

# URNER BARRY'S Reporter

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the newsmagazine for the food industry professional



## Demand up for best beef, despite price

By Emily Krueger Certified Angus Beef LLC,  
Industry Information Intern

Premium beef comes at a higher cost to consumers than Select or Choice grade, but even though pocketbooks have not fully recovered from the recent economic downturn, they seem to find a few more bucks for the best.

Grocers and restaurateurs understand they cannot afford to let customers have a

bad eating experience. Rather, they need some positive buzz on the street about their business.

"It's the idea that satisfaction with the center-of-the-plate protein item centers the satisfaction of the meal," says Mark Polzer, vice president of business development for Certified Angus Beef LLC (CAB).

As that caught on, supermarkets across the county started upgrading a key section of

their meat cases to make it happen. Last fall, even top-volume retailer Wal-Mart added a "Premium Choice Beef" section with modest or higher marbling.

Similarly, restaurants are working to recover from the low economy and regain footing in the market. Overall, foodservice industry sales have remained flat, yet those for the Certified Angus Beef® brand are

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## NFI Future Leaders and SeaShare team up for seafood donation drive



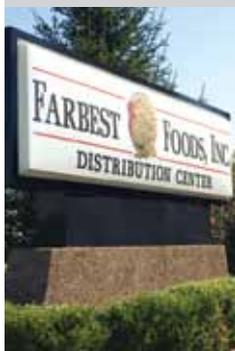
Urner Barry Market Reporters Angel Rubio and Janice Brown teamed up with past future leaders alumni and representatives of Quirch Foods, including seafood director Juan Garcia-Mayol, to work with Jim Harmon from SeaShare while working to "Feed South Florida."

The National Fishery Institutes' (NFI) annual conference in Miami provided industry professionals with a key set of meetings, discussions, and events, in addition to a unique charitable opportunity sponsored by the 2011 NFI Future Leaders Alumni and nonprofit seafood organization SeaShare.

The class of 2011 paired with SeaShare to use NFI's Miami conference to do something meaningful for people who are struggling in the current economy. Together they collected seafood donations

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A family of branded products that stands fin and claw above the competition.

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# Global Aquaculture Alliance advances Best Aquaculture Practices program with first salmon certifications

Contributed by  
Global Aquaculture Alliance

With about half of the seafood consumed in the world produced by aquaculture, the industry represents the future of the global seafood supply. As demand for healthy seafood rises in emerging economies, aquaculture of fish, shrimp and shellfish must play an even larger role.

To ensure that aquaculture expansion progresses in a sustainable manner, the

Global Aquaculture Alliance established the Best Aquaculture Practices (BAP) certification program.

By addressing environment concerns as well as social and animal welfare, BAP certification tells consumers, seafood buyers and sellers, and retailers around the world that seafood was raised with a commitment to responsibility and reduced environmental and social impacts. Best Aquaculture Practices, the only international certification program that covers a range of fish and shrimp species across the full farmed seafood value chain, also improves food safety.



## SALMON CERTIFICATIONS

Recently, the first salmon farms were BAP certified in Canada, with the first BAP salmon-processing plant certified in Chile.

"The Global Aquaculture Alliance congratulates these industry leaders for achieving the first BAP salmon certifications," Global Aquaculture Alliance President George Chamberlain said. "Their accomplishments culminate a three-year development process for the standards that involved dedicated NGOs, academics and industry representatives working together to develop consensus-based salmon standards that benefit the community, the environment and consumers."

## FIRST CERTIFIED FARMS

After the completion of the salmon farm standards in May 2011, Mainstream Canada's Brent Island farm near Campbell River, British Columbia, Canada, became the first BAP-certified salmon farm in December.

With annual production of approximately 25,000 metric tons of Atlantic salmon, Mainstream Canada is one of the larg-

est salmon-farming operations in British Columbia, Canada. The company currently runs three sites near Campbell River, including the Brent Island site, and additional sites near Port McNeill and Tofino.

"By meeting the BAP standards, we are proving our commitment to find ways to constantly improve our operations as part of our sustainability principles," Mainstream Canada Managing Director Fernando Villarroel said. "We are committed to creating value through sustainable aquaculture."

Later in December, four salmon farms operated by Grieg Seafood B.C. Ltd. were certified. Grieg Seafood rears its "craft-raised" Skuna Bay Salmon at these farms in British Columbia's Nootka Sound, an isolated region with ideal salinity and tidal conditions.

Stewart Hawthorn, managing director of Skuna Bay, said, "Our craftsmen farmers share the same values as the Global Aquaculture Alliance—to provide healthful salmon using environmentally and socially responsible practices to help meet the growing global demand for sustainable and nutritious food sources."

## FIRST CERTIFIED PROCESSING PLANT

In January, the first Best Aquaculture Practices certification of a salmon-processing facility was awarded to Multiexport Foods S.A.'s plant in Puerto Montt, Chile. The state-of-the-art processing plant has an annual capacity of 80,000 metric tons, producing a variety of fresh and frozen salmon products.

Multiexport Foods CEO Andres Lyon said BAP certification reflects the company's commitment to responsible and sustainable aquaculture. "This achievement is a testimonial to the commitment we have as an organization to practice responsible



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**“...representatives working together to develop consensus-based salmon standards that benefit the community, the environment and consumers.”**

aquaculture,” Lyons said. “We want to be a key part of the solution to feed the world today and tomorrow.”

#### **OTHER SPECIES**

The list of BAP-certified facilities has grown to include over 375 operations around the world. For shrimp, the first species addressed by BAP certification in 2003, there are now 175 shrimp farms and 30 shrimp hatcheries in Asia, Europe, Central America and North America. Add to those numbers two dozen BAP tilapia farms in China, Thailand, Ecuador and Costa Rica, four BAP-certified Pangasius farms in Vietnam and channel catfish operations in the United States.

Four feed mills passed BAP audits in Thailand and Vietnam. Over 40 operations have integrated BAP-certified farm and plant operations for shrimp, tilapia or Pangasius. Three seafood groups in Thailand and one in Vietnam have achieved BAP’s top four-star status, which identifies a certified chain from hatchery and feed mill to farm and processing plant.

#### **ON TO MUSSELS**

A main goal of the BAP program is to continue to improve global aquaculture practices by developing certification standards for additional species. Current efforts are focused on mussel culture.

A technical committee including scientists and commercial farm operators from Canada, the United States, United Kingdom, Chile, Norway, Spain, India and China has been assembled to create an initial draft of BAP standards for mussel farms. The committee is headed by Andrea Alfaro, a researcher at Auckland University of Technology in New Zealand.

#### **DEDICATION AND CONFIDENCE**

BAP certification is based on the international Best Aquaculture Practices standards developed by the Global Aquaculture Alliance. For salmon and



other major farmed species, BAP requires effective management of animal health, feed inputs, water quality and food safety. In a process that includes site inspections and audits by third-party certification bodies, social responsibility and traceability are additional requirements.

As the leading standards-setting organization for farmed seafood, the Global Aquaculture Alliance will continue to work with its technical committees to

reach new species and new culture systems as they evolve.

“As evidenced by the recent salmon certifications, participation in the BAP program demonstrates a dedication to responsible aquaculture that also assures the confidence of the marketplace,” Chamberlain said. “GAA hopes these efforts will inspire other aquaculturists around the world to strive for this global standard of excellence.” **UB**

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# Good Egg Project survey shows AEB is reaching consumers

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

In response to industry demand, the American Egg Board (AEB) launched the Good Egg Project (GEP) in the fall of 2009 as a means to educate Americans about modern egg production and the farm-to-table process. At its launch, AEB also conducted a benchmark study to measure

results. Late in 2011, a follow-up study was done to track changes in consumers' perceptions of America's egg farmers.

I am thrilled to share the results of this study in the accompanying Infographic. Through a multi-pronged effort to reach consumers, AEB increased consumer agreement that egg farmers are committed to caring for their hens by 18 percent.

AEB also used social media to reach and educate consumers. Using existing farmer Webisodes or virtual farm tours lead by farmers, AEB aligned with online video partners like FarmVille on Facebook. Consumers interacted directly with GEP's brand and messaging for a total of 246 million engagements and 60 million completed views.

Sixteen percent more Americans now believe egg farmers treat their hens in a compassionate manner, and 50 percent more consumers agree that America's egg farmers never feed hormones to their hens.

After the first year, AEB successfully increased consumer confidence in egg production practices while increasing egg sales. Through three coupon drops, AEB released more than 75,000 downloadable coupons. Seventy percent of the coupons were redeemed, driving an additional \$61,000 in egg sales.

America's egg farmers are dedicated to bringing GEP's message to classrooms nationwide through sponsored lesson plans, classroom virtual farm field trips and online resources for teachers.

Since its launch, the Good Egg Project has generated more than 1 billion impressions. Up three percent, 66 percent of people surveyed feel good about eating and serving eggs. **U**

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## THE GOOD EGG PROJECT—POWERED BY AEB

Launched in 2009, The Good Egg Project educates Americans about the farm-to-table process and helps drive egg sales as part of the marketing efforts by the American Egg Board (AEB). During the last two years, research shows AEB is improving consumers' perceptions of American egg farmers.

### EGG FARMERS ARE COMMITTED TO CARING FOR THEIR ANIMALS.

# 16%

MORE AMERICANS BELIEVE EGG FARMERS TREAT THEIR HENS IN A COMPASSIONATE MANNER.

SINCE 2009, AEB INCREASED CONSUMER AGREEMENT WITH THE ABOVE STATEMENT BY:

# 18%

### EGG FARMERS CARE ABOUT THEIR COMMUNITIES.

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**MORE** DONATIONS, MEDIA & COMMUNITY ENGAGEMENT ARE PLANNED FOR 2012.

50 PERCENT MORE CONSUMERS AGREE THAT AMERICA'S EGG FARMERS NEVER FEED HORMONES TO EGG LAYING HENS.



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TOTALING MORE THAN

# 18,000,000

MEDIA IMPRESSIONS.

### IN 2012, THE GOOD EGG PROJECT WILL FOCUS ON LEARN, GIVE AND SHARE.

# 24%

MORE AMERICANS AGREE THAT EGG FARMERS FEED THEIR HENS A WELL-BALANCED DIET.

### MAXIMIZE REACH

OF THE GOOD EGG PROJECT THROUGH PUBLIC RELATIONS & SOCIAL MEDIA OUTREACH.



DISCOVERY EDUCATION WILL HELP AEB REACH OLDER KIDS, PARENTS & TEACHERS ABOUT THE FARM-TO-TABLE PROCESS.

SOURCE: AMERICAN EGG BOARD  
RUSSELL RESEARCH  
DECEMBER 2011



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# Philanthropic oyster-eating competition a regular pastime

Hours before the New York Giants and New England Patriots took to the gridiron for Super Bowl XLVI, hundreds of people took to the streets outside Blue Point Grill in Princeton, NJ to watch the 13th Annual Oyster Bowl.

Contestants of all ages and sizes were given two minutes to devour as many oysters as possible in hopes of claiming the oyster-eating championship title. In the women's division, Lizzy McDaniel snagged first place with 99 oysters, and as the all-time reigning men's division champion, Bill Forrest, kept his title for the third year in a row with 94 oysters. The Blue Point Grill shucked 8,000 oysters for the day and has shucked a total of 69,000 oysters to date for its annual event.

The ultimate prize here however, is that all proceeds from the event benefit the Susan G. Komen for the Cure Central and South Jersey campaign to fight breast cancer. When the Blue Point Grill opened its doors in May 1999, owner Jack Morrison said, "We wanted to host a philanthropic event that would be identified with the



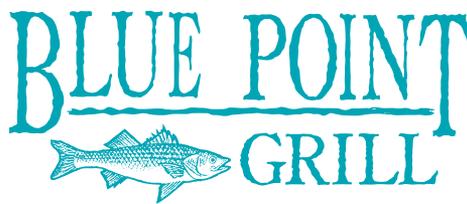
restaurant." Shortly thereafter, a close family friend was diagnosed with breast cancer and thus, the Oyster Bowl to support the fight against breast cancer had been born.

The inaugural event took place in year 2000 with six contestants showing up to compete. Fast forward twelve years to present day Oyster Bowl XIII; registration reached its limit as just over 100 contestants competed! Since Oyster Bowl I, donations have also blossomed

substantially. From a few hundred dollars raised in 2000 to an expected \$25,000 raised at this year's event, the Oyster Bowl itself has raised-to-date close to \$200,000 in just 13 years for the fight against breast cancer.

For those interested in donating or sponsoring the event, please visit the official website at [www.oysterbowlnj.com](http://www.oysterbowlnj.com). The Blue Point Grill uses a Cape May Salt oyster from the New Jersey side of the Delaware Bay for the event. Their daily menu features 8-10 varieties of fresh east coast and west coast oysters like the Kumamoto, Wiley Point, Blackberry Point, Wianno, Blue Point, and more. If you enjoy seafood and happen to be Princeton for dinner, stop by Blue Point Grill and try an entree like their Local Day Boat Sea Scallops or Florida Grouper Medallions. Of course, you can always order the oysters. **UB**

Article contributed by Terence Wells  
[twells@urnerbarry.com](mailto:twells@urnerbarry.com)



Participants in the Annual Oyster Bowl XIII competition at Blue Point Grill in Princeton, New Jersey. The Oyster Bowl is an annual oyster eating contest to benefit Susan G. Komen for the Cure. Photos courtesy of Kaitie Eipel.



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Taste: Salty upfront followed by hints of cucumber and melon



Salinity: High / Size: Average 3.5"  
Taste: Salt, salt, and more salt!



Salinity: High / Size: Average 3"  
Taste: High salinity up front that fades into bright, sweet hits of celery and grass



Salinity: High / Size: Average 2 1/4"  
Taste: High salinity up front quickly transitioning to a sweet grassy finish



High Salinity / Size: Average 3"  
Taste: Great salt start. Great salt finish



Salinity: Low / Size: Average 3 1/2"  
Taste: Sweet with a buttery finish

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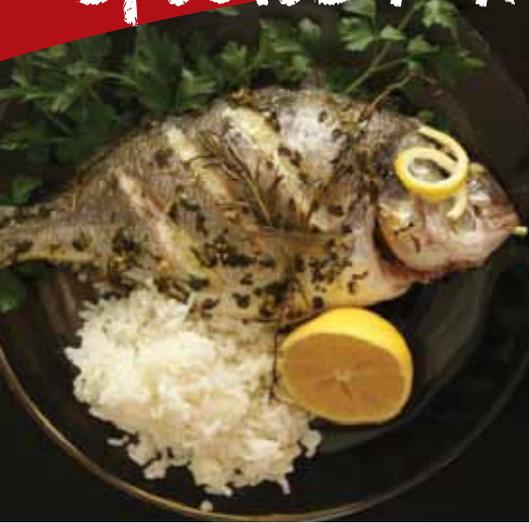


Photo courtesy of Local Ocean

# Sea Bream

*A taste of the Mediterranean Sea gains popularity in the U.S.*

it continued to increase until 2000 when it peaked at over 87,000 tons.

Bream has a high survival rate and can feed on the lower part of the food chain making it a good fish for aquaculture.

It goes by many different common names, depending on the country. Some of the more recognized names are Orata, Dourada, Dorada and Dorade.

It is highly prized by Mediterranean chefs due to the consistency of the firm, white meat and its sweet flavor.

Aquaculture of Sea Bream is already underway in the U.S. and the product

can be found regularly in some retail cases. The impressive nutritional facts add to this species desirability. Low calorie content as well as very low fat, and no saturated fats, certainly attract the attention of many consumers as they continue to look for healthy, high protein choices in their daily diets. **LB**

Article contributed by MaryAnn Zicarelli  
maryann@urnerbarry.com

Sea Bream, *Sparus aurata*, originated in the Mediterranean Sea where it gained its popularity as a seafood selection in many European and Middle Eastern countries. In the early 1980s it began being farm-raised in Italy and by the latter part of that decade it was being farmed in much larger quantities in Spain and Greece as well. Sea Bream was found to be a highly adaptable species which helped to increase production and

## Nutrition Facts

Serving Size: 100g

### Amount Per Serving

**Calories 96**    Calories from Fat 26.1

		% Daily Value*
Total Fat	2.9g	4%
Saturated Fat	0g	0%
Cholesterol	0mg	0%
Sodium	0.1mg	0%
Dietary Fiber	0g	0%
Sugars	0g	
Protein	17.5g	35%

### Est. Percent of Calories from:

Fat	27.2%
Protein	72.8%

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

Source: www.livestrong.com

Sea Bream, *Sparus aurata*, is found in the Mediterranean Sea and the eastern coastal regions of the North Atlantic Ocean.



Photo courtesy of Local Ocean

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# RFID chips in line to shine

In the consolidating retail environment, supermarkets are doing whatever they can to boost market share and gain a competitive advantage. Most large chains not only invest huge dollars into R & D, but will borrow and mimic ideas from their opposition to stay ahead. These innovators not only use passive features like flow through isles, shopping cart sizes, store ambiance, and overall selection, but have embraced technological advances to get an edge. One of the most sophisticated items to penetrate this market over the last ten years has been the radio-frequency identification chip. The RFID chip, as commonly known, is a small non-contact radio tracking



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system used to transfer information. The chips, which can be as small as a grain of rice or the size of a postage stamp, are placed on individual items or pallets and fed information. These systems not only help to transfer data about the item itself, but can be used to manage inventories and create a more streamline shopping experience for the customer.

Since the early 2000s many analysts were predicting that RFID chip would be increasingly placed in items at the retail level. The cost of these chips over barcodes however, mixed with an economy hindered by one of the strongest recessions in history, slowed that pace. As the chip's costs come down with advances in technology and time is put in to researching the benefits of these devices, more are beginning to see potential.

In an academic study performed at Wal-Mart by Bill Hardgrave, head of the RFID research center at the University of Arkansas in 2007, it was found that RFID reduced out of stocks by 30 percent for products selling between 0.1 and 15 units.

