

# URNER BARRY'S Reporter

VOLUME 6 / NUMBER 1 / WINTER 2011

the newsmagazine for the food industry professional

## Cooper Farms: innovation, quality, and teamwork

Cooper Farms produces a growing variety of high-quality products for markets far and wide—everything from turkey, chicken and pork, to table eggs, feed and more. Founded in 1938 by Virgil and Virginia Cooper, Cooper Farms is still family owned and operated.

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involving four locations, each with an important role. The Live Animal Division is responsible for overseeing the care of Cooper Farms' animals while they mature. It is also where the feed that keeps those animals healthy and strong is manufactured. The Food Processing Division is responsible for the production



and packaging of Cooper Farms' fine-quality products—from a wide range of deli and sliced meats to turkey burgers. All of Cooper Farms' operations are located in Northwest and West Central Ohio—an area rich in agricultural tradition.

Cooper Farms combines tradition and teamwork to produce an assortment of delicious products for today's consumers.

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## New round cuts offer six more value-added beef options

This summer, the checkoff-funded Beef Innovations Group (BIG) debuted six new cuts from the round at the Innovative Beef Symposium in Denver.

"As the marketplace continues to evolve, it creates opportunities for new beef cuts to be used as a competitive advantage," says Jim Ethridge, senior director of the Beef Innovations Group for the National

**"...BIG has considerable experience working with the value-added cuts from processing to end-use application."**

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*Tucson cut*

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*Company says farewell to a revered leader, integral part of industry and beloved family member.*



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## Center of the plate

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### ◀ New cuts offer more value-added beef options



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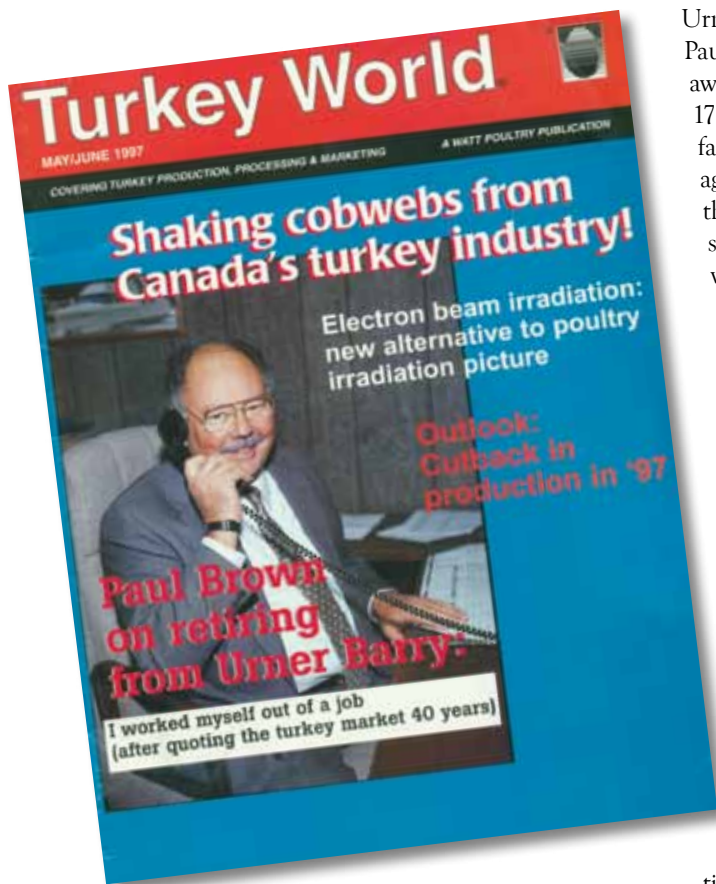
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# Urner Barry mourns loss of past President Paul B. Brown, Sr.



Adorning the May/June 1997 cover of Turkey World Magazine, Paul Brown Sr. was an integral part of the industry who developed and improved upon coverage.

Urner Barry's past president, Paul Brown, Senior, passed away on Sunday, October 17, 2010 surrounded by his family. He was 79 years of age. Mr. Brown retired from the company in 1997 after serving for 35 years, 11 of which were as its President.

A Maryland native, Paul graduated in 1954 from the University of Maryland, served in the Naval Reserve and was called to active duty during the Cuban Missile Crisis. Shortly thereafter he began his career in the turkey industry at the USDA Agricultural Research Center in Beltsville, Maryland. That first assignment was a springboard for Paul to join USDA full-

time in Chicago quoting the poultry market. In the early 60s he was appointed head of USDA's dairy and poultry market news office in New York. While in New York, Paul got to know Frank and Gordon Urner and Harold Taber, partners in Urner Barry. That relationship later led to a job offer and Paul joined Urner Barry in 1962.

Paul dedicated his entire career to the turkey industry and was instrumental in developing and improving upon the coverage of the domestic commodity turkey market, export market exposure and the growing role parts, meats, canner

packs and further processed items played in the marketing picture. He was the driving force behind Urner Barry's entry into seafood market reporting, spending many early mornings in the Fulton Fish Market and Philadelphia Food Terminal.

Paul was made president of Urner Barry in 1986. In 1992, he oversaw the purchase of *The Yellow Sheet*, which expanded Urner Barry's reporting realm into the red meat industry.

Paul was active in supporting industry groups including the California Poultry Industry Federation, the Pacific Poultry and Egg Association, the Southeastern Poultry and Egg Council, The U.S. Poultry and Egg Export Council and the National Turkey Federation. Paul was truly one of the industry's great leaders and will be sorely missed by all.

Surviving is his wife of 56 years, Dorothy Brown and their children Paul B. Brown Jr., Richard Brown, Barbara Toscano, and Patricia Guerinot plus 12 grandchildren.

Donations can be made to support head and neck cancer research in memory of Paul Brown (via mail) Attn: Clare Pugsley, Annual Giving, Office of Development, Memorial Sloan-Kettering Cancer Center, 633 Third Avenue, 28th Floor, New York, NY 10017, or by phone at 646-227-2744—Please mention Source Code U10AGVPB. **UB**

**"He was the driving force behind Urner Barry's entry into seafood market reporting..."**



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# Egg industry bounces back

Contributed by Joanne C. Ivy  
President and CEO, American Egg Board

Just seven weeks after the voluntary recalls of shell eggs issued by Wright County Egg (August 13) and Hillandale Farms (August 18) of Iowa because of potential Salmonella contamination, egg sales have rebounded and are trending higher. This fast recovery is even more remarkable when you consider that it took much longer for other

industries, such as peanuts, to bounce back from similar recalls. One of the big reasons for the egg industry's success is the coordinated efforts by the United Egg Producers (UEP), the Egg Safety Center (ESC) and the American Egg Board (AEB).

Prior to the crisis, a plan was already in place whereby UEP and ESC would take the lead on handling an egg recall event, while AEB would be responsible for

reassuring and educating consumers about the safety and quality of their eggs.

AEB's efforts immediately following the recall announcement focused on monitoring media and online conversations, forwarding inquiries to ESC and implementing a key word search program with Google, Yahoo and Bing to guide thousands of consumers looking for more information about the recall online to [EggSafety.org](http://EggSafety.org).

By the end of the first week, however, it was evident that the media coverage of the recall situation was not slowing down. AEB quickly reallocated \$1 million from its existing budget to implement a campaign to maintain and regain consumer confidence in eggs. After issuing a press statement reminding consumers to thoroughly cook their eggs (which was picked up by more than 200 media outlets), AEB ran a full-page advertisement in the *Wall Street Journal*, *New York Times* and *USA Today*. This same ad was also placed in the top daily newspapers in the country's largest 25 markets.

In addition to print, broadcast media was used to further the proper food preparation, handling and cooking messaging. AEB conducted a Satellite Media Tour (SMT) with Egg Ambassador and Registered Dietitian Liz Ward. Ward explained that thoroughly cooked eggs are thoroughly safe eggs, and demonstrated how to safely cook them. The SMT resulted in 27 TV and nine radio interviews around the U.S.

AEB also recorded a 60-second radio spot with egg farmer Chris Pierce that ran on national satellite radio from August 27 - September 2. Additionally, due to an existing partnership with Phil Lempert, the Supermarket Guru, Lempert's national radio show helped spread positive, helpful information about the recall.

During and after the recall, AEB conducted a series of consumer surveys to measure consumer sentiment towards eggs. The first

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# quickly after recall



was conducted on Saturday, August 21, and included responses from a nationally representative sample of 2,000 people. Key results included:

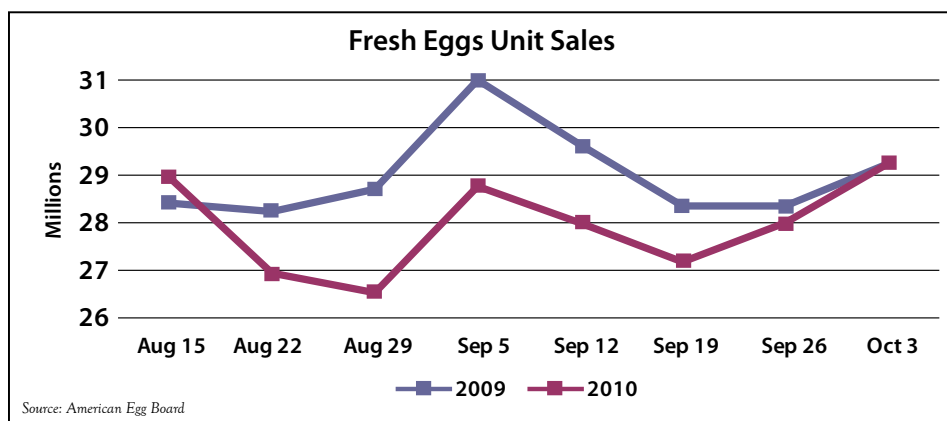
- 75 percent of consumers had heard about the issue.
- However, only 28 percent of consumers said this will affect how they eat eggs and of those, most (17 percent) said it will make them more careful about cooking eggs.
- Just 8 percent said they had stopped eating eggs.

A second survey was done on Saturday, August 28, to gauge the changes in consumer attitudes. The results remained fairly consistent as the previous week. But a third survey conducted the weekend of

October 22, showed a marked improvement in all the areas measured.

So, it was clear to us that consumers' attitudes were increasingly more positive about eggs. But more important, people were also returning to the egg case and buying eggs.

According to IRI data, egg sales returned to normal in early October, helping prime the industry for a positive holiday selling season. Considering the magnitude of the recall and the negative media coverage of the crisis, it's clear that together with UEP and the Egg Safety Center, AEB's quick actions paid off for the egg industry. **UB**



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*Salute to our troops...*



Sergeant First Class Hunt and company are pictured here, Oberto Beef Jerky in hand, in front of their Caiman MRAP (Mine Resistant Ambush Protected). These are the vehicles used on patrol every day. According to SFC Hunt there have been about a dozen IEDs (improvised explosive devices) targeting patrols from his battalion. So far no one has been killed on this tour and there have been very few injuries. "They are pretty good trucks. We have the option of which types of machine guns to mount on the top," he says.

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# Little taste of home goes a long way

In what is becoming a welcomed and much anticipated tradition, this past fall Urner Barry again teamed up with beef jerky producer, Oberto Sausage Company, to send a "taste of home" to U.S army soldiers serving in Basra, Iraq. Sergeant First Class Raymond Patrick Hunt and his battalion found themselves deployed to Iraq in support of Operation Iraqi Freedom and Operation New Dawn running 5-6 hour patrols in a foreign and dangerous land. SFC Hunt is a tank platoon sergeant and, along with his comrades, has a taste for beef jerky. Some



of the men he had with him during his last employment remembered the generosity of Oberto in 2008 and asked Sergeant Hunt if there was any way he could possibly get some more jerky. An e-mail or two later, a couple well placed calls, and before long SFC Hunt and company found themselves with a donated pallet (about 500 pounds) of Oberto Beef Jerky! As much as they appreciate the efforts of Urner Barry and Oberto, it is the troops who are to be thanked for their heroism, selflessness and all that they do for their country in the name of freedom. **UB**





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*An undated Guinness World Records handout photo shows Swallow, right, an 11-year-old cow from Yorkshire posing next to Freddie the bull. The minuscule cow with a taste for contemporary music has been named the world's smallest by the Guinness World Records Book.*

A minuscule cow with a taste for contemporary music—that's how Guinness World Records describes what it has named the "World's Smallest Cow." According to stats recorded and confirmed, the sheep-sized bovine from the West Yorkshire region of northern

England measures roughly 33 inches (84 centimeters) from "rear foot to hind."

The 11-year-old cow is named Swallow and her owner, Caroline Ryder, said she spends most days either grazing with her herd or listening to BBC radio in her cowshed.

## Mini-moo: 33-inch English cow world's smallest

**"...spends most days either grazing with her herd or listening to BBC radio in her cowshed."**

Swallow was purchased at a rare-livestock-breed auction in 2006 and Ryder and her husband approached Guinness last year about the possibility that she was the world's smallest. Swallow is a Dexter cow, a breed known for its diminutive stature, but she is tiny even by Dexter standards; a normal female Dexter "should not exceed 42 inches in height nor stand less than 36 inches in height at the shoulder," the American Dexter Cattle Assn. notes.

Swallow is the mother of nine regular-sized calves, and at the time she was confirmed by Guinness was pregnant with her 10th. Guinness said her youngest calf has already grown larger than she is. **UB**



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# “Home Cooking” with Paula Deen



Photo: Chia Chong

*Paula Deen's southern charm has no doubt aided her success as a restaurateur, author and television show personality.*

Paula Deen's self-made success has everything to do with her southern charm, strong will, cooking expertise and her signature “hey y'all.” Ms. Deen is the quintessential success story, host of three popular Food Network shows, a best-selling author and a whole lot more.

Paula Deen is a down-home woman who overcame personal tragedy, long odds and financial and physical challenges to carve one of the most effective and wide ranging entertainment brands that exists today. A brand that is idyllic, inspiring, fun and very much American.

The Albany, Georgia native's success came after a hard start. As a homemaker, Deen suffered from agoraphobia (a fear of being in places where help might not be available—usually of crowded places). She also suffered the death of

her parents and the failure of her marriage. Those hardships, coupled with her southern upbringing, built a character that laid the success of the Paula Deen we all know today.

Deen has inspired millions, as her ability to rely on what she was good at turned her into a success. Her love of the one constant in her life, cooking, was the inspiration for her catering business that started it all. With \$200 to her name, Ms. Deen launched “The Bag Lady” where she prepared fresh local specialty lunches and hired her sons as delivery boys. Chicken pot pies, barbecue sandwiches, lasagna and banana

pudding, caught on with the Savannah business crowd and from there, Deen moved to preparing meals at a Savannah Best Western, and followed that five years later by opening her first restaurant, The Lady and Sons, in Savannah, Georgia.

The rest is one success after another. In 1997 her first cookbook was published, *The Lady and Sons Savannah Country Cookbook*. With much success on her first publication she continued to flourish and she has sold over eight million books. She has also transitioned into the magazine world, growing to a circulation of over one million.

Not to be outdone with print and restaurant success, the Deen brand then moved to television. “Paula's Home Cooking” premiered on The Food Network in November of 2002 to huge audience success, and spawned her second show, “Paula's Party” in 2006. Today Deen has three shows running concurrently on the

Food Network, including the latest, “Paula's Best Dishes,” which launched in 2008.

In 2006, Deen partnered with Smithfield Foods with the goal of encouraging families to eat meals together. The partnership was part of a growing national effort to promote the many benefits of having families share meals together several times a week. To achieve this goal Deen became involved in a number of activities including community outreach efforts, personal appearances, Web-based recipe and meal preparation tips and print and broadcast communications including Webcasts and new product development.

Deen said she chose Smithfield as her partner in this joint effort, “...because I've been using Smithfield products for years. This is a company I can trust.” Who better to deliver such a message than the woman trusted by so many households? **UB**

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Noise interferes with taste...

"Passengers tend to lose their sense of taste when listening to the sort of 'white noise' heard inside an aircraft's cabin."

# The plane truth about airline food

The blandness of airline food has been a common complaint among air travelers for decades. A new study from researchers at Unilever and the University of Manchester reports that white noise, rather than chefs, may be to blame.

According to recent findings published in the *Journal of Food Quality and Preference*, white noise, which consists of random collections of sounds at different frequencies, is capable of diminishing the sensitivity of people's palates, thus making food taste less appealing. They say the annoyingly loud background noise from the airplane's engines disturb the senses and make us enjoy our food that much less.

The results of the study support the idea that sound plays an important role in the perception of taste, and the findings could explain a

phenomenon well-known to airline companies: Passengers tend to lose their sense of taste when listening to the sort of 'white noise' heard inside an aircraft's cabin.

The study involved offering blindfolded volunteers a range of foods including pancakes and cheese crackers to try while listening to different levels of white noise. Their responses indicated that people had a less acute sense of the sweetness and saltiness of foods the louder the noise was played. Foods were rated less salty, sweet and tasteful in noisier settings compared to silent atmospheres by participants.

Higher noise levels aren't enough to make people hate their meals. The Unilever team said that their results showed that if the subject liked the noise—even if it was loud—the food was more enjoyable. Conversely, if they hated the noise, the food was less enjoyable. The team is now moving on to do research on different types of music and food enjoyment.

