URNER BARRY'S
Reporter

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the newsmagazine for the food industry professional

(left to right) Chicken of the Sea Frozen Foods Executive V.P. Paul E. McCarthy; President / CEO Bryan Rosenberg; and V.P. of Sales/Mktg. Brenden Beck.

Exciting and new seafood sensation...

Chicken of the Sea Frozen Food and Empress International merge

January 1, 2011 marked a new and exciting beginning for Chicken of the Sea Frozen Foods and Empress International. The two companies have officially merged and are now conducting business as Chicken of the Sea Frozen Foods, a division of Thai Union Frozen Products PCL.

In talking with Bryan Rosenberg, the company's President & CEO, he discussed how the combination of the two businesses is already bringing benefits to their customers and suppliers.

XCELLENT

"We're now able to offer a wider array of products, including pasteurized crabmeat and value-added seafood products to the customers that were serviced by the Empress team, while Chicken of the Sea Frozen customers now have access to additional items including Xcellent brand Latin American shrimp, warm water lobster tails, Canadian snow crab, and finfish," Rosenberg explained. In addition, the merged organization will be an even stronger and more important partner to our supplier base."

The new Chicken of the Sea Frozen Foods corporate headquarters is in El Segundo, CA with their Lake Success, NY office continuing to serve the company with sales and operations staff.

"Ultimately, this is all about people. I'm most excited and proud about the team we have brought together." Rosenberg commented about the diverse experience,

Continued on page 71

Food industry's marketing event of the year...

Thriving in a Global Economy

Urner Barry is pleased to announce its Executive Conference and Marketing Seminar is back at the Bellagio, Las Vegas, Nevada, May 1-3, 2011. The conference theme this year is *Thriving in a Global Economy*. Industry executives will learn how to compete effectively in the international marketplace at one of the most widely attended and recognized marketing events in the industry.

The program will kick-off on Sunday evening with a welcome reception. Monday begins with its opening ceremonial event followed by a keynote address from Donnie

Continued on page 70

On the inside...

URNER BARRY'S Reporter
THE NEWSMAGAZINE FOR THE FOOD INDUSTRY PROFESSIONAL

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Center of the plate

Page 1 ▶

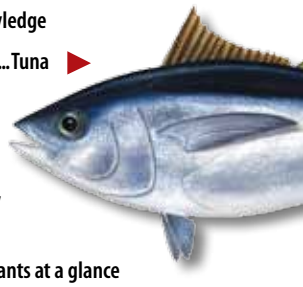
Chicken of the Sea Frozen Foods and Empress International merge

◀ Urner Barry's Executive Conference: Thriving in a Global Economy

Main ingredients

News bites

A la carte



CONFERENCE THEME: double in a decade–sustainably

Contributed by Global Aquaculture Alliance

The eye-opening realities regarding major global shifts in seafood consumption revealed during GOAL 2010 in Malaysia will be further addressed at GOAL 2011, scheduled for November 6 - 9 in Santiago, Chile.

GOAL 2011's host city , Santiago, is Chile's capital. The bustling city anchors the northern section of the central valley between the Pacific Ocean and the impressive Andes Mountains.

Photo courtesy Armin Ramirez

"Assisting aquaculturists in answering growing food needs will be an important role of GAA in the next few years."

"The kind of information presented by last year's GOAL speakers, such as the explosion of the global middle class and the fact that China will soon have to import huge amounts of seafood for its populace, plays a key role in planning for the leading seafood companies and groups that attend GOAL," Wally Stevens, executive director of GOAL organizer Global Aquaculture Alliance, said. "GOAL has become an important piece in the puzzle of success in international seafood commerce."

When the Global Outlook for Aquaculture Leadership conference series convenes in Santiago, its first stop in the Southern Hemisphere, the GOAL program will include summarized data on global fish and shrimp production and markets, but then go beyond the numbers to address issues, project trends and identify opportunities.

At GOAL 2010, Stevens challenged the global aquaculture community to quickly adjust to meet the world's soaring demand for seafood. That challenge quickly became the theme for GOAL 2011: "Double in a Decade–Sustainably."

Assisting aquaculturists in answering growing food needs will be an important role of GAA in the next few years. By bringing together hundreds of seafood and aquaculture leaders, GOAL 2011 will provide a forum in which to examine such emerging issues and seek collaborative solutions.

"How will the aquaculture sector adjust as new middle-class consumers call for more and more seafood?" Stevens asked. "Will existing facilities be able to push out more product? Will new culture areas be developed? Will advances in technology once again be our savior? How will this level of growth be financed? And how can all of this be accomplished sustainably?"

THE END OF THE WORLD

In its review of global aquaculture production, markets and issues, the GOAL 2011 meeting will also highlight Chile, a country whose name was derived from a native word meaning "where the land ends."

In this diverse area, aquafarmers are in comeback mode thanks to effective changes in infrastructure and forward-looking policies. Its salmon farms, for example, are addressing disease-related challenges and headed toward restoring Chile's position as a top salmon producer. The GOAL 2011 schedule will include options to visit aquaculture farms and other destinations.

GOAL 2011's host city, Santiago, is Chile's capital and national center of commerce. The bustling city anchors the northern section of the central valley between the Pacific Ocean and the impressive Andes Mountains. Just south lies the Maipo Valley, home to great farms and the center of the country's wine production. Farther to the south, primeval forests and enchanting lakes command the valley.

Chile is over 6,400 kilometers long and reflects a wide range of climates, geography, wildlife and city life. The Global Aquaculture Alliance recommends that GOAL participants schedule time around the conference to explore the country's extensive natural beauty and eclectic communities.

GOAL 2011 will convene at the Grand Hyatt Santiago, an "in-town" five-star luxury hotel with a resort feel. Located in the exclusive Las Condes district of Santiago, it offers easy access to the city center, mall shopping, restaurants and attractions. GOAL attendees will receive a reduced rate and additional amenities at the official GOAL 2011 conference hotel.

GOAL PARTICIPATION

GOAL 2011 is a unique annual event for top representatives of international aquaculture and seafood companies, organizations and institutions. Invitation notices will be distributed soon to previous attendees.

Additional information on the GOAL program, registration and tours is posted at www.gaalliance.org. To be considered for participation in GOAL 2011, contact GOAL coordinator Sally Krueger at +1-314-293-5500, sallyk@gaalliance.org.

Eggs are now naturally lower in

Contributed by American Egg Board

"Enjoying an egg a day can fall within current cholesterol guidelines..."

According to new nutrition data from the United States Department of Agriculture's Agricultural Research Service (USDA-ARS), eggs are lower in cholesterol than previously thought. The USDA-ARS recently reviewed the nutrient composition of standard large eggs, and results show the average amount of cholesterol in one large egg is 185 mg, 14 percent lower than previously recorded. The analysis also revealed that large eggs now contain 41 IU of vitamin D, an increase of 64 percent.

"We collected a random sample of regular large shell eggs from 12 locations across the country to analyze the nutrient content of eggs," says Dr. Jacob Exler, Nutritionist with the Agricultural Research Service's Nutrient Data Laboratory. "This testing procedure was last completed with eggs in 2002, and while most nutrients remained similar to those values, cholesterol decreased by 14 percent and vitamin D increased by 64 percent from 2002 values."

The collected eggs were sent to a laboratory at Virginia Tech University to be prepared for nutrient analysis at certified nutrient analysis laboratories. The samples were randomly paired for the testing procedure, and the analysis laboratories tested samples to determine composition of a variety of nutrients including protein, fat, vitamins and minerals. Accuracy and precision were monitored using quality control samples.

According to Dr. Exler, this procedure is standard for the National Food and Nutrient Analysis Program (NFNAP), the program responsible for analyzing the nutrient composition of a wide variety of foods and making nutrition information publicly available. This information is available on the nutrient data lab website at www.ars.usda.gov/nutrientdata. The new nutrient information will also be updated on nutrition labels to reflect these changes wherever eggs are sold, from egg cartons in supermarkets to school and restaurant menus.

CRACKING EGG MYTHS

Over the years, Americans have unnecessarily shied away from eggs—despite their taste, value, convenience and nutrition—for fear of dietary cholesterol. However, more than 40 years of research have demonstrated that healthy adults can enjoy eggs without significantly impacting their risk of heart disease.

"My research focuses on ways to optimize diet quality, and I have long suspected that eliminating eggs from the diet generally has the opposite effect. In our own studies of egg intake, we have seen no harmful effects, even in people with high blood cholesterol," says Dr. David Katz, Director of the Yale University Prevention Research Center.

Enjoying an egg a day can fall within current cholesterol guidelines, particularly

cholesterol

if individuals opt for low-cholesterol foods throughout the day. The 2010 Dietary Guidelines for Americans suggest that eating one whole egg per day does not result in increased blood cholesterol levels and recommend that individuals consume, on average, less than 300 mg of cholesterol per day. A single large egg contains 185 mg cholesterol.

Some researchers believe the natural decrease in the cholesterol level of eggs could be related to the improvements farmers have made to the hens' feed. Hens are fed a high-quality, nutritionally balanced diet of feed made up mostly of corn, soybean meal, vitamins and minerals. Poultry nutrition specialists analyze the feed to ensure that the natural nutrients hens need to stay healthy are included in their diets. Nutrition researchers at Iowa State University are compiling a report to outline potential reasons for the natural decrease in cholesterol in eggs.

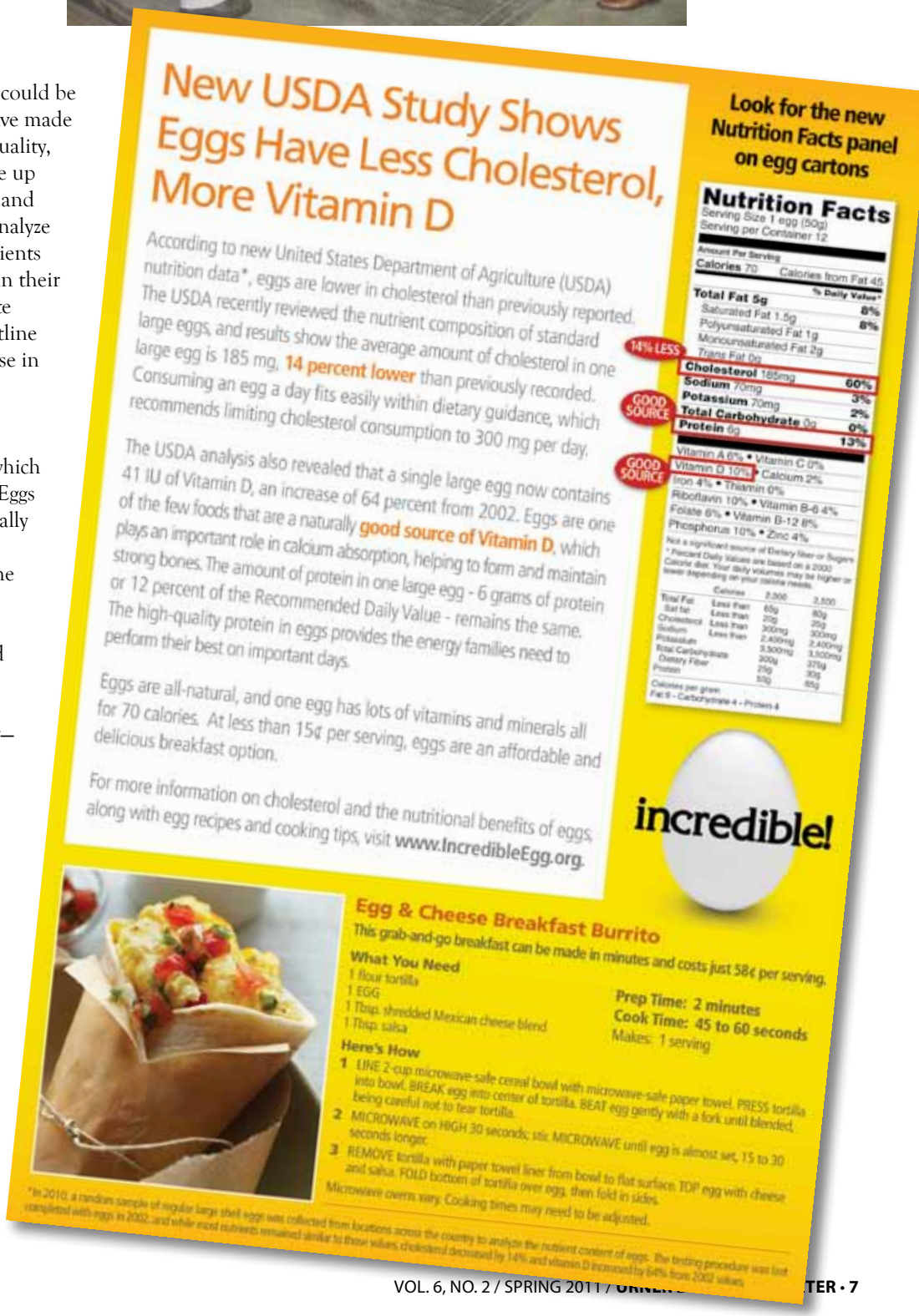
NUTRIENT-RICH EGGS

Eggs now contain 41 IU of vitamin D, which is an increase of 64 percent from 2002. Eggs are one of the few foods that are a naturally good source of vitamin D meaning that one egg provides at least 10 percent of the Recommended Daily Allowance (RDA). Vitamin D plays an important role in calcium absorption, helping to form and maintain strong bones.

The amount of protein in one large egg—6 grams of protein or 12 percent of the Recommended Daily Value—remains the same, and the protein in eggs is one of the highest quality proteins found in any food. Eggs are all-natural, and one egg has lots of vitamins and minerals all for 70 calories. The nutrients in eggs can play a role in weight management, muscle strength, healthy pregnancy, brain function, eye health and more. At less than 15 cents apiece, eggs are an affordable and delicious breakfast option.

For more information on cholesterol and the nutritional benefits of eggs, along with recipes and cooking tips, visit www.IncredibleEgg.org.

To celebrate the good news about eggs, Moark and Sauder's Eggs joined together to donate 100,000 eggs to the Food Bank for New York City on behalf of America's egg farmers.



2010 dietary guidelines affirm role of lean protein

In late January 2011, USDA Secretary Tom Vilsack and Secretary of Health and Human Services Kathleen Sebelius announced the 2010 Dietary Guidelines for Americans. Both signed off on the recommendations of the Dietary Guidelines Advisory Committee whose report stated obesity to be the greatest threat to public health.

"The new Dietary Guidelines are based on the best evidence, the best science, great participation from the wonderful advisory committee and lots of input from the public," Sebelius said. "This is one in a series of tools to give Americans better information about how to stay healthy, how to become healthier, how to make the healthier choices that our kids are going to need to be better students and be prosperous in the future."

The new 2010 Dietary Guidelines for Americans focuses on balancing calories with physical activity, and encourages the importance of making the best use of calories by having nutrient dense calories as opposed to empty calories.

"The guidelines provide direction in terms of foods to avoid in great amounts and foods to eat more of," Vilsack said. "More fruits and vegetables, whole grains, low-fat dairy, lean proteins including more fish and seafood; less sodium, less sugar and less saturated fat for sure."

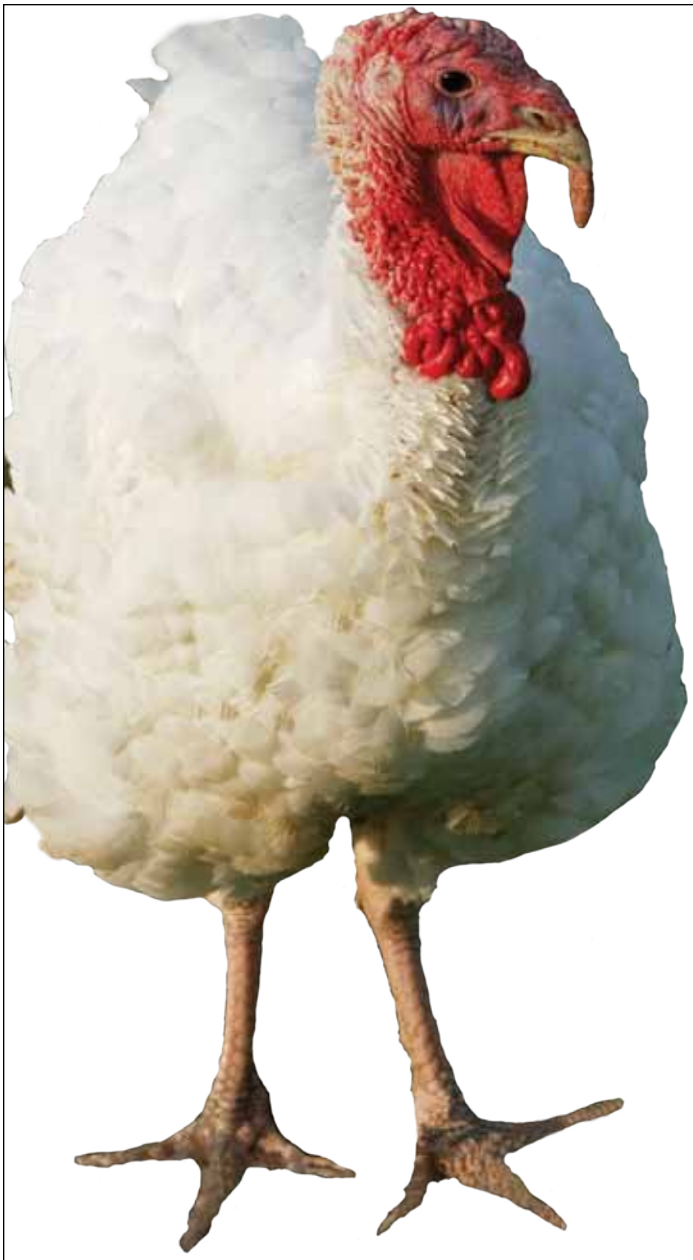
Underscoring that that the guidelines affirm the role that lean meat and poultry can play in a balanced diet, AMI Executive Vice President James H. Hodges said, "Meat and poultry products are some the most nutrient dense foods available, are excellent sources of complete protein, iron and zinc and maintain an excellent nutrition per calorie ratio. Complete proteins provide all of the essential amino acids necessary for growth and good overall health."

The guidelines include 23 key recommendations for the general public and six for specific groups like pregnant women. Key recommendations include:

- Increase in vegetable and fruit intake;
- Consume at least half of all grains as whole grains;
- Eat a variety of protein foods;
- Increase the amount and variety of seafood;
- Replace protein foods higher in solid fats with choices that are lower in solid fats and calories and/or are sources of oil.

"It is noteworthy that the government's previous recommendation that consumers eat five to seven ounces from the meat, poultry and beans group will remain unchanged. This makes sense because the Dietary Guidelines Advisory Committee's documents show that the meat, poultry, fish, eggs, nuts group is the only group that is consumed in the recommended amount," Hodges said.

More consumer-friendly advice and tools, including a next generation Food Pyramid, will be released by USDA and HHS in the coming months. Details of the new Dietary Guidelines as well as some online tools to help implement them are available at www.usda.gov and www.dietaryguidelines.gov. UB



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Another sold-out venue...

Urner Barry hosts Seafood Import Workshop in Miami

Since 2007, Urner Barry has played host to Seafood Import Workshops throughout the United States which have enlightened attendees about the specifications, classifications and other legal regulations buyers and sellers of seafood in the United States face. Presented by Richard E. Gutting Jr., attorney and well-known expert on importing seafood with first-hand knowledge of agency requirement policies, the workshops aim to improve compliance and provide valuable information from knowledgeable professionals.

This past January, attendees from seafood companies on the East Coast attended the sold-out Urner Barry Seafood Import Workshop in Miami, Florida, and had the opportunity for a lively exchange with NOAA enforcement personnel about current rules on importing seafood.

The workshop, led by Dick Gutting, included speakers Andy Furner from

Trace Register, Ray Markley from Shorepoint Insurance, and Jeff Radonski of NOAA enforcement, and Mary Snyder, formerly with the FDA, and covered topics such as the new food safety legislation, managing sustainability and traceability requirements, third party audits and certifications, product contamination and recalls, the responsibility of seafood executives for following legal procedures, and an overview of NOAA Office of Law Enforcement's role concerning seafood import/export.

Urner Barry hosts the Seafood Import Workshop series several times a year throughout the country. If you would like to see the next workshop take place in your area, please contact MaryAnn@urnerbarry.com.UB

Laws that govern the buying and selling of seafood...