This not only created a better shopping experience for customers by making sure what they wanted was always in stock, but saved the company time and money on inventory management. The RFID chips can monitor inventories as they scan in through warehouse doors and then scan out as customers leave the store. Computer systems can then place orders based on supply specifications to make sure orders are placed the second inventory limits are hit. Information about products' movement can then be gathered and stored for future use.

One of the biggest factors in the decision making process of the consumer is the time and relative ease at a given store. The RFID chips can virtually eliminate the need to stand in line and scan individual items. Shoppers will be able to leave their selections in their carts and have the total tallied almost instantly. Plus, with the development of smartphones and other devices, shoppers will be able to scan items and see information including, but not limited to, where and how it's produced, recipes, nutritional facts, promotions and coupons.

The current U.S. population is aging, but as younger generations become the predominate shoppers technology is going to become increasingly important. The traditional means of inventory management, promotion, and checkout will, in my belief, be taken over by automotive systems. RFID chips and technology like it will be at the forefront of these changes, allowing information to be passed seamlessly in seconds. The days of waiting in line as each item is scanned could be numbered, as retailers strive for a competitive edge. **UB**

Article contributed by Brian Moscogiuri  
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# Taking a bite out of the alligator business

If you've had access to any media device in the last two years, radio, television, Internet, chances are you met some Swamp People—Troy, RJ, Willie, of course Glenn and Mitchell and maybe even Kristi. They're just a few of the "stars" of the three-season-old hit reality series on the History Channel that follows the adventures of Cajuns from the swamplands of Louisiana during the 30-day alligator hunting season.

Whether you've seen the show or not, there's a swamp of information about alligator hunting—from cost of equipment, to licensing and tags to market price—So, as our gator catchers might say, "be prepared to git the smart put on you cause the Reporter's gonna learn you a little bit.—Just sayin'."

The alligator business is a billion dollar retail industry. Meat is sold to restaurants, hides to buyers, typically tanners, who turn them into leather and send them to manufacturers to make designer goods. It is also a volatile industry. The market fluctuates wildly, and the alligator hunters' fortunes come and go with it. According to the Louisiana Alligator Advisory Council, alligator hunting has become steadily more profitable over the years. While skins went for \$6/foot in the 1960s and \$9/foot in

the early 1980s, they rose to over \$40/ft in the late 80s. Since the 80s, however, prices have come down, way down. One Louisiana newspaper reported that in the 2010 season "A wild gator that is seven feet or longer sells for around \$11 to \$15 a foot. A 10-foot gator at \$13 per foot will be purchased for \$130 when the price was \$40 per foot, that same gator was purchased for \$400."

Like many industries, the U.S. alligator market has been shaken by the recession. Since 2008 even wealthy customers have begun balking at the price of alligator skin products, which can range from expensive to wildly expensive. Yet, thousands of gator hides are still shipped to skin tanneries in Florida, Louisiana, Georgia, France, Italy or Singapore.

Alligator farming is hard, messy and costly work, and the lifestyle could not be further from that of the eventual designer shopper browsing for a pair of alligator skin loafers—enter our Swamp People cast—but they are truly the best at their business. Perhaps Willie said it best, "We might not be able to spell or write but we can sure get gators."

Alligator hunting in Louisiana is intensely managed by the Department of Wildlife & Fisheries, which only allows licensed hunters to participate and restricts the activity to defend wetland habitats of the Atchafalaya Swamp and coastal waters. The wild alligator hunting season in Louisiana starts annually on the first Wednesday of September and continues for 30 days, but serious hunters stretch that to 37 days by owning land in both the East and the West regions. An alligator hunter in that state must either own land or lease land that is classified as wetland habitat in order to qualify for alligator harvest tags. The Louisiana Department of Wildlife and Fisheries issues harvest tags for property containing sufficient alligator habitat capable of sustaining an alligator harvest.

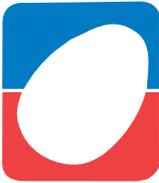
When it comes to alligator harvest, Louisiana is king! The LDWF says

Louisiana alligator hunters harvest over 30,000 wild alligators annually and farmers harvest over 280,000 farm-raised alligators annually, Noel Kinler, a biologist with the state Department of Wildlife and Fisheries is optimistic about the industry's future and said, "The economic recession slowed it down in 2009, but demand is coming back up quickly."

Article contributed by Linda Lindner  
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# Slaughter methods from animal to meat...

The word slaughter is not pleasant; many shudder at the mere mention of the word. As meat eaters, it is easier to plead ignorance rather than grasp the harsh realities of slaughter, and many do. To be an ethical meat eater, however, one must understand the process of how meat gets to the center of his or her plate.

Before slaughter, animals are rendered unconscious (stunned) by percussion, electrocution, or CO<sub>2</sub> gas. This is required by the Humane Slaughter Act and enforced by the United States Food Safety Inspection Service (FSIS). Once the animal has been safely stunned by trained personnel, it is then shackled and hung upside down. The carotid and jugular arteries are severed to allow blood to drain

*"We cannot live harmlessly at our own expense; we depend on other creatures and survive by their deaths. To live, we must daily break the body and shed the blood of Creation. The point is, when we do this knowingly, lovingly, skillfully, reverently, it is a sacrament; when we do it ignorantly, greedily, clumsily, destructively, it is a desecration."*

—Wendell Berry

from the carcass, and the animal dies as a result of cerebral anoxia.

Larger animals, such as cattle, are generally stunned using the percussion method. The most common form of percussion is the captive bolt gun. A metal bolt is fired into the skull of the animal causing it to become unconscious. The captive bolt is the most versatile of slaughter methods and can be used on most species in practically any location.

Electrocution is used primarily on poultry and other smaller species. In the case of poultry, birds are first shackled and hung upside down before being dipped into an electrically-charged water bath that renders them unconscious. Electric tongs are also used to stun pigs, sheep, and goats.

The use of CO<sub>2</sub> to stun pigs and poultry is a relatively new development. The cost of these systems is significant and likely only feasible at large pork and poultry industrial plants. Animals are placed in a chamber with a controlled atmosphere and are exposed to high concentrations of CO<sub>2</sub> for a short period of time which renders them unconscious.

Although the details are not pleasant, they are necessary to fully appreciate the process through which we enjoy the benefits of eating meat. **UB**

Article contributed by AJ Munger  
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# Specialty eggs forcing their way

Product developers are always looking to improve their offerings to give the consumer exactly what they want. It's easy for big tech companies like the Apples of the world to not only develop the latest and greatest thing, but to progressively

adapt their product to the growing wants of the consumer. Most would not associate this type of ingenuity with a simple product like an egg, but over the past 10 to 20 years, egg producers have made tremendous strides in creating unique offerings in an attempt to appease demand.

If you frequent retail stores to do your shopping, you know how difficult it can be to make purchases with the amount of choices presented on the shelves. Increasingly, this has become the case with shell eggs. Not only can you choose which environment the layers were raised, but there is also selection in terms of

nutritional content. Giving the consumer a wide array of choices is a growing supermarket trend which has motivated many producers to experiment with new types of production and marketing. This has in turn created competition for shelf space, squeezing some of the more traditional items off the shelves.

More and more people are beginning to wonder where their food comes from, and animal welfare organizations are making it a point to paint a picture from their perspective on how what you're eating gets from pasture to plate. Still, the majority of consumers are not overly concerned with how their food ends up in the store, swayed by price over practice. For those that are uneasy with how animals are treated however, egg farmers are offering alternatives to eggs produced in conventional cages. Eggs from layers in enriched colony cages give the bird



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# onto retail shelves

more space in the cage. UEP certified eggs require a minimum of 67 sq. inches, whereas enriched colony cages require a minimum of 112 sq. inches. The enriched system also gives the birds enough space to more fully express natural behaviours such as wing flapping, nesting, foraging, perching and dust bathing. Recently, the Humane Society in the US (HSUS) and the United Egg Producers (UEP), who represent more than 90% of all US laying hens, have reached a deal to convert all laying houses to enriched colony systems. If the deal passes legislation, all cages could be converted over the next 18 years.

Eggs from cages are not the only option consumers have however; cage-free and free range eggs are also available. According to the American Egg Board (AEB), cage-free eggs come from hens living in indoor floor facilities. These hens do not necessarily have access to the outdoors and they usually live on the floor of a barn or poultry house. Mortality rates are higher in hens living in free-range and cage-free environments since the birds tend to peck at and injure each other. Free-range eggs come from hens that are either raised outdoors or have access to the outdoors. Due to seasonal conditions, however, few hens are actually raised outdoors and access to outdoors can vary greatly between producers. Although these production methods are socially more acceptable, there is a premium associated with eggs produced this way due to the increased feed cost, mortality, and space requirements. These eggs provide the same nutritional content as typical cage production, but can be double the price at the retail level.

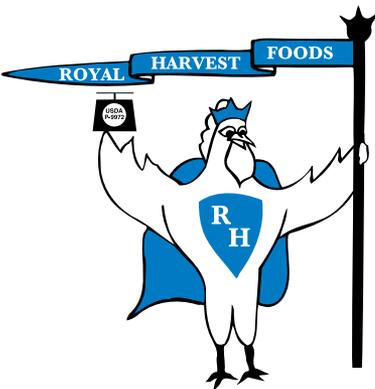
Don't worry though, egg producers are already providing customers with more nutritious options. By managing what goes into their hens, they have found that they can control what comes out. Not only are producers offering eggs that are healthier, they have been able to provide specialty eggs that are enriched with Omega-3, lutein, or fed a vegetarian diet. According to the AEB, by including flax, marine algae, or fish oils in the feed, Omega-3 fatty acid content in egg yolks can be dramatically increased.

These Omega-3 fatty acid enriched eggs are a good choice for people who want to increase their intake of Omega-3s, but do not regularly eat fish. The demand for Omega-3 eggs is increasing as we learn more about the health benefits associated with this fatty acid. Higher vitamin E content is an additional benefit of Omega-3 enriched eggs. Eggs from birds raised on a diet that includes marigold extract are high in lutein, a nutrient that has been shown to reduce the risk of macular degeneration (the leading cause of blindness in people 65 and older.) According to one study, lutein in eggs is better absorbed by the body than lutein from other sources. There are also vegetarian eggs, which come from hens fed food completely free of animal by-products.

With all of these options, retailers are having a hard time deciding what needs to be on the shelves. Not only are eggs competing with each other, but there are

all types of new dairy products fighting their way into retail coolers, not to mention that most of the aforementioned shell egg categories can be found in both white and brown varieties. Retailers have to make tough choices in regard to what types of eggs they want to market, and with specialty eggs becoming more popular, certain sizes have fallen out of favor. Smalls, mediums, and even jumbos at times, are getting less attention than they did in the past. In order to adapt to this changing retail environment, producers are taking advantage of other channels, like export and hard cooking for example to manage "off-sizes". Animal genetics are also being changed, and birds are being bred to produce more large and extra large eggs through their life cycle. The market will continue to evolve over time just like with any other consumer product, and producers will continue to adapt in order to take advantage of these new opportunities as they present themselves. **UB**

Article contributed by Brian Moscogiuri  
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## Meat your new diet: *protein-packed plates*

Every year around this time, between New Year's Day and the onset of summer, consumers are all abuzz about dieting dos and don'ts. Countless men and women think that by consuming only grapefruit juice and celery sticks they're sure to shed pounds and inches. However, a few new studies about the benefits of a high protein diet may be turning heads this spring.

Good sources of protein include chicken, turkey, seafood, lean beef, pork, nuts, and dairy products like yogurt, milk, and cheese. The protein industry, especially the red meat sector, may be seeing a jump in consumer interest as high protein diets are gaining back their popularity.

In fact, a recent study published in the Journal of the American Medical Association (JAMA) showed a diet high in protein helps build lean muscle mass and low protein diets are more apt to lead to increases in body fat.

The study led by George A. Bray, M.D., chief of clinical obesity and metabolism at the Pennington Biomedical Research Center, in Baton Rouge, Louisiana, included 25 people who lived in a carefully controlled research facility for up to three months, exercising very little. For two of those months, all of the men and women intentionally ate about 1,000 calories per day more than they needed to maintain their weight, but they consumed different amounts of protein, separating into high, normal and low protein intake groups.

All three groups in the study gained weight, suggesting calories are more important than protein intake when it comes to overall weight gain. Those in the low-protein group saw less weight gain than participants in the normal and high protein groups, but researchers reported that the low-protein dieters stored more energy as fat and lost lean body mass. By contrast, the people eating more protein gained lean body mass, burned more calories at rest and stored only half the excess calories as fat.

For the last several years, the mere mention of eating red meat would send most health

nuts running for the hills as red meat has been portrayed as a catalyst for hypertension, heart disease, and obesity. Thanks to studies such as that referenced above, the benefits of eating a high protein diet are clearly prove valuable and absolutely essential to a healthy lifestyle.

Additionally, studies have shown that red meat contains zinc, iron, and vitamins vital for a sound mind and body. Beef is extremely nutrient rich, and provides significant benefits for development and growth.



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Advances in scientific research regarding exercise physiology and nutrition continue to assist and educate consumers in becoming bigger, faster and stronger. It appears that studies will continue to prove that high protein diets will become more than just a trend, but a lifestyle change for many that are making the switch from

seaweed and wheat grass to a more palatable plate. **UB**

Article contributed by Jamie Chadwick  
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FRESH from the HEARTLAND

# Maine lobster company eyes value-added products as the future of the industry

When the owner of Shucks Maine Lobster, John Hathaway, set out to revolutionize the Maine lobster industry in 2005, little did he know that he would find his muse a thousand miles away in the Gulf of Mexico oyster industry.

For Hathaway, he sought to go beyond the tried and true live Maine lobster that has become an American tradition; instead he felt the industry needed something unique and started investigating the potential for a value-added Maine lobster product.

It was then that Hathaway was drawn to the Louisiana bayou. With some live Maine lobster in tow, Hathaway met oysterman Ernie Voisin and was introduced to his high water pressure oyster processing machine. Though the machine was an excellent food safety technology, it also



had a unique gift for shucking oysters, while preserving the raw meat inside. For Hathaway, he had seen enough.

“That was the ‘eureka’ moment,” said Hathaway. “It essentially did the same for Maine lobster. To see that raw Maine lobster meat slide out of the shell was amazing. We didn’t know what it meant. But, it was amazing.”

With a new high pressure shucking machine—dubbed the “Big Motha’ Shucka”—Hathaway wanted to deliver

a unique lobster eating experience he felt the industry had been lagging. For Hathaway, the target market for the Maine lobster industry no longer rests with live Maine lobster, but in convenient value-added lobster products more suitable for home preparation.

According to Hathaway there is great interest in value-added lobster products but developing a strong market demand for them is up to the industry. Luckily, Hathaway said there are a number of people in the industry eager to bring the product to the forefront.

“The live market is always going to be there but it is not the future of the industry. Not everyone wants to kill a live animal in their kitchen,” Hathaway said. “We want that kind of convenience crowd



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*Shucks Maine Lobster production facility, or kitchen, is where all the hard work happens. The lobster is processed using the company's famous "Big Mother Shucka"—a machine that uses high water pressure to loosen the meat from the shell. Photos courtesy of Suellen Hathaway.*

who wants to celebrate with Maine lobster as a luxury food."

Furthermore, Hathaway believes increased demand for sustainable value-added lobster products are essential for the health of the industry going forward.

"Maine has a sustainable lobster resource. The fishermen in Maine are dedicated to keeping it that way with their trap caught fishing methods and size limits. They deserve all the credit. But, they also want a higher boat price," he said. "The way to do that is to create more demand. The way to create more demand is open new markets by offering value-added Maine lobster products that taste great and offer convenience."

Since 2005, Hathaway's value-added product line has garnered recognition from the industry. In 2007, Hathaway won the Prix d'Elite awards at Brussels for "Best New Seafood Product" and "Most Convenient New Seafood" product in the world. At the 2011 International Boston Seafood Show, Hathaway was shocked at the amount of interest his booth received from attendees expressing interest in his value-added lobster products.

Still, Hathaway knows there is a large untapped market waiting for value-added Maine lobster and he and his company will be working on new ways to spread the word, including the use of social media.

"There are certainly a lot of places we'd like to take value-added. We're just working now, with Dreamlocal.com and I think that's really going to reach and educate audience that we can't in a traditional sense. We think that untraditional market is where our market is," he said. **LB**

Article contributed by Michael Ramsingh  
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Set your kids up for seafood success...

# Three tips to get picky eaters to go fish

Contributed through National Fisheries Institute in collaboration with Nancy Pihl, Author of "My Two-Year-Old Eats Octopus: Raising Children Who Love to Eat Everything" (Bull Publishing)



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**Only about 10% of children in the U.S. meet the Dietary Guidelines' recommendation for eating seafood twice a week.**

Seafood is such a perfect food for kids, and yet it is something that so many children don't eat, often only because their parents think that they won't. Somewhere along the way, the joy of introducing our children to their first foods has turned into an exercise in dumbing down instead of exploring the entire range of foods we eat

as families. That can lead to meals lacking in variety, flavor, and nutrition.

The Omega-3, DHA, is a special kind of healthy fat that plays an important role in brain development. Fish and shellfish like salmon, canned tuna, crab, clams, and

scallops are not only the best source, they are practically the *only* whole food source of omega-3 DHA. A variety of seafood at least twice a week usually meets omega-3 goals.

In addition, eating seafood is one of the best ways young children can begin to expand their palates and try a wide variety of foods. Seafood offers so much diversity; after all, clams do not taste like salmon which does not taste like oysters which do not taste like halibut which does not taste like crab which do not taste like shrimp! As the parent of two little boys with curious appetites, I suggest the following ideas to set your kids up for seafood success:

## 1. MAKE-OVER MOM AND DAD'S MEALTIME MIND-SET

Teach your kids to look forward to eating their food. Set the stage for little seafood lovers by telling them how much they are going to enjoy the meal, as opposed to asking questions like "do you like that?"