"We could ultimately work out the perfect soundtrack to enhance any meal," Dr. Andy Woods from Unilever and the University of Manchester told BBC news. **u**



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*Four chamber LAPS system being installed at O.K. Foods in Fort Smith AR. Photo depicts mid-installation prior to new roof extension which covers the chambers and in feed conveyors.*



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# Rendering

Improved meat quality, reduced handling stress and a very high rate of success are just a few of the arguments that are made in favor of Controlled Atmosphere Stunning (CAS) when the debate between it and traditional electrical water bath stunning gets underway.

For the poultry industry, electrically stunning chickens and turkeys by pulling shackled birds through an electrified water bath is relatively simple, cheap and effective. This method usually results in the birds being knocked out before being bled. While almost always successful, smaller chickens sometimes miss the trough and therefore are sent to their slaughter alive. Overall however, it is still an efficient and easy method to stun the birds.

Recently, animal welfare issues, and those related to worker safety and health, have taken center stage; forcing poultry companies to take a long, hard look at CAS applications. There are two recognized animal welfare advantages to using a gas stunning system. The first is that handling stress is reduced because live chickens no longer have to be hung on the shackles. Another is that when a gas system runs correctly, 100% of the chickens will be rendered insensible before shackling and bleeding. In an early study by Dr. Mohan Raj of the University of Bristol in the UK, it was found that "over 90 percent of birds flap their wings due to the pain of being shackled, and evidence shows that birds suffer complex pain in being electrically "stunned." In contrast, gaseous stunning based on the use of argon or nitrogen can "eliminate the problems inherent in multiple-bird water bath electrical stunning." As far as worker safety is concerned, anyone who has been in a poultry processing facility, especially a turkey plant, has seen workers struggling with 40 pound birds as they flap and thrash while the worker attempts to get them in the shackles. It is a very labor-intensive process and is dangerous to both worker and bird; sometimes resulting in injury. Additionally, the air circulating from the beating bird in the hanging area is extremely dusty and laced with feathers

# poultry insensible-electric or gas?

and other airborne particles. This is all eliminated with a correctly functioning CAS system.

There are disadvantages, not the least is that gas stunning has high installation and operating costs. Another disadvantage is that insensibility is not instantaneous. According to Dr. Temple Grandin, of Colorado State University and renowned animal welfare expert, "when gas stunning systems are compared to electrical stunning, the tradeoff between stressful reactions to the gas and a reduction in handling stress by eliminating live shackling must be considered. Electrical stunning provides instant insensibility, but live shackling is definitely bad for bird welfare." She adds that "...direct observation is the only way to verify that a commercial CAS system is inducing insensibility with a minimum of discomfort."

From a further processing standpoint, many of the largest U.S. cooking operations request or require that their turkey or chicken meat come from gas-stunned poultry. They have found through studies that meat tenderness improves with gas stunning and that blood spots in the meat vanish. This, they say, makes for a tastier product with more eye appeal.

Still, research continues. Variations in the gas mixtures used, as well as the way they are delivered, are constantly changing. One similar stunning method is called the Low Pressure Atmospheric System. In a news release Arkansas-based chicken processor O.K. Foods, Inc. announced that it has been working with TechnoCatch LLC and Yvonne Vizzier Thaxton, Ph.D., Mississippi State University, to create a new and more humane way to process poultry. This procedure differs from other CAS

methods in that it does not use gases. The company states that "the LAPS system works by reducing the oxygen level in poultry live haul cages. This reduction of oxygen causes hypoxia and a sense of euphoria similar to climbing to altitude in an airplane. LAPS is a superior alternative to conventional electrical stunning because birds are insensible before unloading, shackling and stunning, reducing bird stress levels and eliminating animal welfare concerns as birds are introduced to the plant."

Whether out of concern for animal welfare, worker safety or meat quality, CAS is increasingly mainstream. Poultry processors need to weigh the advantages of gas stunning against economic considerations when deciding between traditional electric water bath stunning and this ever more popular method of rendering turkeys and chickens insensible prior to slaughter. **UB**



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# GOAL 2010 challenge:

## boost aquaculture production for surging demand



Nearly 300 international aquaculture and seafood industry leaders attended the October GOAL 2010 meeting in Kuala Lumpur, Malaysia.

Contributed by  
Global Aquaculture Alliance

Global seafood demand will continue to rise sharply over the next few decades, but the aquaculture industry must respond now to begin answering the growing need.

These were two of the main messages that went home with the nearly 300 international aquaculture and seafood industry leaders who attended the October 17-20 Global Outlook for Aquaculture Leadership (GOAL) 2010 meeting in Kuala Lumpur, Malaysia.

Expert speakers presented new data that showed demand for seafood is being driven mainly by the rapidly growing middle class in China and other Asian nations. Over



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Above: Keynote economist  
Albert Zeufack of the World Bank.



Right:  
GAA Executive Director  
Wally Stevens.

three billion new consumers will join the global middle class by 2030, said keynote economist Albert Zeufack of the World Bank, and 90 percent of those citizens will live in the Asia Pacific region.

China is by far the world's leading aquaculture producer, but it is increasingly importing more and more seafood to meet domestic demand. Based on economic indicators from the International Monetary Fund and World Bank, economist Ragnar Tvetas projected that China will shift from being a net seafood exporter to a net seafood importer by 2011. The country's per-capita seafood consumption is expected to double between 2008 and 2020.

With more to spend and more interest in seafood as a protein option, members of the "new" middle classes are putting pressure on the aquaculture industry to increase productivity.

At GOAL 2010, presented by the Global Aquaculture Alliance and the Malaysia Department of Fisheries, speakers addressed approaches for sustainably increasing seafood output through improved technologies that raise more seafood with fewer resources.

C.P. Group's Robins McIntosh described advances in penaeid shrimp technology using genetically improved animals within controlled growout systems. Shorter cycles will drive down feed and energy costs, he said. Other speakers suggested that expanding production into undeveloped regions, particularly Africa, would lead to important community benefits and economic development. However, GOAL speakers emphasized, new development must include certification and traceability of each link in the supply chain to ensure sustainability.

Based on United Nations estimates that

forecast a world population of 9 billion by 2050 and a likely rise in per-capita seafood consumption, the world will need 164 and 232 mmt of seafood by 2025 and 2050, respectively. That means aquaculture will need to double its

seafood production in 15 years to meet the world's rapidly growing demands. Following GOAL 2010, further examination of that timeframe will be needed.

At GOAL, GAA Executive Director Wally Stevens proposed that the global aquaculture industry strive to accomplish the feat of doubling output within 10 years. But its players must start thinking now about how they will increase production for current and emerging species by utilizing existing farming regions as well as new culture areas.

In a recent article, Stevens asked, what role will offshore aquaculture play around the globe? Can we expect further development in Africa, or expansion in South America and the Middle East? Technology will undoubtedly play an important role in the major farming changes, as well, through genetic gains, refined equipment and improved practices.

"Seafood supply presents itself as a potentially problematic issue," Stevens said. "But it doesn't have to be. As an industry, let us engage further, cooperate further and ultimately produce more. The world needs us—let's make it happen in 10, rather than 15 years."

To achieve that goal, it is clear that new programs and new ideas will be required at many levels.

"We at GAA are doing our part and are here to help you do yours," Stevens said. "It's time to don our heavy gloves and collectively make big things happen."

#### GOAL 2011

GOAL 2010 helped identify a pivotal point for global aquaculture production. The Global Aquaculture Alliance plans to follow up on the trends it examined in Malaysia at GOAL 2011, scheduled for Santiago, Chile, in November of next year. **UB**

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# Tavern on the Green reopens to food trucks

On New Year's Eve 2009, New York City's iconic Tavern on the Green restaurant sadly served its last meal and closed its doors after 75 years. However, food once again graces the area; although in a different manner. Instead of sit down fine dining, as of October 15th visitors began lining up to food vendor trucks.

That's right; New York City's Parks and Recreation announced that Tavern on the Green was back in business with a variety of food offerings from four different vendors. From mid-October, one year contracts were signed to serve their fare to the outdoor terrace area facing Sheep Meadow including those from Ladle of Love, Pera Mediterranean Brasserie, Rickshaw Dumpling Truck and Van Leeuwen Artisan Ice Cream.

"New York City is not only the city that never sleeps, it is the city that always eats—everywhere," said Parks Commissioner Adrian Benepe. "We are thrilled that high quality food will continue to be



*The main entrance of the iconic Tavern on the Green.*

Photo: Jim Henderson

made available to the public at Tavern on the Green."

The four vendors were selected from a pool of 15 applicants which petitioned the parks officials for the Tavern on the Green venue. City officials were particularly keen on attracting so-called "green" vendors.

Leslie Lampert owns and operates the Ladle of Love food truck and says she was inspired to start her farm-to-kitchen food business after spending months bringing soups to firefighters going to work at the World Trade

Center site. Lampert's truck is "green"—with cutlery made from corn and vegetable products and the vehicle is hybrid electric, using about half as much power as other such trucks.

With meals starting at \$7.50, Lampert's truck's menu includes such dishes as shrimp and lobster chowder and barbeque pulled pork sandwiches, all served with their signature fried and truffled chickpeas. **U**

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*Natural sleep remedy from dairy cows...*

# German cows work nights to help insomniacs



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A German firm has recently patented a “nocturnal milk” product with claims it contains high levels of the sleep-regulating hormone melatonin. How do they do it? Special food is given to cows and they are milked at night. Munich-based Milchkristalle GmbH states their theory behind the nighttime milk product lies in the belief that by milking their cows between 2 and 4 a.m., the animals produce more melatonin than during the daytime.

Melatonin is a hormone naturally produced by the body and used by the brain to regulate the sleep-wake cycle. Doctors often recommend supplements of melatonin for people who have jet lag or work odd shifts.

To further boost the melatonin production, the herd of 1400 cows are fed clover and soothed under warm red lights to lower stress levels while being milked. During the day when the weather is good, the pampered animals are turned out in a pen with grass and deep, cozy sand, which the workers call “cow beach.”

**“...giving cows different care and milking them during the middle of the night changes the level of nocturnal melatonin in their blood...”**

yogurt. (The product is not sold in the U.S., though the company does sell it online).

After years of research, Nightmilk Crystals’ inventor Tony Gnann says his studies show that giving cows different care and milking them during the middle of the night

changes the level of nocturnal melatonin in their blood and the milk they produce.

Melatonin, which is widely available without a prescription in the U.S., is under much stricter restrictions in Europe where it’s only available at pharmacies. **LB**



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That milk is then freeze-dried, packaged and sold under the brand Nightmilk Crystals which can be mixed with milk or

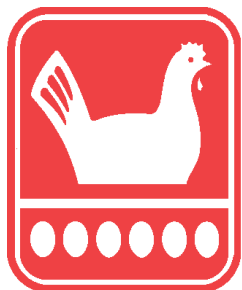
U.S. national historic landmark...

# Gateway to the meatpacking world stands as a reminder



The Union Stockyard Gate remains as one of the few reminders of Chicago's past dominance in the meatpacking industry.

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Located on Exchange Avenue at Peoria Street, in Illinois, the Union Stockyard Gate still stands today. This was the entrance to the famous Union Stockyards—the American center for the meatpacking industry and a most significant period in the city's economic and social history. The limestone gate, designed by John Wellborn Root, is one of the few reminders of Chicago's past dominance in the meatpacking industry.

The land on which the Union Stockyards Gate in Chicago was built was once a farmland where tavern owners brought their cattle to the green pastures for grazing. It was not until the railroad came into existence that a massive increase in the number of stockyards around the city began to take place. It became evident that a new centralized stockyard was necessary as the area was the only connection for transporting livestock from the west to the

**“New  
technology,  
which helped  
build the  
Chicago  
stockyards...  
ironically also  
led to their  
demise.”**

rest of the country. A consortium of nine railroad companies purchased a 320-acre area of land in southwest Chicago for \$100,000 in 1864. Opening on Christmas Day of 1865, the Union Stockyards grew, and by 1900, they encompassed 475 acres, contained 50 miles of road, and had 130 miles of track along their perimeter. At the turn of the century, Chicago's meatpacking industry employed more than 25,000 people and produced 82 percent of the meat consumed in the United States.

New technology, which helped build the Chicago stockyards and packinghouses, ironically also led to their demise. After World War II, the rapid growth of the federal highway system and the development of the refrigerated truck allowed packinghouses to move out of the expensive urban areas they had depended upon for railroad access. On July 31, 1971, Chicago's Union Stockyards officially closed.

The gate was designated an official Chicago Landmark in February of 1972 and added to the National Register of Historic Places on December 27, 1972. It was then made a National Historic Landmark on May 29, 1981. **UB**



*It takes will to win at eating wings...*

# 181 wings... and a prayer

Think you can eat a lot because you finished four plates of food last Thanksgiving or because you're regularly escorted out of the local all-you-can-eat buffet? Those are certainly no small feats, but try putting down 181 chicken wings in just twelve minutes. That was the mark set by Sonya Thomas this past September at the ninth annual National Buffalo Wing Festival held in Buffalo, New York.

To eat so many wings in such a small period of time one would think Sonya must have the physique of a Sumo wrestler. Nope. This "gurgitator" is just 5 feet tall and weighs in at a trim 99 pounds.

Just so there's no misconception, there are plenty of mammoth munchers out there who compete alongside Ms. Thomas, many of whom she beats. This is the story behind her nickname, the Black Widow, as she is regularly known to defeat men three to four times her size.

So how is it possible for a woman who weighs less than one hundred pounds to eat so much? In the world of competitive eating, having and utilizing a strategic game plan is everything. There is certainly a similar game plan for eating contests of all kinds, but as Sonya recently set the record for ingesting 4.86 pounds of chicken wings in the allotted twelve minutes, that will be our strategy of focus.

It may sound odd but the preparation that is used by most competitive eaters is very similar to the actions taken by any athlete preparing for a competitive event. Most of the major champions of chomping are created only through months of vigorous training.

For almost all competitive eaters, the cornerstone of their training is the consumption of water. Drinking lots of water helps to stretch the stomach allowing more food to be consumed on the day of the contest.

Some other useful techniques for "staying in shape" include the ingesting of fruits and vegetables (which are, once again,



*Buffalo wing eating contests draw large gatherings of spectators to watch competitors consume mountains of wings.*

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loaded with H<sub>2</sub>O), practice sessions where competitors eat as if they were participating in an actual event, fasting a day or so prior to the competition (which puts an edge on the appetite) and exercise. The Black Widow reportedly exercises on a treadmill two hours a day.

The next step is knowing what food you are going to be eating on game day. For almost any food, speed and efficiency is key. So what makes preparing for a chicken wing eating contest so special?

Well, for starters, chicken wing competitions are filed under what's called "debris food" competitions. Here, the skill of removing the meat from the bone comes into play as the weight of the amount left over is subtracted from the original total. Any excess debris after the contest can result in a deduction from the eater's final totals.

As the mid-joint or flat of the wing is normally more difficult to maneuver, many of the professional mouth-plows of poultry focus on the less troublesome drumette throughout or toward the end of competitions when the going gets tough.

Another important factor is whether or not the wings are breaded and how they are seasoned. Breading will make the mouth dry during eating so a drink of some sort will likely be needed. Water is normally the only option, however, if the wings are spicy, water may increase the heat as it tends to spread across more areas of the mouth and

face. In the eating world though, these issues are debatable.

What's not debatable is the fact that these gorging gobblers are actual athletes. If you disagree, stop by your local wing restaurant, order 180 wings and finish them on the drive home. **UB**

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Pride of Neptune's master fillet artist, Jimmy "the Fish" Fusco, demonstrating the fine art of filleting.

# Filleting with Pride

Urner Barry's Reporter visited Pride of Neptune, Inc. located in the small New Jersey town of Neptune. We were greeted there by Marty Bailey, General Manager. His welcoming smile and willingness to share Pride of Neptune's story was astounding.

The company has been in business since 2000 and is owned by Brian O'Donahue. A quick tour of the facility was given, which proved to be very similar to a stand in the new NY Fulton Fish Market. Bailey explained that trucks leave daily packed with fresh fish that is brought into their facility and filleted onsite. The filleted product is bound for restaurants, wholesalers, and retailers throughout the area (up to about a 150 mile radius). The Reporter was quickly introduced to one of Pride's greatest commodities, Jimmy "the Fish" Fusco, their fish fillet guru. We rapidly discovered that Jimmy's expertise in fish filleting was a tremendous asset and undoubtedly an art form, perhaps even a dying one.

Jimmy Fusco has been with Pride of Neptune for the past three years. Prior to joining Pride, he spent 18 years working in the NY Fulton Fish Market where he learned the art of filleting fish. He told the Reporter that he gained all of his ability from "on-the-job training," and has never fished, not even so much as dabbling with recreational fishing.

