

# URNER BARRY'S Reporter

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the newsmagazine for the food industry professional

## Made in Mexico

In the past few years, Mexican beef producers have taken huge steps towards achieving quality with the ability to match any of the world's top beef producers. Through several individual company accomplishments, in addition to an industry-wide effort, beef produced in Mexico is not only thriving in its domestic market but also in the export markets. The Mexican Association of Bovine Cattle Feeders, or AMEG, has been able to market the brand "Mexican Beef" in export markets as well as to position top notch steak cuts in

high-end steakhouses throughout Mexico. There are a number of success cases, but just a few that are worth the attention of international observers.

The first case is Carnes La Laguna, a company born in 1985 in Torreon and Gomez, in the northern part of Mexico. Starting from a small operation slaughterhouse, this company has become a pioneer in the processing of high-end steak cuts across the country to white tablecloth restaurants and five star hotels.

Their offerings include: the New York steak, Cowboy steak, skirt steak and a bone-in ribeye known as a "Cabreria" steak. Juan Barrio, director of Carnes La Laguna spoke to *Urnner Barry's Reporter* and mentioned that "what we look for is to satisfy our clients with the best quality meat possible...we feed our animals with the best feed possible, and hold the highest quality control standards to deliver just that, a quality product that can speak for itself." And this is true, as Angel Rubio, market reporter for Urner

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*Sun shining on Urner Barry...*

## UB installs solar energy system



Workers from Trinity Solar install solar panels on the roof of the offices of Urner Barry.

Urner Barry is located on a small piece of the 1.1 million acres known as the Pinelands National Reserve in southern New Jersey. This area was established in 1978 under the National Parks and Recreation Act, permanently protecting most of the region. The reserve is home to hundreds of species of birds, reptiles, fish, and plant life, some of which are threatened or endangered species. All construction in the area must conform to a comprehensive management plan and be certified by the Pinelands Commission.

Recently, Urner Barry felt it was time to take a step in reducing its footprint on this area and began researching possible ways to become more environmentally friendly. With some of the current

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# URNER BARRY'S Reporter

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FOOD INDUSTRY PROFESSIONAL

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reducing its carbon footprint.



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**Mexican Beef - Achieving quality**  
to match any of the world's top  
beef producers.

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*'Double in a decade—responsibly'...*

# GOAL 2011

# to address

*Contributed by Global Aquaculture Alliance*

The global population is rising, and more of the world's inhabitants are rising on the economic scale. That combination of factors will soon strain the capacity of today's aquaculture and other food production systems to keep up with demand.

The GOAL 2011 conference, to be held November 6-9 in Santiago, Chile, will bring together hundreds of seafood and aquaculture leaders in a forum that examines such emerging issues and seeks collaborative solutions. In GOAL's first visit to the Southern Hemisphere, the event will also encourage key business connections.

The Global Aquaculture Alliance, organizer of GOAL 2011, has challenged the aquaculture sector to meet the soaring demand for seafood by doubling production capacity in 10 years. To

GOAL 2011 will highlight the host country, Chile, whose aquaculture industry is transforming itself with a move toward greater sustainability.



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# soaring seafood demand

succeed, however, aquaculturists will need to improve and expand in such areas as health management, investor support, environmental management and feed supplies. The industry must also apply responsible practices in the process.

## ESSENTIAL PROGRAM

Under the theme of “Double in a Decade—Responsibly,” the GOAL program will address these topics—and more. An initial keynote on “Fundamental Innovations Needed to Meet World Food Needs” will be followed by presentations on recent lessons learned in animal health management. A highlight will be Adolfo Alvial’s report on Chile’s recovery from infectious salmon anemia (ISA).

Can aquaculture find the capital to double output in a decade? Rabobank International’s Gorjan Nikolic will analyze the economics of aquaculture expansion in coming years. Additional views will be provided by speakers representing private equity groups, banking and financial analysis.

A panel of experts will address environmental issues related to aquaculture expansion. How will fish farms make responsible use of resources and limit impacts on the ecosystems around them? Panel members will express the varied viewpoints of NGOs, foundations and the industry itself.

Feed and feed ingredients will also be a program focus. After a review of the projected supply of plant-based alternatives to marine feed ingredients, Jonathan Shepherd of the International Fishmeal and Fish Oil Organisation will explain how the finite supply of fishmeal and fish oil can continue to be sustainably utilized in aquafeeds.

The marketing arena will also be considered at GOAL 2011. World Bank’s Albert Zeufack will outline the role of seafood buyers in ensuring sustainable aquaculture development. Top seafood buyers from Sam’s Club, Wegmans, Hannaford Brothers and other retailers and suppliers will join a panel outlook on the huge pending seafood demand.

## BUSINESS CONNECTIONS

In addition to gaining a clear understanding of the rapidly evolving nature of aquaculture supply and demand—now and into the future—aquaculture and seafood professionals from around the world can make important business connections at GOAL 2011. Chile is, of course, a major source for salmonids and shellfish, and GOAL will allow visiting buyers to conveniently access regional producers and other segments of the supply chain.

Lunch programs and afternoon discussion groups will match attendees with similar

interests and concerns to further examine such topics as salmon production, feed and supply issues in one-on-one conversations. Translation services will be available to assist the communications.

Social activities like the poolside “Taste of Chile” welcome reception at the Grand Hyatt conference hotel and Gala Reception and Dinner at Castillo Hidalgo will provide additional opportunities to make connections. Tours of salmon and shellfish farms, as well as scenic tours ranging from half-day winery or cycling excursions to a five-day tour featuring the vast Patagonia region of southernmost Chile will also be available.

## NEW: MORE E-INFORMATION

To enhance the informational side of GOAL 2011, the Global Aquaculture Alliance is developing a new online meeting resource center for registrants. It will provide easy electronic access to speaker and participant information, presentations, tour details and other data. It will also allow attendees to more easily communicate with presenters and fellow registrants before, during and after GOAL 2011.

## REGISTRATION AVAILABLE

How will the world quickly produce more seafood to feed its global citizens? GOAL 2011 will help stimulate the conversations that lead to the global changes needed.

Online registration for GOAL 2011 is now available at [www.gaalliance.org/GOAL2011/goal-registration.php](http://www.gaalliance.org/GOAL2011/goal-registration.php). Conference registration includes all program sessions and materials, coffee breaks, program lunches, welcome reception, gala dinner and access to all post-conference program materials.

GOAL 2011 will be co-hosted by Chile’s Undersecretariat for Fisheries and SalmonChile. The event—and its theme concept—are supported by Mazzetta Company, LLC; National Fish and Seafood, Inc.; Preferred Freezer Services; ProChile; Cargill; Darden; Eastern Fish Co.; Grobest; Sea Port, Thai Union Group; Tropical Aquaculture Products, Inc.; Urner Barry and others. **US**



GOAL 2011 sessions will revolve around a central theme: how to raise more seafood to feed the world's surging population.

# ENC effectively reaches health

*Contributed by the American Egg Board*

The Egg Nutrition Center (ENC) is a credible source of nutrition and health science information and the acknowledged leader in research and education related to eggs. ENC is funded by U.S. egg farmers through the American Egg Board, which is part of USDA's Checkoff Program.

ENC monitors scientific findings and regulatory developments and serves as a resource for health professionals (HPs)

needing current nutrition information to share with their patients or clients. Key vehicles for disseminating information are the Nutrition Close-Up newsletter, various educational brochures and tool kits, published scientific articles, symposia presented at HP conferences and EggNutritionCenter.org.

ENC sponsors health-related scientific research that is primarily focused on egg intake. Research grants are openly solicited and reviewed by a Scientific Advisory Panel

comprised of acknowledged authorities in health research and clinical practice. Current areas of research interest include: protein intake, nutrient density of eggs and dietary cholesterol. ENC's investment in scientific research is in excess of \$1 million per year.

For its 2011 Research Grant Program, ENC received more than 35 letters of intent from researchers who are vying for funds. In June, the Scientific Advisory Panel met and discussed which proposals best fit ENC's mission.

Recently, ENC held HP focus groups in order to better understand its target audiences, who communicated a willingness to engage with food commodity organizations for the purpose of education.

A brochure and recipe kit that features the recent USDA nutrient analysis findings, indicating that the large shell egg has 14 percent less cholesterol than previously reported, was also completed and distributed by mail to HPs and through HP conferences. A Protein Tool Kit is now available and has been accepted for continuing education credit by organizations like the American Dietetic Association and American Academy of Physician Assistants.

ENC recently held a planning session to discuss ways to more fully explore the childhood obesity issue, as well as to brainstorm possible ways to serve as a solution to the obesity problem.

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**Reporter Fast Fact**



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# professionals

Childhood obesity is considered by many the most pressing nutrition/health issue of our time, and eggs can serve as a great low-calorie, highly nutrient-dense source of high-quality protein and other nutrients for children.

The recent Dietary Guidelines actually singled the egg out as an excellent source of protein and as a highly nutrient-dense food. Further, the Guidelines for the first time indicated that it is “okay to eat an egg a day.” Finding ways to get this information to HPs, teachers, students and parents is critical to getting the good word out regarding eggs, health and obesity. ENC aims to develop programs to address this pressing issue.

ENC is also working with a small group of Registered Dietitian Advisors, who help promote its messages as well. With this group of experts, ENC hosted a

Twitter party, which is basically a virtual chat and online “party,” and continuously reaches out to the media and does social media promotions. Last year, this group earned more than 66 million media impressions on ENC’s behalf.

ENC uses the various tools and resources at its disposal to continually promote itself as a credible source of reliable science and to foster strategic alliances. For more information

Egg Nutrition Center  
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on ENC’s recent activities and programs, please visit [EggNutritionCenter.org](http://EggNutritionCenter.org). **US**

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# Stadiums' signature dogs



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The dog days of summer baseball have passed, but *Umer Barry's Reporter* wants to keep the “dog” part going. In the spirit of the approaching MLB postseason, we decided to give our readers

a look at a different side of the teams participating—their hot dogs. Although things may have changed by now, the *Reporter* assembled the eight probable playoff teams at press time and investigated their stadiums' signature hot dogs. As we learned, from the traditional Fenway Frank in Boston to the colorful Tres Agave Dog in San Francisco, MLB is certainly well-stocked when it comes to hot dogs. So when you are watching these teams this fall, see how their performance on the field compares to their performance on the grill. And if the Astros happened to make a late run, investigate what kind of dog they boast down in Houston!

Hot Dog	Team	Stadium
Nathan's Famous	New York Yankees	Yankee Stadium
Fenway Frank	Boston Red Sox	Fenway Park
Big Dog	Texas Rangers	The Ballpark in Arlington
Coney Dog	Detroit Tigers	Comerica Park
South Philly Dog	Philadelphia Phillies	Citizen's Bank Park
Bratwurst	Milwaukee Brewers	Miller Park
Tres Agave Dog	San Francisco Giants	AT&T Park
Georgia Dog	Atlanta Braves	Turner Field

**“MLB is certainly well-stocked when it comes to hot dogs.”**

• **Tres Agave Dog (Giants)** – San Francisco. Sweet grilled onions, jalapenos, cucumber pico de gallo and spicy chipotle mayonnaise all on top of this bacon-wrapped grilled hot dog.

• **Georgia Dog (Braves)** – Slaw down South. Hot dog covered in Southern coleslaw and sautéed Vidalia onions.

**National Hot Dog and Sausage Council Speculated 2011 Season MLB Ballpark Hot Dog Sales:**

5. Fenway Park, 1.33 million
4. The Ballpark in Arlington, 1.35 million
3. Citizen's Bank Park, 1.5 million
2. Yankee Stadium, 1.62 million
1. Dodger Stadium, 2 million

The Los Angeles Dodgers and Dodger Stadium, the speculated biggest movers of hot dogs, are the only team in the top 5 not on our list of the 8 projected playoff teams. Of course, hot dog sales are dependent on attendance and attendance is dependent on the team's performance, so the fact that, for the most part, the best teams are the biggest hot dog sellers is not shocking. So Los Angeles' projected top dog selling despite the team's near last place standing at press time is noteworthy. Now if only the Dodgers could perform as well as the Dodger Dogs. **UB**

## THE DOGS

• **Nathan's Famous (Yankees)** – Classic New York. All beef, traditional boiled dog on a steamed bun. New Yorkers prefer theirs with sauerkraut and mustard.

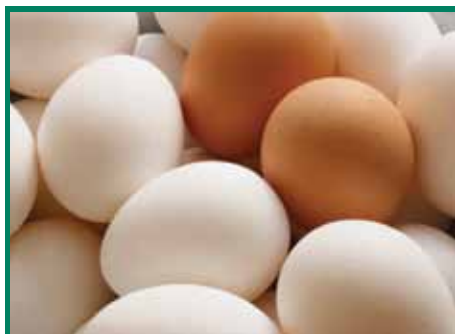
• **Fenway Frank (Red Sox)** – A New England institution. A Fenway Frank is steamed and then grilled before being placed in a New England-style bun (crustless on the sides).

• **Big Dog (Rangers)** – Everything's bigger in Texas. The grilled hot dog goes inside a foot-long bun before being topped with chili, nacho cheese and grilled onions.

• **Coney Dog (Tigers)** – Chili in Detroit. This beef hot dog is covered with bean-less spiced chili and sweet chopped onions.

• **South Philly Dog (Phillies)** – Philly's favorite. An all-beef dog on an Italian roll with spicy roasted peppers, sharp provolone cheese and broccoli rabe.

• **Bratwurst (Brewers)** – Nothing better in Brew Town. Pork and beef grilled brat with sauerkraut, mustard and Miller Park's “secret stadium sauce.”



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# Mobile technology, social media give fishing

Diners who go to George's Galilee in Narragansett, RI have a unique opportunity to know the name of the fisherman who caught the catch-of-the-day by simply entering an identification

number—typically found on the menu next to the item—into their smartphones.

Trace and Trust™ is a seafood traceability system that tracks seafood from when

and from an appropriate source; in other words, sustainable.

Thisfish.info, founded by Ecotrust Canada, currently has over 170,000 fish tagged and accounted for. The company, like Trace and Trust™ in the U.S., aims to provide a reliable service for the Canadian seafood industry from the fishermen to the consumer.

Thisfish is working with “Right Some Good,” a Cape Breton event in late August that will have ten internationally renowned chefs pair with local chefs to create locally inspired dishes and is hoping to get traceable products on the menu. The company is also working with Vancouver's C Restaurant Executive Chef Rob Clark—a supporter of the Thisfish initiative and one of the ten international chefs participating in the “Right Some Good” campaign.



A group of lobster fishermen in Meteghan, Nova Scotia, who were the first to begin tagging and tracing their lobsters using Thisfish's seafood traceability system.

and where it was caught, through the processing stage, to the restaurant or grocery store and finally to the consumer.

The technology utilizes a fish ID system that tags and tracks each product as it logistically makes its way to the consumer, creating a “profile” of its journey along the way. Trace and Trust™ urges its customers to take advantage of mobile devices to track seafood on the fly as they shop or dine out. In addition to George's Galilee, Trace and Trust™ also features traceable products in NJ, PA, NY and Mass. restaurants.