New supply-chain risks and opportunities

By Richard E. Gutting, Jr., Attorney

The Urner Barry workshop on importing seafood included several lively discussions about the recent uptick in Lacey Act prosecutions. Thanks to the participation of NOAA Fisheries Special Agent Jeff Radonski, we were given an inside look at the different fishery laws that govern the buying and selling of seafood. Jeff's message—which is important to repeat again—is to always check the fishery rules before you start buying or importing a new seafood item. Each species is different, and it's easy to get into trouble if you don't fully understand the rules.

Ray Markley from Shorepoint Insurance Services explained how insurance companies are trying to stay ahead of the regulatory changes impacting seafood buyers and the expanded risks they pose. What impressed me was Ray's discussion of a new insurance policy he helped design that will cover legal defense costs and some losses if you and your company are prosecuted under the Lacey Act.

Andy Furner from Trace Register brought us up to date on the expanding use of third-party certifications and traceability systems in the supply chain and what additional developments seafood buyers should expect. Andy commented that the major drivers for change are retail buyers and NGOs; that most large buyers are demanding certifications and traceability and that as a result, the way seafood importers are interacting with their foreign suppliers on food-safety and environmental issues is changing.

My colleague Mary Snyder told us the "good news" about the new food-safety law is that seafood firms are ahead of the curve with HACCP. Her "bad news" is that seafood will come under increased FDA scrutiny—and if FDA's budget is not increased, the agency will require seafood firms to pay for more third-party inspections and certifications.UB


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Feed your smart phone these new food apps

Whether you are looking for recipes, need to locate a mobile restaurant, or just need information about your food, an 'App' (application) for your Smart Phone is an opportunity many companies are taking to connect with their customers. Here we've listed several of the latest ones.

Using the Whole Foods Recipes App, shoppers can compile a list of ingredients for their favorite healthy meals or search for items in categories like *Cooking with Kids*, *Quick & Easy*, or *On a Budget*. Naturally, it wouldn't be Whole Foods if you couldn't also see recipes that offer you low fat, vegetarian, vegan, and gluten-free. Search *Whole Foods Market Recipes* for delicious recipes that include everything from dinner entrees to breakfast and beverages.

When you want to eat something equally delicious, but probably not as healthy, you can locate your favorite restaurant on wheels with *Mobile Meteor's Food Truck App*. These moving eateries switch locations regularly, so this App is designed to help regulars find their favorite one.

"For those who need to be very careful about what goes into their body, My Food Facts is a wonder."

Dieting has just been made easier with the *Weight Watchers* App. Track and calculate PointsPlus values, log your weight, and receive ideas for meals right on your phone.

For those who need to be very careful about what goes into their body, *MyFoodFacts* is a wonder. This App is used to scan bar codes of items at the store so users can see a complete list of ingredients and be alerted if their allergen is included.

The government is also doing its job to keep consumers safe through the Recalls.gov App. Receive alerts when recalls are announced by the FDA, Department of Agriculture, Consumer Product Safety Commission, and even the National Highway Traffic Safety Administration.

Peapod, the home and office grocery delivery service, has made grocery shopping even easier with their PeapodMobile App. Now customers can update shopping lists, check weekly specials, and change their daily delivery with the touch of a button. UB

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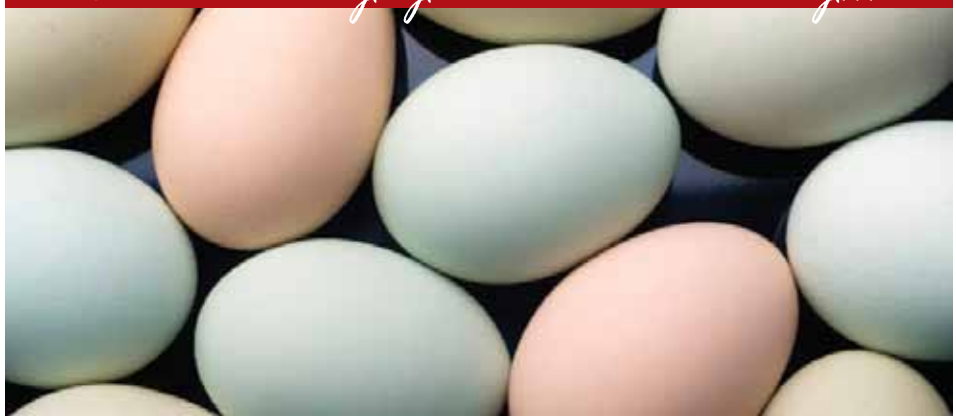
An Easter holiday symbol based in reality...



No dye necessary!

When one considers the holiday of Easter, it is easy to make a quick jump to the customs attributed to the Sunday celebration. One observance of the holiday readily defies our understanding of the animal kingdom; i.e. a large rabbit hiding multi-colored eggs for us to find in the morning. Of course, we know that rabbits don't lay eggs, and if they did, the likelihood of their being multi-colored would be quite low. However, had this Easter custom utilized an actual egg-laying chicken as the "Easter Chicky," instead of a bunny, the accepted symbol of the Easter Egg would have a basis in reality. This basis would be due to certain types of chickens which possess the "blue egg" gene, allowing them to be able to lay eggs in various colors. This has earned these fowl the descriptive title of "Easter Egger."

"...certain types of chickens which possess the "blue egg" gene, allowing them to be able to lay in various colors."

The Easter Egger chicken has been loosely defined as any chicken containing the blue egg gene, but not fully meeting the breed description as laid out by the American Poultry Association (APA) and/or the American Bantam Association (ABA). This indicates that this type of chicken does not fall into any specific breed and can be considered a mixed-breed or mutt. Some pure breeds contain the blue egg gene, namely the Araucana and the Ameraucana, but as they fit their defined breed characteristics more than 50% of the time, they are not considered Easter Eggers. These two breeds, however, and the Easter Eggers are descended from the same three founder breeds: Quechua, Quetro and the Colloncas, with the Eggers comprising the uncategorized chickens.

These three groupings of birds generally produce eggs carrying a light blue coloration (thus the blue egg gene), but colorings can range to a pink hue or even green. Although not falling into a specific breed, the production of their colorfully shelled eggs has earned them association to the highly celebrated holiday of Easter. Perhaps this year, instead of investing in colored dyes, pick up an Easter Egger and let Mother Nature do the work for you! UB

Araucana Hen (Easter egger).

Sysco announces "supplier of the year" awards

Sysco announced that Sanderson Farms, Inc. has been named Sysco's 2010 Supplier of the Year. The award was presented at Sysco's Super Regional Conference held in Houston, Texas, February 1, 2011. This is the 16th year that Sysco has annually recognized its top performing suppliers. The other companies in the top ten are listed at right.

The 2010 Supplier Recognition recipients were selected from over 2,000 eligible suppliers located across the world. The top 100 were selected based on key business performance metrics with critical evaluation by Sysco's U.S. broadline distribution companies and Sysco's corporate merchandising, sourcing, quality assurance, and supply chain departments.

Also announced are the winner's of Sysco's Seventh Annual Heritage Awards. The Heritage Awards are presented to Sysco's top women and minority owned businesses that supply food and food service supply products through Sysco. This year's recipients include Gold Medalist Renaissance Man Food Services (Savannah, GA); Silver Medalist Signature Breads, Inc. (Chelsea, MA); and Bronze Medalist Carla's Pasta, Inc. (South Windsor, CT).UB

Good things come from Sysco™

GOLD AWARD WINNERS

1	Sanderson Farms, Inc.	*Laurel, MS*
2	Pacific Coast Producers	*Lodi, CA*
3	Arista Foods	*Wilton, CT*
4	Dean Foods/Morningstar	*Dallas, TX*
5	Pactiv Corporation	*Lake Forrest, IL*
6	JBS Pork	*Greeley, CO*
7	National Beef Packing Company, LLC	*Kansas City, MO*
8	Taylor Farms	*Salinas, CA*
9	Ventura Foods, LLC	*Brea, CA*
10	Ralcorp Holdings, Inc.	*Downers Grove, IL*

Adapted from an article which originally appeared on Seafoodnews.com on February 15, 2011

SEAFOOD NEWS.COM

Waiting for the Blue Revolution

A couple of years ago, the industry was talking about Cobia being one of the species of the future. Although its production has not taken off like that of *pangasius*, or other relatively "new" species, the expectations are still on the table; at least, that is what a team from the University of Miami and Rice University called "Blue Revolution Sea Farms" thought. This team formed by Sean Surcouf, John Stieglitz, Aaron Welch, Ronald Hoenig, and Preston Carr, recently put forth a plan to farm Cobia in U.S. waters.

This is how it all started. A native of Southeastern Louisiana and a successful pharmaceutical salesman, Sean Surcouf decided to make a career change and study his MBA at the Jesse H. Jones Graduate School of Business at Rice University. With an entrepreneur's mentality, and being from Louisiana, the combination of a seafood business plan sounded simply congruent.

Sean began his research and found the need for more fish farming in the world and decided that this was the business to go after. After finding that the University of Miami had been working on Cobia farming for the last decade or so, he went on and traveled to the World Aquaculture Society event in Veracruz in 2009 where he knew that the Biologists from the University of Miami were going to be presenting. He met them and started a business plan. In fact, not long after, the business

Offshore operations.

plan presented by the newly formed Blue Revolution Sea Farms team at the 10th annual Rice University Business Plan Competition, won the award for "best written plan."

In an exclusive interview with *Urner Barry's Reporter*, Surcouf said that "Global fisheries have been declining for years. Along with that, seafood demand has been rising steadily. This is the collision point where we wanted to come in." He further added "Blue Revolution was a great team because of a synergy in skill-sets. Ron, John, and Aaron have proven time and time again that they can replicate the life cycle of high value marine finfish. Preston and I compliment it by bringing the expertise in capitalization and commercialization of the project." The team had a vertical plan that was constituted from the brood stock to the fingerlings, to the final product.

The intent of the Blue Revolution Sea Farms Team was to market a premium branded product, and more importantly a product made in the U.S. "By having our offshore farm in the Gulf of Mexico, we would realize a competitive advantage over foreign Cobia competitors. Cobia production in U.S. waters would give Blue Revolution Cobia the product attributes that customers want. Consumers are demanding a chemical-free product. Our fish would be freshest to market, and would be marketed under a hormone-free, antibiotic-free, and mercury-free label. Lastly, due to the country of origin label, we could market our fish with a 'Made in the U.S.' label, which I strongly believe gives us a consumer preference."

However, the project was not without obstacles. Despite having the financial support from investors, a well-written plan, a group of expert biologists on the species and its farming, "the U.S. currently lacks the necessary regulatory process for off-shore aquaculture in federal waters, and thus, the plan is currently still stuck."

While the members of the Blue Revolution Sea Farms team have moved on to pursue other opportunities within the aquaculture industry, Sean remains hopeful that he can again put his plan into action. Recently there has been political activity surrounding offshore aquaculture that gives us hope for the near future." Back in 2009 the Gulf of Mexico Fishery Management Council, which regulates fishing in federal waters in the Gulf, proposed an aquaculture plan to the National Oceanic and Atmospheric Administration (NOAA). But because there was no federal policy, NOAA did not block it and is now working on the guidelines. On February 9th, President Barack Obama's administration said it supported fish farming in federal waters and will publish the final policy guidelines in order to regulate offshore aquaculture. If that happens, you can be sure Sean will put a team back together and do his best to make Cobia production in the Gulf of Mexico a reality. UB

The offshore growout phase. ◀

Fingerling production in the hatchery. ▼

Holiday foods from around the world: EASTER

Traditionally in America, we associate two foods directly with the Easter celebration; ham and eggs. Looking throughout history we are able to find there are interesting, time-related reasons why these foods came to be commonplace during the holiday.

The generally accepted glazed ham for dinner came to have its link because, prior to refrigeration, fresh pork slaughtered in the autumn months would be cured to last and wouldn't be ready until springtime. Eggs, in addition to being connected to rebirth, were originally forbidden during the observance of Lent and would be consumed in a celebratory manner on Easter. These two food items generally jump to the forefront of our brains when considering "Easter Foods;" however, around the world many other delicacies have found their place within the Easter holiday. Let's take a look at some:

In Poland, the two most commonly associated Easter foods find a synthesis together as jajka faszerowany. Also known as Polish Stuffed Eggs, this creation combines an egg with ham, cheese, sour cream and mustard stuffing, topped off by broiled buttery bread crumbs. This is usually served as a light appetizer and can pair well with another Polish Easter dish, white borscht soup. The soup, bialy barszcz, varies from recipe to recipe but generally contains smoked or fresh white Polish sausage, buttermilk, ham, bacon, and sautéed vegetables in some combination. It has been said, white borscht soup is generally consumed on the morning of Easter Sunday.

Spanish and Italian cultures have produced traditional Easter foods similar to one another in the production of a meat-infused bread dish. In Italy, the traditional meal is sausage bread generally containing sautéed hot Italian sausage, pepperoni, mozzarella, parmesan, eggs and parsley baked into a crisp bread crust. The Spanish variety varies throughout the country with some versions resembling a pie, and some a loaf of bread. The Hornazo dish is stuffed with pork loin, spicy chorizo sausage and hard-boiled eggs. Traditionally, as we had discussed, eggs were considered meat and could not be consumed until after Lent. This led to their inclusion as a primary ingredient in the Spanish 'Hornazo.'

In addition to the entrée varieties of foods, many bread products have made a direct link with the Easter holiday. Sharing the similarity of the other dishes, these foods tend to contain many eggs. Some examples of these types are the pinca bread of Slovenia which is often brought to Easter mass, Easter biscuits which are typically given as gifts to guests on Easter Sunday in England, and the paska is Easter bread consumed in Eastern European countries such as Ukraine and Slovakia.

While only a brief look into many of the regional delicacies found around the world with connections to Easter, this list has barely scratched the surface. As you look to make plans as a host or guest this Easter, perhaps consider stepping outside the box of 'Glazed Ham and Easter Eggs' and preparing an international delight. There are enough options available across the globe to satisfy almost any palate. *Enjoy!*UB

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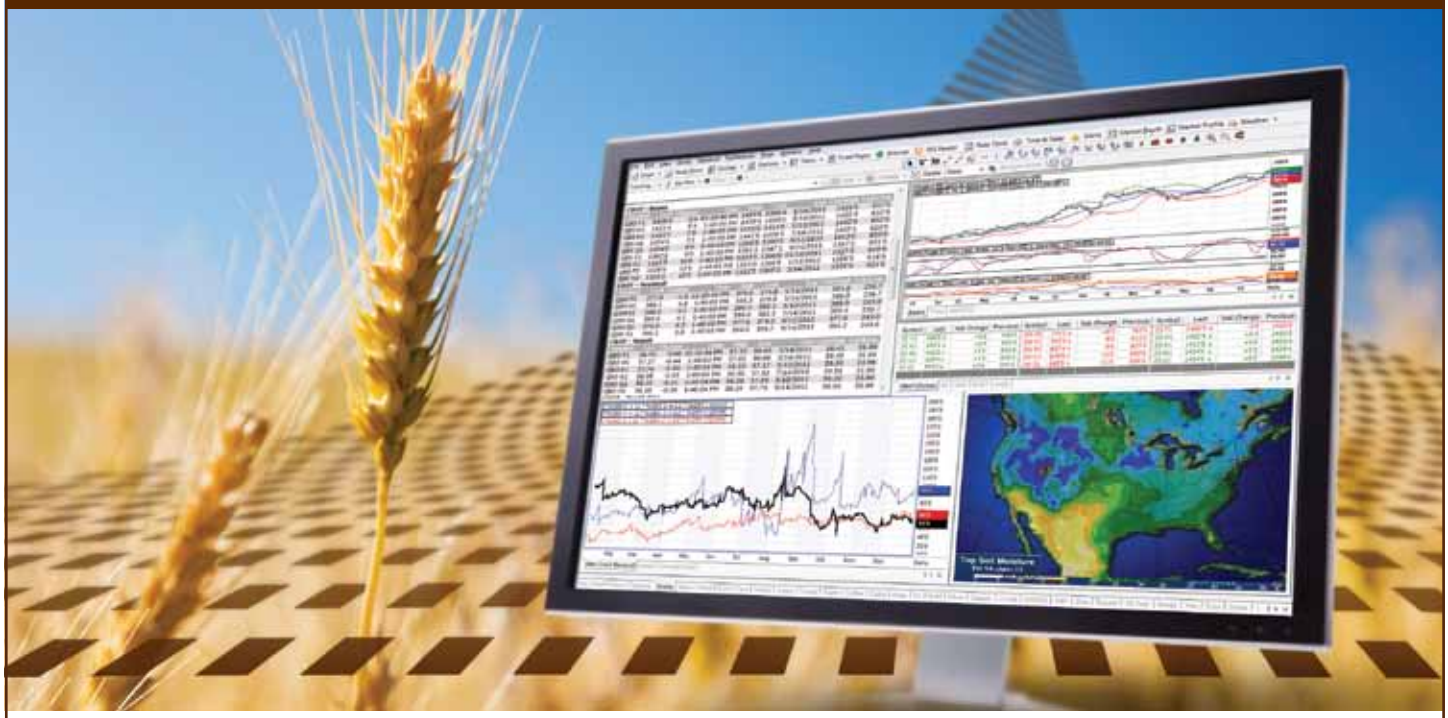

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What 'lean' means in beef marketing

Contributed by Certified Angus Beef

To address health concerns, food market labels tout "reduced fat," "low fat" or "no fat." Meat products join in to the extent they can be described as "lean."

People sometimes forget that meats have essential dietary fats. "They are an incredible source of protein, and all the amino acids that are needed for health," says Dr. Betsy Booren, director of scientific affairs for the American Meat Institute Foundation. "They also have nutrients like iron, zinc, niacin, selenium, riboflavin and other B vitamins."

But to be considered "lean" by USDA definition, meat must contain less than 10 grams total fat, 4.5 grams or less of saturated fat and less than 90 milligrams of cholesterol per serving.

Hype about fat has led consumers to believe meat cannot be healthy if it tastes good, so they buy lean beef from the Select case. But flavor does not have to be the sacrificial lamb of healthy eating.

Many high-quality cuts of beef are "lean" as well. For example, the Certified Angus Beef® (CAB®) brand is known for full flavor but has 24 cuts that also hit the lean beef target. Those range from roasts and brisket to tenderloin steak.

"A lot of processed products advertised as lean don't have much flavor because they are made with soy and added water to dilute the fat," says CAB's Mark Gwin. "I'd rather enjoy more flavor in a balanced diet and have a glass of water on the side."

"Intramuscular fat (IMF), or marbling, largely determines beef carcass value," says Texas A&M University meat biologist Stephen Smith. "Beef with more marbling tastes better to most people. And there's a health benefit to eating well-marbled beef." It contains more oleic acid, which can decrease LDL cholesterol. The levels of saturated and trans-fatty acids in beef decrease with more oleic acid.

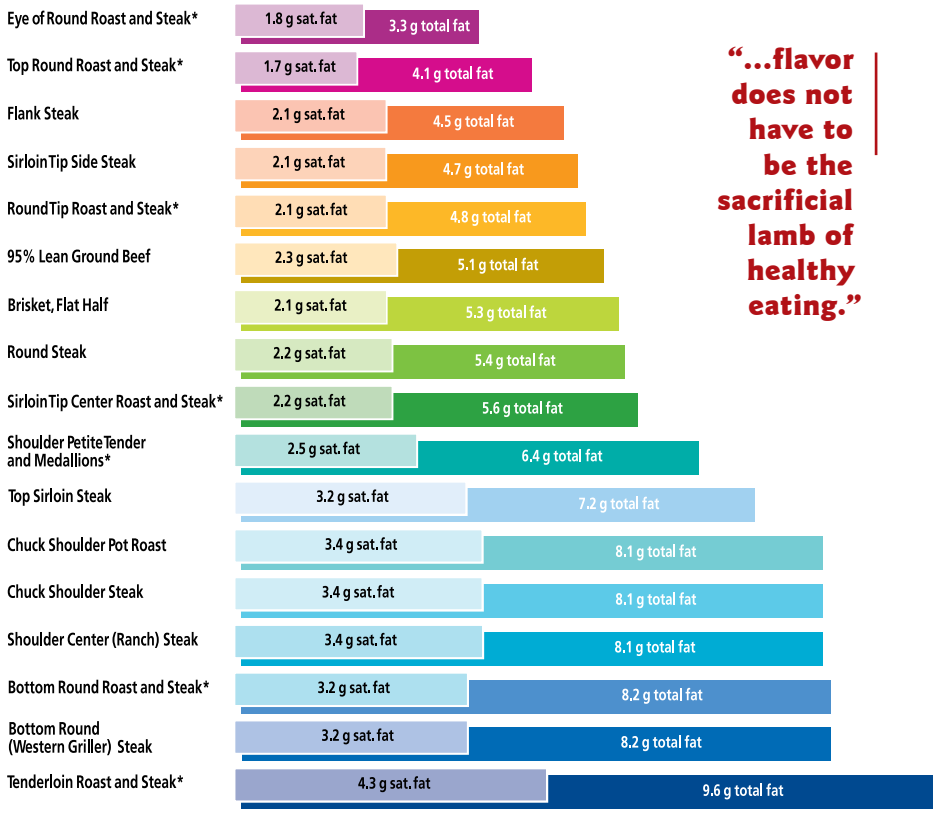
Most lean beef cuts come from the round or the chuck, but other products like the brisket or 95% lean ground beef are included in the category as well. However, not all lean beef is equal.