Fusco was eager to show the Reporter his technique. He began his filleting demonstration with a fluke fish—quite a popular flatfish in the northeast. Beginning with a slim, flat knife (preferred by Fusco) he punctured the point of the knife through the skin of the fish near the gill or neck allowing it to follow along the bone line. He flipped the fish so the fillet side was up, and cleaned the bones that remained explaining that many restaurants prefer a "V cut", which removes the bone around the nape. Fusco further trimmed

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*Right: High yields are crucial in the fish business—the higher the yield, the more money can be made.*

*Below: Whole salmon. Much of today's salmon is filleted by machine; however, Fusco does all his salmon filleting by hand.*



demonstration by filleting salmon, and explained that much of today's salmon is filleted by machine; however, he does all his salmon filleting by hand. He began by laying the fish on a clam net to prevent it from slipping. The process that Fusco describes as “riding the bone” appears to

be similar to his previous demonstration. What differed in this process was that he removed all the pinbones from the center of each fillet by using needle-nose pliers. Fusco explained that customers prefer his method over machinery because he does not make any noticeable alterations to the meat. The *Reporter* was told that the yield

of a gutted salmon on average was 76%. Fusco continued with gray tilefish, Silk red snapper, cod, and swordfish. Each species had certain intricacies that only a master such as Jimmy would be able to quickly identify. Bailey explained that it is rare to find someone like Fusco who can successfully fillet many species of fish and achieve high meat yields on all of them. Fusco said, referring to filleting, “It’s an art, it’s definitely an art.”

Collectively, Bailey and Fusco were able to rattle off the origins of each fish, the yield percentage of meat from each species and details about the texture, flavor and uses of each. The business could not be named more appropriately because the tremendous pride displayed by both gentlemen was quite apparent and refreshing.

To view the detailed demonstrations of Jimmy filleting fish, visit our interview on YouTube <http://www.youtube.com/watch?v=9LVpbQRiyCY>. **U**

**“The yield was explained to the Reporter as the percentage of meat weight that comes from each fish.”**

the belly area, and repeated the process on the bottom side of the fish yielding two fillets. He explained that the fillet meat of this type of fluke yielded about 47% meat from a whole fish. He and Marty both stressed that yield (the percentage of meat weight that comes from each fish) is crucial in the fish business as the higher the yield, the more money can be made. Marty interjected that in tough economic times, like what most businesses have experienced of late, it is critical to get the highest yields possible and every tiny piece of meat that is missed, can affect the bottom dollar. Marty Bailey boasted about the magnificent yields that Fusco gets from every species he fillets. Bailey also praised Fusco’s ability at being able to be good at filleting a variety of species.

Fusco then demonstrated the filleting of halibut, a much larger flatfish. For this species he used a much larger knife. He also explained that when he hits the spine bones in the center of the fillet, he tilts his knife upward and then over and down to get as close to the bone as possible without leaving any valuable meat behind. Halibut arrives at their location, headed and gutted and Bailey reported that Fusco’s yield is about 70%. Fusco continued his

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Photo: Charles Hanson

# Hanging ham chops

Two legs of ham more than 125 years old have been found in a farmhouse attic in Derbyshire, England. Incredibly, the meat—which has turned spongy with time—is still in one piece.

The ham, which had turned a 'light powdery brown sponge', was discovered hanging by an auctioneer. Charles Hanson, manager of Hansons Auctioneers, revealed that he's often called to people's homes to look at fine art and antiques.

He admitted being surprised to find the legs. "The old strength of the rope was still holding aloft two legs of ham," he commented. "The ham has turned to a light powdery brown sponge and hasn't been touched for over 125 years. It had been hung up to be cured but forgotten about. Despite their age, both legs were still intact," Hanson was quoted as saying.

Along with the hams was a 1970s Rolls Royce and Cadbury's chocolate selection box dating back 70 years. **UB**

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# Power supplement pilots peak performance

When it comes to gaining strength and building muscle, the old adage “you are what you eat” rings true. One of the best ways to build more muscle is simply by eating more muscle. Stored within the muscle mass of many of the vertebrates we eat, particularly within red meat, is an incredible, naturally-occurring bodybuilding supplement called creatine. In fact, creatine is such an integral part of skeletal muscle that its name is derived from the Greek word for flesh or meat, *kreas*.

**“Its muscle building effects are the result of its ability to improve performance in high-intensity exercise...”**

First isolated nearly two centuries ago by French scientist and philosopher, Michael-Eugène Chevreul, creatine is neither vitamin, mineral, nor hormone. It is an amino acid that is made in our liver, pancreas, and kidneys, and is transported through the bloodstream to supply our muscles with energy. The majority of creatine, about 95%, is located in the skeletal muscle system, while the remaining 5% can be found in the brain and heart.

While it can be produced by our own body, most of the creatine that’s in our system is acquired by consuming meat and fish, with an especially high concentration coming from beef and wild game.

Its muscle building effects are the result of its ability to improve performance in high-intensity exercise, increase energy levels, and speed up recovery rates. Scientific evidence shows that short term creatine use can increase maximum power and performance in high-intensity anaerobic repetitive work (periods of work and rest) by 5 to 15%. Creatine is known to directly



©iStockphoto.com/kzenon

enhance muscle growth as well by making muscle fibers bigger and stronger.

In the early 1990s, the first synthetic creatine supplement was made commercially available after it was reported that skeletal muscle total creatine content increases with oral creatine supplementation. Although the human body has a way of storing very high amounts of creatine to enhance recovery and muscle power, it is quite challenging to consume enough food to provide the same amount of creatine that using supplements will. As a result, creatine gained popularity in the 1990s as a “natural” way to enhance athletic performance and build lean body mass.

Many professional athletes and bodybuilders continue to supplement with creatine today for its safe and natural enhancing effects on strength and muscle. However, if you don’t plan on supplementing your way onto the cover of *Sports Illustrated* or *Bodybuilding Magazine* anytime soon, but you also don’t want to miss out on all of the benefits that creatine has to offer, then eating an extra steak or hamburger from time to time should work for you just fine. **UB**

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*Mapping out fish farms...*

# Mapping illustrates where aquaculture is taking place



**Give a man a fish and he will eat for a day—  
Teach him to use a Geographic Information System and he will farm better fish.**

That's the idea behind a new website of the Food and Agriculture Organization of the United Nations, which shows the locations of aquaculture farms and their characteristics. Called the "National Aquaculture Sector Overview" map collection, it is available on the FAO website at <http://www.fao.org/fishery/naso-maps/naso-home/en/>

The collection is in its early stages of development but has potential for use in monitoring the status and trends of aquaculture development. Its main purpose is to illustrate, in general, the areas and farms where aquaculture is taking place. Characteristics that accompany the areas and individual farms depicted on the maps include; cultured species, technology used, culture systems, environments, farm characteristics, production, quantities and values, seed input quantity and characteristics, and main issues (credit, diseases, environmental impact, etc.). **LB**

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# Temple Grandin: replacing the embrace

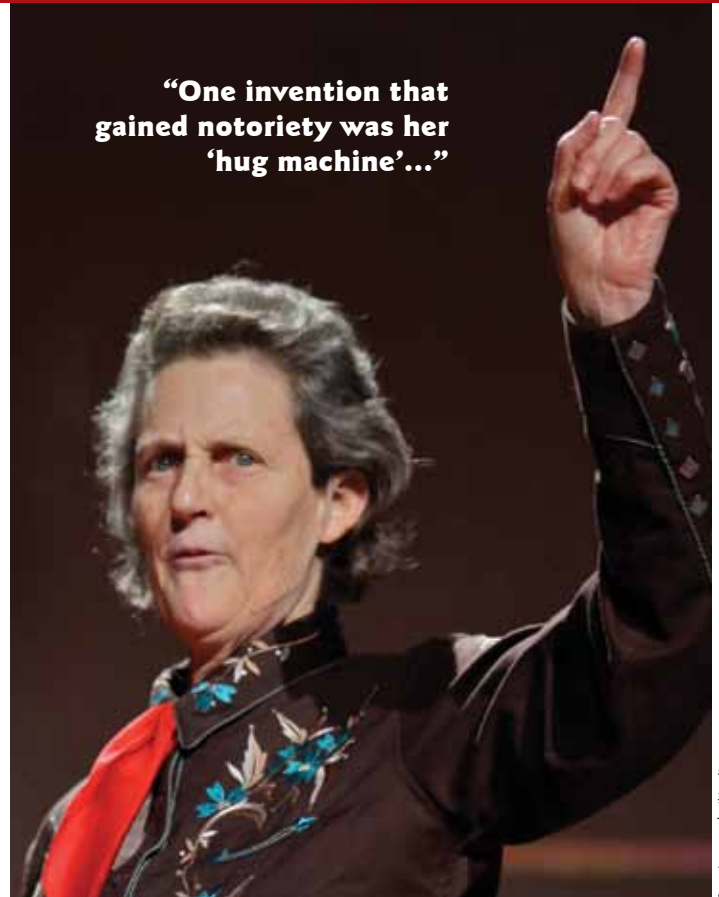
Bring up the name Temple Grandin to most people and the response you'll get will likely be along the lines of, "That's that cowboy lady who was at the Emmy's, right?" This would be a true statement as Grandin did attend the Emmy's this year adorned in a "cowlady" outfit as a movie in her honor, entitled "Temple Grandin", was nominated for 15 awards. But if that is the entirety of the response, then there is much more for that person to learn about this extraordinary woman.

Born in Boston, Massachusetts in 1947, Temple is the daughter of Richard Grandin and Eustacia Cutler. Because she did not speak for the first few years of her life, she was diagnosed with brain damage. Her parents believed otherwise and, after visiting a doctor, they began providing her with speech therapy. Sometime later, Temple did start to speak and was eventually accurately diagnosed with autism. From that point forward, her parents did their best to treat her the same as all the other kids. She attended primary schools all the way through high school, and ultimately graduated from Hampshire Country School.

The next chapters in her life would be impressive on anyone's resume let alone someone with autism. She received her bachelor's degree in psychology from Franklin Pierce College in 1970. Then, five years later, in a time when it was much less common for one to earn a master's degree, Temple gained hers in the field of animal science from



*Grandin has designed curved cattle chutes as they prove more efficient because they take advantage of the natural behavior of cattle.*



*Dr. Temple Grandin has designed almost half of the livestock control systems for cattle in the United States and was the subject of the 2010 biopic "Temple Grandin," which won seven Emmy Awards in August.*

Arizona State University. She then developed this into a doctoral degree after graduating from the University of Illinois at Urbana-Champaign in 1989.

Throughout all the years, Temple invented ways to improve her own surroundings and the surroundings of others with conditions similar to hers. One invention that gained notoriety was her "hug machine" which helped to relieve the stresses of hypersensitivity to sound and touch, which are common both to autistic people and, as Temple would eventually learn, to animals.

This knowledge gave Grandin the idea for sweeping corrals which are used to this day for leading livestock to slaughter in a more relaxed manner than was previously practiced. Her designs allowed workers to transport animals to their final destination without frightening them. While the main focus of Grandin's career has been the design of humane livestock facilities, improved versions of her "hug machine" are also widely being used in schools for autistic children.

Temple Grandin has authored several books on the topics of animal welfare and autism. She's a regular guest of television programs and conferences where she speaks on similar subject matter. She is now 63 years old and going strong. Oh and that movie that was nominated for all those awards at the Emmy's that just so happened to have Temple's name attached to it—it ended up being the winner of the night after bringing in five awards in total. **UB**

# BK's new offering fires up sales



The success of fast-food restaurants has always been built around the fact that when Americans want something, they want it done accurately and they want it done quickly. While barbecuing spareribs has traditionally been a long and arduous process that involves many hours of slow cooking, the culinary innovators at Burger

King set out to find a way to let consumers have it their way, as their slogan states, by giving them the quality and taste they expect from barbecued ribs, with the ease and convenience of fast-food. Their success in this category was rewarded with soaring profits this past year.

In their attempt to mix affordability with value, the meat minds at Burger King rolled out the all new BK Fire-Grilled Ribs. The bone-in, St. Louis-style pork ribs were offered

in May and June of 2010 in servings of three, six, and eight pieces. Unlike other fast food predecessors such as the boneless, processed McDonald's McRib, the BK ribs surprised many consumers with their close likeness to traditional bone-in barbeque, possessing firmness, resistance, grain, and a few precious pockets of fat. With the ribs priced considerably higher than most fast-food items (at up to \$8.99 for an eight-piece meal), there was initial skepticism regarding consumer demand for such a high priced item. However, any doubt that may have existed was quickly put to rest within the first few weeks of their offering.

The BK Ribs made Burger King Corp. the first national fast-food hamburger chain to serve authentic bone-in ribs—a product you normally don't associate with quick-service restaurants. Releasing such a radically new and different product was a big gamble for the fast-food giant. It's always a huge risk to add a new item to a menu, let alone an item that seems to be way outside of a company's core competency. While offering the ribs was a high-stakes, high-dollar affair, the BK Fire-Grilled Ribs proved to be a success in the end.

Creating such a new and innovative product is no easy task. Burger King was faced with the challenge of doing what no fast-food restaurant had done before. Months—or years—can pass in the development process of an item like this before it is ever ready to be added to

the menu. One major obstacle is the fact that ribs are difficult to cook. Their bone stays cold for a lot longer than the meat does which makes preparation time-consuming. Additionally, as they are a part of an animal's body and are curved and uneven, they are not engineered to be cooked fast like hamburgers. In the past, most restaurants have solved the problem by simmering ribs in a ketchup-like sauce for hours at a time; However, this method overpowers the natural pork flavor, leaving only the taste of the sauce. To overcome these hindrances Burger King ingeniously used what it calls its "game-changing" broiler to cook them for one year before testing the ribs in four different markets across the country.

Their efforts resulted in more than 10 million ribs being sold and supplies running out prior to the scheduled promotion end date—prior to June 18th, more than a week before the limited-time offering was planned to end. The foodservice media and mainstream press loudly praised the new rib product, and the buzz continued even after the limited-time offering had ended.

Besides just generating additional profits for the Burger King Corporation, the new fast-food ribs demonstrated the public's openness to fresh, innovative product ideas, and validated consumer demand for high-quality food, even at slightly higher price points. Other foodservice operations watched the success of this promotion carefully, and it may not be long before we see some of Burger King's competitors attempt to imitate the Fire-Grilled Ribs. For now, Burger King remains pleased by its success and continues to evaluate plans for the future of their ribs. **UB**

**"While offering the ribs was a high-stakes, high-dollar affair, the BK Fire-Grilled Ribs proved to be a success in the end."**

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# Shipping and freighting: a container's journey



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With the invention of refrigerated shipping containers, known as reefers, worldwide shipping of perishable items became possible. Possibly one of the most overlooked accomplishments of the 20th century; standard refrigerated shipping containers allow consumers to eat well all year round. A great deal of protocol is involved in the journey of a shipping container, and we have summarized it briefly here as an overview. Exact regulations, however, are dependent on numerous factors and should be discussed with a freight carrier.

The safety of the United States is maintained by the Food and Drug Administration and United States Customs and Border Patrol (CBP). Before any perishable item can be exported



to the United States, the Food and Drug Administration must complete an inspection of the processing facility sending the product to our country. Once that takes place, the facility is cleared for export.

**“...as the ‘24 Hour Rule,’ this helps CBP with the immense number of shipments entering the United States on a daily basis.”**

Before a ship can set sail for the United States with perishables, the exporter must contact CBP 24 hours prior to loading. With knowledge of the exporter, the product coming in, and when it will arrive, the CBP can make a decision to allow entry. Known as the “24 Hour Rule,” this helps CBP with the immense number of shipments entering the United States on a daily basis.

Upon arrival at a United States port, the CBP must clear the shipment for entry and

this is followed by FDA approval. Since the shipment has already been reported to the CBP before it ever even left the exporting country, entry for most shipments is smooth and without rigorous inspection.

Some perishable items are inspected more commonly than others, those which have the highest chance of harming consumers being at the top of the list. The FDA inspects seafood items such as hot or cold smoked fish, tuna or mahi-mahi, farmed products, or fish packed in reduced oxygen packages more than other species.

In the difficult world of shipping, the smallest of details can cause large problems and reliability is essential. Obtaining a cargo and freighting company knowledgeable in procedures and with handling expertise will certainly expedite and ensure optimum transport. Likewise, a freight carrier familiar with regulatory and statutory matters across all major global routes and countries, as well as one with an in-depth knowledge of trade agreements will prove beneficial for all parties. **UB**

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*An offal delicacy...*



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# Sweetbreads:

## prized for mild flavor and velvety texture

What are sweetbreads? Despite the name, they are not a type of bread nor are they sweet! They are not even closely related to pastry. Sweetbreads are the thymus and pancreas glands of young animals, specifically veal, lamb, and pork. They are considered to be a delicacy by the people who appreciate them, and are often part of four star restaurant menus. Sweetbreads from milk-fed veal or young

calves are generally considered to be better tasting than those from other animals.

An important thing to remember for those who are looking to try them is that there are two kinds of sweetbreads:

**“They are considered to be a delicacy by the people who appreciate them...”**

meaning literally, the “off-fall” or off-cuts from the carcass.

Before supermarkets were commonplace in the United States, people would raise and butcher their own cattle for consumption. As the only food available was what you grew or raised yourself, nothing was wasted. Families would cook and eat everything, including the offal.

