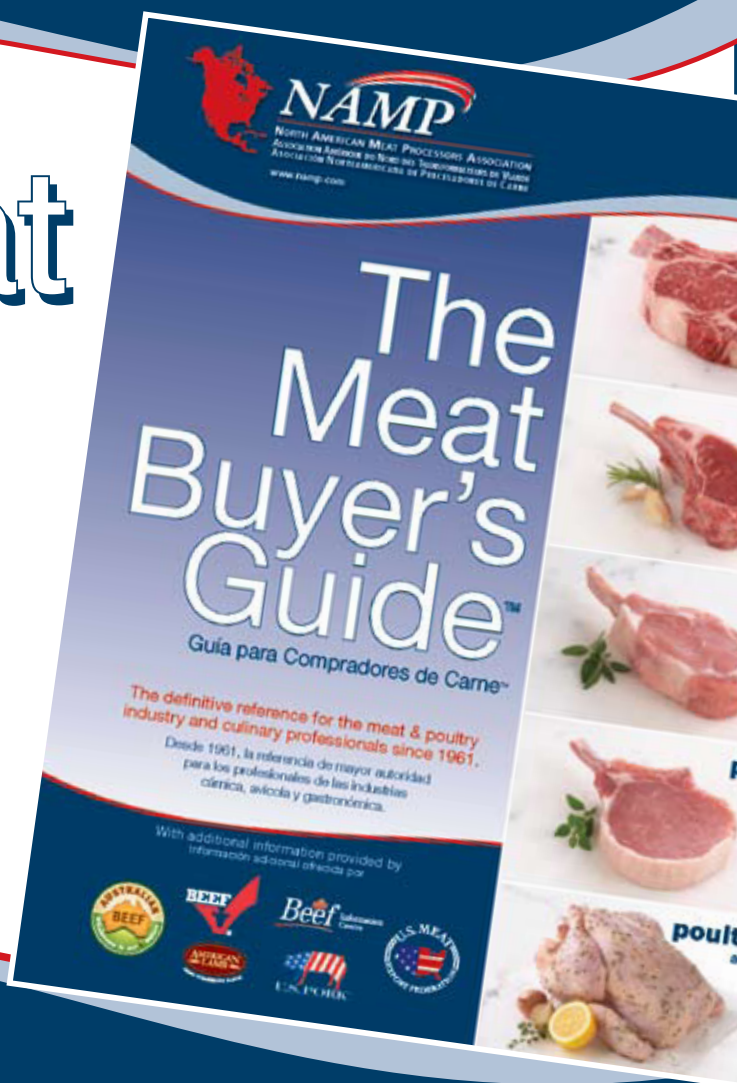
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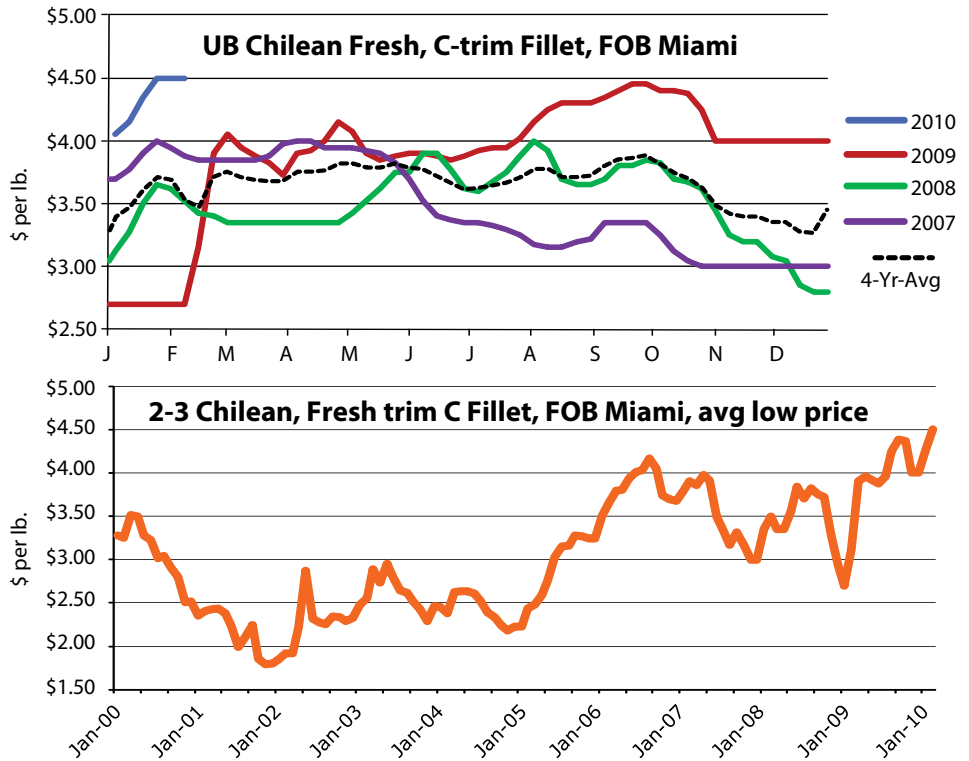
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Chilean salmon trading at record highs