Smith and a team of researchers found the brisket contained high levels of oleic acid while the plate and the flank had more saturated fat than any of the others they studied.

Even though lean meats are considered a healthy food product, Booren advises consumers not to get carried away with eliminating fat in their diet. "Fats sometimes get a bad rap, but having a level of fat, whether it's saturated or unsaturated, is necessary for healthy living also," she says. UB

Lean beef that delivers on taste

Twenty-four cuts from the *Certified Angus Beef*® brand fit the USDA criteria for lean beef.



*Cuts combined for visual purposes

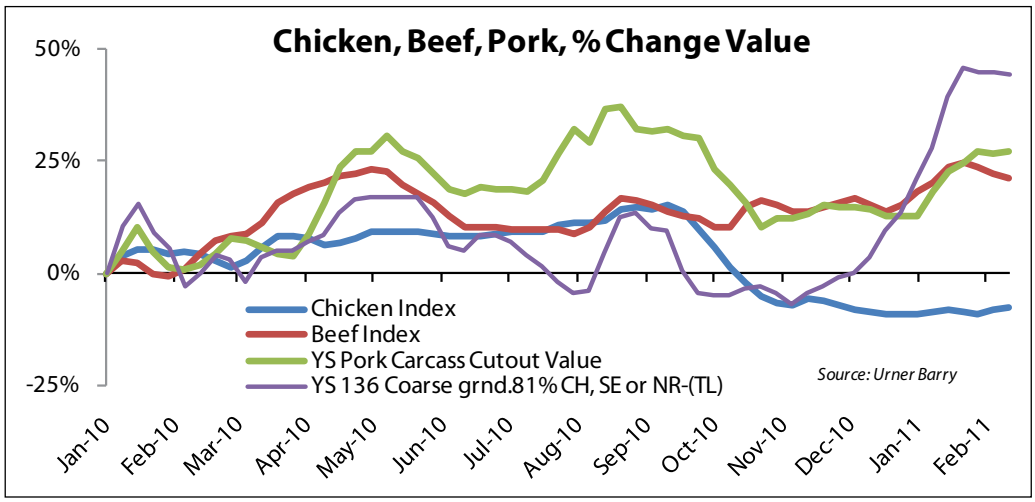
"...flavor does not have to be the sacrificial lamb of healthy eating."

Lean: less than 10g of total fat, 4.5g or less of saturated fat, and less than 95mg of cholesterol per serving and per 100 grams. Source: USDA Nutrient Database for Standard Reference, Release 19.

Certified Angus Beef® brand data source: Oklahoma State University, January 2009. Based on cooked 3-ounce servings (medium degree of doneness, 160˚), visible fat trimmed.

Portrait of competing proteins

Looking at the chicken index and its relationship with competing proteins, we find that its value remained comparably flat throughout 2010. This lack of positive movement, at a time when chicken was very marketable, can be attributed in part to high production levels which resulted in generally adequate supplies. At the beginning of 2011 we find a scenario suggesting that chicken will once again offer a good marketing opportunity. The chicken index's percentage change has declined short of 10% since the fourth quarter of 2010 while each of the other protein indicators have been on the rise. In other words, chicken is favorably positioned in terms of value and offers distributors and retailers the ability to give U.S. consumers protein at a more affordable price than either beef or pork. Not only could this offer a marketing opportunity the other proteins might not enjoy, but the potential for chicken producers to offset the very high input costs that will be part of the production picture moving forward into the balance of 2011.UB



Not waiting for our January

Contributed by
John Connelly President
National Fisheries Institute

In January of 2011 a long, confusing and damaging chapter in the debate over the theory that autism is caused by childhood vaccines was finally closed. While some activists hold fast to a belief in a causal relationship, others still desperate for answers are left back at square one. This is all after the medical journal that once published the study that concluded vaccines caused autism later retracted the article and another went a step further, releasing a report that called the original research a pure and simple fraud. The apparent scientific ruse, ostensibly designed to help parents protect their children from autism, sent myriad moms and dads into a panic mode. Families chose not to vaccinate their children and in the end did more harm than good.

While rhetoric and rehashing continues, the published, peer-reviewed science on the topic speaks for itself. These days the health benefits of seafood speaks for itself as well. The one thing doctors and dietitians await is the day when a high-profile journal points its finger at misguided environmental activists and snake oil salesmen and calls their duplicitous messaging a pure and simple fraud.

However, the seafood community will not wait for that day to mold our messaging because the body of science that exists already calls seafood scaremongering a fraud.

Groups whose obvious, even stated, goals are promoting marine reserves, shutting down coal-fired power plants or campaigning against sea turtle bycatch, continually hammer the public with messages about mercury in fish that warn women, children and consumers at-large away from seafood. From an execution standpoint it is strategically smart; tell someone their food is poison and they'll stop eating it—goal accomplished.

"This is the science. These are the type of facts that expose the anecdotal musings of a media-hungry doctor,..."

But today's independent science doesn't support this distortion. In fact, not unlike the vaccine crusaders who drove families away from protecting their children from disease, those who deliver this message do more harm than good.

A Harvard study published just last year in the *American Journal of Clinical Nutrition* studied pregnant women and what they know about seafood. While many know it contains mercury, few know it contains

2011

Omega-3s or why Omega-3s are essential to healthy brain and eye development. Researchers found those same women were told to reduce their fish intake during pregnancy and did just that. The women received no encouragement to eat fish during pregnancy.

Score one for misguided activists: highlighting their own agenda at the expense of the neurological development of America's next generation.

There has never been a case of mercury toxicity in a fetus or in any consumer in this country as a result of the normal consumption of commercial seafood. An independent, peer-reviewed study, published in the *Seychelles Medical and Dental Journal* looked at mother/child pairs that ate more than eight times the amount of seafood an average American does and found no evidence of adverse effects. In fact a study in the *Journal of Pediatrics* found just the opposite, that higher Omega-3 concentration (the thing the women in the Harvard study knew little or nothing about) is associated with longer gestation, better visual acuity at 6 months, and better mental and motor skills at 11 months.

This is the science. These are the type of facts that expose the anecdotal musings of a media-hungry doctor, the distorted middle school science fair level research of a self-described activist and the distortions of fundraising environmentalists for what they are; a fraud.

Driven by the disconnect between public concern about seafood contaminants and a growing body of seafood science confirming benefits, the World Health Organization and the United Nation's Food and Agriculture Organization gathered a gold-standard panel of scientific experts and asked them to provide a ruling on how we message about fish that would guide governments on better seafood communications. They recommended that experts emphasize not only the benefits of eating fish for heart health in adults and brain development in babies, but the risks of avoiding fish for these groups. Here we see world renowned, independent health organizations highlighting the scientific fact that mixed messages about seafood and health is doing demonstrable harm.

With committed public health researchers at the Food and Drug Administration focused on this issue and important consumer nutrition communications pieces like the government's Dietary Guidelines for Americans reflecting the need to stop unnecessarily scaring people away from fish, perhaps our January of 2011 is closer than we think.

Regardless we are not going to wait around to call a fraud, a fraud. UB

Gluten for punishment, a look at Celiac disease

©iStockphoto.com/KLSbear

While gluten was once nearly unheard of, and was unlabeled on many food products, it's almost become hard not to notice the gluten-free labels popping up throughout grocery store aisles and on restaurant menus.

Gluten is a protein composite that appears in foods processed from wheat and related species such as rye, barley, oat bran, wheat germ, and farina. It gives elasticity to dough, helping it to rise and to keep its shape, and often gives the final product a chewy texture. Additionally, gluten is used as a thickening agent in some sauces, soups, stews, salad dressings, and can be hidden in other ingredients as well.

"As many as three million Americans have Celiac disease."

A number of people in the U.S. suffer from gluten intolerance in one form or another and that number has increased significantly in the past few years.

Some people avoid gluten because of an allergy to wheat which causes such typical allergic symptoms as itchy eyes, skin rashes, or diarrhea. Others are gluten intolerant, experiencing conditions such as bloating, joint/muscle pain, fatigue, and headaches. The most serious gluten condition is Celiac disease, which affects the immune system and can reportedly cause intestinal damage and serious diseases.

Until fairly recently, Celiac disease was considered rare among Americans. In 2003, the results of a large, multi-center study published in the *Archives of Internal Medicine* found Celiac disease in one in 133 Americans. Among those with parents, siblings, or children with Celiac disease, up to one in 22 people in the study had it.

Researchers believe as many as three million Americans have Celiac disease. Most of them don't know it, largely because Celiac disease can be difficult to nail down.

The only way to halt the disease's symptoms, for those who do have it, is to completely avoid gluten. Even those with only a mild reaction to gluten may decide to keep this protein out of their diet.

Enough of the population suffers from some kind of gluten sensitivity that many foods are now labeled to clarify whether they contain gluten.

Marketers estimate that 15% to 25% of consumers want gluten-free foods. In response to consumer demand, gluten-free products and gluten-free sections of the store have increased dramatically in grocery stores across the country. Casual restaurants, fast-food chains, and even college dining halls are now making moves to include more gluten-free offerings as well.

While still limited, fast food restaurant chains Wendy's, Arby's, Chick-fil-A, McDonalds, Burger King, Chipotle Mexican Grill, Sonic, In-N-Out Burger, Boston Market and Taco Bell all offer gluten-free items on their menus now.

The advent of gluten-free menus is a boon to those who must avoid gluten, and several organizations have worked to compile lists of local Celiac-friendly restaurants. Among these efforts are the Gluten-Free Restaurant Awareness Program, the Gluten Free Registry, and the Essential Gluten-Free Restaurant Guide.

There remains a debate, however, as to whether this trend in consumer demand will be lasting and whether manufacturers will continue to introduce new gluten-free products at such a rapid rate, or is it just an example of the latest dietary fad that will ultimately fade.

While some suspect that it could just be a fad created by overdue attention to true gluten intolerance which was once thought rare, *Good Housekeeping* magazine maintains that "this fad is not fading." The magazine lists "Gluten-Free Goodies" as number 10 on its list of the top 10 food trends for 2011.

Market analysis from the firm Packaged Facts doesn't agree though. In its predictions for 2011, it notes that "gluten-free foods will likely show signs of slowing down after a year of explosive growth that some might consider to be a fad."

Only time will tell when it comes to the lasting power of this movement, but we can be sure that as long as consumers are demanding gluten-free products, companies will keep on producing them.

New York eatery a true culinary mecca

The latest food market to thrill the palates of New Yorkers is the brainchild of culinary bigwig Oscar Farinetti. Two years after Farinetti opened his groundbreaking food and wine market in Turin, Italy, he teamed up with restaurateurs Mario Batali, Joe Bastianich, and Lidia Matticchio-Bastianich to bring the famed Italian food and wine marketplace to New York.

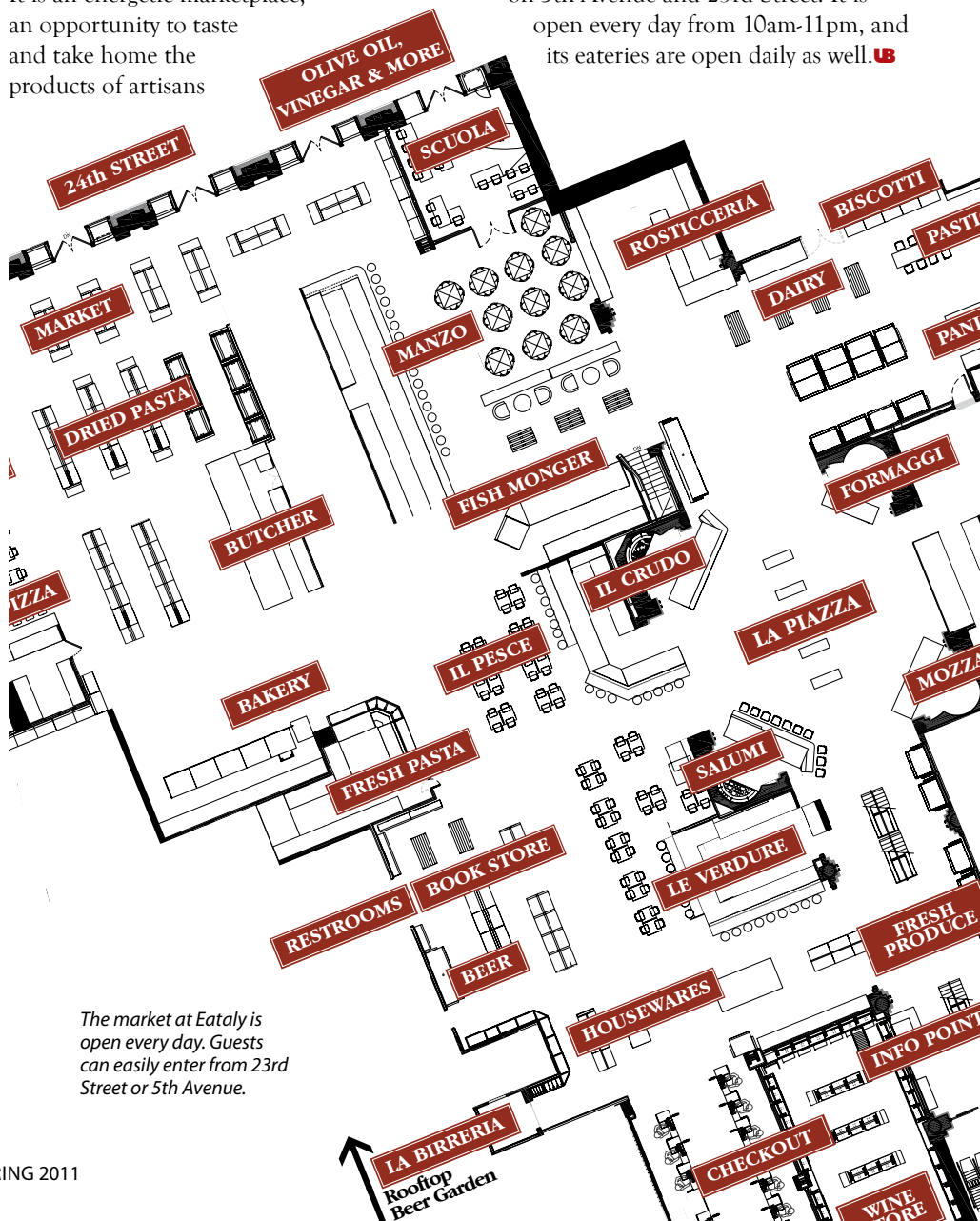
The culinary group transformed a 50,000 square-foot space in the Flatiron District into a culinary mecca. Featuring five sit-down restaurants including Manzo, a fine-dining Italian steakhouse, a Neapolitan pizzeria, and a soon to be opened year-round rooftop beer garden and microbrewery. The eating emporium also has a cooking school and retail sections for Italian delicacies and wine, a cookbook store and a kitchen store. Additionally, and to the delight of every gourmand, Eataly features cured meats and cheeses, fruits and vegetables, fresh meats, fresh fish, handmade pasta, desserts and baked goods and coffees. Part of Eataly's mision is to celebrate and foster understanding of the Italian table—a place where ingredients come from people with names and faces.

According to its Website, "Eataly is more than a supermarket with restaurants. It is an energetic marketplace, an opportunity to taste and take home the products of artisans who till, knead and press to bring you the highest quality products at fair price."

Mario Batali recently described his imported food hall Eataly as a "temple," a place where "food is more sacred than commerce."

Eatily is nothing short of epic, it is all things Italy. At its core it's a fancy Italian grocery store with individual retail departments offering the best of everything (pastry, bread, butcher, cured meats, cheese, etc.)

The market at Eataly is located at 200 5th Avenue in New York, NY with entrances on 5th Avenue and 23rd Street. It is open every day from 10am-11pm, and its eateries are open daily as well.



The market at Eataly is open every day. Guests can easily enter from 23rd Street or 5th Avenue.

What every seafood buyer should know about

Urner Barry is pleased to be expanding our association with Richard E. Gutting, Jr., respected attorney and seafood regulation expert, with the launch of a new book series, *What Every Seafood Buyer Should Know About.*

Seafood buyers, no matter where they are in the supply chain, must use "due care" to avoid illegal product. Even the most experienced buyer risks criminal prosecution and product seizure unless close attention is paid to food safety, labeling, fisheries conservation and international trade rules. All too often these rules change and costly mistakes occur, ruining the buyer's reputation and that of his company.

This series of product-specific guides explains how to buy responsibly and avoid mistakes. Each guide profiles a different seafood product, explains the "affirmative action" buyers must take, and lists all key agency requirements in the appendices.

New editions for Shrimp, Salmon, Catfish, and Lobster will be released throughout the upcoming year.

Author Richard E. Gutting Jr. is an attorney with the law firm of Redmon, Peyton & Braswell LLP and has been actively involved in the regulation of seafood in the United States for over 30 years. He is the past President of the National Fisheries Institute and has served on several governmental advisory committees regarding international trade and seafood. Prior to joining the NFI in 1982, he served as General Counsel for Fisheries of the U.S. National Oceanic and Atmospheric Administration, counsel for the Subcommittee on Fisheries and Wildlife Conservation of the U.S. House of Representatives, and as senior legal advisor to the President's Council on Environmental Quality. Prior to his government service, he practiced law as a specialist in oceans, environmental, and resources law. He received his law degree from Stanford Law School and has published numerous articles and papers concerning seafood. UB

National Turkey Federation recognizes innovative foodservice operators

For the past nine years, the National Turkey Federation (NTF) and its membership have honored foodservice operators that have succeeded in providing turkey menu options with an award affectionately named the T.O.M., or Turkey on the Menu, award. The federation's T.O.M. Awards recognize foodservice operations that create enthusiasm and show market success with year-round turkey dishes on their menus.

NTF announced the winners of the ninth annual T.O.M. Awards on Feb. 10 during the federation's annual convention in Tucson. The following five chains received the award in five different categories.

ARBY'S RICHMOND

NTF presented this operation with the T.O.M. Award in the "fast food" category for its volume of turkey specialty sandwiches that provides versatility across its menu.

Butterball, LLC, nominated this winning establishment because of Arby's passion for turkey and appreciation of their customers' affinity for a great turkey sandwich or delicious turkey entrée.

"One third of their [Arby's Richmond] menu consists of turkey items, and with continued positive results, the number of turkey items could be closer to half in the near future," said Kerry Doughty, Butterball, LLC, executive vice president of sales and marketing.

The Restaurant Company operates 19 Arby's Restaurants in the Richmond, Va.-metro area. The average unit volumes are more than two times the system's average. The Restaurant Company has operated the highest volume Arby's and six of the chain's Top-10 sales leaders worldwide for the last two decades.

CRACKER BARREL

NTF recognized this operation as the winner in the "mid-scale/casual dining category" for its application of turkey in refreshing salads and in the traditional Turkey n' Dressing Platter.

Butterball, LLC, also nominated this T.O.M. Award winner. "Cracker Barrel's turkey menu items are cooked with care to provide the best tasting turkey so Cracker Barrel customers get the taste of good home cooking no matter what town they are traveling through," said Doughty.