## 2. MAKE ONE MEAL

For lunches and dinners, make one tasty meal for everyone to eat. This saves time and money while ensuring kids get the same flavorful, wholesome meal as adults.

## 3. TAKE TOTS WITH YOU TO RESTAURANTS

Include your kids when going out to eat seafood. Pulling off a restaurant outing smoothly is a skill and you'll gain confidence with practice. Soon you'll have kids with an appreciation for eating out. **UB**

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'Egg' -ceptionally good for you...

# Fortified foods function fabulously



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In recent years there's been a boom in the number of fortified or functional food—foods enhanced to have health benefits, and consumers' appetite for the trend has been great.

Fortified foods are actually nothing new. Historically, food fortification, such as iodized salt or vitamin D-fortified milk, served as a public health measure to address population-wide nutrient deficiencies. Now, there are also calcium- and vitamin D-fortified juices, breads and eggs fortified with Omega-3 fatty acids, and vegetable oil spreads with plant sterols available for health-conscious consumers searching for foods with additional health benefits.

“Nutritionally enhanced foods are essentially just a different way of getting some of the benefits of a vitamin supplement. Studies show both do the job,” says Sheldon Hendler, M.D., Ph.D.,

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co-author of *The Physician's Desk Reference for Nutritional Supplements*.

Just about everything you eat now seems to be fortified with something. Omega-3 essential fatty acids are the current trend as they are touted as being so very good for a number of aspects of one's health—including brain, heart and eye health, and research has found Omega-3s fight inflammation and diabetes, and can even help people beat depression.

Omega-3 is a fatty acid necessary for overall health but must be consumed from the foods, beverages or supplements we take, as our bodies cannot produce it. These healthy fats are being added to a variety of products. You can also get them naturally in a can of salmon or tuna, or from fresh, oily fish. There are three key Omega-3s: DHA (docosahexaenoic acid), ALA (alpha-linolenic acid) and EPA (eicosapentaenoic acid).

One such product getting some fortification with Omega-3 is eggs. Eggs

**"...egg producers have been fortifying the hen's diet with Omega-3s."**

are not normally devoid of the Omega-3 essential fatty acids. In fact eggs should have plenty of Omega-3 fats in them. However the operative word there is "should." To achieve higher levels, some egg producers have been fortifying the hen's diet with Omega-3s. Two common sources used are chia and flaxseed, which are rich sources of the plant-based Omega-3 ALA.

Omega-3 eggs have become a popular product. They are a convenient, affordable, and great tasting way to get more Omega-3 fatty acids in your diet. Let's not forget that they also give a healthy new option for egg lovers. **UB**

Article contributed by Linda Lindner  
llindner@urnerbarry.com

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# Turnover and tight capacity go hand in hand

The turnover rate for truckload drivers at large fleets has steadily been increasing over the last year. Data from the American

Trucking Associations (ATA) released last December showed it increased for the fourth straight quarter, propelled by a combination of higher freight volumes and tighter regulations.



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Last fall the American Trucking Associations estimated that big trucking companies were losing long-distance drivers at the highest rate in three years.

“The turnover rate for over-the-road truck drivers rose to 89 percent in the third quarter, following rates of 75 percent and 79

percent in the first and second quarter, respectively,” according to the trade association’s Trucking Activity Report.

“Clearly, due to the economic recovery, as well as regulatory factors, we are seeing the market for good, quality drivers tighten,” ATA Chief Economist Bob Costello said in a statement. “As our tonnage index has shown recently, demand for freight continues to rise, so we expect the need for quality drivers to become more acute going forward, particularly if regulations either force current drivers out of the industry or force fleets to put more trucks on the road.”

The ATA also reported that turnover rate at small truckload fleets rose 10 points to 57 percent for its highest level since the third quarter of 2008, and less-than-truckload turnover reached 10 percent.

Driver turnover and tight capacity are two things that clearly go hand in hand in the trucking industry, especially during the current tight market conditions, spurred on by a slow economic recovery and the December 2010 implementation of CSA. And unless capacity is added by major trucking players, it is likely that turnover

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**“Clearly, due to the economic recovery, as well as regulatory factors, we are seeing the market for good, quality drivers tighten,”**

---

will continue at its current rate, say industry experts.

“Even if carriers were buying trucks, they still cannot find drivers,” said Lana Batts, partner at Transport Capitol Partners, in a recent interview. “In order for carriers to attract and retain drivers, rates will need to rise from where they are today. Rate hikes will go to driver pay first even though unemployment is still nearly ten percent.”

The Commercial Carrier Journal reported that Gordon Klemp, president of the National Transportation Institute, noted several reasons the driver shortage may become more acute in the coming months. Those include:

- Carriers downsized their driver force during the recession;
- Unemployment benefits are generous for laid-off drivers;
- Many drivers are unqualified for the new tougher federal safety standards; and,
- Many carriers reduced recruiting and orientation staff during the downturn and have no plans to restart or restore.

Retaining and recruiting truck drivers is up there among the major concerns for most every fleet manager or owner these days. What’s in store for the future? Klemp predicts driver pay will increase 3 cents to 5 cents per mile for company drivers and 4 cents to 6 cents for owner-operators during the next year. Speaking last year during an annual meeting of the Truckload Carriers Association in San Diego, Klemp said trucking companies are also offering premium pay for driver teams. **LB**

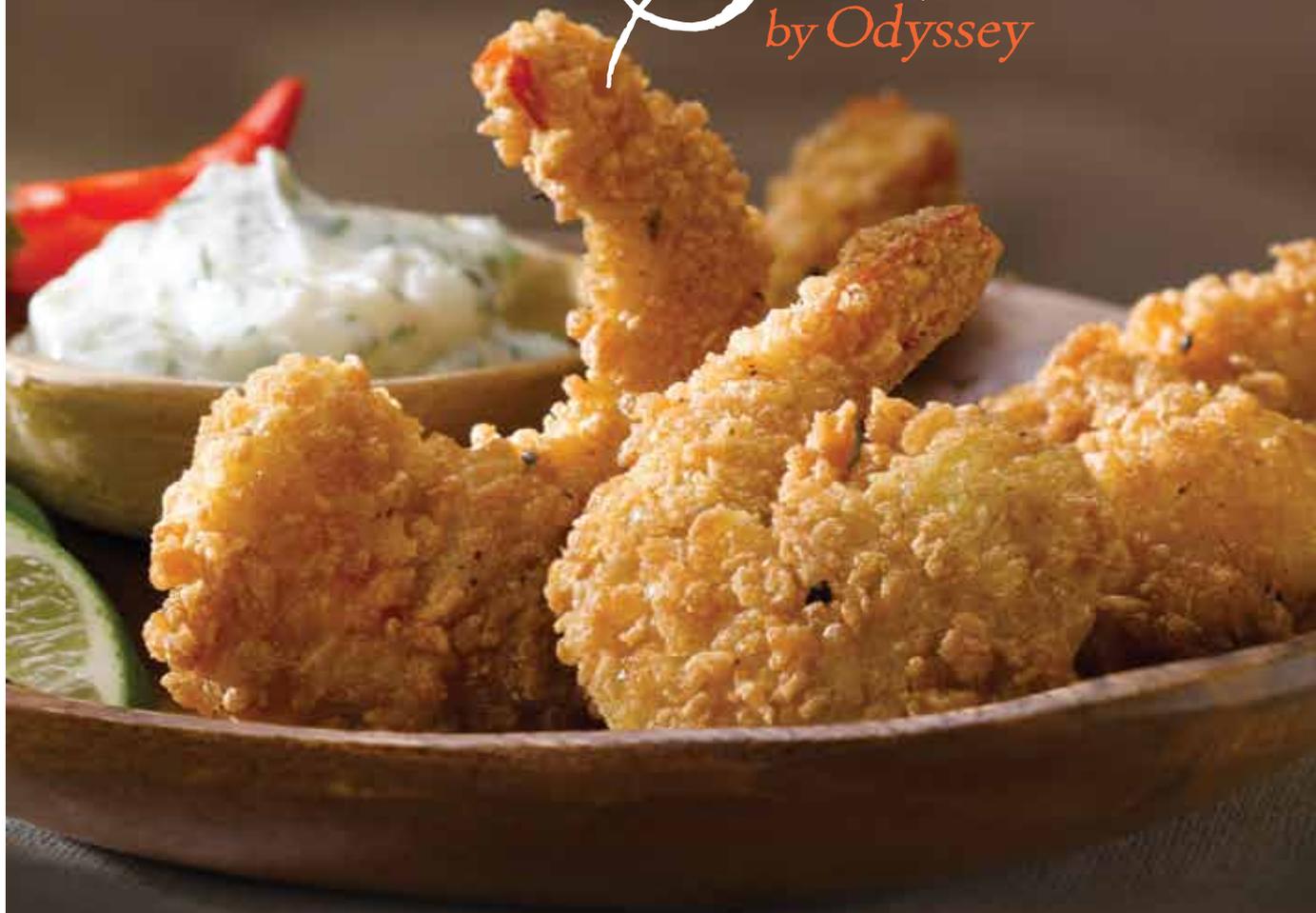
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*Cows get choosy, demand more citrus in their diet...*

# Feeding by-product from oranges shows potential in reducing E. coli

For years, a bale of good quality hay and ear corn was all it took to satisfy cattle's indiscriminate palates. That is a distant memory for many in the cattle business these days. Most steers and heifers now have their own personal nutritionist. Instead of ordinary ear corn, cattle now prefer it shelled and steam-flaked. They won't object if you add in a little molasses or corn syrup to sweeten the mix either—in fact, they'd prefer it. So what's next in cattle haute cuisine? New research just out is suggesting that orange zest may be the new and upcoming trend.

That's right, orange zest may be a key new ingredient in cattle rations. A new study released shows that not only does it increase the palatability of feed; it may also have some bacteria-fighting potential. Animal scientists have discovered that when



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cattle are fed a ration that includes citrus by-products (orange peel and pulp), the amount of salmonella and E.coli typically found in the digestive tract of cattle is diminished significantly. They claim the essential oils found in citrus fruits have an antimicrobial effect when ingested and have shown to reduce the amount of those bad bugs by as much as 10 times!

The beef industry has met the challenge of reducing food-borne pathogens head on in recent years and has worked diligently to

coordinate efforts on farms, feedlots, and packing plants across the country. Today because of the research and cooperative efforts with all partners in the beef supply chain, illnesses associated with E. coli in the last 15 years have been cut in half. For many in the beef industry, however, the goal is to not just to reduce the prevalence of E. coli, but to effectively eliminate it in the coming years. With the help of orange peels and other prevention methods, this may soon be the reality.

You can find more information on this study on the USDA's Agriculture Research Service website at [www.ars.usda.gov](http://www.ars.usda.gov). The study was printed in the November/December 2011 issue of "Agriculture Research". **U**

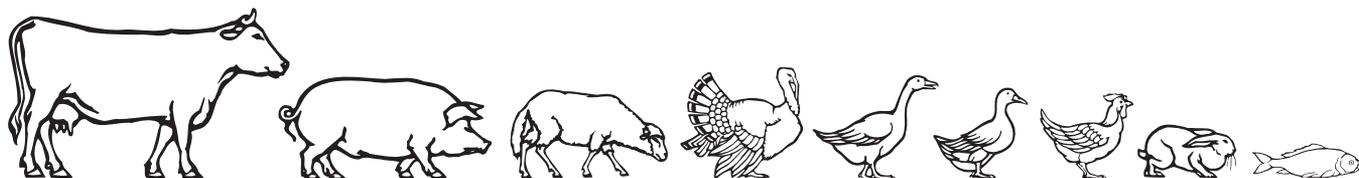
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# Menu makeover: *rabbit*



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When it comes to one's willingness to try new food, it can be all about how one perceives what they are eating, how they grew up or even what is commonplace in their culture. Rabbit has been eaten in various parts of the world for hundreds of years, and is especially popular in European cuisine. A lot of people here in the United States, however, shy away from it as they equate it with some deep-seeded imagery of the floppy-eared critter they grew up loving, famously as popularized by the cartoon character Bugs Bunny or the Easter bunny.

Those who are scared to eat rabbit, are missing out on one of the most versatile and delicious meats on the market. Not to mention, rabbit has one of the highest protein contents per pound; more than chicken or even turkey. Rabbit also has only 794 calories per pound, also lower than chicken—810 calories; veal 840 calories; turkey 1,190 calories; lamb 1,420 calories; beef 1,440 calories; or pork 2,050 calories. These creatures are also little breeding machines, able to reproduce rapidly, making it a top-of-the-line protein and one of the most sustainable and efficient.

Preparation typically depends on the size and age of the rabbit. Fryers, or those weighing from 1.5 pounds to 4 pounds, are generally less than three months old. Fryer meat is tender and light pink, similar to the meat of young poultry. Roasters, or rabbits weighing more than four pounds, are typically over eight months of age. Roaster meat can be slightly more firm and coarse as muscles become more mature, and are better served cooked slowly through braising or stewing.

Rabbit is extremely versatile in the kitchen, as many chefs view the meat as a blank canvass, able to absorb any of the surrounding flavors it is prepared with.

The most popular methods include stewing, frying and roasting. Frying seems to be the least practiced, but the easiest. Simply clean and quarter the carcass, dip it in an egg wash, and batter or bread. Toss the pieces into a frying pan with oil for about 15 minutes, or until golden brown.

Braising or stewing takes some more time and preparation but can build layers of flavor. Root vegetables seem to be the most popular to pair with this protein, and most recipes call for potatoes, carrots, and onions. To prepare a stew, the carcass is broken up into quarters and placed, along with the chopped vegetables, into a broth, usually chicken stock. Some even use the rib cage section of the saddle to make a rabbit stock. This method typically requires a cooking time of at least an hour, but more is recommended to give the meat time to tenderize and take on the flavor of spices and vegetables. For really tender rabbit, simply use the same method in a slow cooker, allowing the meat to cook for up to four or five hours. This creates the fall-off-the-bone texture achieved only with time, but definitely worth the wait.

If you want to build flavors, but want to do it in half the time, braising the meat would be your best choice. Chefs will typically use a dry red wine, but I have come across recipes that use beer as well, to build a base. Like stewing, the carcass is quartered and allowed to simmer in the braising liquid. Often built with tomatoes, garlic, onions, mushrooms, basil, and even bacon, the protein is left to cook for anywhere between one to two hours. This is a great method, especially if you want to create a sauce to pair with rice or pasta.

Overall, rabbit is underutilized considering its potential. Most are unwilling to try

wild game or can't get over the notion of their childhood imagery. It is an extremely marketable protein however that is known not only for its taste, but for nutritional content and sustainability. Not many restaurants or markets sell rabbits, but when you come across one that does, give it a try, I promise you'll be pleasantly surprised! **UB**

Article contributed by Brian Moscogiuri  
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**FROZEN-DRIED  
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# A onetime USDA meat grader and livestock specialist tries his hand at freezer beef

Drumlins and apple orchards characterize the landscape of Lyons, NY. It's a small town just a short distance from Lake Ontario and the home to Steve Olson. He and his wife Sue moved here a few years ago after a lengthy tenure with the USDA in Washington, DC. The move was a homecoming of sorts for Steve, having grown up less than a mile down the road on a small family farm. He's come back and brought his family to begin a new adventure, Hidden Canyon Farms.

I have my knives in hand when Steve pulls up in the driveway. We're headed over to a neighboring town to a small locker plant run by a good-natured Mennonite named Claire. When we arrive, we're greeted by Claire's son who is hard at work staging the tables and tools we will need for that day's processing. Steve's anxious to get started and so am I as we head into the cooler. Once inside we find the project for the day, a 12-month old Black Angus steer carcass hanging on the rail, a product of Hidden Canyon Farms. This is the foundation for Steve's new quest, to produce some of the best freezer beef in upstate New York.

Steve makes the rib/loin separation and takes a quick peek at the ribeye. From his

years spent as a USDA grader it takes him only a few seconds to make the mental measurements for the yield and quality grades. To humor me, he explains how to use the dot-grid to measure the surface area of the ribeye and his estimate is spot on. Steve keeps careful track of how each of his animals grade. His wife Sue will analyze this data as she debates between potential sires for next year's calf crop.

In little to no time we've cut through the first side and I feel like I've just had a lesson in anatomy. Steve has the myology vocabulary of a PhD and is not afraid to use it. This comes from years of first writing and then maintaining the Institutional Meat Purchase Specifications (IMPS) for the USDA, a daunting task to be sure. You might know these better from NAMP's Meat Buyer's Guide, which is based on the IMPS. He admits with a grin that he landed the job, "because they couldn't find anyone else that would write it!"



Steve Olson (left) demonstrates cutting techniques for UB Market Reporter AJ Munger.

bone and fat. He custom cuts it for each customer as well by sending out a check list beforehand. Want more steaks than roasts? No problem, clod hearts are cut into ranch steaks and outside rounds into western grillers. Want a standing rib roast for Christmas? All you have to do is specify how many rib bones you want in the roast.

A neighbor of Steve's and his daughter have been helping us so far and more reinforcements show up after we finish the first side. It quickly turns into a family affair as Sue meets us to begin the portion cutting and packaging. Steve's brother also stops in and gets talked into putting on a frock and apron. All in all, it takes our team just under 7 hours to process and package the steer from head to tail.

Direct marketing of beef is still a very small niche in the overall commercial beef market. However, it is gaining momentum as more consumers are wanting to support their local economies and know more about where their food comes from. If you're anywhere in the upstate New York area, the Olson family invites you to just that. They'll even take you out to the pastures and show you some of the friendliest mama cows this reporter's ever seen. **UB**

Article contributed by AJ Munger  
ajmunger@urnerbarr.com



Steve Olson hand feeds an ear of corn to one of the cows on the farm.

# 2012 a year of change influential presence in the seafood community

By Joel Kolen

Chairman, Seafood Industry Research Fund

For decades, the Fisheries Scholarship Fund (FSF) has been an influential presence in the seafood community, funding nearly 400 research projects which have resulted in the publication of approximately 360 papers on everything from safe cooking techniques to better disease detection methods. Throughout its 40 plus successful years, the group has provided valuable information that has both influenced and improved the seafood industry.