If you are watching your diet and you want to eat healthy, sweetbreads might be just the thing for you. They are rich in protein, niacin, phosphorus and zinc, plus they are one of the few foods of animal origin to contain vitamin C.

Where to find them? While sweetbreads may be difficult to find on many American menus, most French cuisine shops will have them. They are popular in other countries, most notably Turkey and Argentina where they are frequently barbecued or seared over open grills. **UB**

(1) stomach sweetbreads (also known as heart or belly sweetbreads) are an animal’s pancreas. The heart is from this area and is considered to be of higher quality (therefore more expensive) because of its delicate flavor and firmer, creamy-smooth texture.

(2) neck (throat or gullet) sweetbreads, is an animal’s thymus gland.

For the uninitiated, such foods (along with other internal organs) are called “offal,”

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# Cold food makes Sigma hot stuff

On September 6th 2010, Sigma Alimentos, S.A. of Mexico, a subsidiary of ALFA group—one of the largest industrial companies in Mexico, concluded the acquisition of Bar-S Foods Co. which was originally announced on August 9th 2010. Sigma Alimentos is the leader in the refrigerated and frozen processed meats market in Mexico, with market presence in the U.S., Central & South America and the Caribbean. This acquisition simply shows that the Mexican giant is serious about making its presence in the U.S. more noticeable. Alvaro Fernandez Garza, General Director of ALFA commented: “We are very satisfied in having completed this transaction, which will help us gain a relevant position in the processed meats market in the U.S.” He further added that “by combining



Sigma’s operations in the U.S. with those of Bar-S, the company would be able to generate additional value to its stockholders.”

Prior to the acquisition, Bar-S Foods was a private company based in Phoenix, Arizona with processing plants and a distribution center in Oklahoma. Its products vary from hot dogs to hams and bacon, among others, and are sold across the U.S. under the Bar-S brand. Bar-S registered revenues of \$535 million and more than 1,600 employees in 2009. Sigma, on the other hand has 31 processing plants and 144 distribution centers with revenues reported in 2009 of \$2,186 million and more than 30,000 employees.

In an exclusive interview for *Urner Barry’s Reporter*, Sigma Alimentos planning

Manager, Eugenio Caballero commented that the Bar-S acquisition gives Sigma Alimentos the position to expand its current demographic outreach of the Hispanic market to the mainstream market. He also expressed Sigma Alimentos’ motivation into the future as Bar-S enjoys “very good efficiency, and low cost management...Given Bar-S’s position and efficiency, pricing for its products can be as competitive as store brands providing the consumer with affordable and quality products.”

Yes, times are harsh. One can give up that plasma TV for Christmas, but as Caballero puts it, “people have to eat, and what one sees in this environment is a trade down to more inexpensive protein sources.” Bar-S gives Sigma Alimentos this competitive advantage. “We are looking forward into expanding our demographic outreach and very motivated to start competing in the U.S. market” Caballero added. **UB**



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# Aquaculture and fisheries

From November 10-12, 2010, Urner Barry had the delight of being present again for the third year in a row at the 5th World Aquaculture Forum, celebrated this year in Hermosillo, Sonora, Mexico. Sonora is the state with the largest aquaculture production in Mexico, mainly for shrimp. This show features a commercial exhibit of the main suppliers of goods and services for the domestic and international aquaculture industry. It also features the



development of technologies applied to the aquaculture production of diverse species, as well as a series of additional services required by every industry for

its growth and consolidation, such as insurance, financing, and sources of information. In addition, the show offered a program of conferences specializing in the scientific and technological development of aquaculture, geared toward producers, professionals, technicians, administrators, owners of aquaculture farms and companies. The conference program targeted the most relevant aspects of shrimp and tilapia farming, the most important species in northwestern Mexico; from genetic development, broodstock management and production of fingerlings and post larvae, fattening techniques, diseases, and nutrition, to processing and marketing.

The show, which is led by *Panorama Acuicola*



Magazine, was jointly organized by other Mexican Governmental bodies like SAGARPA (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food), among others, and the following forums: 1st Aquatic Fair of the state of Sonora, by the Sonora Foundation; 1st International Fair of Technological Supplies for the Aquaculture, Fishery and Processing and Distribution Industries; and The Third Ibero-American Forum for the Marine Resources and Aquaculture (FIRMA) is an extension of the Forum for the Marine Resources and Aquaculture of Rías Gallegas.

Urner Barry's market reporter Angel Rubio was honored to be invited as a guest speaker to talk about the shrimp market in the U.S., where he presented seasonal pricing behavior, as well as how the downturn in production from Mexico has affected wholesale prices.

Attendance was great and many opinions coincide that the event is a great opportunity to learn and network. In 2011 this event will be hosted in the city of Tuxtla Gutierrez, Chiapas, Mexico, November 9th to 11th. **UB**

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# innovation

**“The conference program targeted the most relevant aspects of shrimp and tilapia farming,...”**



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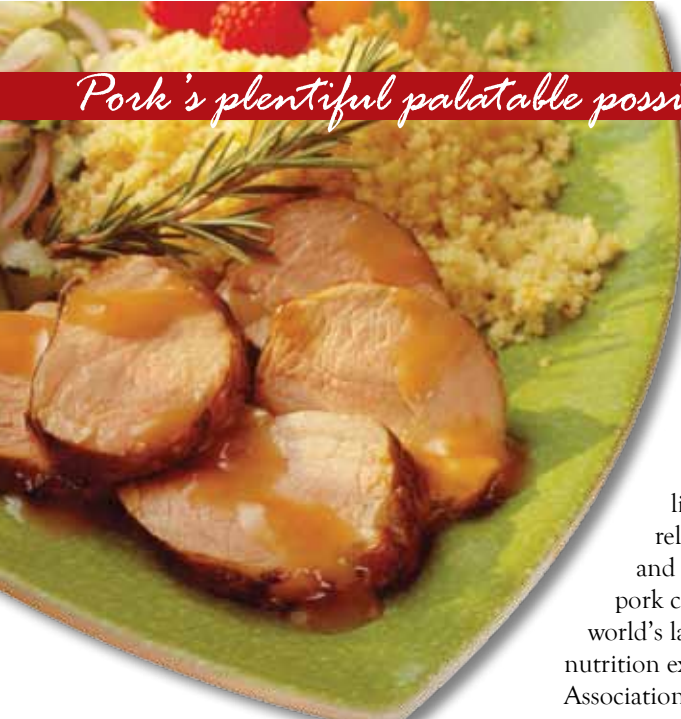


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# Pork debunks diet

*Contributed by the  
National Pork Board*

With a roll of the dice, the Pork Checkoff separated nutrition facts from fiction, like “nutrient-rich lean pork is relatively low in calories” (true) and “the sodium nitrite in cured pork causes cancer” (false) during the world’s largest gathering of food and nutrition experts at the American Dietetic Association’s (ADA) annual conference.

“We have a good message to share about pork’s role in a healthy diet, and it’s important for us to counter the common misconceptions that persist about pork,” says Adria Sheil-Brown, manager of nutrition communication and research for the Pork Checkoff.

To reach out to the 10,000 registered

dietitians, nutrition science researchers, policy makers, healthcare providers and other industry leaders at the ADA meeting in Boston during the fall of 2010, the Pork Checkoff distributed two new fact sheets, including “Sodium Nitrite: Essential to Food Safety” and “Pork: Part of a Nutrient-Rich Solution to Obesity.”

**“We have a good message to share about pork’s role in a healthy diet...”**

Visitors to the Pork Checkoff’s spacious trade show booth were also invited to roll the dice and answer trivia questions about pork nutrition and safety. Everyone walked away a winner with digital meat thermometers, pedometers and the new fact sheets, which highlight that:

- A 3-ounce serving of lean pork provides about the same amount of protein as 1.5 cups of black beans, but with 21 percent fewer calories.
- A 2009 British Journal of Nutrition study found diets that include meat are more effective at preserving lean muscle among women, compared to vegetarian diets with the same amount of protein.
- A 3-ounce serving of pork offers 8% of the daily value of vitamin B-12, a micronutrient not found in plant-based foods.
- Sodium nitrite in cured meats



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# myths during dietetic expo

including ham and bacon plays an essential food-safety role, preventing spoilage and blocking the development of the botulism toxin. Studies by the U.S. Department of Agriculture, the American Cancer Society and the American Medical Association found no links between nitrites in food and the development of cancer. Not only is sodium nitrite a safe and regulated food additive, but industry efforts have also lowered residual nitrite levels in cured meat products in the United States by approximately 80 percent since the mid-1970s.

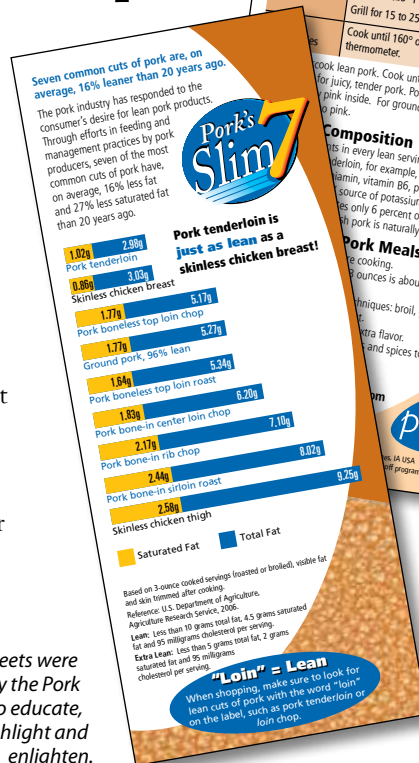
"Our fact sheets are backed up by science, and they give us another educational tool to spread the word that there's a place for lean pork in your diet," Sheil-Brown says.

To give ADA members a taste of pork's possibilities, Pork Checkoff representatives handed out recipe brochures, along with 500 samples of Five-Spice Pork and Apple Salad Skewers each day of the expo.

"Keeping pork top of mind among dietitians and other health specialists is an ongoing commitment for the Pork Checkoff, because these professionals play a key role in conveying pork's message to their patients and clients, who are also our consumers," Sheil-Brown says. **LB**

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New Fact sheets were distributed by the Pork Checkoff to educate, promote, highlight and enlighten.



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# Nicovita's Annual Symposium



For the second year in a row, Urner Barry had the honor to be present at Nicovita's Annual Symposium celebrated this year in Piura, Peru from November 16-18, 2010. A subsidiary of Alicorp, one of the largest food companies in Peru, Nicovita is a feed company located there. During the IV Symposium, Nicovita hosted a wide variety of presentations relevant to the industry; from genetics to market trends, and from sustainability to traceability. Many of the attendees were Nicovita's customers, who enjoyed of an event rich of practical information.



closing ceremonies embracing the topic of the event, which was "strengthening the value chain"; he spoke about the growing demand for seafood, and how most of this will have to be supplied by sustainable aquaculture. However, he placed significant emphasis on the obstacles the industry currently faces, such as rising feed costs, trade barriers, environmental problems, diseases, etc. and the ways in which many of these can be tackled. Also, Urner Barry's market reporter Angel Rubio spoke about market trends and the shrimp market, where he showed seasonal behavior for prices and volume.

Furthermore, there were talks in regard to farm management by Dr. Pornlerd Chanratchakool, formerly employed with Thailand's Department of Fisheries. Other speakers included Dr. Carlos Ching from Nicovita, Dr. Craig Browdy from Novus, Albert Tacon from Aquatic Farms Ltd., Msc. Peter Fairhurst, Dr. Lachlan Harris, Mark Lyons from Alltech and Msc. Hervé Lucien-Brun.

The event was a categorical success. Consensus among attendees concluded that the event was knowledge-enriching, and a good time for networking. Next year, Nicovita will host this event in Costa Rica, aiming to repeat and surpass the already high expectations of most attendees. **UB**

*Nicovita Annual Symposium featured enlightening presentations targeted towards feed producers, farmers, farm biologists and packers. Consensus among attendees concluded the event was a categorical success.*

The presentations were targeted towards feed producers, farmers, farm biologists, and packers located mostly in Ecuador, Peru, Honduras, Guatemala, and Colombia. Among the speakers was Howard Johnson, the former editor of the *Annual Report of the Seafood Industry* in the U.S. and a sustainability advocate. Mr. Johnson, spoke about the trends in aquaculture, and the species of the future, such as *pangasius* in Vietnam. The main speaker of the event, Dr. Darryl Jory addressed the commencement and





# highlights and happenings



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*Moo-lot or Cow-bernet?...*

# Pairing beef and wine, literally!



No doubt that having a glass of red wine with a savory piece of meat has been a long standing tradition, but one farm in Kelowna, Canada has decided to feed wine to its cattle to make beef even more savory.

Cattle at Sezmu Meats in the Okanagan Valley of British Columbia have developed

a taste for red wine with their feed. The result of this bottle-a-day habit is finer marbling and sweeter fat—a truly delectable cut of meat. Throwing some red wine in the mix also reportedly relaxes the animals, making the final product more tender. The beef does cost a little more, but that has not deterred area chefs from adding it to their menus.

they've had it for a while, when they see us coming with the pitchers, they don't run, but they come faster than usual," said Ravndahl.

Sezmu Meats claims that their natural, hormone-free beef "is exceptionally well marbled, has a very distinct beef flavor, improved color, and longer shelf life than traditional beef. The wine makes all the difference."

Many Canadian chefs agree. Says Mission Hill Winery chef Michael Allemeier, "Red wine and beef are natural pairing partners to begin with. Why not in the finishing program? I found the meat to have a wonderful texture—one of the benefits of dry-aging—but the aroma and flavor are what truly impressed me." Former Food Network celebrity chef Ned Bell (Cabana Grille in Kelowna), Stuart Klassen (Delta Grand Okanagan) and Matthew Batey (Mission Hill Winery chef) are serving Sezmu beef.

Batey is a big fan. "Absolutely!" he says. "We're spoiled in Canada because of Alberta beef, but being able to have this product that's not only ranged in the Okanagan but finished with Okanagan wine—there couldn't be anything cooler. It already comes pre-marinated. Well, that's pretty cool."

Batey says there's absolutely a subtle difference with the wine-fed beef. "It's beautiful beef to begin with. It's just adding one more dimension." **UB**



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# Adventures in NFI's Future Leaders

Last issue, *Urner Barry's Reporter* featured the National Fisheries Institute's 2010 Future Leaders class which included Urner Barry's own Jim Kenny and Janice Brown sharing their experiences. Picking-up where

we left off, we continue with our final installment detailing their participation in NFI's unique hands-on program.

The summer trip for the Future Leaders

Program took the 2010 class to Boston where they were lucky enough to enjoy typical "New England" summer weather conditions. Upon arrival, the class enjoyed a taste of what an NFI member will participate in on an ongoing basis by attending the Membership dinner for the New England section of NFI. John Connelly, president of NFI, was on hand

to update the members on current issues and future plans and strategies.

The next morning, the Future Leaders headed over to Ipswich Shellfish Company in Ipswich, MA. With a former future leader Mike Trupiano as their guide, the class toured fresh and frozen seafood processing. Some of the most interesting aspects were the soft shell (Ipswich) clam shucking operation and the live lobster holding system. In the clam shucking facility, many thousands of clams were being shucked (process of taking the meat or clam away from the shell with a knife) by hand. While in the lobster holding facility, we were witness to an intricate organization of pipes and faucets that were able to hold many lobsters live using a water system that encompassed the entire room. The class was also lucky enough to view a 10 pound lobster! Ipswich also has a beautiful fish market open to the public right at their facilities; it was extremely quaint and quite picturesque.

The next stop was Gorton's Inc. in Gloucester, MA. The class learned about supply and demand playing the "Beer Game" with Ryan Hill, Future Leader alum. The "game," created at MIT,

consisted of no alcoholic beverages being consumed, and taught the group about supply chain management. The class was broken up into groups which were then separated into teams of customers, retailers, wholesalers, distributors, and manufacturers. Each group worked to cut waste and understand the system of distribution. It was a challenge and most groups learned a lot about the difficulties that can arise while trying to keep the system flowing successfully. After a delicious Gorton's-sponsored lunch with another Future Leader alumnus Beth Grant, we toured the company's frozen processing facility. Gorton's has been in business since 1849 and is a huge part of the Gloucester community.

That night, the class participated in a culinary event with nutritionist and writer Janice Bissex. Here everyone went to work in the kitchen and made six different dishes including dessert! We learned about the nutritional aspects of seafood and pairing them with delectable ingredients, sides, and toppings. It was at times stressful because we were, in fact, making our dinner for that evening; however, it ended up being a terrific team-building exercise and truly a lot of fun.

On the last day of our Boston excursion, the future leaders went over to Danvers, MA to visit and learn about High Liner Foods. Upon arriving, the group was greeted by Mr. Keith Decker, High Liner USA's president and COO. We learned about the company's passion for sustainability and about their process of research and development for some of their seafood products and dishes. We were again in the kitchen and got a lesson from one of High Liner/ Fishery Products International (FPI) executive chefs. FPI is a company acquired by High Liner in 2007. We also toured their state-of-the-art processing facility.

After High Liner, our class drove back to Boston for a visit and tour of Slade Gorton. Slade Gorton, a family owned and operated business, is one of the United States' largest importers, distributors, and manufacturers of fresh, frozen, and value-added seafood.