Chilean fresh fillet quotations are at historic highs. Imports from Chile have dropped significantly and are down over 40% from last year at the same time. Although imports from Europe, especially Norway, are up dramatically, total fresh fillet imports are still down over 16%, thus creating a lack of supply in the U.S. market.



Salmon fillet



Source: Urner Barry

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The rise and fall of commodity prices

After settling in 2008, the sleeping threat of inflating food prices again awoke in November of 2009. At that time, the U.S. Department of Agriculture released its 2010 forecast estimating a 3-4% increase in food prices—up from an estimated 1.5% to 2.5% in 2009. Analysts and economists began to pay attention to commodities as a good investment, especially because of reduced production, and therefore expectations of higher prices. However, late in January of 2010, the USDA readjusted its food inflation forecast down and projected prices to remain steady throughout the year.

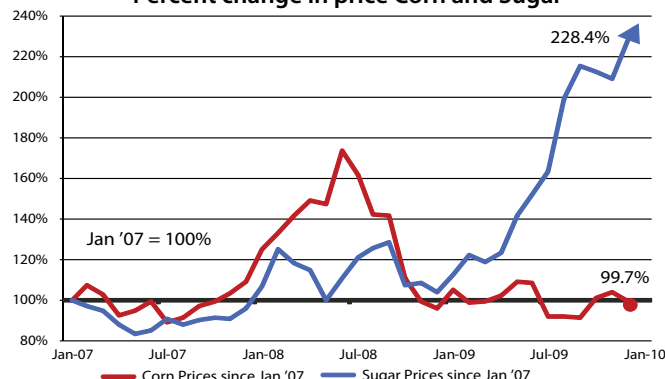
Even with the USDA lowering its price

“...we should expect higher prices on the wholesale level eventually being passed onto the consumer.”

forecast, someone is going to take a hit as the number of eggs set, cattle and sow herds are reduced, poultry placements decrease, and hog breeding gets cut. If livestock supplies are reduced to a level lower than that of demand—assuming they tend toward an equilibrium point—we should expect higher wholesale prices eventually being passed onto the consumer.

Lower production levels of certain commodities can be bad news for everyone except for investors. For example, if one bets on rice, chances are returns will be huge due to an expected production shortfall. Sugar is another commodity

Percent change in price Corn and Sugar



*Maize (corn), U.S. No.2 Yellow, FOB Gulf of Mexico, U.S. price

*Sugar, Free Market, Coffee Sugar and Cocoa Exchange (CSC) contract no.11 nearest future position

where investor returns benefitted from prices that have recently reached a 29-year high on futures trading. If you are investing and cashing out on commodities, then this is good news for you. For consumers however, this situation should be anything but comforting despite prices being pretty tame through late January 2010.

Corn prices behave a bit differently. Despite harvesting of record crops, analysts expect prices to increase. The main driver for this commodity is a continuous increase in demand for grain-based fuels. Approximately one third of all U.S. corn production is currently destined for ethanol, and this share is expected to grow. However, in mid-January the USDA announced in its production and usage report that the nation's crops were estimated to grow 2% from the November forecast to a record level of 13.2 billion bushels. That day, trading prices of corn collapsed on the Chicago Board of Trade, and so the situation remains a bit blurry.