As we embark on the New Year, FSF is committed to make 2012 a year of change, beginning with its name. Now known as the Seafood Industry Research Fund or SIRF, the Fund marks its evolution with a number of other significant changes as well.

We have restructured our board to be more aware of the issues of importance to the industry and more reactive to those issues. We have taken steps to be more communicative with industry so that the research projects we undertake are driven directly by industry needs and with the results communicated back to industry quickly and efficiently. To accomplish this we have launched a new web site, [www.sirfonline.org](http://www.sirfonline.org), which includes a searchable, public database that makes available the results of those hundreds of research projects. As new research is undertaken, we will be making sure industry is aware of it with the results being posted to the site.

**“We have restructured our board to be more aware of the issues of importance to the industry and more reactive to those issues.”**

SIRF serves as a nonprofit organization that funds science, market and economic research projects conducted by colleges, universities and other institutions. Our

research has a direct impact on the seafood community by helping industry better understand and meet the challenges it faces with practical solutions.

For example, a recent project conducted by the University of Florida, related to the use of moisture retention agents sought to examine the appropriate use of different agents while factoring in consumer preferences for the products. This particular study determined the ideal moisture levels for a particular species and is now a template for determining moisture standards in other species as well. The end result will be better products

for consumers, generating increased demand and profits.

With the availability of studies like the Moisture Retention project as part of the new online database, seafood companies can find and react to available research faster and more easily. Just as Urner Barry is recognized as a reliable resource for commodity research, SIRF has become the go-to for sound seafood research. The growth of SIRF into an increasingly focused and accessible driver of seafood science that benefits the whole community, is an evolution designed to honor the industry visionaries who began the fund decades ago and grew it into the next generation industry support vehicle it is poised to become. **UB**



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*A new feed additive has the beef industry talking...*

## Beta agonists: good, bad, or indifferent?

Beta agonists are the new kids on the block in the beef world. In fact, many in the beef industry not directly involved with feeding cattle may have never heard of them. They are a new class of feed additives that fall under the broader category of growth promotants. Implants, which share the category, have long been the only commercially available growth promotant.

Beta agonists were first introduced in 2004 and have quickly gained wide acceptance in the industry.

This rapid adoption has been driven by results, particularly for two different products—Optaflexx® (ractopamine) and Zilmax® (zilapaterol). The benefits of these products have been proven in many

research trials and are numerous. When administered in the last 20-40 days, beta agonists can increase:

- **Hot carcass weight by 10-30 lbs**
- **Ribeye Area by 0.5 to 1 sq in.**
- **Dressing Percentage by 1-2 percentage points**
- **Feed Efficiency**

The benefits are especially significant considering the feeding economics during the last month cattle are in the feedlot. At this point, cattle have partitioned energy use for mostly fat deposition, instead of building additional lean muscle. Beta agonists act to repartition the metabolic system to do just the opposite, which is evidenced by the results listed above.

It's easy to see why beta agonists have performed so well in the marketplace, but are there any potential drawbacks or unintended consequences? Like any other new drug being introduced to the market, it must undergo rigorous testing by the FDA before it is made commercially available. Beta agonists have been approved and are deemed safe to use as long as they are administered in accordance with the label.

Although proven safe, there may be potential side effects on carcass quality. Research indicates that while ractopamine has only a minimal effect on tenderness and marbling, zilpaterol has been shown to decrease marbling and tenderness significantly. Research is ongoing to help mitigate the reduction in tenderness; however, the loss of marbling is likely unavoidable.

In the end, when it comes down to it, most everyone in the cattle feeding business is margin minded. If it makes more economical sense to feed cattle for pounds of carcass weight, some type of beta agonist will likely be included in the ration. If the Choice-Select Spread is wide and it makes more sense for feeders to send a higher percentage of choice cattle to packers, beta agonists probably won't make their way to the feed wagon. **UB**

Article contributed by AJ Munger  
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# Technomic names seven leading U.S. restaurant trends for 2012

Just as the nation's economic forecast includes mixed signals, restaurants across the U.S. face a varied landscape of expected trends in 2012. Technomic, the leading foodservice research and consulting firm, sees these seven developments making news in the coming year:

## 1. Consumers Seek a Twist on the Familiar:

Shell-shocked consumers are in no mood to take risks, but novel flavors still tingle their taste buds. Look for comfort foods with a twist (gourmet, ethnic, artisan, wood-fired) as well as innovation in familiar formats (sandwiches, wraps, pizza, pasta) rather than breakout items taken from less-familiar global cuisines.

## 2. Commodities Costs Drive Rustic Fare Made In-House:

Commodity costs are rising, labor costs hold steady and diners demand rustic fare, the simple preparations of fresh ingredients. Result: operators will curtail purchases of value-added items in favor of cheaper cuts, beans, grains and produce that require more back-of-house prep to transform into honest, homestyle food.

## 3. The Next Steps in Local Sourcing:

The rising use of seasonal and local items suits the less-is-more culinary trend. To facilitate flexible purchasing, growers, manufacturers, distributors and operators continue to work toward a more transparent, safe and efficient supply chain, streamlining workflow, recording every step and reducing waste.

## 4. Social Networking Influence Accelerates:

Consumers increasingly trust friends and peers more than professional marketers. They're taking control of social media to share their restaurant experiences and opinions with the public

(via review sites such as OpenTable), with their own circles (via Facebook and Foursquare) or both (via Twitter). This helps some restaurants rocket to popularity and leaves others quiet.

## 5. Customers Want More Information:

Consumers want transparency—looking for disclosure of everything from calories and allergens on menus to labor and local-sourcing practices. A small but growing number are serious about nutrition, labeling, sustainability and community involvement, and they are using such knowledge to make purchasing decisions.

## 6. Operators Try to Resist Discounting:

The foodservice industry will continue to operate in a take-share environment, but discounting is cutting to the bone. To counter daily deals and other forms of discounting, operators turn to creative, sometimes in-the-moment, methods to reward their best customers, such as a free dessert out of the blue.

## 7. Brands Expand Through Flexible Formats:

Format flexibility is required as restaurants cater to new around-the-clock dayparts, switch gears from fast-casual by day to full-service at night, or transform their kitchens into catering commissaries during slow times. This flexibility is also evidenced in streamlined, high-efficiency smaller-footprint units and brand extensions. **LB**

As originally appeared on Foodmarket.com on November 10, 2011



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# Local Ocean: revolutionizing aquaculture

Local Ocean is a salt water aquaculture oasis in landlocked upstate New York. It is in the midst of this rural community that this one-of-a-kind, 100% recycling facility exists, where fish are farm-raised for local market distribution.

Urner Barry's seafood market reporter, MaryAnn Zicarelli visited Local Ocean and had a chance to speak with several executives and gain insight to the company's operations and philosophy. Vice President of Sales and Marketing, Raymond Mizrahi, stressed to Zicarelli the five key selling points that make Local Ocean's product unique in the industry: Sustainable, no waste, improved energy efficiency; Local, green jobs, local distribution; Eco-Friendly, recreating conditions found in the oceans; Fresh, 24 hrs or less from harvest to customer; and Healthy, the products have high concentrations of Omega-3's with no detection of heavy metals.

Vice President, Business Development, Nadya Peeva, described the technology

**“Local Ocean offers a very predictable supply of fresh fish as well as stable price structures.”**

of their facility as having the potential to revolutionize the aquaculture industry. She explained that they are the largest, zero discharge, land-based, salt water aquaculture system in the world.

What makes Local Ocean so unique? The facility operates as a fully-contained, 100% water/waste recycling system by using bacteria and plants that filter the water. The process emulates the ocean and acts as a micro eco-system. Local Ocean uses biofiltration where certain types of bacteria purify the water in a dual anaerobic (no oxygen) and aerobic (with oxygen) process. In optimizing its system, the company has implemented a number of innovations including a technology that uses gravity to help move the water while improving energy efficiency. This unique system is further distinguished by its hydroponic units where Local Ocean grows plants that absorb the nitrogen, phosphorous, and carbon in biological waste thereby supporting water filtration. Plant material can then be harvested for human or animal feed as well as for pharmaceutical use.

In 2009, Local Ocean came into Hudson, NY where they repurposed an abandoned warehouse. It was in that rural area that they created over 40 jobs and began to revitalize a depressed area during a down economy. They filled the warehouse with tanks of salt water and fingerlings that would soon produce Local Ocean's first harvest of farm-raised sea bream, or Orata. They



LOCAL OCEANS facility in Greenport, NY houses their state-of-the-art, 100% recirculating, zero-discharge, saltwater aquaculture technology.

have since added two greenhouses which accommodate more tanks for farm-raising fish. They began raising Branzino in 2010 and most recently added Hamachi also known as Yellowtail which yielded their first harvest in late 2011.

Local Ocean's facility in Hudson, NY has total harvest capacity of about 800 tons. Mizrahi described their course of action as sustainable with no discharge of water or waste into the surrounding environment. In addition, because Local Ocean continues to work on improving energy efficiency and distributes its product within the local metropolitan area, the company has minimized its carbon footprint.

Future plans for Local Ocean include going to market with white sea bass, black sea bass, and striped sea bass (pure). Mizrahi also mentioned his desire to sell into the live fish market.

Local Ocean offers a very predictable supply of fresh fish as well as stable price structures. As fresh fish supplies face the challenges of sustainability, availability, and fluctuating costs, Local Ocean has definitely caught the attention of buyers. **UB**

Article contributed by MaryAnn Zicarelli  
maryann@urnerbarry.com



Yellowtail/Hamachi swimming in a tank in LOCAL OCEAN state-of-the-art facility, Greenport, NY.

For more information about Local Ocean, visit [www.localoceans.com](http://www.localoceans.com)  
or visit us on YouTube at [http://www.youtube.com/watch?feature=player\\_embedded&v=pCBpnZY2hU4](http://www.youtube.com/watch?feature=player_embedded&v=pCBpnZY2hU4)

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# The fantastic fish taco

Today's popularity of the fish taco and its transformation from being a long-established regional cuisine to a mainstay in the American diet are often wrapped in mystique and romantic surfing tales told by gringos visiting Mexico in the 1960s.

An abundance of fish in the small seaside towns and the staple pounded corn bread or "tortillas" made for a perfect fit for hungry locals and travelling surfers alike. But the history of fish tacos dates back hundreds if not thousands of years and has

roots in seaside ports across Europe as well in the coastal towns and villages of Mexico.

On a rudimentary level, the fish taco can be reduced to a very simple equation consisting of fish and tortilla. This delicious traditional fare probably goes

back to when indigenous North American peoples first wrapped the plentiful offshore catch into stone-ground-corn tortillas. In more recent years somewhere near Ensenada or perhaps San Felipe, someone came up with what is generally considered to be the prototypical fish taco. Today most aficionados will agree that this humble delicacy consists of a lightly battered mild white fish such as cod or pollock that is deep-fried, then served in a corn tortilla with shredded cabbage, a thin white sour-cream or mayonnaise-based sauce, a bit of salsa, and the icing on the cake—a generous spritz of lime.

Though many Americans are only now learning about the simple virtues of fish tacos, surfers and seasoned Mexico travelers have long considered fish tacos an integral part of the Baja experience. As the fish taco experience migrated north and made its way into the main stream San Diego food culture, the recipe morphed from a simple fried fish and tortilla staple to one that today can be grilled as well as fried and offered in an abundance of styles and flavor profiles utilizing a variety of fish including mahi mahi, salmon, tilapia, striped bass, sturgeon and wahoo.

There are many eating establishments stretching the U.S. from coast to coast featuring some version of fish tacos. Whether it's San Diego headquartered Rubio's, which now boasts more than 200 restaurants throughout the west, or Jersey Shore-based local dining establishment, Surf Taco, there's no denying that the fish taco has become a part of the American diet.

Fish tacos can be concocted using a number of different types of fresh fish. The taste appeal is one thing, but what gourmands enjoy most is the versatility that makes fish tacos so fun to design and prepare at home. There are any number of different spice combinations, vegetables and sauces available to compliment a fish with almost any flavor and texture. They can also be a fusion of different cultures.

Restaurateur, television personality, author and Chef Troy Gagliardo prefers an Asian



Ground fish is usually processed until the fish is chopped but still has texture.

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influenced marinade and a charred tomato salsa to go with his mahi mahi based fish tacos. Rubio's signature recipe consists of wild Alaska Pollock that is beer-battered, cooked to perfection, topped with fresh cabbage, mild salsa, and their original white sauce. Of course a lime garnish goes without saying.

So what is the key is to great tasting fish tacos? When we asked our experts the

answers were almost unanimous—use the freshest fish possible. Almost any fresh, locally caught fish will make a great taco whether cod from the cold waters near Montauk, New York, salmon from the Pacific Northwest or wahoo from Hawaii's deep blue seas. So to help turn a cold winter's night into a

**“...surfers and seasoned Mexico travelers have long considered fish tacos an integral part of the Baja experience.”**

lazy, hammock-hanging summer day of gastronomical delight, grab some fresh fish and treat yourself to some tasty fish tacos! **U**

Article contributed by Russell W. Whitman  
 rwhitman@urnerbarry.com  
 Recipe prepared by Rusty Dean  
 rusty@urnerbarry.com

## FISH TACOS WITH WHITE SAUCE & PICO DE GALLO

### INGREDIENTS:

1 cup all purpose flour  
 2 tablespoons cornstarch  
 1 teaspoon baking powder  
 ½ teaspoon salt  
 1 egg  
 1 cup beer  
 1 quart of oil for frying  
 1 pound cod fillets, cut into 2-3 ounce portions\*  
 1 (12 ounce) package corn tortillas  
 ½ medium head cabbage or lettuce, shredded

### WHITE SAUCE:

½ cup sour cream or plain yogurt  
 ½ cup mayonnaise  
 1 lime, juiced  
 1 jalapeno pepper, minced  
 ½ teaspoon dried oregano  
 ½ teaspoon ground cumin  
 ½ teaspoon dried dill weed  
 1 teaspoon ground cayenne pepper

### PICO DE GALLO:

6 roma tomatoes, diced  
 ½ red onion minced  
 3 tablespoons chopped fresh cilantro  
 ½ jalapeno pepper, seeded and minced  
 ½ lime, juiced  
 1 clove garlic, minced  
 1 pinch garlic powder  
 Salt and pepper to taste

Stir the tomatoes, onion, cilantro, jalapeno pepper, lime juice, garlic powder, cumin, salt and pepper together in a bowl. Refrigerate at least three hours before serving.

### TO MAKE BEER BATTER:

In a large bowl, combine flour cornstarch, baking powder and salt. Blend egg & beer, and then quickly stir into the flour mixture. Don't worry about a few lumps.

To make the white sauce: In a medium bowl, mix together the sour cream/yogurt and mayonnaise. Gradually stir in fresh lime juice until consistency is slightly runny. Season with jalapeno, oregano, cumin, dill and cayenne.

Heat oil in deep fryer to 375 degrees.

Dust fish pieces lightly with flour. Dip into beer batter and fry until crisp and golden brown. Drain on paper towels. Lightly fry tortillas, not too crisp. To serve, place fried fish into tortilla and top with shredded lettuce/cabbage and white sauce.

Serve with a glass of sangria.

\*You can substitute fish with your favorite frozen beer battered cod

# Consumers look to 'white coat' behind the meat counter as beef expert

National Cattlemen's Beef Association (NCBA) and the Beef Checkoff Program, together with Merck Animal Health, launched a major beef education project February at this year's Annual Cattle Industry Convention & NCBA Trade Show in Nashville, Tenn. The online learning courses—Better Beef Sales—are designed to teach retailers and their staff how to talk to consumers about topics such as safety, nutrition, and how delicious beef makes it from farm to fork. This effort allows participants to better explain

how U.S. beef is produced and answers consumer questions about the beef they find in their meat case.

According to Kyle Pfeiffer, Food Chain Affairs for Merck Animal Health, the training series was identified as a key need after a series of consumer retail panels found that people behind the meat counter are looked at as "experts" by consumers. And there became the motion for an educational experience for those on the frontlines, and a gateway to Better Beef Sales.

is an important part of Merck's efforts to do our part in that."

The Better Beef Sales training program utilizes a series of videos divided into six distinct segments covering an array of topics such as modern beef production practices, quality grades, sustainability, animal care and more. Viewers are walked through each subject in a series of short videos which feature more than 23 experts representing cross-sector and supporting fields such as: retailer, cattle, production, meat science, health, government, sustainability and animal welfare. They are then quizzed on their knowledge of the subject. After all training is complete, participants receive a certificate. They also can download talking points to help store-level employees put the education into practice with shoppers, as well as links to additional resources for continuing education.

By providing these training tools, Merck Animal Health, the Beef Checkoff and NCBA are hopeful that many of the concerns of consumers will be proactively addressed in a positive way. That, in turn, will help to build beef demand by inspiring confidence in consumers that their beef is safe, wholesome and nutritious, regardless of the production practices behind the product.

"It's very important for people to feel good about the choices they are making in the meat case," said Pfeiffer. "We want to help consumers successfully navigate the decision-making process. What we hope is this training series reinforces the message that consumers can select a beef product that's right for them and feel good about that purchase."

**"...it's very important that we all work together to increase sales throughout the production chain."**



Consumer awareness plays a huge role in their buying decision process and today's meat counter employees need to be able to easily address any concerns buyers may have about the products they intend on buying.

"Hopefully, the result of this training series will be a more informed retail counter staff who can better educate consumers on the variety of beef choices available to them," said Pfeiffer, "We know beef drives a big chunk of retail sales, so it's very important that we all work together to increase sales throughout the production chain. This video training

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*Shrimping becomes show business...*

# Gulf shrimpers in the spotlight with new reality television show



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From hurricanes to oil spills, the Gulf of Mexico seafood industry has had a rough half decade as fishermen across the region look to rebuild a once prosperous industry and now that struggle has been captured in the History Channel's new reality television show *Big Shrimpin'*.