The explosion of mobile Internet connectivity and social media has given the seafood industry access to new marketing and identification tools that are bringing the consumer closer to the source of their seafood than ever before; an important development as awareness of seafood sustainability amongst consumers grows. Seafood traceability has emerged as a way for consumers to know they are getting a product that is being fished and packaged responsibly,

Despite the relatively small scale operations Trace and Trust™ and Thisfish.info have developed thus far, the transparency required for any seafood company to participate is enormous. Larger scale seafood operations, however, are starting to incorporate traceability technology for their products.

Sobeys, the second largest Canadian grocer, has started to use Thisfish.info so shoppers can trace halibut, sablefish, Chinook and sockeye salmon. Additionally, Thrifty

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Page with Fish ID and information about who, when and where the Black Sea Bass was caught.



# industry tools to market sustainability



Paul Logan, a fisherman from Caribou Harbour, Nova Scotia, with a lobster with a Thisfish traceability tag.

Foods—an operating division of Sobeys—has also started to use Thisfish technology in British Columbia to trace Chinook salmon.

The Gulf States Marine Fisheries Commission, along with NOAA, announced a plan to work with Trace Register to begin work on a traceability program for Gulf fisheries—at one time a \$5 billion a year business. Looking to rebuild an industry wrecked by hurricanes and an oil spill, the Gulf fisheries commission sees traceability not only as a method to showcase seafood sustainability, but also as a positive marketing technique to drive consumers back to the product utilizing similar methods as Thisfish and Trace and Trust™.

“All of us at Trace Register look forward to working with the GSMFC to develop and implement an electronic traceability system that will help consumers have confidence in the seafood they buy from the Gulf,” said Phil Werdal, Trace Register founder and CEO.

In addition to traceability technology and its influence on marketing sustainable fishing practices, social media websites have also given companies another direct connection to their customers, with new and more engaging marketing campaigns and strategies.

Pennsylvania-based supermarket chain Giant Eagle has shown a growing interest in the use of social media as the company

kept Facebook followers privy to the conditions of the Alaska Copper River Salmon season via updates through Wildcatch fishing Capt. Buck Gibbons. The company had an arrangement with Capt. Gibbons to directly jet fresh caught salmon across the country to Giant Eagle stores and utilized the popular social networking site to let customers know the status and quality of the shipments.

Giving access to so much information to as many people as possible is achievable. The fact that fishermen, processors and all other

seafood handlers want to get involved in these programs is a testament to the growing desire and importance of sustainability. **UB**

Adapted from an article by Michael Ramsingh which was published on Seafoodnews.com on July 28, 2011

**SEAFOOD NEWS.COM**



Close-up of Black Sea Bass with vessel tags from the "Elizabeth Helen."

An advertisement for Sigma International, Inc. featuring three cans of Crabmeat (Imperial Jumbo Lump) on a dark, reflective surface. The text "SIGMA IS..." is written in large, stylized red letters at the top. At the bottom, the word "CRABABILITY" is written in large, stylized red letters with a crab logo in the center. Below this, the website "www.seafoodbysigma.com" is displayed. At the very bottom, the company name "Sigma International, Inc." and address "10901 Roosevelt Blvd. N. Suite 100-B St. Petersburg, FL 33716 727-822-1288" are listed.

# The Reporter's guide to **USDA** agencies

The United States Department of Agriculture is the federal executive body responsible for all U.S. policy pertaining to agriculture, food and farming. It is headed by the U.S. cabinet's Secretary of Agriculture, which as of January 2009 is held by former Iowa Gov. Tom Vilsack.

Created during Abraham Lincoln's presidency in 1862, the USDA played a formative role in educating the public about agriculture, nutrition and home economics. In the years of the Great Depression, the USDA promoted food production and distribution across the country and brokered loans to small landowners and farmers.

Today the USDA serves a wide range of functions centered on agricultural development, education and outreach. The department is responsible for maintaining the nation's national forests, bridging loans and subsidies to farmers, ensuring



food safety, regulating federal agricultural policy and promoting and disseminating information on food and nutrition. The USDA is also responsible for crop marketing and trade, natural resources and environmental management, funding agricultural research and science, rural and community development, and even providing travel and recreation tips among other consumer services.

Below are the various branches within the USDA and their functions.

## **AGRICULTURE MARKETING SERVICE (AMS)**

Promotes crops and fair marketing. AMS facilitates the strategic marketing of agricultural products in domestic and international markets while ensuring fair trading practices and promoting a competitive and efficient marketplace. AMS constantly works to develop new marketing services to increase customer satisfaction.

## **AGRICULTURE RESEARCH SERVICE (ARS)**

The principal scientific research agency within the USDA. ARS is USDA's principal in-house research agency. ARS leads America towards a better future through agricultural research and information.

## **ANIMAL PLANT HEALTH INSPECTION SERVICE (APHIS)**

APHIS protects and promotes agricultural health by administering the Animal Welfare Act and carrying out wildlife damage management activities.

## **CENTER FOR NUTRITION POLICY AND PROMOTION (CNPP)**

Test CNPP works to improve the health and well-being of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers.

## **ECONOMIC RESEARCH SERVICE (ERS)**

Economics of Food, Farming and natural Resource. ERS is USDA's principal social science research agency. Each year, ERS communicates research results and socioeconomic indicators via briefings, analyses for policymakers and their staffs, market analysis updates, and major reports.

## **FARM SERVICE AGENCY (FSA)**

Information on farm commodity, credit, conservation, disaster and loan programs. FSA aids farmers and ranchers as it works to stabilize income through its efforts to conserve resources, provide credit and relieve operations from the effects of disaster.

## **FOOD SAFETY AND INSPECTION SERVICE (FSIS)**

Shares safe food handling advice as well as meat, beef and poultry recall

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announcements. FSIS enhances public health and well-being by protecting the public from foodborne illness and ensuring that the nation's meat, poultry and egg products are safe, wholesome, and correctly packaged.

#### **FOOD SAFETY INFORMATION CENTER (FSIC)**

Part of the National Agriculture Library, provides food safety info and timely RTs of food safety related news.

#### **FOREIGN AGRICULTURAL SERVICE (FAS)**

Provides updates on promoting ag exports and global food security. FAS works to improve foreign market access for U.S. products. This USDA agency operates programs designed to build new markets and improve the competitive position of U.S. agriculture in the global marketplace.

#### **FOOD AND NUTRITION SERVICE (FNS)**

FNS increases food security and reduces hunger in partnership with cooperating organizations by providing children and low-income people access to food, a healthy diet, and nutrition education in a manner that supports American agriculture and inspires public confidence.

#### **FOREST SERVICE (FS)**

FS sustains the health, diversity and productivity of the Nation's forests and grasslands to meet the needs of present and future generations.

#### **GRAIN INSPECTION PACKERS AND STOCKYARDS ADMINISTRATION (GIPSA)**

GIPSA facilitates the marketing of livestock, poultry, meat, cereals, oilseeds, and related agricultural products. It also promotes fair and competitive trading practices for the overall benefit of consumers and American agriculture. GIPSA ensures open and competitive markets for livestock, poultry, and meat by investigating and monitoring industry trade practices.

#### **NATIONAL AGRICULTURE LIBRARY (NAL)**

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**“Today the USDA serves a wide range of functions centered on agricultural development, education and outreach.”**

---

#### **NATIONAL AGRICULTURE STATISTIC SERVICE (NASS)**

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#### **NATIONAL INSTITUTE OF FOOD AND AGRICULTURE (NIFA)**

In partnership with land-grant universities, and other public and private organizations,

NIFA provides the focus to advance a global system of extramural research, extension, and higher education in the food and agricultural sciences.

#### **NATURAL RESOURCES CONSERVATION SERVICE (NRCS)**

NRCS provides leadership in a partnership effort to help people conserve, maintain and improve our natural resources and environment.

#### **RURAL DEVELOPMENT (RD)**

RD helps rural areas to develop and grow by offering Federal assistance that improves quality of life. RD targets communities in need and then empowers them with financial and technical resources.

#### **RISK MANAGEMENT AGENCY (RMA)**

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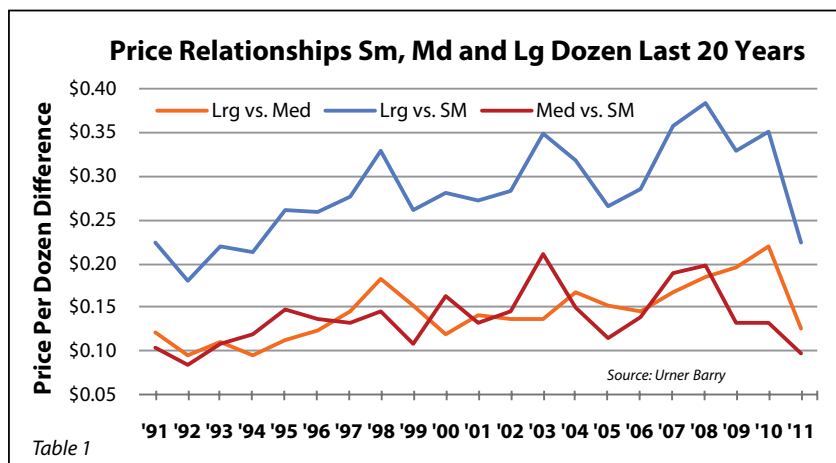
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# Transformation of the small and

Over the past several decades, the United States shell egg market has undergone substantial changes in order to maintain profitability. The evolution of this industry has always hinged on consumer demand at the retail level and the competition of similar products in this space. In order to remain a competitive option, the industry developed new types of products, like specialty eggs, to keep customers interested and help address health concerns associated with them. These developments have created competition for room on refrigerator shelves in stores across the country,



have decreased and more desirable items have squeezed them off shelves, the pricing relationship between small and medium eggs and more popular items (large for example) has grown (Table 1). In order to combat these losses over the past two decades, the egg industry has made changes to production, technology, and international trade.

rendering unwanted items costly and burdensome for the producer. The expendable sizes with the least demand were smalls and mediums. With limited consumer demand for these eggs in the last 20 years, we have seen them begin to vanish from retail stores. As purchases

Unlike most consumer products which can be tailored to meet the need of the target customer, egg production is controlled by layer hens, with the size being produced directly related to the age of the birds. This scenario has made eliminating unwanted sizes almost impossible to manage in the past. Hy-line



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# medium shell egg market

International, producer of over 70% of the world's current layers, is figuring out ways to change all that. By altering the bird's genetics through selective

**"With limited consumer demand for these eggs in the last twenty years, we have seen them begin to vanish from retail stores."**

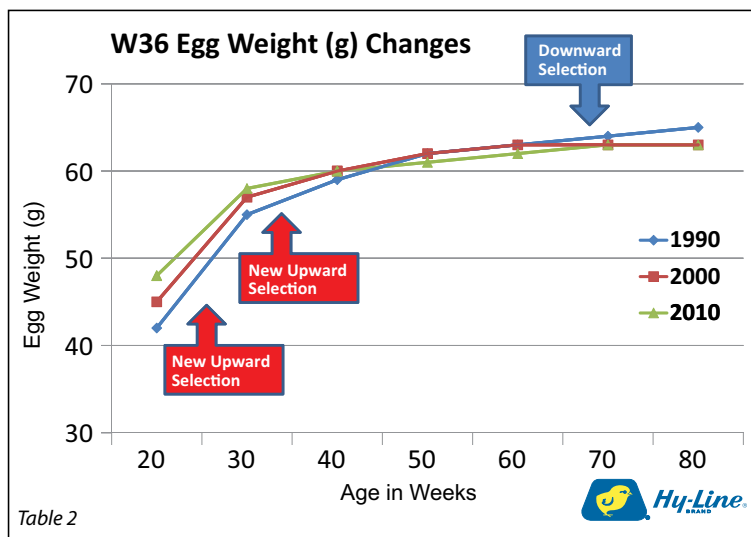
breeding, the company has been able to create birds that produce heavier eggs earlier in the laying cycle, and put out these eggs more consistently over an extended period of time. Table 2, created by Dr. Neil O'Sullivan of Hy-Line International, shows that in 1990, birds that were 20 weeks of age laid eggs that were about 42 grams. In 2010, with the new W36 bird, the weight of an egg had climbed almost 15% to about 48 grams. This means that at 20 weeks of age, the birds went from producing 34-pound case weights (small eggs) in 1990 to 38-pound case weights (almost all mediums) in 2010. During the same period, at 30 weeks of age, these birds went from producing 43-pound case weights to 46-pound case weights. These statistics show that over the past 20 years, the amount of light weight eggs has been substantially reduced, limiting the supply on the market. With less of these eggs in production, producers are getting increased volumes of large, a more valuable egg.

These genetic advancements have reduced the supply of smaller eggs substantially, but not yet enough to balance the declining demand for this size. Consumers at the retail level look to get the most for their money and prefer convenience not typically associated with smaller eggs due to their low yield and hard shell. Even though there are fewer and fewer of these eggs being produced, demand has diminished at a faster pace and the spread between these eggs and large eggs is growing. Producers and traders continue to look for ways to increase this demand, and one way they have been successful is through export. These sizes are ideal for transactions across our borders for several reasons. Their hard

shell makes them resistant to breaking which can be a problem for larger eggs. It also helps them stay fresh for a longer period of time, especially important when dealing with customers located as far away as India or Hong Kong. The other main

factor is price. The low cost of these eggs makes them attractive to export due to the high input costs to get them to their destination. Eggs travel in refrigerated containers on ships all over the world, and with high fuel prices, transportation costs can add up quickly. This makes these sizes especially attractive to areas closer to home like Puerto Rico. Many producers continue to look to grow their trading relationships with foreign trade partners but often speak of the risks associated in dealing with others they may never meet in person.

To help spur demand for these products further, producers have had to come up with an innovative way to sell these sizes to the retail channel. One idea which has really taken off in the last few years is hard cooking. In this process, medium eggs are cooked in their shell, peeled and packaged. This has not only created a new avenue for unwanted supplies, but it has helped make eggs a more convenient option for consumer and foodservice buyers. The hard cooker eliminates the time it takes to cook and peel eggs at the home or business, making them a quick meal option instead of a tedious chore. The eggs come in a variety of different flavors and packaging, making them an attractive item for a multitude of needs. In order to help strengthen the price of medium and small sizes, creative marketing campaigns and ideas like these will be necessary. The



question is, however, how much producers are willing to invest in these sizes when they only make up a small percentage of the total eggs being produced. **UB**

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# Following fish

with

## Lawrence Street seafood

Urner Barry's Reporter was recently fortunate enough to follow a salmon throughout its day, from the cutting board to the shelf. Guided on its trip to Lawrence Street Seafood in southern Philadelphia by the company's vice president of sales and marketing, Dennis Edgar, the Reporter learned that Lawrence is in direct control of its fish from the time it is purchased from the producers just after it leaves the water until it's in the consumer's hands. By personally handling the product throughout the supply chain, Lawrence is in much better control of its seafood's price, but more importantly, its quality.