What this really tells us is that the markets are precisely imperfect; however, they are the best approach to efficiency. Prices and their behavior will tell the story as they reflect the forces of supply and demand. Right now there is plenty of speculation as to how the commodity markets will react in light of the many outside influences. There is no guesswork however, that in a failing economy, with reduced livestock supplies and advancing demand for grain-based fuels, there exists a lot of uncertainty on the prices the consumer might end up paying for their morning bacon. **UB**

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Grocer favorites exist among customers...

Wegmans, Costco top consumer survey

The latest consumer survey from Market Force shows that when number of stores not factored in, Kroger and Walmart are consumers' favorites. But take into account the number of units which exist, and Wegmans is top supermarket and Costco is the favorite mass grocer.

Global customer intelligence solutions company Market Force Information Inc. in January 2010 conducted a survey with nearly 6,000 consumers responding to a series of questions designed to shed light on which grocers are preferred in the leading grocery categories and why.

Wegmans and Costco were the top consumer's choice in grocery retailers, however, when this consumer group was asked to select their single favorite from a list of the country's 118 top grocery supermarkets, Kroger received the highest number of votes from consumers across the country. This initially placed Kroger atop the list with 11 percent of the votes, Publix and Safeway followed with 8 percent and 7 percent respectively.

But not all retailers are created equal. While Kroger has almost 2,500 stores in North America, Wegmans—with just 75 stores—has less than one-thirtieth that

number. Yet, Wegmans scored 3 percent of the total votes for favorite supermarket. Since consumers are likely to vote for retailers most familiar to them, Market

Force drilled down into its results to determine which store chain would win out when the number of store locations was factored in. This analysis moved Wegmans to the top ranking position with a 9 percent score, followed by ShopRite with a 5 percent score, and Albertsons and Whole Foods each with 4 percent.

"From high-quality produce to courteous staff, cleanliness to inviting atmosphere, Wegmans is a standout favorite grocer with consumers," said Janet Eden-Harris, chief marketing officer for Market Force. "The fact that it can deliver all of these key performance attributes, and also rank highest on providing low prices, is an enormous accomplishment, and clearly earns the chain renowned customer loyalty."

When looking at mass grocers such as Walmart, Sam's Club, Target and Costco, Market Force found similar results. While Walmart garnered the highest number of total votes, with fully 42 percent of the total, its store count must also be factored in. When re-indexed based on the number of stores, Costco took the lead.

The survey was conducted in January 2010 among the Market Force network of more than 300,000 consumers. The pool of 6,000 respondents ranged in age from 19 - 72 and reflected a broad spectrum of income levels. Approximately half had incomes of more than \$50,000 a year. Approximately 75 percent were women, the primary household consumer purchasers. Half had children at home. **LB**

Adapted from an article which originally appeared on Foodmarket.com on February 9, 2010

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Certified culinary critics corner classic career...

What it takes to judge at a BBQ cook-off

Have you ever watched a BBQ cook-off on television, or gone to one of these live events and thought that judges at these events had the best job in the world? Well they do. However, to get one of these coveted non-paying positions you have to become a certified BBQ judge.



©iStockphoto.com/David Smith

To become a certified BBQ judge you will need to take a certification class from an approved educator. A list of approved BBQ certification classes can be found on your state's barbeque society's Web site. If your state doesn't have a BBQ society then you can visit the Web site of another state's BBQ Society. Some of the most popular BBQ societies are the Iowa Barbeque Society, Kansas City Barbeque Society and South Carolina Barbeque Society. BBQ judge certification classes are also advertised on Web sites that are promoting BBQ cook-offs.

The actual BBQ judge certification class will be presented in one day, and it will last about five hours. Classes are held around the country virtually every weekend, with the cost ranging in price, but usually kept under \$100.

The certification class will cover all aspects of being a BBQ judge. You will be walked through the format of BBQ competitions, you will learn what characteristics to look for in each categories' entries, you will learn how to score an entry, the rules and regulations that BBQ competitions have, and you will be run through a mock BBQ competition that includes chicken, ribs, pork shoulder and brisket sample entries. This experience will help you be a good BBQ judge. Getting certified to judge competitions involves more than merely developing an appreciation for fine barbecue. Judges must learn to navigate the increasingly complex rules that govern everything from garnishes (parsley and cilantro are fine, kale and endive are

not) to how sauces are applied to the meat (sauces that pool or puddle incur penalties).