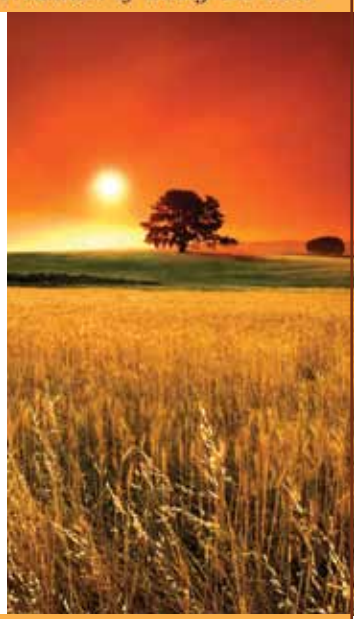
"NTF announced the winners of the ninth annual T.O.M. Awards on Feb. 10..."

The operation offers an oven roasted turkey breast sandwich platter, oven roasted turkey salad and a country chef salad. Some of these menu items have been a staple on the Cracker Barrel menu. The latest additions of entrée salads, which feature oven roasted turkey breast, have been added over the past several years to satisfy consumer demand for healthier menu options. Cracker Barrel provides a friendly home-away-from-home in its 597 restaurants across 42 states.

HENRY'S MARKETS

As the winner in the "supermarket foodservice category," Henry's Markets was awarded NTF's T.O.M. Award for its diverse offering of ready-made and made-to-order turkey sandwiches in the service deli. This California-based supermarket chain was nominated by Foster Farms.

"Henry's Markets service deli offers six turkey sandwiches that are ready-made and made-to-order. By allowing the customers



to pick and choose their turkey, the results are always exceptional quality sandwiches at a great value," said Brian Wells, Foster Farms, marketing manager - turkey.

POLLY'S PIES

NTF awarded this foodservice establishment, also nominated by Foster Farms, with the T.O.M. Award in the "full service category" for its variety of fresh, locally grown turkey menu options.

"Polly's Pies Restaurants' specialty is comfort food, and they reinforce that with the many different turkey offerings on their menu. They use fresh, locally grown turkey products to enhance the restaurant's menu. From omelets to sandwiches and center of the plate items, Polly's brings patrons quality turkey options," commented Wells.

Some of their signature menu items include Turkey Cobb Salad, Turkey Burger Supreme, King Edward's Club and Classic Turkey Sandwich. Polly's Pies is a privately owned family company that has been doing business in Southern California for more than 40 years. All Polly's Pies operations offer high-quality food made from scratch.

QUIZNOS

As the winner in the "quick casual category," Quiznos offers toasty sandwiches, fresh salads and delicious soups.

Wells added, "Quiznos is a pioneer of the toasted sandwich and one of the nation's premier restaurant chains for sandwiches, salads and soups. Their turkey is sliced fresh on premise and has a delicious oven roasted flavor. Quality and savings are critical to Quiznos' menu offerings because taste and visual appeal are important to this customer."

Quiznos has 4,000 operations throughout the United States and in 20 international locations including the United Kingdom, Canada and Mexico.

All award recipients recognized that turkey was used on their operation's menu for its good value and high consumer appeal.

"On behalf of NTF, it's an honor to recognize these exemplary foodservice operations with our annual T.O.M. Award in recognition of their excellence in menuing turkey," said Sherrie Rosenblatt, NTF's vice president of marketing and communications.

Jim Johnston, Butterball, LLC, (right center) presents the T.O.M. Award in the "Mid-Scale/Casual Dining" category to Cracker Barrel representatives (from left) Ron Schulz, Michele Varian, Todd Rodgers, Bob Doyle and William Kintzler.

Jack Williams, Polly's Pies, (center) receives the T.O.M. Award in the "Full Service" category from Foster Farms' representatives (from left) Tom Engels, Kathleen Romley, Yubert Envia, and Brian Wells.

Cindy Chikahisa, Henry's Markets, (second from right) receives the T.O.M. Award in the "Supermarket Foodservice" category from Foster Farms' representatives (from left) Brian Wells, Rob Pitcher, Chris O'Sullivan, and Yubert Envia.

NTF members nominated the foodservice chains that exemplify the criteria of the T.O.M. Award. Entrant applications address questions regarding turkey menu applications, the items' consumer appeal, the promotion of menu items through marketing, and turkey's food cost percentage. A panel of foodservice professionals rates the entries on consumer appeal, versatility, taste, value, and the benefits of turkey application.

All previous T.O.M. Award winners are recognized on the federation's Website in the T.O.M. Award Hall of Fame located at http://www.eatturkey.com/foodsrv/tomaward.html.UB

A 'deli-cate' subject

Deli is a shortened form of the word delicatessen which comes from the German word *delikatessen* meaning "delicious things to eat." In the mind of the average person, a deli is defined as a place to buy a variety of meats and cheeses and quite possibly a side dish or two. These truths about delis haven't changed for years over, though some other pertinent facts on the topic have, particularly at the consumer level.

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In the past decade Americans experienced a lot, and their ways of life changed, in some cases dramatically, as a result. The habits of today's deli consumer certainly help to portray some of these changes.

As the economic landscape was altered, consumer food purchase behaviors of most were forced to adjust as well. According to the International Dairy, Deli and Bakery Association (IDDBA), "the greatest impact of the fragile economy on in-store deli and bakery purchases is that 'price' and 'perceptions of price' have become more prominent as the overarching consumer purchase driver." Freshness and food safety are still the most important purchase drivers but price now ranks in at number three.

Some other changes that are affecting delis and their consumers are also evident in today's market. Shopping venues have changed as the number of supercenters and discount shopping stores have increased dramatically. Also, communication channels have been altered with a greater number of consumers using the Internet for commerce. This type of utilization exploded as the use of social media avenues like Facebook, Twitter and blogs gained more and more popularity.

Although the latest economic downturn is still fresh in most peoples' minds, there is some new data that helps to lend a bit of light at the end of the tunnel. Reviewing the IDDBA's latest research, we find that where in 2009, only 17% of those interviewed said they have more money to spend today compared to two years ago; today that percentage has jumped to 31%. Similarly, where in 2009, 45% said it was very difficult to make ends meet, today that percentage has dropped to 31% and finally, in 2009, 27% said they expect their financial situation to worsen. Today, that figure has fallen to 20%.

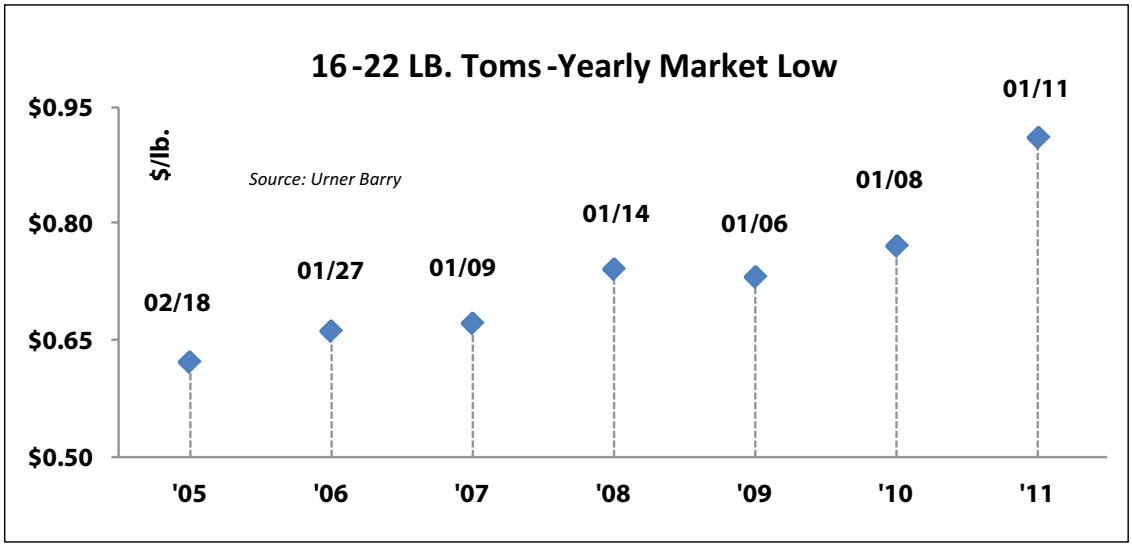
"Freshness and food safety are still the most important purchase drivers but price now ranks in at number three."

These facts should be promising to the deli business and the strength of the economy in general but there are still many issues of the deli consumer that must be monitored closely. Some complaints of major significance include price increases, the lack of value priced choices, the amount of time waiting for service, spoiled product and lack of freshness. These are all issues that will likely make or break the deli consumer shopping experience. UB

New trend for turkey market...

Toms bottoming out earlier each year

For the past several years there's been a not so subtle trend emerging in the whole body turkey market. Most industry observers recognize that following Thanksgiving and Christmas, the tom and hen markets go through a transition. Historically, heading into the holiday season, turkey values are at their annual high. After ushering in the New Year, market values begin seeking their annual low. By tracking the last several years a clear pattern has developed—the market bottom is up. Since 2005 the low point for whole birds has moved from $.62 to 2011's highest ever market low of $.91. Not only are the lows higher but they have been settling earlier in the first quarter. What was usually an end of January or early February event has moved to about the first week of January during the last five years. So when talking turkey, bottoms up takes on a whole new meaning!



Food inflation finds itself unpalatable

After months of analysts' suggesting inflation was NOT a threat, many are now asking, "Are higher food, energy and commodity prices finally signaling inflation worries?" Recent indicators suggest that this is something to be considered as investors appear to be moving out of the bond markets and into commodities and energy stocks as these have good returns.

The commodities market and energy stocks have only gone one way; up. These affect the food commodities industry greatly, and prices for beef, pork, and turkey (chart 1) have experienced significant hikes in recent months. Although our industry is mainly affected by supply and demand, high grain and energy prices (chart 2), strong demand in emerging markets due to favorable exchange rates (chart 3), among other factors, are having a great impact on food prices. Along the distribution chain, high prices of corn mean higher prices of feed; higher prices of feed translate into higher production costs; higher prices of gasoline mean higher prices for transportation; higher production and transportation costs mean higher prices at the wholesale level, and so on.

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Let's make the case for these proteins. In the turkey market, significant cutbacks in slaughter and cold storage holdings have tightened supply quite significantly in the last two years. Additionally,

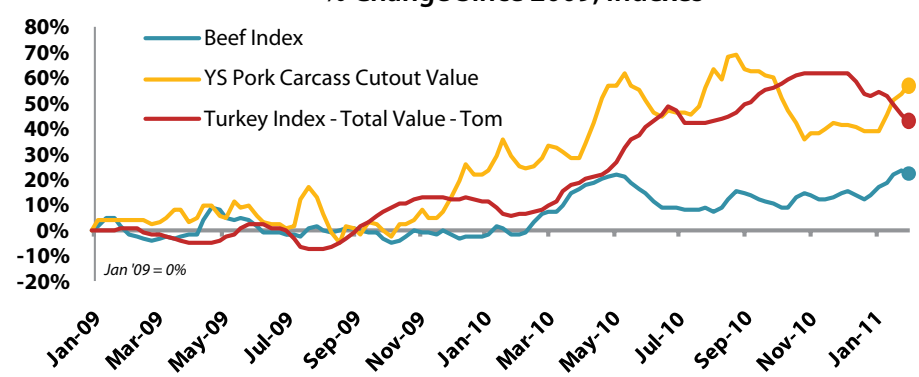
high prices of corn, and thus prices of feed, have pushed offering levels even higher as producers pass higher costs along the distribution chain. However, due to favorable exchange rates from countries like China, Mexico, Japan and Russia—despite China not having a free-floating currency—prices have been supported by these markets.

Beef prices, on the other hand, are reaching record highs mainly due to high cattle prices. These high cattle prices are a direct result of having the lowest herd in decades, in addition to experiencing high feed prices due to high grain prices, particularly corn. However, a favorable exchange rate from export markets has offset high prices of beef.

In the pork market, cutbacks in production have also tightened available supply. Yet, a foot and mouth disease outbreak in South Korea has caused demand from that country to increase dramatically, and a favorable exchange rate was one of the main reasons to support high prices. In addition, a strong demand from Japan and Mexico—which are the largest buyers of U.S. pork—are also being price supportive; the same applies as for beef and turkey: their currencies have strengthened significantly lately. Lastly, it's all about corn.

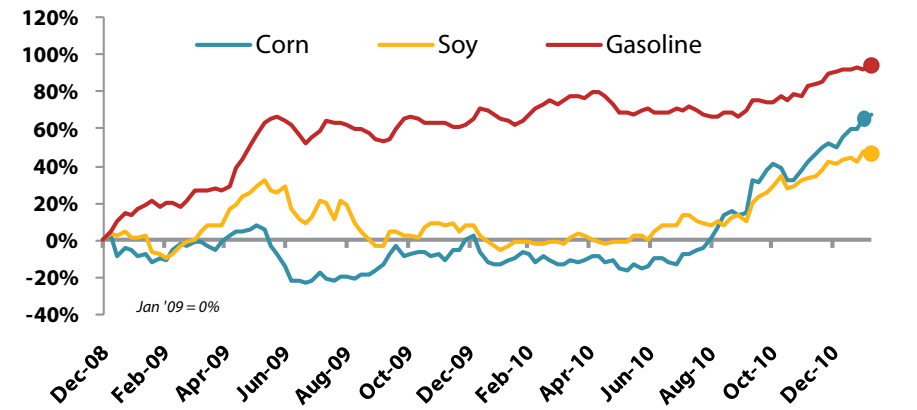
Inflation in emerging markets is running high which is worrisome to them given that a larger percentage of disposable income is spent on food and groceries than in the U.S. In fact, on February 3rd 2011, UN's FAO communicated that food prices are currently at an all-time high. So, even if analysts believe that inflation is by no means worrisome, with nearly 44 million Americans on food stamps, it would be interesting to ask them if they have seen prices of food go up or not.UB

Chart 1



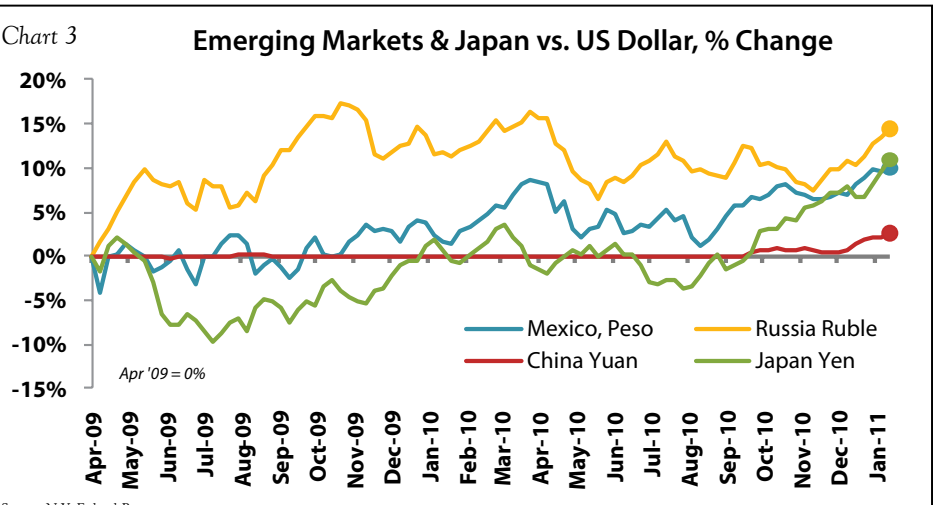
Source: Urner Barry

Chart 2



Source: USDA, U.S. Dept. of Energy

Chart 3



Source: N.Y. Federal Reserve

Higher hog prices on the horizon

With all of the various influences that come into play, and the volatility that they can create, the U.S. hog market is far from being called a static market. It shouldn't come as much of a surprise then, that in their latest *Quarterly Hogs and Pigs* report on December 27th, the USDA revised their previous forecast for 2011, lowering their estimates for overall swine inventories and increasing the predicted price of hogs.

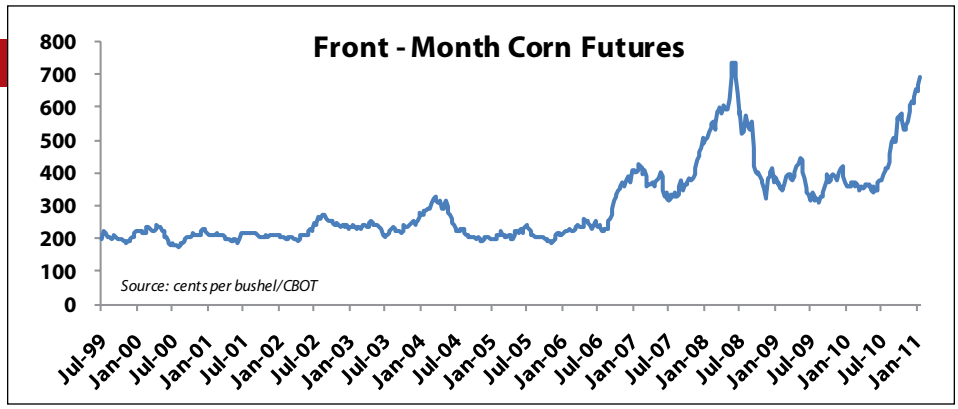
Due to the booming gains made by hog producers in 2010, it had seemed likely that producers would reduce the volume of the cutbacks that they were making in their market herds and breeding herds in an attempt to capitalize further on the currently high price of hogs. Originally, reports from the USDA were forecasting for reductions in the total inventory of hogs and pigs to slow down to about a 0.5% year-over-year decline on average by December 1st, 2010, with a breeding inventory that would be 45,000 head larger than on September 1st. In actuality, however, hog and pig inventories on December 1st were lower than expected, recorded to be 0.9% below 2009 with a breeding inventory only 8,000 head larger than the September 1st count.

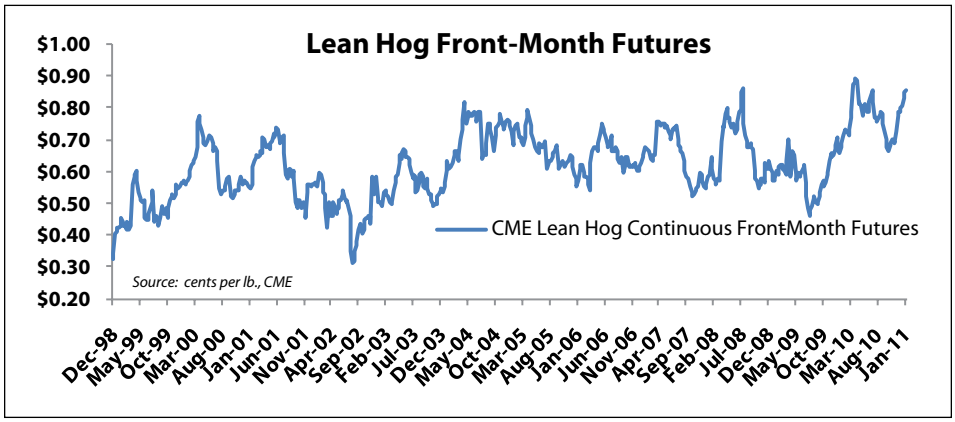
While the initial cutbacks in breeding inventories that were made in 2009 helped clear the way for this drop in market hog supplies and this rise in hog prices, one of the unexpected factors that resulted in lower hog supplies and higher prices in 2010 was the sharp rise in feed costs that were seen. In the USDA's crop report for February, the corn crop number came in at a mere 675 million bushels, 7% below pre-report estimates. World corn stocks were lower as well, dropping down to 122.5 million metric tons, further confirming that both the U.S. and global feed supplies remain particularly tight, and forcing greater competition and higher prices for corn, and subsequently, for hogs.

"...2011 could be a year of record high hog prices."

This year, corn acres are expected to increase, but with the USDA further lowering expected corn yields, it will likely not be enough to correct the imbalance in corn supplies. Beginning stocks for the 2011/12 marketing year are going to be some of the tightest on record. Tight stocks, strong export demand from China and other markets, and recently increased projections for ethanol demand are expected to continue pushing corn prices even higher.

Lower than expected end-of-the-year swine inventories combined with this increase in feed costs has caused analysts at the USDA to re-evaluate their estimates for 2011, lowering their predictions for total hog supplies and farrowing intentions, and raising expectations for higher hog





prices. Producer intentions for first-half 2011 farrowings are forecast to be about 1.4 percent lower than the same period in 2010. If USDA hog supply estimates hold true, wholesale pork values remain strong, and the latest surge in domestic pork demand continues through the summer, 2011 could be a year of record high hog prices. UB

©iStockphoto.com/Sarah Bossert

A taste of French Vietnamese cuisine

French Vietnamese Cuisine is becoming more and more popular in the United States. It has become custom to find in grocery stores such ingredients as, fresh ginger, spring onions, lemongrass, chilies, coconut milk, and even Asian noodles, which are the basic foods associated with French Vietnamese recipes.

