

TURNER BARRY'S Reporter

VOLUME 5 / NUMBER 1 / WINTER 2010

the newsmagazine for the food industry professional

Focusing on growth and customer service...

Koch Foods: from one room to one big deal

It was only 25 years ago that a small, Chicago-based poultry company began an impressive transformation towards becoming among one of the country's top integrated poultry processors and value-added food product manufacturers.



"This made Koch Foods the last poultry company of any size or magnitude to enter the integrated chicken business."

processor, with slaughter plants and feed mills in multiple states.

In 1990, the decision was made for Koch to expand further into the portion

Koch Foods, in 1984, was still just a one-room chicken de-boning and cutting operation with a total of three employees. Since that time, however, plenty has changed. Joseph C. Grendys, President and CEO of the company, came out of Loyola University and joined Koch as a partner with original owner, Fred Koch, Sr. Mr. Grendys brought with him a level of determination and imagination that helped the company to expand and grow significantly.

Grendys shifted the company's focus to processing boneless chicken breasts for restaurants and food-service industries at a time when boneless chicken was just gaining popularity. Under his management, Koch continued to expand and morph into a fully integrated



Completed in August 2009, this state-of-the-art feed mill includes a two-mile rail loop track.

controlled chicken breast business which the company would provide to a variety of establishments at the food service level. Five years later, Koch Foods would make its first acquisition with the purchase of Aspen Foods. They would now have the further processing equipment necessary to

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Take out takes off...

Elegant fare at home on a budget

Long work weeks, hectic home lives and tight wallets are changing not only what we eat but where we eat it. Increasingly, consumers looking for new ways to spend money, but who are unwilling to pass up a nice meal, are turning to delivery services that offer restaurant-quality fare without the additional



expenses, such as a tip and a bottle of wine, that go hand-in-hand with dining out at your favorite restaurant.

As the recession drags on, more and more consumers are getting full course, finer meals

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On the inside...



28 A transformative makeover of the burger has begun.

Recognizing that consumers are now more concerned with the pedigree of their burgers, a new level of upscale burger joints are opening across the nation.



48 While the egg is globally recognized, per capita consumption varies widely.

See what makes the incredible egg enjoy such global appeal.



54 Apple's iPhone® 'apps' run the gamut of possibilities.

Everyone can find an application to their liking; even the food industry is getting in on the action!

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Center of the plate



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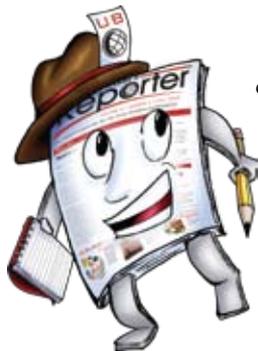
Making the rounds with UB's Reporter

NAMP 2009 OUTLOOK CONFERENCE

In early September, a well attended and lively audience was at hand at this year's NAMP 2009 Outlook Conference held at the world class BROADMOOR Hotel in Colorado Springs, Colorado. Over the course of four days, a full agenda of topics were on the docket for attendees to mull over while enjoying the fine amenities the BROADMOOR has become famous for.

Safety issues were a major hot point that piqued everyone's interest. The H1N1 flu scare was addressed, and a discussion focusing on how to educate and dispel the negative mentality associated with the virus as well as how to combat the myth of being

able to contract swine flu from hogs, was enlightening. Government polices from the Obama administration pertaining to food safety were touched upon with recommendations on how to protect companies and be proactive in following strict industry guidelines to avoid and minimize catastrophes.



The outlook on raw materials for beef, pork, and poultry industries for 2010 was explored and the common denominator among the panel dealt with the economy. It was stated that our financial system had to stabilize to allow consumers to

feel confident that their jobs were secure before a full recovery could return in our respected markets.

Rounding out the forum was several leading motivation/marketing professionals

who challenged the audience to adapt to the ever changing marketing cycles and keep their company on the cutting edge of trends while maintaining core principles.

NATIONAL FISHERIES INSTITUTE ANNUAL MEETING

Held September 22-25, 2009 at the Ritz Carlton in New Orleans, the 2009 NFI Annual Meeting brought many industry leaders together. Wednesday's agenda was largely comprised of committee meetings, but the highlight of the four-day event was that evening's dinner honoring Chuck Bundrant. The affair brought together some of Chuck's original partners with others from Alaska and elsewhere important to Trident Seafoods and to NFI.

The evening was a practical recounting of the history of Alaska's seafood industry—the fights and disagreements that happened along the way, and how the



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Chuck Bundrant and John Connelly at the NFI dinner.
Photo: John Van Amerongen

relationships in the industry withstood the test of time.

In presenting the award to Chuck, 'A leader in the lives of the Entire Seafood Community,' John Connelly summed up the spirit of the evening. 'We talk about this as a community, not as an industry, but as a community, a group of people who are committed to going out and doing the right things and doing them together. And I think to us, Chuck, that says everything about you.'

Chuck was surrounded by family and friends. Joe Bundrant served as master of ceremonies, and Chuck's daughters Julie and Jill were there, as was Chuck's wife Diane who has been his inseparable partner. Joining Joe and John in honoring Chuck were Bill Herzig, senior Vice President of Purchasing for Darden Restaurants; Pete Cardone, founder and president of Harbor Seafood; Wally Pereyra, President of Arctic Storm Fisheries; and Steve Okerlund, retired CFO/COO of Trident.

At one point, Joe asked if anyone had something else to add. Someone passed the microphone to Bart Eaton, one of Chuck's longtime partners—'it's been like a 20 year bar fight', Eaton said of his partnership, to laughter. It's an apt metaphor of fighting for what you believe until exhaustion, resting, and then getting up to go at it again. No one who knows Chuck has ever doubted him as a fighter.

As Chuck received the award from John Connelly, he said very simply, "To all the people who are here tonight, to my friends and my customers and my employees, my partners, my family, my wife, it's been a good ride. Thank you very much for all of your support and love. I truly am blessed."

Thursday's program consisted of the Future Leaders Class of 2009 Graduation; a presentation called Iceland 2010, which explored the financial crisis in Iceland and its affect on the seafood industry; and a wonderful celebration of New Orleans seafood. Attendees were treated to a police-escorted tour of three of the city's favorite restaurants—Zea's, Ralph's on the Park, and Drago's.

The annual meeting concluded on Friday with three general sessions and a board meeting. The first meeting of the morning tackled such issues as allergens in cooking oils, omegas and macular pigments, and growth of *Listeria monocytogenes*

in thawed, frozen foods. Next up was a chef's panel on sustainability, followed by a consumer panel on food safety. The meeting ended immediately following the Board of Directors meeting.

GLOBAL AQUACULTURE ALLIANCE ANNUAL GOAL CONFERENCE

At the end of October in Seattle, Washington, Global Aquaculture Alliance held its annual GOAL conference—Global Outlook for Aquaculture Leadership, at the Sheraton Hotel. A great lineup of speakers was on hand including Ole

Continued on page 56

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Pasteurized crab meat; What is it and what makes it different?



When most people hear the word pasteurized, they tend to think of milk. However, there are other popular items which are pasteurized as well such as certain beers and a popular seafood item—crab meat.

Simply put, pasteurization is the heating process of a product to kill bacteria without sterilizing. The sterilization process actually will boil food which can alter the taste or affect the product in some way. The goal of pasteurizing food products is to kill pathogens and bacteria without boiling it or altering taste. It is typically done at a temperature slightly below the boiling point.

Crab meat is pasteurized by first placing it into a can and heating it in water until it reaches a temperature that kills bacteria. It is vacuum sealed in air-tight packaging. This process can extend the shelf life by approximately 12 months.

“Pasteurization is the heating process of a product to kill bacteria without sterilizing.”

Interest in fresh crab meat has declined in recent years as figures from the U.S. census bureau show that fresh crab meat imports dropped 67.2% in 2009 versus YTD totals from 2008. Pasteurized crab meat for the same time declined 14.6% indicating an overall drop in demand, however, the large decrease in fresh product shows that fresh meat is becoming a less popular choice.

With food safety on the minds of consumers, pasteurized crab meat gives buyers peace of mind knowing the product will maintain its freshness for longer periods of time. It also gives importers more flexibility and time to place their product into the market. Canned, pasteurized crab meat that is imported into the U.S. does have an expiration date and should be checked just as we check the date of milk. It is also important to know that pasteurized crab meat does need to be kept refrigerated and can spoil just as fresh product. **UB**

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The evolution of the seafood counter

The seafood counter at your local grocer or fish market is not what it used to be. Consumers' demands, and the seafood industry's response to them, have not only transformed the seafood department, but changed the way grocery store seafood business is conducted. *Urnner Barry's Reporter* interviewed Joe D'Alessandro, Senior Director of Seafood Merchandising for A&P, to find out what exactly is different about the needs and wants of consumers and how the trade is responding to them.

D'Alessandro explained that over the past 5 to 10 years, the merchandising of the fresh case has changed considerably. Customers are requesting more value-added items to meet the needs of their changing and fast-paced lifestyles. Organic and "all natural" items have become a part of the mix, and sustainability is essential. Additionally, food safety has become more of an issue today in terms of safe handling. Moreover, country of origin labeling is increasingly popular.

"...customers request more value-added items to meet the needs of their changing and fast-paced lifestyles."

D'Alessandro went on to say that 10 years ago, items such as flounder and cod were key fillet items, but today tilapia, salmon and swai are more popular. Wholefish was also more visible in the case and most often, fish would be filleted and cleaned right in the store; now, most of the species arrive already filleted and cleaned.

"Today's fresh shellfish customers look for shrimp, crabmeat, littleneck clams, sea scallops and lobster tails. 10 years ago it was live lobster, bay scallops, shrimp, clams and oysters. Frozen fish today is sold mostly in bulk frozen family pack bags, two pound bags of shrimp or frozen crab - a difference from years ago when it was 16 oz. packs, fish sticks and whiting fillets," D'Alessandro said.

D'Alessandro also said that quality has always been the most important thing

to buyers and that is one aspect that will never change. "10 years ago, customers put a great emphasis on price when choosing their seafood. Now, customers are more concerned about quality, value, health and nutrition in addition to price."

D'Alessandro went on to say that overall, value is the mindset of today's customer. Since they are paying more they expect great quality and service.

During our visit, *The Reporter* was told that today's consumer is more educated. The means by which information is obtained, thanks to Internet access and the ever-present din of TV and radio, is changed

forever. Not only is the method of gathering information different, but the array of data available is broader and more educational than ever. Nutritional guidelines are another example of previously unavailable information that contributes to consumer purchasing decisions and the evolution of the seafood counter. **UB**



A&P's seafood department of today. Over the past five to ten years, the merchandising of the fresh case has changed considerably.

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Advertising mediums on the highways

“...they are often bold or eye-catching and are able to draw a lot of attention.”



A staple of the advertising business, promotional vehicles are one way advertisers can bring their message to the public. Be it at sporting events, concerts or some other venue, they are often bold or eye-catching and are able to draw a lot of attention. Here we will take a look at three meat mobile marketing vehicles.

WIENERMOBILE

Probably the best known promotional vehicle is the Oscar Mayer Wienermobile.