After you have earned your BBQ certification you can apply to be a BBQ judge at any BBQ cook-off in the United States. To find judging positions contact the very place you earned your certification from. You can also contact cook-off competitions directly.

Being a certified BBQ judge is not a paid position, yet there are many benefits that this position offers that makes it an extremely sought after job. First you get to eat the best BBQ in the nation for free. Secondly you get to pick up some BBQ pointers from the competitors, and learn about the latest BBQ trends. Finally, you get to take home free samples of world class BBQ.

The world of barbeque is a big business that is fueled in part by attention from food media. As interest in barbecue competitions has skyrocketed it is unlikely to go away anytime soon. Why not become a judge and take part in one of the best jobs in the world? **UB**

"... you will learn how to score an entry, the rules and regulations that BBQ competitions have, and you will be run through a mock BBQ competition."



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Rapid progress made on certification for fishmeal

by John Sackton

The International Fishmeal Fish Oil Organization (IFFO) has announced that Tecnologica De Alimentos S.A. (TASA) of Peru, the world's largest fishmeal producer, is the first fishmeal and oil company to be certified under the new IFFO global standard for responsible supply. This is the first link in a fully certified aquaculture supply chain incorporating fishmeal and fish oil as feed and it means that supplies of certified and accredited fishmeal and fish oil will be on the market in large quantities in 2010.

The certification program, over two years in development, was sponsored by IFFO, Tesco, Sainsbury, banks which fund salmon producers, and environmental organizations.

The goal is to ensure a traceable and certifiable source of fishmeal and oil for use in Aquaculture and as a source of Omega-3.

IFFO has been developing its Responsible Supply Standard since early 2008 with the help of a Technical Advisory Committee, comprising representatives from the whole aquaculture value chain, including fish farmers, feed producers and retailers, and also NGOs. This business-to-business, independently-audited program will enable IFFO members to demonstrate to their customers that they are offering pure marine ingredients manufactured from responsibly-sourced and traceable raw materials.

Whole fish used must come from fisheries managed under the key elements of the

U. N. Food and Agriculture Organization (FAO) Code of Conduct for Responsible Fisheries.

The Responsible Supply Standard was developed by a multi-stakeholder technical advisory committee encompassing producers, traders, fish farmers, feed manufacturers, processors, retailers, standard setting organizations and environmental NGOs. It is fully consistent with the international requirements cited by WWF and Global Gap for independent, auditable, certification processes.

A key element of the standard is exclusion of any IUU (Illegal Unregulated and Unreported) materials from the supply chain. Companies awarded the certification must demonstrate a comprehensive traceability system that

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identifies the vessels and catches used in production, and excludes IUU fish. The standard also addresses food safety. The factory must have attained Certification to the International Feed Ingredients Standard (IFIS) of the International Feed Safety Alliance (IFSA) or equivalent, as proof of responsible manufacturing; and the applicant must be in possession of all relevant permits and licenses for the production and sale of fishmeal and fish oil products.

Finally, the program recognizes other certification programs which have demonstrated equivalency and which are accepted within the industry. For example, Marine Stewardship Council (MSC) certification will be taken as evidence of compliance with responsible fishery guidelines for the fishery certification element only. **UB**

