

URNER BARRY'S Reporter

VOLUME 7 / NUMBER 1 / WINTER 2012

the newsmagazine for the food industry professional

MoArk, LLC

Outstanding people making eggs great

From its humble business beginnings as a small Purina Feed dealership in Pineville, Arkansas to a \$700 million marketer, distributor, processor and producer of fresh shell eggs, MoArk, LLC is the broadest reaching shell egg company in the nation.

Priding itself on a "can do" attitude and approach with customers extending from coast to coast, MoArk, LLC's current scope is far beyond MoArk Productions' original 1957 footprint. At that time the fledgling

shell egg production company, which boasted locations in Missouri and Arkansas (giving rise to the name "MoArk"), was already well on its way to establishing itself as a company of high standards. By the year 2000, MoArk Productions became MoArk, LLC after entering into a 50/50 joint venture with Land O'Lakes. Six years later the remaining 50% of MoArk was purchased by Land O'Lakes making it a wholly owned subsidiary of the Minnesota-based, member-owned agricultural cooperative.

During this time of joint ventures and acquisitions, the company's business grew considerably. Realizing about \$60 million in annual sales in 2000, the figure has grown to almost three-quarters of a billion dollars with the recent long-term lease arrangement of three Maine based egg production and marketing businesses. In speaking to *Urnner Barry's Reporter*, Bob Hodges, Vice President Sales and

Continued on page 65



SPECIAL REPORT

What's next for U.S. protein exports?



©iStockphoto.com/Sjoerd van der Wal

Exports of U.S. proteins have never had a greater influence on the ability to generate new, significant market values and tonnage trends than they do right now. 2011 has proven to be a record breaker for the major meat groups. Beef is on course to set new all-time records in both the volume of exports and their value. With nearly a quarter of U.S. pork production now heading overseas, pork exports are a more formidable force than ever before, resulting in record hog and wholesale prices for much of 2011. It doesn't stop

there. As a whole, U.S. poultry exports are setting year-on-year records for the value of exports and tonnage is the third highest ever, while the egg industry enjoys increasing interest and growth opportunities with trading partners interested in U.S. egg and egg products. In short, the horizon for U.S. protein exports is an encouraging one. Recent industry reports suggest that the quickly emerging BRIC countries—Brazil, Russia, India and

Continued on page 56

On the inside...



23 Restaurants serving more pork.

Pork's popularity as a menu item puts it center of the plate at most restaurants.



24 The allure of freshwater fish.

The Great Lakes are a seafood lover's haven with plenty of high-quality and delectable finds.



45 Heritage birds make a comeback.

These birds retain the historic characteristics that are no longer present in the majority of turkeys raised for consumption.

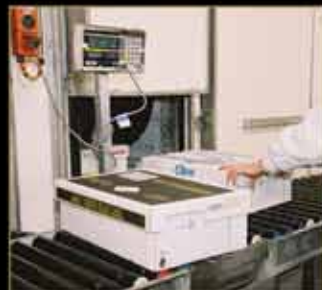
QUALITY VALUE

FRESH AUSTRALIAN BEEF

PROGRAMS SUITABLE FOR ALL APPLICATIONS

COOKERS, JERKY MANUFACTURERS, FOOD SERVICE CUTTERS AND DISTRIBUTORS
MID-SCALE TO WHITE TABLECLOTH RESTAURANTS

HIGH YIELDING - COST EFFECTIVE - GUARANTEED PERFORMANCE



FULL LINE RETAIL PROGRAMS, BOXED OR CASE READY, IDEAL FOR SMALL TO MEDIUM
RETAIL CHAIN STORES - SUPPORTED BY A PROMOTIONAL AND MARKETING PACKAGE INCLUDING
IN-STORE DEMOS AND POP MATERIALS

PREMIUM GRAIN & GRASS FED PROGRAMS USDA ORGANIC, WAGYU (Kobe)

CALL US OR VISIT
OUR WEBSITE FOR INFORMATION



TOLL FREE: 1-877-717-BEEF
WWW.APBBEEF.COM

URNER BARRY'S Reporter

THE NEWSMAGAZINE FOR THE
FOOD INDUSTRY PROFESSIONAL

PUBLISHER
Paul Brown Jr.

SENIOR EDITOR
Russ Whitman

MANAGING EDITOR
Joe Muldowney

CONTRIBUTORS
Russell Barton
Janice Brown
Jamie Chadwick
Rusty Dean
Haidee Elliott
Bruce Longo
James Kenny
Brian Moscogiuri
AJ Munger
Michael Ramsingh
Angel Rubio
John Sackton
James Serpico
Chris Slavin
Terence Wells
MaryAnn Zicarelli

COPY EDITOR
Linda Lindner

ART DIRECTOR
Glenn F. Juszczak

PRODUCTION MANAGER
Chris Ashley

ASSOCIATE DESIGNER
Maria Morales

ADVERTISING
Janice Brown
Terence Wells

SUBSCRIPTION INFORMATION
800-932-0617



An Urner Barry Publication
Published Quarterly
Printed in the U.S.A. Copyright © 2012

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

Nothing may be reproduced in whole or part
without written permission from the publisher.

URNER BARRY'S REPORTER • VOL. 7, NO. 1 • WINTER 2012

Center of the plate

MOARK®

Page 1
MoArk, LLC:
outstanding people
making eggs great



◀ Page 1
SPECIAL REPORT:
What's next for U.S.
protein exports?

Main ingredients

- 4** Implications of the worst 1-year drought in U.S. history on the country's cowherd
- 6** California transparency in supply chains act
- 12** AEB shifts consumer marketing efforts
- 21** USDA delays effective date for mandatory nutrition labeling rule
- 22** Environmental campaign strategies hurting rather than improving public health
- 25** National Turkey Federation taps Blogger Community to "upgrade" family meals
- 40** Life beyond parity: the Australian dollar yesterday and today
- 49** GAA's Global Aquaculture Santiago meeting looks at future of global production

- 28** Lobsta Truck signifies emerging consumer demand for food on wheels
- 30** Designing the perfect EggScape™
- 31** Certified Angus Beef: Splash of concern?
- 34** How much more are consumers willing to pay for sustainable cuisine?
- 32** Introducing Comtell's new charting feature
- 36** Urner Barry launches social media marketing with Facebook and Twitter
- 42** Chicken processors crying "fowl"
- 44** Urner Barry Retail Activity Index
- 46** Some 2012 Republican candidates and their affiliations to the food and ag industry
- 64** New and improved Urner Barry web site

News bites

- 8** Evolution of the chicken nugget
- 9** NFI's Top Ten Seafood List reports U.S. tilapia consumption up 20% in 2010
- 10** Satisfaction and perception: Popularity of niche products increases
- 15** Branzino: A taste of the Mediterranean right here in the U.S. ▶
- 16** Summit signals beef's commitment to providing most wholesome product possible
- 20** Akaushi Beef: A heart-healthy option that's full of flavor
- 23** Restaurants expanding protein selection by offering more pork dishes
- 24** The Great Lakes: five lakes of unforgettable fish



A la carte

- 11** Flavors of the season
- 14** The Reporter's Guide to... ▶ the shoulder clod, the shoulder what?
- 17** Lobster traps decorate the season
- 18** The EVOO-lution of Olive Oil
- 26** The art of tailgating
- 38** Not your ordinary meat snacks
- 45** Bringing heritage back to the table
- 48** Ireland: The importance of the green
- 50** Making the rounds with UB's Reporter
- 52** Spending time with... MLA's Stephen Edwards
- 53** Succulent short ribs stimulate a fantastic fall menu
- 54** Eye on dining... Magnificent Miami
- 55** Test your knowledge: egg products
- 63** A new generation of cooking enthusiasts



The drought effect...

Implications of the worst 1-year drought in U.S. history on the country's cowherd

**“I don’t think
there’s a bale
of hay left in
Oklahoma...”**

The hay supply in the southern U.S. has all but vanished since a record-setting drought began decimating the Southern Plains over one year ago. Rainfall has been sparse in all but a few fortunate areas. To make matters worse, Oklahoma and Texas closed the books on the hottest summer on record, averaging a sweltering 86 degrees. This record is the hottest in modern history, not just in Oklahoma and Texas, but for any state since temperatures were first recorded in 1895.

"We were able to make a third of the hay we typically do in most years, and the hay we did cut was marginal at best," explained Randy Gallaway, the owner of Gallaway Gelbvieh in Mullhall who runs a small farm along with his family in north central Oklahoma.

In typical years, hay is reserved for winter feeding when pastures lie dormant and supplemental feeding is required. This year, excessive heat and lack of rain scorched pastures early in the grazing season, and cows were unable to maintain adequate body condition. The drought has left farmers and ranchers with only a few options, two in particular—either sell cattle to reduce the number of cows per acre to a more manageable level or buy feed to supplement nutritional needs.

This is not an easy decision for most farmers and ranchers. A few industry groups, like the Noble Foundation, have provided extensive resources for those trying to manage herds and resources in drought-affected areas. Their first suggestion, which many ranchers have already heeded, is to cull all cows that are old, injured, or didn't get bred last breeding season. If necessary, the Noble Foundation also suggests culling cows that have calves later in the calving season. These calves tend to be lighter at marketing time, and late-calving cows are generally not as profitable as those calving earlier in the season.

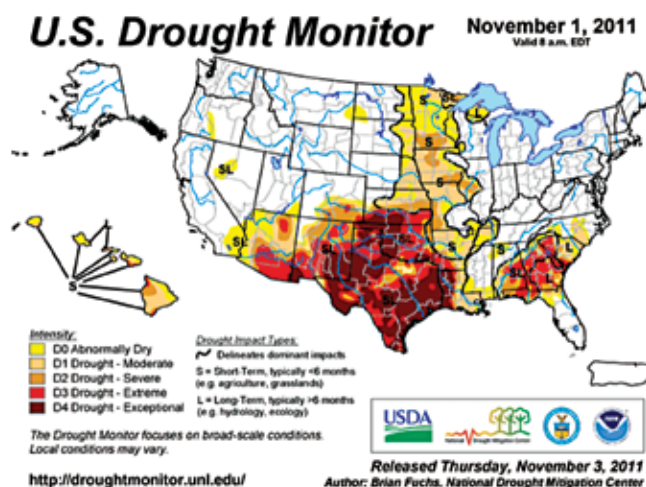
It's also important to compare the costs of maintaining cows through drought and winter months with the cost

of replacing the cow herd when the drought breaks. This calculation can vary depending on each herd's genetic potential. A herd with greater genetic potential, even though maintenance costs are similar, will cost a premium to replace when the drought ends compared to a herd with average genetics.

In a year that can be compared to the worst of the

Dust Bowl, according to Gallaway, cattle owners will continue to sell-off their herds if conditions don't improve. In fact, a survey conducted by the Texas and Southwestern Cattle Raisers Association found that 84 percent of ranchers have reduced their herds. This has resulted in a 12 percent reduction of the cowherd in Texas that has been sold, slaughtered, or shipped out of state. Since Texas' nearly 5 million cows

make up roughly 16 percent of the nation's cowherd, the effect of this drought will be felt for years to come.



HOW LONG CAN IT LAST?

Climatologists fear that drought conditions are likely to continue into next year and perhaps for years to come. According to Texas State climatologist, Dr. John Nielsen-Gammon, the La Nina weather pattern responsible for much of the dry weather last year could be forming again in the Pacific.

However, La Nina weather patterns are not the only weather formations that affect drought in the Southern Plains, says Dr. Nielson-Gammon in a recent interview with Texas A&M AgriLife. He explains that scientists now believe temperature oscillations in the Atlantic Ocean play a role in long-term drought patterns.

The implications of recent warmer than average North Atlantic Ocean temperatures coupled with La Nina weather patterns could prove disastrous as these conditions are linked to generally dryer weather and periods of increased drought susceptibility. One does

Continued on page 66

California transparency in supply chains act

©iStockphoto.com/John Solie



Ever hear of S.B. 657? How about the California Transparency in Supply Chains Act? Well, by January 1, 2012, when hundreds of companies will be required to comply with this new law, just about any retail seller or manufacturer “doing business” in California will know it intimately. The act is the first to require companies that meet certain requirements to post a disclosure on their Web sites concerning their efforts to combat human trafficking and forced labor, i.e. slavery, in their own supply chains. In general, and we strongly suggest legal counsel for complete interpretation, retail sellers and manufacturers that do

business in California and that have over \$100 million in annual worldwide gross receipts must publicly “disclose their efforts to eradicate slavery and human trafficking from their direct supply chains for tangible goods offered for sale.” Furthermore, businesses that are not legally covered by the language of this legislation may still be affected by the act’s requirements, at the request or command of commercial partners along the supply chain who *are* covered.

BACKGROUND

Human rights issues have been a growing international topic and retailers have been increasingly under the magnifying glass in regard to how they are holding their supply chains accountable to the fact that no human rights violations are taking place in the business procession as it trickles down to the consumer. The sourcing of materials and consumer products from developing countries frequently raises questions about the labor standards and worker protections which exist in those areas of the world.

WHO QUALIFIES?

Although there are a number of qualifying stipulations that determine whether a company requires adherence to the act, two key ones are that a company qualifies if they filed a California tax return in 2011 and they checked either manufacturing or retail trade as their principal business activity code.

Section 23101 of the California Revenue and Taxation Code states that “doing business” means actively engaging in any transaction for the purpose of financial or pecuniary gain or profit.

For taxable years beginning on or after January 1, 2011, a taxpayer is doing business in California for a taxable year if any of the following conditions has been satisfied:

(1) the business is organized or domiciled in California; (2) sales in California in 2011 exceed the lesser of \$500,000 or 25 percent of the company’s total sales; (3) the value of the company’s real and tangible personal property exceeds the lesser of \$500,000 or 25% of its total real and

MOARK }

OUR BUSINESS IS EGGS...

AND WE DELIVER

PHONE: (866) 757-EGGS
WWW.MOARKLLC.COM

A COMPANY OF OUTSTANDING PEOPLE...
MAKING EGGS GREAT.

Moark is a premier producer and marketer of fresh shell eggs. We deliver a full spectrum of top quality shell eggs to retail, industrial and foodservice customers coast-to-coast. More so, our expert knowledge of the egg industry and national scope enables us to offer innovative, value-added services that help our customers achieve better bottom lines.

Our slogan “We Deliver... More Than You’d Expect” signifies our “can do” attitude and approach. In turn, our growing customer list powers MOARK’s sector-leading growth and status as a major marketer of fresh eggs in the U.S.



tangible personal property; or (4) amount paid by the company in California for compensation exceeds the lesser of \$50,000 or 25 percent of the total compensation paid by the company.

As a result of these rules, many out-of-state businesses that traditionally may not be considered California businesses could get swept up in them.

WHAT NEEDS TO BE INCLUDED IN THE DISCLOSURE?

The disclosure should be designed to illustrate the degree to which the retail seller or manufacturer engages in each of the below measures designed to eliminate human trafficking and slavery from its supply chain. According to our research, the language need not be specific but it does need to be straight forward and easily understood.

The disclosure should address whether the following actions are being taken:

1. Verifying product supply chains including disclosing whether the verification was done by a third party.
2. Conducting supplier audits to see if they comply with company standard, as well as specifying whether the audit was independent and unannounced.
3. Requiring direct suppliers to certify that the products comply with laws regarding slavery and human trafficking of the country in which the supplier does business.
4. Maintaining internal accountability standards and procedures for employees and contractors that fail to meet company standards.
5. Making sure that anyone having responsibility for supply chain management is properly trained in the area of human trafficking and slavery.

PENALTIES AND THE OUTLOOK

Currently the penalty for not posting the disclosure is an injunction against the non-conforming company by the California Attorney General mandating the posting. According to most assessments, the law is not intended to force companies to make

changes to their corporate compliance policies. Instead, it is designed to encourage the largest U.S. companies to disclose efforts they are taking within their own supply chains to fight this international problem. The act's authors hope that consumers will use this information when making a purchase decision.

Other states are working to pass similar legislation. Rep. Carolyn Maloney of New York recently introduced H.R. 2759: Business Transparency on Trafficking and Slavery Act "to provide disclosures in annual reports that are filed with the Securities and Exchange Commission to identify and address forced labor, slavery,

human trafficking and child labor issues in supply chains."

As a result of S.B. 657 and other proposed laws, experts urge U.S. companies to take steps to review their supply chains to ensure that they are above board and in compliance with any current or future legislation that is in place or which may surface at some future point in time.

Uner Barry's Reporter urges readers who have questions about whether this law applies to them to consult legal counsel.

Article contributed by Russell W. Whitman
rwhitman@urnerbarry.com



interstate warehousing
a Tippmann Group Company
NEWPORT NEWS, VA

QFR ZONE

COLD STORAGE WAREHOUSING AND QUICK FREEZE CAPABILITY.
TIPPMANN HAS IT ALL!

VISIT US IN BOOTH 5944 AT THE INTERNATIONAL POULTRY EXPO IN ATLANTA

Check out Interstate Warehousing in Newport News, Virginia, equipped with our new QFR Zone® to handle your quick freezing needs.

Immediate Availability

- 355,000 square foot multi-temperature facility
- Import/Export USDA Inspection Room
- Capacity to quick freeze 21 loads per day
- 15 divisible rooms
- Public storage space AND lease options available

Get in the Zone!

- QFR Zone® technology uses improved airflow for more efficient freezing
- Available for your freezer, too! (new construction and/or existing building)

TIPPMANN HAS THE SPACE YOU NEED AND THE INCREDIBLE QFR ZONE TO FREEZE ANY PALLETIZED PRODUCT. FAST.



TIPPMANN GROUP
9009 Coldwater Rd.
Fort Wayne, IN 46825
(260) 490-3000
qfrzone@tippmanngroup.com
www.tippmanngroup.com

Evolution of the chicken nugget



©iStockphoto.com/GMWood

of food and poultry science at Cornell University. An eventual member of the American Poultry Hall of Fame, Dr. Baker was also the creator of products such as chicken bologna and chicken hot dogs.

Most of Baker's progress with poultry took place in the 1950s, but the nugget, and Baker himself for that matter, didn't gain stardom until it appeared at McDonald's in 1980. From there the famous fast-food chain, in association with Tyson Foods, helped to take the nugget mainstream. This occurred in 1983 when McDonald's introduced the nuggets to their restaurants on a national scale.

Now one of the most popular items on McDonald's menu, Chicken McNuggets were originally made with a mixture of white and dark meat. That recipe didn't change until 2003 when, according to the chain, they switched to "Chicken

McNuggets made with all white meat to enhance the quality and flavor..."

Apart from McDonald's, various other fast-food chains adopted the nugget onto their menu over time. Wendy's, KFC, Burger King, Popeye's, Church's—the list goes on and on. Slightly different in form, but similar in nature, is the chicken finger which is prone to be offered at most any quick-serve establishment. These are typically made up of something called chunk or trim meat, the derivatives of the processing of cutlets or tenders.

The ingredients and forms of most restaurants' poultry pellets will surely differ from one to the next, but the fact remains true: bite-size bits of dippable chicken are likely to remain a staple at the table. **LB**

Article contributed by James Serpico
jserpico@urnerbarry.com

POULTRY • BEEF • PORK • SEAFOOD

We're Known For Chicken,
But There Is More Inside.

Your Trusted Domestic and
International Wholesaler

Eastern
Poultry and Food Distributors

The Protein People Since 1954 | www.epoultry.com

How much seafood are Americans eating?...

NFI's Top Ten Seafood List reports U.S. tilapia consumption up 20% in 2010

Americans ate 20 percent more tilapia in 2010 than they did in 2009, propelling it from the number five spot to the number four spot with the single largest gain in consumption on the National Fisheries Institute's (NFI) latest Top Ten Seafood List.

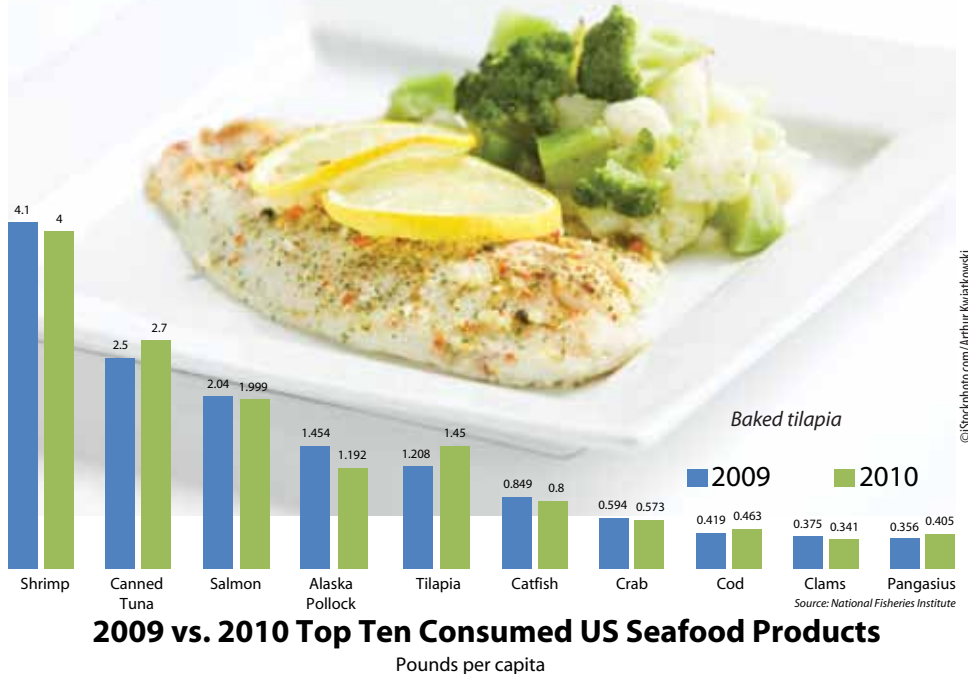
Other impressive gains saw pangasius jump 14 percent to claim the number nine slot, up one from last year. And while cod remained at number seven, it gained 11 percent over 2009.

"If you look at the numbers from 2008, 2009 and now 2010, keeping in mind population growth, we're hopeful that we're beginning to see seafood consumption steady, a trend that makes it poised for gains," said NFI president John Connelly.

"...we're hopeful that we're beginning to see seafood consumption steady, a trend that makes it poised for gains,"

This year's list contains some anomalies, including a National Marine Fisheries Services (NMFS) recalculation of 2009's total pounds per capita that changed to 16 lbs from 15.8 lbs. There was also a slight reduction in clam consumption on the 2009 list.

The 2010 Alaska Pollock numbers appear to show a drop of 18 percent when compared to the 2009 list, but about half of that decline is actually due to a new export category that identified previously uncounted exports. The balance was due to a reduction in imports and a sharp increase in surimi exports. Also, pollock fillet exports increased, reflecting the continued strong demand for pollock fillets in Europe as it remains the most popular seafood item in Germany. **UB**



SIGMA IS...

CRABABILITY

www.seafoodbysigma.com

Sigma International, Inc.
10901 Roosevelt Blvd. N. Suite 100-B
St. Petersburg, FL 33716
727-822-1288

This article originally appeared on
Seafoodnews.com on September 12, 2011
SEAFOOD NEWS.COM

Satisfaction and perception

Contributed by Certified Angus Beef

Whether picking out tissue paper or a house, you want it your own way, for your own personal reasons. The growing effort to please more personal preferences has led to expanded retail meat case offerings, often including a grass-fed beef selection.