The original Wienermobile debuted in 1936 and was the idea of Karl G. Mayer, the nephew of the hot-dog company's founder. The 13-foot metal sausage had cockpits in the center and rear, and reportedly cost \$5,000. It cruised Chicago promoting the company's "yellow band" German Style Wiener. Between 1952 and 2004, six new versions of the Wienermobile were commissioned. An example of the 1952 model is on display at the Henry Ford Museum in Dearborn, Mich. The 1958 model, created by noted industrial designer Brooks Stevens, rode on a Jeep chassis.

While the Wienermobile of today evolved from the 1936 original, the current vehicles



seen on the road are very stylish and are still as eye-catching as ever. The most recent version of the Wienermobile, built in 2004, has been updated to include a voice activated GPS navigation device, an audio center with a wireless microphone, and a horn that plays the Wiener Jingle in 21 different genres from Cajun to Rap to Bossa Nova.

SPAMMOBILE

Designed to resemble a giant tin of meat, the first SPAMmobile hit the road in 2001. Based on a trolley chassis, the 28-foot long

SPAMmobile has a blue steel body with rounded corners, just like the famous can. Inside is seating for the driver and one SPAMBassador, who is in charge of preparing product samples including the signature SPAMBurger, in a self-contained, full service kitchen. In visits to retailers



and special events, SPAMBassadors have handed out more than 6.5 million SPAM samples from the SPAMmobile. Three SPAMmobiles were in action until early 2009, when Hormel Foods discontinued the SPAMmobile program.

JOHNSONVILLE BIG TASTE GRILL

The Johnsonville Big Taste Grill is 65-foot long, weighs 27 tons and has 444,000 BTUs of grilling capability on board. Big Taste Grill rigs have appeared at the Super Bowl, the Kentucky Derby and the Daytona 500, but they are used primarily to support charitable fundraising events, and have helped raise more than \$2 million since 1995, according to Johnsonville. An aluminum walkway is erected next to the trailer to give cooks time to access the grill area, which features a clean-up sink and a freezer that can hold 1,000 pounds of Johnsonville sausage. The grill can accommodate up to 750 brats at one time and can crank out 2,500 cooked links per hour. **UB**

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New Global Aquaculture Alliance Web site to feature updated GAA branding, content

Contributed by
Global Aquaculture Alliance

A new Web site tops the list of communication updates planned for the Global Aquaculture Alliance in 2010. With a focus on electronic media, GAA is preparing for expansion in two-way communications next year. As a key part of the process, the leading standards-setting organization for aquaculture seafood is revamping its www.gaalliance.org Web site.

The changes will allow GAA to disseminate information on Best Aquaculture Practices (BAP) certification, the annual GOAL conference, membership news and other newsworthy programs. Other enhancements will include ramping up the GAA Update and BAP News e-newsletters, and support Facebook and Twitter.

“Our members and stakeholders want and need easy access to all our information,” GAA Executive Director Wally Stevens said. “The new site and other changes will improve that accessibility—and provide fresher content, too.”

The Web site, which will roll out in January 2010, will feature categorized links to areas such as the BAP standards and forms, newsroom features, white papers, and GOAL registration and sponsorship forms. Later in 2010, the site will feature a log-in for access to special content for GAA members only.

“The new site and other changes will improve that accessibility—and provide fresher content, too.”

The pages of the new www.gaalliance.org site will highlight the new GAA corporate brand. Over the past year, GAA communications have been transitioning from carrying GAA’s original corporate logo and color palette to a more modern, “lighter” look. The simple, clean banner of the *Global Aquaculture Advocate* is an excellent example, and other updates

are scheduled. The rebranding will continue into 2010.

To provide more current information on its varied international activities, the Global Aquaculture Alliance is planning to increase the frequency of its e-newsletter distributions while lessening the amount of this type of reporting in the *Global Aquaculture Advocate*. The shift in approach will allow closer coordination and cooperation among GAA’s members and global stakeholders.

“This change is part of our efforts to strengthen GAA’s electronic communications while maintaining a relevant, high-quality magazine,” GAA



President George Chamberlain said. “We believe members will be pleased with the overall mix of information they will receive going forward.” **UB**

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A fragile foothold...



View of the main cathedral from another church's bell tower in Granada, Nicaragua

NICARAGUA: progress amidst adversity

Nicaragua is the largest country in Central America and contains two of the largest freshwater sources in the region.

The country experienced some economic growth during the mid-1990s, but progress has been minimal due to political instability, economic issues, and natural disasters.

Although limited economic advancement has been experienced throughout the past two decades, Nicaragua is still the second poorest country in the Western Hemisphere. Unemployment is considerable, as is underemployment, with

“Seventeen percent of Nicaragua’s economy is dependent upon agriculture...”

46.5% of their population suffering from being underemployed.

Seventeen percent of Nicaragua’s economy is dependent upon agriculture with 31% of its employed population being in agricultural work. While the leading export from the country is coffee, its location with land bordering the Caribbean and the Pacific Ocean has contributed to Nicaragua being a large exporter of seafood; particularly shrimp and spiny lobster. The Nicaraguan government is also trying to expand its aquaculture industry to include crab, tuna, and other shellfish.

The US-Central America Free Trade Agreement (CAFTA) was established in

April 2006 and has made the United States an important recipient of Nicaraguan agricultural and manufactured exports. Economic demand for Nicaragua’s products has decreased throughout 2009, hurting the country’s already weak economy.

While Nicaragua exports many agricultural and manufactured goods, their fragile economy is still dependent upon international economic assistance. The plethora of political issues and devastating natural disasters has created significant economic distress, but Nicaragua continues to build its economy through agricultural exports and governmental attempts at bolstering the aquaculture industry. **UB**

Nicaragua / U.S. comparison



AREA	130,370 sq km	9,826,630 sq km
COASTLINE	910 km	19,924 km
POPULATION	5,891,199	307,212,123
LIFE EXPECTANCY	71.5 years	78.11 years
GDP	\$6.561 billion	\$14.33 trillion
GDP (per capita)	\$2,900	\$47,000
AGRICULTURE AS A %GDP	17%	1.2%
AGRICULTURAL PRODUCTS	coffee, bananas, sugarcane, beef, pork, poultry, shrimp	fruit, wheat, corn, grains, poultry, beef, vegetables
LABOR FORCE	2.322 million	147.4 million
UNEMPLOYMENT RATE	3.9%	7.2%
OIL PRODUCTION / CONSUMPTION	0 / 28,880 (bbl/day)	8.5 / 20.68 (million bbl/day)



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More than a test kitchen...

NCBA's culinary center moves to headquarters

The main focus of the National Cattlemen's Beef Association (NCBA), when promoting beef, is to know what consumers, foodservice operators and retailers want and how to best deliver



NCBA's culinary team identifies, develops and tests potential products that meet consumers' demands for convenience, taste and consistent quality.

it. One way NCBA accomplishes this is through the Group's Beef and Veal Culinary Center. Now, after 33 years of residing in Chicago, the Culinary Center will be making a move to NCBA's headquarters in Denver. The culinary center will become an integral part of the new Beef Innovation Center that will start construction in late 2009.

The Culinary Center's main goal has been to employ a strategic, "real world" approach to recipe and product development, yet it has always been more than a test kitchen. Concepts have been carefully researched, refined and tested; it has served as a trend-tracker—with frequent conversations with consumers obtaining feedback on all realms of product usage from selection to storage, and it has always kept it abreast of what is



hot and what is not in order to help make beef sales sizzle.

Trend analysis is used for a very key Culinary Center service—new product development.

Working with NCBA's Beef Innovations Group and channel marketing teams, the culinary team identifies, develops and tests potential products that meet consumers' demands for convenience, taste and consistent quality.

In addition, the Culinary Center conducts competitive product reviews all as a means of keeping beef contemporary and on the center of American plates.

"We've created an innovative environment where all of our food innovators can work under one roof in collaboration with customers..."

"We've created an innovative environment where all of our food innovators can work under one roof in collaboration with customers and increase the speed-to-market for introducing exciting new food ideas from around the world," said Dave Zino, Executive Director, Beef and Veal Culinary Center.

The new Beef Innovations Center is going to be located in Denver, Colorado and begins construction later this year. It will have a food service kitchen, a consumer kitchen to develop and test recipes, sensory and product development areas, cold room for meat cuttings and demonstrations, teaching facilities and a culinary insight and trend library—all with the aim to continue to remain the cornerstone of delivering the beef products consumers want.

For more information on beef education contact Dave Zino at dzino@beef.org and for additional information on the Beef Innovations Center please contact Ellen Gibson at egibson@beef.org. **UB**

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From the recipe box...

Enjoyable egg enhances entertainers' entree

A traditional picnic food, Scotch Eggs were actually invented by the famous London department store Fortnum & Mason in 1738. They are a favorite appetizer that can be served both warm and chilled, but are especially popular for their portability and deliciousness. **UB**

SCOTCH EGGS WITH HORSERADISH DIP

INGREDIENTS:

4 hardboiled eggs, shelled
1 pound sausage meat
1 egg beaten
1 Tbs. Wondra Flour
½ cup Japanese bread crumbs (panko)
1/8 tsp salt
1/8 tsp pepper
Canola oil for frying

PREPARATION:

Add the salt and pepper to the Wondra flour. Lightly roll the eggs in the flour, and wrap them with the sausage meat. Make sure the eggs are completely sealed with the sausage and that no airspace exists. Brush with the beaten egg, and roll in bread crumbs. Heat the oil. Put in the Scotch eggs. Fry steadily for 5-8 minutes turning the egg until crisp and golden brown. Lift out, drain on paper towels and serve hot or cold. It is possible to bake these in the oven.

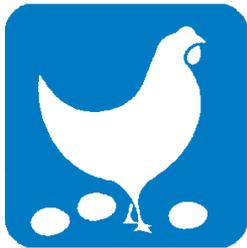
Allow 20-25 minutes
in a 350° oven.

**HORSERADISH
DIP:**

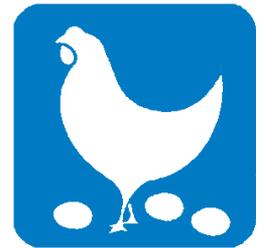
Fry 5 pieces of bacon,
reserving 2 teaspoons fat
1 cup mayo
1 cup sour cream
3-6 teaspoons prepared horseradish
1 Tablespoon scallions or chives
Salt and pepper

PREPARATION:

Combine mayo, sour cream and reserved bacon fat. Add salt and pepper to taste. Mix well. Break up bacon into small pieces and add to mixture. Stir in scallions/chives. Chill. This will make enough for 1 ½ dozen eggs.



EM



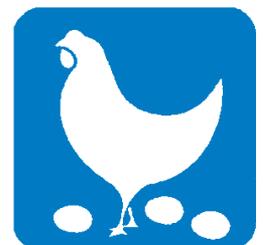
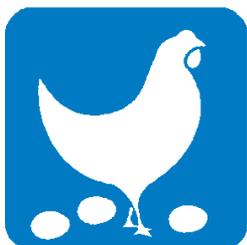
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In-N-Out Burger's focus on quality

In this day and age, it has become more common for companies to sacrifice product quality and consistency for price as they search for the cheapest option in a vendor. The almighty dollar, unfortunately, tends to set precedence over catering to the customer's values. There are, however, still some companies out there that purchase product from the same vendors, no matter the cost, in order to guarantee that the end result is unchanged time after time.