The show follows Dominick Ficarino, a fourth generation shrimper and owner of Bayou LaBatre-based seafood company Dominicks Seafood, and the daily lives of the crews of three of Ficarino's six fishing vessels.

According to Ficarino, *Big Shrimpin'* has been "very positive" for Ficarino's business and reputation in the Gulf, however, he said the show has also shined a light on an industry racked by disasters both man-made and natural and captured just how hard the life of domestic fishermen can be.

"People don't realize the high quality and work it takes to produce domestic seafood," Ficarino said.

Still, despite the success of the show, Ficarino said the industry is still recovering from a combination of the BP oil spill and a sluggish economy. He said his own business is still lacking 15-20 percent of the sales he had and chalks it up to a combination of the two factors: the oil spill for potentially damaging deep water white

shrimp breeding grounds and the economy for hurting demand for pricier domestic shrimp versus cheaper imports.

Ficarino has been working to change his business model to appeal to retail distribution over wholesale and has seen some strong sales from chain businesses. He said clean product and traceability are as crucial as ever and his company has been at the forefront of providing sustainable product.

In fact, Dominick's Seafood was one of the first seafood companies to join the sustainability movement with its pioneering work with Trace Register.

"We piloted the program for Trace Register," he said. "We knew it was coming down the pipe. People say it can't be done, but I've always been able to tell who caught my shrimp. It just takes working with the fishermen."

Going forward Ficarino expects *Big Shrimpin'* to continue to profile his company where he wants to push to make Dominick's Seafood totally integrated and join the rest of the Gulf seafood industry as they work to make the struggles of the past few years a distant memory. **UB**

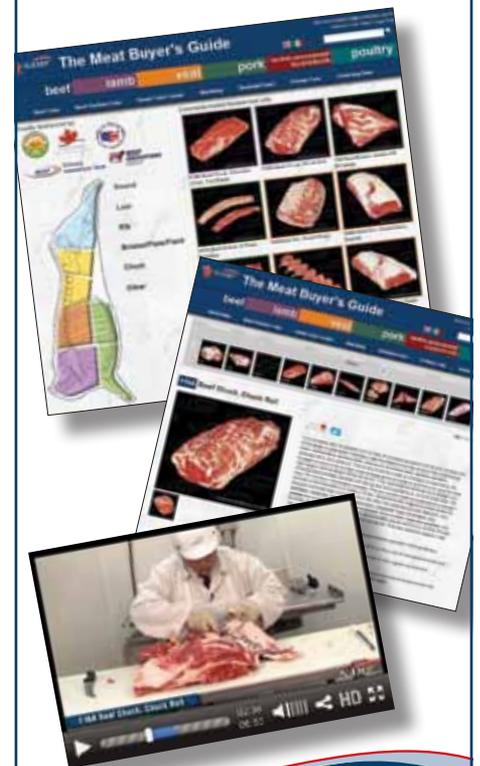
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# Family-owned **Farbest Foods**

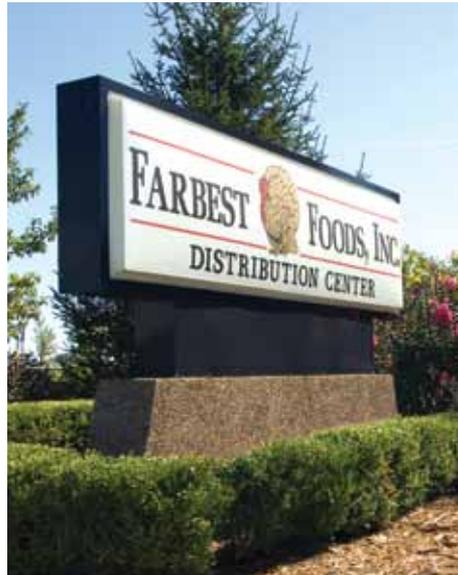
A family-owned operation since 1982, Huntingburg, Indiana-based Farbest Foods is one of the largest turkey companies in the United States. Every day Farbest supplies more than a million pounds of raw fresh and frozen turkey products to brand-name further processors around the world who prepare and package their own premium labeled brand-name foods.

This past October, Urner Barry's Vice President poultry division, Russ Whitman, had the opportunity to visit beautiful rural Indiana to see firsthand how, after a seemingly humble beginning, the company's ongoing commitment to reliability, customer service and product quality, has developed into long-standing relationships.

It was quickly apparent from the outset that despite the diversity of workers and responsibilities in the Farbest organization, they all had several things in common—dedication with the willingness and ability to react and adapt to changing customer needs. Those attributes, which are so critical to the success enjoyed by Farbest Foods, are not lost on the company's management team who in turn has a deep and sincere pledge to provide employees with a modern, efficient and healthy workplace.

Led by President Ted Seger, no stone was left unturned during the very thorough and transparent tour of the facilities. It was easy to see why so many household name food producers count on Farbest for a steady, reliable supply of high-quality fresh and frozen turkey meat and parts. But superior turkey products don't come easy and it starts with the growout process. Locally-grown grains are used wherever possible to produce their own high-grade, pelleted turkey feed—and because all Farbest turkeys are raised humanely in carefully-controlled, strictly supervised growing environments—Farbest can say

**“Great care and pride is taken to guarantee that the customer's every need is met...”**



*Farbest's state-of-the-art distribution center ships out orders totaling more than a million pounds of turkey products every day. Even with such high volume on-time delivery stays very close to 100 percent.*

with full confidence that the quality of their turkey meats begins at the earliest stage of the production cycle.

Branded foods that are made with Farbest turkey products are found in grocery stores, restaurants, delis, schools and many other outlets in the United States and around the world. The company's continued effort to improve the process from farm to fork allows them to consistently exceed customer needs.

The team effort that was so apparent during the stay in Huntingburg doesn't stop with the production of quality turkey products. Great care and pride is taken to guarantee that the customer's every need is met,

not the least of which is the transport of the raw materials. Even though their state-of-the-art distribution center ships out orders totaling more than a million pounds of turkey products every day, according to team member and Sales Manager Ryan Downes, Farbest's record for order accuracy and on-time delivery stays very close to 100 percent.

After touring what is no doubt among the most modern, cleanest and efficient turkey plants in the world, president Ted Seger addressed some of the behind-the-scenes happenings at Farbest that, at first glance, might not be apparent to the casual observer. One of the more passionate topics of discussion was the dedication to environmental stewardship and the conservation of natural resources that has been an ever-growing part of the Farbest success formula. Mr. Seger stated, “We recognize the ethical obligation to be conscientious consumers, to reduce environmental impact, and to conserve resources for the protection of future generations.” Farbest Foods' headquarters

*Continued on page 65*



*Led by President Ted Seger (Center), Farbest's tradition of being the best is rooted in management's sincere pledge to provide employees with a modern, efficient and healthy workplace and their customers with reliability, customer service and product quality. Flanking Mr. Seger is Sales Manager Ryan Downes (L) and Corporate H.R. Director Phil Seger.*

*Farewell to a revered leader...*

# Urner Barry Past President, Michael 'Buddy' O'Shaughnessy, Passes at 81

Urner Barry's past President, Michael "Buddy" O'Shaughnessy passed away peacefully on Sunday, January 22, 2012, surrounded by his loving family. He was 81 years old.



*Michael 'Buddy' O'Shaughnessy*

Born in Elmhurst, NY, to Michael Joseph and Frances McNamara O'Shaughnessy, he was a graduate of St. Agnes High School in Manhattan. He earned his BS in Economics from Fordham University in 1951, and then faithfully served in the US Navy from 1951 to 1954.

Buddy married his beloved wife Betty Moran, and he and his family resided in

Belle Harbor, NY before moving to Howell in 1976. Buddy started his career as a sales manager for Swift & Company, but later became the Managing Partner for Urner Barry Publications in Toms River, NJ, and reported the poultry market from 1966 until his retirement as President in 1998.

Buddy was the ultimate sports enthusiast and was a dedicated CYO basketball coach at both St. Francis De Sales in Belle Harbor, NY and St. Veronica's in Howell. He was an avid boater and fisherman, tennis player, and a devoted fan of the NY Giants.

Buddy had a smile for everyone he met; his sense of humor and zest for life were inspiring to all who knew him. He was devoted to his family and was especially dedicated to his grandchildren in their numerous endeavors. He will be dearly missed by all who knew him.

Buddy was predeceased by his brothers John and James O'Shaughnessy, and his grandson Declan Cuozzo. He is survived by his wife Betty of 52 years, son Michael and his wife Kara O'Shaughnessy of Brielle; daughter Joanne O'Shaughnessy and her husband Matt Lewis of Brick; daughter Liz Cuozzo and her husband Dr. Gregory Cuozzo of Brielle; and grandchildren Luke, Ava, and Max O'Shaughnessy, Liam and Finn Cuozzo, and Liam Lewis. **LB**



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# A look at the Japanese roe market for 2012

Japan imports a significant amount of fish roe from the United States; from Alaskan Pollock roe, to the various forms of salmon roe on the market. Here we take a look at projections of what can be expected of 2012 U.S. fish roe exports to Japan.

## POLLOCK ROE

**Supply of 40,000 tons of pollock roe anticipated from Alaska Domestic Annual Processing (DAP) and Russia**

For this year, Japanese processors consider they can expect supply more or less that of last year, depending on production yields, as the reduction of DAP pollock quota in the Bering Sea was restrained to a minimal level.

Similarly, stable output is anticipated in Russia as well.

As a result, industry sources anticipate supply of new-season raw materials in the amount of about 40,000 tons—DAP and Russia combined—can be secured.

However, analysts point out that there has been a tendency toward high prices of pollock roe in recent years because of the rising popularity of DAP labeling.

Amid the lingering sense of excessive supply, market participants are attentive on whether calm price forming would be possible to prompt massive consumption.

## HERRING ROE

**Canadian roe may see rapid increase this season**

Herring quotas in North America have been increased—including the increase in British Columbia and an unexpected rapid expansion in SE Alaska in Sitka later last year.

As a result, production of raw material roe in Canada—to be sold in Japan under the double labeling of U.S./Canada products—is anticipated to see a drastic increase this year over last year.

In Togiak, where large-size roe are produced, both fish stock and fishing have been kept stable in recent years, although quotas for this year was curtailed by 12% from last year.

As a result, ample supply can be expected from North America this year.

However, there is a move in Bristol Bay to export the herring to Africa, with British Columbia also beginning to ship to the Netherlands and Australia partly as aquaculture feed.

Under the circumstances, Japan's unrivaled position in purchase of herring roe to date is apparently weakening due to declines in both in fish prices and product prices.



©iStockphoto.com/Chang

Market players think this year may mark an important watershed in the supply of herring roe from overseas.

## IKURA (SALMON ROE)

**Prices of ikura stay in high zone, with production in North America not recovering**

The prices of domestically-produced ikura have not dropped to the level enough to boost consumption because of unstable production of fall chum in Japan.

North American roe, which used to balance the supply does not seem to be fulfilling the role of market adjustment, as priority is given to frozen roe centering on Russian pink salmon roe.

Production of chum roe in the U.S. has not recovered, and buying by the Japanese remains stagnant.

Last year, prices of ikura rose higher, as purchase prices before October—when sluggish landings of fall chum became clear—were considered relatively lower.



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Market players are directing their attention to how the prices and inventory level carried over after the largest demand season is over might affect the sales battle from spring and afterwards.

## SUJIKO

### Frozen roe is preferred to salted sujiko; production of trout sujiko likely to be slashed

Regarding North American salted sujiko (salmon roe in skein), production of the mainstay sockeye roe from Bristol Bay remained slow, but the shortages were more than supplemented by strong output in other places in Alaska.

As a result, supply of sockeye roe last season as a whole did not decrease from a year earlier.

By contrast, fewer producers participated in the production of pink salmon roe, limiting the supply last year as well.

In recent years, there is a tendency to buy larger quantities of frozen roe for flavor product processing, rather than in the form of salted sujiko.

Therefore, it can be said that supply of salted products has been on a gradually declining trend.

Production of frozen pink salmon roe in Russia showed recovery against the background of soaring ikura (salmon roe) prices.

With respect to trout sujiko from Northern Europe, production in the main producing country, Denmark, is expected to be curtailed as sales campaigned in Japan slumped with inventories being piled up.

Japanese industry sources forecast that conspicuous production decrease may be avoided this year because the pollock TAC in the Bering Sea for the coming season has been set at more or less the same level as last year.

Under the circumstance, the sources believe that anxiety about the supply of good-quality pollock surimi to Japan has receded, although there may be some fluctuations due to changes in the fish size, processing yields and pressures from demand for fillet production.

However, production of top-grade surimi is showing decrease, and supply of raw materials for lower-grade products, such as golden threadfin bream, is also at a low tone.

Industry attention this year may be focused on to what extent supply from DAP would support the shrinking trend. **UB**

Article contributed by Michael Ramsingh  
mramsingh@urnerbarry.com

## SURIMI

### A stable supply of DAP materials is expected, with small concern about supply shortages

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# Delivering seafood from the "ends of the earth" for over 25 years

2012 will mark Illinois-based Mazzetta Company's 25th anniversary serving the seafood industry as a world leading, fully integrated premium seafood company.

Mazzetta has strived to improve its services to a customer base that includes restaurants, retailers, distributors, hospitality and foodservice organizations



Mazzetta Company provides consumers with a constant supply of the finest, healthiest, freshest-tasting fish and shellfish available in the world today.

across North America, by building new facilities and negotiating business deals to ensure supply, all while maintaining strong commitments to quality.

The Mazzetta family of branded products—marketed under the distinctive Seamazz® brand—is one of the largest inventories of finished products in the U.S. To accommodate a product line that features shellfish and finfish products such as shrimp, warm and cold water lobster, salmon, tilapia and a many others, the company recently completed construction of an 85,000 sq. ft. addition to their existing New Hampshire facility. Furthermore, the company is slated to finish construction on a new test kitchen and product inspection laboratory in March.

The addition increased both volume and storage potential while solidifying their ability to assure supply to their customers. Since the purchase, Mazzetta has made significant investment in capital improvements and is already reporting the marked growth they anticipated was possible.

"While many of our competitors seem comfortable relying on others for supply, we require assured supply via investments in production, joint ventures, and personnel on the ground in the remote parts of the world where we source products," said Jordan Mazzetta.

With such a large selection of products available, Mazzetta has strived to guarantee their customers top quality seafood from around the world with a unique quality assurance program developed with inspectors stationed overseas.

"We believe that being responsible in every aspect of our business decision-making not only helps us to produce the highest quality products, but also demonstrates to our customers our shared commitment to the products they bring to their family's dinner table."

Additionally, Mazzetta has assumed leadership roles in the Aquaculture Certification Council, Customs Trade Partnership Against Terrorism, Global Aquaculture Alliance, Global Reporting Initiative, National Fisheries Institute (including shrimp, swai, and crab councils), Ocean Trust, and Coalition of Legal Toothfish Operators.

For Mazzetta, the company's recent business decisions seem to be paying off. Year end reporting shows that 2011 was the best year in Mazzetta's history, and the company looks forward to a bright 2012. **UB**

Article contributed by Michael Ramsingh  
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In order to fulfill its promise of delivering seafood from the "ends of the earth" Mazzetta has been actively acquiring other seafood companies to further vertically integrate the company, while at the same time provide another platform to pack the Seamazz® brand and support in-house product development.



Mazzetta Company, LLC®



In 2010, Mazzetta acquired PEI based Beach Point Processing Company (BPPC), a strategically centralized location in the Canadian Maritimes to access and process lobster, snow crab and pelagic species.

The successful integration of BPPC led to the 2011 purchase of Atwood Lobster Company, one of Maine's largest lobster distributors.

Mazzetta said this purchase was another critical piece in integrating the company into the North Atlantic lobster market.

# Strategies for the Future



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*New storage system saves salmon for overseas shipments...*

# Global Fresh Foods pioneering controlled atmosphere cold storage technology

Global Fresh Foods has launched the world's first Controlled Atmosphere (CA) logistics service for the ocean transport of fresh seafood globally. The company's operations in Chile will initially focus on the shipment of fresh salmon fillets to major U.S. and Japanese markets.



Based in Talcahuano, Chile, Global Fresh Foods' facility is the first of its kind in the world and is where the company applies the SAF-D® (Safe and Fresh Distribution) System invented by Global Fresh Foods President and Founder Larry Bell. The patented SAF-D® System maintains a very high CO<sub>2</sub> and extremely low oxygen controlled atmosphere, leveraging fuel cell technology to convert residual oxygen to

water vapor. This creates an environment perfectly suited for the natural preservation of fresh proteins and significantly extends fresh food shelf life.

Bell started work on using controlled atmospheres with Alaskan salmon during the beginning of his

career, however, the combination of the growth of the farmed salmon industry and his technical break-through in developing the SAF-D® System inspired him to start GFF.

With the trademarked slogan "The Future of Freshness™" GFF says their process provides numerous benefits to customers, such as 30-plus days for distribution and inventory, and then 11-14 days of additional fresh shelf life after the fish has been removed from the SAF-D® System. This results in longer shelf life at retail and a reduction in carbon emissions by 99% compared to airfreight. Currently, the company estimates that 12 pounds of CO<sub>2</sub> are emitted for every one pound of fresh salmon imported into the US by airfreight.

"The real proof is in the quality of the fish and the shelf life that GFF is able to deliver. Once customers have experienced

the freshness of fish transported in the SAF-D® System, they become believers," said GFF's CEO Stephen Boord.

For now, GFF is focused on serving the Chilean salmon industry's supply chain to the United States. However, Boord said the new preservation system will open doors to new markets seeking fresh seafood that have been routinely restrained from costly air freight.

In fact, GFF already has plans for expansion into the Japanese and European markets in the future. Additionally, the company has already experimented with tilapia and seen positive results and expects to launch services in new markets in the beginning of 2013.