Most Americans still prefer grain-fed beef, with its higher degree of marbling or intramuscular "flavor" fat.

"Because marbling from grain-fed cattle has a low melting point, well-marbled beef has a more fluid feel which complements the flavor," says Stephen Smith, Texas A&M University meat scientist.

However, as many consumers turn to "low-fat" and "no-fat" foods, the popularity of some niche products has increased. Whole cuts of grass-fed beef generally have

"...well-marbled beef has a more fluid feel which complements the flavor..."

less total fat than whole cuts of grain-fed beef, but Smith says total fat should not be the only consideration.

Instead, he emphasizes the differences based on types of fatty acids. "It really depends on how saturated the fat is in beef," he explains. "And we have found the fat in grass-fed beef tends to be very



Stephen Smith, Texas A&M University meat scientist.

saturated with very high melting points. This could lead to a greasy mouth-feel."


Highly marbled, grain-fed beef tends to be lower in saturated fat and trans-fatty acids because it contains more oleic acid, which is found in olive and canola oils. "It is more liquid and gives the meat a more juicy sensation, and may also provide additional health benefits," Smith says.

He adds that the best dietary health advice when eating any beef is to trim off the external fat and control portion size.

The popularity of grass-fed beef may be linked to the growing "green movement." Yet animal scientist Jude Capper, Washington State University, says environmental concern is not the best reason for choosing grass-fed beef.

Cattle finished on grass grow at a much slower rate than those finished on a grain diet. "If the animals grow faster and weigh more, that cuts environmental impact," Capper says.

In a recent study, she found that a completely grass-fed U.S. beef industry would need enough extra land to equal three-fourths the area of Texas to match the amount currently produced. It would also require 468 billion gallons more water and increase greenhouse gases by an amount equal to the annual emissions of 26.6 million cars.

Consumer preferences vary greatly, especially at the meat counter. But regardless of the reasoning behind any buying decisions, Smith says there is really just one thing to think about: "Are you going to be happy with the eating experience?" 



TAURUS FOOD PRODUCTS, INC.

All types of raw materials for
**Food Processors, Meat Patty Makers,
Meat Distributors, Sausage and
Canned Meat Manufacturing**

**Importers of Australian and
New Zealand Boneless Beef**

**Purveyors of all
Beef & Pork Sausage Materials**

CONTACT US FOR A FREE QUOTE

Mike Berman 800.828.7877 taurusmike@aol.com	Bill Berman 888.520.5600 bill@taurusfoods.com
Kevin Miller 316.744.9000 kevin@taurusfoods.com	Pat Bouey 480.661.0607 patrickbouey@cox.net



Excitement grows as the flavors of fall and winter spread...



©Stockphoto.com/Jack Puccio

"...fall and winter are undoubtedly the seasons for hearty and delish cuisine."

Flavors of the season

As summer tapers and the weather cools, some fret about descending temperatures and shortening days, but for many food lovers, excitement grows as the flavors of fall and winter spread through retail markets, foodservice menus and even in their kitchens at home. There are notorious fall vegetables like pumpkin, which can be found in anything from cream cheese, to pies, beer and even in coffee, which seems to grow in popularity every year. The orange squash is even used as a decoration and for recreational carving, especially as Halloween approaches. Root vegetables like rutabagas, sweet potatoes, and parsnips are also popular, and can be boiled, chopped, and creamed as soup. Seasonal greens such as chard and kale, which is a type of green or purple cabbage, are typically served mixed in salads, found in soups, or sautéed as sides.

Although all of these items go well on their own and evoke the warm feeling associated with a hardy meal during

the cooler months of the year, seasonal proteins are typically an entrée's shining star. One of the more versatile items in this category is the bratwurst, a type of sausage typically composed of beef, pork, and even veal. These links can be pan fried, grilled, stewed or braised in broth or beer and served at breakfast, lunch or dinner. Poultry is undoubtedly the protein choice of the Thanksgiving holiday and you would be hard-pressed to find a household which didn't have a baked or fried bird in the center of the table. The turkey is typically stuffed, sliced, and served with gravy or cranberry sauce. Turkey is not the only type of poultry served however, seasonal birds include Cornish hens, chicken, and game birds like pheasant and quail. Another popular item for both Thanksgiving and Christmas dinner is the baked ham, typically glazed and baked in the oven, at times garnished with pineapple and maraschino cherries. Lamb and beef are also popular in the winter months especially in Shepherd's pie,

filled with chopped meat, vegetables, and lined with a mashed potato crust. Seafood is another important category of the holidays, with traditions like the feast of seven fishes on the Italian Christmas Eve. Culturally discouraged from eating meat on the night of the 24th, seafood items will include: Baccala (cod), crab, calamari, shrimp, scallops, lobster, whiting, salmon, tuna, and others. Fish will either be prepared as individual dishes or together as an *insalata di pesca*.

The fall and winter also bring with them popular dessert items. Pies are the hands down favorite of the fall and winter seasons. Pumpkin, apple, sweet potato, and blueberry pies fly off shelves and spur baking needs as consumers do their best Betty Crocker impressions during the cooler months. Christmas cookies, gingerbread, and fruit cake are the preferred deserts for the Christmas season, and although not as popular as it once was, eggnog can still be found in some refrigerators. Spiced coffees and hot chocolate typically round out fall and winter meals or are a delicious way to warm up and start your day.

No matter what time of year you prefer, fall and winter are undoubtedly the seasons for hearty and delish cuisine. The cooler weather can be a drag for some, but the holiday seasons are a time filled with amazing flavors which many look forward to each year. **UB**

Article contributed by Brian Moscogiuri
brianm@urnerbarry.com



ALL CATEGORIES POULTRY

Retail • Food Service • Industrial • Export
Professional Sales and Procurement Services

P.O. 2061 • Russellville, Arkansas 72811
POULTRYTRADERS@hotmail.com

Call Jim, Tommy, Jason or Steven

479-968-1777

(Fax) 479-967-1111

EVERYTHING POULTRY SINCE 1979

AEB shifts consumer marketing efforts

Contributed by
the American Egg Board

In 2012, the American Egg Board (AEB) will be revamping its consumer marketing efforts aimed at increasing consumer demand by encouraging consumers to rethink their first meal of the day and to eat one more weekday egg breakfast.

The new "Wake Up to Eggs" campaign will remind people to wake up to eggs for breakfast but also to wake up to the new news about eggs.

AEB uncovered a simple insight through consumer research; consumers who know about eggs and their nutritional benefits are also the heaviest users of eggs. In essence, people who know more, buy more. As a result, "Wake Up to Eggs" will attempt to increase awareness of a variety of motivating facts about eggs, including that eggs are:



- Lower in cholesterol than previously thought
- A good source of Vitamin D, naturally
- Help you maintain a healthy weight
- Can be conveniently made in the microwave and still be delicious
- Cost as little as \$.15 per serving
- Contain 70 calories each

AEB will use a strong print, online and radio schedule to deliver this news in

an impactful way. For the first time in 35 years, AEB will not have national television advertising.

"AEB's Board Members and Alternates challenged the staff to go beyond status quo and rethink business as usual. Next year's approach is very different than what we have been doing in the past," says Joanne C. Ivy, President & CEO, American Egg Board. "We have taken a Fresh-Look-Forward approach and looked at all our programs, tactics and partnerships with fresh eyes to make sure we are maximizing producers' investment into AEB."

Additionally, AEB will continue its incredible public relations and social media efforts to garner "unpaid" media coverage and consumer interest. In fact, the Incredible Edible Egg has more than 200,000 Facebook fans, which is more than any other commodity.



RF
RADLO FOODS, LLC
SINCE 1916

**Innovative Supplier of
Shell and Processed Eggs for the
Domestic and International Markets**

Contact:

David Radlo
dradlo@radlo.com

Dan Rogers
drogers@radlo.com

Jim Corbin

Tel: 800-370-1439 Fax: 617-923-6440

www.radlo.com

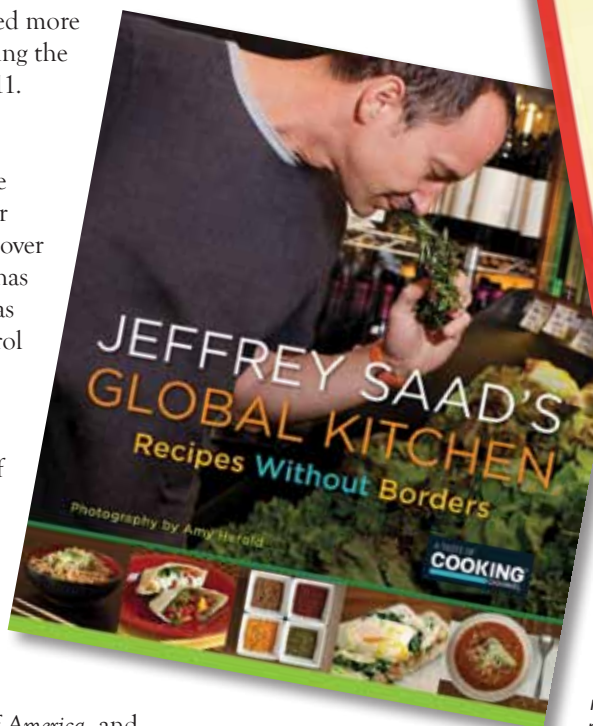
While looking forward to 2012, AEB is ecstatic to report that its News Bureau impressions totaled more than 405 million, exceeding the goal by 84 percent, in 2011.

This year, eggs basked in the media spotlight. Since July, news about the lower cholesterol egg has taken over long-lead magazines and has even made experts, such as Dr. Oz, bust the cholesterol myth and expand on the many health benefits of eggs, as demonstrated in the September 12 issue of *Time* magazine.

Chef Jeffrey Saad and eggs continue to be a perfect match. Saad is currently filming Season 3 of the Cooking Channel's *United Tastes of America*, and is publishing a cookbook, *Jeffrey Saad's Global Kitchen, Recipes without Borders*, set to release March 2012. Eggs appear on the cover of his cookbook and have their own chapter, *Eggs: The Protein Powerhouse*, along with 10 recipes.

In October, Jeffery, Howard Helmer and AEB attended breakfast and lunch with 14 top food editors from outlets such as *Bon Appetit*, *Food and Wine*, *Everyday with Rachael Ray*, *Food Network Magazine* and *Cooking Light* to talk about Jeffrey's upcoming cookbook and the latest egg news.

AEB set its 2012 benchmarks high and aims to help increase consumer demand through its various marketing efforts. **UB**



Eggs basked in the media spotlight in 2011. News about the benefits of eggs and their many uses made its way into long lead magazines and other types of print.

WIN TRANSPORT INC.

WE CAN HANDLE ALL YOUR TRANSPORTATION NEEDS!

Arrange for pickups and deliveries

Drivers are independent and professional

Work with any frozen products

Provide service in all 48 continental states

Specialize in LTL and full truckloads



Call Toll Free for our California and Florida Division (888) 345-7441

4810 Williamsburg • P.O. Box 189 • Federalsburg, MD 21632

Toll-Free: (800) 984-9524 • Phone: (410) 943-0200

Fax: (410) 943-0206 • E-mail: wcole@wintransportinc.net

www.wintransportinc.com

L. Hart, INC.
Poultry
Broker • Buyer • Seller
Retail • Wholesale • Foodservice
Further Processing



Larry Hart • Lance Clement
Lane Hart • Ken Hart

(662) 473-3030
Fax (662) 473-3067
P.O. Box 704
Water Valley, MS 38965

the shoulder clod, the shoulder *what?*

If you've never heard of a shoulder clod, you're surely not alone. From the name, you can decipher that it comes from the shoulder area, and that much is correct. The clod is a beef cut from the chuck primal which, along with the brisket and rib, makes up the forequarter of a beef carcass. The chuck primal is separated from the rib primal—where your ribeyes come from—almost always between the 5th and 6th ribs.

The chuck is the largest primal of the carcass, comprising almost 30% of the total by weight. Since it makes up such a large portion of the overall carcass, it's very important for sellers to merchandise cuts from the chuck effectively. The problem is, the chuck has typically been relegated

to either roast cuts or ground chuck formulations due to its general lack of tenderness and complex muscle structure. It has been difficult to move away from this reputation, but some very popular value-added steak cuts from the chuck have helped change this perception.

The shoulder clod is one of two main muscle groups, also known as sub-primals, cut from the chuck. When looking at the beef animal, the clod is cut from the bottom half of the chuck primal and the chuck roll makes up the top portion. The packing industry will package these cuts a number of different ways according to buyer specifications. In the past, packers would send out the entire chuck primal to be broken down by local butchers, but now the chuck roll and clod are usually ordered separately.

When a buyer orders a shoulder clod, they can specify either commodity or XT trim. In industry parlance, this means either ½" or ¼" fat trim, respectively. Very few shoulder clods today are sold with commodity trim, because most buyers do not want to trim and then grind the fat trimmings, rather they prefer an item that is knife ready to cut into roasts or steaks.

Three major muscles make up the shoulder clod: the *triceps brachii* (clod heart), *infraspinatus* (top blade/flat iron), and the *teres major* (shoulder tender). Buyers can choose to either purchase this muscle group whole, or as individual muscles. When purchased individually, these items only need be trimmed of connective tissue and cut into portion sizes. When purchased whole, a skilled meat cutter can easily separate the individual muscles and cut them into desired portions.

The most popular cut from the shoulder clod is the flat iron. It is the second most tender muscle on the beef animal, only surpassed by the very popular tenderloin.



©iStockphoto.com/lehazle

It is a very popular steak item, and can be prepared on the grill or sautéed in a skillet. In addition to steaks, the flat iron also works well in fajita and stir-fry applications.

The *teres major* is also another very popular cut from the shoulder clod. You may have also heard it called the shoulder tender or the petite tender on a menu in a restaurant. It is a very tender muscle that is similar in shape and size to a pork tenderloin. Preparation methods vary, but most often it is grilled or roasted and sliced into medallions.

Last but not least, the clod heart makes up the largest portion of the shoulder clod. It has been used mostly in roast applications and you can generally find it in your supermarket labeled as a shoulder roast. You may have also seen it merchandized as a Ranch Steak, which is a newer cut that many may not be familiar with. A skilled butcher can cut a Ranch Steak by separating an individual muscle, known as the long head, from the rest of the clod. This is then portioned into individual steaks and can be prepared on the grill or sautéed in a skillet. The Ranch Steak is a very lean and nutritious option, and can be an attractive bargain for those looking for an inexpensive alternative to higher priced steaks. **LB**

Article contributed by AJ Munger
ajmunger@urnerbarry.com

A Family Farm
Producing Quality Nest Run &
Graded Eggs Since 1925!

CREIGHTON
Brothers

FDA Compliant &
Full Time USDA Inspected
www.creightonbrothersllc.com

CRYSTAL
Lake

Meeting Your
"out of the shell"
Needs Since 1968
www.crystallakellc.net

FROZEN-DRIED
LIQUID-COOKED

Branzino: A taste of the Mediterranean right here in the U.S.

Native to the European sea and saltwater lakes, Branzino is a firm, white fish. Other names used around the world include European sea bass, spigola, loup de mer, robalo, lubina, sea dace and Branzini.

Branzino's popularity in Italy dates back to Roman times. Its tasty, mild flavor, and the few, and easy-to-remove bones, account for its longevity as a well-liked seafood choice.

A recent boost in its appeal has hit the market here in the United States. Retailers including Wegmans, Price Chopper and FreshDirect recently added Branzino as a standard seafood item.

More and more restaurants are showing it as a regular menu feature. A large concentration of its popularity has been evident in the Northeast.

Fresh fish from the Mediterranean is not common in the U.S. marketplace so what amplified its interest?

Local Ocean of Greenport, New York has become a major supplier of Branzino. It is land-based, fully-enclosed, with a 100% recirculation system. They currently raise six saltwater species of fish with Branzino being one that is gaining popularity.

Wegmans chose to carry farm-raised Branzino from Local Ocean because they are able to receive the fish fresh in their stores within 24 hours of harvest. It is also available year-round.

Carl Salamone, vice president of seafood at Wegmans said in their press release dated October 7, 2011, "We are truly excited about this. It's a big win for our customers and for the environment, every way you look at it. These fish are absolutely delicious. We can harvest them

without depleting ocean fish populations, and the indoor ecosystem in which they grow is a model of environmental sustainability. And because they're raised in the U.S. within a few hours from most Wegmans stores, less fuel is needed to bring the fish to market than when ordering from overseas."

Because the fish is farm-raised, it has little variation in quality, availability or price which makes it easier for large retailers to commit to carrying the product.

Most Branzino weigh just a little over one pound. It is shipped as wholefish and remains that way in most retail cases; it is also typically cooked as a wholefish with the head on. Some seafood counters will offer to head and gut the fish for customers; making it less intimidating for consumers to purchase it as a wholefish.

When buying Branzino, the eyes should appear clear and the flesh should be firm. It should not smell like anything other than the sea. When gutting the fish, it is recommended to begin at the tail and, with a thin, sharp knife, make a cut about 1 to 1 ½ inches into the belly and work the knife cut towards the head. Remove the insides and rinse (including the gills) with cold water. Pat the fish dry with a paper towel. Most fish is cooked with the head and skin intact. Seasonings and lemon slices are recommended to be placed into the belly. Olive oil on the skin will help to make it crispy. When cooked, the flesh of the fish will easily come away from the skin. Some restaurants will cook and serve it as wholefish while others will cook it whole and serve it filleted. Regardless of the preparation varieties, the end result is a mild, yet tasty white fish. **UB**

Article contributed by MaryAnn Zicarelli
maryann@urnerbarry.com



Branzino and orata—two fish prized by Mediterranean people for centuries—are now products of the United States available at U.S. retailers within 24 hours of harvest.

KEYPORT™

Your Direct Source

PREMIUM RED KING CRAB

Traceable • Sustainable

**RED KING CRAB • SNOW CRAB
DUNGENESS CRAB • ALASKA COD**

Phone: **206.284.1947**

E-mail: mark@keyportllc.com

Web: www.keyportfoods.com



Summit signals beef's commitment to providing most wholesome product possible

Contributed by NCBA

2012 celebrates the Beef Industry Safety Summit's tenth year. The event is coordinated by the Beef Industry Food Safety Council (BIFSCo), a group that represents every segment of the beef industry, from cow-calf producers to packers and processors to retailers and foodservice operators, and funded in part by the Beef Checkoff Program. BIFSCo is committed to developing industry-wide, science-based strategies to address food safety issues in beef.

The Beef Industry Safety Summit is the hallmark of the U.S. cattle industry's commitment to providing the most wholesome product possible. The format of



the Beef Industry Safety Summit changes every year to best address some of the most pressing safety challenges facing the beef industry. Representatives from all segments of the beef production, processing, sales and marketing chain, such as equipment manufacturers, packers, testing laboratories, retailers, grinders, restaurant operators and processors, attend to discuss current and emerging beef safety challenges. Every Beef Industry Safety Summit includes frank discussions about emerging issues.

"The summit is becoming one of the most recognized and respected food safety events," said James "Bo" Reagan, Ph.D., senior vice president of Research, Education and Innovation for the National Cattlemen's Beef Association (NCBA), contractor to the Beef Checkoff Program. "It gives company food safety officials

a chance to work with their colleagues in similar companies, as well as with their suppliers and customers."



The Beef Industry Safety Summit is coordinated by NCBA on behalf of BIFSCo and is partially funded by The Beef Checkoff Program.

The three-day event, taking place March 7-9, 2012 in Tampa, Fla., will include updates on current safety issues and interventions, the latest research findings, forums on emerging pathogens and technical workshops that allow attendees to candidly share ideas on improving processes that can best reduce safety risks. To register for the 2012 Beef Industry Safety Summit, visit <http://www.bifsc.org/>. **UB**

DJR foods inc.



800-367-0760

(563) 556-0760

Full Service Brokers of

**BEEF, PORK
& POULTRY**

Domestic and Export

Randy, Cindy, Mark, Darin & Lisa

36 Bluff Street, PO Box 171
Dubuque, IA 52004-0171

Fax 563-556-4131

REASONS TO ATTEND THE 2012 Beef Industry Safety Summit

Relationship building – Meet industry peers and interact with suppliers and customers.

Unity – The summit provides an opportunity for attendees to unite with industry peers who share a common goal of improving beef safety and a commitment to the highest principles and most effective practices to offer the safest possible beef supply.

Confidentiality – Because the summit isn't open to the public or the media, participants can be comfortable in speaking freely. Company officials are honest as they share safety issues in their operations and ways to learn from them.

Research – The latest research is presented on how to reduce the likeliness of pathogens in products that reach consumers.

New knowledge – Informative programs will discuss emerging pathogens, implications of the new testing regulations going into effect in early 2012, and market research insights into consumer and industry perceptions of the safety of beef produced today.

Lobster traps decorate the season

Lobstermen in east Maine take their profession very seriously—even off-season. This is evidenced by a recent holiday tradition in certain towns where the weeks leading up to the holidays have been spent constructing Christmas trees made out of lobster traps.

Some, such as the one from Beals Island in 2010, was composed of 769 traps and stood 50 feet tall. It was adorned with lights, and lobster buoys as ornaments.

How did this all come to be? Gloucester started the trap-to-tree tradition 13 years ago when it erected a towering tree-shaped pile of traps decorated with lights and buoys as ornaments. Rockland,



50-foot Christmas tree made of lobster traps on Beals Island, Maine.

Maine, followed five years later, and then the small lobstering town of Beals decided it wanted to get into the act too.

Rockland, which is Maine's lobster capital, has a tree constructed from traps manufactured by a local lobster trap company. With the town of Beals now getting into the act, the towns' lobster trap trees are quite a sight. They've even been featured on the Discovery Channel as part of a segment on extreme Christmas trees.

The tree in Beals helps raise money for the Beals-Jonesport Fourth of July festivities and the one in Gloucester benefits Cape Ann Art Haven, a nonprofit devoted to the arts. In Rockland, the tree is major fundraiser for Rockland Maine Street Inc.

When it comes to lobster, nobody tops Maine, the Department of Marine Resources said their fishermen caught a record 93.4 million pounds of lobster in 2010 valued at more than \$308 million. **U**

Article contributed by Linda Lindner | llindner@urnerbarry.com

Maloney Seafood Corporation



Specializing in program business catering to food service and retail companies

- Snow Crab
- IQF Sole
- IQF Flounder
- Cold Water Shrimp
- Cod
- Haddock
- Shrimp
- Sustainable Premium Quality Asian Shrimp



Call us for all of your seafood needs
Maloney Seafood Corporation
ph. (617) 472-1004 • fax. (617) 472-7722
www.maloneyseafood.com



The EVOO-lution of Olive Oil



©iStockphoto.com/Valentyn Volkov

The term EVOO, thanks to Rachael Ray, has become a part of the American lexicon. In fact, in 2007 the Oxford American College Dictionary announced the addition of the term, short for extra-virgin olive oil, and credited Ray with coining the phrase she helped popularize.

Olive oil is obtained from the fruit of the olive tree, a traditional tree crop of the Mediterranean Basin. Common uses include cooking, cosmetics, pharmaceuticals, soaps and fuel; but for our purposes, we're just interested in olive oil as food.