One such company is the Irvine, California-based In-N-Out Burger. Founded by Harry and Esther Snyder, In-N-Out Burger has been a staple for many on the West Coast as a spot to get a tasty



and reliable burger since 1948. The fast-food restaurant started out serving only burgers, fries and drinks, and still does so to this day, and regards the production

of a high-quality burger of the utmost importance.

To ensure that the flavor, texture, and appearance of each burger is consistent, In-N-Out uses only a select group of vendors to provide whole chunks of beef from premium cattle selected especially for the chain. In-N-Out actually pays a premium for their product which guarantees fresh, high quality patties. From this point, each chuck is individually inspected and in-house butchers remove the bones to make sure company standards are met.

In-N-Out also owns and operates a world class patty making facility where they grind their own meat and form them into burger patties. In-N-Out's Vice President of Planning and Development, Carl Van Fleet, explained, "These steps enable us to completely control the patty-making process and be absolutely certain of the quality and freshness of every patty we make." A quote of this manner reflects Harry Snyder's original business philosophy to "give customers the freshest, highest quality foods you can buy..." These principles have worked so well over the years that they are still part of the company's fundamental philosophy. Additionally, the devotion to this belief has helped the company attract new customers as well as maintain the existing customer base.

"The fast-food restaurant started out serving only burgers, fries and drinks and does so to this day making the production of a high-quality burger of the utmost importance."

Commitment to quality doesn't stop at the burgers. In-N-Out also uses only real American cheese, buys the freshest lettuce, onions and tomatoes, hand-cuts their fries in-store. Even the shakes are made from real ice cream. This has created a fan base for In-N-Out Burger that is more like a cult following. A testament to In-N-Out's dedication to its customers is the "secret menu", a menu catering to special requests. For those of you who haven't heard of this, get your burger "Animal Style." It's delicious!

In-N-Out remains privately owned and the Snyder family has no plans to take the company public or franchise any units. All associates are treated like family, and many have been with In-N-Out for over 20 years. These relationships, and the commitment to the company's philosophies, continue to make In-N-Out a very special place to work. **UB**

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Roaring through on a Harley Davidson, Biker Billy has made his mark in the cooking world for his appreciation of hot and spicy cuisine. He has made appearances at motorcycle rallies, county fairs, *Good Morning America*, and even on *Live with Regis and Kelly* where he cooked up a hearty Susquehanna Stout Beef Stew.

Bill Hufnagle, the man behind the moniker Biker Billy, has at least four cookbooks available, allowing millions of people throughout the country to whip up his fiery concoctions right in their own kitchens. The most recent cookbook is "Biker Billy's Roadhouse Cookbook", published by The Globe Pequot Press P.O. Box 480, Guilford, CT 06437.

The Madison, New Jersey native has been turning up the heat with his show "Cooking with Fire" since it first aired

**"Biker Billy's
mantra of "life
is too short to
eat dull food"
is certainly
reflected in his
cooking."**

in the mid-1990s. He may not give the impression of being the stereotypical chef with his long beard and rough biker look, but Biker Billy has been pleasing millions with his over-the-top spicy recipes. Now, while the dish he cooked up on the *Regis and Kelly* show contained beef, Biker Billy is a vegetarian. The hundreds of recipes within the pages of his four cookbooks cater to the vegetarian crowd, but he will still use eggs and dairy products in his food.

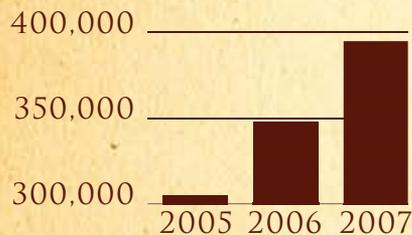
Biker Billy's mantra of "life is too short to eat dull food" is certainly reflected in his cooking. Nearly every recipe he has features some of the spiciest peppers the world can offer, including jalapenos, habaneros, and the hot serrano pepper. His love of peppers even earned him the cover of the November-December 2000 issue of *Chile Pepper Magazine*, and the *Burpee Seed Company* named a hot pepper after him the *Burpee Biker Billy Jalapeno*. As his television show, cookbooks, and overall persona have illustrated, Biker Billy is one tough hog rider who has no fear when it comes to cooking and eating spicy foods. **UB**

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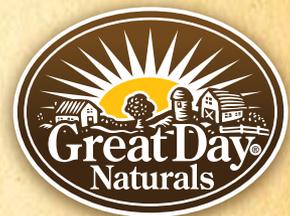
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The delectable delicacy of duck tongue

The Chinese have always been known to make use of every part of the animals that they consume. They are also known for cooking all of the animal parts and especially for focusing on the color, shape, aroma, and taste—thus creating a fondness for the sometimes odd. This sentiment holds true when we focus on the tongues of ducks. While, cow tongue is occasionally featured on restaurant menus throughout the United States, and even sometimes purchased at the local butcher or served

on a tongue sandwich, duck tongue is not quite as common.

Over the past 15 to 20 years, the consumption of duck tongue has increased significantly, according to one of the United States' leading duck farmers, Tom Jurgielewicz. At the Jurgielewicz Duck Farm on Long Island, their free range ducks have their tongues sold separately, and are commonly sold out due to the high-demand from the Chinese here in the U.S.

Duck tongues can be readily found in cities such as New York, Las Vegas, or Houston, however, they can also be found at grocers anywhere a distinguished Chinese population resides. Duck tongues are very tiny, and one pound typically consists of 75 duck tongues. They ordinarily average approximately \$8 per pound at the Asian grocers.

The local Chinese restaurant will probably

not carry duck tongues on their menu, but venture into a city like Philadelphia

and they can be found at an establishment like Ken's Seafood Restaurant, which is an upscale restaurant in Chinatown that specializes in authentic Chinese cuisine. At this restaurant, the tongues are typically batter-dipped and deep fried, but the Chinese are also known to boil and sauté the tongues. Jurgielewicz stated that they are excellent sautéed in a black bean sauce, or simply, as a fried snack, but that one must be aware that when they are cooked, there is still a small, thin bone inside that runs through the middle of the tongue.

While it may not be a delicacy that is found at the average American restaurant, duck tongue is a popular item at the Asian grocers and at upscale Chinese restaurants throughout the United States. **UB**

"...one pound is approximately equal to 75 duck tongues."



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First Dog's first uses...

Working dog's integral role in early fishing industry

President Barack Obama promised his young daughters a new dog if he won the Presidential election and he came though on that promise. After much debate and speculation by the media as to what kind of dog the Obama's would pick, they finally settled on the Portuguese Water Dog. The current first dog of the White House, Bo, has caused an upsurge in demand for the pure breed. While this loveable family dog is a great

"...the dogs were put to work hauling in fishing nets, retrieving anything that fell overboard, and delivering messages to the fishermen between ships."

pet, the Portuguese Water Dog also has a long history as a working dog.

The breed's history can be traced back nearly 700 years to the coasts of Portugal, where it was brought by settlers and invaders to the Iberian Peninsula. Once there, the dogs were put to work hauling in fishing nets, retrieving anything that fell overboard, and delivering messages to the fishermen between ships. They played an integral role in the early fishing industry. Eventually, however, technologies like the radio and mechanical winches, replaced Portuguese Water Dogs.

The breed nearly vanished by the 1930s, but a wealthy Portuguese businessman who liked the dog began breeding them; reigniting their popularity. By the late



U.S. President Obama is not the only president to own a Portuguese Water Dog. Urner Barry Senior Vice President Michael O'Shaughnessy's dog "Rudy" is pictured here with Michael's children, Max, Luke and Ava.

1950s, the United States was introduced to the dog when a pair was imported. Since then, the hard-working, loyal canine has been a pet in many homes and has even been used as a therapy and assistance dog.

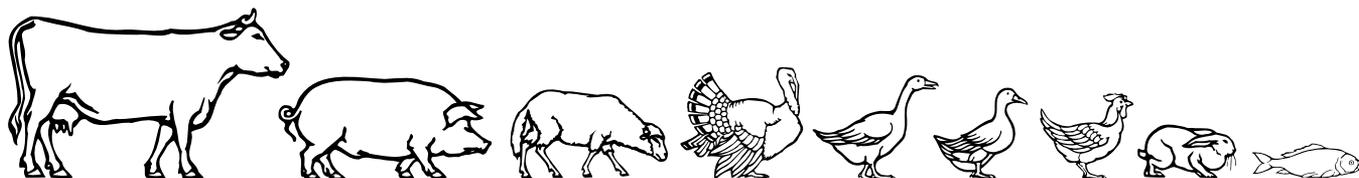
Today, the rare breed roams the halls of the White House and can be found as a pet throughout the world. Demand has never been particularly high for the Portuguese Water Dog, but with the Obama's inclusion of the dog in their family, the already increased desire for the Portuguese Water Dog will inevitably continue to rise. **UB**



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Butterball, LLC: maintaining sustainability in the turkey industry

By Steve Valesko,
President of Engineering, Butterball, LLC

In recent years, sustainability and environmental awareness have become leading interests in the meat and food manufacturing industry. Processors have been required to develop new environmental initiatives that augment their already-established quality assurance and worker safety programs, which are often prominent and expensive initiatives to maintain.

Butterball, LLC recognizes the responsibility that comes with maintaining extensive production operations. As the nation's largest and most recognized turkey producer, Butterball proactively works to maintain its corporate-social responsibility

standards and strives to reduce its environmental impact throughout each stage of the turkey production process.

Butterball has established a "Doing Business Right" philosophy that governs the company's activities in establishing and maintaining premier business practices in the poultry industry. As a part of this platform, Butterball utilizes a number of conservation initiatives that support the "Reduce, Reuse, Recycle" recommendations established by the Environmental Protection Agency.

Butterball's environment team has developed a number of sustainable

practices that help the company reduce energy and raw material consumption levels at its headquarters and plant and live operations. Each processing facility regularly recycles materials such as paper, cardboard, metals, plastics and used oil products. Water-recycling procedures are also implemented at each facility to help reduce the company's annual water usage.



In addition to Butterball's source reduction practices, the processor has effectively reduced its energy consumption and carbon footprint. Many of its energy efficiency practices include special lighting systems that are programmed with timers, using high-efficiency bulbs for light

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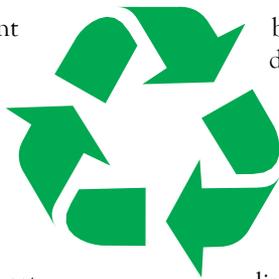
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fixtures, establishing equipment and facility shutdown requirements and utilizing specialized water heating systems.

The company's live operations have also adapted an array of sustainable solutions that help set the standard for environmental initiatives throughout the poultry farming industry.

Poultry litter is one of the most common environmental concerns for turkey farmers across the nation. Working to address these concerns in an environmentally sound manner, Butterball has introduced enzymes, amino acids and phytase into its feed products to help reduce nitrogen and phosphorus emissions from poultry litter.

Butterball's turkey farms also compost or sell turkey waste to cogeneration facilities that create electricity from poultry litter. This innovative technique provides substantial environmental benefits as poultry litter is considered a natural



biomass that results in low carbon dioxide emissions.