How did this 'fusion' come to be? While Vietnam's early history was dominated by its struggles with neighboring China, modern Vietnam has been greatly influenced by France. Through work of missionaries, France gained influence in Vietnam long before French soldiers arrived. Along with Roman Catholicism and the Latin language, France also introduced a wide variety of different cuisines. Most of this French influence is located in South Vietnam. In those parts it is common to see French items on menus in many restaurants.

Vietnam's long seacoast and many inland waterways provide fish and other aquatic species that are staples in the French Vietnamese diet. The usual Vietnamese dinner customarily calls for a soup, probably a platter of leafy greens accompanied by rice papers and a dipping sauce, seafood or grilled meats, a vegetable stir-fry, and rice or noodles in some form. While these meals may seem complex to outsiders, most dishes come together easily, and some call for advance preparation to avoid last minute conflicts. Rarely does any dish have added fats.

In New York City, and many other big cities across the United States, a greater demand is rising for this rare but delectable new cuisine. Le Colonial, a popular restaurant in Manhattan, captures the spirit of French Colonial Southeast Asia. Their menu is composed of a variety of dishes, and along with other fine restaurants they are creating a growing market for French Vietnam cuisine.

VIETNAMESE FRESH SPRING ROLLS

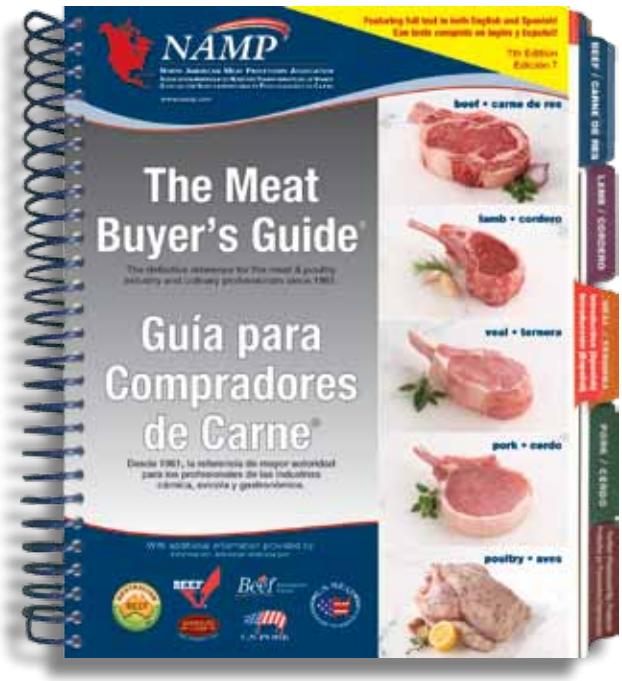
INGREDIENTS:

2 ounces rice vermicelli
8 rice wrappers (8.5 inch diameter)
8 large cooked shrimp - peeled, deveined and cut in half
1 1/3 tablespoons chopped fresh Thai basil
3 tablespoons chopped fresh mint leaves
3 tablespoons chopped fresh cilantro
2 leaves red leaf or Boston leaf lettuce, chopped
4 teaspoons fish sauce
1/4 cup water
2 tablespoons fresh lime juice
1 clove garlic, minced
1/2 teaspoon garlic chili sauce
3 tablespoons hoisin sauce
1 teaspoon finely chopped peanuts

DIRECTIONS:

1. Bring a medium saucepan of water to boil. Boil rice vermicelli 3 to 5 minutes, or until al dente, and drain.
2. Fill a large bowl with warm water. Dip one wrapper into the hot water for 1 second to soften. Lay wrapper flat. In a row across the center, place 2 shrimp halves, a handful of vermicelli, basil, mint, cilantro and lettuce, leaving about 2 inches uncovered on each side. Fold uncovered sides inward, then tightly roll the wrapper, beginning at the end with the lettuce. Repeat with remaining ingredients.
3. In a small bowl, mix the fish sauce, water, lime juice, garlic, sugar and chili sauce.
4. In another small bowl, mix the hoisin sauce and peanuts.
5. Serve rolled spring rolls with the fish sauce and hoisin sauce mixtures.

NAMP "guiding" Spanish users with its all-new *Meat Buyer's Guide*



Following the success of the 6th edition *Meat Buyer's Guide*, the North American Meat Processors Association (NAMP) announced the release of its English-Spanish edition of the most comprehensive meat and poultry identification manual available.

The Meat Buyer's Guide is an indispensable book for educators, culinary students, foodservice purchasers, and many others who deal with the public and the meat industry. For decades, this guide has provided an in-depth knowledge of all cuts of meat in the commercial market, and has proved to be a definitive reference.

"...the most comprehensive meat and poultry identification manual available."

The new book is completely translated and features full-color text, side-by-side, in both English and Mexican Spanish for easy reference. In a major strategic initiative, the scope of the new publication goes beyond the U.S. and Canada to include new information about federal government regulations in Mexico—in keeping with NAMP's mission as a North American association.

Recognizing the growing needs of the Hispanic market, the bilingual guide includes new information regarding federal government regulations in Mexico, grading standards and nomenclature. Pertinent to the Canadian meat industry, this edition also contains Canadian terminology, cut descriptions, grading standards and updated language to mirror the current CFIA (Canadian Food Inspection Agency) and industry standards.

NAMP collaborated with the U.S. Meat Export Federation (USMEF) to produce the translations for the *Guide*. NAMP Staff in Mexico City and Unique Active, also played a role in the additional proofing

COMTELL® mobile Website now available

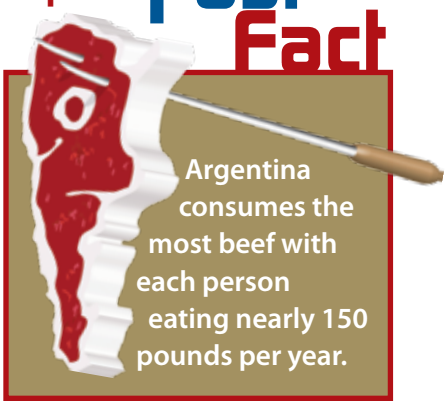
Urner Barry's COMTELL has launched a new mobile Web page available for all smartphones.

Available, free of charge to all COMTELL subscribers, the new Web page was designed to assist in keeping you connected to the busy marketplace wherever you are, whenever you need it.

Now COMTELL customers can access all of COMTELL's great offerings including the Latest News, Market Quotes, Charting, UB Publications, plus more!

Complete with all the best features of COMTELL, the Web page will link right to your COMTELL account. Download it today at http://m.ubcomtell.com.

Reporter Fast Fact



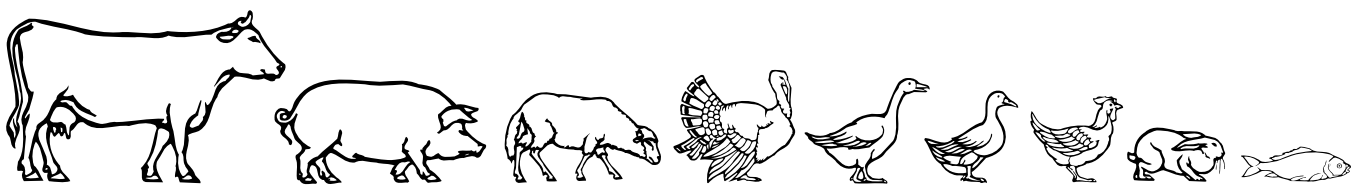
Argentina consumes the most beef with each person eating nearly 150 pounds per year.

and editing. The collaborative effort by all three organizations brought the project to fruition in the remarkably short time of nine months.

The new edition was launched to a receptive audience by NAMP and the USMEF during the Expo Carnes trade show in Monterrey, Mexico in February, 2010.

Along with 22 industry and foodservice associations throughout North America and Mexico, the *Guide* has also been endorsed by Consejo Mexicano de la Carne (CoMeCarne), and Asociacién Nacional de Establecimientos TIF, A.C. (ANTIF), two of Mexico's major meat industry associations.

For more information on the *NAMP Meat Buyer's Guide*, NAMP charts and posters, please visit http://shop.namp.com.UB



How the declining cow herd affects you

Kristen Odom,
Texas Tech University intern with CAB

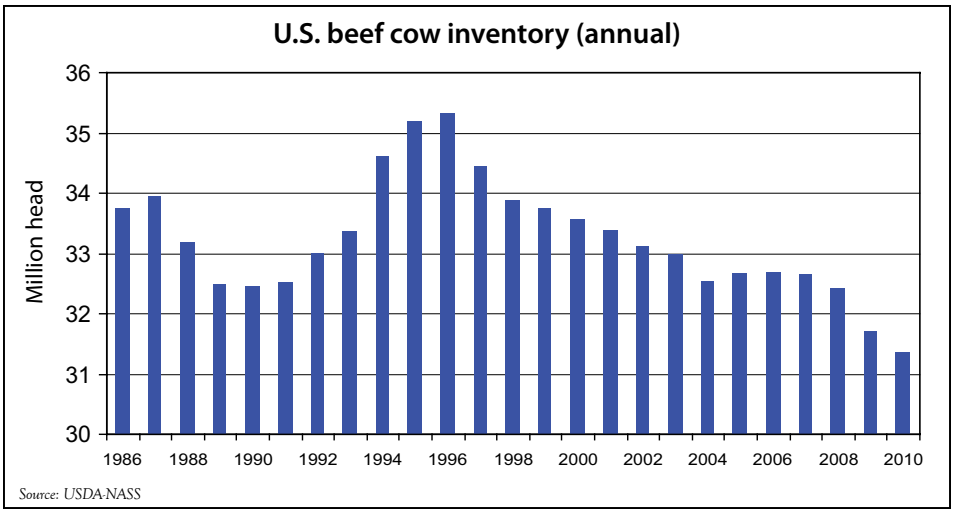
Fewer cows on America's farms and ranches—that basic 15-year trend affects everyone with an interest in beef. But if we have seen a decline just about every year since 1996, why should that now affect meat case managers and restaurateurs?

Derrell Peel, Oklahoma State University Extension livestock marketing specialist explains, "Basically, 2011 looks different because we finally have to deal with the supply issues in the market."

Photo courtesy of OSU

Derrell Peel

The balance of supply and demand has become critical, he adds. "Beef demand is probably improving, but at what rate relative to the supply pressure on prices up to the retail level? We don't know yet."



The wholesale beef price feels the pressure first and then it is passed on to all beef marketers.

"The question that nobody has an answer to is, how much price pressure will consumer demand handle? At the restaurant level," Peel says, "I think we'll see even more focus than in the past on trying to manage plate cost."

"The wholesale beef price feels the pressure first and then it is passed on to all beef marketers."

Looking at history, he sees a need to think outside the box to help hold the line on menu prices, because costs are going up across the board.

"I don't think there is any doubt that the per-unit price of meat is going to go higher," he says.

"We are simply going to get more creative in trying to use some cuts," Peel adds. "We've seen a lot of fairly creative use of flank steak and some other kinds of things in relatively high-end restaurants."

Still, the impact of higher beef prices will ultimately find its way to the consumer. When all beef costs more, there's more pressure to deliver an enjoyable eating experience every time. Consumers will have to love it or they may leave it. UB

Food industry uses video to receive market information, news and educational material

The industry is using the latest technology to get market information, news and learn about the products they buy and sell. A year ago Urner Barry launched a project to notify subscribers about developing issues for center of the plate proteins. Videos appear on YouTube at Urner Barry's Channel (UrnerBarryTV), and premium content is available to Urner Barry's COMTELL subscribers. In addition to market information and news, some of the educational highlights from our video over the past year include:

- The top sirloin, where it comes from, how to trim and merchandise it
- How to prepare a prime rib
- Filleting and merchandising salmon and halibut
- Foodservice applications for the pork loin
- Merchandising veal at foodservice
- Preparing chicken breast for foodservice
- Butchering the beef hind quarter into sub primals
- Cheese steaks
- Cutting the 189A beef tenderloin
- Halibut, cod, tilefish, salmon and more...

To learn more about Urner Barry Videos and to be notified when new ones become available visit our web site: www.urnerbarry.com/video.

Urner Barry videos are updated every business day and provide information regarding the latest industry news, market production and price trends for the egg, chicken, turkey, beef, pork and seafood industries.

American Egg Board launches incredible campaign



AEB launched a new national advertising campaign, complete with television commercials, promoting eggs as the best breakfast solution. The TV spots feature humorous vignettes of parents going to incredible lengths to help their children prepare for important days.

On January 17, 2011, the American Egg Board (AEB) launched "You Do Everything," a new national advertising campaign that promotes eggs as the best breakfast solution, especially on important days when being the best matters.

"This new advertising builds on a universal truth that parents will do whatever it takes to help their children succeed in school, sports and beyond," says Kevin Burkum, AEB's senior vice president of marketing. "We want to remind parents that success starts with an all-natural, high-quality protein breakfast, like eggs, to give kids the energy they need to perform their best throughout the day."

The four television spots feature humorous vignettes of parents going to incredible lengths to help their children prepare for their important days.

In one of the 15-second television commercials, a father dons a wig and plays the role of a princess while helping his young son rehearse lines for the school play. In another, a dad uses a $20 bill to quiz his daughter about fractions. In response to his question about half of 20, she rips the bill in half to reveal the correct answer. The two other spots feature parents preparing their daughter for a Spanish quiz and a dad risking life and limb to help his son practice for a big baseball game. Each spot ends with a shot of an egg breakfast, along with a voiceover, "Eggs, less than 15 cents a serving."

The new commercials air on top-rated programs including "The Today Show," "Good Morning America," "Dr. Oz" and cable networks such as the Food Network, Cooking Channel, TNT, TBS, Weather Channel and more.

An extensive online campaign features digital ads on MSN, Weight Watchers, Hulu and Facebook, as well as key word search via Google and Bing to ensure that eggs remain relevant and top of mind for those searching for more information. AEB developed radio spots for state promotional group use.

To see the new advertising, visit http://www.incredibleegg.org/whats-on-tv/for-big-days-commercials.UB

ExpoCarnes, the bridge to new relations in the meat and poultry industry

This year, Urner Barry had the delight of being invited as an exhibitor to ExpoCarnes, a trade show that takes place every two years in Monterrey, Nuevo Leon, Mexico. This show targets those in the meat and poultry industry, particularly in the Americas. Along with Urner Barry's Vice-President Joe Muldowney and Market Reporter Angel Rubio, *UB's Reporter* made its presence at this excellent event where Urner Barry had the opportunity to present the newly released *Meat Buyer's Guide* now in English and Spanish; which sold out completely by the end of the show!

Thanks to the Mexican Meat Council (CMC, Consejo Mexicano de la Carne), Urner Barry had the chance to connect with many Mexican producers by attending the general assembly on February 4th. Also, a cocktail party organized by NAMP (North American Meat Processors Association) and the CMC, was a key event to establish a relationship between these two organizations and Urner Barry. Some of the attendees were: Phil Kimball, Executive Director of NAMP, Jim Goldberg, Director of Membership, Eugenio Salinas, President of CMC, Jose Ramon Lozano, treasurer of CMC, Daniel Curiel, Secretary of CMC, Gary Malenke from Sioux-Preme Packing, Jose Luis Cruz from USAPEEC Mexico, among others. The meeting was rather constructive and had a tone of cooperativeness among all the organizations.

On the exhibition floor, there were all sorts of companies, from machinery and packers, to market intelligence and international organizations. Among those were Eastern Poultry in the USAPEEC booth, U.S. Meat Export Federation, Beef Innovations Group, Tyson, Smithfield, and others.

Urner Barry feels this is a great show for networking purposes and to establish new business, especially with our neighbors south of the border. Emerging markets are hot right now, and ExpoCarnes is a great bridge to establish new relationships in the meat industry. UB

Butterball implements automated deboning system, maximizing ergonomics, efficiency and safety

Contributed by Steve Valesko, Vice President Engineering, Butterball, LLC.

As the nation's largest turkey producer, Butterball, LLC prides itself on maintaining the highest industry standards and placing the utmost emphasis on employee safety and well-being. By adopting safety performance programs developed by the Occupational Safety and Health Administration's Voluntary Protection Program (OSHA VPP), Butterball consistently exceeds poultry industry standards as outlined by the U.S. Department of Labor's Bureau of Labor Statistics.

The company's three-pronged approach to "Doing Business Right" focuses on self-governance, sustainability and social responsibility. This initiative plays a key role in providing internal oversight for integrating values that are important to the company, in particular its efforts to reduce its environmental footprint and protect worker rights.

"The company's three-pronged approach to "Doing Business Right" focuses on self-governance, sustainability and social responsibility."

To ensure Butterball facilities operate at the highest capacity while maintaining optimal health and safety of its employees, turkeys and the environment, the company's executive management team and plant facilities continually seek out and extensively research current industry trends and practices.

SEEKING THE BEST ALTERNATIVES

In 2009, Butterball's Mount Olive, N.C. facility experienced a lower-than-optimal employee retention rate, thus finding it difficult to staff the line, specifically in the second processing or cut-up and deboning departments.

Butterball, like most turkey processors, employs manual cut-up and debone processing operations where several lines of workers manually separate the turkey into parts and debone them for outside sales and further processing. The cut-up and debone department starts with birds coming out of a 40 degree Fahrenheit chiller. Turkeys travel along overhead conveyors to cut-up stations where associates use straight knives to separate each turkey into parts. Parts are then distributed to other areas of the department for manual deboning. Some parts are deboned for outside sales while others are used in further processing for cooked deli roasts and sliced products. In the high volume process at Butterball, quality and yields are extremely important.

Without the help of advanced equipment, the manual cut-up and deboning process requires a large number of associates, which creates a wealth of jobs for individuals throughout the community. However, for Butterball's Mount Olive facility that was experiencing high turn-over rates in staffing, finding dependable manual workers proved to be a challenge. Additionally, despite adherence to strict safety guidelines and standards, manual deboning and cutting can lead to an increased risk of injury.

Recognizing that a safe and efficient work environment often leads to increased employee retention, motivation and productivity while reducing risk of time-loss and injury, Butterball turned to experts and vendors in the second processing industry to help determine what equipment options would provide the best solution.

As a result, Butterball developed a plan to implement an automated deboning system at the Mount Olive location to solve its staffing issue, streamline operations and maximize poultry sales.

AUTOMATED DEBONING

While manual deboning processes are currently most common within the poultry

(Below) Specialized Cut Module—Implementing an automated deboning system has helped Butterball streamline operations and maximize poultry sales while creating a safe and ergonomic workspace for its employees.

(Above) Cut Up System Auto Load—Butterball's new, automated deboning system allows turkeys to be ergonomically placed and transferred to automatic loading equipment for the cut-up system.

industry, automated deboning can provide a variety of benefits for processors looking to improve productivity, cost-savings and operational efficiency.

After extensive research, Butterball selected Marel Stork's equipment to install in the facility. The new equipment makes up the largest system of its kind for turkeys in the world. Stork put the latest technology available into the system with innovations being added to the equipment right up to the time of installation. Experts on cut-up and debone automation were brought in from all over the world to work with Butterball on the project. Experts from Holland, Germany, England, France, and the U.S. were on site to ensure the install and start-up would be a success.

The system automatically cuts up and debones turkeys at full plant capacity. The system allows the turkeys to be ergonomically placed and transferred to automatic loading equipment for the cut-up system. Once loaded into the cut-up system, the turkey is separated into the top half (white meat), and the back half parts—drums, thighs, and backs. The cut-up process is done automatically with no associate intervention.

The top halves are then loaded on a cone for transport through the white meat deboning system which is made up of a series of modules, both automatic and manual. Each module has a specific purpose whether it is to prepare a cut for the next module or to fully remove meat from the frame. For very specific cuts where the skill of an associate is still needed, there are ergonomic manual stations in-line and in-flow with the automated modules. Yields are critical to the process so each module has the ability to be fine tuned to maximize yields when there are variances in turkeys due to weight or flock characteristics. The primary products removed from the frame such as breast and tender meat are conveyed to a series of tubs for use in further processing. Once the frame is stripped of all useful meat, it is automatically cut from the cone and the cone is returned to the starting position to be reloaded.