Our day in South Philly began at 7:00 a.m., just in time to catch the trucks arriving at Lawrence's warehouse, delivering the newly caught and purchased whole fish. The fish were unloaded and taken to cutting stations (which Dennis refers to as their "staging area"). This is where the filleting for each finfish's intended application takes place. Lawrence handles a variety of species of finfish and shellfish, and for the short time that the Reporter was observing, halibut and salmon were at hand. The sockeye salmon fillets that were being cut in the warehouse would be in retail display cases, ready for customers, within the hour.

Dennis gave the Reporter an example of the pricing structure throughout the supply chain. On this day in late June 2011, he paid \$4.80/lb. for headed and gutted, wild sockeye salmon to be delivered to his Philadelphia warehouse. Edgar explained that the fish would yield about 70-73% once they were filleted.

Lawrence's cold storage facility is on location at the warehouse. After a brief tour of its refrigerated area that holds crab meat, one of Lawrence's specialties, Dennis led us to their secure and massive

-10 degree Fahrenheit freezer. The Reporter then went on to Lawrence's four seafood retail outlets throughout the greater Philadelphia area. The delivery trucks at the first outlet, now full with the recently filleted salmon and other fish, beat us there by about a minute. All of Lawrence's outlets, called Hill's Quality Seafood, showed consistency in their simple yet smart store layout. Items were priced consistently throughout the city as well. All of the seafood sold at Hill's is supplied by Lawrence Street Seafood and all purchasing is done through Dennis. What's more, the stores are remarkably clean. Maintaining cleanliness at a seafood store is surely no easy task, and Lawrence keeps each of its retailers looking (and smelling) pristine. The manager of the third outlet we visited stressed the importance of intense sanitation, which undoubtedly contributes to Lawrence's stellar quality.

The display shelves became more and more plentiful as we visited each outlet. The Reporter thanks Lawrence Street seafood for allowing us to be alongside them during their daily routine—tracking fresh seafood from beginning to end.

The full video of the Reporter's visit to Lawrence Street Seafood can be viewed on Urner Barry's COMTELL site by searching the video archives dated July 8, 2011. [U](#)



*Lawrence Street Seafood's vice president of sales and marketing, Dennis Edgar, believes in handling only grade-A fish to ensure the company delivers the best available product to its customers. According to Dennis, everything is carefully handled by dedicated workers from the cutting board to the retail store.*

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# TRAINING

## Knowledge is the key

By Miranda Reiman  
Certified Angus Beef

A training program that includes cowboys and meat dealers, waitstaff and packers, feedlot visits and carcass fabrication sounds pretty comprehensive.

That's because it is. *The Certified Angus Beef®* (CAB®) brand's education team keeps a constant array of events, resources and tools on tap for every single segment of the beef business.

Annually six main seminars reach more than 1,000 people, and at least a dozen more customized events provide focused training for even more.

"When we say we touch everybody from cowboy to consumer, we mean it," says

Deanna Walenciak, CAB marketing director. "Having informed parties all along the beef chain is better for everybody."

Cross-training includes meetings designed for cattlemen, who hear from retailers, distributors and packers to better understand what consumers want. CAB-sponsored sessions at state and national producer association meetings further develop this theme of building relationships.

"The cattle business has been so segmented that producers lack direct feedback from their customers," she says. "As a brand that spans the beef industry, we make it our mission to change that."

Moving closer to the meat side, CAB has developed longstanding programs that bring all the segments together. For more than 20 years, U.S. and international brand partners have come to the heart of cattle country, visiting ranches, feedlots and packing plants.

"Teaching them what happens in the breeding, growing and feeding sectors gives them a deep appreciation of all that affects the beef market and how long it takes to respond to consumer demand," Walenciak



Deanna Walenciak, CAB marketing director.

says. "More importantly, the knowledge makes them better equipped to sell beef."

But groups need not congregate at central locations to get in on the educational efforts.

Electronic instruction greatly extends reach. With a username and password, thousands of brand partners delve into such online resources as training videos, articles for customer newsletters, portion-control calculators, and success stories at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

The company's DVD-based ORBIT (Official Resource for Branded-beef Industry Training) module helps CAB-licensed companies share lessons with employees. Along with other DVD-based programs, it provides the basics and helpful tips for those on the front lines of restaurant waitstaff and at the retail meat case.



Everyone at CAB training puts their time in—not watching somebody else do it or watching a video—but time with a knife in hand, breaking down a carcass.



More recently, CAB launched its own MBA (in this case, Master of Brand Advantages) to help build meat expertise among distributors. The first of three sessions highlights the production segment with a day-at-the-ranch, plus packing-plant and feedlot visits.

"We're just showcasing the everyday: people committed to raising great beef," Walenciak says. "There are so many misperceptions out there. People in this class are the ones selling the ranchers' products every day to the best chefs in the country. If they've never been to a ranch, they can't tell those great stories with passion and enthusiasm."

The second part is a hands-on meat session.

"You need time—not watching somebody else do it or watching a video—but time with your knife in hand, breaking down a carcass," Walenciak says.

The final part is all about application.

"If we give them all this knowledge, we really have to help them connect the dots," she says. Role-playing and practice take center stage with "a real focus on application."

They tackle issues they might hear about in the field ranging from growth implants and factory farms to price and quality. If MBA had a tagline, Walenciak says it would be, "Product knowledge is the key to overcoming every sales objection."

The first class featured 20 "students" from across the country (graduation meant passing a final exam); the second group will finish this winter and a third class is forming for 2012. The MBA is an intense form of all other educational efforts, tools and programs at CAB.

"We know those in the service industry have great influence over their customers' purchasing decisions," Walenciak says. "If we give them the information they need, they'll know our brand better and be more help to those consumers. That means they're more of an asset to their employers, too."

Tom Chamot of New York-based Palmer Food Services went through the MBA program and provided feedback.



**"If we give them the information they need, they'll know our brand better and be more help to those consumers..."**

*CAB's Master of Brand Advantages helps build meat expertise among distributors. The first of three sessions highlights the production segment with a day-at-the-ranch, plus packing-plant and feedlot visits.*

"Producers have an unbelievable amount of care, and integrity and pride in what they do. And they do it for us, the end user," he says. "I'm empowered with

knowledge and confidence. It gives me more ammunition—my gun is fully loaded to answer questions I normally wouldn't have been able to answer." **UB**



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# Self-slaughtered: a Facebooker's phase

Mark Zuckerberg is hip. The 27-year-old billionaire is the creator of Facebook, the site that has become every young person's Internet mainstay. He is young, ambitious, powerful, and most recently, rustic. Several months ago, Zuckerberg pledged that the only meat he eats this year will be from animals he has physically slaughtered himself. By making such a vow, Facebook's founder seems to be applying a modern philosophy—that locally-produced fruits and vegetables are best—to meat. Somehow, the hip thought is that the more intimately connected you are with your food, the healthier, and in that way, the *better*. But is Zuckerberg's resolution really the better alternative to eating meat that someone else has killed for you? It seems that instead of being the ultimately "better" style of consumption, his is merely the trendy one.

In today's predominantly mass-produced world, small scale, personal, and authentic products are the rarest, and thus, the most



©Stockphoto.com/David Bulach

**"It would seem that mass produced and mysterious is out, small scale and familiar is in."**

and extreme reactions. The more traditional is meat eaters feeling guilty or even sick when thinking that their steak was once a living, breathing cow. These people want to forget this fact, and thus purchase their beef, pork or poultry from the supermarket where it has already been killed and processed by someone else. The other reaction, the one that Facebook's founder has embodied, embraces the reality instead of running from it. Instead of the feelings of innocence that come from blocking out the thought of animal slaughter, doing it yourself may evoke feelings of independence and, like eating an apple you grew yourself does, health. But does the healthy feeling of self-produced food transfer to meat? Maybe for Zuckerberg, but because of policies established by the USDA, our government would probably prove otherwise.

This food health and authenticity craze has designated local production the hero and mass production the villain, but in the real world, today's economy begs for low priced proteins and mass production of meat is certainly the most cost-efficient way to go. For time-starved consumers, the convenience of mass produced meat is invaluable. It is also leaps and bounds closer than Zuckerberg's self-slaughtered meat to ensuring what everyone insists upon—healthiness. The products of major meat producers have regulations ensuring their wholesomeness and quality and USDA organizations like the Food Safety Inspection Service to enforce them.

At the end of the day, consumers have a decision to make. Is eating food you have produced yourself worth the risk? (That home-grown apple could have a worm inside it, after all). Logic supports that the self-slaughtering Mark Zuckerbergs of the world will remain a microscopic minority. The price, convenience and assurance of mass-produced food are too appealing to be overtaken. For consumers, the decision to kill a chicken in their backyard or buy ready-to-grill breast meat at the supermarket may not be much of a decision at all, no matter how hip the former may be. **U**

popular. Up-and-coming fast food and casual dining restaurant chains, Chipotle being the king, seem to want to insist to their potential customers that their food is not mass-produced, but more locally grown and in that way, authentic. They seem to want to put their customer's worries at ease and tell them that where their food has been before it has reached their mouths is in no way a mystery. It would seem that mass produced and mysterious is out, small scale and familiar is in.

When it comes to produce, the appeal of locally or personally-grown is obvious. People feel better about eating an apple that they have handpicked from a tree in their backyard than eating one that they know has changed hands many times before getting to them. Locally-grown fruits and vegetables are becoming increasingly popular today, and for good reason, but locally-slaughtered proteins? That can be a different story.

The reality that the meat we eat was once alive usually produces two distinct

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# Shrimp on treadmill conjures debate

You've probably heard of shrimp on the barbie, but what about shrimp on a treadmill? The National Science Foundation has, and it spent \$500,000 of taxpayer money researching it. In May of 2011 a report from Senator Tom Coburn surfaced in the headlines which brought to light a number of projects the U.S. government was investing in. One of those projects was studying a shrimp's performance on a treadmill to examine how diseases impact their being.

While Senator Coburn was trying to bring to light the fact that federal spending has gotten out of control, the many reports afterwards provided exactly what the NSF hoped to find from their \$500,000 shrimp study.

"What it says to me is, they have too much money if they're going to spend money on things like that," Coburn said in an interview.

Professor David Scholnick of the Pacific University in Oregon was one of the scientists in 2006 that carried out the experiment and built the shrimp treadmill. Scholnick

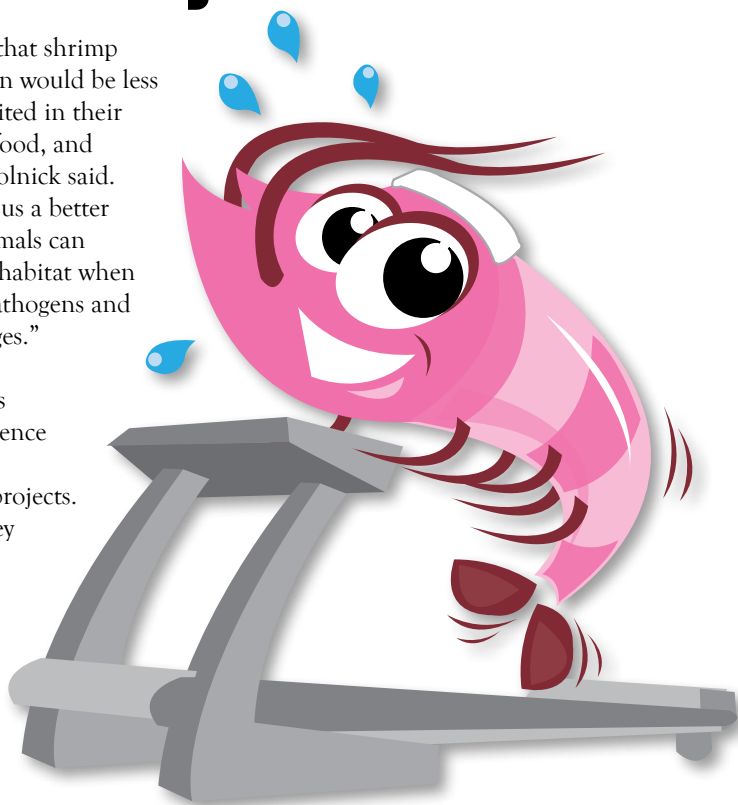
said the experiment allows researchers to measure the activity of an exercising shrimp for a set period of time at known speed and oxygen levels. In fact, scientists were amazed with the results.

"As far as I know this is the first time that shrimp have been exercised on a treadmill and it was amazing to see how well they performed," Scholnick was quoted in LiveScience. "Healthy shrimp ran and swam at treadmill speeds of up to 20 meters per minute for hours with little indication of fatigue."

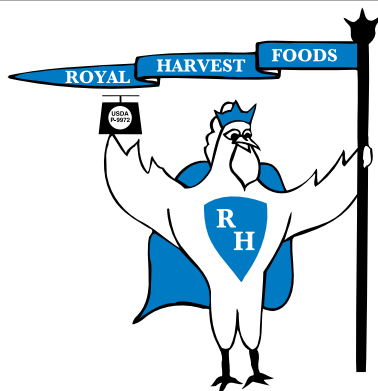
Sick shrimp in this experiment were shown to have a reduced aerobic performance, as well as elevated lactate levels.

"What this indicates is that shrimp dealing with an infection would be less active and might be limited in their ability to migrate, find food, and avoid being eaten," Scholnick said. "These studies will give us a better idea of how marine animals can perform in their native habitat when faced with increasing pathogens and immunological challenges."

In response to Coburn's report, the National Science Foundation launched a vigorous defense of its projects. Agency officials said they "have advanced the frontiers of science and engineering, improved Americans' lives, and provided the foundations for countless new industries and jobs." **UB**



**"Healthy shrimp ran and swam at treadmill speeds of up to 20 meters per minute for hours with little indication of fatigue."**



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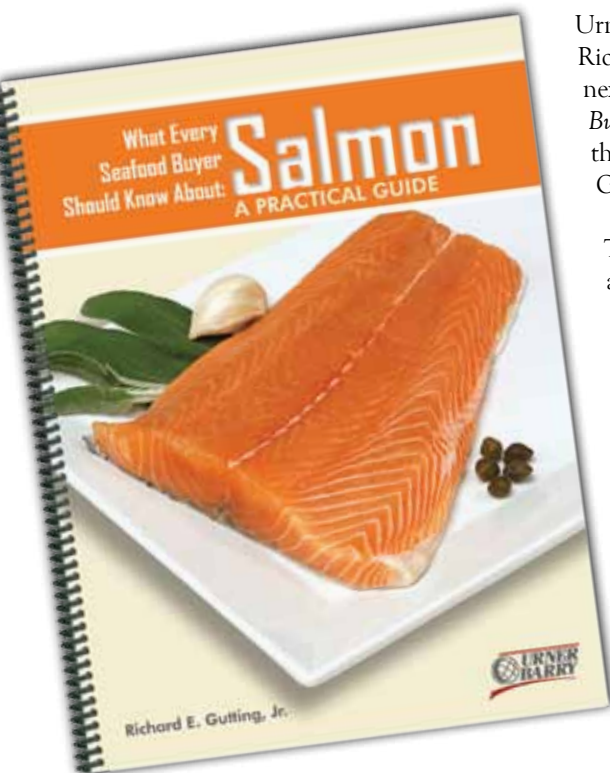
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# What every seafood buyer should know about



Urner Barry, in collaboration with Richard E. Gutting, Jr., has released the next publication in its *What Every Seafood Buyer Should Know About* series with the addition of "Salmon: A Practical Guide."