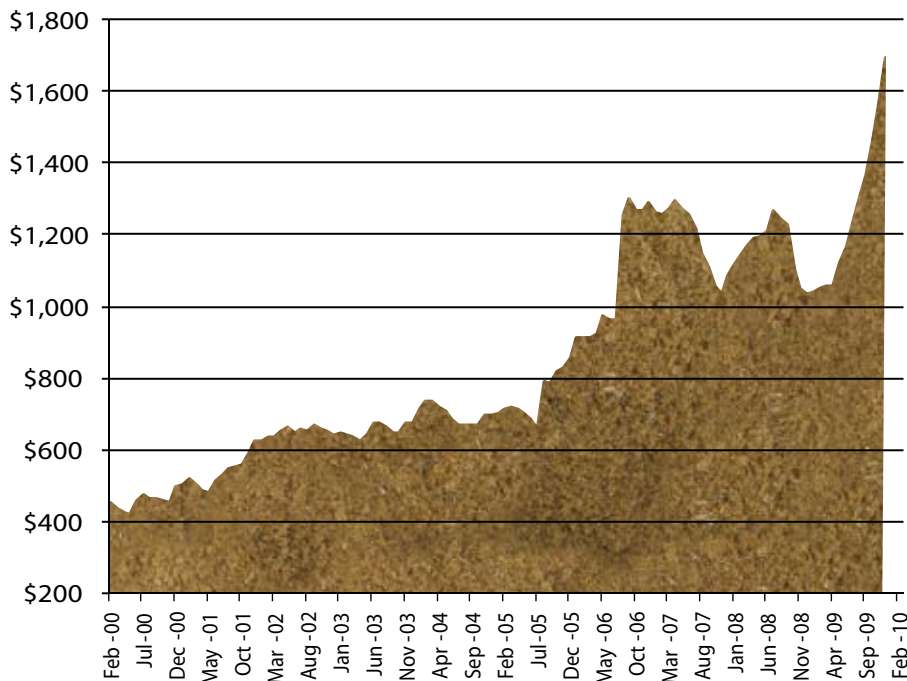
Adapted from an article which originally appeared on Seafoodnews.com on February 9, 2010



Growth of aquaculture a major factor...

Fishmeal prices continue to skyrocket

Fishmeal, Peru fishmeal/pellets 65% protein, CIF, US\$ per metric tonne



Fishmeal prices have skyrocketed in the past few years, mainly due to growth in the aquaculture industry, and lower landings of fish destined to the production of fishmeal and fish oil."

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Striking oil: the essentials of fishmeal and fish oil

The fishmeal and fish oil industry is of global importance to livestock production, fish farming and human health. It has been used for thousands of years by a number of different cultures and for various reasons—from fuel in oil lamps, to fertilizer, to chemical ingredients in paints, lubricants, soap and printing ink. By far, the greatest use has been nutritionally for both man and animals. Fish proves to be an unmatched protein source and its high content of Omega-3 fatty acids has shown to play a vital role in preventing heart disease.

Fishmeal and fish oil are manufactured from so-called industrial or feed grade fish which are primarily small, bony and oily and therefore not desirable for human consumption. They can be produced from fishery waste (salmon, tuna, etc.) that are associated with the processing of various edible human fishery products or from specific fish (herring, menhaden, etc.) which are harvested just for the purpose of producing fishmeal. These varieties are the major source of Omega-3 fatty acids EPA and DHA, which are now recognized worldwide as a key factor in human health. Thanks to the production process, the EPA and DHA contained in these fish can be returned to the human food chain via fish oil supplements, as well as via farmed fish and even livestock.

According to the International Fishmeal and Fish Oil Organization (IFFO) most fish oil (around 80%) is used in aquaculture along with fishmeal—especially for carnivorous species. The EPA and DHA are utilized by the fish/crustacea produced and largely deposited in muscle or liver. It has also been used as the preferred source of high quality protein in the poultry and hog processing industries, as it is a natural ingredient with a high nutritional value. The Omega-3 essential fatty acids of fishmeal deposit in the meat, eggs etc. of animals when they are used as supplements in their feeds. The animals are healthier and in turn produce better quality, and leaner meat.



Fish oil factory in the town of Melbu, Norway.

©Ole Marius Tørrisplass | Dreamstime.com

Fishmeal and fish oil production occurs worldwide, however, the largest producers are Peru and Chile—mainly because of the Humboldt Current in the South Pacific. Norway and South Africa are other major industrial fisheries. Statistics from the IFFO show that fish oil production declined in the first half of 2009. Some 365,000 tonnes were produced by the main fish oil exporting countries—20,000 tonnes less than in the same period of 2008. The greatest decline was reported by Chile, while all other major fish oil producers reported relatively stable output.

Menhaden is the major source of fishmeal produced in the U.S. The fish are taken in Atlantic coastal waters from Maine to Florida and in the Gulf of Mexico. The fish are ground, cooked and processed to yield three products: presscake, fish solubles and oil. The final fishmeal product may be simple presscake meal, full meal (all the soluble are added back into the presscake), or some combination of presscake and soluble.

Almost all fishmeal is made by cooking, pressing, drying and grinding the fish in machinery designed for the purpose. Although the process is simple in principle, considerable skill and experience are necessary to obtain a high yield of high quality product, and to make the plant efficient.