IMPLEMENTING ADVANCED PROCESSING SYSTEMS

In January 2011, Butterball completed a 50,000 square foot renovation. The project, costing nearly $12 million, removed approximately 85 percent of existing manual equipment, replacing it with completely automated machinery.

Butterball worked closely with vendors and contractors to ensure planning was scrupulous upfront. Meticulous project management and coordination was essential in accomplishing the facility transformation in a timely fashion. Butterball planned the project down to every two to three hours of operations. Because of the in-depth planning, the plant was able to completely renovate the area in only nine days, a remarkable achievement.

IMPROVEMENTS IN ERGONOMICS, EFFICIENCY AND YIELD

After two months, the plant saw better-than-expected overall improvement in operations, production numbers and yield. Productivity proved to be greater as pounds produced per man hour increased greatly.

In terms of yield improvement, plant management noted the weight of meat able

Continued on page 70

9th International Seafood Summit

John Sakton

Jim Canon, president of Sustainable Fisheries Partnership, and Henry Demone CEO of High Liner Foods, on the podium at the opening session of the 2011 Seafood Summit in Vancouver.

Experts from throughout the seafood supply chain convened at SeaWeb's ninth International Seafood Summit from January 31 to February 2, 2011, at the Westin Bayshore Hotel to discuss global perspectives on the theme "Responsibility without Borders?"

The Seafood Summit brings together global representatives from the seafood industry and conservation community for in-depth discussion with the goal of making the seafood marketplace environmentally, socially and economically sustainable.

Important issues such as sustainability and food security, traceability of seafood sources, impacts of ocean acidification, aquaculture, fair trade and certification, sustainability in developing nations along with the role of suppliers, chefs and others in the seafood chain were discussed.

"We are at an important crossroads for the growing seafood sustainability movement," said SeaWeb President Dawn M. Martin. "Seafood is a global commodity and part of our global commons. As such, it is our collective responsibility to thoughtfully and collaboratively manage this valuable resource. The scope of this responsibility is enormous, the politics daunting and the economics critical, and it is just these challenges that underlie the theme of this year's Summit."

The 2011 seafood summit in Vancouver clearly showed how far the seafood sustainability movement has come and the success of some of its key strategic choices. A few years ago, any industry person would have been swarmed by NGO representatives seeking meetings and trying to form advisory relationships. Now it seems like many partnerships have formed, and the focus was on getting results.

First and foremost, the message in Vancouver was that seafood sustainability will be achieved by using market forces.

Henry Demone, President and CEO of High Liner Foods, spoke of why his company chose to be the primary industry sponsor of this event. He said that sustainable and responsible sourcing was increasingly important to major customers in North America. As High Liner is one of the largest sellers to retailers, Demone wanted to demonstrate his company's commitment to meet the requirements of their customers.

Demone stated that growing up he saw firsthand the devastation that occurred when their major cod fishery collapsed. He said that he not only wanted product to sell for another hundred years, but did not want other fishing communities around the world to experience the collapse the way that it did in Lunenberg, Nova Scotia.

in Vancouver

Demone also challenged the summit to not demonize trawling or farmed salmon—two hot button issues for some in the audience, but issues that need to be addressed with knowledge and nuance, not slogans.

Demone said, "It is very important that we learn from our successes—a lot has been accomplished with sustainable seafood, but at same time there have been segments of the industry that have been demonized, such as bottom trawling and salmon aquaculture."

Following Demone, Jim Canon, of SFP, talked about how this meeting was the only chance for many NGOs and industry people to get together. "Do you know how hard it is to get a sustainability meeting on the calendar? Yet, that is what all the industry representatives are here to talk about."

Cannon emphasized the success of the movement on global whitefish. About 75% of global whitefish stocks are either fully certified by the MSC, or in the process of achieving certification. He cited the commitment of buyers as key drivers. Canon said he did not care whether buyers responded to price signals, media, or competitive pressure—the main point was that they responded.

A couple of final notes on the morning session. A number of speakers mentioned China, the issue of how the sustainable movement model with Asian consumers and producers needed to be on the table. The second day of the conference focused more on China as it is clear that much of the future challenges of the sustainability movement will be in Asia, and it will be interesting to see how these groups—both the NGOs and industry, will approach that. UB

Originally adapted from a story by John Sakton that was published on Seafoodnews.com on Feb. 1, 2011

SEAFOOD NEWS.COM

Freezing the competition...

Tippmann Group: the 'ice'-ing on the cake

Aerial photo of Interstate Warehousing Franklin, Indiana facility which just completed an expansion in 2010.

If you were to ask someone off the street, "What brand of refrigerator do you keep your groceries in?" chances are they would have the answer in a second; Kenmore, KitchenAid, Maytag, Whirlpool. The list goes on and on. Now, ask that same person, "From what brand of refrigerator did your groceries originate?" and it is likely that they will be clueless. That is because most people are just not aware of the steps taken to keep food cold prior to reaching the supermarket display. In the world of larger scale refrigeration, there are only a handful of players involved. Here we highlight one of the most significant players—Tippmann Group.

Originating as Tippmann Engineering in the 1950s out of Fort Wayne, IN, the family run business, now known as Tippmann Group, has been involved in the refrigeration industry for more than 50 years. The initial focus of the company was on industrial refrigeration but also included the construction of ice skating rinks and the manufacturing, sales and installation of ice making equipment. Through the years, the company has been involved in a variety of refrigerated products but the main focus has always revolved around the construction and management of refrigerated and frozen distribution facilities.

"The current market affords no extra overhead, yet demands the best quality service ever."

As time passed on, ownership realized that the frozen food industry was growing and as the industry developed so did Tippmann. Growth has been so expansive that Tippmann Group now includes Tippmann Construction, a design-build company specializing in refrigerated warehouses; Interstate Warehousing, the seventh largest public refrigerated warehouse company in North America with locations in Indianapolis and Franklin, IN, Cincinnati, Chicago, Nashville, Newport News, Grand Rapids, and Denver; and Tippmann Properties which manages more than 3.5 million square feet of office, industrial and commercial real estate throughout the country.

While each of these Tippmann subsidiaries provides diverse services to their customers they do all have one thing in common—each business serves the food industry. From a public cold storage standpoint, their market includes secondary distribution cities throughout the Midwest and as a design builder, the relationships extend mostly from Tippmann's customers and competitors in their public refrigerated warehousing business.

Throughout the years, Tippmann has made a name by "spending the right dollars on the right projects, balancing capital cost, operating cost and long-term maintenance and upkeep cost," according to Steve Tippmann, Executive Vice President of Tippmann Group/ Interstate Warehousing. Steve also added, "We live and die by labor efficiency. The current market affords no extra overhead, yet demands the best quality service ever." These business plans have helped the Group avoid debt while still keeping their customers happy.

Detailing customer service, Tippmann Group informed us that they utilize a Red Prairie brand of warehouse management

system but that they have significantly enhanced the system to better serve their clients. Apparently, these improvements have not gone unnoticed as a number of customers have exclaimed that Tippmann has the best WMS system to fit their needs. It should go without saying at this point that one of Tippmann Group's main focuses is putting forth an effort to improve their current technology or invent new technologies in order to better serve themselves and their customers.

One such improvement that must be considered is the new design of Tippmann's blast freezing system called the Quick Freeze Racking Zone or QFR Zone for short. With the new design, Steve Tippmann states, "we went back to the basics: freeze product with airflow not lower temperatures. Pull air instead of pushing and directing the airflow." One of the key attributes of the system is that it reduces freeze times while operating for less power and less labor. The company currently has forty systems in and operating and over fifty on order.

To bring Tippmann Group into full perspective, in a world that has only known artificial refrigeration for a little over 250 years, this company has been keeping food cold for a fifth of that time. More noteworthy still, in an age when most jobs are done casually at best, Tippmann's Executive VP informed us that his company works differently, proclaiming, "Tippmann has a reputation of doing what we say we are going to do—and we are proud of our practices."UB

Tippmann's QFR Zone- their newest product that is a more efficient alternative to traditional blast freezing.

Boneless beef record prices

Key demand periods for ground beef are often thought to be the summer holidays, as everyone likes to have their Memorial Day or 4th of July and Labor Day hot dog and/or hamburger. In the winter, Super Bowl weekend is another event that provides a spike in demand for the boneless beef industry as tailgating and football parties typically provide a large increase in buying interest for items like sausage, chili, pizza toppings, etc. This year, Super Bowl XLV proved no different.

"...livestock producers in the U.S. are continuing to sell off their animals for various reasons..."

One of the key ingredients in producing ground beef is fresh 90s. In late January 2011, 90s hit a record high price of $1.94/cwt, largely attributable to active demand, limited imports, and tight livestock supplies. Let's take a look at each of these separately. *(Figure 1)*

Demand grew more active for ground beef products, as it typically does in a struggling economy, because it is a main ingredient in many value-added products. Consumers have turned to these products in an effort to stretch their dollar even further with high quality, convenient and economically sensible products. *(Figure 2)*

Imports have been limited as of late due to a weaker dollar, competition from both existing and emerging markets and flooding in Australia, and good pastures in New Zealand which allow NZ farmers to keep animals in pasture as opposed to forcing them to bring in livestock when pasture conditions are poor. *(Figure 3)*

Finally, to understand tight livestock supplies we see that livestock producers in the U.S. are continuing to sell off their animals for various reasons including lack of capital, high livestock values *(Figure 4)* and the prospect for higher feed costs. *(Figure 5)*

"In recent months, prices for the fresh 50s have trended lower."

Fresh 50s, another major ingredient in the production of ground beef, recorded a record high price back in May 2010 of $1.195/cwt. In recent months, prices for the fresh 50s have trended lower. The limited availability of leaner product has caused demand for the fatter trimmings to diminish. *(Figure 6)*

Market conditions for the rest of 2011 could be interesting. How will currencies, weather, economic conditions, competition from world markets and availability of imports affect the price of your hamburger going forward? Stayed tuned, as only time may tell.

Figure 1

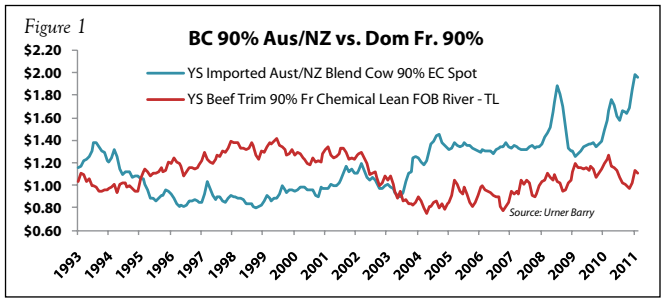


Figure 2

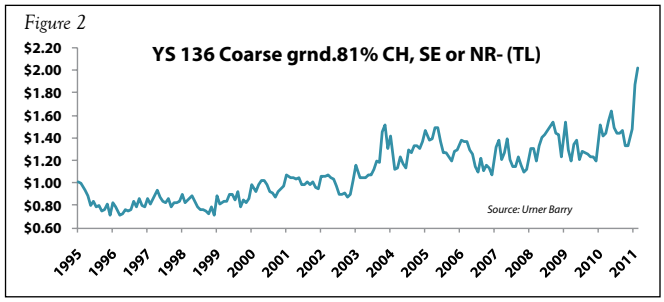
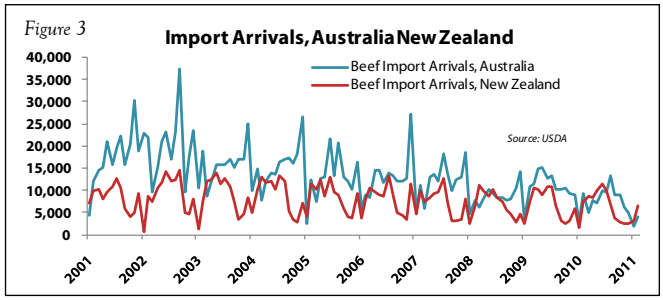


Figure 3



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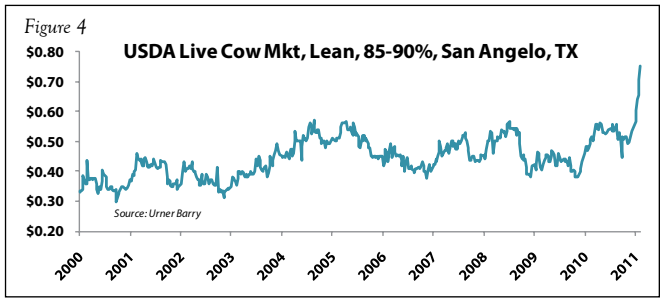


Figure 5

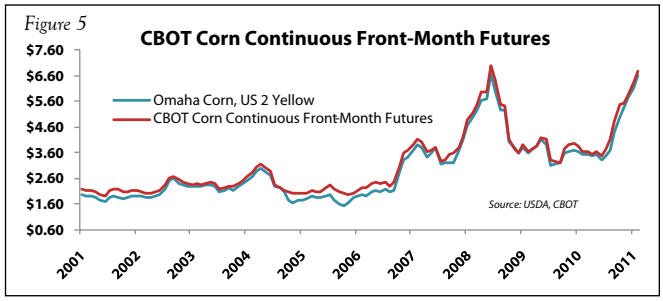
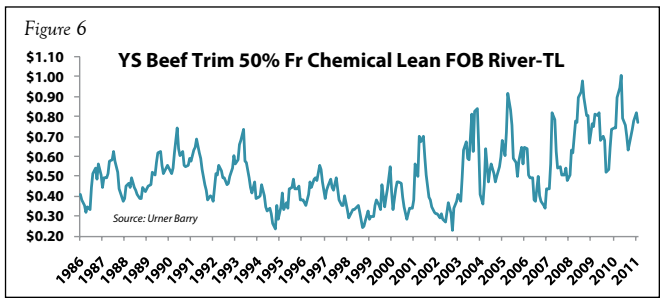
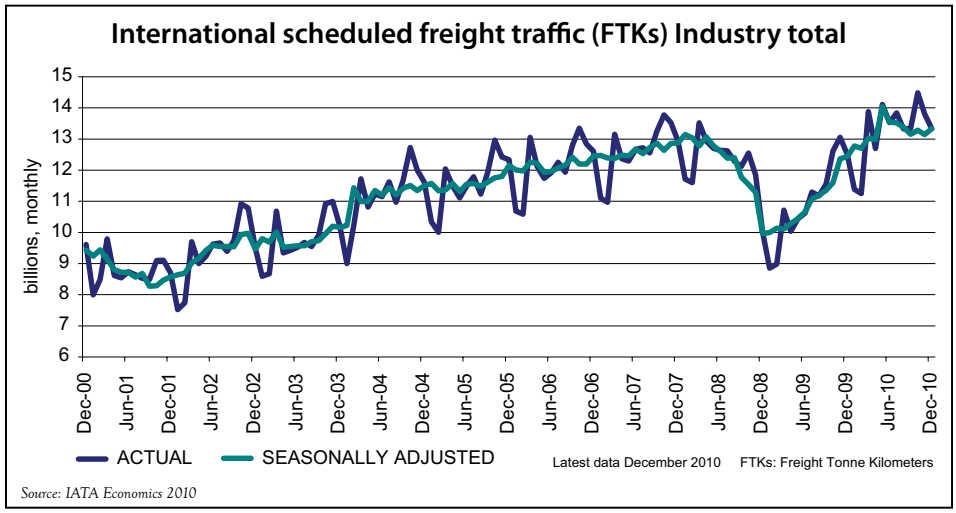


Figure 6



Economy impacts cargo freight

The impact of the recession on international cargo is evident when one looks at statistics from the International Air Transport Association (IATA). Data indicates that December 2008 *Freight Tonne Kilometer(FTK) growth plummeted by 22.6% as compared to December 2007; YTD totals for 2009 declined by 10.1% from 2008; and 2010 showed recovery of 20.6% compared to 2009. These recovery totals were predicted to be higher, however, they took a hit in December 2010 because of severe weather conditions, particularly in North America and Europe. 2010's air cargo growth outstripped capacity by 8.9% and freight was 1% higher than the pre-recession average of early 2008.



Source: IATA Economics 2010

IATA reported a strong 2010, yet says that there are some uncertainties for 2011. Sharp increases in oil prices have impacted the profitability as fuel accounts for 27% of their operating costs. According to Giovanni Bisignani, IATA's Director General and CEO, increased oil prices leave the task of recovering an additional $1.6 billion in costs.

Increased demand for cargo space in 2010 has created some shortage of available space for seafood items. In turn, the rising costs of transportation have impacted U.S. market price offerings. Fresh fish items imported to the U.S. by air are time sensitive and limited space has proven to impact the cost as well as the transit time; proving both costly and challenging for some importers. Numerous delays due to the lack of available air freight space have been reported which undoubtedly impact the available supply of fresh fish items here in the U.S.

Urner Barry's Reporter spoke to Chris Brooks, Managing Editor, *Journal of Commerce* regarding recent trends in ocean cargo shipping. Brooks stated that cargo rates bottomed out in 2009, and almost doubled in 2010. During the recession, a record number of ships were parked (meaning they stopped movement). He explained the reason was basic economics; the less demand that existed for product, the less supply came into the country.

Brooks went on to say that in the beginning of 2010, Chinese factories closed down for the first two weeks in February for their celebration of Chinese New Year. Prior to their closure, there was an unanticipated mad rush for cargo space. Increased supplies hit the docks in Asia and the amount of shipping space did not meet their need to move product. As a result, cargo rates went higher.

Over the last year, many ships have been redeployed and now orders for new vessels that were placed on hold have been reopened, according to Brooks.

As a means to reduce fuel costs, the industry adopted a practice known as "slow steaming," or a reduction of speed. With the amount of ships and space expected to increase in 2011 some liners are considering using this method as a way to control the arrival of product in the U.S. Brooks explained that this method of shipping is expected to continue in 2011 and that the control should help to keep the U.S. market balanced.

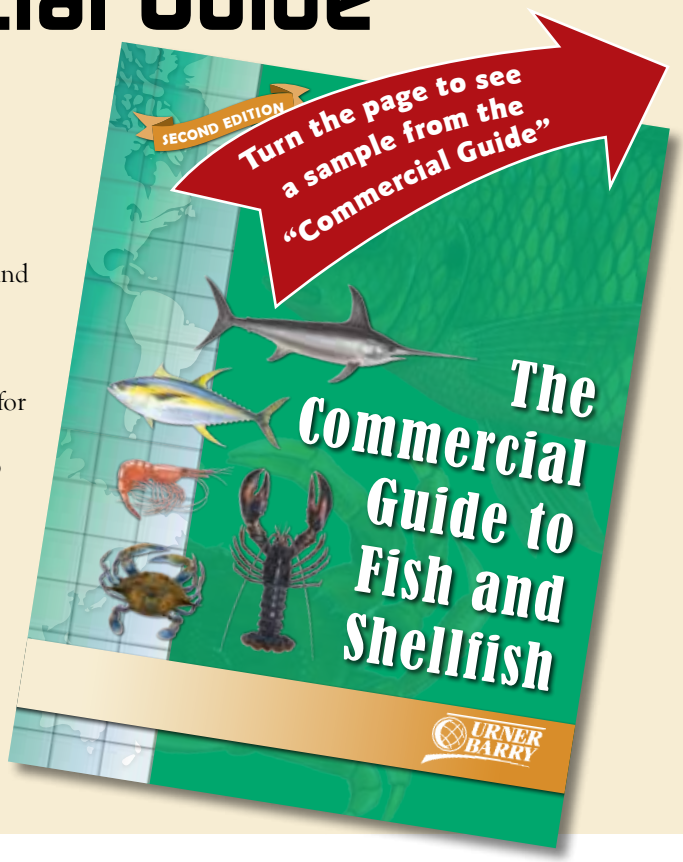
The increase or decrease in cargo space availability impacts both air freight and ocean transport of many food items. Fresh food items, including fresh fish, are subject to the decrease in available space as well as the increased costs driven by the rebounding market and the rising cost of fuel. It is interesting to note that the movement of these items also follows trends similar to the overall economy showing declines and rebounds that coincide with the recession and recovering.UB

Footnote: IATA (International Air Transport Association) data represents approximately 230 airlines comprising 93% of scheduled international air traffic.

*IATA defines FTK as Freight Tonne Kilometers which measures actual freight traffic.