Spain, Italy and Greece, are the world's three largest producers, and account for roughly 73 percent of world output. These countries consume 60 percent while the United States consumes eight percent.

Olive oil is big business, with worldwide production estimated to be 3,011,000 tons. Charged with promoting olive oil around the world, the International Olive Council (IOC) is a 23 member, intergovernmental organization based in Madrid, Spain whose member nations produce more than 85 percent of the world's olives. They track production, define quality standards, and monitor authenticity.

Virgin olive oils come in three grades, and are defined by the IOC as:

EXTRA VIRGIN OLIVE OIL: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 0.8 grams per 100 grams, and the other characteristics of which correspond to those fixed for this category in this standard.

VIRGIN OLIVE OIL: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 2 grams per 100 grams and the other characteristics of which correspond to those fixed for this category in this standard.

ORDINARY VIRGIN OLIVE OIL: virgin olive oil which has a free acidity, expressed as oleic acid, of not more than 3.3 grams

per 100 grams and the other characteristics of which correspond to those fixed for this category in this standard.

The United States is not an IOC member, but offers equivalent standard grades for olive oil.

U.S. EXTRA VIRGIN OLIVE OIL: oil with excellent flavor and odor and free fatty acid content of 0.8g per 100g (0.8%).

U.S. VIRGIN OLIVE OIL: oil with reasonably good flavor and odor and free fatty acid content of not more than 2g per 100g (2%).

U.S. OLIVE OIL: an oil mix of both virgin and refined oils.

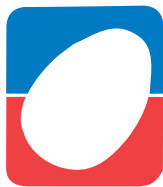
YOU'VE HEARD OF WINE TASTING, NOW TRY OLIVE OIL TASTING

Scores of wine enthusiasts visit Napa and Sonoma Counties each year to take-in the vineyards and prized wines, but the warm, Mediterranean-like climate of Northern California is perfect for olives and olive oil production as well. A search of WineCountry.com turns up a host of olive oil tastings, similar to those for wine. The editors suggest McEvoy Ranch in Petaluma, Long Meadow Ranch in St. Helena, Round Pond in Rutherford, The Olive Press in Glen Ellen, L'Olivier in Sonoma, DaVero Olive Oil and Wine in Healdsburg, and Viansa Winery in Sonoma for a good olive oil tour.

On a recent trip to B.R. Cohn Winery and Olive Oil Company in Glen Ellen, Sonoma County, I had the opportunity to taste olive oil produced there. In fact, three of the producer's olive oils were presented, and side-by-side, each provided vastly different characteristics and flavor profiles.

A cool fact about B.R. Cohn is that it's owned and operated by Bruce Cohn, manager of the California rock band, The Doobie Brothers. So the next time you're "taking it to the streets" get out there and give olive oil a try! **UB**

Article contributed by James Kenny
jkenny@urnerbarry.com



**American
EGG
Products
LLC**



**SERVING THE
SOUTHEASTERN
U.S. WITH
LIQUID &
FROZEN
EGG PRODUCTS**



**5 POUND
CARTON
TO TANKER
LOAD
QUANTITIES**



P.O. Box 408
375 Pierce Industrial Blvd.
Blackshear, GA 31516
Office (912) 449-5700
Fax (912) 449-2438
E-mail:
jhull@cmfoods.com



NATIONAL MEAT ASSOCIATION 66th ANNUAL CONVENTION

TUCSON, ARIZONA - FEBRUARY 14-18, 2012
HILTON TUCSON EL CONQUISTADOR GOLF & TENNIS RESORT

Save the date!

"I am glad that I joined NMA many years ago. It has been a significant benefit to my company by allowing me to get closer to my customers and improving my knowledge of the industry. The meetings are very educational, lots of fun and an opportunity to meet great people."

Mike Gangel, CHAD, a Birko Co.

Know more about WHO we are and WHAT we do....



Responsive
Resourceful
Reliable

AKAUSHI BEEF:

A heart-healthy option that's full of flavor

Akaushi cattle find themselves outside of today's mainstream beef industry; however, a small group of businesses are working to change that. Akaushi, roughly translated as "Red Cow" in Japanese, are a red-hided breed of Japanese cattle, known as Wagyu. There are four main types of Wagyu—Akaushi (Japanese Red), Kuroshi (Japanese Black), Japanese Polled, and Japanese Shorthorn. Akaushi is an ancient breed that was originally bred for draught purposes, as were many beef breeds of today. It wasn't until about 80 years ago that the breed underwent a transformation and breeders began selecting for other traits besides draught ability, such as beef and dairy production.

In 1923, the Japan Association of Akaushi registration was created to track the genetic progress of the breed by collecting



Wagyu Beef. Generally considered to be a delicacy, renowned for its flavor, tenderness and well-marbled texture.

and analyzing performance data on every known Akaushi. This massive undertaking allowed scientists to identify the breeding lines with the greatest genetic potential, and only after demonstrating their breeding merit were these animals able to be used in the Akaushi herd.

Such rigorous testing has propelled Akaushi and other Japanese breeds to become what most regard as the highest quality beef in the world today. It is revered for its intense marbling which produces an extremely rich and succulent flavor. The largest herd of Akaushi cattle, interestingly enough, is located on the plains of Texas, far from its Japanese origin. This is due to an entrepreneurial group of Texans that were able to import a small group of live Akaushi cattle in 1994. The herd now numbers more than 5,000, roughly 10% of the world's population of Akaushi cattle. These cattle are so highly prized that it is reported they are protected by off-duty Texas Rangers, the famous group of lawmen from the days of the Wild West.

HeartBrand Beef, the group responsible for originally importing Akaushi cattle into the United States, has protected the breed and is the sole purveyor of Akaushi beef in the U.S. today. They have signed production agreements with other ranches, including

the Matador Ranch owned by Koch Industries, Inc., that allow them to use Akaushi genetics, but only for terminal use. This prevents potential competitors from reproducing the genetics for use in their own herds. The production agreement also states that producers must market their cattle only through the HeartBrand beef brand or other approved buyers.

The name HeartBrand Beef is derived from the proven health benefits of the beef produced from Akaushi cattle. The product is touted as having similar health benefits to olive oil and other healthy fats due to its high content of oleic fatty acids and a favorable ratio of monounsaturated fats to saturated fats. It comes with a price tag, however, a tenderloin fillet can cost you as much as \$160/lb.

With respect to the deep Japanese traditions, HeartBrand Beef has embraced the healthy results of source-verified herd management in a natural environment. Because of their lineage and their high standards, the tender, juicy and flavorful meat produced by this breed is easy to tell why the world considers it to be more desirable to western consumers than other U.S. meat. **UB**

Article contributed by AJ Munger
ajmunger@urnerbarry.com

L&R
Farms,
Inc.

Producers & Packers of
Quality Farm Fresh Eggs

Telephone

(706) 693-4336

Fax

(706) 693-4589

1236 Wayne Poultry Road,
Pendergrass, Georgia 30567

USDA Plant # 1698

**For sales information
contact David Lathem**

USDA delays effective date for mandatory nutrition labeling rule

On November 11, 2011, the U.S. Department of Agriculture (USDA) announced that it will delay for two months, until March 1, 2012, enforcement of new meat labeling rules that will provide nutritional profile information on single-ingredient meat products.

The reason, USDA said, was that a coalition of organizations said that more time was needed to make sure that labels were both accurate and user-friendly. The announcement was made in response to a request from a coalition of organizations representing food, agriculture and retail associations that will be affected by the final rule to ensure they have time to implement the newly required nutrition labels.

Included in the coalition are the American Lamb Board; the American Meat Institute; the Food Marketing Institute; the National Cattlemen's Beef Association; the National Chicken Council; the National Grocers Association; the National Pork Board; the National Pork Producers Council; and the National Turkey Federation. The coalition issued the following statement in response to FSIS's announcement to delay the effective date:

"The mandatory nutrition labeling rule will have a significant impact on the regulated entities, and we commend FSIS for recognizing the challenges we face and for extending the effective date. When FSIS announced this final rule last December, we began working to understand the new requirements to ensure implementation. Over the past 11 months, we have worked with FSIS to fully understand the rule's requirements, but we still have questions that need to be answered before a smooth implementation can occur."

"While we support efforts to educate consumers about the nutritional profile of meat and poultry products, it is crucial to get it right. Delaying the effective date for two months will give retailers and others

"...we commend FSIS for recognizing the challenges we face and for extending the effective date."

in the food production chain additional time to implement labeling systems, to obtain necessary software and scales to properly label the products and to educate employees about the new requirements. We look forward to continuing to work with FSIS over the next five months to find the least disruptive and most cost-effective way to implement the rule."

According to the government's original announcement, the nutritional information will be required for major cuts of raw, single-ingredient meat and poultry products. These include whole or boneless

chicken breasts, beef whole cuts such as brisket or tenderloin steak, and hamburger and ground turkey.

The U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) believes this measure will make it easier for consumers to understand the content of the foods they are purchasing and is an integral part of USDA's efforts to educate consumers about nutrition and diets. The nutritional panels will include the number of calories and the grams of total fat and saturated fat a product contains. A product that has a lean percentage statement, such as '76 percent lean,' on its label also will list its fat percentage. **LB**

Article contributed by Linda Lindner
llindner@urnerbarry.com

ACF
ATLANTIC COAST FREEZERS

INSPECTED FOR WHOLESOME U.S. DEPARTMENT OF AGRICULTURE P-19690

U.S. INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE EST# 19690

Servicing Traders, Brokers, Importers, Exporters and Suppliers by offering cold storage and USDA services:

BOX & FREEZE and CUSTOM PACKAGING
Beef • Pork • Chicken

Export (loads up to 63,000 lbs. net legally)
Imports (I-10 inspection house)
Blast Freezing
Meat & Fat Testing

VINELAND, NJ

(856) 696-1770
acfreezers.com

Sam Sorbello, President:
sam@mullicahg.com

Jeff Sorbello, VP:
jeff@mullicahg.com

Environmental campaign strategies hurting rather than improving public health



©iStockphoto.com/Richard Carey

“...no peer-reviewed, published medical journal has ever reported a case of mercury toxicity from the normal consumption of commercial seafood...”

*Contributed by John Connelly,
National Fisheries Institute*

What's more important, environmental health or public health? The goal should be improvements in both, but a recent rash of recycled rhetoric by enviro-stalwart Sierra Club suggests the group is willing to sacrifice one in exchange for another. Now guess which one gets the short end of the stick?

In its latest efforts, Sierra Club attempts to personalize the issue of coal pollution by using seafood to make it more relatable to the public, but in doing so it cautions people into unnecessarily eating less seafood. After a quieter period of more thoughtful campaigning, the group is back loudly and cavalierly claiming tuna-sandwich-eaters throughout the country are being poisoned by coal fired power plants, going so far as to note that “one-seventieth of a teaspoon [of mercury] can pollute a 20-acre lake to the point where its fish are unsafe.”



Implying that everyday anglers could be catching tuna right from their neighborhood lakes is blatantly misleading and comically inaccurate. Tuna are highly migratory fish that **only** live in the ocean, and while the power plant pollution that makes it into lakes and streams may in fact present a concern for recreational anglers, it's not honing in on the cans and pouches in your pantry. This is a distinction Sierra Club conveniently leaves out. The vast majority of seafood Americans eat, including canned tuna, is commercially fished, and the levels of mercury in commercial seafood haven't changed in decades. Not to mention that no peer-reviewed, published medical journal has ever reported a case of mercury toxicity from the normal consumption of commercial

seafood, so scaring parents into thinking that their kids might be poisoned from a lunchtime favorite is a clear manipulation of the facts.

Furthermore, activists use of mercury levels as a measure for “at risk” women and children is a fallacy. The Japanese eat 10 times as much seafood as Americans do, yet the country's population has better general health. Hardly the proof of serious neurological damage and vast heart problems Sierra Club's rhetoric would lead consumers to believe exists. Using some oft-cited Environmental Protection Agency levels, activists claim seven percent of women in the U.S. who are of child bearing age are exposed to mercury levels that could harm a developing fetus. When you use that same measure on Japanese woman the number is 66 percent. But the lie is exposed when studies show Japanese actually have lower rates of coronary heart disease and high IQ scores. Our own federal nutrition policy states that Americans need to increase seafood consumption, and the USDA's latest Dietary Guidelines explicitly affirm that “the benefits of consuming seafood far outweigh the risks, even for pregnant women.”

We understand what Sierra Club is trying to do and we are all for a cleaner, healthier environment, but twisting the truth and negatively impacting public health is no way to accomplish that goal. It's time these groups learn a better strategy than selective omission. Messages scaring consumers into believing commercial seafood could be dangerous, only made safer by shutting down coal fired power plants, will merely discourage them from eating a heart-healthy food option that Americans don't get enough of. Warping science as part of an age old strategy to attack coal is not going to win the fight against pollution and improve public health; it will only help diminish it. Seafood and American health is once again collateral damage in an environmental campaign that has lost its rhetorical and strategic way. **UB**

Menus featuring more bacon, sausage & ham...

Restaurants expanding protein selection by offering more pork dishes

Leading restaurants are expanding their protein selection on menus by offering more pork dishes, according to foodservice consultants

Technomic. With a seven percent increase in menu mentions over the past year, pork is now being showcased in appetizers, entrees and sides. This protein suits the trend of using rustic, natural ingredients, from Chipotle's use of naturally raised pork for its carnitas to Cooper's Hawk Winery & Restaurants' new All-Natural Iowa Pork Tenderloin Medallions with a maple, mustard and pretzel crust.

The findings are part of Technomic's ongoing examination of menu additions to leading independent and chain restaurant menus, which are collected quarterly and are available on Technomic's searchable online MenuMonitor database.

"Restaurants are using pork more often in main dishes and as an accompanying ingredient in menu items for various reasons," says Bernadette Noone, Director, Technomic MenuMonitor. "First, the higher cost of beef has made pork a nice substitute in combo dishes. Where customers were once seeing chicken and beef on the menu, they may now see more affordable chicken and pork dishes. The popularity of bacon



is another key factor. For the last few years we've seen bacon-related menu items increase by over seven percent annually."

A look at recent pork dishes reveals that bacon, sausage and ham are the most common pork ingredients on menus. The data also show that pork is increasingly being used in

combination with other proteins. Pork saw a 15 percent increase in shellfish dishes, 13 percent in chicken dishes and eight percent

in both beef dishes and burger dishes during the second quarter of 2011.

The pork trend crosses mealparts, with many types of pork being featured in new dishes. A sample of new pork

items includes:

- ✓ *BBQ Spare Ribs & Pork Roast at L&L Hawaiian Barbecue*
- ✓ *Country Style Pork Cutlet at Max & Erma's*
- ✓ *Mojo Roast Pork at Pollo Tropical*
- ✓ *Red Beans & Rice with Andouille sausage at Applebee's Neighborhood Grill & Bar*
- ✓ *Wood Grilled Chorizo Sliders at Bahama Breeze*
- ✓ *Memphis BBQ Skins with pulled pork at Chili's Grill & Bar*

Adapted from an article which originally appeared on Foodmarket.com on November 15, 2011



BEEF

VEAL • PORK

POULTRY • OFFAL

THOMAS
LUCACCIONI

PRESIDENT

208 E. HELEN ROAD
PALATINE, IL 60067

(8 4 7)
3 5 8 - 9 9 0 1

CELL: (847) 431-8444
TOM@JASONSFOODS.COM

Fishing in freshwaters...

The Great Lakes: five lakes of unforgettable fish



Photo courtesy Big Event Studios

Kid Rock isn't the only one spending summertime in Northern Michigan—"catching walleye from the dock" is a long time tradition on the Great Lakes.

We all enjoy seafood freshly caught just off our oceanic coastline, but what about our freshwater friends found right in our

inland seas? Whitefish, perch, smelt, salmon, walleye, trout, and bass are all highly sought after in and around the Great Lakes region. Both commercial and recreational fishermen take pride in hauling in the catch of the day from these pristine waters.

"...Both commercial and recreational fisherman take pride in hauling in the catch of the day from these pristine waters."

generation after generation. The men who fish these fresh waters realize that it is not only a part of their job, but also their heritage and their culture.

From a commercial standpoint, one of the most important fish found in these cool waters is the Lake Whitefish. This slippery silver-scaled snack is a scrumptious treat for fish lovers everywhere. In recent years, the Whitefish accounted for over 20 million pounds of the season's commercial fishing harvest. Smoked, grilled, fried, sautéed, or baked, there is never a lack of variety with dozens of preparation techniques for this summertime favorite!

Fishing in the Great Lakes is a timeless tradition that acknowledges the delicate balance of respect between fish and fisherman. So next time you're looking to snack on something from the salty seas, take a moment to remember our nation's freshwater fish, and give a whole new meaning to "buying local." **UB**

Article contributed by Jamie Chadwick
jchadwick@urnerbarry.com



Photo courtesy Michigan Sea Grant

According to the NOAA, approximately 65 million pounds of fish per year are harvested from the Great Lakes.

**BAKER
COMMODITIES
INC.**

**Vicky
Armstrong**

Marketing
Proteins, Fats & Oils



134 Rear Billerica Ave. • P.O. Box 132
N. Billerica, MA 01862
978-454-8811 • Fax: 978-654-7747



Photo courtesy Michigan Sea Grant

National Turkey Federation taps Blogger Community to “upgrade” family meals

Contributed by the
National Turkey Federation

To extend the reach of its “Upgrade It!” with turkey marketing campaign, the National Turkey Federation (NTF) launched a contest to challenge food and recipe bloggers to choose a recipe for a favorite family meal—breakfast, lunch or dinner—and then “upgrade” the dish by changing the meat to turkey, and making other modifications that will decrease the amount of fat and calories. This is an extension of NTF’s social media efforts on platforms such as Facebook, Twitter and YouTube.

Building relationships with the blogger community is a perfect way for NTF to extend its message about the importance of including turkey in the meal rotation.

NTF announced the contest at Camp Blogaway, a retreat for food and recipe bloggers, where attendees received a clip with information on the contest. Through Camp Blogaway, NTF was able to connect with more than 100 bloggers on Facebook and Twitter to begin building relationships and spreading messages virally.

“It’s amazing how these various mediums are interconnected,” said Sherrie Rosenblatt, NTF’s vice president of marketing and communications. “NTF will continue to take advantage of the new ways consumers are receiving their information and communicating with their peers by ensuring turkey is part of the conversation.”

The Twitter community was among the first to create tremendous buzz about NTF’s blogger contest. Followers of NTF’s Twitter handle (@turkeygal) tweeted information on the contest, reaching more than 1,600 people. One contestant provided some positive feedback when she wrote, “We are a family who is constantly

trying to make better food choices and live a healthier, fuller life.”

Another platform that touted NTF’s blogger contest was About.com, a website that provides content to help people solve the large and small needs of everyday life. The website listed NTF’s Blogger Contest ninth (out of 38) on their “Top Creative Contests” list. The contest that ranked 38th (or last on the list) was ESPN’s popular “Streak for the Cash Challenge.”

Two finalists were then chosen by a panel of culinary experts

and chefs, and their blogs and recipes were featured on the Meal Upgrade website, MealUpgrade.com. Visitors to the Meal Upgrade Calculator voted for either Jennifer Tidwell with her recipe for Italian Herb and Ground Turkey Sweet Potato Shepherd Pie (Jennifer’s blog: <http://mykitchenkreationstoyou.blogspot.com/search?q=turkey>), or Merry Graham’s Broccoli Turkey Potato Casserole (Merry’s Blog: <http://merrycooking.wordpress.com/>).

Merry Graham was the Grand Prize winner of NTF’s Blogger Contest. Her prize was an all-expense paid weekend for two, Nov. 11-13, to meet, cook and dine with Chef Lisa Schroeder of Mother’s Bistro & Bar in Portland, Ore. Mother’s Bistro & Bar was chosen “Restaurant of the Year” by Portland’s Willamette Week and “America’s Top Restaurant Bargains” by Food and Wine Magazine. The restaurant offers slow-cooked food in the heart of downtown Portland.

Although NTF’s blogger contest has passed, the federation is already thinking of ideas for its next social media event. “NTF will continue utilizing social media platforms to increase NTF’s presence and drive consumers back to key educational tools and resources at EatTurkey.com,” said Rosenblatt. **US**



NTF’s blogger contest winner, Merry Graham (L), is seen here with Lisa Schroeder chef and owner of Mother’s Bistro and Bar in Portland, Oregon. Her grand prize included an all-expense paid weekend for two to meet, cook and dine with Chef Schroeder.

TURKEY VALLEY FARMS



*The BIGGEST Little Company
in the Turkey Industry*

**Specializing in
Whole Turkeys, Breasts,
Turkey Parts, Ground Turkey,
Sausage Products, & Roasts**

**Retail & Foodservice • Tray Pack
Private Label Packing**

112 S. 6th Street • P.O. Box 200
Marshall, MN 56258

Phone: 507-337-3100

www.turkeyvalleyfarms.com

The art of TAILGATING

It's that time of year again. The air is brisk and the footballs are flying. While the teams gear up for another hard-hitting season, fans are anxious to see what unfolds at game time inside the stadium. We, however, are turning our attention to something a little different—*Uner Barry's Reporter* wanted to see what's unfolding outside the stadium.

Tailgating holds a mighty tradition here in America. The art of dining in the back

of a pick-up truck has widely evolved and diversified throughout the country. That's right, it's no longer just about the simplicity of hamburgers and hotdogs. In order to explore this topic, we set out to discover the various ways in which football fans around the country celebrate this time-honored event.

Our journey begins with our reigning Super Bowl champions—the Green Bay Packers. A Packer fan's tailgate will keep

within their Midwestern roots by serving up traditional bratwurst and sauerkraut. Pair with a can (or two for most of these Cheese Heads) of Milwaukee's Best and you've got yourself an authentic Wisconsin tailgating experience.

Heading just one state over, Detroit Lions fans have got everything from beer burgers to beer-can chickens! Come mid-November, fans will be forced to balance their love for hunting and their love for football



1100 Hall St SW
Grand Rapids, MI 49503
www.miturkey.com
616.245.2221



Strutting Our Stuff. The Michigan Turkey Producer Difference.

by bringing another unique dish to the tailgate table—venison!

Oh, and if you're headed to Cincinnati to catch a Bengals game, make sure you try their famous Skyline Chili before heading in for the kick-off.

Heading on down south, fans are focused on bringing delicious country

home cooking to their tailgate parties—fried chicken, barbecued chicken, potato salad, deviled eggs and biscuits, just like mom used to make. Tennessee Titans tailgate with fried catfish and good ole low country boil; while New Orleans dines outside with homemade gumbo and jambalaya. In the tradition of their cattle ranching history, the Texans and the Cowboys celebrate by enjoying premium steaks on the grill.

As we travel out west we find the San Diego Chargers fans cooking up something a little different before the big game, including Carne Asada, fish tacos, chips, salsa, and a lot of guacamole! Wash it all down with an ice cold Corona and you're ready to "Bolt Up"!

In the Pacific Northwest, Seahawk fans can usually be found tailgating with locally caught salmon, homemade fish fry, and burgers topped with Washington's famous "Walla Walla Onions."

Across the country, Giants fans will consistently prepare for game day with the East Coast breakfast of champions—the pork roll. Pork is widely considered a staple in tailgating from Philadelphia to New York.

At last, we round out our trip in New England, where Patriots fans go above and beyond the average tailgate with clams, baked beans, corn on the cob, and even boiled lobster!