Fish is first typically cooked to coagulate protein and allow some oil to be released, using a temperature of 85°C to 90°C. Additionally, micro-organisms are killed by

this process. Cooked fish then passes into a screw press where liquor is pressed out and the solids (press cake) go to the drier. The liquor is decanted to remove further solids. It is then centrifuged to spin off oil and separate out an aqueous phase (stickwater). The stickwater passes through evaporators to reduce its volume (concentrate). This concentrated liquor (called stickwater because it tends to be viscous and sticky) is returned to the press cake entering the drier. A typical drier contains coils through which super-heated steam passes. These coils raise the temperature to 90°C (controlled by flow rate etc) for drying to around 10% moisture after cooling. Low temperature driers such as indirect hot-air or vacuum driers, operate at lower temperatures. Fish oil may go on to be purified to remove solid impurities; special filters can be used where appropriate to remove some fat soluble impurities. More sophisticated refining is used to produce a clear odorless liquid for pharmaceutical/nutraceutical uses e.g. capsules.

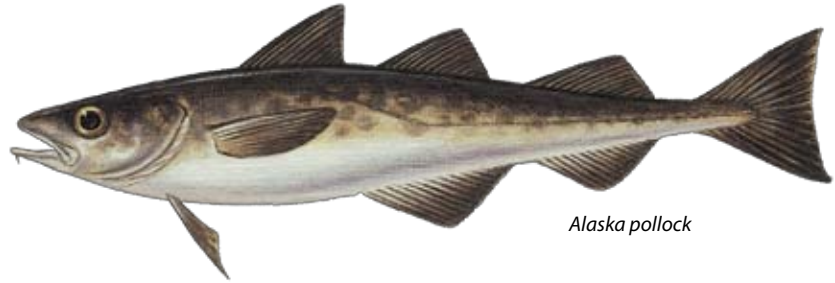
The fishmeal and fish oil industry has greatly advanced technologically and it will continue to look for added-value opportunities as it continues to grow. Additionally, as public awareness on the unique benefits to human and animal health of a diet rich in omega-3 fatty acids continues to expand, greater consumption of fish and fishery by-products will be viewed as a regular part of a healthy lifestyle. The fishmeal and fish oil industry will continue to play a vital role in agriculture, aquaculture and human health and nutrition worldwide. **UB**

Glacier Fish

Continued from page 1

Alaska Pollock Fishery which was pioneered by Glacier Fish founding partner and current CEO Erik Breivik. Having seen the depletion of fishery resources in the North Atlantic, Erik knew the value of full utilization as a road to sustainability of the Alaska Pollock fishery. These goals permeate every department within Glacier Fish Company. They are the focus of the harvesting, production, engineering, purchasing, quality assurance, sales and business finance. For nearly 30 years Glacier has been the early-adopter of at sea production for the preservation of the highest quality seafood products.

The definition of "recovery" within Glacier Fish goes beyond the simple meaning expressed by Mr. Webster. Recovery to Glacier means "Full Utilization" of Glacier's share of Alaska Pollock quota. Recovery means working with fishing and processing equipment manufacturers to engineer fishing gear and processing machines that get the highest yield



Alaska pollock

for the energy invested with the least environmental impact. In the current worldwide business environment of "Global Sales," "Global Climate Change" and perennial "Global Economic Crisis," ecologic and full utilization of Alaska's Pollock (a food resource that feeds the world), is a contribution not only to Glacier's bottom line but to the company's responsibility to assist in ending global hunger as well.

During the day-to-day battles with corporate giants over resource access and market share, it is important not to lose sight of the fact that Glacier is first and foremost a food production company. Glacier believes

that it has a responsibility to produce food by the most efficient means using as little of the earth's resources as possible.

Glacier does this by being a leader and innovator, working with the developers of low environmental impact fishing gear, high efficiency fishing vessel and processing equipment design, and seeking out other developmental partnerships that will benefit the fishing industry in resource management and finished product marketing. Glacier operates a state of the art distant water fishing fleet with modern high-tech catching and processing

Continued on page 60

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Glacier Fish

Continued from page 59

equipment. The company's largest vessel, Alaska Ocean, has been featured on both the Discovery Channel and History Channel and a model may be seen at the National Museum of American History in Washington D.C.