Fish and shellfish species identified at your fingertips...

2nd Edition Commercial Guide debuts in Boston



Urner Barry is pleased to announce the long-anticipated release of the Second Edition of *Urner Barry's Commercial Guide to Fish and Shellfish* has finally taken place. Making its debut at the 2011 International Boston Seafood Show, the second edition is eighteen percent larger, and includes an additional ten fish and shellfish species, and an all-new, in-depth lobster section that encompasses 18 different lobster species.

The *Commercial Guide to Fish and Shellfish* has long been an essential reference for the industry professional. Complete with detailed descriptions specific to the species, each entry provides the user with all the vital information necessary to purchase, sell and consume both imported and domestically available seafood.

This easy-to-read guide encompasses all aspects of each type of fish—identification, species descriptions, common and market names, average market sizes, eating qualities, nutritional data, product forms, fishing methods, packaging descriptions, and global supply; plus an interesting "fish fact" for each listing.

Look at a full-color, two-page spread featured on the next page. The 220 page book retails for $79.UB

Wahoo

Look for this New Species in the forthcoming 2nd Edition of the Commercial Guide to Fish and Shellfish

Specifications

Market name	Wahoo
Scientific name	*Acanthocybium solandri*
Common name	Wahoo

Description

A large relative of the mackerels and tunas, wahoo can reach over 100 pounds, 40-65 inches in length, and it is reported they can live up to 5 or 6 years. They are a steel blue fish with small scales, a large mouth and can swim over 45 miles per hour. Wahoo are an important game fish caught off southern Florida, Gulf of Mexico, the Caribbean, and the South Pacific and is greatly appreciated in Hawaii, where it is called ono. Hawaii is where the majority of the U.S. wahoo is caught. It is a good eating fish, similar to the large mackerels and especially Spanish mackerels. Usually sold at around 30lbs, is it found in tropical seas but is not abundant and thus has limited fresh supplies. Frozen wahoo is imported from China, Ecuador, and other Pacific Islands including American Samoa in steak and fillet form.

Nutrition Facts

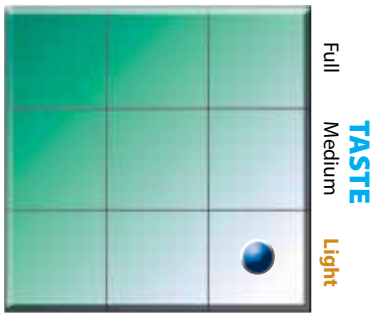
Serving Size: 3.5 oz

Amount Per Serving	
Calories 167 Calories from Fat 84.24	
	% Daily Value*
Water N/A	
Total Fat 9.36g	**14%**
Saturated Fat 2.444g	**12%**
Cholesterol 64mg	**21%**
Protein 19.32g	**39%**
Iron	N/A
Sodium 78mg	**3%**
Omega-3 N/A	

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

Eating Qualities

Delicate texture and mild flavor, wahoo is a versatile cooking fish. It has a less of the "blood meat" or the strong oiler taste seen in other migratory fish. Wahoo is a lean protein option and its fat content is lower than tuna or mackerel. Poaching or marinades help to softens the texture and is a good compliment to wahoo's mild flavor; also helps to keep the fish moist, this fish can become dry.



Fish Fact

Wahoo in Hawaii is known as "Ono" which means, "good to eat."

Fishing Methods

- [ ] Aquaculture
- [ ] Dredge
- [ ] Gillnet
- [ ] Harpoon
- [x] Hook
- [ ] Seine
- [ ] Trap
- [x] Trawl

Their diet is similar to migratory tunas; they eat jacks, pompanos, butterfish, and squid. Wahoo stay in tropical and subtropical waters and some tagged fish were reported to travel over 1,700 miles from their original tagged location. Wahoo are an expensive fish to commercially catch because they are a solitary and are only sometimes found in small schools.

Wahoo fillet

Wahoo is managed in the Atlantic by the South Atlantic Fishery Management Council and in the Pacific by the Western Pacific Fishery Management Council. Both have management plans, in the Atlantic it is called the Fishery Management Plan (FMP) for the Dolphin and Wahoo Fishery of the South Atlantic Region. The FMP is currently trying to regulate current harvest levels and is working to stop any future fisheries. In the Pacific it is in both the Pelagic Fisheries of the Western Pacific Region FMP and the Highly Migratory Species FMP. The Pelagic FMP is working on the future framework for management in the Exclusive Economic Zone for the U.S. Pacific Islands and in the Highly Migratory FMP; wahoo are being monitored as another fishery's bycatch. In the Gulf of Mexico, wahoo are not regulated.

Wahoo is usually cut for steaks and fillets. It has a solid white flesh which when cut into slices has a circular rings seen in the flesh.

PACK DESCRIPTION

Fresh
100 lb box

PRODUCT FORM

Fresh
Wholefish, H&G, fillets

Frozen
Wholefish, H&G, fillets, steaks

Value-added
smoked, sashimi

Global Supply

TOP COUNTRIES:

United States
Ecuador
Indonesia
American Samoa
Vietnam
Japan
Other Pacific Islands

Wild

Making the rounds with *UB's Reporter*

NATIONAL POULTRY & FOOD DISTRIBUTORS ASSOCIATION'S ANNUAL CONVENTION

While January brought a lot of uninvited winter weather to Atlanta, it did warm up when it welcomed NPFDA's Annual Convention January 25-27. Held in the famous, architecturally significant Hyatt Regency, this much anticipated affair marks the "kick off" industry event for NPFDA's members and is a great way to start off the year. With almost 900 attendees registered it was a great chance to network, share a few laughs and, most importantly, play a role in shaping the food industry year.

Tom Rueger, right, founder of Eastern Poultry Distributors, is seen here with Al Acunto of Preferred Freezer Services who was named NFPDA's Member of the Year for 2010.

Although there were many convention highlights, the Annual Awards Reception is a perennial favorite. This year Eastern Poultry's Tom Rueger was given NPFDA's Lifetime Achievement award while Preferred Freezer's Al Acunto was named Member of the Year.

NPFDA's Lifetime Achievement Award recipient Tom Rueger is flanked by sons Ted (L) and John (R)

INTERNATIONAL POULTRY EXPO

The 63rd annual International Poultry Expo was held concurrently with NPFDA's convention and is billed as the world's largest display of technology, equipment, supplies, and services used in the production and processing of poultry and eggs. Held at the Georgia World Congress Center, the event attracts almost 20,000 people from around the world. A variety of industry specific programs were held during the Expo including a scientific forum, a hatchery-breeder clinic and an animal ag sustainability summit.

Next year's event is already being planned and you can be sure the *Reporter* will be there!

Any veteran of the IPE instantly recognizes the Hyatt Regency's timeless and ever-present bell hops seen here with Urner Barry's Reporter during the 2011 event.

Test your protein knowledge

1. **True or False:** Sheep are mentioned in the bible over 100 times?

2. **True or False:** White shrimp now represent more than half of all aquacultured shrimp after their explosive growth in Asia?

3. **True or False:** The color of the shell of an egg is determined by the color of the hen's feathers and ear lobes?

4. **True or False:** There are more than four cities in the United States that have the word "chicken" in their name?

5. **True or False:** By law, product labeled as ground beef can contain no more than 20% fat?

6. **True or False:** Pacific halibut was called "haly-butte" in Middle English; meaning, flatfish to be eaten on holy days?

7. **True or False:** A pig has four toes?

8. **True or False:** The average hen will lay over 375 eggs per year.

9. **True or False:** A pig sheds their hair like a cat or dog?

10. **True or False:** It takes roughly 1,000 cowhides to supply the National Football League with enough leather to produce footballs for one season?

BONUS QUESTION

True or False: Cooked black tiger shrimp with the tail on can be identified by a vertical stripe on the tail? White shrimp do not have that stripe. UB

See answers on page 69

Meat, poultry to have nutrition labels by 2012

As an integral part of the USDA's efforts to educate consumers about nutrition and diets, 40 popular cuts of meat and poultry products as well as raw, whole cuts of meat and poultry are mandated to have nutrition labeling beginning January 01, 2012. U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) said this measure will make it easier for consumers to understand the content of the foods they are purchasing.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"More and more, busy American families want nutrition information that they can quickly and easily understand," said Agriculture Secretary Tom Vilsack. "We need to do all we can to provide nutrition labels that will help consumers make informed decisions. The USDA and the Department of Health and Human Services work hard to provide the Dietary Guidelines for Americans every five years, and now consumers will have another tool to help them follow these guidelines."

The nutritional panels will include the number of calories and the grams of total fat and saturated fat an item contains. A product that has a lean percentage statement, such as '76 percent lean,' on its label also will list its fat percentage. According to James Serpico, poultry market reporter for Urner Barry, "People think that chicken is chicken but it's not uncommon to have varying sodium or fat contents due to differing processing methods or trim levels."

It's not clear what effect the new labeling requirements will have on consumer demand. In the present economic climate, it may well be that consumers must make their purchase decisions on what they can afford rather than on the label's content. In a statement released from Richard Lobb, spokesman for the National Chicken Council he said that, "In addition to comparing nutrition facts, I have a feeling that people are also going to compare the price on the front of the package."

Along with price considerations, the consumer's taste buds might be the ultimate test for nutritional labeling. An effort in King County, Washington to add nutrition facts labeling to fast food menus had no effect on consumer behavior in its first year according to a study conducted in a cooperative effort between the public health department and researchers from Duke-National University of Singapore (NUS) Graduate Medical School. The study was undertaken to see whether or not a 2009 attempt by King County to curb the growth of obesity by imposing mandatory menu labeling at restaurants chains with 15 or more locations changed consumer dining habits. In the end, it was found that consumer purchase behavior in King County where Taco Time menus were changed to include nutritional information was unaffected when compared to menus at Taco Times which did not include the information.

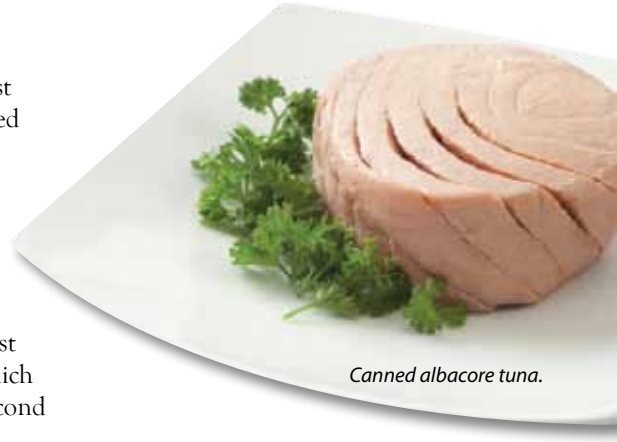
"Given the results of prior studies, we had expected the results to be small, but we were surprised that we could not detect even the slightest hint of changes in purchasing behavior as a result of the legislation," said lead author Eric Finkelstein, PhD. associate professor of health services at Duke-NUS. "The results suggest that mandatory menu labeling, unless combined with other interventions, may be unlikely to significantly influence the obesity epidemic."

The Reporter's Guide to... TUNA

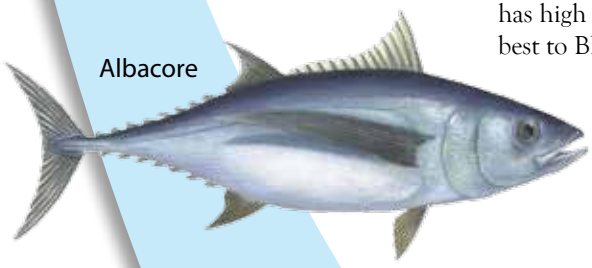
Tuna comes in many different species and grades. This makes it a challenge for the average buyer to identify and understand the various types and standards available. Some of the most common tuna species in the U.S. are Albacore (*Thunnus alalunga*), Bigeye (*Thunnus obesus*), Bluefin (*Thunnus thynnus*), Skipjack (*Katsuwonus pelamis*), and Yellowfin (*Thunnus albacares*).

Albacore tuna is found worldwide most commonly as frozen or brined. It is used most often by canners and is currently the only species of tuna allowed to be canned and labeled as Albacore. It is not generally subject to grading.

Bigeye tuna is used almost entirely for canning of light meat tuna. The best catch may be used for sashimi, that which has high oil content. It is said to be second best to Bluefin for sushi use.

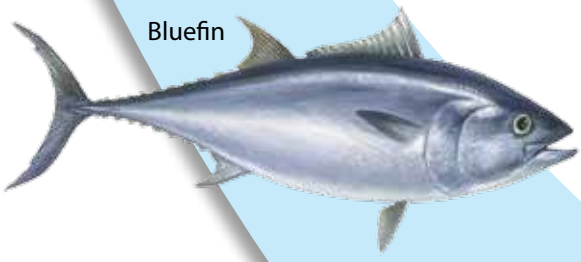


Canned albacore tuna.



Albacore

Bigeye



Bluefin

Skipjack

Sashimi tuna.

©iStockphoto.com/Chris Gramly

*Picture taken by Robert DiGregorio, Carl's Seafood, NY Fulton Fish Market. He rates this as #1 tuna**

*Rated as #2+**

*Rated as #2**

Yellowfin

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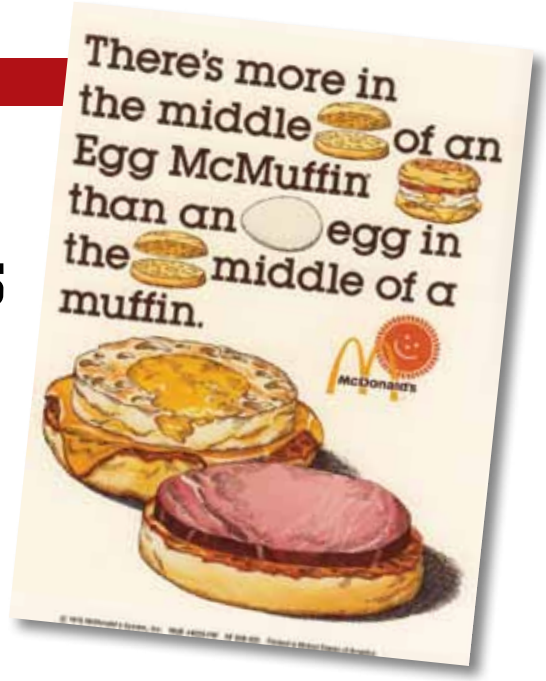
Bluefin and Yellowfin tuna are commonly traded in grades. The grades of tuna that are recognized by the industry are 1s, 2+s and 2s—and less commonly, number 3s. The grading process is typically based on freshness, size and shape, texture, fat, and color. Market pricing often varies, with number 1s trading at the highest level and the remaining discounted as the grade number goes higher. UB

**Robert DiGregorio rated his photos as grades he uses when selling tuna loins at the NY Fulton Fish Market.*

Creativity and innovation deliver McDonald's delights



A new and seemingly popular game show recently sparked many a discussion in the workplace as well as on media outlets as it offers contestants the opportunity to win $1 million in cold, hard cash and all they have to do to keep it is correctly answer seven multiple-choice questions. One eepisode posed a type of 'Which Came First?' question that, which seemed obvious to many of a certain age group, was quite unknown to those of a different median age. The actual question posed on the show was "Which McDonald's menu item debuted first?" and the possible answers available were Filet-o-Fish or Egg McMuffin?

Think you know? If you guessed Filet-o-Fish, you're right. Let's give a little background of each.

In 1962 a McDonald's franchise owner in Cincinnati, Ohio, named Lou Groen was desperate to save his floundering hamburger restaurant, the first McDonald's in the Cincinnati area. Groen's McDonald's unit was in a predominantly Roman Catholic neighborhood where his Catholic customers engaged in the practice of not eating meat on Fridays. His solution—the creation of the Filet-O-Fish—a sandwich that saved his restaurant, and was the first non-hamburger menu item for McDonald's.

"So I invented my fish sandwich, developed a special batter, made the tartar sauce and took it to headquarters," said Groen. With a few modifications, Groen's sandwich has been a favorite Friday fish meal for years.

Then in late 1971, another franchise owner, Herb Peterson, sought to come up with a menu item that would bring breakfast to his restaurant. Peterson focused his creative energy on launching an entirely new product that could be eaten by hand. A solution arrived when he began to modify his favorite breakfast sandwich—Eggs Benedict. Experimenting with prepackaged Hollandaise, which he rejected as too runny, Peterson combined a slice of cheese with a hot egg—producing the exact consistency he had been aiming for. He complimented the egg and muffin with grilled Canadian bacon, and had a finished breakfast item that was perfect for a sandwich-oriented fast-food chain.

According to McDonald's Web site, by 1976, McDonald's had perfected the breakfast menu, elevating its brand above the competitors. Thanks to the relentless creativity and innovation of its own visionary franchisees, McDonald's by then held a monopoly on breakfast. To this day, breakfast represents 15 percent of McDonald's sales.

Consumers respond to reporting of animal treatment

A Kansas State and Perdue University study found media coverage of animal welfare issues hurts demand for pork and poultry, but has little to no effect on beef demand. Conducted this past fall by economists, this study is the latest of its kind to shed light on a frequent media topic.

It's no secret that U.S. consumers have been expressing increased interest in animal welfare practices. In fact, some states' ballot initiatives have been enacted to prohibit the use of certain practices deemed sensitive to the plight of consumers concerned with the treatment of farm animals ultimately raised for human consumption. Yet, the question remains as to whether or not this attention being paid to the animal welfare issue that seems to constantly confront producers of meat destined for the American dining table, has had any net affect on consumer demand.

The study, *U.S. Meat Demand: The Influence of Animal Welfare Media Coverage*, was conducted by Glynn Tonsor, Agricultural Economist, Livestock Marketing, Kansas State University and Nicole Olynk, Department of Agricultural Economics, Perdue University. They extensively searched U.S newspapers from 1982 through 2008 for public information on animal welfare and the influence it has on the U.S consumer's diet. By developing indices incorporating this data the researchers were able to determine that media attention to animal welfare issues has not directly impacted beef consumption, yet that same level of media focus has reduced both pork and poultry demand. "While beef demand was found to not be directly influenced by increased media attention to animal welfare issues, this should not be interpreted as the beef industry being immune," said Tonsor in a release following the study. The study also found that increased media exposure has resulted in a reallocation of food expenditures to non-meat items rather to competitive proteins.

"The study also found that increased media exposure has resulted in a reallocation of food expenditures to non-meat items..."

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A quick synopsis of the study suggests that:

- Media attention to the animal welfare issue does have a negative impact on U.S meat demand.
- Pork and poultry are most severely affected.
- As media attention increases, consumers are likely to redirect expenditures to purchase less meat.

Tonsor said more research was needed to determine the effects on consumers, livestock producers and society in general but that the "influence of media on total meat expenditure suggest beef, pork and poultry producers may be well served by collaborating in recognizing and responding to changing societal pressures regarding animal well-being."

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Ecuador: agriculturally rich

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Guayaquils lighthouse park in Ecuador.

"The country's economy is based mostly on the export of bananas, oil, shrimp, and gold."

Ecuador is a democratic republic in South America bordered by Colombia to the north, Peru to the east and south, and the Pacific Ocean to the west. Its borders also encompass the Galapagos Islands which are home to numerous species of flora and fauna.

Despite its size Ecuador is one of only seventeen countries in the world classified as megadiverse by the group Conservation International. It has a great many species of plants and animals; including over 16000 in vegetation alone, of which over 4000 are endemic to the country. It is a very agriculturally rich location with bananas, flowers, coffee, cacao, sugar, tropical fruits, palm oil, palm hearts, rice, roses, and corn plentiful.

Historically, Ecuador's economy has been characterized by its dichotomy, and sometimes bitter rivalry, between the large-scale export-oriented agricultural enterprises of the coast, and the smaller farms and businesses of the Andes.

The country's economy is based mostly on the export of bananas, oil, shrimp, and gold. In fact, Ecuador is the world's largest exporter of bananas, accounting for 936.5 million dollars of revenue in 2010. Since the 1970s, the mining and exporting of oil has played a dominant role in the country's economy. Petroleum resources accounted for 51% of the country's income and one fourth of the central government's budget revenues in recent years.

The United States is Ecuador's number one export and import partner. The Andean Trade Promotion and Drug Eradication Act increased U.S. involvement in Ecuadorian economy. U.S. investments in Ecuador have risen by 30% since the act was implemented. Over one hundred U.S. companies operating in Ecuador depend on the access to cheaper goods and on the duty-free exportation made possible only by the ATPDEA. As a result, American businesses have made substantial financial profits in Ecuador.