Tailgating will always remain a timeless ritual that is rich in culture and culinary creations. So, no matter who you're rooting for this football season there are plenty chances to experience authentic tailgating cuisine. **UB**

Article contributed by Jamie Chadwick
jchadwick@urnerbarry.com



© Wisconsin | Dreamstime.com

Lambeau Field, venue and home of the Green Bay Packers. Packer fans can be seen having a tailgate party on game day. Tailgating on game day outside the stadium is a big tradition in Wisconsin.

Tailgating *across from* Ford Field



The Kaps Wholesale tailgate party represents perfection of the art form. This annual event first started in 2002 as a celebration for the Lions return downtown to Ford Field from their Pontiac Michigan location.

The first Kaps tailgate party was held in the market district of Detroit, otherwise known as one of the more popular areas for Lions tailgating and also the location of the famous Kaps Retail Store. However, because of the success of the gathering, which now has in excess of 600 party-goers, the venue required a move to another location which is just across the street from Ford Field.

GET CONNECTED!! Join NPFDA Today!

NATIONAL POULTRY & FOOD
DISTRIBUTORS ASSOCIATION

Your Full Circle Connection To The Industry since 1967!



**PROCESSORS
DISTRIBUTORS
BROKERS
TRADERS**

**RETAIL BUYERS
TRANSPORTATION
COMPANIES
SUPPLY COMPANIES**

2014 Osborne Road
Saint Marys, GA 31558

Phone: 770-535-9901

Fax: 770-535-7385

E-mail: info@npfda.org
www.npfda.org

Lobsta Truck signifies emerging consumer demand for food on wheels

After a two-day New England “lobsterfest” trip in the fall of 2010, Los Angeles native Justin Mi consumed half a dozen varieties of a New England tradition—the lobster roll.

Mi was so impressed with the simple, half-split bun, packed with fresh Maine

lobster and dipped in warm drawn butter (or slathered with mayonnaise) that he felt compelled to bring the East Coast delicacy to a West Coast audience—and thus the Lobsta Truck was conceived.

For Mi, it made sense that in order to capture the New England flavors he so appreciated, importing fresh Maine lobster to the West Coast was the key.

“You can’t really use anything but original Maine lobster,” said Mi. “We fly it on air cargo. Fresh lobster never frozen; we wanted the product to speak for itself.”

After experimenting with a variety of breads on the West Coast, Mi even decided to ship the classic New England split-bun to the West Coast staying true to his original conception.

At \$12 per finished product, Mi says his customers are definitely a getting value when taking the ingredients into account.

Perhaps the only part of Mi’s Lobsta Truck business that doesn’t mirror the East Coast lobster roll is the truck itself. Mi says food trucks are a part of the West Coast way of life.

“This is food truck city,” said Mi. “Los Angeles people are always driving around looking for them. They’re kind of a culture that’s developed.”

However, it seems Mi and his fellow food truck constituents may be onto a growing national trend.

According to a September study by the National Restaurant Association (NRA),



The Lobsta Truck serves its Lobster roll on the classic New England split-bun, staying true to the original conception.



Cal-Maine Foods, Inc.

Sustainable!

**America's Largest
Producer/Marketer of Fresh Eggs**

Contact: Alan Andrews

3320 Woodrow Wilson Ave. • Jackson, MS 39209

601-948-6813 • www.calmainefoods.com



"Food trucks are clean places that make new types of food."

59 percent of American adults say they would be willing to visit a food truck if their favorite restaurant offered one, up from 2010's 47 percent.

"Consumers are being introduced more to them, not just seeing them on the road, but on TV," said Mi. "They see that food trucks are clean places that make new types of food."

The economy may also be playing a role in the advent of the food truck. Traditional dine-in restaurants experienced a summer lull as the economic downturn hurt consumer willingness to



New England lobster rolls have gone mobile in LA. Made with fresh (never frozen) meat that's flown in two to three times a week from the East Coast, Californians have taken a real liking to them.

eat out as is evidenced by the Restaurant Performance Index (RPI) which stayed below 100 for the summer quarter of June, July, and August.

According to the NRA, while restaurant owners are more optimistic about the strength of their industry going forward, they are less optimistic about the strength of the overall economy. As a result restaurant operators downgraded plans for capital spending in the coming months. Just 42 percent of restaurant operators plan to make a capital expenditure for equipment, expansion or remodeling in the next six months.

As for Mi, expanding his food truck business is the next step and a much easier proposition than for the traditional restaurant in this economy.

"We are looking at other cities to expand," said Mi. "It's so much more expensive to start a restaurant than it is to start a food truck. That initial cost is so much less, whereas with a traditional restaurant there are more hurdles," said Mi. **LB**

Article contributed by Michael Ramsingh
mramsingh@urnerbarry.com

Quality Is a Family Tradition

SINCE 1923

"Home of the Hand Shucked Clam!"

America's Largest Hand Shucking Clam Processor

• Fresh • Frozen • Canned • Value-Added •

Vertically integrated to ensure quality from boat to finished product.
Offering branded and private label seafood products for retail and food service.

www.lamonicafinefoods.com

Designing the perfect EggScape™

If you're in the feather business, there's a good chance you know Mitzi Perdue.

Her late husband Frank was known for founding Perdue Chicken, one of the premier chicken businesses in the world. As an anniversary present, one year, a close family friend gave them a decorated egg

from the artist, Lee Shade. Mitzi became completely enchanted by the egg and shortly thereafter, the unique art form became her passion. She thought, "Wouldn't it be fun, as the wife of The Chicken Man, to become—an Egg Woman?"

"It took considerable practice and an abundance of patience," Mitzi proclaims. "What began as a pastime grew into a profession."

The art of egg decorating has been around for centuries and according to the International Egg Art Guild (IEAG), many of the early techniques and traditions are still in practice today.

When deciding on a design for her EggScapes™, more often than not, Mitzi hasn't the slightest clue how the egg will turn out.

The same applies when decorating her jewel case eggs. "I start with an overall idea," says Mitzi. "And again, I'm surprised at the results upon finishing."


Mitzi uses real egg shells that were laid by real birds; but don't think she's sacrificing a baby chick to get the shell.

The eggs artists use are either infertile or have failed to hatch. Goose eggs are most commonly used because they aren't too thick to carve, yet they are still thick enough so they are not excessively fragile.

Similar to other artists, Mitzi uses a dentist's drill to carve her eggs—a good drill

can reach anywhere between 250K and 400K revolutions per minute—the faster the drill, the more delicate the effects that can be achieved. Upon completion she'll strengthen the eggs by applying 5, 10, or even 20 coats of glaze.

"For an average EggScape™ that I'd be willing to display," Mitzi states, "it takes about a week to complete." Her showcase eggs can be found in the homes and palaces of the rich, famous and the royal. An avid philanthropist, she donates all profits from the sales of her EggScapes™ to charities.

Mitzi has authored a number of books including the *I Want to EggScape™ Book*, *A Quick Guide to Successful Media Appearances*, a biography of her husband, Frank Perdue, and six cookbooks, including *The Farmers' Cookbook* series and the *Perdue Chicken Cookbook*. For a light-hearted version of her personal life story, check out Mitzi's latest book, *I DIDN'T BARGAIN for this!* To learn more visit her website at www.mitziperdue.com. 

Article contributed by Terence Wells
twells@urnerbarry.com



The Wedding Egg is one of Mitzi's favorite designs. She uses the bride's hair color and style, the bridal bouquet, the color scheme, and the groom's hair color to create these designs.



Above: EveningEgg™ made from a real ostrich egg.



Left: Made-to-order wedding egg. The eggs used are coated inside and out with a special two-part resin that makes them very break-resistant.

**Country Charm Egg Distributors, Inc.**

Quality Eggs in the Southeast
* Since 1975 *

Producers of Carton Graded Loose, Nest Run Eggs

Contact Brent Booker • (706) 652-2164
PO Box 370, Gillsville, GA 30543

A not-so-desirable feature in the retail case...

Splash of concern?

By Lyndee Stabel, Certified Angus Beef

Nobody who orders a rare steak is surprised at a little blood on the plate. But in a retail display case, meat with “blood splash” is just not acceptable.

Technically called ecchymosis, it occurs when a little blood pools on a steak or other cut and creates dark spots. That occurrence is seldom, and has to do with the first moments of harvest at the processing plant, says Phil Bass, meat scientist with the Certified Angus Beef® (CAB®) brand, which does not accept beef with that defect.

“After an animal is rendered unconscious, its heart rate frequently elevates causing an increase in blood pressure,” says Dale Woerner, assistant professor at the Center for Meat Safety and Quality at Colorado State University.

Then it’s a matter of timing. Bleeding out is the next routine step, but a delay of several minutes during that higher pressure can set up trouble. “It can cause the smallest capillaries to rupture,” he says, and those cause the dark spots on the meat.

With an incidence of less than one percent in beef, Woerner says blood splash mainly occurs when there are malfunctions or breakdowns.

And it’s even more unlikely consumers will encounter it. “Generally it is isolated to a small area and may only affect one or two steaks,” he explains.

The few cuts of meat that are affected seldom find a place in a retail counter.

“Any reputable grocery store is not even going to put it out,” says Bass. “The visual aspect of purchasing fresh meat is



Fiery fat (blood splash or ecchymosis in adipose tissue).

the biggest determinate of whether an individual will buy a certain package.”

Branded beef programs also decrease the likelihood of retail sale of such packages, he adds, because most do not accept them.

However, if a steak with blood splash does find its way to the meat case, Woerner says consumers should keep it in perspective: “Really it is just an undesirable physical appearance,” he explains. “In that rare instance it occurs, it will not affect the quality or the safety of the food.” **UB**



BIRD-IN-HAND® farms, inc.

Traders of Meat & Poultry

PENNSYLVANIA

Fred Bloom • Bill Buehler
Brett Linder • Ted Bloom
Bob Willoughby
(717) 291-5855

NORTH CAROLINA

Wayne Reynolds
Gayla MacMillan
(910) 328-1288
Selena Jackson
(910) 875-5757
David Wilson
(910) 695-0661

SOUTH CAROLINA

Bob Rike
Alec Herring
(803) 932-4361

MISSOURI

Randy Witt
Tom Drewianka
(417) 235-5700

MISSISSIPPI

David Cole
Donnie Pepper
(601) 932-5997

ARKANSAS

Bill Lewis
(479) 968-3332

TEXAS

Jackie Cates
(936) 564-0539

GEORGIA - International Sales

Allen Ligon (404) 380-1450

www.bihfarms.com

Introducing Comtell's new charting feature

Urner Barry is a protein commodity market information, analysis and news provider with the largest historical industry database in the industry. UB's flagship offering, Comtell, is the online home to all of the company's historical and current information, pricing, and industry news. Among Comtell's most powerful features is the ability to create, edit, and export charts on the vast array of items that appear on the system. In the past, charts were limited to only one item in a set period of time. However, the new charting feature allows users to not only compare one item over an adjustable timeframe, but to chart multiple items against one another.

The charting feature can simply be accessed through the Comtell home page by choosing any of the available proteins which we quote. From there, simply go into quotations and choose the item you would like to chart by clicking on the price quote. The following page shows

the quote, some specifications for the product, and a historical chart with 3 years displayed (*figure 1*). Where the data is available we will also show trading volumes. When trading volumes are not available we will show production information on the bottom part of the summary chart. There are several premade charts, which are quick and easy to create and are an extremely fast way to identify trading trends. To see these charts simply click yearly, monthly, weekly, or daily (*figure 2*), and that image will update automatically. You can also refine the information being charted by clicking on low, high, or average to view the corresponding closing prices.

For even greater power and flexibility clicking on the "chart" link will bring you into an even more comprehensive charting package where we can compare one item to another, graph multiple items to identify trends and gain better

understanding of correlations throughout the market.

By default, you are presented with a monthly chart of the item you chose. You can then customize this chart by adding years with the dropdown box on the left hand side, checking the years, and selecting "redraw." For a more detailed chart, you can choose "daily" or "weekly" on the top of the graph.

If you'd like to add a new item to the chart, first, to keep the chart from getting cluttered, click "contiguous" on the top of the chart to form one continuous line. Then, you can select "add items" at the top left of the page to add any of the commodities, quotations, or historical data offered in the database. If you click the "% change" button (*figure 3*) at the top of the graph, you can see how the selected items performed against each other. Percent change works really well when you are comparing two dissimilar items in order to identify trends.

You can then save your charts by selecting "save to my charts." Here you can add a title, supporting information, or export data to excel. By saving your chart you are ensuring that anytime you want to access this information, it will be waiting on Comtell, constantly updated and ready for further analysis.

The "portfolio" tab on the top of the screen will allow you to access your personal library of items you follow, charts you have created, or edit your personal account information and preferences. To retrieve the charts that you have created, click "my charts" and your titles will appear in the list.

So now you know how to quickly and easily generate charts so you can identify developing trends and make informed decisions. If you need more assistance with chart navigation, please feel free to contact us at 800-932-0617 or 732-240-5330 and ask to speak to an account manager. **UB**

Article contributed by
Russell Barton | rbarton@urnerbarr.com
Brian Moscogiuri | brianm@urnerbarr.com



Distributors of the finest protein products:
Beef, Pork, Poultry, Seafood, Veal & Lamb,
Processed Meats, Natural Products, Cheese & Dairy



San Diego: 619-477-0185
Los Angeles (JSS): 323-584-3160
Sacramento: 916-399-8982
Seattle (WBX): 253-604-4755
Portland (WBX): 503-284-3314
Phoenix: 623-936-0020

Since 1989.
From Our Door
to Yours.

Dallas: 623-936-0020
Denver: 303-333-8225
Kansas City: 913-371-2333
Sioux City: 605-232-6151
Orlando: 407-296-0818

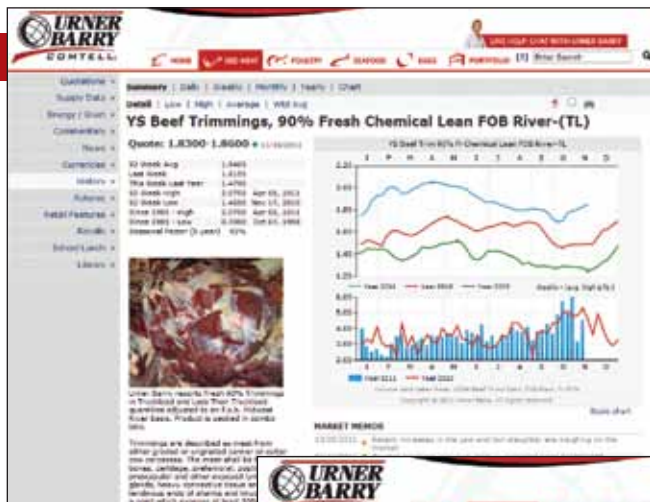


Figure 1

Figure 2



Urner Barry's new charting feature allows users to not only compare one item over an adjustable timeframe, but to chart multiple items against one another.



Figure 3

QUALITY, RELIABILITY, SERVICE.



FARBEST



FOODS, INC.

"A Tradition of Being the Best"

4689 South 400 West • P.O. Box 480 • Huntingburg, IN 47542-0480 • Ryan Downes (812) 683-6627

Member of
THE NATIONAL TURKEY FEDERATION

www.FarbestFoods.com

Green is the new black...

How much more are consumers willing to pay for sustainable cuisine?

“Green and sustainable attributes pale in comparison to the leading restaurant decision drivers...”

©iStockphoto.com/German

PACKERS OF LIQUID, FROZEN, DRIED & SHELL EGGS

**ESTHERVILLE
FOODS, INC.**
Estherville, IA
712-362-3527

**SIouxPREME
EGG PRODUCTS, INC.**
Sioux Center, IA
712-722-4787

**SONSTEGARD
FOODS, INC.**
Sioux Falls, SD
605-338-4642

**SONSTEGARD
FOODS, INC.**
Springdale, AR
479-872-0700

**SONSTEGARD
of GEORGIA**
Gainesville, GA
770-534-5644

**SUN RISE
FARMS**
Harris, IA
712-735-6010

**SOUTHGATE
FOODS, INC.**
South Gate, CA
562-622-6076

Consumers want and need to eat out, and the foodservice industry has a huge carbon footprint. Getting industry operators and consumers on the “green” bandwagon is necessary to minimize the impact that restaurants have on the environment in the future, but how willing are patrons to embrace this change? According to a recent Mintel report, just more than half (57%) of respondents are willing to pay more for local and sustainable fare; however, the majority of those are only willing to pay a mere 1-5% more.

“Green and sustainable attributes pale in comparison to the leading restaurant decision drivers of menu selection, prices and convenient location,” notes Eric Giandelone, foodservice director at Mintel. “However, these initiatives support the leading attributes to help a restaurant stand apart and will become more important as the green movement continues to progress.”

When deciding where to eat, 74% of patrons based their decision on menu selection followed by pricing and convenient location at 69% and 67%, respectively. Local/organic ingredients and sustainable ingredients lagged severely behind with only 7% of people saying that drove them to a restaurant.

Going green and using local ingredients aren’t the only issues restaurants are facing today. For corporate social responsibility (CSR) initiatives, patrons place the greatest importance on living wages. When Mintel respondents were asked to rate their top three CSR initiatives they named living wages, local ingredients and company-provided medical insurance.

“Employee treatment is considered a leading CSR initiative in the restaurant industry,” adds Eric Giandelone. “Despite the fact that those aged 18-24 are generally more in tune with green and sustainable initiatives, living wages rank as more important for older consumers.”

So, which part of the U.S. is the greenest? According to Mintel, the west is best. The west has traditionally been a hotbed for healthier lifestyles and related culinary trends. Although still a small percentage of patrons are impacted, local or organic ingredients are particularly of interest to those living in western states (11% versus 7% of the Northwest and only 4% of the Midwest). **UB**

Adapted from an article which originally appeared on Foodmarket.com on November 14, 2011.

FOODMARKET
News from the **•COM**
Center of the Plate

THIS LADY MEANS BUSINESS!™



PREMIUM QUALITY • AGGRESSIVE PRICING • EXCELLENT SERVICE



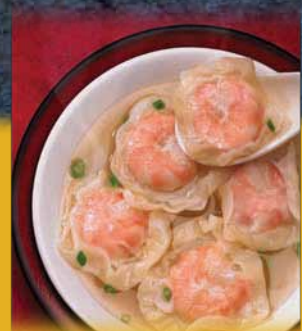
SHRIMP



SHELLFISH



FINFISH



VALUE-ADDED



THAI UNION GROUP

Call 866-572-0996 to discover how the mermaid can enhance your seafood business.

West Office: 222 N. Sepulveda Blvd., Suite 1550 • El Segundo, CA 90245 • P. 310.469.7030 • www.chickenofthesea.com

East Office: 5 Dakota Dr., Suite 303 • Lake Success, NY 11042 • P. 516.740.4100 • www.empfish.com

©2011 Chicken of the Sea® Frozen Foods

Urner Barry launches social media marketing with Facebook and Twitter

Urner Barry is pleased to announce the launch of its new social media campaign. As a way to stay more connected with its customers, UB has launched all new

twitter feeds for each of its markets as well as revamped its Facebook page as a fun and informative way to interact with the industry and surrounding community.

Since its launch in 2004, Facebook has become one of the most used social media outlets in the world, connecting friends, families, companies, and consumers. By remodeling and refocusing its efforts on Facebook, Urner Barry hopes to create a more personal feel for its products and services. UB will follow other company pages in aligning industries to keep up with the latest social media news. We will also be posting pictures of events the company attends to give followers who like our page an inside look at where the company has been and what it is doing. The Facebook page will also post special offers for customers who like our page, articles and videos from around the food commodity world, and allow users to post on UB's wall. UB's landing page will offer the latest news, a live Twitter feed from @UrnerBarry, and variety of market videos.

The incredibly popular social media outlet Twitter has allowed Urner Barry to spread its insight, analysis and offerings to prospective and existing customers as well as accumulate and share interesting publications that one may be hard pressed to find otherwise. In addition, UB will use its Twitter accounts to inform the public of deals on merchandise and services as they emerge.

Before we proceed further, let's establish a brief introduction to Twitter terminology for the unacquainted:

Tweet: A message 140 characters or less that one submits to Twitter for others to see.

Follower: An individual or entity that chooses to receive your "tweets."

Retweet: An action in which a Twitter user selects a "tweet" from another user, and re-posts the message, with source information.

In September, Urner Barry created Twitter accounts for each protein group that it covers, including pork, beef, byproducts, lamb and veal, seafood, eggs, and poultry. Operating independently, each account scans news feeds and articles posted by those they follow in order to bring intriguing and timely information to followers. If, for instance, a publication in Britain publishes an article about Chinese pork demand and posts it to Twitter, the pork desk at Urner Barry may "retweet" that article so that followers can easily find and access the information. There are countless sources that each protein account follows, and therefore an impressive net of information is available to anyone who follows UB. In addition to news articles and studies, each of our Twitter accounts occasionally shares poignant information in charts or brief analysis when it is appropriate. For example, in late September, the pork account, "UBpork" tweeted about a \$50/cwt spread between 42% and 72% trimmings with an accompanying chart. The tweet read: "Industry working to close the largest spread between Fresh 50s and 80s YTD. (\$50/cwt on 21st and 22nd of Sept)".

With these new platforms, Urner Barry looks to extend its 150 plus years of experience into the social media world. Take some time and follow Urner Barry on Twitter and like the UB Facebook page too! Just use the QR codes:

Facebook:



Twitter:



Article contributed by
Russell Barton | rbarton@urnerbarry.com
Brian Moscogiuri | brianm@urnerbarry.com



MARYLAND OFFICE

**Billy Savage
Ginger Trader
Fred Cline**

**Phone: 866-2SAVAGE
Fax: 410-543-8919**

ALABAMA OFFICE

**Lewis Wood
Chris Fly**
**Phone: 866-3SAVAGE
Fax: 251-970-5273**

TENNESSEE OFFICE

Dan Henderson
**Phone: 800-869-3854
Fax: 901-756-2510**

www.savagepoultry.com



*In Capistrano we are proud to introduce
our new product lines structure:*



*Products made with turkey and pork
meat 100% select, ensuring the satisfaction
of the most demanding palates.*



*Products with an exquisite taste
and consistency for your family.*



*Products made with turkey meat
that help us have a healthy lifestyle.*



*Products with functional benefits
for health, made with
turkey meat, to help you stay fit.*



www.capistrano.com.mx

Not your ordinary meat snacks



In their realization that Americans love meat, snack food companies are beginning to incorporate meat, and/or its flavorings, into some of our most beloved choices. *Umer Barry's Reporter* decided to take a look at several new snack offerings and how meat has melded with them.

"Beef Jerky, Meet Potato Chip"

Cherkees are currently offered in two flavors (Cracked Pepper and Hot Pepper) but will be available

in two new flavors in the near future (Teriyaki and Smokehouse). Other unique flavors are planned. A gluten-free version of all flavors is in the works as well.

Other ways meat is being infused more into America's snacks are through flavors like roast beef and roast chicken chips. Herr's introduced its Kansas City Prime Steak-and Baby Back Ribs-flavored chips; Pringles offers a Blastin' Buffalo Wing chip; and Doritos produces a Cheeseburger variety of its potato snack.