With a quota of 813,000 mt (1,792,356,060 pounds) The Alaska Pollock Fishery is the largest food fish fishery in the United



This model of the C/P Alaska Ocean is part of the fishing exhibit at the Smithsonian National Museum of American History in Washington D.C.

States and has a global distribution of various items produced from each fish. Distribution ranges from as far away as China and Europe to as close as your local McDonalds.

An easy way to visualize Glacier's goal for recovery is as simple as looking at the charts hanging in your butcher shop showing where cuts of meat or poultry come from on the animal. A similar chart can be applied to Alaska Pollock.

At Glacier Fish every part of the Alaska Pollock has a purpose. So each cut of the fish is dependent on many factors. From how the fish is captured to the design of different areas of the production facility are important so Glacier can achieve the highest quality

and maximize the yield/recovery from each fish.

Not many can guess how each fish is fully utilized. Glacier has innovated and pioneered many aspects of full utilization. When the first fish is landed each part of the fish begins its journey to the dinner table somewhere in the world. Automated machinery heads, dresses and fillets the fish at the lightning fast speed of 120 fish per minute. For some of the fillets it is a short trip to the packing station where they are assembled into 16.5 lb. freezer pans and then flash frozen into what is known as fillet blocks to the commodity buyers. The frozen blocks of fillets are the raw material used to make breaded or seasoned fish portions, sandwich portions, and fish sticks all of which are primarily consumed in the North American and European markets.

Other fillets and trim pieces take a little longer journey and are produced into Surimi, a minced fish protein that is used as the base ingredient during the production of crab flavored Surimi Seafood

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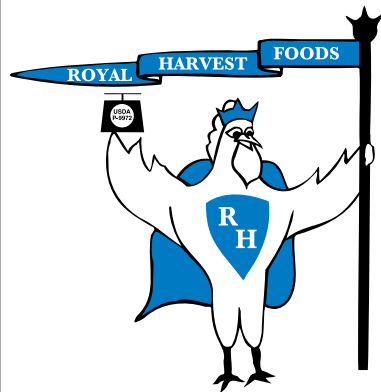
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in North America, Europe, Japan, South Korea, China and S.E. Asia. Other items referred to as Kamaboko products are made from Glaciers Surimi and consumed mostly in Japan and South Korea but also are finding interest from consumers in North American & Europe in small quantities.

To accomplish full utilization (recovery) we must go back to the beginning of the butchering process and retrieve other parts

of the Alaska Pollock which are in some cases even more valuable than the fillets themselves. These are namely the Roe (eggs—sometimes known as caviar), Milt (sperm) and Chu (stomachs). All are eaten as delicacies in Japan, South Korea and with growing consumer interest in North America and Europe.

Even the heads, skin and bones are not wasted. These items are rendered at their

peak of freshness right on board the vessel to produce some of the highest quality Fish Meal for aquaculture feed in Asia and Fish Oil which can be used in the production of nutritional supplements (omega-3) or most recently as a bio-fuel for operating Boilers and Diesel Engines.

At the end of the process there is nothing to discard. The full utilization of each fish is not just a smart environmental practice, it is a solid business practice as well.

Maintaining a sustainable fishery resource means fully utilizing what is harvested from the sea so that less needs to be taken and the species can flourish and continue to provide a source of high protein food product for the world's ever growing seafood appetite. In the years ahead, Glacier will continue to innovate and pursue new product opportunities using modern technologies and better techniques for catching and processing Alaska Pollock at sea. With proper management of worldwide fishery resources, our best days are still ahead of us. **UB**

Executive Conference

Continued from page 1

fortitude companies will need to successfully meet the needs of thrifty consumers, and the exciting prospects in the food industry necessary to win sales and profits in these tough times.

Harold Ford, Jr. has been secured by Urner Barry as their keynote speaker. Mr. Ford is a former U.S. House Representative and Chairman of the Democratic Leadership Council. In addition to Mr. Ford, the conference line up will be featuring a variety of speakers who are leaders in their fields. They will discuss the major issues affecting the food industry ranging from the state of the economy in general to the major issues facing the sales and marketing efforts of the food industry specifically.