To complement its poultry litter management practices, Butterball's live operation locations employ energy saving practices such as using natural light when possible, installing fully insulated drop ceilings and utilizing natural ventilation for brooder houses.

With the company's conservation practices, many of its facilities have experienced the benefits of upholding sustainable processing procedures. For example, the Mt. Olive, N.C., processing facility is able to save up to 91 million gallons of water per year as result of Butterball's water conservation practices. The Ozark, Ark., facility also saves up to 45 percent of its annual natural gas usage due to its efficient water heating practices. Even Butterball's live operations play a role in sustainability by implementing practices like enhancing corn and soybean yield for feed production by using poultry litter as a natural fertilizer.

Similar to Butterball's industry leading practices for the areas of worker safety and quality assurance, the processor is proud to uphold its moniker as the leading turkey producer through its environmental consciousness. The company continues to seek innovative ways to reduce its ecological impact across all facets of its turkey production operations and is committed to do its part in preserving the planet's natural resources. **UB**

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50 Jobs, 50 states, 50 weeks



Daniel Seddiqui graduated from USC with an economics degree and went on 40 interviews and received 40 rejections. He then decided to try another route, and came up with the idea to attempt to work 50 different jobs in 50 states in 50 weeks. Seddiqui completed his final goal in September as a seasonal employee at a winery in Napa.

“The idea was for me to choose a job that represents the state’s culture and economy,” Seddiqui said. “Now that I’ve started this adventure, my opportunities

are endless and just three years ago, I felt like I had nothing.”

Initially, when Seddiqui told his friends his idea they all tried to talk him out of it. He estimated this goal of working 50 jobs in 50 states would cost him \$100,000, but at the time he didn’t count on the kindness of strangers. The Web site, *Living the Map* that he has maintained throughout his journey, has cost him about \$10,000. He estimates that he’s earned about \$60,000, and managed to save most of it because of the generosity of those he has stayed with along the way. The most money earned was \$2,000 for the week as a medical equipment manufacturer in Minnesota, and the least as a wood furniture maker with the Amish in Pennsylvania; that paid just \$100.

He’s done a variety of things—from modeling in North Carolina, teaching in Hawaii, packing meat in Kansas,

making cheese in Wisconsin, catching lobsters in Maine, being a crab chef in Maryland, and a corn farmer in Nebraska.

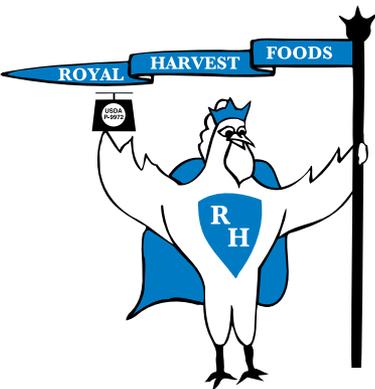
“Being a lobsterman was the hardest thing I did,” Seddiqui said. “I was on a boat eight to ten hours a day and I was vomiting the whole time. So they took me off the boat and had me working on lobster traps.”

Over the time it took him to complete 50 jobs in 50 states, Seddiqui had the opportunity to see a great deal of the country and its people. Viewers were able to vote on the *Living the Map* Web site and help Seddiqui choose what kind of job he should work at and where. His entire 50 week experience is documented on the site complete with photos and memories of his incredible journey.

Seddiqui said that being a cook was up there with one of the toughest jobs he has had. “It’s real difficult to keep track of hundreds of orders, timing of all the food, setting up the plates, and still manage to answer questions the customers have,” Seddiqui said in his on-line journal. “It doesn’t help that Phillips Seafood is one of the busiest restaurants in Maryland.”

Seddiqui knows the tough economy has left millions of people struggling to find work, and gives this advice—“Try something new. There’s a variety of things to do. Get out of your comfort zone, network and meet as many people as you can. That’s how it’s done.” **UB**

“Being a lobsterman was the hardest thing I did... I was on a boat eight to ten hours a day and I was vomiting the whole time.”



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Sticking up for science

Contributed by John Connelly,
President National Fisheries Institute

Science has a funny way of opening itself up to distortion. It often doesn't do it on purpose but fails to speak up while the words used to describe it are bent almost to the point of breaking. Like an all too often bullied kid, science sometimes just sits there and takes it.

Last summer it appeared this trend might be turning around after a study was published showing some lean fish to have more omega-6s than omega-3s resulted in headlines like "Farmed tilapia may be no better for you than a doughnut."

No doctor or dietitian in their right mind was prepared to suggest people substitute a Boston cream for the safe, lean, healthy protein found in Tilapia, but that didn't bother the headline-seeking media. These

reports were just enough of an outrage that more than a dozen researchers wrote an open letter warning about the media's portrayal of the study. Voices from the likes of Penn State University, Harvard School of Public Health and Wake Forest called on journalists to report the facts



"It was a big moment for science. It had faced the distortion demon and won."

not the hyperbole, reminding readers that replacing fish with a saturated-fat-filled breakfast treat was ill advised.

It was a big moment for science. It had

faced the distortion demon and won. But recently, science's lunch money has again been taken at an alarming rate.

In October, a survey from the Center for Science in the Public Interest (CSPI) looked at common causes of foodborne illness and resulted in headlines like "Eating those healthy veggies? Careful they can kill too."

What?

That's right. Unchallenged on many fronts, reporters took a distorted press release promoting the number of "outbreaks" associated with a list of foods and ignored some simple facts. For instance, tuna made the top 10, but upon closer inspection it turns out that while simple berries have 10 times fewer outbreaks than tuna, they cause a thousand more illnesses. Also undiscovered was the fact that three of

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CSPI's top ten "riskiest" foods can also be found on its Top Ten Super Foods for Better Health list.

Contradiction?

Then there was the Physicians Committee for Responsible Medicine (PCRM) that announced to the press research had discovered fish "does not protect against heart attacks."

Hmmm... Really?

No, not really. In fact, one of the study's researchers said, "scientists and health authorities are increasingly persuaded that the intake of fish—even in small amounts—will protect against the risk of fatal myocardial infarction." Fatal myocardial infarction- right- that'd be a heart attack. A simple twisting of the definition of "heart failure" and a cherry picking of parts of the research allowed PMRC to promote its false findings.

Still later we found the media asking "Can

Fish for Dinner Lead to Diabetes?" Let me answer that for you—no it can't. But still the headline lives, despite being based on a study whose lead author questions the "clinical relevance" of his own findings and "emphasizes that numerous studies have demonstrated beneficial effects of fish and omega-3 fatty acids on multiple risk factors associated with diabetes."

How about the TV station that called eager for comment on a study they said suggested had found mercury in fish was linked to high blood pressure? That, of course, was before they read the lead researcher's quote in U.S. News and World Report about how, "the small increase of blood pressure due to methylmercury will never outweigh the benefits of omega-3 fatty acids."

So, there's that.

If after one too many kicks to the teeth science is silent in the face of obvious distortion it's almost understandable. Perhaps it's time we all spoke up a little louder in defense of facts. **LB**



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Numerous culinary delicacies available in Yonkers

By Jim Buffum

If you happen to be attending *Uner Barry's Annual Night at the Races* in February, you will find yourself at a different venue this year, Yonkers Raceway. The property has been totally remodeled and boasts some of the nicest restaurants in the area. This makes for a truly wonderful evening of entertainment and dining that should not be missed.



X20 Xaviars on the Hudson sits in the water on the only turn of the century Victorian pier still in use on the Hudson River.

Many of you will take the opportunity to conduct additional business while in town and will be looking for some new places to satisfy your appetite. Now, most people are not very familiar with the Yonkers area and what it offers as it relates to dining. But, be

assured that your *Reporter* dining guide will not let you down.

Yonkers is in a great area that, within a very short drive, allows one to visit restaurants in New York City, Westchester County,

NY, and Northern New Jersey. When traveling, staying close to my home base to maximize dining out time is of paramount importance, and any of the hotels near the raceway provide a great opportunity to do just that. So let's explore the great food establishments close to Yonkers.

A panorama of the Hudson River is always something special and X20 *Xaviars on the Hudson* affords you a scenic view along with some very, very good food. Try to get there early for cocktails and enjoy a fantastic sunset.

If you have a craving for some excellent Cuban food and an outstanding Mojito be sure to wander over to *Belle Havana* on Main Street. Don't be surprised if the Chef/Owner Alexandre Cheblal stops by to make sure that everything is prepared to your liking. Remember to save room for dessert!

I imagine that all of you have figured out that I enjoy a casual meal while traveling—a local joint that lets me relax with my associates, enjoy a cold beverage, and some good food. *Rory Dolan's* is such an establishment. An Irish Pub that will give you the flexibility to dictate the pace of the evening with good but unpretentious service, *Dolan's* is a great place to call your own!

These are just a few of the fine dining opportunities which are only a short jaunt from Yonkers that can take care of any culinary craving that you might have. Enjoy this area and plan now to attend the *Night at the Races*. See you in Yonkers!**UB**

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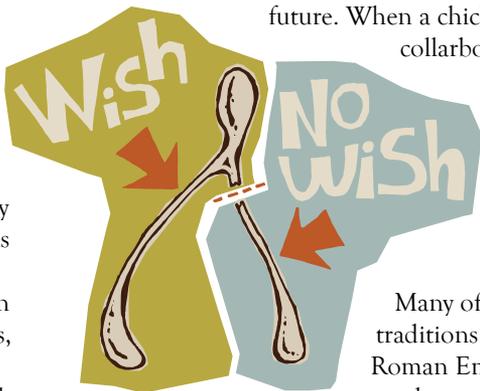
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“Yonkers is in a great area that, within a very short drive, allows one to visit restaurants in New York City, Westchester County, NY, and Northern New Jersey.”

History behind the turkey wishbone

Fond recollections of arguing over breaking the turkey wishbone each Thanksgiving are prevalent in the memories of many Americans. While this custom seems to be a longstanding tradition of Thanksgiving feasts, one might want to know where the ritual originated.

According to legend, the breaking of the wishbone began with the Etruscans around 300 BC. The Etruscans were the inhabitants of central Italy and believed that the chicken hen, not the turkey, was a sacred fortune telling fowl. Since the hen squawked before it laid an egg and the rooster crowed in each new day, they considered the bird knowledgeable of the



future. When a chicken was killed, its collarbone was dried in the sun, and it was said that anyone who touched it while making a wish would have their wish bestowed.

Many of the Etruscan's traditions were adopted in the Roman Empire. Instead of merely touching the wishbone, however, the Romans would fight over it, and whoever came away with the longer half after the bone snapped would have their wish come true.

The Roman's wishbone breaking migrated north to Great Britain and this tradition then carried itself across the Atlantic with the pilgrims in the 17th century. When they arrived in North America, they discovered the New World

was laden with turkeys, and the custom of breaking the hen wishbone was transitioned over to the turkey.

The turkey has lasted as the traditional fare of Thanksgiving dinners since the time of the pilgrims and trying to get a "lucky break" of the wishbone has lasted along with it. Today, even those that do not eat meat can join in the traditional fun because companies like the Lucky Break Wishbone Corp. make plastic wishbones for the holiday. Now, vegetarians and turkey eaters alike can join in on the fun at Thanksgiving of breaking the wishbone and having the good fortune of their wish being granted!