7-Eleven has even joined the carnivore-friendly snack products with hot dog-flavored chips. The flavor is meant to mimic that of the convenience franchise's Big Bite hot dog. But according to reports, if you like your hot dog chips plain, you're out of luck, the chips include ketchup, mustard, and relish spices that "top" them.

Article contributed by Linda Lindner
llindner@umerbarry.com

Cherkees, made by ROWAN LANE, a division of Eeltown Enterprises LLC, is a beef jerky potato chip. This is not a flavored chip, but it includes real bits of beef in the chip itself, giving consumers beef jerky flavor without the chew. Cherkees have the look and flavor of beef jerky but the crunch of a potato chip. They are a low-fat, high-protein jerky potato chip that isn't fried, and has less than a third the fat of traditional potato chips and a whopping 12 grams of protein per serving.

Beef • Pork • Poultry • Offals • Export

La Ventaja!

NBI
La mejor en carnes



**719 S. Shoreline
Corpus Christi, TX 78401
Tel: (361) 654-6180
Fax: (361) 654-6190
www.northernbeef.com**

Treasures from the Sea[®]

by Odyssey



A Fresh Approach to Industry Standards

Offering creative seafood solutions for nearly three decades, we operate our primary processing facility in Seattle and maintain close relationships with plants in countries across the globe. Combining the benefits of global procurement and local production, Odyssey provides numerous solutions for your custom needs.

Visit us on line at www.ody.bz for more information.

Toll Free 877.577.7445 email custserv@ody.bz

Life beyond parity: the Australian dollar yesterday and today



In an expanding global marketplace, exports become a lifeline for many countries, both large and small. Although there are many factors that affect exports such as tariffs, politics and logistics, just to name a few, the most watched and often most uncontrollable variable is undeniably exchange rates. Due to the volatile nature of exchange rates, exports from a particular country can go from lucrative to loss in just a few cents. Presently, one of the most volatile and hence most unnerving currency exchange rates is that of the Australian dollar and U.S. dollar. Australian beef exporters are now watching the Aussie dollar closer than ever before, with fear that if appreciation continues, the quantity

demand will suffer and alternative export locations will be sought after.

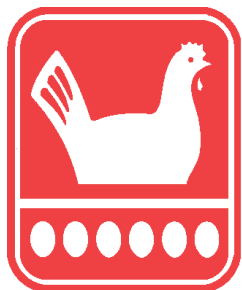
Australian beef exporters long held parity between the Australian and U.S. dollars as a threshold where if surpassed, demand would fall flat and business would be unsustainable. This fear was successfully avoided until several rounds of stimulus, or "Quantitative Easing (QE)" took place in the United States following the banking sector crash and ensuing recession beginning in 2008. The result of these exercises in stimulus was a significantly weakened dollar, leading to significant premiums in all associated world currencies, including the Australian dollar. Beginning in November of 2010, the exchange hit parity, and ranged in that area until appreciating to previously unfathomable levels near \$1.10 in mid-2011.

So what makes the Australian dollar so volatile? One must look at Central Bank interest rates, which in this case is set by the Reserve Bank of Australia. Australia, at 4.50%, has the highest Central Bank interest rate of the developed world, which in comparison to the United States' rate of 0.25% is much more attractive for short-term investments in high yielding bond instruments. Therefore, the

combination of stimulus, which boosts investor confidence and reduces the value of the U.S. dollar, and the fact that the Australian dollar becomes highly attractive in bull markets, makes for a 'perfect storm' of appreciation.

Currently, the Australian dollar remains above parity. Beef exporters are feeling the effects of trying to sell an expensive product to a domestic market that has seen herd liquidation and ample boneless beef supplies due to draught, and softening consumer demand due to cheaper alternative proteins. Many commodity analysts fear that the exchange rate could see \$1.20 in the not-too distant future, an extension of several decades' worth of an inclining trend. However, the Australian dollar is increasingly susceptible to risk trends, including economic contagion throughout Europe and ongoing domestic unemployment and political issues, which all have the potential to lead the South Pacific currency into a strong bear market. Time will tell, leaving beef exporters at the mercy of the global market place until a definitive direction is found.

Article contributed by Russell Barton
rbarton@urnerbarry.com



MIDWEST POULTRY SERVICES

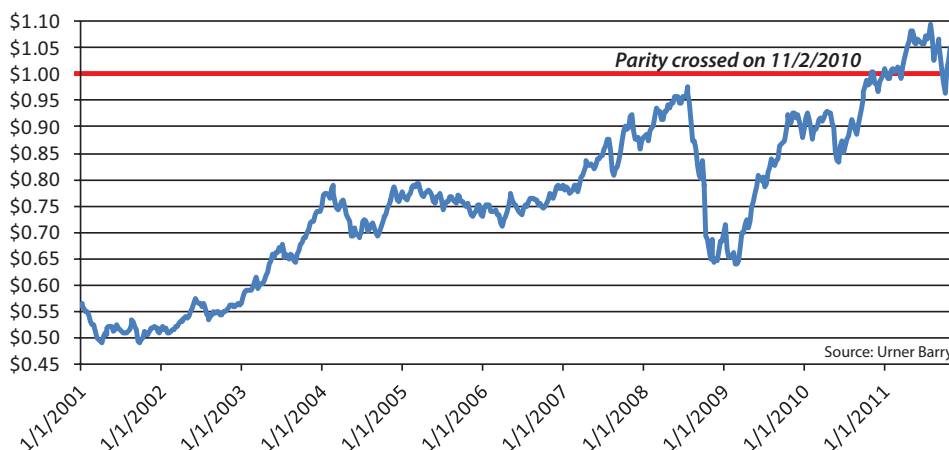
Three generations of
experience in fresh eggs.

*Midwest Poultry Services, L.P.
is an industry leader
with a reputation built on
outstanding service.*

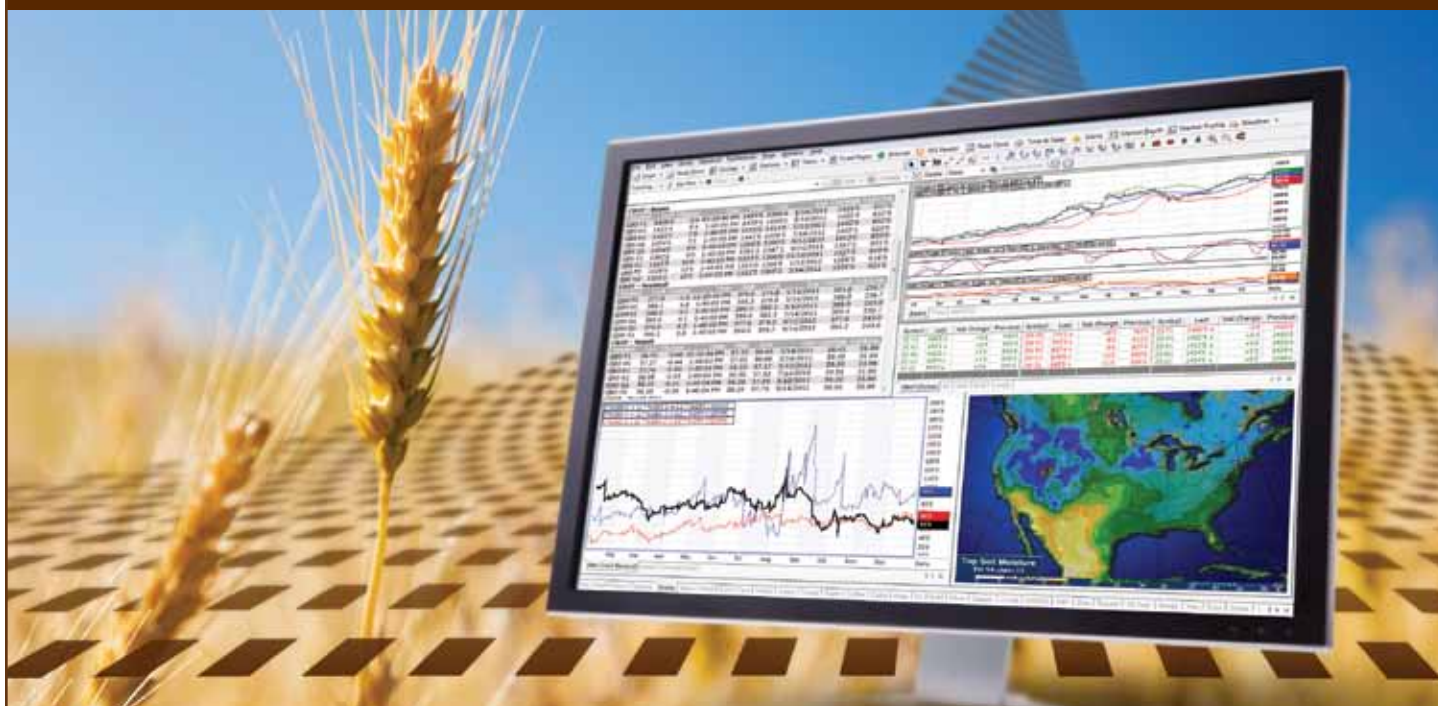
Call us to experience the difference.

Midwest Poultry Services, L.P.
P.O. Box 307, Mentone, IN 46539
Phone: (574) 353-7651 • Fax: (574) 353-7223

Australian Dollar Exchange Rate



HOW DO YOU MANAGE COMMODITY PRICE RISK IN TODAY'S VOLATILE MARKETS?



FUTURESOURCE WORKSTATION is a professional decision support software that delivers real-time, delayed and historical market data for futures, options, exchange-traded spreads, Forex, Treasuries and equities. A version specifically for the agricultural market is available.

With FutureSource Workstation, you'll receive:

- Quotes — 150+ different price aspects, including option "Greeks" and implied volatilities
- Charts — Tick, Intraday, Daily, Weekly, Monthly, Continuation and Chartable Expressions
- Market Depth — Futures Market Depth displaying best bid and ask prices for up to 10 levels for electronic and Globex data
- Animated Weather Maps — Enhanced map package crucial to pricing projections
- Options — Customizable Options Board and a what-if calculator
- RTD (DDE+) — Ability to update your portfolios, strip calculators and risk analysis in real time using Microsoft Excel

For a free, personalized demonstration or to obtain more information on FutureSource Workstation or Ag Workstation, call +1 800 910 3727.

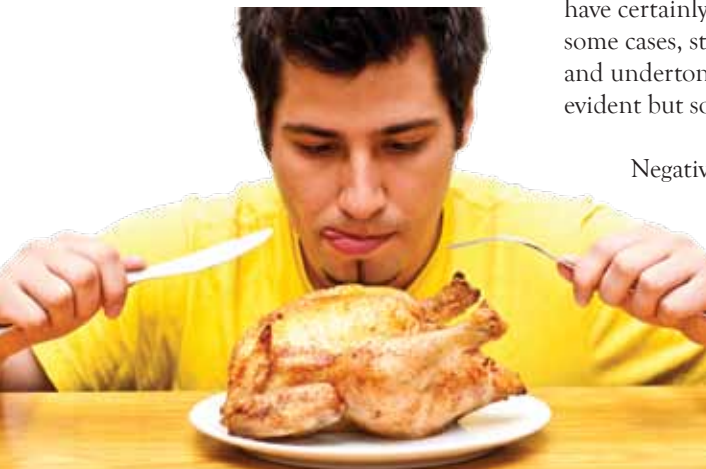
FutureSource Workstation: The complete desktop solution favored by futures professionals

FutureSource is a registered service mark of Interactive Data Corporation.
Interactive Data Desktop Solutions (Europe) Limited, a company regulated in the UK by the Financial Services Authority.
Interactive Data Desktop Solutions is a service of Interactive Data (Australia) Pty Ltd provided under AFSL Licence No. 234689.
x14386

Interactive DataSM
A trusted leader in financial information

Chicken processors crying “fowl”

A popular question around the poultry industry this year, especially in chicken circles, has been, “What are people eating?!” With beef and pork prices being comparatively high, chicken as a commodity has certainly been in a position to reap the rewards of added consumption.



©iStockphoto.com/Rauf Ashraf

In fact, despite being the only commodity with an index that shows a negative slope since 2009, the amount of chicken eaten by U.S. citizens over the last few years has fallen. Expectations based on favorable market positioning haven’t materialized and chicken processors are pecking for answers. Efforts at constricting production have certainly helped support and, in some cases, strengthened market values and undertones. Supply side sensitivity is evident but something is missing.

Negative influences are numerous.

According to Paul Aho, Ph.D. and author of Poultry Perspective for Watt Poultry USA, “...the effects of high grain costs and recession are so great that even poultry consumption dropped by two pounds between 2007 and 2012. To find

a decline of similar magnitude you have to go back to the early 1970s with the oil embargo, recession and grain crisis.” Aho goes on to say that the high cost of feed and the weakness in the economy should begin to turn in the coming years. This would likely lead to higher consumption rates but it is tough to speak in “coulds” and “shoulds” when unemployment figures are forcing consumers to stretch their dollar as far as they can.

Part of making that dollar go farther is by limiting dining out occasions. A widespread theory around the industry

is that improved consumer demand at the restaurant level will be paramount if any significant change in consumption is to take place. In 2008, casual dining and fast food sales hit an all time low. The repercussions of these conditions are likely still being felt to this day. More recently, same store sales for this demographic have rebounded but there are some other issues of impact that must be factored into this scenario.

Gas prices remain in range of their two year high while consumer sentiment, a measure of consumer confidence in the economy, has declined. Each of these figures tends to directly influence the way people normally spend their money. David S. Palmer, a restaurant and packaged food analyst for UBS says, “Ultimately, it will depend on if job growth returns to drive demand and pricing power before commodities impact margins.”

So, there are obviously multiple factors in play when it comes to measuring the level of poultry consumption, whether it be the price of fuel, restaurant activity, buyer confidence or feed costs, but this figure, once again with the focus on chicken, will have to advance if producers are to begin making back their losses. Looking forward, only time will tell if economic revitalization will result in improved consumption. In the meantime chicken processors nationwide will be screaming, “Eat up!” **UB**

Article contributed by James Serpico
jserpico@urnerbarry.com

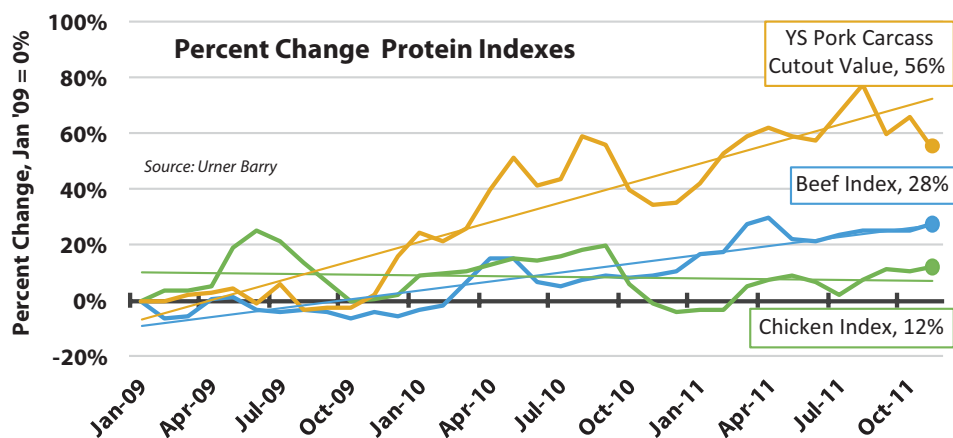
MANNING
Poultry Sales

TRADERS OF
Turkey
Turkey Parts
Raw Materials

Domestic
& Export

Contact John, Mike, or Merri at
Tel. 910-875-6500
Fax 910-875-6205

TalkTurky@aol.com
P.O. Box 950, Raeford, NC 28376



Take on the Taco.



Fish Tacos — One of The Hottest Menu Trends

Icelandic® Fish Taco Portions are custom shaped just right to serve perfectly in a taco! Made with white, flaky, wild-caught Cod, coated with our signature beer batter that bakes or fries up light and crispy—it's the perfect addition to your menu.

See what Fish Taco Portions can do for your menu!
Log on to www.icelandic.com/taco for a special introductory offer.

Get there
quicker
with your
smartphone!



ICELANDIC

190 Enterprise Drive, Newport News, VA 23603

© 2011 Icelandic® USA, Inc. • Icelandic® Brand is a registered trademark of Icelandic® USA, Inc.
RETAIL: www.icelandicseafood.com FOODSERVICE: www.icelandic.com

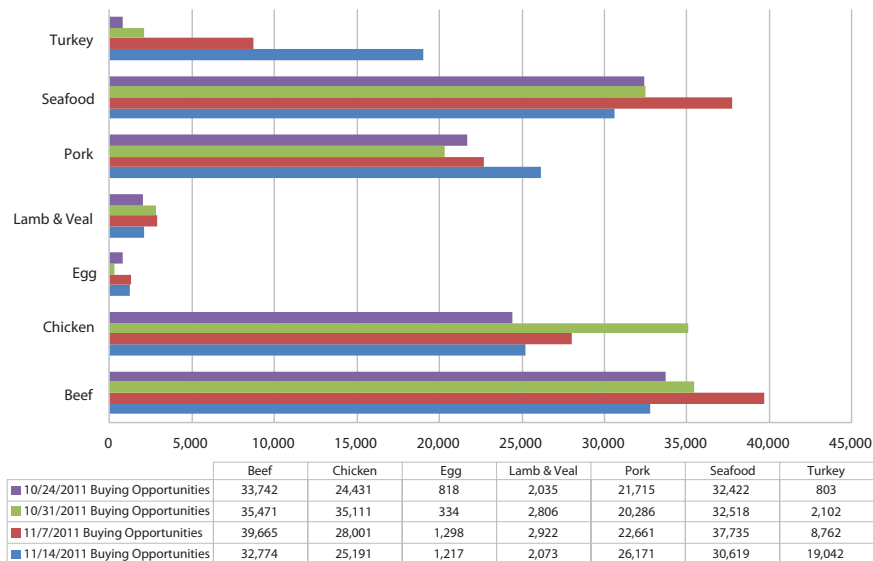
Urnner Barry Retail Activity Index

Urnner Barry recently expanded its *Retail Features* section on COMTELL® as a way to provide its customers with in-depth, daily updates of protein commodities advertised across the country's most popular retail outlets.

Using the *Urnner Barry Retail Activity Index*, a measure of consumer buying opportunities in the dairy, meat and seafood cases, *Urnner Barry's Retail Features* offer a comprehensive daily outlook of red meat, poultry, egg and seafood products that are being featured in retail grocery outlet weekly circulars throughout the country.

From Boston to Los Angeles, Urnner Barry compiles feature data from weekly circulars in 17 major metropolitan areas in the U.S. from over 50 different grocery retail outlets. With the ability to chart week-over-week changes, subscribers get a unique insight into how commodity prices influence retail behavior and ultimately consumer buying interests.

National Retail Activity Index Oct 24 - Nov. 14, 2011



Source: Urnner Barry

The *Urnner Barry Retail Activity Index* is a measure of the total number of consumer buying opportunities represented for a category or item. The index is the product of the number of retailer outlets and the number of individual commodities being featured. For example, a retailer with 10 outlets featuring 3 beef items has an activity index of 30 in the beef category.

Start using this great new tool today and improve your understanding of retail feature trends.

Article contributed by Michael Ramsingh | mramsingh@urnnerbarry.com

COST SAVINGS SOLUTIONS

PROTEINS • BEVERAGES • SIDES • SNACKS & MORE!

Good Source distributes to over
5000 CUSTOMERS NATIONALLY

If you have products to clear from your inventory including:
OVERSTOCK • OFF SPEC • OBSOLETE PACKAGING • CLOSE TO CODE
LARGE OR SMALL, WE TAKE THEM ALL

We specialize in selling into approved markets to
PROTECT YOUR ESTABLISHED CHANNELS

call 760.448.8215



GoodSource
SOLUTIONS

goodsource.com

Bringing heritage back to the table

Ancestor of the common broad-breasted white turkey that comprises 99.99% of the supermarket turkeys sold today, the Heritage Turkey is an old-fashioned breed raised in a very specific way. As one of the only domesticated animals to originate in North America, preservation of this breed is like safeguarding a historical building or rare document. It's a piece of American history. For turkey growers, Heritage birds hold important genetic traits (such as disease resistance and temperament) critical to the turkey's long-term health and survival.

Smaller than the commercially grown Broad Breasted White turkey, Heritage turkeys are also slower growing and rare. In 1997 the American Livestock Breeds Conservancy found only 1,335 breeding heritage birds.

Developed in the United States and Europe over hundreds of years, and identified in the American Poultry Association's Turkey Standard of Perfection of 1874, Heritage turkeys have long been prized for their rich flavor and beautiful plumage. They have been quietly gaining a renewed market and respect due to their flavor and superior biological diversity. The varieties include the Standard Bronze, Bourbon Red, Narragansett, Jersey Buff, Slate, Black Spanish, and White Holland. Later added to the standard were the Royal Palm, White Midget and Beltsville Small White.

In order to be considered a Heritage turkey by the American Livestock Breeds Conservancy, a bird must meet three requirements. The first is that it must be able to mate naturally, and they must be the product of naturally-bred parents. A Heritage turkey must also live a "long productive outdoor lifespan," with breeding hens and toms living for up to seven years. The birds must live outdoors and be hardy enough to survive outdoor conditions, and chicks produced for food should also be allowed access to a wide variety of forage and conditions. Finally, a Heritage turkey has a slow growth rate which allows it to mature into a fully adult bird before it is slaughtered.



Heritage breeds owe their special taste and flavoring to their diverse diets and extended life-spans. Dining on fresh grass and insects, these birds exercise and even help control farmer's pest problems.

Raising Heritage breeds is more costly and time consuming than raising White Breasted toms. While supermarket turkeys grow to an average of 32 pounds over 18 weeks, Heritage birds take

anywhere from 24-30 weeks to reach their market weight, but those who have tasted Heritage breeds say the cost, and the wait, are well worth it.

What's old is new again with Heritage turkeys gaining in popularity and a renewed interest in preserving this diverse breed. **UB**

Article contributed by Linda Lindner
llindner@urnerbarry.com

PRESTAGE FOODS

PREMIUM YOUNG TURKEY

- Foodservice • Retail • Export •
- Fresh & Frozen • Whole birds •
- Bone-in breast • Tray pack •
- Map grind • Ground chubs •
- Boneless roast •
- Private label is available •

CONTACT:
Kent Puffenbarger, Patrick Fowler or Katie Prestage
www.PrestageFoods.com
St. Pauls, NC 28384 • 1-800-679-7198

Some 2012 Republican candidates and

The 2012 U.S. Presidential election will be held on November 6, 2012. President Barack Obama will be expected to run as the incumbent for the Democrats, against a yet-to-be decided Republican candidate, as well as some others of undeclared parties. Although at the time of this writing the Republican candidate has not been named, the *Reporter* looked into a few and their relationship within food and agriculture.

HERMAN CAIN

Though having earned his Master's Degree in computer Science from Perdue



University, Atlanta-born Herman Cain is no stranger to the food industry. His career towards the culture of business began when he worked as a computer systems

analyst for the Coca-Cola Company. After considerable success at Coca-Cola, he moved to the Pillsbury Company where he rose to the position of Vice President within a very short period of time. The comforts of a corner office on the 31st floor of a majestic corporate building seemed satisfying; however, Cain knew he needed a challenge.