Attendees will be treated to in-depth dialogue centered on the latest consumer preferences and significant retail and foodservice statistical trends. A/C Nielsen's Todd Hale is being welcomed back to explore the nuances of consumer purchasing behaviors. This forum will also include an intensive discussion by Nielson's Pete Blackshaw on the exploding popularity of social media and how conference attendees can best utilize this cutting edge social phenomenon to market their products.

"Attendees will be treated to in-depth dialogue centered on the latest consumer preferences and significant retail and foodservice statistical trends."



Harold Ford, Jr.

Later in the program, industry leaders will have the opportunity to roll up their sleeves and explore the issues specifically confronting the poultry and egg industries. During these much anticipated break-out

sessions, topics including the current state of the poultry export markets, alternatives to traditional cage systems, the outlook for the poultry industry, a review of the shell egg and egg product markets, among



Pete Blackshaw

other subjects, will be displayed, dissected, and discussed, giving audience members the tools they need to take charge of their business future.

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Seafood summit

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tuna canners to create the International Seafood Sustainability Foundation. While Greenpeace has touted a local pole and line fishery in Maldives, which they want to get MSC certified, the ISSF has asked how they can even begin this process without getting the Maldives to join the Indian Ocean regional management group. Greenpeace is using a small local pole and line fishery to make a point. ISSF is working to bring more effective tuna management to the entire Indian Ocean—by addressing the actual problems and dragging reluctant governments along. WWF also has partnerships with Sysco.

Previously, we mentioned the SFP, which has a large presence at this conference. They are engaged in creating formal fisheries improvement projects for those fisheries that are not in any shape to apply to the MSC for certification. This is because of problems like lack of management plans, IUU fishing, no controls, or no data.

These are the practical heart of the overfishing issues Pauly is concerned about, and what galled so many here was his inability to acknowledge the tremendous amount of positive work being done.

There is a strong strain in the environmental community that is ideological and sympathetic to Pauly's view that the sky is falling. Greenpeace anchors this view, and has sharply criticized three MSC fisheries, Alaska Pollock, New Zealand Hoki, and West Australian rock lobster, because all three have suffered stock declines while being certified. Greenpeace says that stock declines show the fishery is not sustainable, but neglect to address whether fishing is the driver of the stock decline or not.

Another ideological participant is the Pure Salmon campaign. After a presentation on the immense problems of moving the Russian salmon fishery to sustainability—the only question they could muster was whether the presenters were concerned about use of malachite green or gentian violet in Russian farmed salmon—that is not even being done in the Pacific.

So there is a whole group of people at the conference who just won't hear that problems can be solved because it goes against their preconceptions.

The upshot is that this is an important and very interesting conference. This year, it appears that the attendees are dividing into two tracks—the ones who emotionally agree with Daniel Pauly's view of impending destruction of large scale industrial fishing, and who support artisanal fishing so long as it is small, poor, unregulated, and not participating in international trade.

The views of those opposed to industrial fishing are important—there are issues related to uses of forage fish, ecological

impacts of fishery removals; and the impacts of climate change and fisheries migrations—but the basic criticisms have not changed in character in the past ten years.

Meanwhile on the industry side, with significant help from groups like WWF, the MSC, SFP, EDF, the GAA and others who engage with major producers, manufacturers, and retail and foodservice buyers, the level of problems being addressed has grown exponentially in the past few years - moving from fisheries that are more easily controlled to attacking poorly regulated fisheries that are the root of overfishing.

Last year Boris Worm and Ray Hilman published a landmark paper together acknowledging that where there is effective fishery management and government controls, overfishing in fact has been reversed. Worm had been the author of a paper claiming the end of commercial fishing by 2048.

If this conference has shown anything, it is the remarkable success that is beginning to be achieved in some areas: Baltic cod, Barents sea cod, IUU fishing, the growth of MSC certifications, and implementing catch shares in U.S. fisheries to name a few. The landscape for a long term sustainable seafood industry looks far more promising than it did ten years ago. Not because the problems have gone away, but because the elements of solutions such as industry-NGO cooperation are getting much more robust, and are showing impressive results.

Next year the conference will be in Vancouver—ground zero for the fight over farmed salmon, and also where the fight over fishing policies has been tremendously ideological. The conference has evolved from one of calling out problems in the global seafood industry to one of working on concrete solutions, and lets hope that these solutions will be on full display next year in Vancouver. **UB**

This story originally appeared on Seafoodnews.com on February 1, 2010

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