*Taste testing Quinoa in the kitchen at the culinary event in Boston.*

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# program

After a phenomenal lunch sponsored by the company, we got a backstage tour of their fresh processing division. The plant manager's attention to detail was inspiring and the class learned a lot.

The last stop of our Boston session was an encounter completely different than the rest of the trip. We headed off to the New England aquarium and Lobster Scientific lab. At the aquarium, we met Michael Tlusty who walked us around and let us tour his lobster research lab.

## NFI FUTURE LEADERS CHICAGO

The final stop on our program took us to the Windy City, Chicago. Here, we mingled with the leaders of our own respective organizations and the leaders of other member companies at the NFI Annual Convention.

Our program began with a Titans of Industry Breakfast, this time with NFI Chairman of the Board and President of Libby Hill Restaurants, Ken Conrad. Ken recounted a few of the challenges he faced at the helm of Libby Hill and how he, along with the help of others, persevered. We discussed the economy, and especially the challenges facing the restaurant industry. He spoke much about the future of the seafood industry, our involvement as future leaders, and challenged us to lead.



*Future Leaders Class of 2010 touring where Cannon Fish processes its products including frozen halibut. Class is pictured with 100 lb. frozen halibut.*

Immediately following Ken's address we departed for Preferred Freezer's newest warehouse. Proudly showcased by fellow Future Leader, and Preferred Freezer employee Adam Mille, Preferred Freezer Services of Chicago, Illinois, is the first fully automated public refrigerated warehouse in the United States. The facility boasts a freezer capacity of 8.0 million cubic feet, cooler capacity of 2.3 million cubic feet, blast freezer capacity of 1,200 positions and -40 degree temperature, and a 25,200 square foot loading/unloading dock.

Next, we headed north into Wisconsin in order to tour Rushing Waters Trout Farm. Here we were met by Peter Fritsch and a cooler full of cold beer (we were told that's how they do things in Wisconsin). Tucked in the rolling hills of Wisconsin's Southern Kettle Moraine, Rushing Waters sits on 80 acres of pristine forests and valleys.

There, 56 ponds are fed with crystal-clear artesian spring water; underground springs maintain a very cold water temperature ideal for producing healthy rainbow trout. After touring the production facilities where we learned how trout is filleted and smoked products are made, we made our way out to the ponds. We first heard how trout are raised, then sampled some of Rushing Waters products and each had the chance to catch some trout.

That evening, we re-joined the other annual convention attendees for a rooftop event overlooking Wrigley Field. That night, the Cubs beat the eventual world champions, the Giants, 2-0.

Thursday was the end of our journey as Future Leaders. A graduation breakfast was held in our honor where we heard remarks from Sarah Hayes, Future Leaders Alumni Committee Chair; Class President Mark Palicki eloquently summed-up our experiences; and we received our diplomas. We are now officially leaders! **UB**



*Future leaders prepare tilapia for culinary event during the Boston session.*

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*Decrease in exports keeps consumption flat...*

# U.S. seafood consumption declines again

U.S. seafood consumption declined again in 2009, to 15.8 lbs. per capita. This is a reduction of about 24.5 million lbs overall, since 16.6 lbs per capita was consumed in 2004.

However, in 2009, fresh and frozen seafood consumption remained flat, with canned tuna being the largest single contributor to the decline.

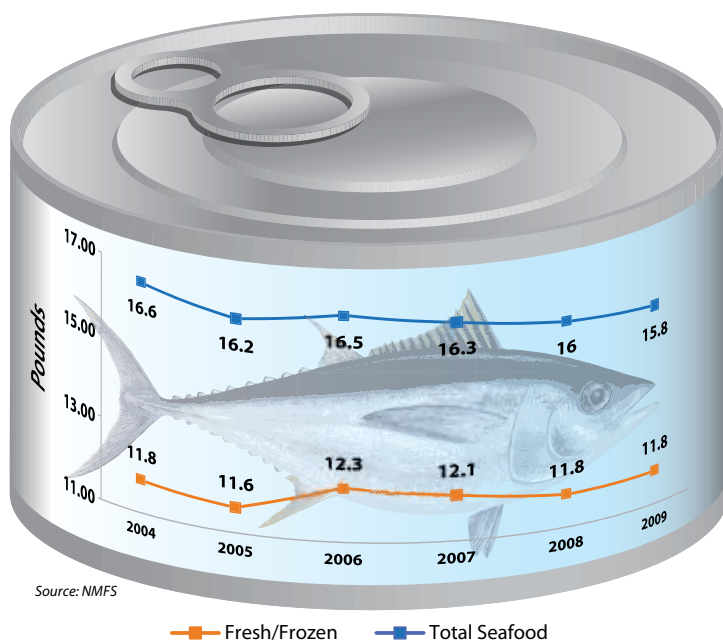
About 84% of the total amount of seafood consumed was imported. However, edible imports (product weight) fell in 2009, to a total value of 5.2 billion lbs., 64.4 million lbs. lower than in 2008, and worth about \$1 billion less. Consumption remained flat because of a decrease in exports. Export volumes fell in 2009 to 2.5 billion lbs., down 103.8 million lbs. from 2008, with a decrease in value of \$277.1 million.

The decline in consumption was expected partly due to the lower landings of pollock and increased prices of tuna. **UB**

*Adapted from a story by John Sackton  
which originally appeared September 7, 2010 on*

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**Per Capita consumption since 2004**  
(total and fresh/frozen)



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# Beef industry charged with innovation

Dr. Gary Smith, distinguished agricultural professor at Colorado State University, was the keynote speaker at the Beef Checkoff-funded 2010 Innovative Beef Symposium held in Denver last summer. Highlighting Smith's presentation were new cuts from the beef round and the importance of innovation.

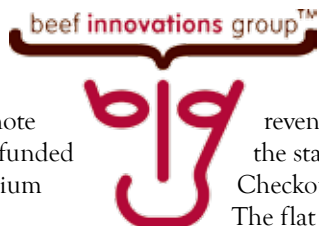
"The way we have historically cut up a beef carcass and sold its parts is truly a dinosaur," Smith said to over 80 processors, manufacturers and retailers at the two-day event. "And we've got to change the way we're doing it in order to really give consumers what they want."

Likening the new methodology to fishing, Smith assimilated the customers (supermarket or restaurant) to fish and the consumers to people who would purchase from the supermarket or eat at the restaurants. His discourse continued with the analogy stating the consumers need to visibly see the product in the meat case or on the menu so to entice their senses. As the typical consumer has moved well past the days of slow methods of cooking, the way in which we approach the consumer must also change. The need for a variety of choices that can be prepared in 20 minutes is the new road to innovation.

Smith noted there are several ways to innovate with beef, a few of which include:

**1) Act spontaneously.** Smith stated that, at times, innovation needs to move so quickly that instead of the typical "ready, aim, fire," you may have to be prepared to "ready, fire, and then aim."

**2) Invent a breakthrough.** Smith stated, "One of the ways you can innovate with a new product is to invent a breakthrough and brand it." "[The beef industry has] 'invented a breakthrough called flat iron



steaks, branded it, and it has been a huge success." The amount of additional revenue that that has returned to the stakeholders through the Beef Checkoff has just been unbelievable." The flat iron has proved a huge success which has made it possible to identify other muscles with just as much potential. Bottom line—new innovations are in the best interest of the industry.

**3) Differentiate.** The beef industry must differentiate to drive demand—more product branding and increased innovation in creating products that are what consumers want.

The Beef Checkoff program has focused on innovation through research to develop new beef products in order to meet consumers' changing demands. Muscle profiling has maximized the value of the chuck and the round, turning products

which were previously low-profit items into valuable steaks. Smith emphasized that in order for new cuts to be successful we need to emphasize the versatility of the product. Next steps would include finding new ways to cook the cuts, new recipes to go with each of these muscles, working with packers and processors to make sure they pull these muscles out and make them available to everyone who wants to use them. **UB**



*The beef industry has invented innovative new cuts which have proven to be successful in the meat case.*

**"Bottom line—new innovations are in the best interest of the industry."**



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# Beef from dairy cattle

Contributed by Laura Conaway,  
Certified Angus Beef

One key difference between beef and dairy cattle is muscle conformation, including lean-meat yield—the thickness and size of the cuts that translate into steaks and roasts.

According to Clint Walenciak, director of packing for Certified Angus Beef LLC (CAB), finished beef animals tend to have fuller, more rounded muscling, that results in the appearance consumers and chefs consider more desirable when cut into steaks. The lighter muscling common to dairy cattle often leads to thinner wholesale cuts that produce long, rectangular shapes when fabricated into retail items.

“Because of that light muscling, dairy cattle are going to end up with a yield



disadvantage, especially to beef cutters and further fabricators,” Walenciak says.

Despite those differences, marbling within dairy- and beef-type cuts can be very similar—provided the dairy cattle have more grain and time to grow.

Some cattle feeders have successfully specialized in finishing dairy calves,

starting them on grain when they are very young. However, visual preference as to how the cooked product appears on a plate plays a big role in marketability.

“Consumers in any country get used to what they like, in taste as well as appearance. So even when the taste is similar, the dimensions and shape of the cuts favor those from a beef-type animal, such as Angus,” Walenciak says.

Chad Carr, Florida Extension meat specialist, says the average U.S. consumer likes the consistently circular beef ribeye more than the narrow, less uniform dairy ribeye. How much a customer is attracted to a specific product, often referred to as consumer appeal, will determine the popularity and demand for that product.

“It will just look more like what they’re used to buying,” Carr says. **UB**

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# National Turkey Federation to expand reach of upgrading the American diet with turkey

Contributed by the  
National Turkey Federation

With the release in early 2011 of the new *Dietary Guidelines for Americans* and *Healthy People 2020*—the 10-year health goals for the nation—and with the intensified focus of First Lady's *Let's Move!* campaign to combat childhood obesity, the National Turkey Federation (NTF) will have a number of important initiatives to advance the nutritional status of turkey in the year ahead.

Building on its success in 2010 of positioning turkey as a positive and simple step consumers (especially busy moms) can take to improve the nutritional quality of family meals, NTF will continue its partnership with Shape Up America!—the healthy weight campaign spearheaded by former U.S. Surgeon General C. Everett Koop—to extend the reach of its “Upgrade It!” campaign. The campaign features the *Meal Upgrade Calculator*, an online tool that shows consumers how to “upgrade” favorite family meals by changing the type of meat and poultry, the side dishes, and even the condiments to decrease the amount of fat and calories in breakfast, lunch and dinner menus.

Having introduced consumers to the “upgrade” concept in 2010, NTF plans to work with Shape Up America! this year to build momentum for the campaign by incorporating physical activity “upgrades” as part of the calculator so moms can learn how to combine small changes in the family diet with simple ways for families to become more active. At the same time, NTF and Shape Up America! will create more news by commissioning a survey of moms examining their attitudes/beliefs about childhood obesity and their challenges in getting kids to eat healthier meals. The research will also provide new findings on the extent to which moms underestimate obesity in their children, providing a compelling platform for NTF to offer new solutions through extensions to the *Meal Upgrade Calculator*.

“All of us have a role to play in preventing childhood obesity and NTF wants to give consumers the tools to make simple ‘upgrades’ to their diets,” said Sherrie Rosenblatt, NTF’s vice president of marketing and communications.

“It begins with education and that’s why NTF will add consumer-friendly information on reducing childhood obesity to its *Meal Upgrade Calculator*.”

Among the plans for 2011, NTF will add new meals to the 24 options already featured through the *Meal Upgrade Calculator*. These meals were selected because they are easy to prepare, economical and frequently served in American households. The new meals will go beyond breakfast, lunch and dinner to include “upgraded” school meals and snacks. NTF also plans to extend the reach of the campaign by targeting an influential audience: mommy bloggers. In fact, a recent report from eMarketer predicts the number of mommy bloggers—adult female Internet users with children under 18 in the household who write blogs about any subject at least monthly—will grow from 3.7 million in 2009 to 3.9 million in 2010. NTF will tap into the expanding audience with a contest for bloggers to create kid-approved turkey dishes for the *Meal Upgrade Calculator*.

“Social media platforms are the perfect tools to educate consumers on the resources available to make meaningful health improvements in the family diet,” said Rosenblatt. “This is a great avenue to extend the message about turkey’s nutrient-rich profile, along with providing information about the variety of turkey products available today in the marketplace.”

Not a mommy blogger? The entire social media community can join NTF’s Facebook fan page (Turkey. The Perfect Protein®) and Twitter account (@turkeygal)



to share newsworthy articles about turkey's nutritional profile and ideas for serving turkey to children.

The *Meal Upgrade Calculator* is available on NTF's website, [EatTurkey.com](http://EatTurkey.com). **US**

An advertisement for Manning Poultry Sales. It features a cartoon turkey with a pink bow and a blue shirt, holding a turkey leg. The text reads: 'We've Got Your Turkey!', 'Manning Poultry Sales', 'TRADERS OF Turkey, Turkey Parts and Raw Materials Domestic &amp; Export', 'Contact John, Mike, or Merri at TEL. 910-875-6500 FAX 910-875-6205', 'TalkTurkey@aol.com', and 'P.O. Box 950, Raeford, NC 28376'.

# Stone Crab

Look for this  
**New Species** in  
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**Commercial  
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Fish and Shellfish**

## Specifications

Market names	Stone Crab
Scientific name	<i>Menippe spp.</i>
Common name	Florida Stone Crab Gulf Stone Crab

## Description

Florida stone crab or *Menippe mercenaria* is typically found in Florida yet also come in smaller quantities from the western North Atlantic: from North Carolina to Belize and also Texas, the Gulf of Mexico, Cuba and the Bahamas. A similar species of stone crabs, *Menippe adina* are found in the Gulf; while a third kind of stone crab is the result of interbreeding of the two species; they are all recognized by the Florida regulatory agency as gulf stone crabs.

The claw is the only part of the crab that is allowed to be landed, and must measure a minimum of 2 ¾ inches to be harvested. The claws are hinged and very dark. They are banded with a red and yellow strip—giving them their distinction from gulf crab claws. With a lifespan of about 7-8 years, the stone crab reaches maturity at approximately one year of age. The regenerative limbs are easily lost yet take anywhere from 12-18 months to grow back. Each molt results in claw growth. Stone crabs will regenerate claws three to four times during their life span. One claw is always larger than the other, and is commonly referred to a crusher claw. Stone crabs can escape from small spaces because they have the ability to detach themselves from their claws, however, in some cases this leads to them bleeding to death.



*Menippe mercenaria*

## Nutrition Facts

Serving Size: 3.5 oz

Amount Per Serving

Calories 70      Calories from Fat 0

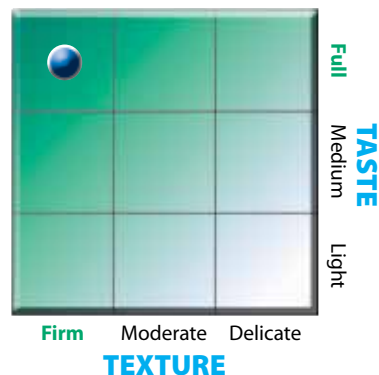
% Daily Value\*

<b>Water</b>	<b>N/A</b>
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	<b>0%</b>
<b>Cholesterol</b> 53mg	<b>18%</b>
<b>Protein</b> 17.5g	<b>35%</b>
<b>Iron</b>	<b>N/A</b>
<b>Sodium</b>	<b>N/A</b>
<b>Omega-3</b> 0g	<b>0%</b>

\*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

They have a firm texture, sweet meat, and low fat or oil content.





# Fish Fact

**Stone crabs will regenerate their claws 3 to 4 times in their lifespan.**

## Fishing Methods

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

Adult stone crabs will burrow in the mud or sand below the tide line. They feed on oysters, small mollusks, worms and other crustaceans. Their predators are horse conch, grouper, sea turtles, cobia, octopuses, and of course humans. The commercial fishery for stone crabs opens

on October 15th and goes through May 15th each year. If the water temperatures get too cold, below 60 degrees the meat of the claws will be said to be “stickers”. Commercial fisheries will avoid landings during these time periods because the meat can be too difficult to remove from the shell of the claw.

They are boiled immediately after they are landed and can be sold as fresh or frozen. Fresh, cooked crabs have a refrigerated shelf life of three to four days if they are packed on ice and put in the coldest part of the refrigerator. Frozen crab claws should be thawed out for 12 to 18 hours in a refrigerator. Frozen claws can be kept for up to six months. Running them under water or thawing them at room temperature can compromise the quality and flavor.



*Stone crab claws.*

## PRODUCT FORM

**Fresh** - boiled  
**Frozen** - boiled



## Global Supply

### TOP COUNTRIES:

United States, Belize,  
Mexico, Cuba, Bahamas



# EGGSecution of the ultimate food safety

EGGOLOGY, INC was founded in 1993 by a triathlete who recognized a need for egg whites in the marketplace that are pure, fresh, and safe. Initiated at the onset of Baby Boomers leading the charge toward healthier products, and because the best ideas are fueled by passion and need, CEO Brad Halpern's passion for fitness, and a healthy lifestyle resulted in a company devoted to the genuine ideals for a wholesome product provided by a team that loves what they do.