"...and it was said that anyone who touched it while making a wish would have their wish bestowed."

vegetarians and turkey eaters alike can join in on the fun at Thanksgiving of breaking the wishbone and having the good fortune of their wish being granted!

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A better breed of burger...

Gourmet burger bars: sophisticating a culinary classic

For years, the old fashioned and reliable hamburger has delighted and comforted Americans while humbly taking a backseat to more glamorous and exotic fine dining options. Although loved by so many people across all generations and backgrounds, the burger's inexpensive and simple formula has lacked the star quality appeal necessary to break into the upper echelon of culinary society. Now, thanks to a growing trend led by some of the nation's top chefs, a transformative makeover has begun. The once modest burger is being outfitted with a myriad of dazzling toppings and gourmet patty options, giving birth to new gastronomic superstars such as the Luxe Burger Bar's sophisticated creation of Kobe beef, foie gras pate, truffle aioli, and micro greens, dubbed the "All World" burger.

During a down economy, diners tend to seek out value and comfort, and the dependable hamburger has always been able to fulfill that desire. In these tough economic times, not only are consumers falling back on the burger, but they are actually willing to shell out more money for high quality burgers that go beyond the traditional toppings. Diners who may have been ordering the occasional steak or more expensive dish are downsizing to burgers, yet still look for quality.

Recognizing that consumers are now more concerned with the pedigree of their burgers, a growing number of culinary minds have leapt at the opportunity to provide a new level of burger bliss through customizable patty-dom. Leading the charge in opening ambitiously upscale burger joints are well-renowned celebrity chefs such as Bobby Flay with Bobby's Burger Palace, Emeril Lagasse who is opening a chain called Burgers and More, and Hubert Keller's Burger Bar, along with various locally owned operations throughout the country.

As one would imagine, the collective creative genius of numerous American gourmands has led to some truly inspired and delectable options. Before getting lost amid the glittering allure of a new breed of available condiments such as chipotle



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“The classic American burger is now truly open to interpretation and inspiring a new wave of burgerphilia across the country.”

or pesto mayo, horseradish mustard, guacamole and whiskey or Madeira sauces; and before you even think about adding black truffles, baby arugula, watercress or grilled lobster to top it off, the construction of the perfect burger should always begin with a solid foundational patty.

With gourmet burgers, ground beef is no longer just ground beef. The playing field has been opened up to Black Angus sirloin, short rib, chuck, Kobe, and grass-fed Estancia beef. Or why limit yourself to beef when today's burger joints also offer Colorado lamb, buffalo, crab, and salmon to name a few. For some, though, just having high quality meat is still not enough. 8 oz Burger Bar in LA assures that all of their meat is ground in-house then aged in a Himalayan salt-tiled meat locker before being grilled on live oak.

Thanks to the growing gourmetization of America, and our undying love for the iconic hamburger, the classic American burger is now truly open to interpretation and inspiring a new wave of burgerphilia across the country. **UB**

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Poultry segments driving fresh dollar growth

The present economy has benefitted the poultry complex as consumers trade down from more expensive items like seafood and beef to proteins that include chicken and turkey. From a seller's standpoint this has improved movement but is still not sufficient to lend much price support to commodity product. Retail features have likely been the greatest benefactor in terms of consistency but the average buyer is paying close attention to their wallets and spending habits have changed.

"At home meals are part of the reason poultry has been enjoying these less than hardy times."

At home meals are part of the reason poultry has been enjoying these less than hardy times. According to Perishables Group Fresh Facts® powered by Nielsen the

percent pound volume growth for groceries yielding sales of two million dollars or more, was up for chicken 3.9%, for turkey 3.3% and for pork 3%. These same statistics reflect no growth in the beef segment while eggs were down 1.8% and seafood was down 5.8%.

For the 52 weeks ending 7/25/09 poultry segments have driven fresh dollar growth. The latest information available to Nielsen reflects impressive figures. Turkey followed by chicken is reflecting the most growth at 8.3% and 3.0%, beef and pork were up shy of 2% while seafood shows a decline of almost 2%.

Despite discouraging figures on the surface



Chicken dishes like this one are increasingly popular among eat-at-home, budget-minded consumers.

it is the edible departments that are playing the major role in dollar growth. Fresh meat, at 9.1%, followed by deli, dry grocery and alcoholic beverages, each at 4.6% are leading the way. According to Scantrack, a service of The Nielsen Company, general merchandise is down 4.9% for the period ending 3/21/09. **UB**

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Favorite pastime conceived through osmosis...

National wing festival takes flight

From football games to a perfect afternoon snack, Buffalo wings have become one of America's favorite finger



The Coca-Cola field in Buffalo, NY plays host to the festival every Labor Day weekend.

foods. In fact, their popularity inspired Drew Cerza to start the National Buffalo Wing Festival in 2002.

Cerza, a native of Buffalo who is now known affectionately as the "Wing King," developed the idea for the festival from the movie *Osmosis Jones* starring Bill Murray. In the film, Murray's character is a compulsive eater and wants to attend the "super-bowl" of junk food—The National Buffalo Wing Festival. Ironically, one such festival did not exist, but Cerza set out to make it a reality.

Today, the festival is held every Labor Day weekend at the Coca-Cola Field in Buffalo, New York. Each year, over 20 restaurants bring their finest wings for everyone to enjoy

and to be judged. The wings are reviewed based on the specific type of sauce used ranging from traditional medium to traditional extra hot. When the festival is over the votes are tallied and awards are given out.

The festival also includes numerous activities for the whole family. There are various contests such as the amateur wing eating contest, Miss Buffalo Wing pageant, Buffalo blue cheese bowl, and the baby wing competition. Along with Buffalo wings you also can enjoy entertainment such as live bands and magic shows.

Portions of the proceeds from The National Buffalo Wing Festival go to charities throughout Western New York. Such charities include the Alzheimer's Association, Cystic Fibrosis Foundation, Food Bank of Western New York, and Meals on Wheels.

Since 2002, 407,000 people have attended the festival; 2.4 million wings have been

consumed totaling 137 tons; \$125,000 in charitable contributions has been raised; and one wedding was performed. In this past year alone 91,000 people attended and ate 700,000 wings weighing 40 tons. \$60,000 was raised for charity. The National Buffalo Wing Festival has grabbed the attention of The Food Network, Fox, CNN, and the Travel Channel.

Cerza, who also serves as the interim head of the Buffalo and Erie County Convention and Visitors Bureau, sees the National Buffalo Wing Festival as a huge publicity boost for the city, says Cerza, "I love Buffalo. It's a great city, with awesome people and the best regional food in the country." Cerza also runs a national hamburger festival in Akron, Ohio, and promotes his own "Wing King" sauces. **LB**



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Top: Sanderson Farms' Phil Buhler (left) with Don "Big Daddy" Ellen.

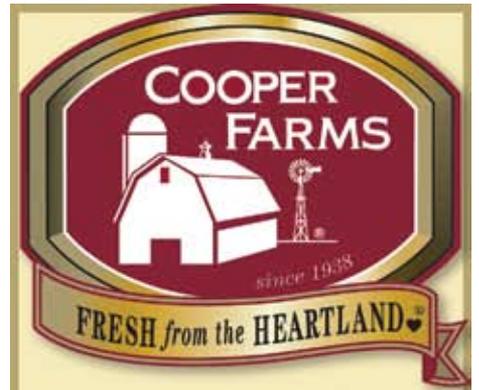


Bottom: The "Wing King" himself, Drew Cerza.

**“Since 2002
...2.4 million
wings have
been consumed
totaling 137
tons...”**



Visitors from all over the country have attended the festival which features a variety of activities including the U.S. Chicken Wing Eating Championships and National Wing Sauce-Off Competition. Attendees can also learn the savory secrets of lip smacking sauces and the legendary lore surrounding the history of Buffalo wings.



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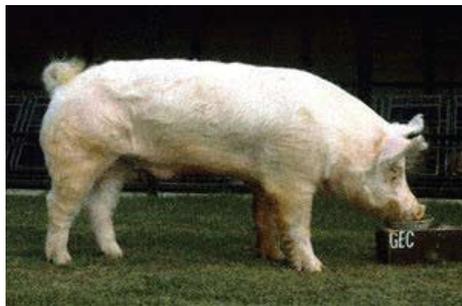
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THE REPORTER'S GUIDE TO... Swine Breeds

Years of selective breeding practices have brought about numerous breeds of swine in the world today, each with their own specific purpose and advantages. Here is a quick look at some of the most common breeds in the United States right now.



American Yorkshire

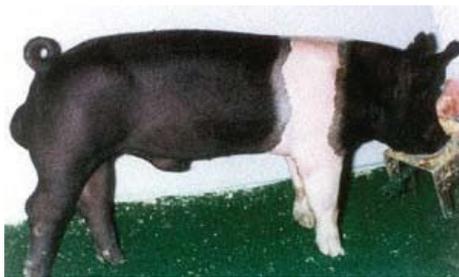
American Yorkshire pigs are the most recorded breed of swine in the United States. The modern American Yorkshire pig is large, very muscular, with a high

proportion of lean meat and low back fat, in addition to being very sound and durable. Yorkshires lead all domestic hog breeds in the rate at which they can convert the food they eat into weight gain. Perhaps the most famous Yorkshire pig is the sheep-herding swine from the 1995 movie "Babe."



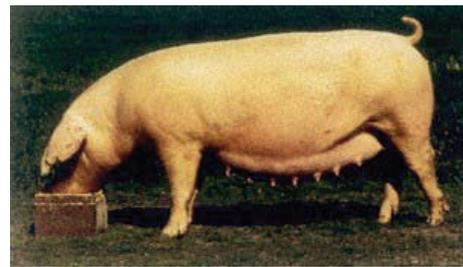
Duroc

The Duroc pig is the second most recorded breed of swine in the United States and forms the basis for many mixed-breed commercial hogs. Durocs are extremely popular today and are raised worldwide for their meat. Their advantage in muscle quality combined with their well-established ability to grow fast has led Durocs to be identified as a superior genetic source for improving eating qualities of pork.



Hampshire

The Hampshire breed of hog may well be one of the oldest original early American hog breeds in existence today. Through the years, Hampshires are still being produced that are productive, lean, full of meat, durable, profitable to raise, and popular on dinner tables. They are a leader in leanness and muscle with good carcass quality, minimal amounts of back fat and large loin eyes.



American Landrace

American Landrace pigs are noted for their ability to give birth to large litters and are mainly bred for the production of pork. American Landrace pigs are also noted for their smoothness, length of body with more than the usual number of ribs, and lean carcasses. These pigs are prolific, fast-growing and sturdy. These traits have designated the Landrace breed as "America's Sow Herd."



Berkshire

Berkshire pigs are said to be Britain's oldest pig breed and have been rebounding in popularity in the U.S. as consumer tastes trend back to fattier more flavorful pork. The meat quality of the Berkshire is unique in that it has a greater proportion of lean meat intermixed with streaks of fat. This intramuscular fat gives more marbling in comparison to other breeds. When cooked, the increased marbling produces a juicier pork product with more flavor for the consumer.

For more detailed information on a unique breed of swine that is quickly gaining popularity in American culinary circles, be sure to read our article on page 41 about the Mangalista hog. **LB**

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Flavors and spice and everything nice...