"Global Fresh Foods provides an opportunity for producers to deliver high quality fresh product to virtually any major market in the world. For buyers, it means being able to procure fresh seafood from their preferred frozen seafood suppliers. We see it as transformative for the seafood industry and leveling the playing field by helping to eliminate the geographic barriers that previously existed for fresh fish," said Boord. **UB**

Article contributed by Michael Ramsingh  
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# Dining's new demands

Where *are* you America? During 2011, restaurant owners all across the nation have repeatedly asked this question. In fact, the National Restaurant Association's Restaurant Performance Index (RPI)—a monthly composite index that tracks the health and outlook for the U.S. restaurant industry—stood below 100 for much of the year. In fact, the restaurant industry has struggled in the past few years, as consumers who continue to lack confidence in both the overall economy and their personal situations cut back on discretionary spending. Brutal price competition across and within all segments, coupled with spikes in most major commodity costs (e.g., beef, cheese, pork, fuel), made for a continuing difficult operating environment in 2011.

While the lackluster economy may have dampened growth for the restaurant industry at large, fast casual restaurants continued to stand out as one notable exception. With \$27 billion in annual sales, food industry consultants Technomic recently pointed out that fast casual restaurants now represent 14 percent of all quick-service restaurant sales, compared to five percent just ten years ago. They are expected to continue outpacing the industry over the next five years, when fast casual growth is forecasted to compound eight percent annually.

"The fast casual segment is still evolving in ways that are strongly influencing all sectors of the restaurant industry," said Technomic VP Joe Pawlak, speaking to members of its Foodservice Planning Program. "While we categorize them among limited-service restaurants, they also

**"The fast casual segment is still evolving in ways that are strongly influencing all sectors of the restaurant industry..."**



Despite the sputtering economy still dampening growth for the U.S. restaurant industry, fast-casual restaurants have fared much better than the industry as a whole.

compete strongly with full-service casual dining on several dimensions."

As restaurants pursue new strategies, AlixPartners suggests that it is important to keep in mind that food quality is still No. 1 for consumers. But not far behind on the pecking order is their demand for a balance of high-quality, on-the-go options with convenience, value pricing and variety.

A recent survey by AlixPartners showed that 65% of consumers view food quality and taste as the most important area of potential improvement and innovation, followed by customer service, at 37%, and menu variety and healthy options, at 27% and 26%, respectively.

"Food quality is still king, and will need to be a central focus of any restaurant's strategy and brand positioning," said Kurt Schnaubelt, a director at AlixPartners. "We're starting to see innovative efforts around food quality from QSR restaurants, but convenience stores are the ones to really watch in 2012."

Adam Werner, a managing director at AlixPartners probably summed up the future of the industry the best, "Moving forward, growth will be achieved through fierce competition for market share, or 'stomach share,' across and within segments in the restaurant industry. The winners will be those who have a firm grasp on the key drivers and influencers of

consumers' dining choices, and implement targeted programs designed to drive growth in an uncertain environment." **UB**

Article contributed by Linda Lindner  
llindner@urnerbarry.com

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# Costa Rica: a peaceful but powerful paradise

**“...Costa Rica is gaining much deserved recognition and importance.”**

Orosi valley - coffee plantation (cafetal), Costa Rica

Costa Rica directly translates to “Rich Coast”—fitting for this small but prosperous country, rich in culture, tourism, and economic growth.

This Central American country lies peacefully between the Pacific Ocean and the Caribbean Sea. We say peacefully because the Costa Rican armed forces has been abolished since 1949, a choice made by its democratic government. Costa Rica has also established itself as a leading country in environmental sustainability and efforts to implement “green” mandates and initiatives.

Costa Rica is well known as a major exporter for various products and commodities. With a \$9.375 billion exportation business, Costa Rica is an economic powerhouse—especially when one considers the country’s modest size.

Common exports are bananas, coffee, sugar, and beef. Guanacaste, one of the nation’s seven provinces, is known especially for its cattle ranching.

Costa Rican exports of seafood have also rapidly become an essential component in the world’s seafood community. Common seafood exports from this country include Mahi Mahi, Yellow Fin Tuna, Snapper, Swordfish, and Tilapia. With growing market share in this industry, Costa Rica is gaining much deserved recognition and importance.

While most of Costa Rica’s exports started out in the agricultural sector, they’re becoming more and more involved in industrial and technological manufacturing. Exporting electronic parts and medical equipment has created a

healthy industrial economy to supplement the already successful agricultural component.

In addition to their success in exports, Costa Rica continues to expand its tourist attractions by offering luxurious resorts, spas, and exotic botanicals for travelling enthusiasts. An increasingly popular international destination for vacations, Costa Rica thrives on an exceptionally healthy tourist economy.

Costa Rica is truly as diverse in business as they are in culture. On the brink of an economic shift between agriculture and industry, we can expect to see this nation continue its unique growth and prosperity. **UB**

Article contributed by Jamie Chadwick  
jchadwick@urnerbarry.com

## Costa Rica / U.S. comparison



AREA	51,100 sq km	9,826,675 sq km
COASTLINE	1,290 km	19,924 km
POPULATION	4,576,562	313,232,044
LIFE EXPECTANCY	77.72 years	78.37 years
GDP	\$51.17 billion	\$14.66 trillion
GDP (per capita)	\$11,300	\$47,200
AGRICULTURE AS A %GDP	6.5%	1.2%
AGRICULTURAL PRODUCTS	bananas, coffee, sugar, beef, seafood	wheat, corn, beef, pork, fish poultry, dairy products
LABOR FORCE	Agr. 2.052 million	153.9 million
UNEMPLOYMENT RATE	7.3%	9.6%
OIL PRODUCTION / CONSUMPTION	263 / 47,000 (bbl/day)	9.688 / 19.15 (million bbl/day)



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# Making the rounds with *UB's Reporter*

## AQUA 2011



On October 17th 2011, Urner Barry had participated in

one of the most important seafood shows in the Americas in Guayaquil, Ecuador; Aqua 2011, held by the Ecuadorian Aquaculture Chamber (CNA). Market Analyst/Reporter Angel Rubio was invited to speak about the shrimp market in the U.S. where he was able to show price and supply trends of the last few years. He also spoke about the importance of Ecuador as a world supplier of shrimp as the global market continues to change, and the inclusion of India, the new up and coming shrimp producer. But more importantly, Urner Barry had the chance to visit a country and sit down with different clients face to face for the very first time. The next event will take place in again in Guayaquil, Ecuador, from October 22th-25th 2012.

## AQUAMAR INTERNACIONAL



Urner Barry had the delight to participate for the first time in one of the most important seafood shows in Mexico,

Aquamar Internacional. The event took place in Hermosillo, Sonora, which is the largest seafood producing state in the country from October 26-28, 2011. Angel Rubio from Urner Barry had the opportunity to give a presentation about the shrimp market in the U.S. in a series of trade workshops led by Alejandro Godoy of Seafood Business Solutions, and Norman Cruz of Marfesh. Representatives of different parts of the world were present including Pro Chile.

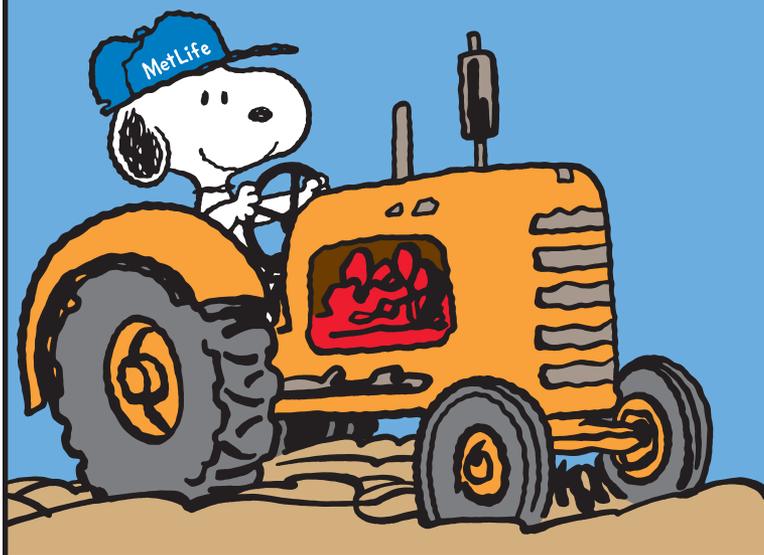
## INTERNATIONAL AQUACULTURE FORUM



In 2011, Urner Barry's market analyst Angel Rubio was invited for the third time in a row as one of the many guest speakers at the International

Aquaculture Forum in Chiapas, Mexico November 9, 2011. This show, organized by Panorama Acuicola Magazine, gathered thousands of people involved in the seafood industry, primarily in the production of tilapia, catfish, among other species. In his presentation, Rubio spoke about the current state of the tilapia, catfish, and pangasius markets in the U.S. where many producers were able to assess their situation and their potential to market their product. Salvador Meza, the director of the well-

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known event, commented that “the event had a positive result for the aquaculture development in Chiapas and the rest of the country. The event succeeded with its objective of creating a framework aimed at technology-transfer, and networking between research centers, businesses, and government entities.”

### **NATIONAL POULTRY & FOOD DISTRIBUTORS ASSOCIATION'S ANNUAL CONVENTION**

**NPFDA**



*Urner Barry's Reporter* was in attendance during the National Poultry & Food Distributors

Association's Annual Convention in Atlanta, Georgia held from January 24-26, 2012. More than 750 registered attendees enjoyed a wonderful opportunity to network among the most influential people in the food industry. The newly refurbished Hyatt Regency served as the host venue for the event treating guests to a fresh modern look and luxurious surroundings following a \$65

million renovation. The Annual Awards Reception proved to be the highlight of the week where NPFDA's Lifetime Achievement Award was presented to USAPEEC President Jim Sumner and Lee Wilson of Pilgrim's Pride was honored as Member of the Year. The staff of the Reporter extends warmest congratulations to Mr. Sumner and Mr. Wilson for the well deserved tributes.

### **INTERNATIONAL POULTRY EXPO**



Held simultaneously with the NPFDA event, the 63rd annual International Poultry Expo played host to close to 20,000 industry leaders who “flocked” to Atlanta to view the latest equipment, supplies and services for the poultry, egg and feed industries. The week in which the International Poultry Expo ran was officially designated as “IPE Week,” with an emphasis on educational programs during the three-day long event. The Reporter could be seen in attendance at both the show and program



*With issue of UB's Reporter in hand, Jim Sumner, president of the USA Poultry & Egg Export Council (USAPEEC), received the National Poultry and Food Distributors Association's Lifetime Achievement Award in Atlanta during NPFDA's annual convention.*

portions of the event and looks forward to 2013 when the AMI will join the U.S. Poultry & Egg Association and the American Feed Industry Association for an annual show that is expected to be one of the nation's biggest trade meetings. **U**

*Article contributed by Angel Rubio  
arubio@urnerbarry.com and  
Russell W. Whitman  
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# 60 seconds with...

# ROB KNECHT

Vice President of Operations at Konos, Inc.

Uerner Barry's Reporter caught up with Rob Knecht, Vice President of Operations for Konos, and grandson of the company

founder, Howard Vande Bunte to speak with him about the most recent expansion at the company as well as the company's opinion on the UEP-HSUS agreement and the lobbying effort calling for national legislation.

**URNER BARRY'S REPORTER:** The Vande Bunes decided to build enrichable houses well before Michigan's law addressing laying hen housing was signed into law by the governor in the fall of 2009. Can you tell us where the insight to do so came from?

**ROB KNECHT:** It was believed to be better for the birds as they are calmer, healthier and have less mortality. That was the main reason to consider the big move to colony enriched housing. However, there were other factors that influenced the decision as well. In the United States, there are changing attitudes regarding bird welfare as well as new research results coming out every day. Add to that, the



Vande Bunte's **SUPER JUMBO**

Wonder Hen Eggs

growing popularity of lobbying groups in Washington DC and it was apparent that big changes were coming for the U.S. egg industry. Tim (Tim VandeBunte, President) and Paul (Paul VandeBunte, Chief Operations Officer) could see all of those things which added up to us pulling the trigger on this new housing for our hens. We underwent expansion which included the addition of a fully enriched colony house for a flock of 120,000 hens, which was built as part of a 720,000-bird, four-house expansion. It was just the most logical way to go both for the birds and for the business.

**UBR:** What exactly are enriched colony housing systems designed for?

**RK:** Enriched colony housing systems are designed to allow birds to fully express natural behaviors such as nesting, foraging, perching and dust bathing. The new housing gives hens the ability to exhibit their natural behaviors while giving us the ability to better control and improve upon hen health and safety. There are three aspects of the new housing that enable the hens to exercise their natural behaviors: First, included in the housing system is the Scratch Pad, designed to fulfill the desire of the hens to scratch away—a completely a natural behavior. The second aspect is the addition of perches in the colonies. The colonies are outfitted with a place for every hen to perch. When hens can perch, it relieves stress and increases the quality of life for the hens. Third, and possibly most importantly, is the nest box. This gives the hens a private place to lay an egg. When a hen lays an egg, she feels vulnerable. These



colonies have an area that is enclosed by a curtain where the hen can go to lay her egg in privacy. She is more relaxed and feels more secure this way.

All of this is in addition to a dramatic increase in square inches per bird. The square inches per bird in the colony enriched housing is almost doubled compared to traditional-style housing, moving from 67 to almost double that amount.

**UBR:** What types of plant improvements were implemented to keep up with the increased output the birds were expected to produce?

**RK:** When Konos added the new houses, the company also needed to increase the rate at which they processed the eggs to keep up with the increased output. Konos replaced its old egg inspection, washing, and packing equipment with systems from Moba that handle 500 cases per hour. The transition to this new equipment and packing rate has been extremely successful. Even though Konos now packs 50% more eggs, the number of checked eggs produced per week has been cut in half.

**UBR:** Are there any plans in the making for new ventures in the future?

**RK:** The transition to enriched colony housing will be as big a seismic shift for the egg industry as the move into cages was two generations ago. Because of the large capital investment required to convert old houses, and to build new houses to make up for reduced housing densities, the move to enriched colony housing could force some producers out of production, or it could trigger a round of consolidation in the industry.

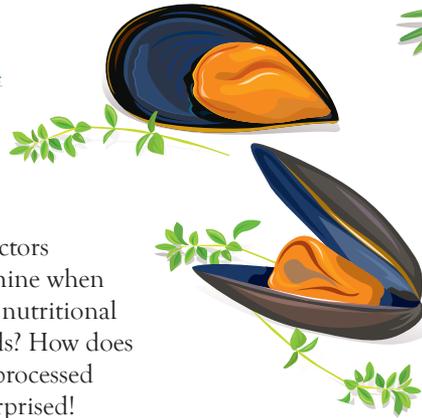


Colony enriched housing system keeps the hens happy and maintains a constant supply of fresh feed, water and air ventilation throughout the chicken house.

Continued on page 67

# Test your knowledge:

# Nutritional Facts



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Most of us make daily choices as to what we will put into our bodies based on fat content, calories, or one of the most dreaded factors in food- CARBS! These variables are easy to determine when you can turn a box or bag in the aisle and read the nutritional facts. However, what about fresh, unprocessed foods? How does your favorite seafood or red meat stack up against processed consumer foods? Take this quiz and you may be surprised!

1. Which 3oz portion has more calories?
- Veal
  - Tofu (Firm)
  - Canned Tuna w/oil
  - Bacon (5 slices)

7. Which 100g serving has more protein?
- Parmesan Cheese
  - Edamame
  - Pork Loin
  - Yellowfin Tuna (30g)

8. Which 100g serving has the least protein?
- Lobster
  - Peanuts
  - Caviar
  - Pumpkin Seeds

Quiz prepared by Russ Barton  
rbarton@urnerbarry.com

See answers on page 65

2. Which 3oz. portion of seafood has more fat (g)?
- Cod
  - Scallops
  - Lobster
  - Mussels
3. Which item has the least carbs?
- Pinto Beans (½ cup)
  - Red Kidney Beans (½ cup)
  - Ham (3oz)
  - Bratwurst (3oz)
4. Which item has the most cholesterol?
- 1 Large Egg
  - 5 oz. Filet Mignon
  - Bacon (8 Slices)
  - 5 oz. Dry Roasted Almonds w/salt
5. Which food is the highest in sodium?
- 1 large soft pretzel
  - 2 slices of white bread
  - 10 slices of bacon
  - 2 slices of pork salami
6. Which 16oz drink has more sugar?
- Arizona Iced Tea
  - Sobe Green Tea
  - Nesquik Fat Free Chocolate Milk
  - Vitamin Water

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*Small shrimp company wins big award...*

## Sahlman Seafoods takes home Corporate Excellence

This past January Sahlman Seafoods Inc. made history at the 13th annual Secretary of States' Award for Corporate Excellence (ACE) ceremony as it became the first seafood company to ever win the award.

The 75-year-old seafood company was honored at the United States Department of State in Washington D.C. for demonstrating superb corporate social responsibility for the positive economic

and environmental influence its Nicaragua-based shrimp farming operation has had on the country.

Secretary of State Hillary Rodham Clinton was in attendance at the ceremony, and praised Sahlman for "leveraging the vast talents and expertise of American entrepreneurship" by providing the region with numerous upgrades to its educational, financial and environmental infrastructure.

"In an increasingly interconnected and interdependent world corporations are key actors in international affairs," Clinton said.

In 1999, ACE was founded to recognize the unique influence American businesses have on impoverished or developing nations by promoting ethical practices and democratic values; companies are selected through a rigorous



On January 18, 2012, Secretary of State Hillary Clinton presented the Secretary of State's 2011 Award for Corporate Excellence (ACE) to Sahlman Seafoods, Incorporated.

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# Award for Nicaraguan shrimp farm operation

process based on those achievements.