The guide is intended to give readers a starting point in understanding in the 'affirmative action movement' that recent U.S. courts have gone on record saying buyers must take when purchasing salmon to ensure they are not getting illegal product.

"This guide puts all the data and information you need to buy and sell salmon on your desk, so you don't need to spend time gathering statistics or locating the rules. It's fully illustrated with graphs, charts, diagrams and product displays, which can help you prepare your presentations," said

Richard E. Gutting, author of the guide.

a determination of how these regulations apply to your situation.

Gutting has been actively involved in U.S. seafood regulatory policy for over 30 years, at one point serving as president of the National Fisheries Institute. In "Salmon: A Practical Guide" he offers his expertise in salmon grading, supply, decomposition, safety, labeling and advertising, packaging, purchasing, pricing and production.

"Your knowledge of seafood as a professional buyer is essential to your customers—make sure you're giving them your best when it comes to salmon. Everything you need to stay current is in this easy-to-read reference guide," Gutting said.

## CONTENTS

- Salmon
- How Salmon is Graded
- Supply
- Decomposition
- Food Safety
- Labeling and Advertising
- Packaging
- Importing
- Purchasing
- Prices
- Production

U.S. laws require salmon buyers—no matter where in the supply chain—to use 'due care' to avoid buying salmon that was harvested or sold in violation of a federal, state or foreign law. Illegal salmon can be seized and forfeited—and the buyer and company risk criminal prosecution if they are negligent.

The facts and circumstances surrounding every transaction differ, and regulations change frequently. Readers should consult a qualified legal expert for a review of the regulations governing their products, or for



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# Lobster golf ball developed by UMaine: the most sustainable golf ball ever made?

Golf and lobster go together. True, not as closely as baseball and hotdogs, but those who spend their summer days on the course are often the same ones who pin on thin plastic bibs before eating dinner. Researchers at the University of Maine are asking, why fight it? They have developed a golf ball made of the normally wasted discards of the food that those who will be using it love to spoil themselves with—lobster.

It is no secret that the meat of a lobster is a delicacy. But once lobster lovers have removed the beloved muscle from the tail, they, like everyone else, aren't much interested in what is left—the hard, inedible, seemingly useless shell. Everyone except UMaine professor David Neivandt and undergraduate Alex Caddell, that is. The two have collaborated in developing a golf ball made from the lobster shells that would otherwise be clogging landfills. And impressively, it is nearly indistinguishable from a regular, traditionally manufactured golf ball, according to Bob Bayer, executive director of UMaine's nonprofit Lobster Institute. "It drives like a real golf ball, and it sounds like a real golf ball," Bayer said. "The weight's the same. The size is the same. It flies straight when you hit it."

But what really makes the lobster ball special is what makes it exciting for a society striving to be greener and greener, and also what will catch the eye of cruise ships. The ball is not only made from recycled material, but it is biodegradable, meaning golfers can eat a lobster dinner aboard their cruise and then tee off on one of the back decks with a ball made of the discarded exoskeleton without feeling guilty about it. The lobster ball will eventually disintegrate in the water, unlike the millions of golf balls that sit stagnant on the bottoms of oceans, lakes, and water hazards across the globe, making cruise ships with mini driving ranges onboard a prime potential buyer of the product.

Ironically, perhaps the best quality of the lobster ball will be something that

neither frequent golfers nor frequent lobster indulgers need to be concerned about—its price. Unlike the cooked crustacean from which it comes, the lobster ball will be cheap. According to a press release from the university, the shell ball will cost about 19 cents to make, compared to the \$1 per unit retail price of most other biodegradable golf balls. How cheap the ball will be has everything to do with what is used to make it—ground-up, otherwise thrown away lobster shells, a natural binding agent, and a simple golf ball mold, according to *Bangor Daily News*.

**"The weight's the same. The size is the same. It flies straight when you hit it."**



So if you didn't think the lobster was valuable before, think again. The part that didn't contribute to its deliciousness before has become potential material for 18 holes before the meal. **UB**



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# USDA releases MyPlate—new nutritional guide

In June of 2011 the federal government's new food icon, MyPlate, was unveiled. MyPlate is a new generation icon with the intent to prompt consumers to think about building a healthy plate at meal times. The USDA's goal was to make a simplified nutritional guide that would be easy for families to grasp and understand.

Based on the government's 2010 Dietary Guidelines for Americans, MyPlate focuses on balancing calories with physical activity, and encouraging Americans to consume more healthy foods such as vegetables, fruits, whole grains, fat-free and low-fat dairy products, and seafood, and to consume less sodium, saturated and trans fats, added sugars, and refined grains. It is designed to look like a placemat; it has four servings on the plate—fruits, vegetables, grains and protein—and a small dairy



serving on the side. Each serving is color coordinated, making it more appealing to families, especially children.

USDA Secretary Vilsack said, "With so many food options available to consumers,

it is often difficult to determine the best foods to put on our plates when building a healthy meal. MyPlate is an uncomplicated symbol to help remind people to think about their food choices in order to lead healthier lifestyles. This effort is about more than just giving information; it is a matter of making people understand there are options and practical ways to apply them to their daily lives."

Since 1992, American consumers have been following the food guide pyramid. The pyramid was divided into six sections: basic foods were at the base and included bread, cereal, rice and pasta. Two middle sections consisted of vegetables and fruit; two top sections consisted of milk, yogurt and cheese, and meat, poultry, fish, dry beans, eggs and nuts. In an effort to simplify the design and promote physical activity, the food pyramid was updated in 2005 to MyPyramid. However, many people found it complicated (MyPyramid has 12 sets of possible recommendations) and confusing (food group pictures were replaced by colored vertical bands that represent different food groups).

MyPlate updates and simplifies the food guide, ending 19 years of United States Department of Agriculture (USDA) food pyramid diagrams. The MyPlate icon is a visual cue to make half your plate fruits and vegetables. In addition, ChooseMyPlate.gov offers the Ten Tips Nutrition Education Series, which provides consumers and professionals with high quality, easy-to-follow tips in a convenient, printable format (perfect for posting around the house or work). There you will find a wealth of suggestions (in sets of 10) that can help you get started toward a healthy diet.

Over the next several years, USDA will work with First Lady Michelle Obama's Let'sMove! initiative and public and private partners to promote MyPlate and ChooseMyPlate.gov as well as the supporting nutrition messages and "how-to" resources. **LB**



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*Demand continues for the beloved burger...*

# *Not the* SAME OLD GRIND

**"Better cuts make better burgers, but many of our partners also know starting with premium beef equals better burgers..."**



*"Every primal can contribute to premium grinds," says CAB's David O'Diam.*



Contributed by  
Miranda Reiman, Certified Angus Beef

Americans love burgers. But will just any burger do?

Statistics say 97% of us consume ground beef. It accounts for 67% of foodservice beef sales and nearly half of retail beef purchases.

"That in itself tells you the importance of the product," says David O'Diam, assistant director of packing for the Certified Angus Beef® (CAB®) brand. "But the emerging and growing point of differentiation is this whole area of premium grinds."

Just ask Tom Ryan, chief concept officer of Smashburger. "There is a lot of general demand for burgers," he says. "Then in today's market there is the latent demand of people looking for something better. If you kind of marry those two things, that business model has attracted people and then kept them."

Smashburger restaurants across the country start with fresh, 100% Certified Angus Beef specially formed and smashed for cooking, then paired with cheeses, artesian buns and many other ingredient choices to suit customers.

The fast-casual chain started three years ago with 10 stores. Now at more than 120 with plans for 180 yet this year, its growth pattern rivals that of many fast-food icons that did not have to contend with a recession. It illustrates the power of this trend toward upscale burgers, O'Diam says, both from different primals and from higher-quality carcasses.

The chuck is the main contributor to ground beef patties, he notes. Most fast-food restaurants buy lean beef from older animals to mix with added fat from other beef sources to hit percent-lean requirements.

Fine dining establishments work with premium suppliers that grind beef to formulate their own special blends of

primals and cuts, O'Diam says. Whole-muscle grinds usually contain chuck rolls and shoulder clods, but many are finding more cuts from that primal useful in grinding: chuck tender, pectoral meat and brisket for example.

From other primals, they're looking at sirloin flap and loin tails—sirloin tips are readily used—and a few are even grinding prime rib (remember, that does not mean Prime grade).

"Better cuts make better burgers, but many of our partners also know starting with premium beef equals better burgers," O'Diam says. "During fiscal year 2010, total sales of CAB ground beef increased 16% and packer-grind sales were up 24.3%."

The category is up again in 2011, and that includes exports as other countries see the value in premium U.S. grinds.

When the burgers are good enough, demand is global. **UB**



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# Just competition or just counterproductive?

Contributed by John Connelly  
President National Fisheries Institute

Mac or PC? In this booming age of technological advances, touch screen phones, now ubiquitous tablets and 3D TVs, that question, like most of the ads that fueled the argument, has become almost obsolete. But still the bruises from a

marketing slug fest that cost hundreds upon hundreds of millions of dollars remain.

For years, PCs dominated the market, and for most consumers, computers with a fruit logo and a mouse that wouldn't let you right click were foreign. Now, less than 30 years later, Apple is one of the most iconic consumer brands in the world,

known for its sleek aesthetics and innovative features. PCs have evolved into the computer of the business world with their affordability, large selection and universal compatibility.

At root they are both computers. Both own a share of the market. Both work tirelessly to keep up with the lightning fast pace of development in order to remain relevant. But as a side project they spent an unimaginable number of marketing dollars bludgeoning each other.

species that had once faced challenges with their stocks. Thanks to responsible management and aquaculture, we're still able to safely harvest and enjoy these seafood favorites. Farming fish gives wild stocks a chance to recuperate, bounce back and stick around for generations to come.

Even still, opponents of aquaculture worry about its effect on its surroundings. Like all farming, aquaculture is not without some impact on the environment. But, according to the WWF, once a public critic, when managed responsibly "aquaculture's impact on wild fish populations, marine habitats, water quality, and society is minimal."

In fact, according to a recent report from Conservation International and WorldFish Center, farming fish has a lower environmental impact than raising cattle, pigs and poultry. Modern aquaculture is the new kid on the block, coming into an agricultural sector that has been operating and developing for thousands of years, and yet, it's already becoming a leader in minimizing its waste.

Wild-caught seafood is often the target of misguided hyperbole about the end of the oceans. The fact is iconic, classic, wild-caught seafood isn't going anywhere. When managed and regulated responsibly, fishing is a sustainable practice upon which countless economies rely.

Rather than splitting hairs about which product is better, healthier or more environmentally friendly, it's time we do a better job of recognizing the dynamic duo that wild capture fisheries and aquaculture is. Neither can sustain the world's demand for fish alone, but together they can promote consumption at a time when families need it most. Let's not reinforce erroneous claims that give consumers an excuse not to enjoy seafood by letting petty competition get in the way. When that happens we all lose.

It only took a few years and a few hundred million in advertising dollars for Mac and PC makers to realize the folly of their flight. With as many misguided outside adversaries as the seafood community already has we can hardly afford to fight ourselves. **UB**



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When it comes to the future of the seafood community, it's time for marketers, policy makers, fishermen and farmers to see eye to eye. There is more than enough demand for both wild capture and aquaculture. With government researchers increasing their recommendations for fish and medical professionals constantly touting the health benefits of omega-3s, seafood consumption is on the rise globally. The seafood community needs to steer clear of disparaging each other's methods and focus on encouraging all options in order to meet this rising demand. Rather than focusing on what doesn't work about each practice, whether it's barbs about overfishing or accusations of overcrowding, it's time for seafood leaders to promote the clear benefits of coexisting.

Modern aquaculture has only been around for a few decades, and already half of the world's seafood comes from fish farms, making it the fastest growing food production system on the planet. Of the 10 most popular seafoods in the U.S., seven have farmed components: shrimp, salmon, tilapia, catfish, cod, clams and pangasius. Looking at this list, it's easy to spot several



# Bombs taking the spot of crops

In last quarter's issue of *UB's Reporter*, our featured country was the North African nation of Egypt. Following up on our prognosis that most of Egypt's land mass is lost to desert, the *Reporter* would like to focus on a rather fascinating specific part of that desert known as the Devil's Garden.

Egypt is an agriculturally strong country, but it may not be reaching its potential. As mentioned in last quarter's article, the only place where Egypt can get any agricultural production done is within the fertile Nile Valley and Delta, which runs north to south down the eastern half of the country and comprises only 2.4% of its total land mass. So why can't Egypt use any of the vast land on its western half? Not because it's naturally unusable, but because a lot of it, specifically the Devil's Garden to the north, is currently infested with active landmines left over from World War II.

an estimated \$300 to \$1000 per mine, totaling roughly \$250 million to get rid of all of the millions of them.

Still, there has not been a complete lack of progress in the Devil's Garden. \$27 million has already been spent removing mines from northwestern Egypt, but this accounts for only a small fraction of them. The question persists: if Egypt could remove the remainder of the WWII landmines from its soil, what could it achieve agriculturally with that land? If the mines could be removed, the Devil's Garden could very well transform into Egypt's Garden. **UB**

**"...the Devil's Garden is currently infested with active landmines left over from World War II."**



©iStockphoto.com/Melissa Madia

In 1942, the Allied forces battled the German-led Axis Powers near the Egyptian city of El Alemein to prevent Axis intrusion into Egypt and the nearby city of Alexandria. The battle resulted in an Axis retreat, and as they fled south, the Axis troops planted millions of landmines to prevent the Allies from coming after them. Much to Egypt's frustration, almost all of those landmines are still there today. A roughly 40-mile block of landmine-peppered land ranging from Alexandria to Egypt's Libyan border on the northern part of the Western Desert is the Devil's Garden, and is plaguing Egypt's agricultural potential. Located on the southern Mediterranean, that land could serve Egypt well in terms of crop growth or other agricultural production, if it could only be accessed, that is.

So, why are these mines still there? Short answer—removing them would be dangerous and expensive. Primarily, although the mines are old, they are still active. Rain and erosion are causing them to shift, making locating the mines in the first place very difficult. Perhaps worst of all, seeking and removing them would cost

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# Top five dining trends for 2011

Benchmark Hospitality International, a leading U.S.-based hospitality management company, has just released its Top Five Dining Trends for 2011. The trends were observed by its 40 properties coast to coast and off shore, and were announced by Giorgi Di Lemis, vice president of food & beverage.