Diverse and distinct-rubs, marinades and brines

Rubs, brines and marinades are great ways to add flavor to meats. While all three methods prove to be excellent flavor enhancers, there is quite a difference in the way each one reacts with a piece of meat—no matter if it is chicken, fish, pork or beef.



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RUBS

Rubs not only add flavor, but they also can cure a meat before grilling. They can be created in a variety of flavors with many available pre-packaged at your local grocer. Rubs can be sweet, spicy, savory, hot, or salty. In fact, the majority of rubs predominantly consist of salt, an ingredient alone which causes chemical changes to occur in the meat. As the salt melts on the meat, electrons penetrate deep within and take any other spices or flavorings with it.

MARINADES

A marinade is liquid brine used to tenderize meat and enhance flavor. It is usually highly acidic (because of juice or vinegar) and often consists of oil and spices. As food stands in the mixture, the acid and oil denature the proteins and open “tunnels” in the meat structure where flavor can seep in. It is the acid of the marinade which has the ability to break down muscle and connective proteins and therefore result in a more tender piece of meat while at the same time balancing out sweet or spicy flavors in the marinade. Too much vinegar, however, will have the opposite effect, causing the meat to be stringy and tough. Additionally, marinades should only be left on chicken and fish for short periods of time to avoid

“It is because of osmosis that meats are able to retain moisture and stay juicy and tender.”

drying. Meats such as pork or beef steaks can typically marinate for hours.

BRINES

Brines are best suited for lean meats to soak. The verb “brine” means to treat with or steep in a strong solution of water and salt. A sweetener such as sugar, molasses, honey, or corn syrup may be added to the solution for flavor and to improve browning. Brining adds moisture to the meat through osmosis. Remember back to science class...osmosis happens when water flows from a lower concentration of a solution to a higher concentration through a semi permeable membrane. It is because of osmosis that meats are able to retain moisture and stay juicy and tender.

Salt has two effects on a piece of meat, reports Dr. Alan Sams, a professor of poultry science at Texas A&M University. “The salt dissolves some of the protein in muscle, and the salt and protein reduce moisture loss during cooking making the meat juicier, more tender, and improves the flavor. The low levels of salt enhance the other natural flavors of the meat.”

Rubs, marinades and brines are just a few of the ways to add flavor to a piece of meat. The best will depend on personal taste as the flavor will come from the ingredients used and can therefore vary greatly. Remember, the choices of herbs, seasonings, juices and oils are limitless and leave you with numerous possible combinations. **UB**

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Going green at Mountaire Farms

This past September Mountaire Farms, in partnership with Global Green USA, embarked on a quest to reach a goal of achieving 100% recyclable wholesale packaging through Hunt's Point Distribution Center, the largest food distribution center in the world.



6,000 tons of poultry boxes per year servicing the New York City market alone. If all of Mountaire's boxes servicing the New York City market were recycled, greenhouses gases would be reduced by the equivalent of removing 3,800 passenger cars off the road.

In March 2009, Interstate and Mountaire Farms announced its plans to conduct trials of recyclable modified atmosphere packaging through Hunt's Point as part of Global Green's Coalition for Resource Recovery's initiative to achieve 100% recyclable wholesale transfer packaging through the facility.

Full conversion at Mountaire's Lumberbridge, NC facility is expected to be completed during 2010. Packaging at Mountaire's other facilities is expected to be converted to the recyclable boxes by the end of the 2010 calendar year.

Larry Saywell, VP Marketing, Mountaire Farms, had this to say about the initiative: "Because we're an agricultural company, we have an obligation to take care of the earth. In order to sustain our business, we need to have good soil, clean water, and clean air to grow our crops and raise our chickens. It is all part of our way of being."

Mountaire Farms, the sixth largest poultry company, along with Interstate Container, in partnership with Global Green, commenced the conversion of Mountaire's New York City business and its Lumberbridge, NC facility—the largest poultry processing plant in the U.S.—to FBA-certified recyclable boxes. This conversion will result in the transition of



The Hunt's Point Demonstration Project is one of several of Global Green USA's Coalition for Resource Recovery projects dedicated to generating business value through creating a sustainable, zero waste New York City. **UB**

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Perfect together!

By Greg Deppeler

Looking back on the history of New Jersey brings memories of a little known part about a time when local farm markets, butcher shops and egg farms were prevalent. These sorts of “Mom and Pop” run businesses thrived in the area (Monmouth and Ocean Counties) since the early 20th century. This region, which contains a plethora of resort towns nestled on the banks of the Atlantic Ocean is, coincidentally, home to Urner Barry. It is also among the fastest-growing and economically thriving locales in the entire United States, but what was it like then?

Roads were mostly gravel or oil and stone; mail deliveries were unheard of...everybody dropped by the one room post office to get their mail; each town had no more than a few policeman, and the officers drove whatever vehicle the local car dealer sold

to the community at a low price; doctors made house calls; in the warmer months, farm markets abounded; and chicken coops and henhouses were everywhere!

Yes, New Jersey was once egg central, or at least this portion of the Garden State was arguably the largest, or one of the largest, egg producing regions in the nation. New Jersey’s lofty status in the egg industry eventually gave way to rising land prices and an influx of population, but only after decades of active egg production. The transformation of the egg industry into its present oligopolistic structure, along with capital investments in automation, brought an end to New Jersey’s dominance as the century progressed. However, vestiges of



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this dominance remain, with many of the chicken coops and henhouses of yesteryear long having been converted into small offices and storage spaces yet retaining their utilitarian profile and recognizability.

Ah, yes...New Jersey...the Garden State and the former Egg Capital of the World!**UB**



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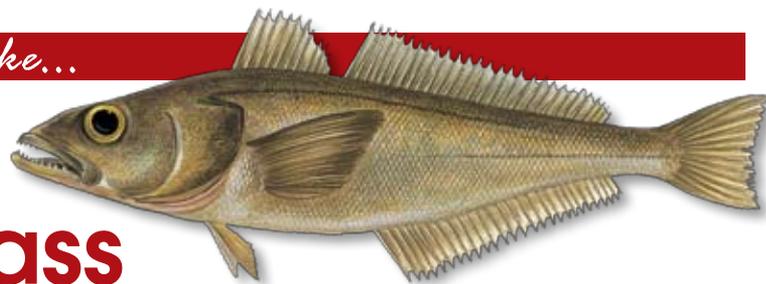
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Species 101: Chilean sea bass

Chilean sea bass is not caught exclusively in Chile nor is it a bass. It is also referred to as the Patagonian Toothfish; *Dissostichus eleginoides*, and is found in the deep South Atlantic and Southern Ocean, around Antarctica. It is very similar in appearance to Antarctic Toothfish; *Dissostichus mawsoni*, which is found in higher latitudes and may be marketed under the same name.

There has been a commercial fishery for Chilean sea bass since the mid- 1970s. The fish is typically caught by longline, and some areas are trawl fisheries.

Chilean sea bass has a high fat content and is rich in Omega-3 fatty acids. The fish has a very high quality, meaty, white flesh with few bones and a light, buttery taste. It is generally sold headed and gutted (H&G), skin-on, in boxes or totes. The sizes that

commonly trade in boxes are 4-6 kg, 6-8 kg, 8-10 kg, 10-12 kg, and larger fish, 12-15 kg, and 15 & up kg are sold in totes.

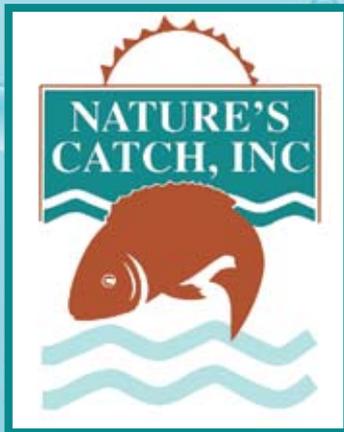
The fishery is highly regulated under the management of a 24-member country commission which is known as CCAMLR (The Conservation of Antarctic and Marine Living Resources). They have established a documentation system for legally harvested fish. The U.S. Department of State and the U.S. Department of Commerce work in partnership with CCAMLR to manage the fishery at sustainable levels.

U.S. Customs and the NOAA (National Oceanic and Atmospheric Administration) Fisheries require that all imports of Chilean sea bass into the U.S. be accompanied by the CCAMLR document

stating that the fish was legally harvested and importers must have a valid dealer permit issued by NOAA.

Despite the close scrutiny of international fishery managers, the best efforts of the government and stepped up patrols, illegal fishing remains a problem due to the demand for this high-priced fish. The protection of Chilean sea bass has become a hot button issue among some conservation groups which have been encouraging chefs to remove it from menus and consumers to avoid purchasing the fish. **UB**

“The protection of Chilean sea bass has become a hot button issue among some conservation groups...”



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In beef, maturity, most related to tenderness...

Why younger cattle make better beef

By David O'Diam
Packing Division
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Besides lumbar vertebrae ossification, meat graders examine lean beef texture and color to determine overall carcass maturity.

As we age we are ripened with wisdom, but it's not quite the same with beef. We know about chronological (your birthday) and physiological (what your doctor says after a checkup) age. In the world of beef cattle, we usually refer to the apparent physiological age, because meat graders don't know those birthdates. As a complicating factor, cattle don't age at the same rate; excitable types age quicker.

Cattle age matters, because maturity is the beef grading factor most related to tenderness. Older beef muscle contains more heat-stable collagen, the kind of connective tissue least likely to give way during cooking. In other words, beef from carcasses with higher maturity scores is often tougher, especially if it comes from the round or chuck.

So how is age determined? Cattle, like other vertebrates, don't kick up their heels so much as they get older. That's because lumbar vertebrae begin to "fuse" together as the cartilage between each turns into bone over time. Meat graders use knowledge of this "ossification" trend line to help them determine physiological age of a carcass, or at least its skeletal maturity.

Graders also evaluate the lean beef texture and color to get a lean maturity. Meat from young animals is lighter red and smoother

textured, compared to that from older cattle. Course texture is another indication of the higher collagen content in the more mature carcasses.

The skeletal and lean maturity scores are averaged to determine overall carcass maturity, assigned on a scale of A to E. The youngest, A, is associated with cattle that were typically 9 to 30 months of age, while the oldest, E, is reserved for those greater than 8 years old. Graders use both the maturity grade and amount of marbling to determine the overall quality grade, such as USDA Prime, Choice, Select and on down the scale to lower quality.

The *Certified Angus Beef*[®] brand accepts only cattle that are "A" maturity in both skeletal and lean, regardless of combined score. There are nine other carcass specifications that, in combination, ensure only the top 8% of all cattle are accepted for the brand. **u**

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National Turkey Federation positions turkey products as an "upgrade"

Contributed by
the National Turkey Federation

National Turkey Federation (NTF) plans on taking advantage of important developments in 2010 that position turkey as the modern-day solution to healthier eating. These developments include the Dietary Guidelines for Americans and Healthy People 2010 (the 10-year national health goals).

"Turkey's nutrient-rich profile will benefit from consumer's choosing healthier foods," said Sherrie Rosenblatt, NTF's vice president of marketing and communications. "NTF's 2010 marketing plan will position turkey as the "perfect protein" solution to the

challenges Americans wrestle with everyday—serving nutritious foods that stretch the family food budget."