These factors, along with their developing economy, create a hopeful forecast for this small South American country. UB

Ecuador / U.S. comparison

AREA	283,561 sq km	9,826,675 sq km
COASTLINE	2,237 km	19,924 km
POPULATION	14,790,608	310,232,863
LIFE EXPECTANCY	75.52 years	78.24years
GDP	$309.3 billion	$14.26 trillion
GDP (per capita)	$7,800	$46,400
AGRICULTURE AS A %GDP	6.8%	1.2%
AGRICULTURAL PRODUCTS	bananas, coffee, cocoa, rice, potatoes	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	4.59 million	154.2 million
UNEMPLOYMENT RATE	7.6%	9.3%
OIL PRODUCTION / CONSUMPTION	485,700 / 181,000 (bbl/day, 2009 est.)	8.068 / 19.5 (million bbl/day)


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Big Bob's BELLY BUSTER
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• Flexibility - Offers extended holding times.
• Convenience - Our most popular seafood items all handily pre-portioned in individual 9oz. and 12oz. packaging.
• Economy - Introduce seafood to your menu at a low risk cost.
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Boston's iconic restaurants at a glance

By Jim Buffum

The Boston area offers a rich banquet of cuisines, and *Urner Barry's Reporter's* love affair with the food scene is certainly a secret we love to leak. As one would expect to read about new, dare I say, "hot," restaurants, we offer an opportunity for you to browse our chosen restaurant listings here so that even the chic Bostonian eco-foodie can know where to strike a pose this week.

So where is everyone dining on terrine de mango with parsnip and urchin-roe foam? This "in-with-the-new hype" tends to overlook iconic restaurants, Boston institutions really; the places that spring to mind when you think about dining out here. These are the restaurants that still manage, after years to fill the house if not nightly, then certainly on weekends. A sterling reputation can rest on its laurels, even as it raises an obvious question about change: If something's been working for 97 years, why adjust it?

So in the spirit of casting a fresh eye on an established place, we head to some of the city's most venerable dining rooms and reconsider them through their signature dish.

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DURGIN-PARK

340 Faneuil Hall Marketplace, Boston, 617-227-2038, www.durgin-park.com

This is the most casual of the restaurants visited. The eclectic Durgin-Park wait staff is curt, intolerant of unnecessary questions, and refreshingly fun. Think your favorite aunt who has no time for your nonsense. It's intentional, and part of the shtick.

Since 1826 the restaurant has occupied a roomy historic Faneuil Hall space with large wood and mostly communal tables. Side dishes are good, and taste as if served in a very competent college dining hall; there are even little white flume-proof bowl-plates. New England classics like Indian pudding (slow-baked molasses and cornmeal mash served with ice cream) are faithfully and well prepared. Wine and beer lists are limited but adequate. The crowd on our night is a mix of local steak-lovers and tooly business-trip types.

HAMERSLEY'S BISTRO

553 Tremont St., Boston, 617-423-2700, www.hamersleysbistro.com

For 21 years, Bostonians in-the-know have been going to Hamersley's Bistro in the South End for roast chicken with garlic, lemon, and parsley. Favored by Julia Child, Shirley MacLaine, Jack Nicholson, and Leonardo DiCaprio, the dish is basically the perfect roast bird you cannot replicate at home. Ever. Very slow-cooked, then boned and finished in a pan with lemons and chicken stock under the crisping flames of a salamander, Hamersley's chicken can easily be cut with a fork and is an example of marinade (garlic, lemon, parsley, and spices overnight) and seasonings that showcase, rather than overshadow, the carefully raised hen.

NO. 9 PARK

9 Park St., Boston, 617-742-9991, www.no9park.com

When one asks serious foodies about the most famous dish in Boston, the prune-stuffed gnocchi with foie gras, toasted almonds, and vin santo at No. 9 Park is suggested by the most people. Chef and owner Barbara Lynch developed the dish some 15 years ago after a trip to Italy to learn pasta-making. Our waiter recites the catechism: "...so she added foie gras, and the prunes, and the rest is history!"

The dish is marvelously clever. Light, expertly made gnocchi are stuffed with a soft prune filling. Each gnoccho is topped with a small slab of foie gras, then drizzled with a beurre blanc made with vin santo. Tiny cubes of prune—precision-cut and jewel-like—decorate the plate with tinier sprigs of chervil.

OAK ROOM

At the Fairmont Copley Plaza, 138 St. James Ave., Boston, 617-267-5300, www.theoakroom.com

The interior of the Oak Room at the Fairmont Copley Plaza is breathtaking. Well-heeled Bostonians have been gathering at restaurants in this space since 1912. Beautiful hand-detailed oak walls enclose a lush, comfortable, and, above all, Old World luxury dining room. One of the many shiny art panels at the back of the room is actually a clandestine two-way mirror. Back in the day (perhaps now) it allowed managers to survey service and presentation, which are still impeccable. The room manages to be marvelously alive, not at all an antique. Large, brilliant cherry-blossom arrangements complete the enveloping mise-en-scene. You are greeted and treated like royalty by a dedicated staff, some of whom have been perfecting their craft here since this restaurant opened in the historic space 20 years ago.

We all know that Bostonians do not live by chowder alone, and we hope that when you are visiting Beantown you have a chance to feast at some of our favorite locations. UB

Thriving in a Global Economy 2011

You are cordially invited to attend

URNER BARRY'S 2011 EXECUTIVE CONFERENCE

When

May 1st through May 3rd, 2011

Where

The Bellagio, Las Vegas, Nevada

Keynote Speaker

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

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 – **UBPRL11**

Room Rates

Deluxe Rooms $179 per night
BOOK UPGRADES BY CONTACTING URNER BARRY 732-240-5330
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.

Tentative Conference Schedule

Sunday, May 1, 2011
6:30-9:00 p.m. – Welcome Reception, Bellagio Grand Patio

Monday, May 2, 2011
8:45-9:00 a.m. – Opening Ceremony, Nellis Air Force Honor Guard Presentation of Colors
9:00-10:15 a.m. – Keynote Speaker, Donnie Smith, President & CEO, Tyson Foods, Inc.
10:30-11:45 a.m. – Joint Session, Michael Casey, Dow Jones
12:00 – Depart for Golf Outting at tour bus lobby – Dragon Ridge Golf Course
7:00-10:00 p.m. – Cocktail Hour, Dinner and Awards Ceremony

Tuesday, May 3, 2011
8:45-10:00 a.m. – Daniel Ikenson, Associate Director, Cato Institute
10:15-11:30 a.m. – Elizabeth L. Hund, Senior Vice President and Division Head, Food Industries, US Bank
Afternoon
- Mitch Kanter, PhD., Executive Director of the Egg Nutrition Center, "Eggs and Health: New News is Good News"
- Reporter Roundtable Discussion, Rick Brown, Randy Pesciotta
- Mike Miller, Cattle-Fax, Economic Outlook
- Reporter Rountable Discussion, Michael O'Shaughnessy, Russ Whitman, James Serpio

5:30-7:00 p.m. - Closing Cocktail Party

EXECUTIVE CONFERENCE
URNER BARRY
& MARKETING SEMINAR

Legal's Roger Berkowitz hosts

John Sakton

Roger Berkowitz greets guests at the start of Legal's 'Blacklisted Fish' dinner.

Early in January, Boston area food blogs were a Twitter over Legal Seafood's Brilliant marketing ploy—an 'outlaw fish' dinner. Legal routinely hosts a number of themed dinners. On Jan. 24th, the company featured a menu made exclusively from fish that groups such as the Monterey Bay Aquarium have put on their red list.

Hosted by the Culinary Guild of New England (CGNE), the invitation said the menu for this meal would "be deliberately designed to serve what others consider outlawed or blacklisted fish, but that Berkowitz and Holler (Bill Holler, Legal's Seafood Buyer) believe to be sustainable!" There was even an opportunity for CGNE guests to ask questions about what's safe to eat, which species are plentiful, and how to read between the lines of media reports.

About 60 people attended. Approximately 1/3 were foodies and food writers, members and friends of the New England Culinary Guild, another 1/3 were media and representatives from the New England Aquarium, Ocean Trust, and other similar organizations and at least 1/3 of the attendees were industry.

Berkowitz opened the evening by speaking for about 20 minutes on his views on sustainability. He said that the current playing field was out of balance. Environmental organizations have had a huge amount of resources to tell their view about seafood sustainability, while local fishermen and industry groups have been far too silent.

Berkowitz said one of Legal's goals was to support the day boat fleet in New England,

'outlaw fish' dinner in Boston

as they are a source of very high quality products, and to this end he has worked with groups like the conservation law foundation.

"...fishermen feel 'bullied' by the major environmental groups, who don't seem to recognize some of the issues that are being legitimately raised."

But he said now fishermen feel "bullied" by the major environmental groups, who don't seem to recognize some of the issues that are being legitimately raised.

In New England, first the industry showed NMFS, over much resistance, a better way to count scallops, resulting in a more accurate survey and much higher, scientifically validated, biomass. This occurred in the 1990s.

Then in 2002, fishermen found out, and finally convinced NMFS, that the trawl gear used in the annual stock survey—the single most important component used in estimating biomass—was improperly set. It turned out that the trawl warps were of unequal length, causing the net to fish erratically on the bottom. Again—fishermen were proved right, and NMFS admitted the mistake. But they did not make any biomass adjustments.

Now, says Berkowitz, fishermen are seeing a lot of stocks recovering, and they simply do not believe that the best science is being used to estimate stocks.

Berkowitz is very interested in using acoustic sonar to measure fish stocks, similar to the acoustic surveys done for the pollock industry in Alaska. In preliminary tests of acoustic sonar on herring, the data seemed to show much more herring was available than was reflected in the trawl surveys.

After a four course dinner with matching wines, consisting of black tiger shrimp fritters, cod cheeks with spaghetti squash, prosciutto wrapped hake, and citrus almond cake, the most interesting part of the evening began.

This was a question and answer session, with many people in the room participating.

Among the foodies and food writers, some of the questions included the following:

- What's wrong with farmed salmon?
- Is Gulf shrimp safe?
- What is 'trawling' and why is it considered bad.

Many of these questions were answered by industry participants in the room—but there was not agreement.

The upshot of the evening was that many of the food writers and chefs and members of the New England Culinary guild in the room wanted more information. One suggested that Legal do a fish "teach-in."

Berkowitz is to be commended for taking the lead in making the whole issue of seafood sustainability more visible in Boston. He is right that there is not a level playing field, and that a fragmented industry is not in a position to compete with the messaging put out by the major environmental groups who set the tone of the debate over fisheries sustainability.

But even in the room, the fragmentation of the industry was obvious—with some taking shots at gear types, imported fish, and trawl methods—in a manner that probably went over the heads of many of the non-industry people in the room.

In short, Legal is making a fantastic statement about its commitment to educate its own customers, but the dinner showed just how far the industry as whole has to come in order to be able to deliver a consistent message. UB

Adapted from articles which originally appeared on Seafoodnews.com on January 3 and 25, 2011

SEAFOOD NEWS.COM

60 Seconds with...

Richard E. Gutting, Jr

with the law firm of Redmon, Peyton & Braswell LLP

Urner Barry's Reporter sat down with Richard E. Gutting Jr., attorney with the law firm of Redmon, Peyton & Braswell LLP who has been actively involved in the regulation of seafood in the United States for over 30 years for a one-on-one question and answer session to learn more about the historic food safety legislation which was signed into law, the agenda of the new Congress pertaining to meat, poultry, egg and seafood and some other political issues.

URNER BARRY'S REPORTER: *In January, President Obama signed into law, historic food safety legislation; what was your first impression?*

RICHARD E. GUTTING, JR: Surprise—FDA gained stunning new powers and a long list of expensive mandates, without any clear evidence these powers and mandates will improve food safety. I'm surprised the Act passed.

Richard E. Gutting, Jr

UB: *This is certainly going to cost a lot; estimates range between 1.4 and 1.6 billion. Will Congress approve the estimated funding necessary?*

RG: No one knows—but it seems doubtful Congress will appropriate these amounts given the public's concern over the deficit and the economy. Gaining additional funds will require a strong FDA showing that taxpayers will get a solid return on their investment—a showing that's not been made.

UB: *There are particular provisions of the law that are of great concern to those in the meat, poultry, egg and seafood industries; one is the FDA's ability to issue mandatory recall orders. Do you view this as intrusive or necessary?*

RG: Intrusive—Few companies refuse to recall product when asked.

UB: *The FDA is certainly the subject of a lot of scrutiny; some see the FDA as a source of excessive regulation, while other critics believe that the FDA does not regulate strictly enough. Do you foresee a more cooperative approach?*

RG: Maybe—FDA has a history of looking inward. If it cannot hire more field inspectors, FDA may be forced to train others and rely upon other public health agencies and independent third-parties—something it's been reluctant to do.

UB: *In recent years the FDA has been criticized for their handling of the recalls of peanut butter, tomatoes, and eggs. How can they gain the public trust?*

RG: It will be challenging—FDA is falling behind, deadlines are slipping, guidance is not being kept up to date and important information about food-safety is no longer provided. Now, the Act requires FDA to issue more rules and guidance. To gain credibility, FDA will have to perform—and to do this it must streamline the way it makes decisions and reach outward for help from other agencies and industry.

UB: *A new-look Congress is convening in Washington; are there any agendas they are likely to take-up that will have a material impact on meat, poultry, egg and seafood?*

RG: My guess—budgetary and oversight issues will dominate the Congressional agenda this year. At some point, however, Congress will have to turn to the next Farm Bill, which is likely to be the most significant piece of legislation for food producers this Congress.

UB: *A controversial issue is the United States' policy of trading food for fuel. Do you foresee any changes in the current ethanol policy?*

Maybe—If food prices continue to rise, there will be more pressure on Congress to revisit our policies.

UB: *There are several WTO cases pending against the U.S. that pertain to agriculture, such as zeroing practices on shrimp, and U.S. government supports for ethanol, among others. Do you see any resolutions that may have a significant impact on meat, poultry, egg and seafood?*

RG: No—The White House has taken a few steps towards ending "zeroing" when it reviews antidumping duty orders. However, even if zeroing ends, seafood duties would decline only a few percentage points. The real impact, therefore, would come if the White House refuses to end "zeroing" and foreign markets retaliate against a targeted list of food exports—a result that is inconsistent with the Administrations ambitious 5-year export goal.

UB: *The USDA's Food Safety and Inspection Service recently unveiled a law that requires nutrition labeling on 40 popular meat and poultry products by 2012. Will we see more nutritional labels on products that normally would not have them, like fresh fish, and fruits and vegetables?*

RG: Maybe—The current system, which proves nutritional information to consumers about the most popular items, seems to be working. Perhaps the list of items will expand, but I don't expect new mandates and more regulations. UB

White or yellow fat?

by Laura Conaway, CAB

The appearance of yellow fat or white fat in beef depends on what the animals ate.

Chad Carr, Florida Extension meat specialist, says it has to do with beta carotene. The organic compound deposited and visible in fat is much more abundant in green forage for grazing than in grains and hay. That's why yellow fat is found in beef from cattle finished on grass alone, while grain-based diets produce white fat.

Aside from appearance, Carr says the biggest difference is in the taste. American consumers prefer grain-fed over grass-fed beef, specifically because the grain-fed has a lower incidence of negative, sensory off-flavors. Fats and fatty acids govern flavor, he explains.

"The difference in the fatty acid profile between those two products is driven by cattle diet," Carr says.

Clint Walenciak, director of packing for Certified Angus Beef LLC (CAB), says when it comes to taste, it's all a matter of personal preference and what consumers are used to buying and eating.

"The U.S. domestic consumer is more accustomed to the white fat compared to what one might see in some of the international markets where grass finishing is more common," he says.

Although grain-fed beef is in higher demand in the U.S., there is still a market for cattle raised on forage through some natural and organic niche programs. In many cases, grass-fed beef is promoted as more sustainably-produced and appeals to those who share that perception, so appearance becomes secondary to those claims.

"There is a demographic that does prefer a grass-fed flavor profile or the production system that is typically involved with grass fed beef," Walenciak says.

However, Walenciak notes there are no health benefits that differentiate the two. "For a health-conscious customer who would still like to eat beef, they can find lean, healthy choices in grass- and grain-fed cattle alike," he says. UB

Answers to the quiz on page 57

1. True
2. True
3. True
4. False (There are only four: Chicken, AK; Chicken Bristle, IL; Chicken Bristle, KY; and Chicken Town, PA).
5. False (no more than 30%).
6. True
7. True
8. False (according to the American Egg Board hens will lay an average of about 250-300 eggs per year).
9. False
10. False (it takes roughly 3,000 cowhides).

BONUS QUESTION
True

Executive Conference

Continued from page 1

Smith, president and CEO of Tyson Foods.

Smith has 30 years of experience in the food industry. He joined Tyson in 1980 and has served in a variety of responsibilities, including live production, purchasing and supply chain, group vice president of consumer products and senior group vice president of poultry and prepared foods. Focusing on the changes in, challenges of and achievements by today's food manufacturers, Smith's presentation is one not to be missed.

Also featured to speak on Monday is Michael Casey, Dow Jones Managing Editor for Foreign Exchange and Fixed Income in the Americas. He was previously a special writer focusing on global economic affairs and before that was Dow Jones bureau chief in Argentina. He has had stints as a foreign exchange reporter and as a correspondent in Indonesia. Casey is currently working on a book about global economic imbalances to be published later in 2011. It is his second book. Casey will provide attendees with the foresight and knowledge necessary to thrive in an ever-changing global business environment.

As is the norm for the Executive Conference, the annual golf outing will take place on Monday at Dragon Ridge Country Club. Always a popular favorite, the golf outing proves fun and challenging play for golfers of all skill levels. The course is a near-perennial favorite of conference attendees.

Speakers on hand Tuesday include Daniel J. Ikenson, Associate Director, Cato's Center for Trade Policy Studies. Mr. Ikenson is the author of many studies and articles on trade policy. He has extensive knowledge of WTO disputes, regional trade agreements, U.S.-China trade issues and antidumping reform. Ikenson will speak in regard to the trade barriers that need to be removed, and how this is essential to sustained economy and long term growth.

Elizabeth Hund, Senior Vice President and Division Head, Food Industries, US Bank will speak on financing the poultry complex in uncertain times. Ms. Hund's presentation will explore the outlook of the industry, volatility drivers, consolidation and risk management practices so attendees can help make uncertain financial times a bit more predictable.

Also on Tuesday will be Mitch Kanter, Ph.D. Executive Director of the Egg Nutrition Center as well as other featured speakers including Mike Miller of Cattle-Fax, and Joel Coleman, Vice President International Sales, Butterball, LLC who will address attendees during an export forum.

Urner Barry's 2011 conference is guaranteed to offer attendees strategies and innovative ideas to assist in helping them grow their businesses in this global arena. Come join your peers from the egg, poultry, and meat industry as they network, attend sessions and enjoy world-class amenities and accommodations, entertainment and fine dining. You'll be glad you did.UB

Butterball

Continued from page 45

to salvage was much greater. This allows Butterball to yield more useable meat for sale to consumers, and less meat to be sent to rendering.

Implementation of the automated deboning system also offered a valuable solution to the facility's staffing challenge by reducing manpower needed to complete the process. The new system also increased core employee retention by creating different positions that allow existing employees to expand their skill base.

An ongoing challenge of any new operation is training of operators and maintenance crews. Plant management set and enforced standards and provided training, outreach and education to ensure the safety of its employees and facilitate the learning process.

Although associates still face a learning curve, thanks to the plant's integrated teaching procedures, Butterball has seen dramatic improvement.

Now seen as an industry leader in the upward trend of converting to automated deboning systems, Butterball management believes the project could not have been more successful and was the right decision for their business as a whole. The project further represents Butterball's initiatives to uphold the highest safety and production standards while providing a secure and effective work environment for all its employees.UB

Merge

Continued from page 1

skills, and knowledge of the new company's personnel. "More than anything else, we have a group that is very committed to our customers, to our industry, and to each other's success. And we have the support of one of the most respected companies in our industry–Thai Union."

The primary focuses for Chicken of the Sea Frozen Foods will be on expanding its leadership position in shrimp and pasteurized crab meat, as well as build the company's market share in shellfish, finish and value-added seafood products. UB

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