The U.S. will continue to lead culinary innovation by embracing international flavors and preparations, converting these into contemporary dishes that elevate the dining experience,” said Mr. Di Lemis. “Today, there are many culinary trails being blazed by extremely creative chefs, farmers and mixologists. Those that lead the way through the next year and beyond will do so with a profound understanding and integration of the dynamic, global marketplace.”

## **TREND #1**

### ***Rebirth of the Gentleman Farmer***

The innovative growers today, especially in California, are increasingly individuals who have developed a passionate love of farming as a second career: Lawyers, doctors, corporate executives in life's second act. This has created an unprecedented, dynamic growing environment as these professionals turned farmers have the goal of achieving true personal satisfaction by making the world of farming and animal husbandry a better place through understanding artisanal methods, questioning old processes and enhancing methodologies.

## **TREND #2**

### ***Omakase, with a Mixology Twist***

The current addition to a Mixologist's beverage arsenal is on-the-spot-creation of customized drinks, based on specific requests from the customer. The better bars and lounges have eliminated bitters, juices and mixes from the “guns” and bottles, and are creating freshly prepared juices and proprietary mixes for use within exotic combinations and garnishes.



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Salts from around the world, now widely available, are rapidly being embraced as a main ingredient in today's cocktails.

Color coordinating customers' drinks with their favorite hue or creating a color-coordinated wedding—from linen to flowers to wines & cocktails, is the latest beverage trend. Today's Celebrity Bartender impresses his customers with a lasting memory through new and customized cocktails, often created on the spot—and not just with his or her winning personality.

## **TREND #3**

### ***Nose-to-Tail Dining***

Today's culinary trendsetters stem from a group that as teenagers returned home after school to an empty house, and had to fend for themselves by opening cans, microwaving frozen dishes and consuming a lot of soda. So where did they acquire their taste for exotic cuts, offal and more?

Gen X (and increasingly Gen Y) is much more sophisticated than its parents imagine! These are generations that were raised to be eco-sensitive and frown on waste. So they're game for experimenting with delicious combinations, unusual cooking techniques, and unique preparations of what some might consider exotic selections previously left off the plate: Sautéed kidneys, cured tongue, head cheese, tripe! No matter how unusual the protein or the preparation, today's eco-

**“The innovative growers today... are increasingly individuals who have developed a passionate love of farming as a second career...”**

minded culinary trendsetters are saying “bring it on!”

## **TREND #4**

### ***The Finish: Torn Between Two Lovers***

When it comes to choosing desserts, customers today are swinging wildly between two ends of the continuum: The renaissance of sumptuous pies and miniature guilt-free desserts. How can a restaurateur and pastry chef respond?

Offer both and leave it up to the customer to decide between rich decadence and attending to the waistline. Either way, the best finishes will offer spectacular flavor and lingering memories.

## **TREND #5**

### ***The World of Wine is Flat***

The wine industry is now completely global, says Benchmark's chief sommelier, Mary Watson. Wines from China, India, Russia, Georgia, Moldova, Brazil, Uruguay, Paraguay, Chile, Argentina, etc., are competing for shelf space in the United States along side the more familiar wines of France, Italy and the U.S.

As global economics change, so goes the wine industry. A greater number of wine drinkers today are looking for good but less expensive selections, and are willing to explore varietals from countries not familiar to them to achieve taste coupled with value. **UB**



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*Meat-filled Mondays...*

# Chef uses passion to bring meat



**“Just tossing around ideas for simple, delicious plates to put together, utilizing different meats that you don’t necessarily see on everybody’s menus—buffalo, elk, ostrich.”**

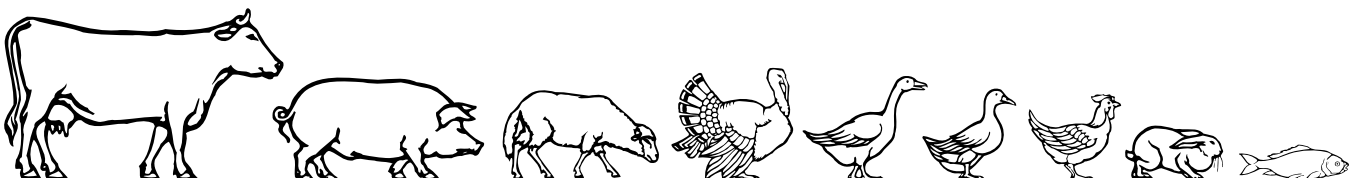
*Executive Chef Christian Ragano cooks up a 3-course meal centered on exotic meats every Monday.*



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# to diners' plates

Christian Ragano, executive chef of New York Central restaurant in the Grand Hyatt Hotel in New York City, has cooked up his own alternative to “Meatless Mondays.” Instead of going vegetarian, his Monday menu features a meat-filled variety like no other. Diners at New York Central on Mondays can order the special three-course meat feast with dessert as the fourth (Ragano even sneaks prosciutto into the chocolate).

Meatless Mondays, a movement which began in 2003, encourages diners to eat vegetarian one day a week. It has become a new health and environmental trend. Opposing that trend, Ragano, a talented chef who has a tattoo of a pig across his chest, says that one of his favorite things to do in the kitchen is butchery, and so he is using his passion to bring meat to diners' plates.

Launched as a feature every Monday since May 23rd, the restaurant offers a special three-course meal centered on meat ranging from mainstream protein to exotic meat including bison, ostrich and elk. Diners can even add a fourth meat-filled course to the menu with a meat-centered dessert.

“The menu was a collaboration between sous-chef Adam Nichol and myself,” said Ragano. “Just tossing around ideas for simple, delicious plates to put together, utilizing different meats that you don't necessarily see on everybody's menus—buffalo, elk, ostrich.”

While the courses change from week to week, one sampling of the dishes included confit of cornish hen in cumin-scented jus served on yogurt and eggplant jam and topped with scallions; crispy pork belly braised in white wine over pea puree and garnished with fresh mint alongside polenta with a fried egg; and beef cheeks with oxtail ravioli, baby leeks, radish salad and truffle.

Ragano and his team rotate the meaty menu weekly.

“They can expect to see touches of foie gras, different kinds of hams from Spain, Italy, France, different kinds of game—pheasant, guinea hen,” says Ragano.

An online review of New York Central says the restaurant offers “ambitious” and “upscale” New American cuisine every day of the week. Perched above 42nd Street on the second floor, New York Central, along with Chef Ragano and his team, brings a new level of quality and creativity to the culinary landscape of the Grand Central neighborhood. **LB**



*Lamb, beef cheeks with oxtail ravioli, and crispy pork belly are just some of offerings that have been featured on the Meat-filled Mondays menu at New York Central restaurant.*





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Reexamining breaking points...

# Rising above traditions

By Steve Suther, Certified Angus Beef

Any giant industry made up of nearly a million stakeholders is slow to change, even when it comes to new ideas that would be good for everybody.

One beef-industry tradition that has become hard-and-fast law is the carcass break into wholesale cuts. Starting at the front, we separate chuck from rib between the 5th and 6th rib; rib from loin between the 12th and 13th rib, and loin from round at the tip of the femur or thigh bone.

"We did that to make these cuts a certain, consistent size," says Mark Gwin, quality control and research and development manager for the Certified Angus Beef® (CAB®) brand. "It was a matter of convenience with little thought as to the quality of the beef muscles in the cuts."

However, the beef industry is reexamining those traditional break points with an eye for quality. Beginning in the 1990s, much value has been added by identifying tender, tasty muscle groups within the chuck and marketing those cuts. "Now, meat scientists may consider moving the loin/round break point back to the tail end of the hip bone," Gwin says.

The quality of beef cuts that may be adopted into the loin box from such a change is well documented, especially when taken from well-marbled carcasses, he adds. "The modest or better marbling from those younger cattle that qualify for CAB makes this idea work well."

**"...as all meat cutters know, the first three steaks from the chuck roll are very tender as well."**

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Meat scientists keep looking for more marketable muscles in the round, akin to the successful flat-iron and shoulder tender steaks from the chuck. "And as all meat cutters know, the first three steaks from the chuck roll are very tender as well," Gwin says.

From the round, a couple of candidates for individual cut marketing are the round petite tender and the merlot steak. Maybe even the superficial digital flexor, if it can live down another die-hard tradition in the industry, that of odd cut names: it has often been referred to as "the rat." **LB**

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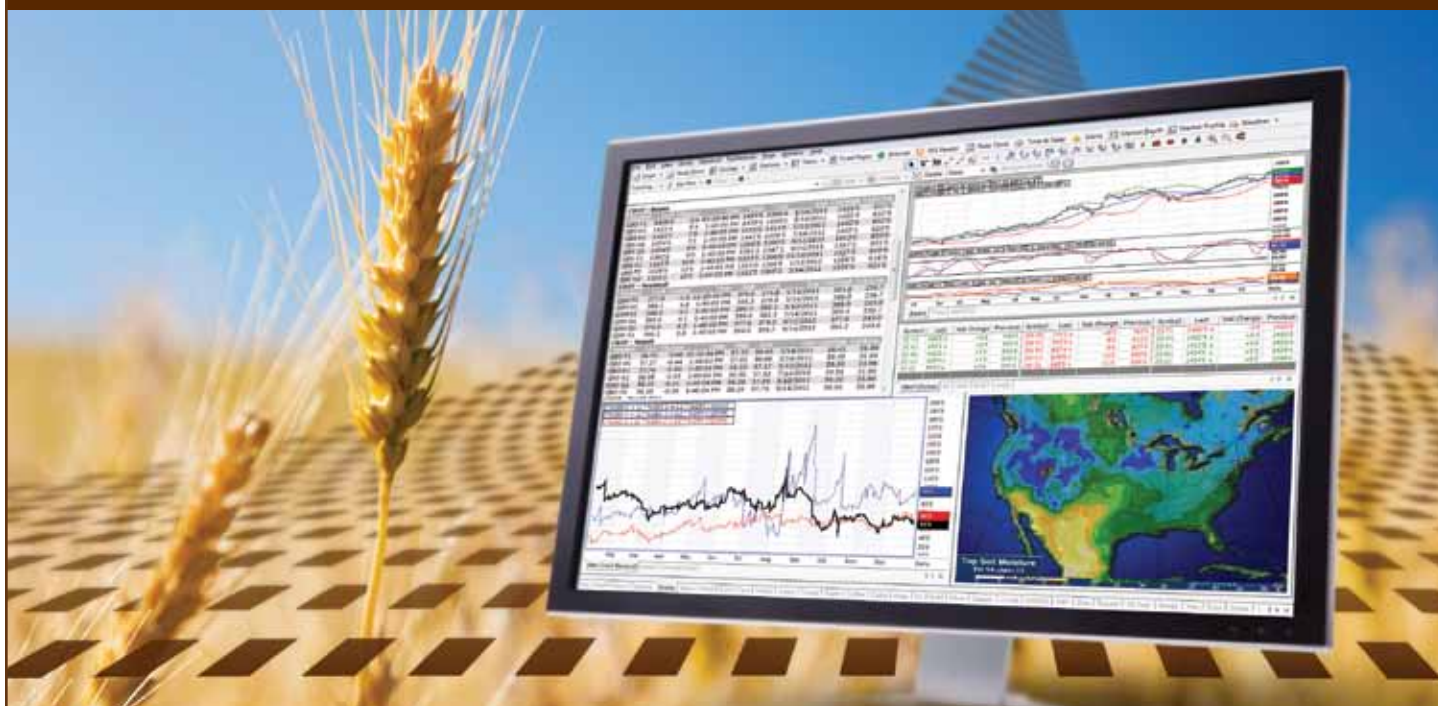
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Seattle-based Alaska Airlines flies approximately 30 million pounds of Alaska seafood to destinations in North America and Mexico each year, so in celebration the airline painted a 737 with a silvery king salmon. The “Salmon-Thirty-Salmon,” sporting the glimmering image of a wild Alaska king salmon, is among the world’s most intricately painted commercial airplanes. Complete with shiny scales, a dorsal fin and gills, the Alaska Airlines 737-400 passenger aircraft is the result of a dedicated team of 30 painters working nearly nonstop for 24 days and using 140 gallons of paint.

The airplane symbolizes the critical role Alaska Airlines plays in transporting fresh Alaska seafood to the continental United States and beyond. The aircraft features the most elaborate design ever painted on a commercial jet and its art came about from a unique partnership between Alaska Airlines, Alaska Fisheries Marketing Board and the Alaska Seafood Marketing Institute.

The aircraft serves as a dramatic and instantly recognizable ambassador to promoting Wild Alaska Seafood, the State of Alaska and of course, the airline that bears Alaska’s name. It is a fitting symbol to the state’s important fisheries resource and Alaska Airlines’ role in getting the resource to markets.

The “Salmon-Thirty-Salmon” aircraft features an original design by Mark Boyle, a Seattle-based wildlife artist who is also a recognized leader in the livery design of commercial aircraft. The project required three times as many hours to paint as the normal livery, using Mylar

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**“The aircraft serves as a dramatic and instantly recognizable ambassador to promoting Wild Alaska Seafood...”**

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paint to create an iridescent look and airbrushing techniques to make the fish painting appear three dimensional. Since it first started flying in 2005, the Salmon-Thirty-Salmon has flown more than one million passengers, who are also treated to custom-painted overhead bins with halibut, sea stars and other fishy images. **UB**



# New website explains rising meat and poultry prices; urges consumers to take action

Contributed by the  
National Turkey Federation

The connection between rising food prices and federal support for corn-based ethanol is explained in a new website, <http://www.cornforfoodnotfuel.com/>, launched in mid-July by organizations whose members produce and process the majority of meat and poultry in the United States.

Food prices are up—meat and poultry specifically up 8.5 percent from a year ago—and many consumers are asking why. According to the new website, the government's federal subsidies for corn-based ethanol are key contributors. About 40 percent of the U.S. corn crop is now devoted to ethanol production, because nearly all ethanol produced in this country is derived from corn. This increase in corn demand drives its cost higher, putting tremendous pressure on the livestock and poultry industries that traditionally have been major users of corn as feed. Corn prices have roughly tripled since the government in 2006 mandated ethanol be blended into gasoline and the Consumer Price Index for meat and poultry has risen steadily with it.

The new website outlines for consumers how these rising corn prices have contributed to increased meat and poultry costs at the grocery store and asks them for their help in ending federal support of the corn-based ethanol industry, by signing a petition that states: "Federal energy policies need to move beyond corn-based ethanol and look for the next generation of alternative fuels that don't pit food, feed and fuel needs against each other."

The site is sponsored by the American Meat Institute, National Chicken Council,

National Meat Association and National Turkey Federation.

"When consumers see the 'Contains Ethanol' sticker at the gas pump, many don't realize the connection between the sticker and their grocery bills," said Patrick Boyle, president and CEO of the American Meat Institute. "This new website aims to provide the facts and allow consumers to raise objections to this policy in an online petition. It also offers tips on stretching your meat and poultry dollar."