Cain then became the regional vice president of Pillsbury's Burger King division where he served as leader to a low performing region which he turned around within three years, and made it the best performing region in the company.

Energized by his success, Cain then accepted the call to become the President and CEO of Godfather's Pizza, a company that was teetering on the edge of bankruptcy. In just 14 months, he returned Godfather's to profitability and led his management team to a buyout of the company.

His professional successes garnered the respect and admiration of industry peers who named him the President of the National Restaurant Association. Under Cain's administration, the group grew significantly and began to lobby for the interests of America's restaurateurs and small business owners.

Cain also began working with business leaders across all sectors of the American economy. This led to his acceptance of a position on the Board of Directors of the Federal Reserve Bank of Kansas City, and he was subsequently elected their chairman. In this role, he analyzed economic conditions in the region and notified the Federal Reserve of how their policies should respond.

RICK PERRY

The 47th and longest-serving governor of Texas, Rick Perry grew up in the small community of Paint Creek, located along the rolling plains of West Texas.



The former Air Force captain, who once entertained thoughts of becoming a veterinarian, has never hid his preference to remain as Governor of the Lone Star State, claiming it to be "the best job in the world." However, the field of candidates in the Republican nomination race, as well as pressure from the evangelical segment of the grassroots, forced Perry to reevaluate the matter.

The son of tenant farmers, Perry and his sister were provided a modest upbringing. The Perry children grew up without indoor plumbing and wore hand-sewn clothes. As a young boy Perry worked on his family farm, and devoted himself to the Boy Scouts, earning the rank of Eagle while in his teens.

The first generation in his family to attend college, Perry enrolled at Texas A&M University in the fall of 1968, and graduated in August 1972 with a bachelor's degree in Animal Science.



Over
100 years
of
producing
only
GENUINE
LONG
ISLAND
DUCKLINGS

CRESCENT DUCK FARM

Visibly Superior Long Island Ducklings

Tel. (631) 722-8000

Fax (631) 722-5324

their affiliations to the food and ag industry

Upon graduation, Perry took a commission in the United States Air Force, flying C-130 tactical aircraft to destinations around the globe, including South America, Europe and the Middle East. In 1977, Perry was honorably discharged from the Air Force with the rank of Captain, and he returned home to the family farm, where they grew dryland cotton, milo and wheat.

It was in 1984 that Perry set his sights on public office, running to represent his rural neighbors in the Texas House. Perry would serve three terms in the House, ultimately switching to the Republican Party toward the end of his final term, before taking the bold step of running statewide for Agriculture Commissioner against a popular Democrat incumbent. Perry scored an upset in 1990 and easily won re-election in 1994.

Four years later, Perry won a close election to become the first Republican Lieutenant Governor in more than a century. He became Governor of Texas in December 2000 when George W. Bush resigned the office to become President. Since then, Perry has won three full terms as governor.

JON HUNTSMAN

Jon M. Huntsman Jr. has worked for four presidents, served as governor of Utah and most recently was the nation's ambassador to China. At every other point over the past three decades, he has worked for Huntsman Corp., the multibillion-dollar chemical company his father founded. His work with the family business has also included serving as CEO. In April, 2004 he was elected governor of Utah and won re-election in 2008 with nearly 78% of the vote.



It is within his family's business that Huntsman's affiliation to the protein industry comes in. The Huntsman empire grew from an idea for a better egg carton. Huntsman's father, Jon Meade Huntsman

Sr., a devout Mormon, helped develop the idea of using polystyrene, better known as Styrofoam, to make safer egg shipping containers.

The concept took off. Huntsman purchased polystyrene plants from major chemical companies and used them to make products that became standard in everyday American life—including the clam-shell containers once used to package McDonald's hamburgers and the plastic egg used for L'eggs pantyhose.

Huntsman Jr. took on more responsibilities as the company grew. He ran a chemicals unit, headed a division responsible for Asian expansion and eventually became vice board chairman. He left in 2004 when he was elected governor.



©iStockphoto.com/flyju0h

Huntsman formally entered the race for the Republican presidential nomination on June 21, 2011, announcing his bid in a speech at Liberty State Park in New Jersey, with the Statue of Liberty in the background—the same site where Ronald Reagan launched his campaign in 1980.

Huntsman has eight brothers and sisters, and he and his wife have seven children. He is a self-proclaimed fan of the progressive rock genre and played keyboards during high school in the band Wizard. He is also an avid motocross racer, which has been a passion his entire life.

When he is not working or spending time with his family, He enjoys riding his Harley and considers himself a street food connoisseur, frequenting taco stands. **UB**

Article contributed by Linda Lindner
llindner@urnerbarry.com



HAYS

COLD STORAGE

CHILL OUT—YOU'VE GOT HAYS!

Over the past 30 years, you've come to know and trust the Hays name for quality customer service. You can count on Hays for great rates in ultra-cold storage!

We can handle any frozen product you have—
from meats and poultry to ice cream and frozen desserts.



HAYS COLD STORAGE

Warrenton, MO 63383

1.800.970.7156 • info@haysfood.com

Ireland:

The importance of the green

Distinct from Northern Ireland which is part of the United Kingdom, the Republic of Ireland is a nation independent from its longtime motherland to the East. Historically defined by its attachment to England and its subsequent desire to become culturally and economically autonomous, Ireland is today a country and economy of its own. Although perceived as one of the most traditionally agricultural nations thanks largely to its abundant rolling green pastures, Ireland is moving from being a predominantly agricultural state to an increasingly industrial one.

**“Perhaps
thankfully,
as it
becomes less
agriculturally
dependent,
Ireland
will never
again be so
thoroughly
clobbered by
a crop.”**

Ireland's movement toward industry has been a long time coming. During the Industrial Revolution of England's Victorian Era, Ireland did not see the industrialization and resulting economic livelihood that its motherland did. Up until quite recently, economic stagnation and frustration has defined Ireland. Most of this frustration was born from Ireland's desire to be a sovereign state. Movements of Irish nationalism began stirring heavily around the beginning of the 20th century and culminated during the Easter Rising of 1916, when the Irish unsuccessfully tried to break from England.

The most recognized agricultural event of Ireland's history came when it was still part of the United Kingdom in 1845. The Irish Potato Famine, or “Great Famine,” killed 1 million Irish people and caused another 1 million to emigrate, decimating the country's population by 30%. Perhaps thankfully, as it becomes less agriculturally



Valley panorama in Ireland. Glenmacnass Valley, County Wicklow, Ireland.

dependent, Ireland will never again be so thoroughly clobbered by a crop. As of 2010, only 5% of Ireland's labor force is agricultural; the other 85% is made up of industry and services workers.

Still, Ireland's enormous fertile pastures remain its greatest economic resource. Between 65% and 80% of the island's entire land mass (including Northern Ireland) is used for agriculture. The livestock raised on these pastures make Ireland a key contributor to the European Union's beef exportation. Ireland also raises poultry, goat and lamb, and the main crops grown in its fields are wheat, barley, oats, and of course, potatoes. As far as mineral production, Ireland

currently ranks first in Europe in zinc and second in lead.

From 1995 through the early and mid 2000s, a period known as the Celtic Tiger, Ireland experienced strong economic growth. A period of recession coinciding with that of the United States followed in 2008. Today, Ireland continues to rebound economically. As long as its iconic sprawling green pastures remain, agriculture will surely be essential in Ireland, but it will be interesting to see exactly how much of its “green” Ireland sacrifices for industry. **UB**

Article contributed by Chris Slavin
mail@urnerbarry.com

Ireland / U.S. comparison



AREA	70, 273 sq km	9,826,675 sq km
COASTLINE	1,448 km	19,924 km
POPULATION	4,670,976	313,232,044
LIFE EXPECTANCY	80.19 years	78.37 years
GDP	\$172.3 billion	\$14.66 trillion
GDP (per capita)	\$37,300	\$47,200
AGRICULTURE AS A %GDP	2%	1.2%
AGRICULTURAL PRODUCTS	beef, dairy products, barley, potatoes, wheat	wheat, corn, beef, pork, fish poultry, dairy products
LABOR FORCE	2.14 million	153.9 million
UNEMPLOYMENT RATE	13.7%	9.6%
OIL PRODUCTION / CONSUMPTION	431 / 159,700 (bbl/day)	9.688 / 19.15 (million bbl/day)

GAA's Global Aquaculture Santiago meeting looks at future of global production

The 2011 Global Outlook for Aquaculture Leadership (GOAL) conference opened the first week in November, 2011 in Santiago, Chile, with over 350 attendees, from North America, Central and South America, Europe and Asia.

The theme of the conference is "Double in a Decade, Responsibly."

"We know we need to grow," GAA Executive Director Wally Stevens said, "but how do we get there? GOAL brings leaders of the various aquaculture sectors together to consider the challenges, examine courses of action and, hopefully, begin to develop solutions that will set us in the right direction as we work to double aquaculture output within a decade."

The meeting has received strong support and sponsorship from SalmonChile, ProChile and featured participation by the Chilean Fisheries Department, with opening speeches by undersecretary of Fisheries Pablo Galilea, Jose Ramon Gutierrez, President of SalmonChile, and Ricardo Garcia, head of Camanchaca.

Wally Stevens also announced that by the end of 2012, 900,000 metric tons of aquaculture products - shrimp, salmon, pangasius, catfish and tilapia - would be produced under the BAP global aquaculture environmental standards. About 750,000 tons is already certified in 2011, and he said much of the increase in 2012 will come from companies adopting the new BAP salmon certification standard.

The meeting also featured an extensive review of the ISA crisis in Chile, and the recovery. Data showed that salmon in Chile are now healthier than at any time since 2001, with record low mortality, lice and disease levels.

One speaker made the point that the recovery could not have happened without the corporate structure of the industry, with SalmonChile taking the lead in organizing the roughly 40 Chilean

"...recovery could not have happened without the corporate structure of the industry,"

producers to take immediate voluntary measures to control the outbreak, and to press the government into action.

Ultimately, the industry got support both from the government and from the banking sector, and the result has been an increase in the importance of the salmon export sector to Chile overall, and a new government ministry focused on aquaculture.

The interesting debate during the first day of the conference was how much aquaculture production could increase by 2030 to meet rising demand for global seafood.

Jim Anderson, with the World Bank, presented for the first time a new model of future seafood growth focused on aquaculture that attempts to forecast detailed regional and country based outputs for aquaculture.

The model suggests that rather than doubling, aquaculture growth is likely to slow from the pace of the past 20, which in fact has been doubling every 11 or 12 years or so.

Anderson's forecast was that total seafood production will rise from 140 million tons in 2012 to 180 to 200 million tons in 2030. All of the increase will come from aquaculture growth, but at a rate of about 75% to 80% increase over the next 20 years.

He also suggested that cost pressures will be very difficult, and that higher costs of fishmeal will limit the growth of fishmeal intensive species unless alternative technologies and feeds are developed. He expected that most of the growth would come in fresh water fish.



Salmon and shrimp would also see total growth of more than 50%, and all other aquaculture products would grow in volume by about 20% over the next 20 years.

Regarding prices, he expects fishmeal and oil prices to rise faster than inflation; and that shrimp real prices would remain flat, while real prices of salmon and whitefish would decline. This will lead to extreme cost pressures on producers who can only survive by being low cost producers. **UB**

Adapted from a story by John Sackton which originally appeared November 8, 2011 on

SEAFOOD NEWS.COM

Meet me at the Track!

Feb. 24, 2012
The New Meadowlands Racetrack, NJ
Doors open at 6pm

Call for more info or to reserve your tickets
800-932-0617



NIGHT AT THE RACES
URNER BARRY
MEADOWLANDS

Making the rounds with *UB's Reporter*

2011 CERTIFIED ANGUS BEEF ANNUAL CONFERENCE

This past September nearly 600 brand leaders gathered in Sunriver, Oregon for the 2011 *Certified Angus Beef*® Annual Conference. From the opening Burger Bash to the awards dinner, sessions offered insight on retail and foodservice trends as well as a multitude of opportunities to more effectively leverage the Certified Angus Beef brand. As always the *Reporter* was on hand to take part in all the festivities.

In his opening address to the audience, John Stika, President of Certified Angus Beef, recognized the accomplishments of each of the licensed partners for their individual contributions through sales, marketing and commitment to integrity. The Certified Angus Beef Brand set another record sales year, its fifth consecutive year of sales gains. June,



July and August set monthly records by exceeding 70 million pounds each.

One of the many highlights of the conference was the keynote speaker, Chief Richard Picciotto of the FDNY, New York City's Fire Department. He offered his heartfelt and emotional remembrance of a day of infamy and profound humanity. Chief Picciotto is the highest-ranking firefighter to survive the World Trade Center collapse, and the last fireman to escape the devastation. His riveting story of that fateful day is of an American hero, a man who thought nothing of himself and gave nearly everything for others during one of our nation's darkest hours.

The *Reporter* was treated to a variety of delightful dining events. Offered was a meal and twilight canoe trip on majestic Elk Lake, a Presidential Dinner, an



Urner Barry's Reporter was in attendance when CAB President, John Stika, addressed the nearly 600 brand leaders who gathered in Sunriver, Oregon for the 2011 Certified Angus Beef® Annual Conference.

**Wabash
Valley
Produce**

**Brown
Produce Co.**

**Ballas Egg
Products
Corp.**

Producers & Processors of **SHELL EGGS**

Including
**Carton, Loose Pack &
Nest Run**

EGG PRODUCTS

Including
Frozen, Liquid & Dried

**Wabash
Valley
Produce**

Dubois,
Indiana 47527
Scott Seger
Tel. (812) 678-3131
Fax (812) 678-5931

**Brown
Produce
Co.**

Farina,
Illinois 62838
Larry Pemberton
Tel. (618) 245-3301
Fax (618) 245-3552

**Ballas
Egg Products
Corp.**

Zanesville,
Ohio 43701
Craig Ballas
Tel. (740) 453-0386
Fax (740) 453-0491

authentic Chuckwagon style dinner, or supper where attendees enjoyed some of the finest beef and beer in the Northwest.

The staff at Certified Angus Beef proved once again how to organize and present what many in the beef industry consider a premier conference. Next year the *Reporter* will be attending the 2012 Certified Angus Beef Conference, at The Greenbrier in White Sulphur Springs, West Virginia. See you there!

ANNUAL MEETING OF THE NATIONAL FISHERIES INSTITUTE

The 66th Annual Meeting of the National Fisheries Institute returned to The Broadmoor resort in Colorado Springs this year. Held September 12-15, the event began with a host of committee meetings, but soon the focus turned to "issues du jour." The first general session provided recent research and demonstrated ways to get Americans to eat more seafood.

After lunch, attendees returned to the general session room to hear Gavin

"Attendees were then provided an entertaining look at how consumers perceive seafood and what they know about the new USDA dietary guidelines."

Gibbons of NFI lead a panel on disaster management and crisis response, recounting real life natural and man-made disasters we are all familiar with. Ewell Smith of the Louisiana Seafood promotion Board and Ray Riutta of the Alaska Seafood Marketing Institute told the audience how they handled crisis and what they learned from Hurricane Katrina, the BP oil spill, and the Exxon Valdez.

Immediately following, John Sackton and Jeff Davis provided attendees with an overview of the newly-designed Annual

Meeting. Held this coming January in Miami, the meeting will focus on price trends in four key commodity areas: shrimp, whitefish, salmon and shellfish.

Attendees were then provided an entertaining look at how consumers perceive seafood and what they know about the new USDA dietary guidelines. The return session was comprised of a moderator and local consumers who were quizzed on their buying habits and attitudes on seafood. The exchange was both fun and eye opening. The Annual Meeting wrapped-up with the Board of Directors Meeting.

Lastly, we would like to recognize seafood market reporter Angel Rubio and his Future Leader classmates of 2011. At Wednesday's breakfast, their efforts were celebrated by the entire NFI community with a graduation ceremony. This was the culmination of an effort that began late in 2010 and kept them engaged right through the Annual Meeting. We wish them luck in their future endeavors, and are glad to welcome them into the alumni roles. **UB**

THUNDERBIRD

GERMAN TECHNOLOGY BRAND OF U.S.A. Since 1978



High Quality Spiral & Planetary Mixers, Bread Slicers, Dough Sheeters, Meat Grinders, Dough Dividers/Rounders & MORE!



Professional Meat Tenderizer
Also cuts meat into strips

Table Top Band Saw
Cuts through Meat & Bones
ALL STAINLESS STEEL!



Visit Our Website & Call Today!

Heavy Duty Meat Grinders
Sizes: #12, #22, & #32

BEST CHOICE

Among Brand Name Machines
In the Market

HIGH QUALITY at a
REASONABLE PRICE

Only THUNDERBIRD Can
Offer Up to 7 Years
EXTENDED WARRANTY!

THUNDERBIRD FOOD MACHINERY, INC.

4602 Brass Way, Dallas, TX 75236
214-331-3000 (8 lines); 866-7-MIXERS
866-875-6868; 866-451-1668
FAX: 214-331-3581; 972-274-5053

PO Box 4079, Blaine, WA 98231
360-366-0997
800-7-MIXERS; 800-626-5168
FAX: 360-366-0998; 604-576-8527

Web: www.thunderbirdfm.com
www.thunderbirdfm.net
Email: tbfm@tbfm.com
tbfordallas@hotmail.com

FINANCING AVAILABLE

Spending time with... **STEPHEN EDWARDS**

Regional Manager – North America
Meat & Livestock Australia

A chef for 32 years, Stephen Edwards has worked in an array of foodservice outlets throughout Australia including fine dining, ski resorts and catering in the corporate boxes at the Melbourne Cricket Ground. In addition, Stephen has owned and operated restaurants and bed & breakfast venues in the Adelaide Hills.

Following his retirement from the culinary world in 2001, Stephen commenced work for Meat & Livestock Australia as a State Rep advancing to Business Development Manager/State Manager for South Australia. Stephen accepted the post of Business Development Manager for MLA in their U.S. office in July 2008, and was promoted to Regional Manager –North America in 2011. *Urnner Barry's Reporter* recently caught up with Stephen for a quick question and answer session to learn about his organization and the product they represent.

URNER BARRY'S REPORTER: What is Meat and Livestock Australia (MLA)?

STEPHEN EDWARDS: MLA is a rancher owned company; we are funded by livestock transactions paid on cattle, sheep and goats. MLA uses funding for research and development throughout the entire supply chain. It is also used to grow markets and sales for Australian red meat globally through marketing and market access activities. We have offices in all major export markets—The U.S., Middle East, The EU, Japan, Korea, Indonesia and China.

UBR: The U.S. is one of the top beef producers in the world, why would consumers and U.S.



Stephen Edwards



of Australian beef sent to the U.S. is lean grinding beef, whereby the lean nature of Australian beef complements fattier grain fed U.S. beef for hamburger patty production. There is also a large export trade in chilled whole muscle beef cuts.

Other important points of Australian product is the long shelf life (120 days from pack on date for beef and 90 days for lamb on chilled products) and safety, which is due in part to extremely low bacteria counts and slower chain speeds in Australian slaughterhouses. Australian beef and lamb is also underpinned by a mandatory traceability system called the National Livestock Identification System (NLIS)

UBR: Do you see currency continuing to be an obstacle for imported beef volumes in the United States?

SE: At the moment the weak U.S. dollar, alongside competition for beef in other markets amid tight supplies has certainly not assisted U.S. beef imports, with volumes down so far this year 13%. We

processors/retailers choose Australian Beef Lamb and Veal?

SE: It is true the U.S. is a major beef producer and exporter of high quality beef. The U.S. though is Australia's second largest export market for beef and lamb. The majority of Australian beef and lamb exported to the U.S. is pasture raised with no grain finishing, although there are some niche grain fed Wagyu and Angus beef programs exported to the U.S. Over 70%



do see that although the Australian dollar is forecast to remain high against the U.S. dollar throughout most of 2012, U.S. protein prices are tipped to significantly increase amid a decline in production, which will make Aussie beef and lamb more attractive to U.S. end-users. We have been through a terrible drought in Australia, which has now broken, leading to stock rebuilding and increased production moving forward. We are optimistic that 2012 will provide a good year for Aussie red meat exports.

UBR: What is different about Australia's red meat production systems?

SE: As mentioned previously, Australian cattle, sheep and lambs are predominantly pasture raised and free range, producing leaner and smaller meat cuts, ideal for foodservice plate costs and retail presentation. Aside from this, Australian ranchers also produce high quality and sustainable red meat products, whilst maintaining the highest animal welfare standards. Australian beef and sheep meat products are exported to over 120 countries, whereby Australia's livestock traceability system has been a significant positive for continued expansion of our global markets. This, alongside a long shelf life and around 35 days of sea shipping, assists the eating quality of our beef and lamb due to the ageing process.

UBR: How is it that packers in Australia are able to produce, freeze and transport it to the USA and still be competitive on price?

SE: Actually the majority of Australian lamb imported to the U.S. is chilled, and although much of the Australian beef exported to the U.S. is frozen, (which is mainly used for manufacturing/grinding), a growing amount of chilled beef middle

Continued on page 66

From the recipe box...

Succulent short ribs stimulate a fantastic fall menu



Cooking short ribs is a far less daunting and a far more rewarding task than many imagine. There's something wonderful about meat that falls off the bone at the suggestion of a fork coming its way which tantalizes the taste buds and drives the culinary senses into overdrive. That said, lifting the lid after a multi-hour cooking session only to see a pile of meat and bones can be unsettling, yet marvelous when it meets the mouth!

Requiring very little effort, braised short ribs are a tasty and affordable fare which

requires only nominal kitchen experience. It's hard to go wrong with short ribs, and they can be jazzed up with a few or as many spices as wanted and simmered in almost anything. Better yet, for today's time pressured gourmand, short ribs are best prepared in advance of the dining occasion. Some say they taste even better the next day!**UB**

*Introduction written by Russell W. Whitman
rwhitman@urnerbarry.com*

*Recipe prepared by Rusty Dean
rusty@urnerbarry.com*

BRAISED CHIANTI SHORT RIBS

INGREDIENTS:

3-4 pounds boneless beef short ribs
½ teaspoon salt
½ teaspoon pepper
2 teaspoons extra virgin olive oil
1-2 medium yellow onions, chopped

10 ounce package baby portabella mushrooms, sliced (optional)
4 large garlic cloves chopped
2 cups Chianti wine
32 ounces crushed tomatoes
2 teaspoons fresh rosemary, chopped
3 cups beef broth

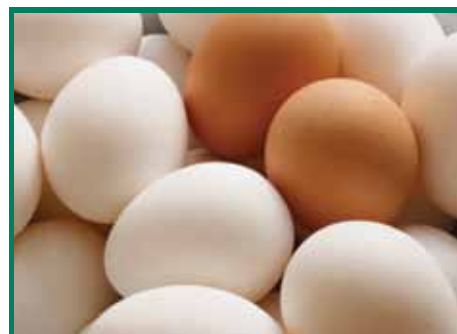
DIRECTIONS:

Pat the short ribs dry with paper towels and season with salt & pepper. Coat a large, deep skillet with the olive oil. Sauté the short ribs over medium-high heat for approximately three minutes on each side or until browned. Remove ribs from the pan and place on a large dish or bowl.

In the same skillet, add the chopped onions and sauté over medium heat about three minutes or until translucent. Add the garlic to the onions and cook for one minute, stirring. If using the portabella mushrooms, stir the slices into the onions and garlic. Now add to the mixture the Chianti, rosemary, beef broth and tomatoes one at a time, allowing the liquid to evaporate a bit between each ingredient.