Egg whites are pure protein and have no fat, no cholesterol, no trans fats, and no carbohydrates. They provide the only protein which is instantly absorbed by the body. Eliminating the

breakdown process makes egg whites nature's #1 source of 100% natural protein. In

fact, it is the protein found in egg whites alone that is recognized as the singular standard food scientists still strive to duplicate in their food, drinks, and meal replacement bar creations.

Since inception, EGGGOLOGY products were embraced by body builders and medical patients with compromised immune

systems who could not tolerate impurities. Additionally, The Four Seasons, Marriott, and Hyatt hotels choose EGGGOLOGY for their kitchens' pastries, meringues, and breakfasts. EGGGOLOGY is also well utilized by many white table restaurants, premier foodservice chefs, bakeries, universities, cooking schools, and hotels who demand the best and freshest product available.

"Egg whites are one of nature's best sources of protein on Earth," says CEO Brad Halpern. "It's heartening not only to see everyone from New York chefs to Hollywood stars embracing our products, but to help play a role in proving once and for all that egg whites are everything they're cracked up to be, and more."

EGGGOLOGY egg whites and other egg products are pasteurized, a USDA regulation for all eggs outside the shell. This process heats eggs to approx 131°F while moving at an accelerated rate through stainless steel tubes. However, EGGGOLOGY Inc. does not stop at pasteurization alone. In order to kill harmful bacteria such as salmonella, eggs must be heated above 174°F which would result in the solidification of the eggs. Therefore, EGGGOLOGY performs continuous lab testing. The company has its own laboratory designed, certified, trained by and maintained by Biomedix, the same company that provides state-of-


Eggology®

the-art lab testing to the U.S. Military and many prominent food manufacturers. For testing verification the company utilizes USDA approved Silliker Labs.

EGGGOLOGY's egg whites in raw form are repeatedly tested for salmonella, listeria, e. coli, TPC, along with a wide array of other harmful bacteria. While the USDA minimum requirement for testing is 1 in every 8 production days, EGGGOLOGY egg whites and their other egg products are tested repeatedly everyday to ensure absolute safety.

Additionally, EGGGOLOGY is a USDA continuously inspected facility which means they have a USDA inspector in their factory every single work day for every hour they are in production. This inspector observes every aspect of production, and is constantly reporting findings to USDA headquarters, and takes additional samples of EGGGOLOGY product to test for salmonella, listeria, and organoleptic quality. The USDA office in Washington, DC, now directly affiliated with the FSIS (Food Safety Inspection Service) is responsible for observing and testing all aspects of food safety in USDA facilities and also approves all EGGGOLOGY product labeling, in order to assure consumers there are no vague or misleading label claims.

The key to EGGGOLOGY's freshness and safety is temperature which is continuously monitored and document at every level of production. Even truck trailer temperatures that leave their facility loaded are temperature monitored. Temperatures are tested and documented, with guidelines met prior to all deliveries of EGGGOLOGY product.

The EGGGOLOGY brand has been featured twice on the Good Morning America show as one of the Top 10 best foods. Their products have also been shown on Oprah and The Food Network, and have been touted in scores of magazines, newspapers, and radio shows. 



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Consuming calories can create comfort...

# Beat the winter blues with comfort foods

With 2010 in our rearview, the inevitability of winter's doldrums can be felt, smelled and even tasted. As the days become progressively colder, with daily existence moving indoors, comfort food assists many in shaking the chill from within. From time tested classics to immune system boosting unique dishes, food can help to assist beat the winter time blues. Let's explore some nutrient and protein-packed options that can help you warm up on a cold day.

Forewarning, hunger, happiness and maybe a little nostalgia might ensue...

**Hearty Beef Stew:** Tradition will usually dictate this robust wintertime meal. Whether it's surrounded by the added vitamin and mineral bonus of vegetables, or the digestive assisting bean, the basic protein, beef, remains the constant. Beef is high in protein and iron. So, while the thought of getting bundled up and scraping the ice off your windshield for the third time in a day makes you shiver on the inside, a little consolation can be found with the thought of getting home and enjoying a substantial serving of piping hot beef stew for dinner. It'll warm you right up and feed those tired muscles.

**Oysters:** Some like to eat them on a half shell, some like them baked with a squeeze of lemon. And while not exactly the first food you'd think of in the dead of winter, oysters' benefits can help to strengthen your immune system and are definitely reminiscent of being dockside during the summer time. Oysters contain the mineral zinc. Zinc has been long thought to have antioxidant properties which some say can help fend off or shorten the duration of that pesky winter sniffle. Plus, the mental boost of summer memories won't hurt.

**Salmon:** Whether poached, smoked, grilled, baked, filleted, stuffed, or prepared as sushi, salmon is poised to be one serious blues buster. With time in the sun less and

less a part of our daily routine, foods high in vitamin D, such as salmon, are beneficial to help aide in our body's metabolism and receptiveness to serotonin. Serotonin, linked to happiness in the brain, is also boosted by vitamin B6 which is also found in this versatile fish. Rich in Omega-3 fatty acids and packed with protein, salmon is one well-rounded winter treat.

**Chicken Noodle Soup:** Last, but certainly not least, in this look at foods that beat the "blahs," good old fashioned homemade chicken noodle soup. The chicken contains the essential amino acid tryptophan, linked to the neurotransmitter serotonin. Tryptophan is also responsible for that feeling of content we experience right after our Thanksgiving meal. Let us not forget to

mention, this soup is a nostalgic remedy for the common cold. Warm broth, protein-packed chicken, and vitamin rich vegetables help to make this the number one choice of many to beat the winter blues.

Although spring seems an eternity away, and the winter blues never-ending, the warmth surely will return. Until then, wrap up tight in a blanket and seek solace in making it through the frigid months any way you can. Not forgetting it's the time of year where it's ok if you pass the time with brief periods of hibernation brought on by mass quantities of comfort food. **UB**



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# Thanksgiving toms through time

Thanksgiving 2010 is a distant memory and those involved in the turkey industry have had the opportunity to reflect on the events leading up to the biggest day of the year for old tom the turkey—Thanksgiving. Market behaviors are analyzed, discussed and, slowly but surely, a picture begins to develop of the occurrences which most affected commodity turkey values. For 2010 the biggest influences were the excellent movement of whole turkeys in fourth quarter 2009, the low year opening inventories that resulted, and the production constraint that kept them there. From any vantage point 2010 was a year of historic proportions. Strong market prices and surprisingly active demand were hallmarks. All time high commodity prices were set, broken and re-established. As for whole turkeys it was one for the records. Consumer through institutional sized birds reached new market heights. Although the year is young, 2011 is exhibiting many of the same early year attributes as 2010. Will whole body toms have another record year? Only time will tell. **UB**

16 Lb. Tom, Frozen Avg. Quotation  
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# Test your **Salmon** knowledge



Sockeye salmon

1. How many Pacific wild species of salmon are there?
  - a. 10
  - b. 4
  - c. 5
  - d. 15
2. True or False: Annual per capita consumption for salmon in 2009 was higher than in 2008.
3. Alaska's state fish is:
  - a. King salmon
  - b. Cod
  - c. Pollock
  - d. Sockeye salmon

8. What disease has most recently affected the Chilean salmon industry?
  - a. HKS
  - b. Ikura
  - c. Grilse
  - d. ISA
9. Which trim of salmon fillet includes the skin-OFF?
  - a. C-trim
  - b. A-trim
  - c. E-trim
  - d. D-trim
  - e. B-Trim

10. True or False: Salmon eat organisms that are full of a pigment called astaxanthin; this pigment gives salmon their pinkish orange color.

11. Name the species of salmon that is NOT currently being farmed:

- a. King
- b. Atlantic
- c. Coho
- d. Sockeye

Atlantic salmon fillet



See answers on page 71

4. Which step is the LAST step in a salmon's life cycle
  - a. Alevin
  - b. Fry
  - c. Spawning
  - d. Adult
  - e. Egg
  - f. Smolt
5. True or False: Cordova, AK celebrates the "Alaskan Salmon Run" with running races named after pacific salmon species.
6. Which of the following does NOT refer to chum salmon?
  - a. Keta
  - b. Dogfish
  - c. Calico
  - d. Humpie
7. What country is CURRENTLY the top U.S. importer of farmed Atlantic salmon fillets?
  - a. Canada
  - b. Norway
  - c. Chile
  - d. United Kingdom

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# Making the rounds with *UB's Reporter*



Chicago Mayor Richard M. Daley was on hand to help National Restaurant Association officials open the NRA Show 2010.

## **NATIONAL RESTAURANT ASSOCIATION RESTAURANT, HOTEL-MOTEL SHOW**

The Annual National Restaurant Association Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice and lodging professionals. The event attracts tens of thousands of attendees, and this year, *Urnner Barry's Reporter* made its debut.

Held at Chicago's McCormick Place annually, the 2010 edition on May 22-25, attracted 57,892 people from 115 different countries. This represented an increase over last year, and added an element of enthusiasm among the exhibitors.

The event showcases products, services, innovative ideas and other growth opportunities more than any industry event.

NRA Show 2011 will be held May 21-24 at Chicago's McCormick Place.

## **NATIONAL CHICKEN COUNCIL: 2010 CHICKEN MARKETING SEMINAR**

*Urnner Barry's Reporter* attended this year's National Chicken Council Marketing Seminar, hosted by the NCC, in cooperation with the National Poultry and Food Distributors Association. The event was held at the beautiful Amelia Island Plantation Resort in Amelia Island, Florida. Brought together were poultry marketing and sales managers, distributors, supermarket and foodservice buyers, further processors, traders and brokers, and other executives working in the chicken industry. Two days of meetings explored marketing trends and strategies to successfully compete in today's marketplace. While the entire conference was extremely informative, one highlight was the "Supermarket-Foodservice Roundtable" which featured a group of industry experts from companies such as



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*Urnner Barry's James Serpico displaying UB's Reporter alongside House of Raeford's Chan Windham at the Chicken Marketing Seminar hosted by the National Chicken Council in July.*



Chick-fil-A, Darden Restaurants, Golden Corral Corporation, among others.

### **NATIONAL FISHERIES INSTITUTE ANNUAL CONVENTION SEPTEMBER 22-24**

The National Fisheries Institute 2010 annual meeting in Chicago was well-attended with over 200 people present, which according to outgoing president Ken Conrad, 'was the best attendance in years.' There were also some important new members present, and companies that had decided to return to NFI after allowing their memberships to lapse.

No overriding theme emerged from the meeting, but there was a strong sense that there were a lot of major issues on the industry's plate.

Outside the sessions, much talk was of the run-up in seafood prices—which is impacting everyone in the supply chain. Few had a good explanation as to why these prices have come up so much, except that for many items there were low inventory positions at the same time. All worried about the negative effect these higher prices may have in the months ahead.

A number of ongoing NFI policy initiatives seem to be bearing fruit. For example, the Food Safety Bill, currently in the Senate, is strongly supported by NFI and other food

industry groups, and the association would like to see it passed this year.

The Better Seafood Bureau is gaining traction. There is more attention to seafood fraud and short weight, as evidenced by a coordinated investigation earlier this year by 22 states. This spring, more members have been notifying the BSB of offers of short weight, allowing the BSB to contact those companies making these illegal offers.

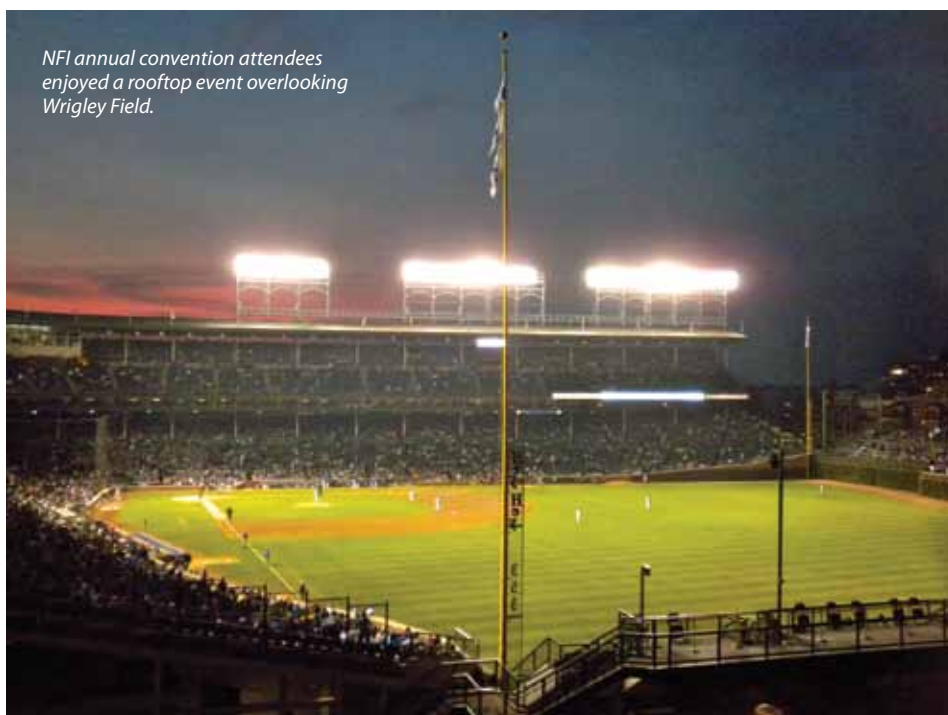
A new focus emerged during the meeting in regard to adulteration—which is the high incidence of excessive water added. There has been a move towards so called 'chemical free' formulations—which means that a company does not have to label for phosphates. However, there are widespread problems with excessive moisture and over soaking, especially in twice frozen Pollock. The same issue is being addressed with *Pangasius*, in cooperation with Vietnamese producers and government.

Another program that has seen great success is the Future Leaders Program. This year, 28 people participated, representing companies from across the industry. The program brings people to Washington DC, to learn the political and regulatory landscape facing the seafood industry, and

*Continued on page 57*



*Urner Barry's Janice Brown takes time out with Ray Porter in front of Wrigley Field.*



*NFI annual convention attendees enjoyed a rooftop event overlooking Wrigley Field.*

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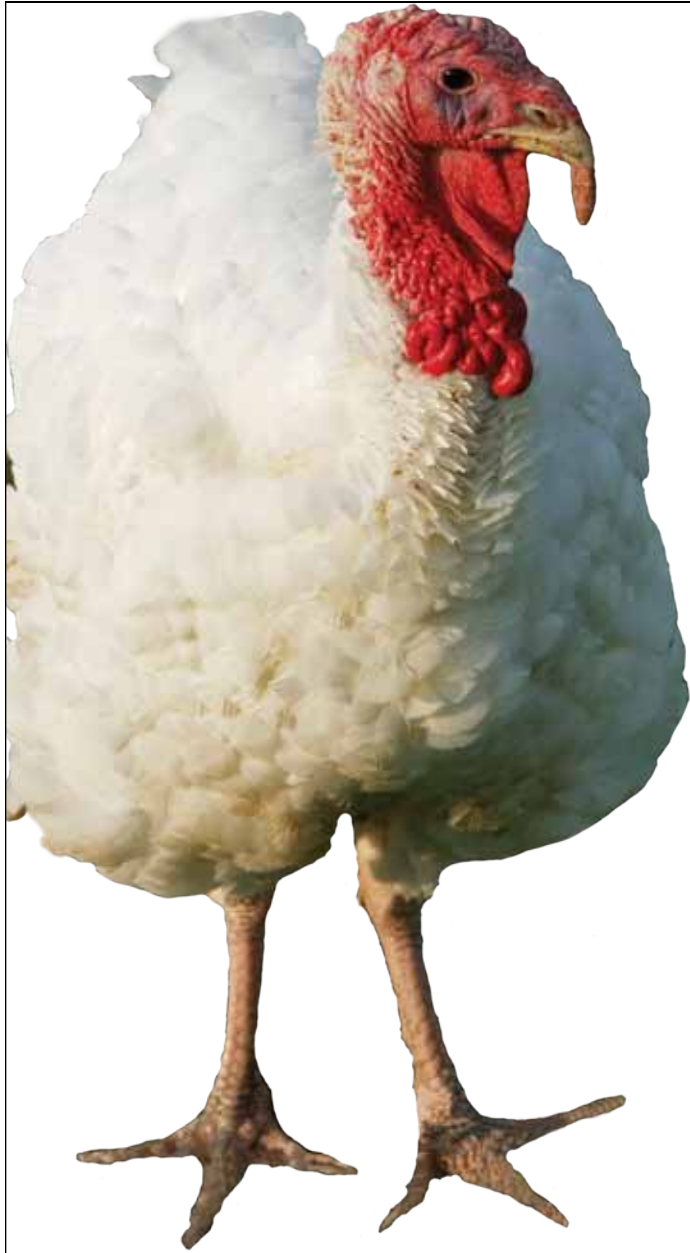
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# Making the rounds...

Continued from page 55

also includes sessions in Boston, Seattle, Portland, and Chicago—where the group gets exposed to the variety of seafood operations, warehousing, and fishing that takes place around the country.

For the ones who have gone through it, each class becomes a great bonding and network experience. Wally Stevens, former COO of Slade Gorton and past president of NFI, gave the talk at their graduation ceremony this year.