"The policies and rules of the game for corn-based ethanol must be re-balanced and the playing field must be leveled to permit chicken producers and other animal agriculture producers to more fairly compete for the very limited supplies of corn this year and most likely for the next few years," noted National Chicken Council President Mike Brown. "Chicken companies and all of animal agriculture are bearing the burden and feeling the disastrous effects of competing for corn on a field that is heavily tilted toward the ethanol industry," he said, adding that some companies have been forced to limit production and lay off workers due to the high cost of corn.

"The facts on this site show that food prices are in an escalating competition with ethanol due to its tariffs and subsidies," added National Meat Association CEO Barry Carpenter. "These short-sighted policies have done too little to reduce our dependence on foreign oil and too much to pull feed ingredients off the market, which is radically increasing food costs without benefit."

"Consumers will be able to use this website as an informative resource on food-to-fuel



policies," said Joel Brandenberger, president of the National Turkey Federation. "It also will help them urge their elected officials to make better decisions to balance food and energy needs. There is also a section to help families cope with rising grocery prices by making a few modifications to their food purchasing and cooking techniques." **LB**



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# FDA announces new

*By Richard Gutting, Jr.*

The U.S. Food and Drug Administration announced that starting October 1, 2011 it will begin assessing fees of \$224 per hour for certain domestic food inspections, and \$335 per hour when foreign travel is required. The new fees, which were authorized by the FDA Food Safety Modernization Act, will be assessed when:

- **Facility Reinspection** – FDA reinspects a foreign or domestic food facility “to determine whether corrective actions have been implemented and are effective and compliance has been achieved” after a previous FDA inspection of the facility finds a violation that is “materially related to food safety requirements” and serious enough to be classified “Official Action Indicated”. Fees

cover all FDA activities preparing and conducting the reinspection, including travel and reporting time and laboratory work, and must be paid by the individual who registered the domestic facility or the U.S. agent of a foreign facility.

- **Recall Order** – An importer or facility fails to comply with a FDA recall order. Fees cover all FDA activities such as recall audit checks, reviewing periodic status reports, inspections and monitoring product disposition.
- **Import Reinspection** – FDA detains imported food and:
  - ✓ the importer submits evidence of compliance, such as a third-party laboratory analyses showing no contamination;



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# inspection fees

- ✓ product is reconditioned;
- ✓ a shipment is refused entry and destroyed; or
- ✓ a facility or importer requests removal from future detentions under an Import Alert.

Fees cover "all expenses incurred in connection with arranging, conducting, and evaluating the results of the one or more additional examinations."

FDA's hourly rates are surprising when compared to the fees for inspecting meat and seafood by the Departments of Agriculture and Commerce, which are about \$80-90 per hour. The number of "billable hours" also is open-ended.

Earlier this year, FDA estimated that it would collect \$12.4 million in recall fees and \$14.7 million in reinspection fees the first year. It did not explain what these fees will cost a typical importer or food facility. However, reinspecting a single foreign facility could cost more than \$20,000 depending upon how much time FDA inspectors spend traveling, preparing and reporting and how many inspectors FDA sends to inspect the facility—a new risk/cost you need to consider.

In a separate notice, FDA acknowledges "that for some small businesses the full cost recovery of FDA reinspection or recall oversight could impose severe economic hardship" and is seeking comments on these burdens and how it should alleviate them.

## MY RECOMMENDATION

- Importers should tell their suppliers about these new fees and clarify with them whether the supplier will reimburse them for FDA fees when import shipments are detained;
- U.S. Agents for a foreign facility and those individuals who registered a domestic facility should take steps to protect themselves from personal liability; and

- Consider filing comments – FDA should not have a "blank check" to collect whatever it wants in fee revenue.

More FDA fees may be on their way soon. Under the Act, FDA is to collect fees to cover its administrative costs for a new voluntary qualified importer program, for its costs in issuing food export certifications and for its costs to establish and administer a new third-party accreditation program. These fees must be announced in the Federal Register no later than 60 days before the start of each fiscal year. **UB**

*Richard Gutting, Jr. is a lawyer and seafood regulation expert. He is a partner in 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.*

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# The Reporter's top government acts of the last

It's no secret that today the United States faces an obesity problem. American adults are becoming heavier and less healthy and, even scarier, the obesity rate of our nation's youth is higher than ever. While avoiding and combating obesity is ultimately controlled by the individual—what parents put on the table for their kids and what people choose to put in their own mouths—the U.S. government has launched initiatives to combat this growing epidemic. First Lady Michelle Obama has been vocal and proactive about her concern, initiating her *Let's Move* campaign in February of last year to get America's youth in shape. Even more recently, the USDA introduced the Food Pyramid's replacement, "My Plate," with hopes of making the right food choices



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simple for kids and adults alike. These recent initiatives got *Urner Barry's Reporter* thinking.

## Supplemental Nutrition Assistance Program

Although America might be in the worst physical shape it has ever been in

right now, today's

government programs are not the first ones instated that have changed the way Americans eat.

The *Reporter* compiled a list of a few that have done so in the last 50 years.

### FOOD STAMP ACT OF 1964

The first notions of a "food stamp" concept began circulating in the United States in the late 1930s. By 1961, the U.S. government had established a Food Stamp Pilot Program, which tested the effectiveness of distributing food stamps

to the nation's lower income families so they could buy food. By its completion, America knew it was responsible for feeding its neediest people and that food stamps were a good way to do it. With the Food Stamp Act of 1964, President Lyndon B. Johnson made food stamps an official and permanent institution in this country. It has grown enormously since, but this original act was the cornerstone of America's program that gives "a greater share of the nation's food abundance" to its lower income households.

### CHILD NUTRITION ACT (1966)

In 1946, President Truman signed the National School Lunch Act, providing daily healthy lunches to school children across the country. Twenty years later, LBJ built off of this program by signing the Child Nutrition Act. The Child Nutrition Act was passed with the intention of continuing the function of the National School Lunch Act—guaranteeing



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## GLOBAL MARKETPLACE FOR THE POULTRY AND FEED INDUSTRIES



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The Expo is shifting to a **TUESDAY, WEDNESDAY, THURSDAY** format to increase the education programs available to attendees.

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  - Executive Poultry Outlook





# 50 years that have influenced the American diet

nutritious meals for children in school to promote better learning. It did so by adding another meal—breakfast. The act introduced the School Breakfast Program, which today feeds 10 million children the most important meal of the day every day.

**“America knew it was responsible for feeding its neediest people and that food stamps were a good way to do it.”**

criteria on the federal level, or that meat inspection programs for each state must be of equal thoroughness and accuracy as federal meat inspection programs, which are the United States Department of Agriculture and the Food Safety and Inspection Service.

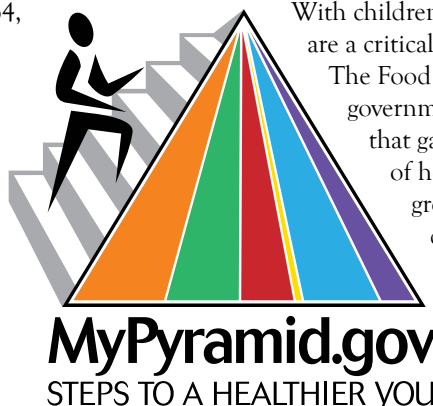
## FOOD STAMP ACT OF 1977

The Food Stamp Program in the United States has evolved since it became official in 1964, and the beginning of this evolution began with the Food Stamp Act of 1977. This act instituted the first major progressive changes to the Food Stamp Program. It reformed the criteria for stamp eligibility, making the program more

efficient and effective. Today, the program uses cards instead of actual stamps and is known as the Supplemental Nutrition Assistance Program (SNAP). Without the Food Stamp Act of 1977, the catalyst of progressive modification of the program, food stamps would not be the life-improving aid that they are today.

## USDA'S INTRODUCTION OF THE “FOOD PYRAMID” (1992)

With children especially, visual aids are a critical component of learning. The Food Pyramid was the first government-issued visual model that gave Americans an idea of how much of each food group they should eat daily. The USDA's Food Pyramid changed the way Americans understood nutrition. With its



*Continued on page 57*

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# The United Arab Emirates: a little giant

Nestled on the lower part of the Persian Gulf in the Middle East and about the size of Maine, the United Arab Emirates is quickly becoming one of the wealthiest and most productive countries in the world. No longer simply a prosperous federation because of oil alone, the UAE is home to both the world's tallest building and the world's largest shopping mall. The country's furious growth in the past 40 years has established it as a player to watch in global economics.

"Emirates" refers to the seven territories that comprise the country. So named because they are ruled by individual emirs, or Muslim monarch-style rulers, they are Abu Dhabi, Ajman, Dubai, Fujairah, Ras al-Khaimah, Sharjah and Umm al-Quwain. The capital is Abu Dhabi where over half of the nation's wealth is generated, and the country's other economic nucleus is considered to be Dubai, where the world's tallest building, the Burj Khalifa, is located.

Before the UAE made its money on the petroleum beneath its soil, its economy was fueled by another treasure just off its coast. The pearling industry was the prominent economic force of the United Arab Emirates throughout the 19th century and the first half of the 20th. The pearls harvested from the Persian Gulf were the main economic tool of the country, then known as Trucial States, until the depression of the 1920s and 30s. Although the pearling industry fizzled, the fruit of the sea has continued to be important in the UAE. Seafood is a main part of the country's diet, and as far as its animal production goes, the fishing industry is king.

In the early 1960s, the UAE discovered what would become its economic Excalibur—oil. Like many of its Middle Eastern neighbors, the UAE thrives on its petroleum and natural gas. Currently, natural resources (mostly petroleum) exports are responsible for more than 85% of the nation's economy—a figure it



**"The country's furious growth in the past 40 years has established it as a player to watch in global economics."**

is working on shrinking by bulking up in other areas, architecture for example.

Just 20 years ago, only about half of the population of the United Arab Emirates could read and write. Today, just about all of it can. The literacy rate climbed from 53.5% in 1989 to 98.8% in 2009.

The UAE is working on becoming less dependent on natural resources, and aluminum, steel and iron are becoming essential for it. With a GDP per capita that is third in the world, the United Arab Emirates will likely soon be a power on the global scene, if it isn't understood as one already. **UB**

## U.A.E. / U.S. comparison



AREA	83,600 sq km	9,826,675 sq km
COASTLINE	1,318 km	19,924 km
POPULATION	5,148,664	313,232,044
LIFE EXPECTANCY	76.51 years	78.37 years
GDP	\$246.8 billion	\$14.66 trillion
GDP (per capita)	\$49,600	\$47,200
AGRICULTURE AS A %GDP	.9%	1.2%
AGRICULTURAL PRODUCTS	vegetables, watermelons, dairy products, fish	wheat, corn, beef, pork, fish poultry, dairy products
LABOR FORCE	3.908 million	154.9 million
UNEMPLOYMENT RATE	2.4%	9.7%
OIL PRODUCTION / CONSUMPTION	2.798 / 435,000 (million) (bbl/day)	9.056 / 18.69 (million bbl/day)



# Technomic finds burger consumption continues to increase



©iStockphoto.com/Alexandru Bobina

A new study released by Technomic finds burger consumption is up considerably since 2009, with nearly half of today's consumers saying they eat at least one burger a week compared with 38 percent two years ago. One reason for the increase is the continued prominence of burgers on quick-service value menus.

"The value menu is certainly a big part of this increase in burger consumption," says Sara Monnette, Director of Consumer Research at Technomic. "There are other factors at work, however, as the specialty burger craze has driven growth in a way that is almost defiantly separate from

pricing. The better burger restaurants in the fast casual segment have put the burger top-of-mind for consumers, and even the quick-service chains have begun to respond and focus portions of their menus specifically on quality perceptions."

To help food industry professionals stay abreast of how current issues and evolving consumer need-states impact burger consumption, Technomic has developed the Burger Consumer Trend Report.

Other findings of the report include: Younger consumers are highly interested in vegetarian options, with 23 percent of

consumers between the ages of 18 and 34 saying it is important for vegetarian burgers to be available on restaurant menus.

The importance of "health halo" attributes—such as all-natural, hormone-free, steroid-free and antibiotic-free ingredients—has grown since 2009. Half of consumers say it is very important to them that the meat used to make their burger is steroid-free.

The most commonly offered cheese on burgers at limited-service restaurants is American, but cheddar is by far the most popular in the full-service segment. **U**

Adapted from an article which originally appeared on Foodmarket.com on July 7, 2011.



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# Making the rounds with *UB's Reporter*

## INTERNATIONAL MEAT CONGRESS

Urner Barry's Reporter traveled for the first time to a commercial show in Mexico City this past April. The show, called International Meat Congress, organized by the Mexican Association of Bovine Cattle Feeders (AMEG), took place at the World Trade Center in the southern part of Mexico City. In this venue, Urner Barry had the opportunity to attend as a sponsor of Mexico's Meat Council



Urner Barry attended Mexico's Meat Council booth (COMECARNE). Pictured are UB staff members, Account Manager Carlos Martinez (left) and Market Reporter Angel Rubio (right) with Francisco Jaraleño.



The award-winning Greenbrier Resort was the backdrop for USAPEEC's 2001 Annual Meeting this past June. A national historic landmark, its classic architecture, sculpted landscape, impeccable service and outstanding amenities have hosted distinguished guests from around the world since 1778.

booth (COMECARNE) sending two staff members, Market Reporter Angel Rubio, and Account Manager Carlos Martinez.

The Reporter was widely received by people who visited COMECARNE's booth. The newly-released Spanish-English version of the NAMP "Meat Buyer's Guide" was also

presented, and buyers and prospects were made aware that COMECARNE would be the sole distributor of this essential publication in Mexico.

The event was a success for Urner Barry and thanks to COMECARNE for all the support provided throughout 2011.



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### 2011 USAPEEC ANNUAL MEETING

The USA Poultry & Egg Export Council recently held their 22nd annual meeting at the glamorous Greenbrier in White Sulphur Springs, West Virginia. Although USAPEEC's summer event is always a "hot" affair, the West Virginia heat wasn't able to keep *Urnner Barry's Reporter* away from the festivities. This year's event showcased numerous speaker forums covering the key issues affecting exports in the poultry and egg industries presented by a top line-up of government and industry affiliates. This year's highlights included discussion on China government relations, a look at the U.S. poultry export horizon, and a close inspection of the Brazilian poultry industry. During the event Thierry Murad, global product manager-poultry at AJC International, was elected chairman of the board of USAPEEC for 2011-12.

Murad succeeds outgoing chairman Joel Coleman, vice president and general manager of international sales at Butterball LLC.