The campaign will promote a modern image of turkey as an "upgrade" to the American diet that not only improves the nutritional profile of the meal, but is unique in its ability to deliver taste and add variety at mealtime.

The campaign is designed to drive awareness of the variety of new turkey cuts and products that are available in the marketplace and will expand consumers' options for serving turkey. The "upgrade" theme will also demonstrate how turkey is a healthy option to commonly consumed breakfast, lunch and dinner options that can be easily exchanged for the "perfect protein."

With the goal of redefining turkey as the way to "upgrade" the American diet, NTF will partner with Shape Up America!—a nutrition and healthy weight campaign that has been instrumental in improving how Americans eat. The two organizations will join forces to answer the question: How can consumers, especially moms, make simple changes to improve the family diet without sacrificing taste, convenience and their wallets?

NTF will launch a "Meal Upgrade Calculator," developed in collaboration with Shape Up America!, that will allow consumers to see how simply "upgrading" a meal with turkey reduces the amount of fat, cholesterol and calories without sacrificing taste. Dr. Barbara Moore, Ph.D., president and chief executive officer of Shape Up America!, will work with the federation to calculate how much Americans can save in reduced calories, saturated fat and cholesterol by simply "upgrading" to



"The campaign will promote a modern image of turkey as an "upgrade" to the American diet..."

turkey products. Moore has already linked turkey consumption with recent studies that estimate a reduction of 100 calories a day in consumers' diets would eliminate 71.2 million cases of overweight/obesity and save \$58 billion annually in medical expenses.

Visitors to NTF's Web site, www.EatTurkey.com, will be able to search by eating occasion and select commonly consumed meals that can be "upgraded," beginning with the meat protein. For example, the "Meal Upgrade Calculator" would take spaghetti and meatballs, convert turkey as the focal point and make other improvements, such as using whole wheat pasta and choosing healthier fruits and vegetables as side dishes. The site will then recalculate the nutrient composition so consumers can instantly see the reduction.

"All of these 'upgrades' are simple steps consumers can make every day to improve their nutrient content," said Rosenblatt. "The information will be personally relevant for people to easily see the advantages of adding turkey products to the family diet." NTF plans to launch the campaign during National Nutrition Month in March 2010. **U**



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Reporter

Fast Fact Turkey is listed among the top 10 foods for your eyes because it's rich in zinc plus the B-vitamin niacin protects against cataracts.

Test your **VEAL** knowledge



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1. Veal is the meat from:
 - a. Deer
 - b. Lamb
 - c. A young beef animal
 - d. A young turkey
2. After birth, veal calves are separated from the cows:
 - a. Within 3 days
 - b. Not at all
 - c. Within a week
 - d. Within a month
3. True or False: Hormonal treatment is an integral part of veal raising?
4. How many basic/major cuts of veal are there?
 - a. Three
 - b. Five
 - c. Nine
 - d. Four
5. How much veal is consumed per person in the United States?
 - a. 6 pounds
 - b. .41 pounds
 - c. 10 pounds
 - d. .99 pounds
6. True or False: Per capita veal consumption peaked in 1944 at 8.6 pounds?
7. The 5 grades of veal are:
 - a. Prime, choice, good, fairly good and utility
 - b. Prime, choice, standard, utility and inedible
 - c. Choice, good, standard, utility and lousy
 - d. Prime, choice, good, standard and utility
8. True or False: Veal must be rinsed prior to cooking?
9. Most veal comes from:
 - a. Male dairy cows
 - b. Female dairy cows
 - c. Eunuchs
 - d. Grandparent cows
10. Veal is associated with the international cuisines of which countries?
 - a. Poland, Ukraine, and Egypt
 - b. France, Germany and Switzerland
 - c. Mexico, Argentina and Costa Rica
 - d. Madagascar, Ethiopia and Sardinia

See answers on page 59

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All they're cracked up to be...



The American lobster: alive and kickin' in Point Pleasant

Urner Barry's Reporter visited Point Lobster Company, a live American lobster wholesaler, located in Point Pleasant, NJ. Owner, Jack Godwin explained that 25% of the company's live lobster comes from about 12 local boat owners; another 25-30% comes from Maine and the majority, or close to 50%, comes from Canada.

The facility, although a popular local retail spot, is mainly a holding bin for lobsters. Lobsters are weighed and inspected for grading and placed in color-coded crates inside aerated tanks. Most lobsters are held in the tank for about 24-36 hours which Mr. Godwin explained helps to restore the crustacean's health. Grading is broken down by weight.

Point Lobster Grading System	
Name	Size in pounds*
Chicks	1.20 and down
Quarters	1.22-1.34
X Halves	1.36-1.46
Halves	1.48-1.72
3 Q**	1.74-1.94
Dueces	1.96-2.05
2's	2.05-2.3
2 1/2's	2.5-2.9
3's	2.92-3.45
Selects***	1.75-2.98

*Scales weigh lobsters to the 2/100 lb. and will round down.
**Also referred to as 3/4's
***Selects was an "old" grading term they used for lobsters that were 1.75 to 2.98.

In addition to weight, the value of a lobster can also be determined by its quality; new-shell, firm-shell and hard-shell lobsters usually vary in price.

Godwin defined a new-shell lobster as one that will not withstand shipping and will only last a few days; it also has the poorest yield of meat. The next grade is a firm-shell lobster which can live for approximately



Video of our visit to Point Lobster Co. is available on the Web at www.urnerbarry.com/Reporter

one week or approximately 36 hours in a cooler. Firm-shells are shippable and should still be kept in a tank. They are more meaty than new-shell; yet still yield about 10-15% less meat than a hard-shell. Hard-shell lobster, Godwin explained, have the best quality and the highest meat yield. They live for 2-3 days in a refrigerated walk-in and can be stored in tanks or tubes for quite some time. He explained that Canadian lobsters that were landed prior to the close of the season are stored in pounds or tubes and can last throughout the season.

The Reporter asked how a buyer would be able to identify the various lobster types. Godwin explained that new-shell lobsters are very breakable and if you squeeze them, you could easily puncture them. He also explained that when they are cooked, the claw meat will be much smaller than the shell and they will have a lot of water inside them. Firm-shell lobsters can also be hand-cracked, but hard-shell lobsters are nearly impossible to crack this way. Additionally, Godwin explained that price is directly related to quality and new-shell lobster prices will be lower than hard-shell lobsters.

A short walk away from Point Lobster Company, The Reporter met with a few boat owners. Point Pleasant Beach has 12 lobster boats that bring product to the dock. The first boat owner was Rich Van Salisbury Jr., a lobster fisherman on the "Spirit." He told the Reporter that the

Spirit is a 1985 39' Weber's Cove that in season will take trips leaving the Point Pleasant dock for 14-20 hours at a time.

The next boat owner that the Reporter met was Kurt Deyback, accompanied by his son, Anthony, and his grandson, Tyler; three generations of fisherman.



Deyback explained that an average outing during the height of the season will bring about 600 to 800 lbs. of lobster. Deyback told The Reporter that most pots will remain in the water for a seven day cycle. They lift about 350 pots per day and they are lifting about four days a week.

Deyback said that a typical lobster loads the boat with bait, ice, fuel, food and the crew. During retrieval, the pots are lifted using a hydraulic hauler.

"...price is directly related to quality and new-shell lobster prices will be lower than hard-shell lobsters."

Lobster boat owners are allowed to drop their pots anywhere, and territory is free game. Because Deyback fishes all year, his pots are in the water continuously, which is not only economically necessary, but also helps maintain his territory.

Whether from New Jersey, Maine or Canada, new, firm or hard-shelled, the American lobster is an invaluable protein source providing income for lobster fisherman and their families. **UB**

Not all hogs are created equal...

Introducing the high-end hog

Epicureans, always obsessed with the next big food craze, are currently in the throes of a pork renaissance. One “elite breed,” the Mangalitsa, is currently being sought after by this crowd of food worshipers for its creamy, intensely flavored fat, and its generously marbled meat.

Pork lovers are starting to get a taste of Mangalitsa pork at farmers’ markets and restaurants, and loyalists proclaim that it produces some of the world’s most juicy and flavorful meat and fat.

The Mangalitsa, sometimes referred to as a curly-hair hog, is a breed of pig grown primarily in Austria, Germany, Hungary, Romania and Switzerland; but it is now making its presence known in the U.S. Set apart not only by its delectable eating qualities, the Mangalitsa is distinguished by its rich and curly coat which is not found amongst most domestic breeds.

According to the British Pig Association, the entire breed was nearly eradicated in the previous decade. The worldwide

population was down to less than 150 sows in 1993, but thanks to the work of a small, yet resolute group of dedicated breeders, the Mangalitsa has been revived and brought back from the verge of extinction to experience a rebirth in North America and the UK.

Two companies in the U.S. have taken the lead in introducing Mangalitsa to the domestic market. Washington-based Wooly Pigs imported a herd from Austria and began breeding the hogs in their home state, as well as several Midwestern states. Wooly’s claims people buy Mangalitsa because it tastes wonderful, and properly raised, it has incomparably juicy and flavorful meat and fat. Owner Heath Putnam has been selling the meat at Seattle farmers’ markets and to select restaurants such as the famed French



Laundry in Yountville, California. Wooly Pigs sells meat primarily in Northwest and Northeast states, but also markets live animals in the Midwest.

Mosefund Farm, a New Jersey company, is the first on the East Coast to fatten Mangalitsas and offer their products to New York’s high-end restaurants. In

their mission to spread awareness of this emerging breed and introduce its gastronomic delights to all, Mosefund Farm developed an innovative three-day hands-on class aimed at teaching the food curious the art of “seam butchering.” According to the hosts, by the time you finish the course, you’ll know how to slaughter, eviscerate, butcher and cure your own Mangalitsa hog. In addition to marketing directly to home chefs and hosting hands-on classes, Mosefund supplies NYC area restaurants, including Manhattan’s well known gastropub, the Spotted Pig.

For more information, contact:
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Capital view of seafood safety legislation

When the U.S. House of Representatives approved the “Food Safety Enhancement Act” (HR 2749) in July, debate over food safety reform shifted to the Senate Committee on Health, Education, Labor and Pension where voting on the “Food Safety Modernization Act” (S 510) is expected soon.

Both the House and Senate bills would require food facilities to register with FDA, implement written preventive control plans and be inspected on a regular basis, require food laboratories to be accredited



and allow FDA to collect fees, issue export certificates, recover its costs of re-inspections and recalls, order recalls, access records and administratively detain product. However, the Senate bill—at least in its current form—does not include these House-passed provisions:

IMPORTERS Importers must register and pay a \$500 fee each year; a program

to facilitate imports is authorized but not required as it is in the Senate bill;

FACILITIES Registered food facilities must pay an annual \$500 fee; FDA may suspend a facility registration—shut down its operations—if its activities “could” pose a danger to human or animal health;

TRACING A new “tracing system for food” must identify within two business days “every person who grows, produces, manufactures, processes, packs, transports, stores or sells food”;

REPORTABLE FOOD Present “Reportable Food” requirements are extended to restaurants, retail food establishment and farms;

TEST RESULTS Third-party lab results must be submitted directly to FDA;

RECORDS Records must be retained by farms and restaurants; FDA no longer must show that food “presents a threat of serious adverse health consequence or death” to access records;

ENFORCEMENT FDA may detain product for 60 days, seize product without court order and quarantine geographic areas if it has “reason to believe” a product is adulterated and presents a risk of serious adverse health consequences or death to humans or animals;

CIVIL FINES FDA may impose civil fines up to \$20 thousand (individuals), \$250 thousand (non-individuals) with a cap of \$100 thousand (individuals) and \$1 million (non-individuals) per proceeding (The Senate bill allows civil fines only for violation of recall order);

CRIMINAL PENALTIES Criminal penalties increase to 10-year felonies;

COUNTRY-OF-ORIGIN LABELING COOL becomes a FDA requirement; labels will identify the country of final processing.