Also, Future Leaders has strengthened NFI, as companies, parents, and sponsors of the graduating class also come and attend the convention.

Finally, a special award was given by Sea Share this year to Chuck Bundrant and Trident Seafoods, for achieving the milestone of donating 10 million seafood meals. The other seafood companies who have achieved this are American Seafoods, who was honored last year at NFI, and Jim Harmon, executive director of Sea Share, said Ocean Beauty was also close to this milestone. Joe Bundrant said he hoped that by accepting the award, it would help inspire others in the seafood industry to redouble their efforts toward supporting Sea Share.

## CAB SPECIALISTS SEPTEMBER 30 - OCTOBER 2

In late September, *Urnery Barry's Reporter* took a trip to the Caribbean to attend the 2010 Certified Angus Beef LLC (CAB) hosted the event on in Fajardo, Puerto Rico, at the El Conquistador Resort from September 30-October 2. Even with the conference held outside of the contiguous 48 states, a record attendance was achieved.

John Stika, President of CAB, in his opening comments to the audience, thanked all of the licensed partners for their commitment and passion, as yearly sales of Certified Angus Beef is now nearing three-quarters of a billion pounds.

Aside from the beauty and lavish setting at the resort, the highlight of the conference centered on another year of record breaking dollar sales for the branded product, with annual sales now topping \$2.7 billion. Awards were given for the top foodservice, distributors, retailers, as well as licensed suppliers.

Certified Angus Beef, introduced in 1978, is a cut above USDA Prime, Choice and Select thanks to 10 quality standards. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).



*Chef Scott Popovic, Corporate Chef Certified Angus Beef Brand was one of those featured during the group's Puerto Rico annual conference.*

## MEAT IMPORTERS COUNCIL OF AMERICA OCTOBER 6-9

From October 6th-9th *Urnery Barry's Reporter* made an appearance at MICA's Annual Conference where the theme was Food Safety and Imported Meat. Highlights of the conference included an Economic Workshop given by Len Steiner and presentation from supplying countries including Australia and New Zealand.

## NAMP ANNUAL CONVENTION OCTOBER 28-31

From October 28-31 *Urnery Barry's Reporter* visited NAMP's Annual Convention at the Fairmont Hotel in Scottsdale, Arizona. *Urnery Barry's Reporter* was distributed to all the attendees. Highlights of the convention included an Insight into the Raw Material Markets for 2011 by Steve Meyer of Paragon Economics, Key Trends in the Foodservice Industry including the role sustainability plays for companies and an insight into customer views on Animal Welfare and Biotechnology. The Meat Industry Hall of Fame Induction Ceremony was also held in conjunction with the NAMP conference. **UB**



*A highlight of the CAB conference in Puerto Rico was John Stika's State of Brand presentation.*

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## Developing a delightfully delicious duck

Many cooks find duck intimidating and would prefer to order it only in a restaurant. However, producing a gorgeous roast duck need not be a daunting task. With little effort and a good slow-roast, a beautiful center-of-the-plate meal can be had.

One of the reasons roasting duck is usually shied away from is because it is fatty. It is fattier than chicken, but it is not much more difficult to cook. Duck is actually a red meat with a deep, richly flavored flesh that can be served rare or well done. Its skin, lined with a thick layer of fat, crisps nicely while keeping the flesh moist.

The duck variety most commonly available in supermarkets is the mild-flavored White Pekin duck (usually labeled Long Island). When duck is cooked at a high temperature at first and finishes cooking slowly, its fat renders out entirely. As it

does, it runs over and through the meat, resulting in succulence usually achieved by braising. The boiling water (a technique borrowed from the Chinese) tightens the

skin and promotes crispness. The water in the bottom of the roasting pan reduces spattering.

Don't forget to save the duck fat, which is wonderful for cooking potatoes or livening up a winter soup with just a spoonful. **UB**

### ROAST DUCK

#### INGREDIENTS:

- 1 Pekin (Long Island) duck
- Salt and freshly ground black pepper
- 2 tablespoons chopped garlic
- 1 small handful of thyme sprigs

#### DIRECTIONS:

Preheat the oven to 300 degrees and set rack on the middle level.

Remove the giblets from the duck; Dry the duck well with paper towels. Remove any loose globs of yellow fat from the cavity. Rub the large cavity with salt and pepper and the garlic and put the thyme in it. With a small sharp paring knife, make dozens of slits all over the duck, piercing the skin and fat but being careful not to pierce the flesh. The easiest way to do this is to insert the knife on the diagonal, not straight in.

Put the duck breast side up on a rack set on a

jelly-roll pan and put it in the oven. Every hour for four hours, take the pan out of the oven, pierce the duck all over with the knife, and turn it over. Each time, pour off the fat in the pan.

After four hours, increase the oven temperature to 350 degrees. Sprinkle the duck with salt and pepper and cook for about one hour longer, or until the skin is crisp and browned. Let rest for 20 minutes before serving.

Carve and serve.

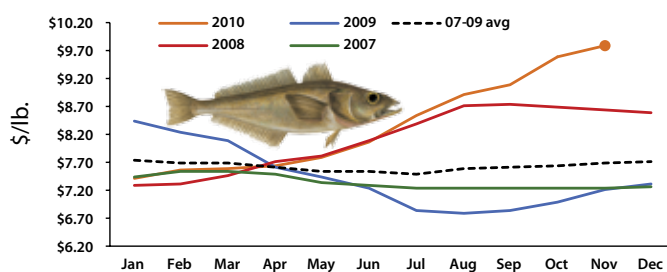
For a Chinese duck, put peeled, chopped fresh ginger, scallions, and garlic in the cavity and brush the duck during the last hour of cooking with a mixture of hoisin sauce, soy sauce, toasted sesame oil, and a little honey. For a Thai duck, put chopped fresh lemongrass, fresh cilantro, and garlic in the cavity and brush during the last hour with a mix of Thai curry paste, unsweetened coconut milk, and lime juice.



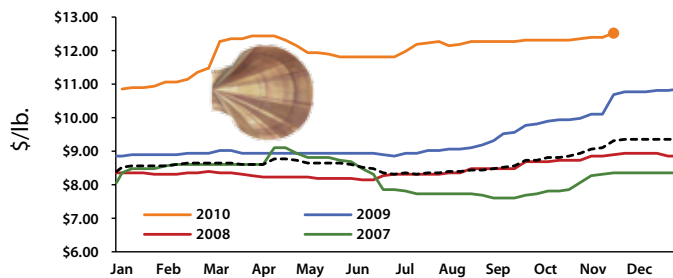
*Record prices in a down economy...*

# Seafood commodities hit all-time highs

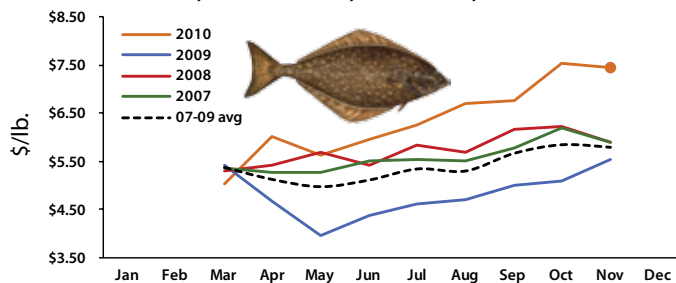
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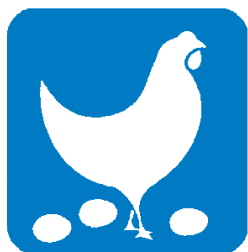
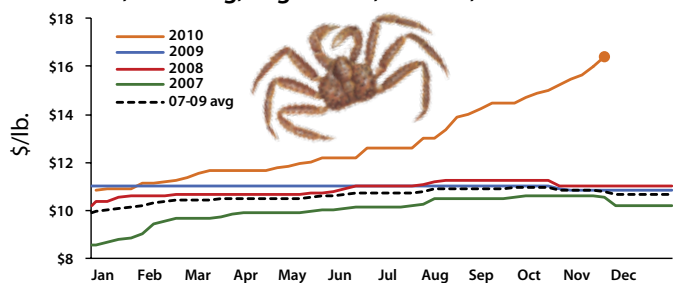
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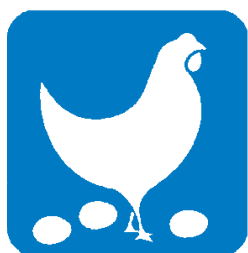
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# Denmark: prosperous *and* happy



Nyhavn Copenhagen, Denmark

Once the seat of Viking raiders and later a major European power, Denmark has evolved into a modern and prosperous nation. Located on a peninsula in northern Europe that borders the Baltic and North Seas, Denmark also includes two major islands. A 2007 Cambridge University study showed that Danish people are actually ranked the happiest people in Europe.

Denmark has a thoroughly modern market economy. Its agricultural sector is high tech and boasts a state-of-the-art industrial base with world leading firms in pharmaceuticals, maritime shipping, and renewable energy. Denmark is highly dependent on foreign trade. The United States is Denmark's largest non-European trading partner. Some major U.S. exports to Denmark include aircrafts, computers, machinery, and instruments. Danish exports to the U.S. include industrial machinery, pharmaceuticals, canned ham and pork.

In Denmark, it is easy to hire, fire, and find a job. Their economy has the highest employment rate in Europe with 95% of the population being employed. Extensive government welfare measures and the highest level of income equity in the world produce comfortable living standards. Denmark is the only country in the Baltic region with a net export of agricultural products, producing three times the amount of food it needs for itself. The increasing mechanization of agriculture, combined with changes in farm management and organization, has meant fewer people are required to farm ever increasing acres of land. This has resulted in the production of a vast amount of various agricultural products.

These attributes, together with their joyful population, makes Denmark a country to look out for. **UB**

**"A 2007 Cambridge University study showed that Danish people are actually ranked the happiest people in Europe."**

## Denmark / U.S. comparison



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LIFE EXPECTANCY	78.47 years	78.24 years
GDP	\$309.3 billion	\$14.26 trillion
GDP (per capita)	\$36,000	\$46,400
AGRICULTURE AS A %GDP	1.2%	1.2%
AGRICULTURAL PRODUCTS	Barley, wheat, potatoes, sugar, beets, pork, dairy	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	2.84 million	154.2 million
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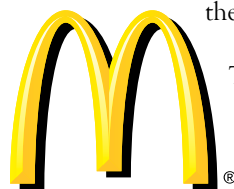
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# McDegree for McDonald's top talent

In 1961, Fred Turner, McDonald's former senior chairman and founder Ray Kroc's first grillman, founded Hamburger University in the basement of a McDonald's restaurant in Elk Grove Village, Illinois. Since its inception, more than 80,000 restaurant managers, mid-managers and owner/operators have graduated from this facility. Training at Hamburger University has always emphasized consistent restaurant operations procedures, service, quality and cleanliness. It has become the company's global center of excellence for McDonald's operations training and leadership development.



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Since the initial class, attendance has grown from an average of 10 students to more than 200 students each week, and more than 5,000 students a year participate in Hamburger University courses and learning activities.

Hamburger University's students complete varied required courses such as chemistry, marketing, and cooking so that when they graduate, they are able to create formulas to increase the profit of the company. Many of those with a "McDegree" are able to get jobs in a lab where they can invent new ways to enhance the food in an economical way.

Founder Ray Kroc once said, "If we are going to go anywhere, we've got to have talent. And, I'm going to put my money in talent." Hamburger University continues to promote that philosophy, everyday and it is evident in much of the top talent at McDonald's today. Executives including CEO Jim Skinner and Tim Fenton, the company's president of Asia Pacific, Middle East and Africa operations have trained at Hamburger University.

The Oak Brook, IL location is a 130,000 square foot training facility on an 80 acre campus with 19 full-time international resident instructors to teach students from more than 119 countries. The state-of-the-art site includes 13 teaching rooms, a 300 seat auditorium, 12 interactive education

team rooms, and 3 kitchen labs. Hamburger University translators can provide simultaneous translation, and the faculty has the ability to teach in 28 different languages. Restaurant employees receive about 32 hours of training in their first month with McDonald's.



McDonald's strives to give customers a similar dining experience anywhere in the world, and to maintain high

standards of service and quality. There may be regional differences in menus or manners, but ultimately a McDonald's should be consistently the same for the customers regardless what country they are in. It's the job of Hamburger University to ensure that those results get replicated each day in every country where McDonald's operates.

"As the world continues to evolve, we need to focus on those things that made us successful," says Diana Thomas, U.S. vice president of training and the dean of Hamburger University. "We need to continue to invest in our people." **UB**

Today in the U.S., there are 22 regional training teams. Additional Hamburger University campuses exist in Sydney, Munich, London, Tokyo, Hong Kong and Brazil. Most recently, in March of 2010, McDonald's opened a Hamburger University location in Shanghai, China in order to train owners and operators in the fast growing market.

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Eye on dining...

# Tasty temptations in Tucson

By Jim Buffum

One of the great things about traveling is that one has the opportunity to enjoy many different types of dining experiences. This February, The National Turkey Federation is hosting its 2011 Annual Convention in Tucson, Arizona and the *Reporter's* resident food connoisseur is here to tempt your taste buds with a small sampling of the nearby restaurants. Leaving the comfort zone of some outstanding national chains that cover this southwestern locale, here we will give a briefing of some of the neighborhood restaurants that are small and out of the way, but well worth the ride.

**El Charro Café:** The original El Charro, founded in 1922, is the oldest Mexican restaurant in Tucson. The original owner, Monica Flin, is said to have invented the chimichanga. Its heritage remains strong today with a commitment to fresh, authentic Sonoran cuisine. Stop by the adjacent cantina, with its pleasant outdoor seating, and enjoy one of the finest margaritas in town.

**Café Poca Cosa:** Chef/owner Susana Davila creates her own unique spin on Mexican cuisine, featuring techniques and ingredients borrowed from several regions. The menu at Poca Cosa changes daily, but the chicken and beef dishes find ample representation on the menu, joining what are usually single fish and vegetarian items, and occasionally a dish made with pork. Davila specializes more in the cooking of Central Mexico and a lighter cuisine



*El Charro is the oldest restaurant in the territory under continuous family ownership. Pictured is the establishment at its Old Broadway Location.*

emphasizing subtly complex sauces and lean meat. If you can't decide, order the Plato Poca Cosa and the chef will choose one beef, one chicken and one vegetarian entree for you to sample; each one more delicious than the next.

**Mi Nidito:** For authentic Mexican Cuisine, Mi Nidito is a top choice. Locals and visitors line up to feast on Sonoran classics in a festive cantina environment. Start with simple but delicious cheese tostadas and then move on to tamales and the popular enchiladas—rolled or flat, and stuffed with your choice of fillings. The brightly colored interior is casual and pleasant, but it's the food, not the decor, that has made this local institution a standout.

**Vivace:** Vivace is Italian for "lively," and this midtown restaurant lives up to the name. With a spacious, inviting dining room, an open kitchen and a separate wine bar, there is plenty of room to accommodate groups. A smaller dining room is suited to intimate dinners or special occasions. Chef Daniel Scordato, highly regarded in Tucson for his fantastic Italian Cuisine, has created a stellar menu

full of favorites like crispy crab cannelloni, linguini with grilled salmon, and veal osso bucco.

**Nana's Kitchen:** When the weather in Tucson seeks triple digits, the local culture blossoms into spring-like, festive excitement. Such celebrations as Cinco de Mayo, Semana Santa, and others bring light to the southwestern culture that influences every aspect of life in the Tucson area—a culture of pure history, romance, and highly rooted in the family. Nestled behind a semi-busy car wash and neighboring a New York-style eatery, resides Nana's Kitchen. Driving by the row of storefronts that besiege this venue, one could easily pass by Nana's. Past the modern, windowed façade however, one enters into a dining culture unlike the others that surround them. Nana's Kitchen appears to be founded upon a family ambition. Family members provide customer service while their own children demonstrate professionalism and respect.

Tucson offers a unique culinary personality that needs to be experienced to make your visit to this beautiful area complete. Tell them the *Reporter* sent you! **UB**

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### *When*

May 1st through May 3rd, 2011

### *Where*

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### *Keynote Speaker*

**Donnie Smith, President & CEO, Tyson Foods, Inc.**



The Conference will begin with a Welcome Reception on Sunday, May 1, 2011 at 6:30 pm on Bellagio's scenic Grand Patio and conclude with a Closing Reception on Tuesday, May 3, 2011 from 5:30 – 7:00 pm on Bellagio's scenic Grand Patio

### *Conference Agenda*

Monday, May 2, 2011 – Urner Barry hosted breakfast Morning General Sessions to include:  
Keynote Speaker  
Twelve o'clock Afternoon Golf at Dragon Ridge,  
Boxed lunch provided  
Cocktail Hour and Awards Dinner Reception begins at 7:00 pm

Tuesday, May 3, 2011 – Urner Barry hosted breakfast General Sessions, Breakout Sessions  
Urner Barry hosted lunch  
Spouses' Program – 11:30 am  
Closing Cocktail Party 5:30 pm – 7:00 pm

### *Conference Registration Details*

Industry Attendees - \$985 • Spouse/Guest - \$410  
Golf Outing - \$200 • Spouses' Program - \$40

### *Special Offer*

Returning Industry Attendees who refer a First-Time Attendee will both receive 10% off of their registration!