### NATIONAL CHICKEN COUNCIL - CHICKEN MARKETING SEMINAR 2011

*Urnner Barry's Reporter* visited the most recent Chicken Marketing Seminar hosted by the National Chicken Council in cooperation with the National Poultry and Food Distributors Association. The 2011 event took place in the beautiful mountain air of Lake Tahoe, California at the Resort at Squaw Creek. In attendance were poultry marketing and sales manager, distributors, supermarket and foodservice buyers, further processors, traders and brokers and other executives working the chicken industry. Daily sessions included discussions on topics such as food trends, market outlooks and consumer preferences just to name a few. The supermarket/foodservice roundtable is always a highly anticipated event and this year's presentation included industry

professionals from the NPD Group, Roundy's Supermarket, the Unified Foodservice Purchasing Co-Op, Save-A-Lot, Schwan's Food Service and Jason's Deli. **UB**



*Urnner Barry's "Ray" Porter joined the moderators and members of the foodservice and retail panel at the 2011 Chicken Marketing Seminar in Lake Tahoe. Seen here with Ray are (L to R) David Nelson, Managing Director, Rabobank International; Harry Balzer, Chief Industry Analyst & VP, The NPD Group; Jim Beauvais, VP of Meat & Seafood, Roundy's Supermarkets; Ed Wahlenmaier, Director of Purchasing, Jason's Deli; Michael Pennella, Sr. VP & General Manager, National Accounts, Schwan's Food Service; Mike Ledford, Sr., Director of Purchasing, Unified Food Service Purchasing Co-Op and Robert Orton, Director, Meat and Seafood, Save-A-Lot.*

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# Promoting future leaders

Few industries in the center-of-the plate market possess the versatility the seafood industry enjoys. Though not as consolidated as the beef, pork, and poultry industries, the relatively young seafood industry has come together throughout

the years to work cooperatively through the National Fisheries Institute (NFI). NFI works for its members to raise quality standards and practices, among other functions. Through one of its programs, "Future Leaders Program," the association

has been quite successful in bringing actors from within the industry to join forces and confront the challenges that lie ahead. NFI has gathered a number of elite workers representing their companies—some of them being young entrepreneurs—to learn about each other's businesses, and more importantly to develop networking and friendship.



The Future Leaders class was invited to talk seafood during an evening of interaction, food and fun aboard a beautiful vessel.



Dressing up for survival training are left to right: Carolyn Piscatelli, John Lantz, and Andrew Ward.

For the second straight year Urner Barry sent a representative to the National Fisheries Institute Future Leaders Program. Market Reporter Angel Rubio gives us a recount of his experiences in the program so far:

The program started in Washington D.C. where we were exposed to how NFI tackles legal matters when it comes to seafood. While divided into smaller groups, we were able to sit down before various congressmen and senate leaders. The issue at hand was to update the FDA dietary guidelines; in 2004 a misleading advisory regarding mercury content in canned tuna resulted in an overall lower consumption of seafood. The NFI staff, led by Gerrie Thomas, Judy Dashiell, and Gavin Gibbons, provided the tools we needed to prepare for the adventure.

"I had high expectations for the Future Leaders program based on conversations with alumni and was excited to be accepted into the 2011 class. We are at the halfway point and already it has exceeded expectations. I have better insight into the business (and politics) of the seafood industry. I look forward to continuing my seafood education and employing this knowledge to grow my company and support the industry as a whole," said Michael Alexander, Vice President of Sales and marketing for King and Price Seafood.

The second gathering took place in Seattle, Washington. This time, we learned about survival training many fishermen go through. Members had to jump in a pool

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# in the seafood industry

wearing survival suits and learn how to work with others in order to survive at sea. Although serious, the good camaraderie of the group allowed for an overall jovial experience as we shared laughs over our Teletubbie-like survival suits.

On the last day in Seattle, the leaders took an opportunity to talk not only about seafood, but our life experiences in general.

Andrew Ward, owner of Camco Seafoods in Boston Massachusetts, and a member of NFI's pangasius board, said "the camaraderie of the Future Leaders group is great! Future Leaders is more than just a closer look into the industry, it's a conduit to network with peers, and it's a tool to make new friends and a vehicle to grow as a person and a seafood industry professional."

Scott E. Maersch, Senior Buyer for Gorton's Seafood said "as a Future Leader I've gained a greater understanding of the seafood industry as a whole and the role it plays in people's lives. What's great is that I have had the chance to meet and share this experience with some incredible people along the way. It has been an awesome program so far and I can't wait to see what they have in store for us next!"

Our last visit prior to graduation, took place in Boston, Massachusetts. While there, we had the opportunity to visit the processing plants of Gorton's Seafood, Highliner Foods, American Pride Seafoods, and Lobster Trap.

Patrick Kearns, a sales representative for Eastern Fish Company in New Jersey,—one of the largest importer companies of shrimp in the U.S.— said "the Future Leaders Program has been an extremely rewarding experience. The National Fisheries Institute has done a remarkable job grouping a dynamic bunch of seafood professionals together, and aiding in us all learning from each other and growing together as friends. Along with the networking component, the knowledge we have gained about the various intricacies in the industry has been instrumental

in my day-to-day work...I highly recommend it to all professionals in the industry."

The challenges ahead are enormous, but consumption of seafood has been on the rise these past few years. As current NFI president, and CEO of Sea Port Products in Seattle Washington Bill Dresser put it, "our competitors are the other proteins...if our competitors in the seafood industry do well, we all do too. Consumption of seafood is on the rise, and other proteins are dropping."

With aquaculture growing by leaps and bounds, it looks as if the room for growth in this industry is limitless. Seafood consumption has grown almost 30% while beef has shrunk 16% since



*Future Leader program members from left to right, Andres Sanchez, Bumble Bee; Lisa Crawford, Trident; Scott Maersch, Gortons; and Aaron Gonzalez, Sea Port Products.*

1980. The benefits of eating seafood far outweigh any criticism made to this protein source. It takes great leaders to not only maximize profit for companies, but to work as an industry and benefit the whole complex while at the same time competing fairly and courteously. This is what this program does. **UB**

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Eye on dining...

# Sunriver more in Oregon



Sunriver Resort's Meadows at the Lodge offers majestic views of the beautiful Oregon skyline.

Hidden amidst the peaceful mountains and meadows of central Oregon is Sunriver, a former World War II training facility turned resort community. Boasting an enormous cozy lodge in the winter and a multitude of wonderful outdoor scenery and activity in the summer, Sunriver is surely one of the under-the-radar resort destinations of the western U.S., at least to us here in the East. So what kind of fare does this majestic mountain escape have to offer? Here is a quick look at five of Sunriver's top dining locations.

## **SOUTH BEND BISTRO**

57080 West Mall Drive, Sunriver, Oregon

The breathtakingly beautiful Sunriver scenery is an unmistakably American landscape. The tall green trees and the open blue sky make for one of America's prettiest pictures, and for some of the best food within it, there is South Bend

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Bistro. Priding itself on its contemporary American cuisine, the Bistro specializes in dinner time dining. Here you can find delicious versions of the classics—steak, pork, chicken and fish—with additions borrowed from our Italian friends—pasta and wine.

## **HOLA!**

57235 River Road, Sunriver, Oregon

Complimenting the proudly American South Bend Bistro, Hola! has established itself as a Mexican food giant in Central Oregon. Its location in Sunriver is its third in this part of the state, and Oregonians and visitors alike can't seem to get enough of its Mexican specialties. Opened in early 2011 in the building that used to be the home of the Trout House, Hola! is most beloved by vacationers for its margaritas.

## **MEADOWS AT THE LODGE**

Sunriver Resort

Sunriver's picturesque scenery is surely one of its most magnificent elements, and there is no better place to enjoy it than inside Meadows at the Lodge at the

Sunriver Resort. Of the five restaurants within the resort itself, Meadows is the king—perhaps because it captures so well what makes Sunriver such an enchanting destination. The rich wood of the floors, tables and chairs seems to have come directly from the majestic forest that the restaurant overlooks.

## **OWL'S NEST**

Sunriver Resort

Vacationers will certainly find quality dining from venturing into the town of Sunriver, but leaving the Resort isn't necessary for good eating and environment. Owl's Nest cements that. Meadows is the prominent restaurant in the Resort, but Owl's Nest brings something new to the table (beer, to be specific). It is a bar primarily—a friendly, spirited and well-stocked one at that, and it sports a lively full menu. The portions are huge and the food is delicious. Live music is a mainstay on summer nights, making Owl's Nest one of the best food and fun combinations in Sunriver.

## **MARCELLO'S**

4 Ponderosa Road, Sunriver, Oregon

Sunriver teems with a distinctly American feel, but it is not one dimensional. International dining is readily available there, and for some of its most desired foreign food, there is Marcello's. Marcello's is the unmatched Italian cuisine king of Sunriver. Their homemade pasta is what they hang their hat on, and their plenty of authentic pizza options further please vacationers. No Italian restaurant would be complete without a substantial wine list, and Marcello's does not disappoint, offering over 70 bottle types.

So when you're in town for the 2011 CAB Annual Conference, don't forget to tempt your taste buds at these and the many other fine dining establishments in and around Sunriver. Tell them the *Reporter* sent you! **UB**



# Test your knowledge: food transportation



1. Most of the meat, poultry, and egg products in the United States are transported via:

A. Rail car  
B. Truck  
C. Air

2. According to the Food Safety and Inspection Service (FSIS) and United States Department of Agriculture (USDA) guidelines, the temperature of refrigeration units used for transporting meat, poultry, and eggs should be checked every:

A. 2 hours  
B. 6 hours  
C. 4 hours

3. Approximately this many trucks transport food across the United States every day:

A. 3 million  
B. 75 million  
C. 21 million

4. Approximately this much of the imports arriving at the United States come by sea:

A. 50%  
B. 80%  
C. 95%

5. This country has the most highly regulated livestock export industry in the world:

A. Australia  
B. United States  
C. New Zealand



6. Increasing from 30 million head in 1970, as of the year 2000 this many head of livestock, including imports, cross state lines:

A. 40 million  
B. 50 million  
C. 60 million

7. Cattle must be unloaded and provided this many hours of rest for every 28 hours of transportation via truck or rail:

A. 1 hour  
B. 8 hours  
C. 5 hours

8. The law requiring cattle be given a certain amount of rest for every 28 hours of transport originated in this state:

A. Illinois  
B. Texas  
C. Nebraska



9. Refrigerated containers used for shipping perishable items are known as:

A. Cooler  
B. Freezer  
C. Reefer

10. Who has a bigger standard sized pallet for food item transporting?

A. United States  
B. Europe

See answers on page 57

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# USDA introduces online tool for locating 'food deserts'

First Lady Michelle Obama has taken an active role in ensuring that Americans eat well and lead healthy lives. In conjunction with her Let's Move! Initiative, the USDA is taking on the challenge of food deserts. USDA Secretary

Tom Vilsack introduced an Internet-based mapping tool that pinpoints the location of "food deserts" around the country and provides data on population

**"USDA is continuing to support federal government efforts to present complex sets of data in creative, accessible online formats."**

characteristics of census tracts where residents have limited access to affordable and nutritious foods.

The online Food Desert Locator, developed by the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS), is a tool that can be used to assist efforts to expand the availability of nutritious food in these nutritional wastelands.



"This new Food Desert Locator will help policy makers, community planners, researchers, and other professionals identify communities where public-private intervention can help make fresh, healthy, and affordable food more readily available to residents," said Vilsack. "With this and other Web tools, USDA is continuing to support federal government efforts to present complex sets of data in creative, accessible online formats."

A food desert is a low-income census tract where either a substantial number or share of residents has low access to a supermarket or large grocery store. "Low income" tracts are defined as those where at least 20 percent of the people have income at or below the federal poverty levels for family size, or where median family income for the tract is at or below 80 percent of the surrounding area's median family income. Tracts qualify as "low access" tracts if at least 500 persons or 33 percent of their population live more than a mile from a supermarket or large grocery store (for rural census tracts, the distance is more than 10 miles).

Under these income and food access criteria, about 10 percent of the 65,000 census tracts in the United States meet the definition of a food desert. These food

desert tracts contain 13.5 million people with low access to sources of healthful food. The majority of this population—82 percent—live in urban areas.

Users of the Web-based product can view a map of the United States that highlights and identifies census tracts that qualify as food deserts. They can also scan the map and zoom into an area or use the search feature to find a specific location. Additional features include the ability to create maps showing food desert census tracts; downloadable statistics on population characteristics of a selected tract—e.g., the percentage and number of people that are low income and have low access to large grocery outlets, or the number of "low-access" households without a car.

The Food Desert Locator comes on the heels of an earlier Web mapping tool documenting indicators of food access, which was also developed by ERS: the recently updated Food Environment Atlas. The Atlas presents data at the county level, while the new Food Desert Locator data are at the census tract level, covering smaller subdivisions whose general population characteristics are often relatively homogeneous. **LB**



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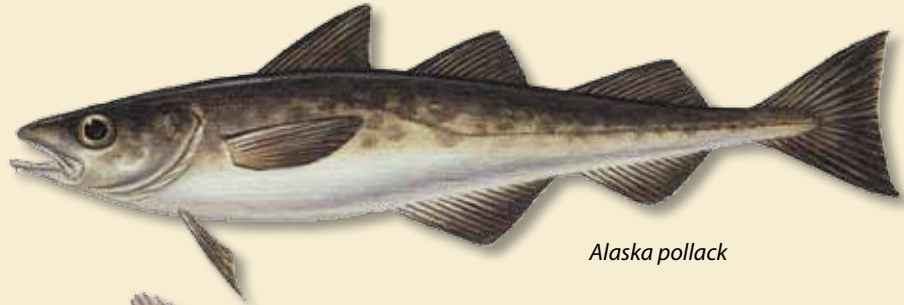
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# Surimi Seafood

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Alaska pollack



Pacific whiting

## Specifications

**Market name** Surimi Seafood

## Description

Surimi seafood is a processed seafood product made from surimi, a fish protein. The product originated in Japan and is consumed on an enormous scale in that country. It is now also the basis for an important seafood industry in the U.S. and Europe as well.

### Nutrition Facts

Serving Size: 3.5 oz

#### Amount Per Serving

**Calories** 99      **Calories from Fat** 8.1

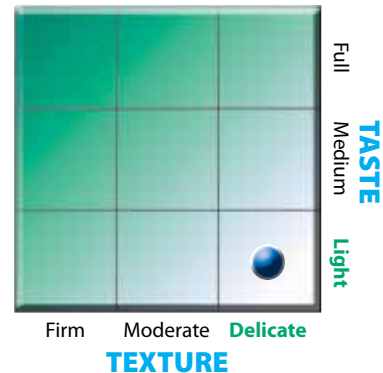
% Daily Value\*

<b>Water</b>	76.34g	
<b>Total Fat</b>	.90g	1%
Saturated Fat	.191g	1%
<b>Cholesterol</b>	30mg	10%
<b>Protein</b>	15.18g	30%
<b>Iron</b>	0.26mg	2%
<b>Sodium</b>	143mg	6%
<b>Omega-3</b>	0.405g	

\*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

*Surimi seafood is a versatile, pre-cooked product with a mild, sweet flavor. It is a great seafood replacement for products such as shrimp, crab, and lobster. A ready-to-serve product, surimi seafood is also a popular choice in many sushi restaurants. Additionally surimi seafood is a major ingredient used by sandwich and salad manufacturers.*





# Fish Fact

The process of making surimi seafood is over 1,000 years old! Originally from Japan, this process involves making fish into a protein paste and then combining it with other ingredients to make seafood-flavored products.