Return the short ribs to the skillet. On the low heat, cover and simmer 3-4 hours or until the ribs become fall-apart tender. Remove the ribs once again and boil the liquid until it is reduced by half. Lower the temperature and return the ribs to the pan and cook until heated.

You can serve the ribs with mashed potatoes or risotto, fresh carrots and green beans. Sprinkle with parsley upon serving.



Eggs can't get any fresher!

Our family farms dedication to excellence, integrity and quality ensures that NuCal Foods and Rocky Mountain Eggs are your best source for premium quality conventional and specialty eggs.

Serving the Western United States...



Eggs can't get any fresher.

Rocky Mountain



800-377-3447
www.nucalfoods.com



Eye on dining...

Magnificent Miami



©istockphoto.com/bosank

Palm tree lined streets, breathtaking ocean views, exciting night life and a melting pot of international influences are just some of the things that make Miami, Florida a vacation paradise. Blessed with year-round mild climates and unrivaled ocean access, America's southernmost resort city is also a sought-after international business destination.

Urner Barry's Reporter will be in Miami in January to take part in the National Fisheries Institute's Global Seafood Market Conference. As all loyal readers know, the Reporter doesn't go anywhere without planning to take advantage of the culinary delights offered from local eateries, and Miami won't be an exception. But where to start? The epicurean alternatives in Miami are endless and a few days can leave more to choose from than you have time to include, so knowing the best options in advance is essential.

The Reporter began its journey in search of gastronomical pleasures by contacting the concierge at Trump International Beach Resort, the venue which will be hosting the NFI event. Mr. Miguel Pena, who is the resort's Chef Concierge and a Board Member of Les Clefs d'Or, was more than willing to help guide us along the road to foodie bliss.

Billed as a French bistro, and highly suggested by Mr. Pena, is the newly opened *H Restaurant*. Open for both lunch and dinner, diners will discover the new cozy and chic decor created by Gérard Herisson and his wife Karin, which brings a welcoming and sensual atmosphere to their newest restaurant in Sunny Isles Beach.

Another highly recommended dining option is *Neomi's*, a Trump International Mobil award-winning restaurant which serves as a hallmark to fine dining on Miami Beach. The contemporary American menu offers a broad selection of time-honored as well as not so traditional favorites using the freshest seafood and highest quality meats. Neomi's culinary team of Executive Chef Kurtis Jantz and Chef Chad Galiano incorporate food preparation traditions from the many tropical islands that surround Florida. Described as a fusion of flavors, guests

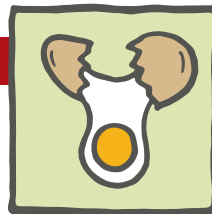
may dine on their meal in an intimate indoor setting or, if preferred, al fresco on the restaurant's breathtaking terrace. When combined with the chefs' captivating use of spices and ingredients, Neomi's cuisine is sure to please even the most discriminating palette.

After spending time with Mr. Pena, the Reporter contacted Hector Perez of L & S Foods in Coral Gables, Florida for a bit of local insight into the cooking delights in and around Miami. His top pick, which is in walking distance of Trump International, is *Il Mulino*. Born in Greenwich Village, New York, *Il Mulino* was created with a gourmand's love for food and a divine calling to bring native dishes from Abruzzo, Italy to the

United States. The Reporter was told that the cuisine speaks for itself in intense, lavish and delicious tones. The dish par excellence is the Osso Buco, which we're told strikes a balance of surprising lightness between its highest quality veal and delectable sauce. With a fabulously overwhelming selection of pastas, meats, and delicate desserts, *Il Mulino* showcases impressive, distinctive tastes that are unforgettable.

So when attending the Global Seafood Market Conference, be sure to stop by these or any of the numerous other dining establishments which help make Miami not only a great vacation and business destination, but one for the serious gourmand as well! Tell them the Reporter sent you. **UB**

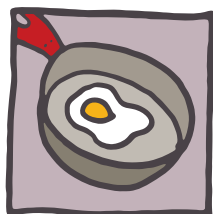
Article contributed by Russell W. Whitman
rwhitman@urnerbarry.com



Test your knowledge: egg products

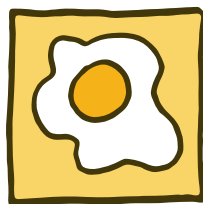
Everyone knows that eggs are a delicious source of important vitamins, minerals and proteins. There are some questions about eggs however, including the famous "which came first, the chicken or the egg?" Although we may never have an answer to this, we do know the answers to these questions about egg products... do you?

1. Which is not a form of egg products?
a.) Frozen
b.) Cured
c.) Dried
d.) Liquid



2. Which of these do not contain egg whites?
a.) Artificial crab
b.) Egg Beaters
c.) Angel food cake
d.) Cream Cheese

3. What is the common term for egg whites?
a.) Albumen
b.) Chalazae
c.) Whey
d.) Clear

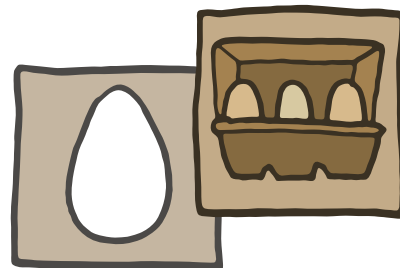


4. How do you measure an egg's whipping property?
a.) How runny the yolk is
b.) How high it peaks
c.) White to yolk ratio
d.) By weight

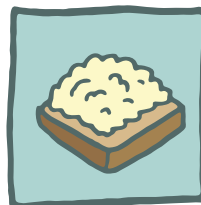
5. How can you tell the age of an egg?
a.) By how it smells
b.) Height of the yolk
c.) Color of the yolk
d.) If the white and yolk mixes easily

6. Typically, what percentage of an egg yolk is solid after its dried?
a.) 12%
b.) 23%
c.) 38%
d.) 43%

7. Which of these is not a baking property of eggs?
a.) Coagulation
b.) Emulsification
c.) Coloration
d.) Evaporation



8. What is the ratio of egg white to yolk?
a.) 1:1
b.) 2:1
c.) 2:3
d.) 3:2



10. Which of these products does not contain dried egg?
a.) Pancake batter
b.) Pasta
c.) Cereal
d.) Cake mix

See answers on page 66

Quiz contributed by Brian Moscogiuri
brianm@urnerbarry.com



Dolphin Shipping & Trading, Inc.

P.O. Box 640 • McDonough, GA 30253
sales@dolphinshipping-trading.com
770-957-5534

Dolphin Shipping and Trading, Inc is an exporter of agricultural commodities with a focus on shell eggs

Our main areas are the Middle East, Europe, Far East and Caribbean

PRIMARY AGRICULTURAL PRODUCTS

FRESH SHELL EGGS

EGG PRODUCTS

APPLES

PEARS

CITRUS

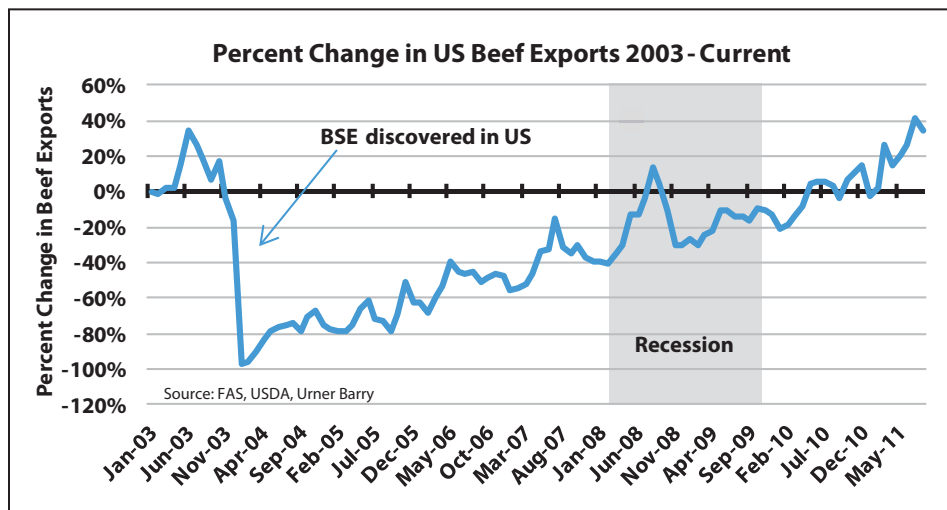
What's next for U.S. protein exports?

Continued from page 1

China—provide significant opportunities for restaurant chains looking to grow internationally, further highlighting the need for high quality U.S. proteins. In this issue, we take a look at U.S. protein exports, their current state and what might be next.

BEEF

Nearly eight years have passed since that ill-fated day in December 2003 when a dairy cow in Washington State was found to be infected with Bovine Spongiform Encephalopathy (BSE). It took just one instance of the infamous “mad-cow” disease to devastate the U.S. beef export industry. In response, 53 countries banned beef exports originating from the



U.S., effectively reducing export sales to almost nothing. The ramifications are still evident today, but the industry has made considerable progress since then and should not only surpass pre-2003 export

levels this year, but set new all-time records in both volume and value.

Beef exports this year to date are 27% higher than last year, and record high prices have proven to have little effect on growing international demand. The U.S. has shipped 1.9 billion pounds to foreign destinations through August, almost exceeding total beef exports for 2009. A cheaper dollar has made U.S. products less expensive abroad, and for the first time, the United States now exports more beef than it imports into the country.

The U.S. exports beef mainly to four countries—Mexico, Canada, Japan, and South Korea. These four countries alone are responsible for 67% of total beef exports. Mexico has generally been the United States' best trading partner in years past, but the country is still mired in the lingering effects of the global economic recession. This has led to decreased imports the last two years and levels remain flat so far this year. Where Mexican imports have fallen short, however, emerging markets have grown exponentially. In the last five years, South Korean beef imports are up by a factor of 200; Russian imports went from next to nothing in 2007 to nearly 80 million pounds in 2010; and Hong Kong and Vietnam have both increased imports tenfold since 2007. Growth in emerging markets has quickly made up the deficit

**Looking for a way
to cut your
GRINDING COSTS?**

**Add HRR's Finely Textured
Beef or Premium
Black Angus Finely
Textured Beef
to your beef block.**

WE CAN CUT YOUR COSTS

HRR ENTERPRISES, INC.

1755 Genesis Dr., LaPorte, IN 46350 • Phone: (219) 362-9050
E-mail: dan@hrrenterprises.com • Web site: www.hrrenterprises.com

that the global economic recession created in beef exports.

In recent years, the weakness of the U.S. dollar compared with other foreign currencies has made U.S. beef cheaper abroad, encouraging beef export growth. Along with a cheap dollar, and more important in terms of long-term export growth, demand in emerging markets continues to rise. Not only is there empirical evidence of this, but one can easily see the fact that in a year of record-setting domestic beef prices, beef exports are on pace to set new records.

In addition to economic growth in emerging markets that will undoubtedly set the path forward for U.S. exports, foreign policy continues to open up new opportunities. Japan recently declared that they will begin accepting beef as soon as April 2012 from cattle 30 months and younger, opposed to a previous ban on all exports of beef from cattle older than 20 months of age. The United States Congress just passed Free Trade legislation with South Korea, a major U.S. beef importer, which will phase out tariffs on U.S. beef imports over the next 15 years. Looking down the road a little further, China still has yet to open its doors fully to U.S. beef. If they were to decrease restrictions on imports, the United States could gain access to an additional 10% of the world's beef consumption, and a lucrative one at that.

Contributed by AJ Munger
ajmunger@urnerbarry.com



PORK

In recent years, pork exports have gone from a mention-worthy entity in the market to a significant force that can alter trends and influence bids into record-breaking territory. With most eyes and news spotlights on the emerging Chinese market, many overlook the fact that Japan and Mexico still import a greater volume of pork by quite a large margin. The critical factor to consider when looking at these three countries is growth.

Japanese demand has long dominated pork exports, and remains lengths ahead of the next largest importer, Mexico. Primarily an importer of loins, Japan's imports have grown by almost 44 percent from the third quarter of 2007 to the same period in 2011, which equates to nearly 108.2 million extra pounds of pork. This figure is also significant as loins are notably more expensive than most other export items, which makes Japan the leader in pork export value.



Quickly becoming a factor in pork exports is Mexico with a 5-year growth rate only second to that of China. Comparing third quarter figures between 2007 and 2011, Mexico has seen a staggering 144.4 percent increase in pork imports, or 142.3 million extra pounds. Contrary to Japan, the Mexican people primarily demand ham products, which is quite a bit cheaper than loin meat.

If one were to choose which pork importing country steals the show in terms of news coverage and strategic planning by domestic companies, the obvious choice for most would be the ever-growing behemoth that is China. Pork is the number one food for this exponentially growing population, and a stubbornly high inflation rate is making it increasingly hard to raise hogs and buy pork. The wholesale

 **Vista**
Food Exchange Inc.

Importers / Exporters
Wholesale / Trading

**Domestic and International
Suppliers of Perishable
Food Products
Specializing in:**



CHICKEN • TURKEY
BEEF • PORK
FISH

**CONSISTENT
QUALITY,
DEPENDABLE
SERVICE**

**For Domestic Inquiries,
Please Contact Vincent Louis at**

**Tel. # 718-542-4401
or Fax # 718-542-0042**

Website: <http://www.vistafood.com>

E-mail: sales@vistafood.com • export@vistafood.com

SERVICE CENTERS

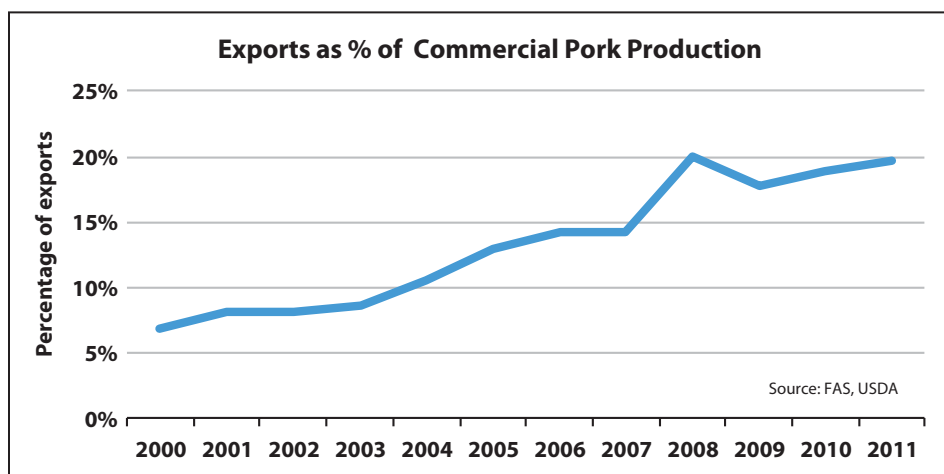
**Bronx, NY • Blue Springs, MO • Hope Mills, NC • Forest, MS
San Antonio, TX • Colleyville, TX • Manchester, NH • Oceanside, CA**

What's next for U.S. protein exports?

pork cutout reached levels nearly \$85/cwt higher than that of the United States in the summer of 2011. In addition, China currently lacks the capability to feed and house the massive amount of hogs that would be required to be considered self-sufficient and as such has been forced to import increasing amounts of pork year over year. In comparison to the third quarter of 2007, pork exports to China have increased by 149 percent, or roughly 81.35 million pounds.

With exports now accounting for roughly 23 percent of total U.S. pork production, the question begs to be asked "What's next for pork exports?" First and foremost, there is an undefined ceiling by which the U.S. pork market as a whole will be hesitant to surpass in terms of export volume. Already in 2011 we have seen multiple record highs from hogs down to trimmings. If production does not rise to compensate for exports, packers, processors, and retailers will all be hampered by high prices. This leaves countries such as China and Mexico with few options, one being to find pork elsewhere. China has already reached out globally to fill their pork demand, and one can expect to see significant arrangements made with various pork producing countries in order to fill their needs. For example, one agreement recently established is between Brazil and China in which, according to the Brazilian Association of Pork Meat Producers, 2012 will result in over 110 million pounds of pork leaving Brazil for Chinese markets. Arrangements such as this should be far more common and in larger quantities as time goes on, as demand for pork in developing countries appears to be growing exponentially.

Contributed by Russell Barton
rbarton@urnerbarry.com



CHICKEN

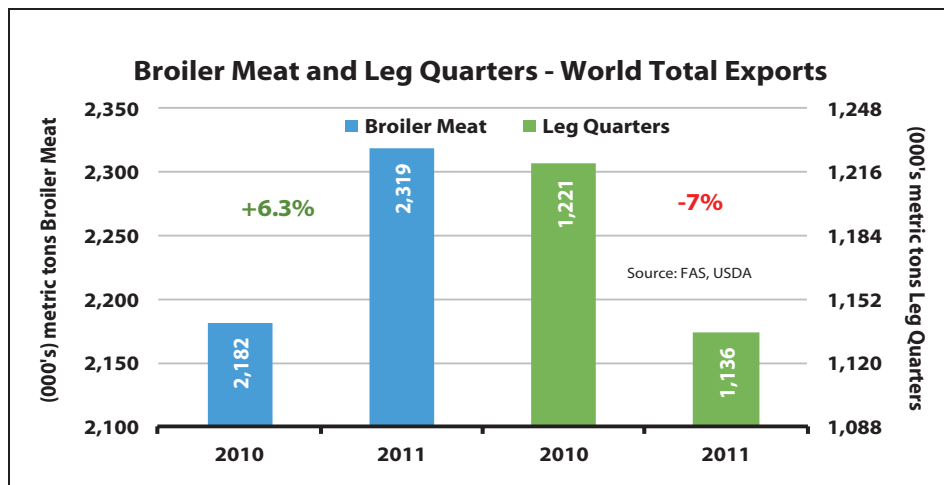
Bring up the 2011 chicken market in a conversation nowadays and one word primarily comes to the forefront—FLAT. There are a number of reasons for this monotony—lackluster demand patterns have kept negotiated trading at bay while production cutbacks performed in the second half of the year have helped to keep most items in check. Another prominent influencing factor, and the topic of this article, is the state of exports.

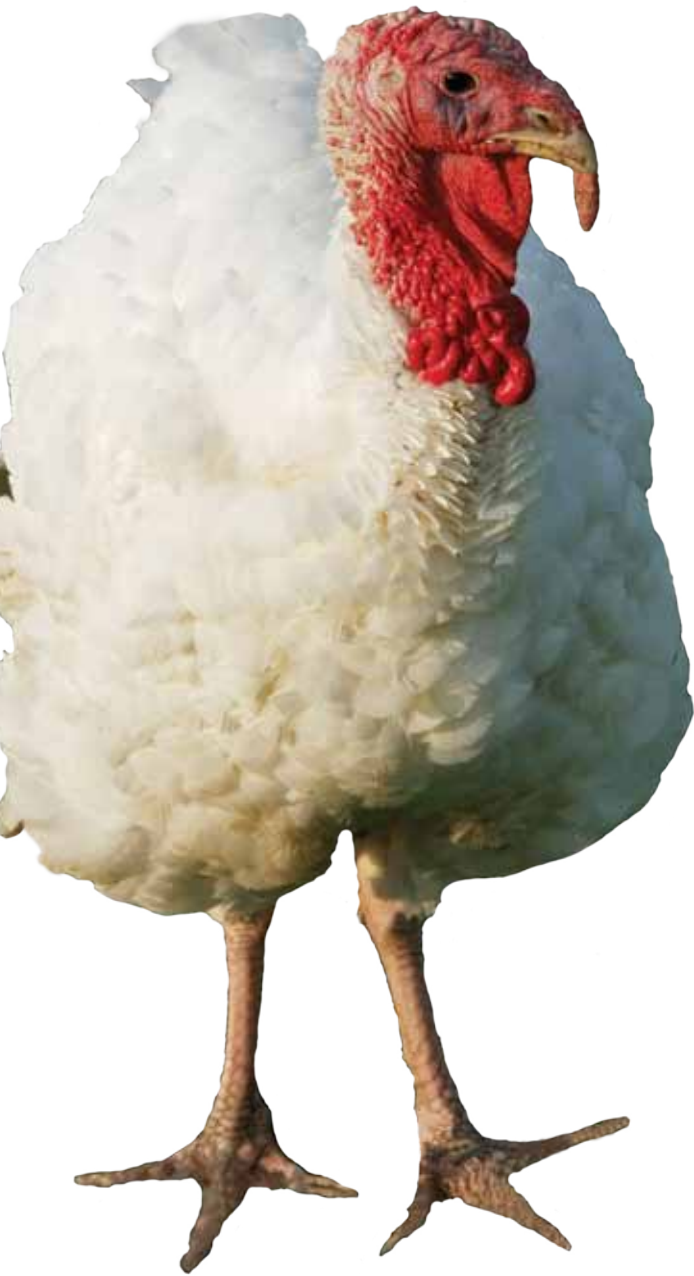
This year chicken exports and exports of U.S. proteins in general have been largely assisted by the weak dollar but there have also been other factors in play. When focusing on chicken in particular, we run into that "flat" word again. The world total of U.S. broiler meat exports as of November 11 is only up six percent. This is not to say that exports to all regions remained similar to those from 2010.

In fact, there were quite a few that changed significantly.

Broiler meat exports to Russia were down eight percent and those to the Caribbean declined by ten percent. Moving in the opposite direction were those products sent to East Asia and Sub-Saharan Africa which totaled 22% and 24% above those from last year respectively. African countries such as Egypt and Algeria have each grown more popular as countries wielding significant export potential. These alternative avenues have been paramount in keeping many of the popular export items in balance.

The most popular export item is, of course, leg quarters. In years past, they were predominantly shipped to Russia, but in more recent times the Russian quota declined and with it the amount of U.S. leg quarter





WHERE ARE YOU ON THE FOOD CHAIN?



We'll keep you from getting eaten alive.

No matter where you are in the industry - breeder, grower, processor, further processing or distribution - you need Frost as your business advisor. Our team is savvy about the financial challenges and unique attributes of animal agriculture and food processing - from accounting for live production to little known industry-specific income tax provisions. Whether you're a local company or international conglomerate, give us a chance to help manage your wealth - so you can focus on ways to strut your stuff.



Visit frostpllc.com
Little Rock and Fayetteville, AR | Raleigh, NC

What's next for U.S. protein exports?

exports. The world total is only down 7% with Russia in the negative by 18%, and the Caribbean down 30% while the Middle East and East Asia make up somewhat for these losses by advancing 9% and 34% respectively.

Looking forward, U.S. chicken exporters will need to continue to search for alternative destinations to sell their product. Unlike other proteins where China is playing a significant role in the export arena, U.S. chicken exports to China and to a lesser degree Mexico, are being hindered by anti-dumping lawsuits or similarly misguided barriers to fair trade. The Russian quota has grown smaller year after year and competition has become a more relevant issue. Whether or not exports improve or decline is anyone's guess. But one thing is for sure, when it comes to the chicken market, the word FLAT is certainly looked at as a four letter word.