Since it established its operations in Nicaragua in 1996,

Sahlman dedicated its resources to providing the local school system with new facilities, uniforms and educational programs for students as well as improvements to the region's water wells, health clinics and other key utilities. Additionally, Sahlman was adamant that

**“There’s no reason you can’t run an aquaculture operation and coexist with the environment...”**

its operations never conflict with the local environment and made significant efforts to preserve, restore and maintain the region's environmental assets—such as a company-wide initiative to plant 50,000 mangrove seedlings in the region per year.

Marty Williams, president of Sahlman Seafoods, said the award is a culmination of a company-wide culture.

“Our employees in Nicaragua have spent time, effort and energy trying to make a difference in the environment and communities in which we work, they continually prove that you can do well and

do good at the same time,” Williams said. “It’s a testament to the way the company does business”

Williams added he hopes Sahlman's national recognition of providing sustainable and environmentally friendly aquaculture operations is a reflection of the positive impacts of the aquaculture industry.

“There’s no reason you can’t run an aquaculture operation and coexist with the environment,” he said. **UB**

Article contributed by Michael Ramsingh  
mramsingh@urnerbarry.com

*Pork and beef importers have something new to look for...*

## Urner Barry's new red meat dollar indices

Exports are an ever-increasingly significant factor in the red meat, and indeed most other proteins, industry. Naturally, in order to transfer goods from one nation to another, native currencies must be exchanged between parties; a dynamic process that varies in rates on a daily basis. For importers of United States' beef and pork, the value of their currency compared to the dollar is critical in calculating profitability. For this reason, several reporters at Urner Barry began working on dollar indices which would behave as a composite indicator in order to determine overall U.S. Dollar strength versus currencies of the primary export destinations for domestic beef and pork. Now completed, we have created two separate dollar indices, one for beef export destinations and one for pork.

Formulated around a baseline of 10,000 points, each index is updated daily based on the movements of the exchange rates of the primary export destinations for beef and pork weighted by volume. In the case of the beef index, the dollar is valued against the Canadian Dollar, Mexican Peso, Japanese Yen and South Korean Wong; the four major importers of U.S. beef. The pork dollar index includes the same exchanges as the beef index, with the inclusion of China, Hong Kong, and Russia.

Our new indices essentially give a buyer of U.S. red meat an indication of whether there is value in importing our beef or pork. When the index ascends, the dollar is showing strength relative to these destination currencies, making it appear less desirable to import our products. Likewise, when the index is depreciating, the dollar is losing value, resulting in a more attractive and profitable opportunity to import U.S. beef or pork.

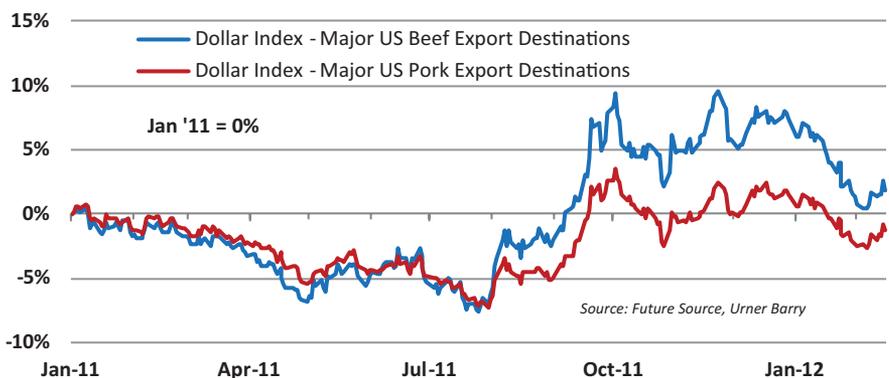
Looking back several years, you can clearly see that as a dollar index declines, exports rise overtime. Now, of course this is not a direct cause and effect relationship as exports have steadily

increased over the last decade due to rising demand and thin supplies abroad regardless of the value of the U.S. dollar. However, changes in these exchanges can equate to millions of dollars saved or lost on such transactions, and should thus be considered when importing or exporting goods overseas.

These indices are just two of many improvements and innovations that we are making to our Comtell service. We are continuously striving to provide customers with beneficial content that cannot be found elsewhere. **UB**

Article contributed by Russell Barton  
rbarton@urnerbarry.com

Dollar Index - Major US Beef vs. Major US Pork Exporters



Source: Future Source, Urner Barry

# U.S. restaurant chains eye emerging BRIC countries

For anyone traveling in food industry circles, it's no secret that the quickly emerging BRIC countries—Brazil, Russia, India and China—provide significant opportunities for restaurant chains looking to grow internationally. According to Chicago-based research firm Technomic, Inc., the key to success will be balancing the need to maintain brand identity while at the same time building country-specific menu innovations.

Provided that U.S. restaurant chains successfully tailor their menus to local tastes, customers will quickly gain brand loyalty and allow for continued successful international expansion. “[U.S. restaurant chains] can take advantage of the worldwide recognition they've established,

but in order to gain loyal customers in new markets, they need to innovate on the menu and introduce items specifically adapted for local consumer preferences,” Darren Tristano, Technomic executive vice president, said. “Chains are also leveraging their international experience and applying lessons learned to improve domestic operations and innovation.”

In a report released in late 2011, the firm stated that some of the largest U.S. restaurant brands have already begun rolling out products specifically developed for the local culinary tastes in the BRIC countries.

In Brazil, McDonald's launched a Chicken Bacon Onion sandwich. The sandwich combines a breaded chicken breast with

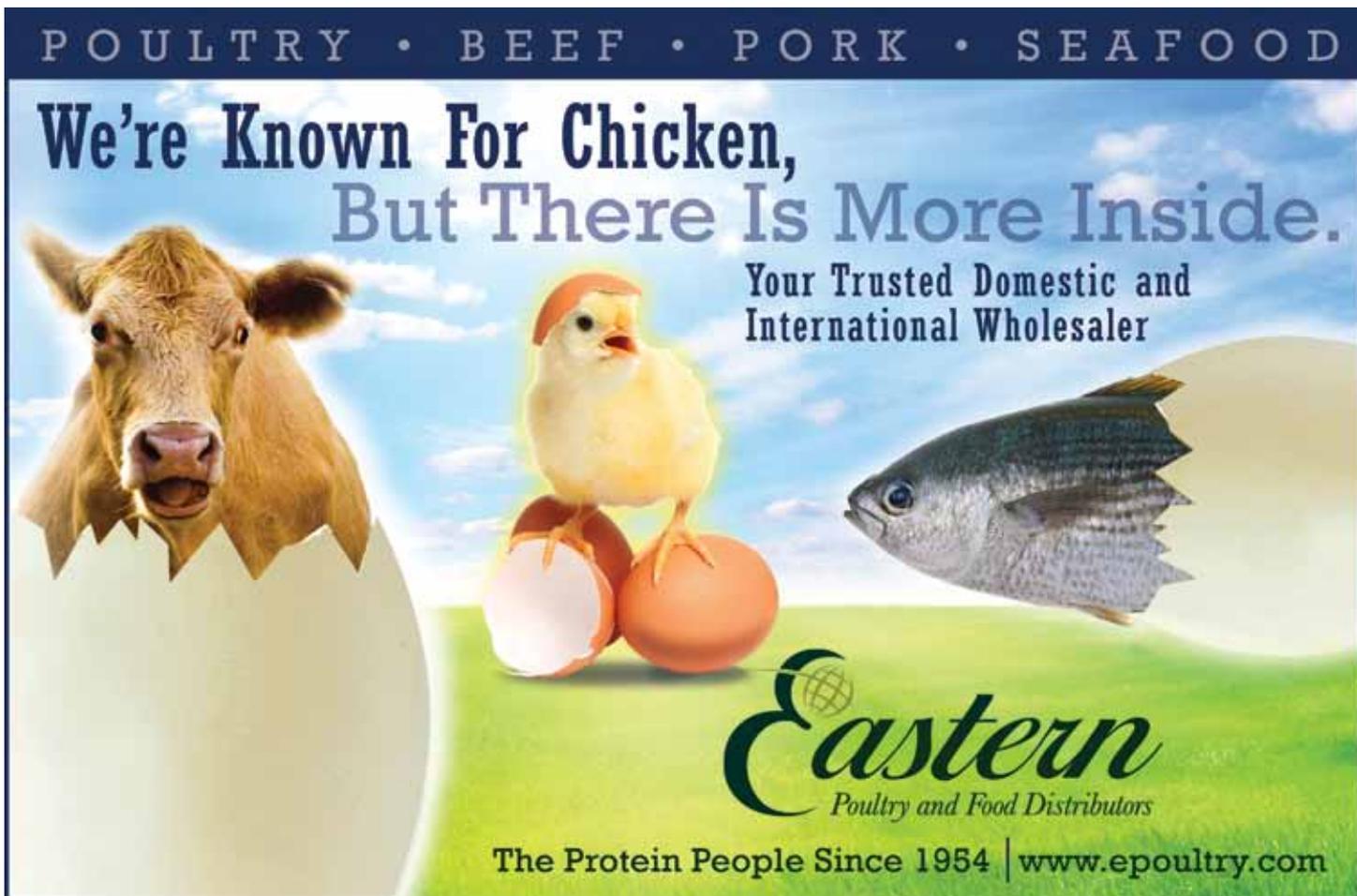
bacon, bacon-spiked cheese and bacon-flavored sauce on a bun dotted with sesame seeds and bacon bits, an offering not available in the States. Burger King has also announced growth plans in Brazil, Technomic said, after finalizing a master franchise agreement with an affiliate of private-equity firm Vinci Partners. Burger King currently has 110 franchised locations in Brazil.

Brazil as well as China will be targets of Wendy's attempts at renewing its international growth efforts. The quick-service chain currently has only a few hundred international units, but projects a potential 8,000 overseas restaurants. Companies including Yum! Brands Inc. and McDonald's Corporation see China,

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Companies can quickly gain brand loyalty and allow for continued successful international expansion if U.S. restaurant chains tailor their menus to local tastes.

with a population of more than a billion people, as the top prize in international growth potential.

The chicken market is expected to be on the rise in Russia during the coming years and the further processed segment of that market is to play a large and expanding role in that growth. Efforts at increasing domestic production have been highly visible recently. One of the country's largest poultry processors, Cherkizovo, has broken ground on a new production facility that can process 500,000 metric tons of live poultry per year, a significant upgrade from Russia's total current capacity of 15,000 to 20,000 metric tons annually according to the Russian news agency ITAR-TASS News Agency.

In India a larger middle class with more disposable income is partly responsible for the increasing consumer interest in fast food. Sales at fast food chains are growing at a rate of 28% and, as a result, American fast-food companies that are hungry for growth are gathering around the table. Baskin-Robbins, Pizza Hut, KFC, Papa John's Pizza, Ruby Tuesday, Pizza Hut, Subway, McDonald's and Domino's Pizza all have a presence in India.

But not only are traditional fast food or QSR outlets poised to reap the benefits of emerging economies such as those in the BRIC countries, but foodservice operations here in the United States also have a chance to gain significant benefit from tourism. Chinese, Russian and Brazilian consumers in particular have careers that allow for an increasingly large portion of their pay check to be

spent on travel. So much so that the application process for travel visas for foreigners looking to come to the United States can take months and years. According to the U.S. Travel Association, the need to ease visa requirements and speed up the application process is paramount if the U.S. is to realize the potential tourist income suggested by an influx of new tourists.

Just like with fast food chains looking to regionalize their menus and provide good tasting quick bites to eat, it's been proven that the quality of foodservice and the availability of a range of prices were found to be the most important aspects of foodservice for tourists when on vacation. Studies have found that at dinner-time, tourists' major concern is with the quality of the cuisine, whereas at lunch and breakfast time they are more concerned with getting the best value for their dollar.

Whether a quick bite to eat or a dinner-time meal on vacation, there's no question that U.S. fast food and foodservice operations stand to realize significant gains from a growing throng of international locals and tourists alike. Through balancing the need to maintain brand identity, while at the same time building country-specific menu innovations, the U.S. food industry stands to make significant gains in luring the international customer through the doors of U.S.-based fast food chains and foodservice operations. By doing so everyone in the process, from farm to fork, stands to benefit. **UB**

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

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# Is bigger better?



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Ask the typical consumer perusing the meat aisle of their local supermarket what the average bird weight of a chicken is and chances are they will stare back at you as if you had two heads. Believe it or not, the size of the bird that someone is about to feed to their family isn't typically the first thing on their mind. Price, on the other hand, is usually one of the most pertinent factors influencing consumers nowadays. Interestingly enough, and as is the focus of our story, the weight of a chicken generally impacts that final retail value.

Years ago, before the technological advances which have been realized over the last few decades, the chicken industry's main goal was to provide an alternative to red meats like beef and pork which experienced significant shortages during

World War II. Being a tasty, healthy treat, chicken was seen as a perfect replacement. It also had the benefit of being cheaper than most other proteins. But prior to when the issue of price came into play, there was the matter of maintaining the gains the industry had made after the war finally ended.

One method used to promote the further expansion of chicken was "The Chicken of Tomorrow" contest. Sponsored by A&P, this contest encouraged the development of superior meat-type chickens by asking its participants to raise a broad-breasted bird with bigger drumsticks, plumper thighs and layers of white meat. As a result, a variety of the nation's producers cultivated particular breeds in order to best meet the contest goal. As technology and the industry progressed, the size of the birds progressed as well. (For more on

"The Chicken of Tomorrow" contest, scan QR code with your Smartphone.)



With the emergence of industrial sized production plants, technology and science took on a much larger role in the chicken breeding process. In an effort to make every penny count, analysts refined and invented new ways to enhance bird sizes while keeping costs relatively low or, as Jonas Meyer of Robinson & Harrison Poultry commented, these changes were performed to demonstrate "tangible savings."

Some of the long term improvements involved more efficient feeds, created for the sole purpose of generating larger breast meat lobes, while others had more to do with perfecting the growing process or tinkering with genetics. Housing facilities have been upgraded with better heating and cooling systems, advanced lighting and cleaner feeders and floors. All of these improvements are meant to limit stress in the bird and, in turn, promote growth.

Another reason for the growing popularity of bigger bird sizes is the fact that it's what the people want. Through creative marketing, producers have actually pushed many foodservice and retail companies further toward the larger-sized meat cuts. This topic was discussed by some industry executives at last year's Food Media Seminar. According to a recent Watt Poultry article, when asked why the chicken industry doesn't produce smaller birds, Jim Perdue, chairman and CEO of Perdue Farms, and Lampkin Butts, COO of Sanderson Farms, touched upon the



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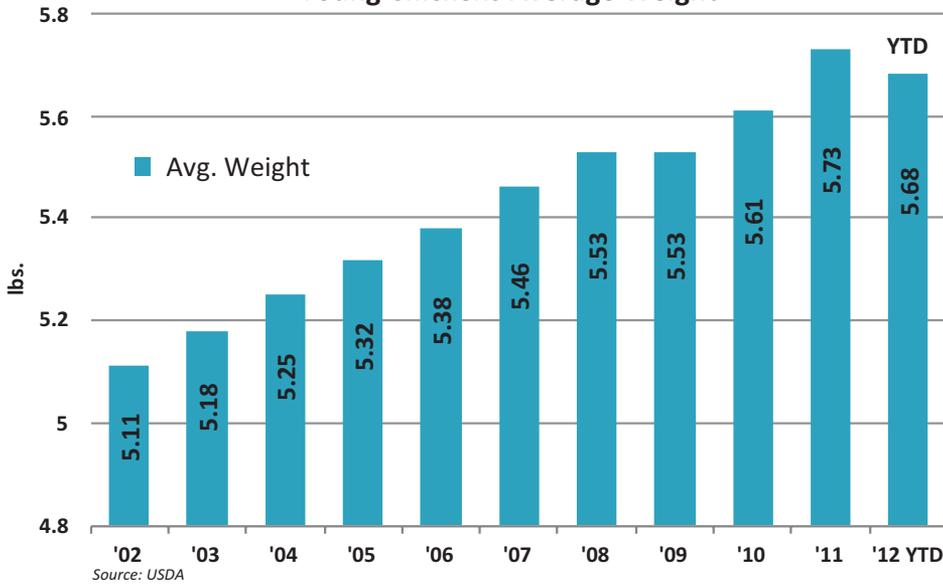
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### Young Chickens Average Weight



issue of portioning. They each mentioned that portion control has become increasingly trendy at restaurants and at home. The larger fillets can be bought at a fraction of the price and then portioned into more easily handled pieces. Butts was quoted as saying, “This trend will continue and grow.”

Talking about the industry’s efforts to raise bird weights is all well and good, but it begs the question as to just how effective their attempts have been. Examining the hard data certainly helps to shed some light on this query. Over the last decade alone, the average bird weight of young chickens at slaughter increased from 5.11

pounds to 5.73 pounds. That’s a difference of 0.62 pounds. Multiply that number by the amount of birds slaughtered on the average year—about 8 billion—and that’s just under a 5 billion pound yearly increase in available tonnage!

Looking ahead, if history is any sort of testimony, the size of chickens is likely to continue to grow. But just how big will biology allow? Will we be carving a chicken instead of a turkey at the Thanksgiving dinner table of the future? No one can say for certain. At present, there is a concerted effort to reduce bird weights; effectively stemming the tide that’s been rising for years. Processors are taking this tact in an effort to diminish the amount of poor returning breast meat on the market and, in a perfect scenario, induce price support and advancement. In the meantime the question as to whether or not bigger is better will certainly be a topic of interest and debate for years to come. **U**

Article contributed by James Serpico  
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# NTF honors foodservice operators for success with turkey on the menu

Contributed by National Turkey Federation

For the past 10 years, the National Turkey Federation (NTF) and its membership have honored foodservice operators that have successfully provided turkey menu options with an award affectionately named the T.O.M. award. The federation's Turkey on the Menu (T.O.M.) Awards recognize foodservice operations that create enthusiasm and show market success with year-round turkey dishes on their menus.

NTF announced the winners of the 10th annual T.O.M. Awards on Feb. 16 during the federation's annual convention in Tampa. The following three chains received the award in three different categories.