### *Hotel Registration Information*

Reserve Deluxe Rooms by using this link  
<http://www.urnerbarry.com/reservations> or by calling 1-888-987-6667  
and mention the Urner Barry Group – **UBP11**

### *Room Rates*

Deluxe Rooms \$179 per night  
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Lynn Dekovitch ext. 217 or MaryAnn Zicarelli ext. 261  
Salone Suites \$450 per night • Bellagio Suites \$525 per night

**It is important that you refer to the code or use the direct link above to receive Urner Barry's group rate.**

**EXECUTIVE CONFERENCE**  
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# Senate passage of food safety bill... what it means



Contributed by  
Richard E. Gutting, Jr.



The final days of the 111th Congress began with Senate passage of the "Food Safety Modernization Act" (S 510) by a vote of 73 to 25. While the bill's prospects are still uncertain, many on Capitol Hill now believe the House will approve the Senate bill despite having passed its own version in July 2009.

The Senate bill, which would be the first

major overhaul of food safety legislation in decades, has pitted consumer groups, retailers and large food companies who want more FDA regulation against a grassroots coalition of small farmers worried about being pushed out of business and taxpayers angry about excessive government spending. Here is a summary of some major FDA regulations that will be issued if the bill passes Congress:

- **Facility Registration**

FDA could suspend a registration of a foreign or domestic food facility if there is a reasonable probability

that food from the facility will cause serious adverse health consequences or death; sales by suspended facilities are prohibited; biennial registration renewals are required.

- **Records**

FDA has access to records if there is a reasonable probability that food will cause serious adverse health consequences or death.

- **Recalls**

FDA can order a mandatory recall if a facility or importer refuses a voluntarily



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recall; certain grocery stores must post consumer notices of recalls.

- **Administrative Detention**

FDA can detain adulterated or misbranded food without a court order.

- **Fees**

FDA will collect fees to cover its costs for reinspections and food recalls, for administering a voluntary qualified importer program, and for export certifications.

- **FDA Inspections**

FDA must hire additional inspectors and conduct more inspections of facilities and importers; imports are banned if a foreign facility refuses FDA inspectors; FDA inspections can be performed by agreement with other Federal, State, or local agencies.

- **Hazard Analysis Controls**

Facilities must control food safety hazards; FDA has access to HACCP plans and related records; facilities

operating under current HACCP rules (includes seafood) and certain small farms are exempt; FDA may set performance standards; FDA will regulate the production and harvesting of high-risk fruits and vegetables. Operators with sales of less than \$500,000 and with a limited scope of distribution (either within the boundaries of a state or less than 275 miles) are exempt.

- **Laboratories**

FDA can recognize laboratory accreditation bodies, require persons to use accredited laboratories, and require direct reporting of test results to FDA.

- **Imports**

Importers must verify the safety of their foreign suppliers and imported

**“FDA can order a mandatory recall if a facility or importer refuses a voluntarily recall...”**

food; FDA may require certification for high-risk imports and deny entry to a food that lacks certification or that is from a foreign facility that has refused U.S. inspectors; FDA may recognize third-party certifications of foreign food facilities; FDA may expedite entry for importers participating in a voluntary import-certification program; Prior notice of an entry must list any country that has refused entry of the food.

- **Traceability**

FDA will conduct pilot tests for rapidly tracking and tracing processed food and fruits and vegetables; FDA may require additional recordkeeping by facilities holding high-risk foods.

- **Food Defense**

FDA must issue regulations for protecting against intentional adulteration of high-risk food.

- **Sanitary Transportation**

FDA will regulate the transportation of food, requiring sanitary practices.**UB**



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# 60 Seconds with...

# DENNIS CASEY, Ph.D

## President of Biova



Privately held Biova LLC is dedicated to groundbreaking research and innovative product development from an egg industry by-product, the egg shell. Biova's advance R&D capabilities have yielded several patent-pending processes and unique branded ingredient products featuring uniform activity profiles with specific functional market application. *Uner Barry's Reporter* sat down with Biova President Dr. Dennis Casey for a one-on-one question and answer to learn more about Biova's latest innovative technology and products.



**URNER BARRY'S REPORTER:** *Biova has been committed to the production of high-quality natural product for the cosmeceutical, pharmaceutical, animal health and nutraceutical markets, including supplement and functional food products. How does the production process work when utilizing one of nature's most delicate resources?*

**DENNIS CASEY:** The process begins by harvesting the raw material from "egg breaking" facilities that produce and market commonly utilized liquid eggs. Eggshells and their attached membranes are currently underutilized in their processes. Biova captures these natural raw materials and then utilizes a patented process to separate the egg membrane from the egg shell yielding two materials that Mother Nature originally formed together, egg membrane and eggshell. The concentrated eggshells are a very pure, highly bioavailable source of calcium carbonate, low in heavy metals, which can be further processed for human or animal supplementation, or any of a multitude of industrial applications.

**UB:** *You stated that Biova also utilizes the egg membrane, how is this marketed within the industry?*

**DC:** The egg membrane is further processed

utilizing Biova's proprietary Hydro 5™ process (developed on the campus at the Iowa State University Research Park) to make its natural components more available and water soluble—these are marketed as Ovacore. Ovacore is a natural complex of proteins and small peptides, many which have historically been found beneficial to managing the discomforts associated with diminishing joint and connective tissue health as well as skin health improvements such as skin toning, smoothing and moisturizing, and an enhanced skin health when an Ovacore rich application is applied to typical teenage skin afflictions such as acne.

**UB:** *The sustainability of Ovacore appears to be especially attractive. Its potential alone to alleviate joint pain suffering in companion animals and humans will be a welcome product on the market. Adding skin health improvements to its achievements makes for a real win-win product. What are some of the nutrients contained in Ovacore that give it such special healing properties?*

**DC:** Ovacore includes collagen, a fibrous protein critical to skin, cartilage, and connective tissue health; elastin, a protein critical to skin, cardiovascular, cartilage, important to the structural components of cartilage providing much of its resistance to compression, and hyaluronic acid which is widely distributed through connective, epithelial, ocular and neural tissues; as well as additional compounds. Another aspect of Ovacore is that it demonstrates significant antioxidant

properties, and invitro testing has demonstrated a significant effect on the reduction of oxidative stress, a precursor to inflammation.

**UB:** *Have there been studies performed which document Ovacore's success?*

**DC:** Initial anecdotal observations include increased joint and connective tissue comfort, mobility and flexibility when adult human subjects ingest approximately 500 mg of Ovacore daily. Testimonial accounts reflect subjects with known debilitating joint conditions ability to resume previously abandoned activities or sustain activities for longer periods of time; activities which previously presented significant discomfort.

Biova commissioned formal research on Ovacore including an open label canine study. Research demonstrated within seven days of initial dosage were observed with positive changes in joint mobility, and by the conclusion of the 28-day observation period, all of the subjects exhibited increased activity and mobility.

In addition, Biova has initiated and concluded two additional open label pilot studies on human subjects. One study examined knee joint pain and flexibility responses to daily Ovacore ingestion. The subjects in this trial reported a reduction in pain symptoms and researchers observed increased knee functionality. This study concluded that Ovacore is an effective and safe alternative treatment for musculoskeletal pain and stiffness as associated with the knee.

A second study examined the effects of a topical cream based application containing Ovacore to facial skin. This study concluded that the application of the Ovacore cream resulted in a quite positive and sometimes dramatic reduction in wrinkles and other skin conditions. **UB**

**"Eggshells and their attached membranes are currently underutilized in their processes..."**



# Fast casual boom spices up menu items

Market researcher Technomic found limited service Mexican restaurant chains were able to increase sales by 2.7% and unit counts by 1.8% in 2009, despite an overall industry-wide contraction of 3.2% during the same time period. Several Mexican chains within the Top 500 were able to achieve double-digit sales increases, and the number of Mexican menu items on restaurant menus is up from 2009 to 2010.

"The rise in popularity of Mexican foods is the culmination of a number of factors all converging in food service at the moment," said Mary Chapman, director of product innovation at Technomic. "The fast casual boom is certainly part of the equation—Mexican concepts fit well into the fast casual model. Consumers are also calling for authentic ethnic dining experiences and spicier, more flavorful foods, so Mexican concepts and menu items are on trend in a number of ways right now."

Technomic's 2010 *Market Intelligence Report: Mexican* explores the reasons why Mexican food is more popular than ever. It offers restaurant operators and others aligned with the foodservice industry insights into growth opportunities and consumer preferences with regard to Mexican food.

Interesting report findings include:

- The number of Mexican entrees on U.S. restaurant menus was up 3.3 percent from the first half of 2009 to the first half of 2010, with 5.4 percent more restaurant chains offering Mexican menu items over that time period.
- While chicken and beef are still the most prevalent ingredients in tacos, the number of fish tacos on restaurant



**"The rise in popularity of Mexican foods is the culmination of a number of factors all converging in food service at the moment,"**

©iStockphoto.com/Nicolas McComber

menus was up an impressive 22.5 percent from the first half of 2009 to the first half of 2010.

- Consumers have begun to respond to regional preparations of Mexican items, much like Tuscan or Sicilian within the Italian category or Cantonese and Sichuan varieties of Chinese food.

The 2010 *Market Intelligence Report: Mexican* includes data from Technomic's exclusive MenuMonitor online trend-tracking resource, which analyzes the menus of more than 1,200 top chains, emerging concepts and leading independent restaurants. It features data culled from Technomic's Consumer Trend Reports. The report also profiles 92 leading and emerging Mexican restaurant concepts, chosen for their size, growth, potential and/or interesting position. **US**

*Adapted from a Foodmarket.com story which originally appeared on December 7, 2010*

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# NRA Chef Survey: What's Hot in 2011

The National Restaurant Association each year surveys professional chefs (all members of the American Culinary Federation) on which foods, beverages, cuisines and culinary themes will be hot trends on restaurant menus. The *What's Hot in 2011* survey was conducted in the fall of 2010 among more than 1,500 chefs. Revealing that local and hyper-local sourcing, healthy children's meals, sustainable seafood, and gluten-free cuisine will be among the hottest trends on restaurant menus in 2011. In addition, the chefs said that mobile food trucks and pop-up restaurants will be the top operational trend in restaurants next year.

"Our annual 'What's Hot' chef survey is one of the industry's most anticipated and quoted culinary forecasts, largely due to the credibility of its respondents – professional chefs that work in some of the nation's finest dining establishments and educate the next generation of chefs

in culinary institutions," said Hudson Riehle, senior vice president of Research and Knowledge Group for the National Restaurant Association.

"The top trends identified by these culinary professionals for 2011 are reflecting larger societal trends, underscoring that American diners are becoming more and more interested in what's on their plate. Sustainability and nutrition are becoming key themes in our nation's nearly one million restaurants."

The Association surveyed 1,527 American Culinary Federation member chefs in October 2010, asking them to rate 226 individual food items, beverages, cuisines

**"The top trends identified by these culinary professionals for 2011 are reflecting larger societal trends..."**

and culinary themes as a "hot trend," "yesterday's news," or "perennial favorite" on restaurant menus in 2011.

In tune with increased consumer awareness and interest in food sourcing and farm-to-fork practices, the leading culinary theme revealed by the survey is sustainability, which occupies four of the top five trends. The top two items—both with 86 percent—are locally sourced meats and seafood and locally grown produce. Ranked as the third hottest trend is sustainability as a culinary theme. Hyper-local ingredients (e.g. restaurants with their own produce gardens, and chefs managing the raising and butchering of their own meat) lands at number five, with nearly eight in 10 chefs calling it a hot trend.

"Locally sourced food and a focus on sustainability is not just popular among certain segments of consumers anymore; it has become more mainstream. Diners are requesting to know where their food comes from, and are concerned with how their choices affect the world around us," said Michael Ty, CEC, AAC, ACF national president. "Nutrition will continue to play a key role in 2011. With the results from this survey of American Culinary Federation chefs, restaurants across America will be able to tailor their menus and better serve their guests."

Also included in the survey were questions about recession strategies, operational trends, promoting nutrition and using social media. The chefs said that offering value specials, simplifying menus to save on prep labor and ingredients, and increased marketing efforts were the most successful strategies for building business during the period of economic weakness.

Thirty percent of the chefs said that mobile food trucks and pop-up restaurants will be the hottest operational trend in 2011; 18 percent said restaurants with gardens will be the top trend, and 17 percent said social media marketing. In addition, 55 percent of the chefs said they are currently using social media for professional purposes, and another 16 percent said they plan to start using such channels. **UB**

**CHEF SURVEY: What's HOT in 2011**

**Top 10 trends**

- 1 Locally sourced meats and seafood
- 2 Locally grown produce
- 3 Sustainability
- 4 Nutritionally balanced children's dishes
- 5 Hyper-local (e.g. restaurant gardens, do your own butchering)
- 6 Children's nutrition
- 7 Sustainable seafood
- 8 Gluten-free/food allergy conscious
- 9 Simplicity/back to basics
- 10 Farm/estate-branded ingredients

**1**

**4**



# Value-added beef

Continued from page 1

Cattlemen's Beef Association. "Past work on the chuck subprimal had yielded benefits to all segments of the industry, and the muscles of the round offer the next frontier of innovation and additional value."

More than 80 representatives from meat processors, packers and food manufacturing companies convened to learn how to fabricate, merchandise, menu and profit from the new cuts at the Symposium.

The six new cuts include a portfolio of lean steak and roast options suitable for retail and foodservice outlets:

**Santa Fe Cut:** similar to a flank steak, perfect for fajitas, stir fry or for shredded beef

**Round Petite Tender:** flavorful, best cut into medallion steaks, offers a restaurant-quality experience on a bed of pasta or a roast for two

**San Antonio Steak:** ½-inch lean steak, versatile and cooks fast, works well with a marinade

**Tucson Cut:** the perfect lean cut for foodservice operations looking for value

**Braison Cut:** ideal for any braising application and makes a great osso buco or pot roast

**Merlot Cut:** deep red color, lean and flavorful, ideal for a variety of ethnic dishes

As a team of meat scientists and industry professionals that work together to inspire beef innovation, BIG has considerable experience working with the value-added cuts from processing to end-use application.

In 2007, BIG began its mission to explore this underutilized subprimal, which represents 30 percent of the beef carcass. Since then, a team of meat scientists have been working on locating whole-muscle cuts. This effort leverages the checkoff-funded Muscle Profiling Research which aided BIG to uncover many successful cuts

over the years known as the "Beef Value-Added Cuts," a line of beef steaks and roasts that allow consumers to enjoy more great tasting steaks and roasts that are easy to prepare and often moderately priced. **UB**



San Antonio steak



Santa Fe cut



Round petite tender

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# Cooper Farms

Continued from page 1

Commitment to providing customers with individual attention is evident in all their private label and Cooper Farms brand products. The Cooper family has always been focused on dedication to hard work and honesty. It is these principles that have allowed them to become one of the largest independent turkey producers in the United States, and each of their team members epitomizes this same work ethic.

Up to 200 million pounds of live turkeys are processed annually by Cooper Farms at their location in St. Henry. This location combines the most advanced technology with the skill of Cooper's team members to produce the highest quality raw turkey products. Cooper Farms offers commodity as well as a complete line of value-added products to foodservice and retail outlets. Breast meat from the St. Henry location is shipped to the company's Cooked Meats location for further processing.

In Van Wert, Ohio, Cooper Farms has a

state-of-the-art cooking and slicing location which processes more than 50 million pounds of fully cooked turkey, chicken, and pork hams for restaurant and deli use each year—with the capacity to cook more than 60 million pounds annually. Precisely controlled ovens and smokers provide consistent temperature for perfectly cooked meat. Additionally, all of their cooked products are either surface pasteurized in



Cooper Farms' General Manager, Dale Hart (l), is seen here with Director of Marketing, Roger Wellman.



72 years after Virgil and Virginia Cooper founded the company, Cooper Farms is still family-owned and operated. The second generation is (l to r) Jim, Dianne and Gary.

the final package, or sold in the bag they were cooked in to guarantee food safety. Each step of the process—from cooking, to cooling, to packaging, to shipping—is designed with careful attention to detail in these final important steps in assuring farm to table quality. According to Roger Wellman, Director of Marketing, “the state of the art equipment keeps us efficient, but



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it's the customers who help Cooper Farms develop products that fit their needs. Many of their innovations have come as a result of customer requests." Wellman says, "Our capabilities and our reputation have allowed us to form long term partnerships with a wide range of private label, deli, foodservice, and retail customers."

Whether it's their innovative customer requested products, attention to producing the highest quality goods or the long-standing family dedication to hard work and honesty, Cooper Farms has earned their place as one of the most progressive and largest independent turkey producers in the United States. **US**

Answers to the quiz on page 53:

- |                   |                |
|-------------------|----------------|
| 1. C. 5           | 7. B. Norway   |
| 2. True           | 8. D. ISA      |
| 3. A. King salmon | 9. C. E-trim   |
| 4. C. Spawning    | 10. True       |
| 5. True           | 11. D. Sockeye |
| 6. D. Humpie      |                |

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