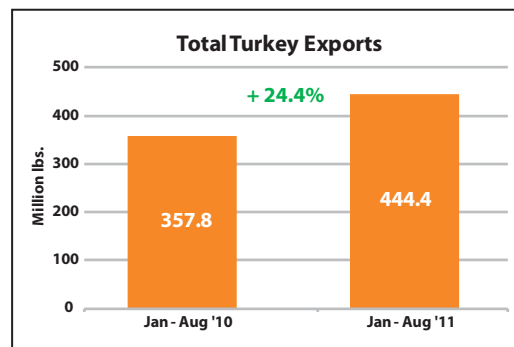
Contributed by James Serpico
jserpico@urnerbarry.com

TURKEY

As a whole, U.S. poultry exports from January through August set a new year-on-year record for the value of exports while the tonnage of chicken and turkey shipped overseas was the third highest ever recorded. Turkey has been performing especially impressively and, unlike chicken, is not currently the focus on any anti-dumping scrutiny or other significant bans which would stifle export shipments. Instances of low path AI continue to isolate select counties or states from the freedom to export production originating from the region where routine AI testing proved positive.

Mexico, China, Hong Kong, Canada, and the Dominican Republic, have proved to be the most influential export partners

with Mexico alone accounting for over 56% of export volume. According to the most recent USDA data available to the *Reporter* before press time, turkey exports in August totaled 61.8 million pounds. This figure represents an increase of 10.6% over 2010 and a 17% increase over the prior month. It was made clear in 2011 that China's influence on market values



30 YEARS OF NATIONAL SERVICE WITH PRIDE



TRADERS OF A FULL LINE OF FRESH & FROZEN POULTRY PRODUCTS

Alan Singer

25 West Union Street
Ashland, MA 01721
Tel. 508-231-1426
Fax 508-231-5256

Hector Perez

55 Miracle Mile, Suite 210
Coral Gables, FL 33134
Tel. 305-620-0700
Fax 305-620-0366

is very significant and month after month the export figures backed that up. For the January through August 2011 period, Mexico and China were responsible for the largest export increases. Items such as drums, wings and two joint wings, along with thigh meat and MST have led the charge across the border and overseas. Even frozen breast meat is gaining export visibility. According to Obsono's Market Insight report, annual 2011 exports are expected to rise nearly 19% compared to 2010. If this is true, exports as a percent of U.S. production would be a record large 12 percent.

What's next for turkey exports may be best summed up by a joint statement that was released by USAPEEC, the National Chicken Council, the National Turkey Federation and United Egg Producers pertaining to U.S. poultry and egg exports as a whole. In it they said that, "The future success of the U.S. poultry and egg industry heavily depends on continued expansion of exports." U.S. turkey products have proven to be a favorable, well-liked alternative to more traditional pork offerings in countries such as China or Mexico. According to Renan Zhuang of USAPEEC U.S., turkey exports in the past decade ending in 2010 grew at an average annual rate of 2.0% in volume and 6.8% in value. And in the first eight months of this year, U.S. turkey exports set year-on-year records in both volume and value, up 24.2% in volume and 31.3% in value from the same period a year earlier. He added that "this export upward trend is expected to continue in the foreseeable future, thanks in part to increased import demand for U.S. turkey in various markets including Mexico, China, Hong Kong, Taiwan, Philippines, Panama, Jamaica, and United Arab Emirates and so on. The most

recent approval of the three free trade agreements would also boost U.S. turkey exports to some extent in the future."

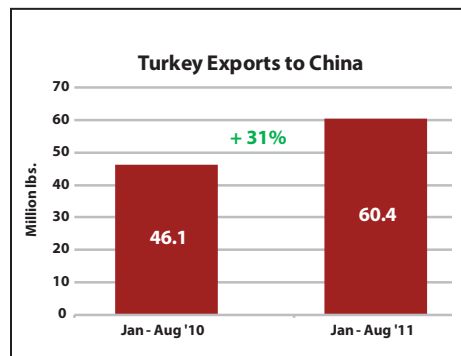
No matter what happens to exports in 2012, it's certainly not going to be a walk down easy street. There are still major problems and challenges facing U.S. turkey exports. Mr. Zhuang outlined several for the *Reporter*:

- 1) High feed prices driven by the biofuel mandate, among other factors. High feed costs would lead to higher export prices, implying lower import demand by importing countries.
- 2) U.S. turkey exports are currently still too heavily reliant on the Mexican market, accounting for more than half of U.S. total exports worldwide.
- 3) Animal diseases such as low pathogenic avian influenza are still used by many countries as non-tariff trade barriers.



These hurdles are surely not insurmountable nor are they to be taken lightly. However, barring unforeseen circumstances, turkey still seems to be set up very favorably for continued export success in 2012.

Contributed by Russell Whitman
rwhitman@urnerbarry.com



Protein Alliance, Inc.





From the Farm to Deli, we are your Source for Turkey!

**Buyers & Sellers
Domestic & International**

"Alliance Builders" of:
 Whole Birds, Bone in Breasts, Raw Meats,
 Tray Pack Parts, Further Processed Products,
 Turkey Hatching Eggs,
 Turkey Poults, Live Contracts

Jeff Stauffenecker • Carl Wittenburg
 Sara Almich

605 Crow Lake Street
 Brooten, MN 56316

Phone: 320-346-4033
 Fax: 320-346-4038
 Toll Free: 1-877-BUY-TURK





www.PROTEINALLIANCE.com

What's next for U.S. protein exports?

EGGS

The export market for U.S. shell eggs and egg products is mostly dependant on market prices, as most trading partners are able to produce eggs domestically. However, changes to the global trading environment including exchange rates, changing cage regulations, free trade agreements, and competition from developing countries make the future of egg export somewhat cloudy. There is however, room for growth as the number of trading partners interested in U.S. egg and egg products increases.

Egg prices are delicately balanced, and small changes in value can have a huge affect on profitability. The U.S. market has climbed significantly this year as input costs like the price of corn and diesel, among others, have soared. As a result, the egg market has already reached the highest average monthly price in both



August and October; typically weaker months in the yearly cycle. These increases have been further magnified in terms of global market competitiveness, as the dollar begins to strengthen from lows associated with the 2008 recession. According to the USDA Foreign Agricultural Service, U.S. egg and egg products exports increased 1.6% from 2007 to 2008, but 13.2% from 2008 to 2009 following the recession. As the dollar strengthens however, our products are becoming less attractive in the global markets, especially as others, like the

members of the EU, struggle to settle their own financial problems.

In 2012, Europe will have new cage regulations in place. As the deadline approaches, more are becoming uncertain as to what that will exactly mean for the global egg supply. There are those who have already made the proper modifications, others which are producing from old systems and even some producing from both. This situation is leading some to believe that an oversupply could occur, putting pressure on prices. If the EU does in fact over produce, it is likely that import interest in U.S. production will decline. Some, however, are confident that export opportunity for U.S. eggs and egg products will remain strong. International egg trader Jurgen Fuchs believes that if prices in the United States remain consistent with 2011 levels, that the U.S. will be able to export the same amount of eggs. He also believes that due to the minimal availability of small eggs, demand for medium eggs will increase. He

does note however, that if prices advance, competition could develop from countries like India, Argentina, Brazil, Mexico, and the EU for global market share.

With globalization paving new paths of trade, many of these developing countries are opening their doors to trading partners around the globe. At the International Egg Commission in Washington, Kevin J. Brosch, of DTB Associates, described the need to develop strategic trading relationships with these countries. In his presentation, he stated that, "the WTO estimates that there will be over 600 bilateral or regional trade agreements in place by 2012. As of the end of 2008, 230 were already in force, and of those, the U.S. was only a part of 17." By not taking advantage of free trade agreements, the U.S. may be putting itself at a disadvantage, leaving the door open for other countries to secure export opportunity.

"If the EU does in fact over-produce, it is likely that import interest in U.S. production will decline."

**NOW AVAILABLE! NEW! 26 1/2" x 37 1/2"
MEAT CUT POSTERS!**

9 POSTERS IN ALL!

- *Lamb • Veal • Pork • Beef*
- *Beef Series: Sirloin, Loin, Rib, Round, Chuck*

*Compiled with the Information Included in
"The Meat Buyer's Guide"*



NORTH AMERICAN MEAT PROCESSORS ASSOCIATION
ASSOCIATION AMÉRIQUE DU NORD DES TRANSFORMATEURS DE VIANDE
ASOCIACIÓN NOROCCIDENTAL DE PROCESADORES DE CARNE

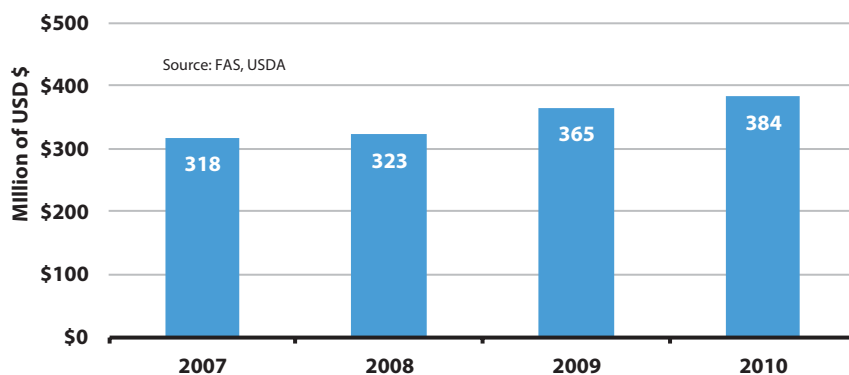
Order Today! 800-932-0617

E-mail: namp@urnerbarry.com • <http://shop.namp.com>

These are only a few factors that will affect the competitiveness of U.S. egg exports. As we have seen just this year, in the aftermath of the earthquake and tsunami in Japan, unforeseeable circumstances can arise to create fluctuations in demand. One thing is certain though, U.S. standards, inspections, and certifications, make U.S. eggs and egg products desirable around the world. **UB**

Contributed by Brian Moscogiuri
brianm@urnerbarry.com

US Egg and Egg Products Export World Totals (Thousands of Dollars)



Stirring it up in the kitchen...

A new generation of cooking enthusiasts

While Baby Boomers have been given credit for launching America's cooking craze and nurturing it over the past few decades, Baby Boomers' children, the Millennial generation (aged 17-34 in 2011), are now poised to take over.

According to a new Mintel report, younger cooks may lack skill in the kitchen, but make up for it with their enthusiasm. Only 6% say they have advanced skill in the kitchen, compared to 15% of those aged 55+. However, a quarter (25%) claim to "love cooking."

"It appears that years of frequent cooking helps to hone skills, but the downside is they sometimes fall into a rut from fixing the same dishes over and over," says Fiona O'Donnell, senior analyst at Mintel. "This creates an opportunity for marketers to provide seniors with options that adhere to specific health requirements, as well as add an element of fun and adventure to meal prep."

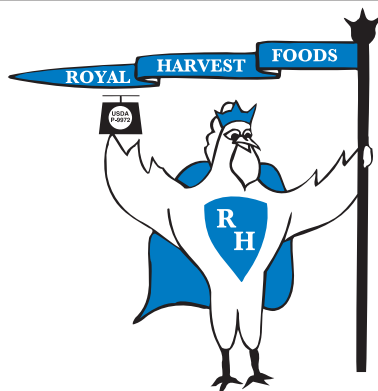
The desire for a healthier diet is an important motivation for home cooking. Roughly half (51%) say they cook because homemade food is generally healthier than restaurant food and prepared foods. Additionally, experimentation, socializing and personal enjoyment round out why people spend more time cooking.

56% of Mintel respondents who cook occasionally say cooking allows them to

experiment and try new things and 27% say it helps them to explore foods eaten in other cultures. 48% say cooking is a way to express affection to friends and family and 41% enjoy teaching their children how to cook. 43% enjoy the process of cooking

as much as eating and 40% find that preparing food helps them to relax.

Adapted from an article which originally appeared on Foodmarket.com on November 23, 2011.



ROYAL HARVEST FOODS

Trading a Complete Line of Batter & Breaded Items:

Chicken Tenderloins • Breast Fillets • Patties & Nuggets
Specialty Boneless Items on Skewer
Gourmet Hand Shaped Stuffed Breasts

Also:

Boneless Thigh • I.Q.F. Chicken Wings • M.D.P.
Marinated Breast Fillets

TRADERS WANTED

For further info e-mail sales@royalharv.com

Call (413) 737-8392

90 Avocado Street, Springfield, MA 01104

Tradition gets a modern makeover...

New and improved Urner Barry web site



After years of development and release of the new and redesigned Comtell.com, Urner Barry is very pleased to announce the advance and launch of the new and improved www.urnerbarry.com. The Web site, which will go live in late 2011/early 2012, will encompass Urner Barry's rich history, along with links to the daily market videos, the print services department, online shop, and all of the company's web databases.

The sleek new homepage will allow both market news and print customers to easily navigate through the company's past and present. The site's improved layout features Urner Barry's daily market videos from seafood and market news, allowing visitors to easily find out what is occurring in the market each day. It also supports a digital version of the quarterly *Reporter Magazine* library, which can be virtually flipped through or opened as PDF file. The site will keep visitors informed about important news, futures, events, contact information, as well as employment opportunities. Urner Barry hopes that all users, new and old, will be able to enjoy the cleaner, easier to use interface to take advantage of all the services the company provides. **UB**

Article contributed by Brian Moscogiuri
brianm@urnerbarry.com



TRI-STATE AREA'S LARGEST INDEPENDENT SUPPLIER

Hunts Point Co-op Market, Building #E, Bronx, New York 10474

Telephone (718) 842-8500



MoArk, LLC

Continued from page 1

Marketing, pointed out how important it is to recognize that MoArk will be operating the facilities and managing the workforce with these acquisitions. He added that “Our reputation as a quality operator, a good corporate citizen and a good employer is well-established and will continue as we take over the Maine facilities. As employees, customers and the people of Maine get to know MoArk, we believe they’ll view us as a highly responsible operator, a strong economic contributor, and a good neighbor.”

“Delivering more than you’d expect...”

When asked about the facilities recently acquired in Maine and whether they were up to MoArk’s standards, Mr. Hodges concluded that a comprehensive examination of the Maine operations has given them a thorough understanding of their current state and that “going forward MoArk’s high quality standards and operating procedures will be implemented.” In speaking of the recently completed extension of MoArk’s reach Craig Willardson, President of MoArk, stated that “This expansion enables MoArk to better serve customers in the Northeastern United States. It complements our existing operations by adding approximately 3.6 million layers, and it provides greater access to a growing market for eggs. This will benefit our customers, the Maine-based employees, and the Maine economy.”

MoArk, LLC is truly a “company built from companies” established through acquisitions of several shell egg businesses in the last 10 years. Focused on strengthening their position as a major marketer, distributor, processor and producer of fresh shell eggs, MoArk intends to accomplish this by providing the highest quality products and services to their customers everywhere. Perhaps Mr. Willardson summed it up best in a recent company press release when he said that, “Nothing is more important to us than the quality of our products and the safety and reliability of our operations.” **UB**

Article contributed by Russell W. Whitman
rwhitman@urnerbarry.com



Moark's constant focus on egg quality and food safety, coupled with its expertise in marketing the fresh egg category, helps them to build mutually rewarding relationships with all types of food retailers—from single-store independent grocers to national operators with supermarkets coast-to-coast.

NO MATTER HOW YOU SLICE IT, BAKE IT,
Built on a tradition of service and quality for three
TOAST IT, COOK IT, GRILL IT, OR BBQ IT...
generations, Cooper Farms makes fine turkey products,

YOUR BRAND IS *Fresh from the Heartland* OUR SPECIALTY

We have been making delicious and innovative turkey products for over 70 years. As a family owned business headquartered in northwest Ohio, our cornerstone philosophy has always been to deliver tremendous value with integrity, dedication and honest effort. **Fresh from the Heartland** isn't just a slogan, it's our promise to you. Cooper Farms' divisions are connected in a process called vertical integration. We control the entire process from egg-to-table. This assures that our own high quality standards are met, and helps us exceed your private label expectations.

PRIVATE LABEL | TURKEY BURGERS | BULK DELI | SLICED MEATS | GROUND TURKEY

COOPER FARMS PRODUCTS SET THE STANDARD FOR QUALITY AND FRESHNESS

www.cooperfarms.com

FRESH from the HEARTLAND

TURKEY
the perfect protein.

Edwards

Continued from page 52

and butt cuts are coming to the U.S. for use in retail and foodservice. The beef and lamb is shipped by sea freight which is an extremely efficient and cost effective method of transport and also has a very low carbon footprint. Australia does have a price competitive position at particular points of the year i.e. heading into U.S. summer (Australian winter) months we tend to be more price competitive as our supply increases and U.S. cow production tends to be at a lower point for the year.

UBR: Niche markets are now promoting grass fed beef. Has this provided any opportunities for Australian Beef?

SE: Yes there has been a lot of interest generated lately about grass fed, natural, pasture raised products, and source verification is also a growing trend amongst end-users and consumers. We are definitely seeing more interest in branded grass fed and natural programs from retail which is being filled by Australian beef. We feel Australia is well placed to take advantage

of this trend, as mentioned previously our production system is largely geared around pasture raised and finished cattle underpinned by a robust traceability system.

UBR: How is the U.S. customer different from other users of Australian beef?

SE: I think Australian and U.S. consumers are very similar in that they demand high quality and safe products for a reasonable price. Our cuisines are also similar, being heavily influenced by Europe (mainly Mediterranean countries), but where we differ is in the strong Mexican influence in the United States, while Australia is

influenced by South East Asian cuisine. Aussies also eat a lot more lamb, it is our protein of choice at family gatherings.

UBR: What is your favorite food?

SE: I do love a good juicy ribeye, but being an Aussie I have to say that nothing beats a roast leg of lamb around a table of family and friends. I really like Butterflying the leg and marinating in a Greek style marinade for a couple of hours then cooking on an outdoor grill, it's just delicious with a good Aussie Shiraz or two!**UB**

Article compiled with the assistance of
Haidee Elliott | haidee@urnerbarry.com

Drought

Continued from page 5

not have to delve too deep in recent history to find when this same weather pattern was present—the worst drought on record in the Southern Plains was affected by a

similar weather pattern in the 1950s.

Whether the drought breaks tomorrow or ten years from now is impossible to know. However, what the beef industry does know is that it must rebuild the cowherd in the years to come. It is likely that at the end of 2011, the national cowherd will have contracted by about 2% on the year. That would be the smallest herd the beef industry has carried into the next year since the 1950s. Record high fed cattle prices have signaled that the beef industry needs to expand, but whether or not producers respond is largely dependent on Mother Nature. Domestic supply in the U.S. will almost certainly be scarcer until cows again are headed for verdant pastures, instead of the sale barn.**UB**

Article contributed by AJ Munger
ajmunger@urnerbarry.com

Your Cold Storage Solution on the West Coast

RICHMOND COLD STORAGE

FULL SERVICE STORAGE & DISTRIBUTION FACILITY
COMPETITIVE RATES • PERSONALIZED SERVICE



STATE-OF-THE-ART FACILITY

Built in 2000 • 10,500,000 lb. weight capacity
42,000 square foot freezer • 43,000 square foot dock
Railcar Site – BNSF and UPSP • USDA / USDC inspectors on site

Conveniently located near Oakland and San Francisco Airports and the Port of Oakland
Close to Richmond-San Rafael, Golden Gate and Bay Bridges

CALL US NOW FOR YOUR PERSONALIZED QUOTE

2041 Factory Street, Richmond, CA 94801
510-233-5111 • Fax: 510-234-0436
ColdStorageSales@rwm.biz

www.RichmondColdStorage.net

In the Meat Distribution Business Since 1959
In the Cold Storage Business Since 2002

Answers to the quiz on page 55

1. B Cured
2. D Cream Cheese
3. A Albumen
4. B How high it peaks
5. B Height of the yolk
6. D 43%
7. D Evaporation
8. B 2:1
9. A The white
10. C Cereal

Save the Date!
APRIL 29 —
MAY 1, 2012
Caesars Palace
Las Vegas
EXECUTIVE CONFERENCE
URNER BARRY
& MARKETING SEMINAR

Don't miss this chance to network
with hundreds of other food
industry professionals!

Contact us for more info:

www.urnerbarry.com/executive

events@urnerbarry.com

732-240-5330



Advertiser index...

American Egg Products.....	18	Manning Poultry Sales	42
Atlantic Coast Freezers.....	21	Michigan Turkey Producers	26
Australian Premium Brands	2	Midwest Poultry Services Inc.	40
Baker Commodities	24	MoArk, LLC.....	6
Bird-In-Hand.....	31	National Poultry & Food Distributors	
Cal-Maine Foods	28	Association (NPFDA).....	27
Chicken of the Sea Frozen Foods.....	35	North American Meat Processors	
Cooper Farms Processing	65	(NAMP) - Meat Buyers Guide.....	62
Country Charm Distributors	30	Northern Beef Industries	38
Creighton Brothers/Crystal Lake.....	14	National Meat Association (NMA)	19
Crescent Duck.....	48	Nucal Foods.....	53
D & R Foods	16	Odyssey Enterprises	39
Dolphin Shipping & Trading	55	Poultry Specialties Inc.	11
Eastern Poultry Distributors Inc.	8	Prestage Foods	45
Empacadora Celaya S.A. de C. V.	37	Protein Alliance, Inc.	61
Estherville Foods.....	34	Radlo Foods.....	12
Farbest Foods.....	33	Richmond Cold Storage.....	66
Frost PLLC (Turkey Ad).....	59	Robinson & Harrison	67
GoodSource Solutions.....	44	Royal Harvest Foods	63
Harvest Meat Company	32	Savage Poultry Inc.	36
Hays Cold Storage	47	Sigma Seafood International	9
HRR Enterprises.....	56	South American Beef	68
Icelandic USA	43	Taurus Foods	10
Interactive Data.....	41	Thunderbird Machinery.....	51
Jason's Foods Incorporated	23	Tippmann Group/	
Keyport International	15	Interstate Warehousing	7
LaMonica Fine Foods	29	Turkey Valley Farms	25
L & R Farms	20	Vista Food Exchange	57
L & S Foods.....	60	Wabash Valley Produce	50
L. Hart Inc.	13	Westside Foods	64
Maloney Seafood.....	17	Win Transport Company	13

Greetings to the Southeastern from



ROBINSON & HARRISON
POULTRY Co. Inc.

Buyers & Sellers of
Meat, Poultry, and Provisions
to the Food Industry Since 1980

www.rhpoultry.com

SALISBURY, MARYLAND

410-543-2111

Tom Robinson - Ralph Harrison

Jonas Meyer - Andy Harrison - Chuck Nascimbeni - Chris Barnes

McALLEN, TEXAS

956-664-0191

Socorro Martinez - David Martinez
Marca Garza

FORT SMITH, ARKANSAS

479-783-8886

O.S. Adams

GAINESVILLE, GEORGIA

678-450-5643

Ray Campbell - Chris Porter
Emory Dunahoo, Jr.



LONGER SHELF LIFE • HIGH YIELDS & CONSISTENT QUALITY • ADDED VALUE
PROGRAMS AVAILABLE FOR WHOLESALE, FOODSERVICE AND RETAIL WITH P.O.S. MATERIALS

25 years of experience

SOUTH AMERICAN BEEF INC.
25 years of experience

Urbandale, IA 50322 | Ph: 1-866-71-MEATS | 515-243-6350 | avidal-soler@sabeef.com | www.sabeef.com

H A B L A M O S E S P A Ñ O L