A great deal of surimi is made from Alaska pollock and Pacific whiting. Alaska pollock is the largest fishery in the U.S.; and Pacific whiting is also a significant U.S. fishery. Surimi is made aboard catcher/processors in the North Pacific and also at shore-based processing facilities. Other major species that are used in surimi seafood worldwide include other whitefish, such as Southern blue whiting, Northern blue whiting, South American hake; and small tropical species, such as threadfin bream, big eye snapper and lizardfish.

The first step in making surimi seafood is the production of surimi, the fish protein paste that serves as a main ingredient in the finished product. To make surimi, fish fillets and trim pieces are minced, then washed and refined through a mechanical process to remove everything but the protein. Then cryoprotectants are added and the surimi is frozen. To make surimi seafood, the surimi is mixed with

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## PRODUCT FORM

### Crab

flake, chunk,  
sticks, leg, shred

### Shrimp

shred

### Lobster

chunk, tails

**Paste, Cakes,  
Breaded**

salt, sugar, starches and flavorings, then formed into a variety of shapes and cooked. At this point, the product is packaged and pasteurized and can be shipped chilled or frozen.

Surimi seafood is available in a wide variety of products in the United States, including those textured and flavored to resemble crab, scallop, shrimp, and lobster. The bulk of the market in the U.S. is crab-flavored products, which include flake, chunk, leg and shred styles. The crab-flavored products may or may not include crabmeat in the ingredients.

In Japan, surimi seafood is available in a variety of forms and is cooked in several ways: steamed it is called kamaboko (which is also a general description for surimi seafoods); broiled products are called chikuwa; and fried versions are called agemono.



*Surimi-based crab analog.*



*Surimi: chunk style (left) and flake style (right).*



# Jimmy Vena's braised lamb tacos

Beef tacos are traditional, chicken tacos aren't far behind, and fish tacos are the latest craze. So, why not tacos filled with another protein? Lamb, perhaps? Urner Barry recently traveled to Spicy Cantina in Seaside Heights, New Jersey for a signature summertime specialty. Urner

Barry's Reporter was on location as Spicy's executive chef, Jimmy Vena, prepared his signature braised lamb tacos. Jimmy began his career as a chef at the renowned Waldorf-Astoria Hotel in New York City upon his graduation from Johnson and Wales University in 1981. He has been an

executive chef for the 30 years since and while being at Spicy Cantina has been given glowing reviews by *The Wall Street Journal*, *The Star Ledger*, and *New Jersey Monthly Magazine*. Throughout the summer months,

**"Jimmy serves up his lamb tacos to boardwalk-goers looking for an authentic Mexican classic filled with a not-so-classical meat."**



Jimmy serves up his lamb tacos to boardwalk-goers looking for an authentic Mexican classic filled with a not-so-classical meat. Jimmy slow cooks his lamb in a sauce made of the ingredients listed below for three to four hours to enrich it with a variety of savory flavors. Once thoroughly braised, Jimmy's leg of lamb is falling-apart, tender taco meat. So the next time you're at the Jersey Shore, be sure to stop in and say hello to your friends at Urner Barry before heading to Spicy Cantina in Seaside Heights for a new type of taco, courtesy of Chef Jimmy Vena. **UB**

*Lamb gives a very different taste than the typical meats used for tacos making them quite appealing and tasty.*

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### JIMMY VENA'S BRAISED LAMB TACOS

#### INGREDIENTS:

- 1 bone roll-tied boneless leg of lamb
- 2 cups cooking oil
- 2 cups mirepoix (diced onions, carrots and celery)
- 2 cups peeled garlic cloves
- 2 cups Arbarol peppers
- 2 oranges
- 2 lemons
- 2 limes
- 2 tbsp. Mexican oregano
- 2 tbsp. sea salt
- 1 can crushed, Italian style tomatoes
- 2 bunches chopped cilantro
- 3 whole charred Pablano peppers
- Blue corn tortillas
- 2 cups raw onion
- Salsa Aguacate (avocado sauce)
- 2 cups Oaxaca cheese
- 2 cups cilantro

#### DIRECTIONS:

Soak Arbarol peppers in water for two hours.

Prepare salsa Aguacate by mixing 3 full ripe avocados, ¼ cup garlic, 1 large onion, 1 cup cilantro, ¼ cup lime juice, and enough water to puree in blender.

Bring stove to high heat and place thick brassier pan on it. Add cooking oil. Take bone roll-tied leg of lamb. Remove netting and butterfly it. Without trimming at all, place lamb fat side down in the pan to sear it. One by one, add garlic, mirepoix, Arbarol peppers (without water), oranges, lemons, limes (lightly squeezing them into the pan before adding entire fruit), oregano, sea salt, Italian style crushed tomatoes, cilantro and Pablano peppers. Stir and bring to a boil. Lower heat, cover, and let pan simmer for 3 to 4 hours.

When tender, shred meat. Remove citrus skins and peppers. Mash garlic cloves in sauce. Add fresh cilantro and mix sauce with shredded meat. Place shredded lamb meat in soft shell blue corn tortillas. Add raw onion, salsa Aguacate, Qaxaca cheese and fresh cilantro to tacos.

Enjoy!



# Livermush lovers gather for legendary festival

Livermush (and its close cousin, liver pudding) is a southern United States food product composed of pig liver, other pig parts, and cornmeal. It is commonly spiced with pepper and sage. Livermush is colloquially known as poor man's or poor boy's pâté as it was always an economical way to get some meat in one's diet when times were tough.

It has been said, that there was a time when every North Carolina family knew of livermush, since North Carolina was a big hog state. Many hogs even ran wild in the early days, foraging off the land. When a hog was butchered, all parts were used including the liver. Yet, some people did not like the stronger taste of pig liver, and it was cooked and added with other parts of the pig (traditionally the head) and seasonings. During the Depression era, a few farmers began to package and sell it as a cheap and tasty protein that could be served hot or cold. It is said that the



popularity of livermush tends to follow the economy. When the economy is on a downturn, it is likely that many may turn on to livermush.

Most notable recognition of livermush can be found in Shelby, North Carolina which has hosted an annual livermush exposition since 1987. In that year the Cleveland County Commissioners and the Shelby City Council passed resolutions proclaiming that "livermush is the most delicious, most economical and most versatile of meats." Other towns in North

Carolina that have livermush festivals include Drexel and Marion.

Most southerners prefer livermush sliced and fried in a skillet until it's golden to crispy brown. When fried, mustard tends to be the condiment of choice. At breakfast it is served alongside grits and eggs. For lunch it can be made into a sandwich with mayonnaise or mustard. And as its popularity continues to grow, it is seen used in more and more food items, including pizza!

There are only a handful of companies that make and package livermush. The most famous is Neese's out of Guilford County North Carolina. Two other livermush companies are Mack's out of Shelby, NC and Corriher's out of China Grove, NC.

Already a livermush fan or want to know more? Facebook has a group dedicated to this southern treat, so log on and dig in!**UB**

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# UB Solar

Continued from page 1

federal incentives available for businesses looking to become more sustainable, the company had the opportunity to review solar power as an option. After a few months of research and consultations from leading solar energy integrators in the county, the company discovered that the office's flat roof and open access to the sun were ideal for a such an installation. Excited to get started, Urner Barry decided to contract Trinity Solar to install its system.

Trinity is the largest solar provider in New Jersey and is regarded as one of the top companies in the nation. They quickly informed Urner Barry of the potential capacity the roof could hold and the amount of energy the system could generate. UB contracted for the maximum system size that would fit on the current structure in order to optimize production and reduce traditional energy consumption. For every 1kW installed, the

company will eliminate 12.5 tons of CO<sub>2</sub> emissions, 45 pounds of NO<sub>x</sub> emissions and 75 pounds of SO<sub>x</sub> emissions. UB's system will produce the equivalent of removing 135 cars from the nation's highway or planting over 2,000 trees.

According to Rick Brown, Senior Vice President with Urner Barry, "UB has

**"UB's system will produce the equivalent of removing 135 cars from the nation's highway or planting over 2,000 trees."**



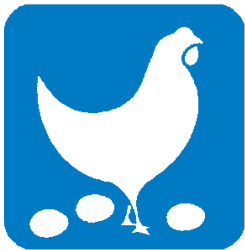
always tried to be a good steward of the environment, recycling cardboard, paper, cans and bottles for years, but we wanted to do more. At first we considered wind turbines, but after studying the prevailing winds in our area, it was discovered that we did not have the wind speeds necessary to drive a turbine efficiently. This led us

to solar. The amount of electric energy produced will go a long way in making our facility self-sufficient."

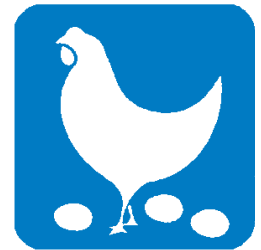
In business for over 150 years, Urner Barry has aspired to be a socially and environmentally responsible institution. Being located in such a pristine and beautiful location as the NJ Pinelands,

the company has taken advantage of every opportunity to reduce its impact on the surrounding area. UB is dedicated to bringing its customers the most accurate, timely, and unbiased

reporting of market news, while being a well-respected and responsible member of the community. The company plans to continue its inquisition on ways to further reduce its carbon footprint moving forward, and hopes to set a good example for its customers and others in aligning industries for years to come. **UB**



# EM



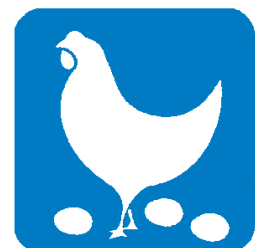
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# Government acts

Continued from page 41

visible guidelines, the pyramid easily communicated invaluable information. With it, Americans (American children, most importantly) could clearly see how much bread and fruit, for example, they should eat every day compared to the other food groups. The Food Pyramid was revolutionary because of its ability to

communicate key nutritional information simply and visually.

Child Nutrition and WIC Reauthorization Act of 2004—It is no coincidence that many of the acts that we have determined of high importance focus on America's youth. When it comes to getting this nation healthy, children should be (and rightly are) the prime focus. One of the most significant acts of recent years regarding youth nutrition was the Child Nutrition and WIC Reauthorization Act of 2004. This act mandated that all schools following both the School Lunch and School Breakfast programs must establish local school wellness policies. These policies needed to set goals for nutrition education and physical

activity, as well as print clear nutrition guidelines for all foods served on school grounds. Overall, the act also improved the nutritional value of food already in schools, as well as expanded the availability of healthy food to school children.

## USDA'S INTRODUCTION OF "MY PLATE" (2011)

Earlier this year, the longstanding Food Pyramid, which was modified into My Pyramid in 2005 (by essentially making the rows vertical), was replaced by MyPlate. Like its predecessor, MyPlate's main appeal is that it is an easy to understand, visual guide. The new graphic is a circular plate comprised of "fruits," "vegetables," "grains" and "protein." The size of each quarter shows comparatively how much of each should be eaten daily. Vegetables and grains are slightly larger than the other two, and to the plate's upper corner is a small circle labeled "dairy," signifying a glass of milk. Although its impact is uncertain yet, MyPlate shows promise as it is a simpler, more understandable teller of what and how much to eat. **UB**

**"It is no coincidence that many of the acts that we have determined of high importance focus on America's youth."**

Answers to the quiz on page 49

1. B Truck
2. C 4 Hours
3. C 21 Million
4. B 80%
5. A Australia
6. B 50 Million
7. C 5 Hours
8. A Illinois
9. C Reefer
10. A United States

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# Mexico

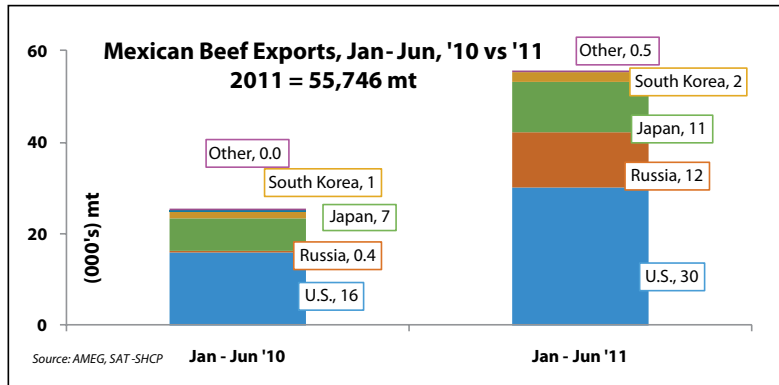
Continued from page 1

Barry, had the chance to taste a great skirt steak while visiting Mexico City. "The meat was very flavorful, and with the precise amount of fat to provide a juicy taste, just what we are accustomed to in the U.S., but this was meat made in Mexico." Carnes La Laguna not only provides its clients in the foodservice industry, it also has 14 different meat "boutiques" where vacuum packed sirloins, ribeyes and other cuts are sold at relatively affordable prices. In fact, six of these so-called "boutiques" are franchises. "The franchise concept started with many individual investors interested in selling our meat given its great quality; however, at the moment, we are at capacity, but expanding gradually as demand grows," said Barrio. The future will depend on how efficiently and effectively production increases.

The success of Mexican Beef does not stop there. There are many cases in which companies have positioned themselves in export markets, such as the U.S., Japan, South Korea, and Russia. Mexican Beef

Exporter's Association director, Rogelio Perez, said that "the intention is not to compete among Mexican producers, but to

compete against producers from other countries by adding the 'Mexican Beef' label to their packages, having as a result the image and quality of beef produced in Mexico." Mexico is by no means a pioneer in this method, as other countries such as the U.S. and Uruguay have done this for a number of years. The marketing efforts have paid off—"Exports for the first six months of the year are up 120% to 55,746 metric tons from 25,327 when compared to the same period in 2010. Of notice, is the tremendous growth of exports to



Russia, which is now our second largest market after the U.S.," Perez added.

Carnes Vi-Ba, with its headquarters located in Monterrey, Mexico, is a success story of export markets. This company started from a small feedlot in Tamaulipas, Mexico, "when production was destined to a market where the highest quality standards were not a competitive advantage." In 15 years Carnes Vi-Ba went from 3,000 head to 45,000 in their feedlots while reaching strict international

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quality standards. As of now, Carnes Vi-Ba is HACCP, TIF (Mexico's Federal Inspection certification), and USDA certified, along with certifications for each of the markets covered. In 2010, Carnes Vi-Ba won Mexico's export award and is now working on its certification to enter other markets such as China and Singapore. Under the slogan "Mexico's Freshest Meat," Carnes Vi-Ba has positioned itself as an example for other Mexican beef producers to continue the efforts not only of exporting, but to attain quality standards, international certifications, and ultimately look for those markets that pay the best returns. They currently export to the U.S., Russia, S.Korea, Panama, Puerto Rico and Japan.

Although the industry is still relatively small compared to the big giants across the northern border, it appears as if Mexican beef producers have already figured out the formula, individually by company and collectively as an industry, to succeed in an ever-changing global market. **UB**

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