Carl's Jr.® and Hardee's®: NTF presented this foodservice chain with the T.O.M. Award in the "fast food" category for their variety of charbroiled turkey burgers that provide healthier options and versatility across its menu.

AdvancePierre Foods, creator and supplier of the turkey patty, nominated the burger chains for NTF's prestigious award. Dick Elmore, vice president of strategic accounts for AdvancePierre Foods, presented the T.O.M. Award to CKE Restaurants, Inc., the parent company of Carl's Jr.® and Hardee's®, during the awards presentation.

"It is an honor to be here today recognizing CKE Restaurants for their commitment to healthy menu alternatives," said Elmore. "The patties from AdvancePierre Foods are a combination of ground dark and white turkey meat and the product specifications allow the turkey burgers to have the same flavor and char-marks on the turkey patties as guests are used to on other products at Carl's Jr.® and Hardee's®."

To create the burgers, CKE Restaurants, Inc. partnered with Matt Gould, co-author of the Eat This, Not That! book series, and Men's Health Magazine to produce five varieties of turkey burgers: traditional, teriyaki,



BBQ Ranch Turkey Burger



Charbroiled Turkey Burger



Mushroom & Swiss Turkey Burger



Guacamole Turkey Burger



Teriyaki Turkey Burger

guacamole, mushroom Swiss and BBQ ranch. The line of charbroiled turkey burgers launched in March 2011 as a permanent menu item at Carl's Jr.® and Hardee's® locations in the United States, as well as in select international units. CKE Restaurants, Inc. is the first national fast food chain to add turkey burgers to its permanent menu.

Ram's Horn Restaurants—Winner in the "mid-scale/casual dining category," Ram's Horn Restaurants draws loyal crowds with their delicious food, great service and friendly, comfortable atmosphere. Nominated by Sara Lee Food and Beverage, this foodservice operation was chosen for its application of turkey products in a

variety of meals throughout the day.

Capriotti's Sandwich Shop—Winner in the "quick casual category," Capriotti's Sandwich Shop was chosen for its variety of slow-roasted turkey menu items, including the long-standing customer favorite—The Bobbie®—a submarine sandwich consisting of turkey, cranberry sauce, stuffing and mayonnaise. This foodservice chain was nominated by Butterball, LLC.

"On behalf of NTF, it's a privilege to recognize these foodservice operations with our annual T.O.M. Award in recognition of their variety of turkey menu options," said Sherrie Rosenblatt, NTF's vice president of marketing and communications.

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

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

Urner Barry's new products released for IBSS debut...

# New products from Urner Barry

The International Boston Seafood Show (IBSS), and accompanying Seafood Processing America (SPA), is slated to run March 11-13, 2012 at the Boston Convention & Exhibition Center. This annual gathering, which attracts more than more than 18,000 seafood buyers and sellers from over 120 countries around the world, is the ideal venue for Urner Barry to showcase its catalog of products.

The event has grown into the largest annual seafood show in North America, and features more than 900 exhibitors in more than 1,700 booths representing all areas of the seafood industry. According to Jim Kenny, Urner Barry Director of Business Development, "the dates of the next Boston Seafood Show are circled on our calendars the moment we return from the current event." He adds, "We align product development and new releases with the show in-mind."

This year, Urner Barry will be proudly showcasing a new seafood wall chart series with the North American market in mind. Some of the new charts will be Commercial Fish, Commercial Shellfish, Alaska Fish and Shellfish, East Coast Fish and Shellfish, West Coast Fish and Shellfish, America's Sport Fish, and more.

In addition, the *What Every Seafood Buyer Should Know About* series by Dick Gutting is gaining a new title. This year, a practical guide to catfish is slated to be released. Lastly, for all you tuna fans, an easy-to-use handbook titled *Tuna Grading and Evaluation* by Robert DiGregorio will be available.

If you find yourself in Boston March 11-13, visit the International Boston Seafood Show and Seafood Processing America, and please be sure to stop by Urner Barry booth #364. 



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The "Preferred" future of cold storage...

# Preferred Freezer Services debuts state-of-the-art facility

Preferred Freezer Services (Preferred) celebrated the grand opening of its newest state-of-the-industry temperature controlled warehouse in Elizabeth, New Jersey November 2011.

According to Preferred, the new fully-automated facility encompasses more than 10 million cubic feet combining precision automation with rapid product transfer, making it the most efficient warehouse technology used in the United States.

On Monday, November 14th, nearly 300 cold chain partners, community business leaders and senior executives witnessed first-hand how curve-going, rail-guided robotic stacker cranes can precisely handle pallet loads of goods in complete darkness, as two pallets per minute move from the loading dock to the freezer at each high speed door. This "lights-out" automated freezer is Preferred Freezer Services third automated operation in the United States and fifth to open worldwide.

Additional features of the warehouse focused on the utilization of the green technology that allows Preferred to



Preferred Freezer Services celebrated the grand opening of its newest state-of-the-industry temperature controlled warehouse in Elizabeth, New Jersey last November.

continue operating at a high level while also reducing its environmental footprint.

For example, cooling and heating units—traditionally installed on the roofs of most "box" buildings—were kept on the ground. According to Preferred the benefits of these type of installation will keep the facility completely sealed allowing the company to use less energy that would normally be used to combat escaping cold air and intrusive warm air.

"We are proud to offer our customers requiring cold storage supply chain services in the northeast United States an opportunity to utilize our energy efficient advanced technology," said John J. Galihier, President and CEO of Preferred Freezer Services.

The warehouse was also constructed using

unique solid outdoor side paneling to sheath the building and keep in the cold air. In addition, the absence of jointed paneling means less risk of exterior cracking resulting in much stronger insulation.

To reduce energy consumption, Preferred also designed and installed a unique air conditioning system that re-uses the warehouse waste cool air to air condition the rest of the facility.

Mr. Galihier, with an entire career dedicated to refrigeration engineering and building design, is constantly investing in improving energy efficiency, refrigeration optimization, and automation design in order to best serve customers' needs.

"Now that we are two years past the initial learning curve implementing automation, we are able to seamlessly launch fully automated facilities and take the technology to even higher advanced engineering levels." **UB**

Article contributed by Michael Ramsingh  
mramsingh@urnerbarry.com



Brian Beattie touring with some of the guests during Preferred Freezer's grand opening celebration in Elizabeth, NJ.



(left) John J. Galiher, President/CEO of Preferred Freezer Services proudly speaks to guests about his company's energy efficient advanced technology.

**“We are able to seamlessly launch fully automated facilities and take the technology to even higher advanced engineering levels...”**



Preferred's opening celebration gave guests a first-hand look at how curve-going, rail-guided robotic stacker cranes can precisely handle pallet loads of goods in complete darkness. The new facility encompasses more than 10 million cubic feet combining precision automation with rapid product transfer.

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# Demand for beef

Continued from page 1

showing a 5% increase in the first quarter of fiscal 2012, after an 11% increase in the year ending last September 30.

When it came to basic beef, quick-service restaurants (QSR) saw a slight increase in beef product sales compared to the casual and fast-casual categories.

As a result of tighter budgets, “some of the people that were going to the medium-

priced restaurants descended for some of their meals, into the quick-service restaurants,” says Polzer.

White tablecloth fine dining leads this recovery with sales up 3% to 5%, which Polzer attributes to the improvement in business conditions: “Corporate expense accounts are being utilized again for entertainment purposes.”

Even with the slight increase in sales for QSR and fine dining categories, overall foodservice sales remain stagnant.

How then, do CAB sales keep showing that steady increase? That’s a mixture of consumer response to the economy and product knowledge at the sales level.

“People are a little more sensitive to the money they spend today. I think with the cost of beef accelerating as it has, they’ve become more aware of the different quality levels,” says Mike Brawner, president of the CAB-licensed distributor Sysco Columbia in South Carolina.

“It’s available at the grocery store, and people understand the different levels of Choice, Prime, and Certified Angus Beef. And when they go out to eat now, they’re a little more conscious of what’s being presented to them,” he says.

“When they see the CAB logo on the menu, they realize that this is the best beef money can buy; they don’t mind paying a little extra as long as they know that they’re getting the best.”

The brand has positioned itself as the “insurance policy.” Polzer explains, “When people have a bad dining experience they, in many cases, don’t tell you about it; they just don’t come back. And in some cases, they tell their friends don’t bother going there. So it can be a real, negative multiplier effect.”

When Sysco Columbia customers talk about profit potential, Brawner says, “We tell them to serve a better product and you’ll get more people through your door.”

That prophecy seems on target, with double-digit CAB sales increases for the distributor in each of the past three years, and on track for 2012.

TBonz Gill & Grill and FATZ are a couple of the success examples. “But their operation has not grown just because of those chains,” says Polzer. “They’ve done a very good job with the independent operators like Oak Steakhouse Restaurant.”

In all cases, a large part of the success comes from an investment in extensive beef-product training, teaching the sales team about premium beef production “from the field to the slaughterhouse to the plate,” Brawner says.

With that comprehensive overview, the Sysco-Columbia team can demonstrate the importance of a guaranteed quality eating experience for all customers, and show restaurant operators that premium beef will keep their customers coming back.

Demand for a premium beef brand emerges stronger than commodity beef at both retail and foodservice levels, simply because it delivers more value for more dollars. **LB**



With consumers being more cost sensitive they have become aware of the different quality levels of beef.

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# Farbest

Continued from page 40

is situated in a beautiful, bucolic area of Southwestern Indiana that makes it easy to appreciate the simpler things in life. Farbest values family and community, and strives to support and give back to the community where they operate. "After all, we're a family-owned company whose roots remain firmly planted here in Southern Indiana," concluded Mr. Seger.

Anyone who has worked with the team at Farbest knows that there is no such thing as being content or resting on one's laurels. As part of their forward-thinking mission, Farbest announced this past December plans to break ground for a new turkey processing plant in Vincennes, IN. The projected completion date for the venture is 2014.

Once up and running, the new processing plant will initially employ some 300 people with the potential of employing as many as 700. In addition, the company is planning the construction of a new feed mill that will have the potential to employ up to 30 while benefitting local farmers by creating an additional market for local grain.

Farbest has been investigating alternatives for its planned expansion for more than a year in an effort to meet growing global customer demand. After studying the feasibility of opening a plant—and where in the nearby region to build it, Vincennes in Knox County was selected. "After many visits with Knox County officials, city officials, current employers and others, it was very evident our company was going to receive tremendous local support, county support, support from the Indiana Department of Agriculture and the Indiana Economic Development Corporation," stated Mr. Seger. "The



On the tour of Farbest's southern Indiana facilities were industry associates (L to R) Urner Barry's Russ Whitman, Blake Corbell of Boar's Head, Prestage Foods' Kent Puffenbarger, Alejandro Elizondo of Sigma Alimentos, Farbest's Ryan Downes, Thomas Isaf of Interra International, Carl Buddig's Roger Buddig, Wayne Reynold's of Bird in Hand Farms, Tim Buddig, Mike Briggs of Vilas and Company and Larry Dubb of Champion Brokerage.

positive feedback we've received there has been second to none."

Currently Farbest oversees the growth of more than 10 million turkeys per year through 170 contract growers. With a forward thinking management team in place and dedicated employees to see their visions through, Farbest Foods is poised

to meet growing global demand with the same family values and commitment to customer service, reliability and product quality that's been the company's hallmarks for the past 30 years. **UB**

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

Answers to the quiz on page 53

1. A Tofu (182.7 cal)
2. D Mussels (3.8g)
3. D Bratwurst (1.8g)
4. A 1 Large Egg (211mg)
5. A 1 large soft pretzel (2008mg)
6. C Nesquick Fat Free Chocolate Milk (54g)
7. A Parmesan Cheese (41.6g)
8. D Pumpkin Seeds (33g)

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Continued from page 1

from member companies and made a significant, combined donation to the Miami area food bank on January 23, 2012.

Jim Harmon, director of SeaShare praised the work done by the NFI's latest alumni class.

"We appreciate what NFI and its members do every day to help us feed hungry people," Harmon said. "This project is a great example of how we can work together to benefit the Feeding South Florida food bank in Miami, as well as the food banks in each of our communities."

## SEASHARE

The class of 2011 collected nearly 40,000 pounds of product with donations not limited to the Miami area, as product will be distributed to cities around the country. In addition, the Future Leader Alumni volunteered at the food bank on January 25—the first day of the NFI conference.

"I just want to thank NFI and its class of Future Leaders for helping us deliver more seafood to food banks in South Florida and throughout the country," said Harmon.

Andrew Ward, president of 2011 NFI Future Leader class and president of sales and marketing for CamCo Seafood praised the efforts by SeaShare in helping the 2011 NFI Alumni class bring the project to fruition.

"SeaShare is a tremendous organization doing for others what they can't currently do for themselves," he said. "It has been my privilege to not only help create a greater awareness of Seashare and their cause but to also help generate food contributions."

2011 Future Leader Alumnus Michael Lieberman was grateful of the opportunity to participate in the function and proud of the commitment his class made to the charity.

"It's easy to get caught up in our own day to day routines. It's good to take a step back, realize how blessed we truly are, and see what we can do to help others," he said. "I was very pleased to see NFI members take a chunk of time out of their busy schedules to help the good people at the Feeding South Florida food bank facility." **UB**

Article contributed by Michael Ramsingh  
mramsingh@urnerbarry.com

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UB's Angel Rubio and Janice Brown hard at work collecting seafood donations from member companies for the food bank of Miami.

Continued from page 52

**UBR:** Where would you say Konos stands in regard to the UEP-HSUS agreement and the lobbying effort calling for national legislation?

**RK:** We are a UEP certified farm, and we fully support the UEP-HSUS agreement and what Gene Gregory of the UEP and Wayne Pacelle of the HSUS have worked towards. We have shown that sentiment not only in words, but through our actions and investments in the HSUS approved, colony enriched systems. Michigan Allied Poultry Industries Inc. is lobbying to get the UEP-HSUS agreement language adopted as legislation by Congress. If there is not an agreement, there will still be a decades-long transition to enriched colony housing, unless it is customer driven and they demand eggs from enriched colony housing, and then it will happen faster. **UB**

Article compiled with the assistance of Linda Lindner, llindner@urnerbarry.com and Terence Wells, twells@urnerbarry.com

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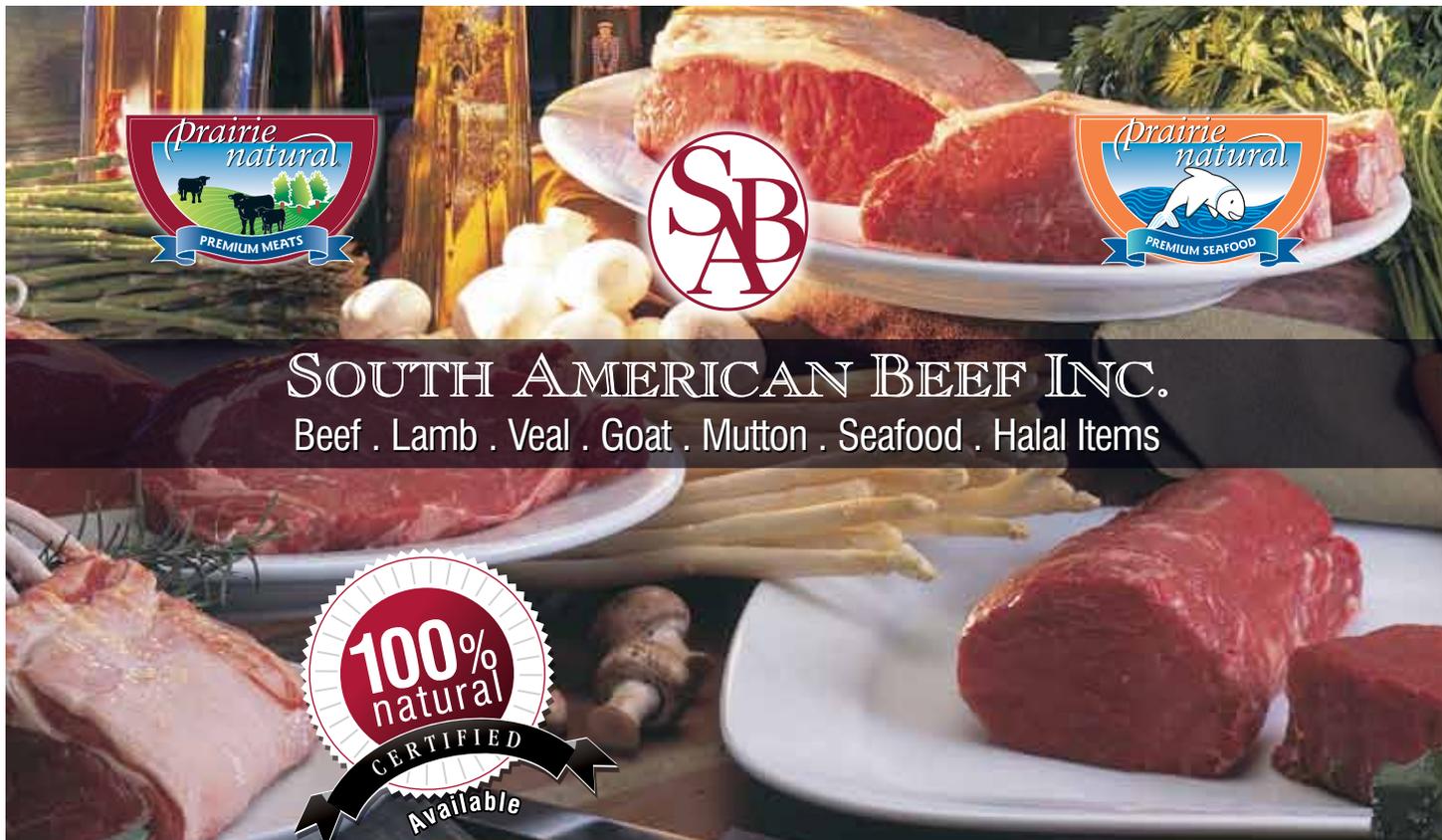
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