Those seafood facilities regulated by FDA have a major stake in whether these provisions are added to the final bill. **US**



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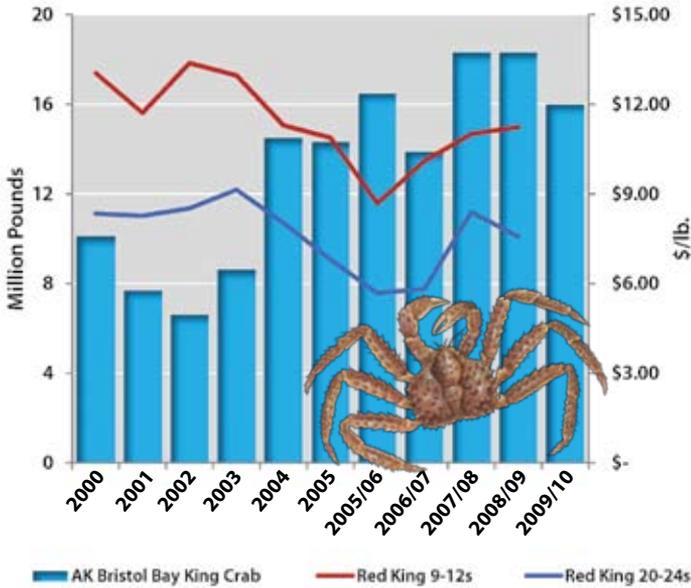
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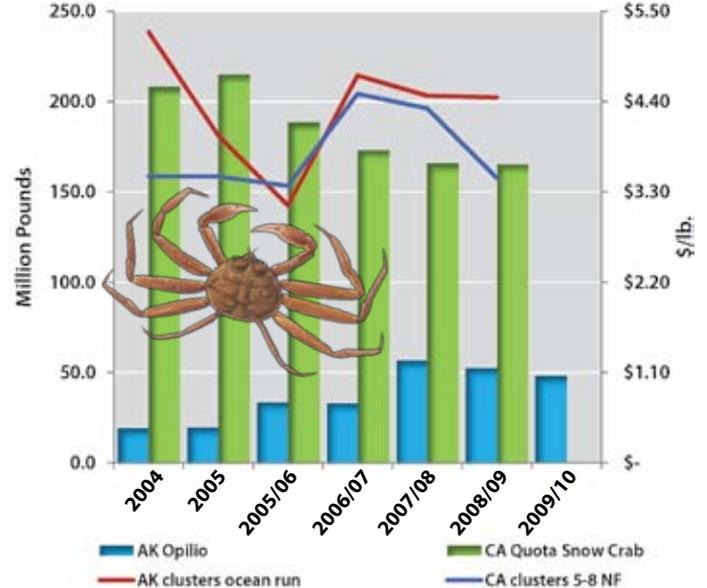
Alaskan king lower, Opilio offers no surprises

Quotas for Alaskan king crab and Opilio were announced at the end of September. No big surprise with Opilio, however, king crab did see a drop from around 20.3 million pounds to 16.0 million pounds, including CDQ (Community Development Quota) allocations.

Alaskan Bristol Bay King Crab vs. Urner Barry Quotations



Alaskan and Canadian Opilio Quotas vs. Urner Barry Quotations



Source: Alaska department of fish and game, Urner Barry

Source: Alaska department of fish and game, Canadian department of fisheries and oceans, Urner Barry

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Soft commodity prices and the food

Commodity price volatility has been at the center of economic conversation for at least the past two-and-a-half years, and it is not likely to go away any time soon. Many factors inherently affect commodity prices including weather, acreage, and basic supply and demand laws. In the past two years, sugar and corn requirements for the production of ethanol have caused prices of these and other commodities to skyrocket. A weak U.S. dollar and low interest rates resulted in investors placing money in anything but cash, ramping up prices of other assets like stocks, bonds, and, in this case, commodities. So, despite a major collapse in commodity prices by the end of 2008, prices of sugar, rice, and cocoa have

“When food prices spike, people can’t afford it. When prices drop, no one wants to invest in food production.”

trended up significantly this year. Corn, soybeans, wheat, and others—while still down from last year’s record high—remain relatively lofty when compared to 2006 and earlier.

To simplify, and to briefly recap how this has affected the food industry, during 2007 high corn prices translated into higher feed costs. By this time energy prices also started to spike, causing fuel and transportation costs, to rise as well (see figure 1.2). As a result, farmers, producers, packers, importers, distributors, supermarkets, and everyone in the distribution chain absorbed most of the rise in costs in an effort to avoid passing them onto consumers (see figure 1.1).

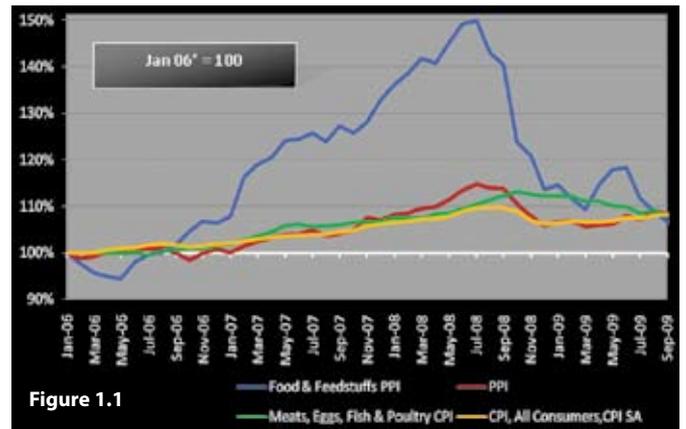


Figure 1.1

However, given that their efforts were clearly unsustainable in the long run, prices also rose for consumers.

It was only a matter of time until the market itself found a price correction. Prices of oil, corn, soybeans, beef, poultry, shrimp, and other commodities collapsed in the last quarter of 2008 and the first few months of 2009. As of now, some commodity prices have stabilized and remain relatively low; among these are beef, chicken, pork, and shrimp. These prices depend to some extent on the prices of corn and soybeans—soy meal—as these are the largest components of feed production (figure 1.2).

Other commodity prices, like those of sugar and cocoa, remain at or near record highs. The influences vary by commodity, but among those already referenced is the investor preference for instruments other than cash. In the case of sugar, a higher demand spurred-on by ethanol production, mainly in Brazil, is driving prices up. In the U.S. over the past few years, a similar scenario played for corn. Moreover, India’s sugar output is estimated to contract by 16 million tons which is partially a result of monsoons and their affect on production. So here, weather also played an important role (see figure 1.3).

In the case of cocoa, much of the catalyst behind prices reaching a 29 year high was due to speculation, according to Dieter Weisskopf, CFO of Lindt and Spruengli, a Swiss Chocolate company (see figure 1.3). “The first estimates for 2009-10 show

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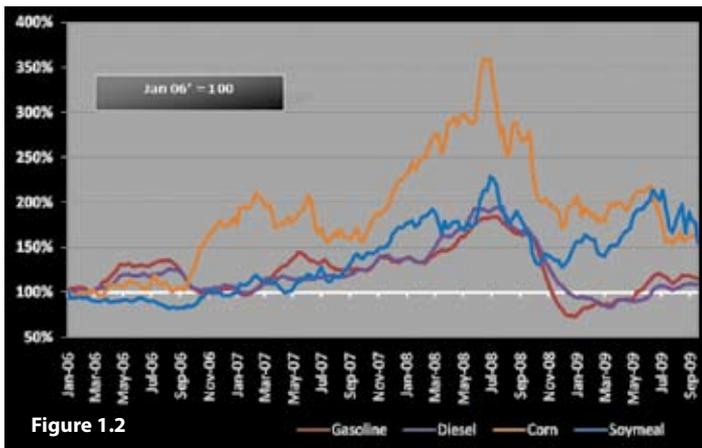
distribution chain

that the demand and supply are pretty much in line... there is no fundamental reason why cocoa prices should be so high." Regardless, the International Cocoa Organization estimates a shortfall in cocoa grindings of 6.7% while demand is expected to improve as the economy recovers.

Rice was by far the commodity that realized the largest percentage increase in the past couple of years; and it is expected to double in 2010. Weather problems, in this case drought in India and floods in the Philippines, are likely to impact the world supply and ultimately price. Jeremy Zwinger, president and chief executive officer of The Rice Trader (TRT), said in a recent interview on American Public Media's show Marketplace, that much of the volatility in the price of one commodity can be directly related to changes in the price of another. So, if the price of corn goes up, more corn will be planted while taking away acreage from, let's say, wheat. With less wheat supply, prices will also go up in a domino-like effect. Zwinger further added that "price volatility is dangerous. When food prices spike, people can't afford it. When prices drop, no one wants to invest in food production."

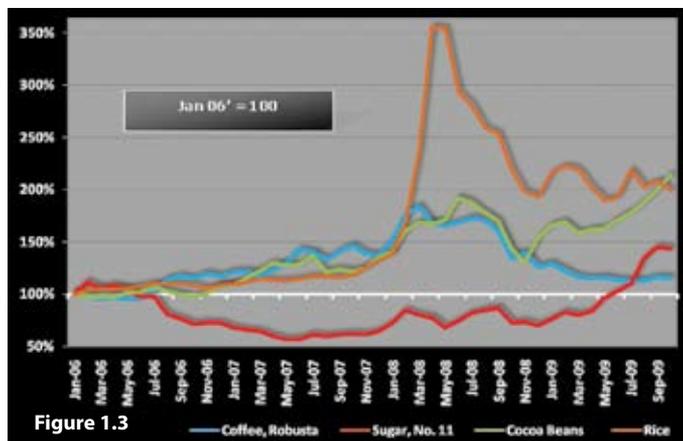
Other commodities, like coffee and orange juice, recently reached a 14 and a 15 month high for a variety of reasons that include investor preference for commodity instruments like futures and options.

Although prices overall have come down, the CPI and PPI indicate that prices are still approximately 7% higher than in the beginning of 2006. Corn and soy meal are almost 100% and 50% (respectively) above levels recorded at that time. Cocoa has more than doubled its price when compared to '06, while sugar is about 43% higher.



Higher commodity prices plus lower consumer spending equals bad news for many in the food distribution chain - and ultimately the consumer. High demand for ethanol production, low interest rates, and a weak U.S. dollar are not likely to change anytime soon. Whether these influences

and the prices they affect will impact consumer spending in the long-run and create a bubble for investors... again, remains to be seen. In the meantime, players will be intensely watching short and long term indicators to help shed light on what's been a very volatile ride in the commodity market. **UB**



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Promoting protein purchases

As we look over the last year and a half it is pretty obvious that the protein sector is having just as tough a time attracting consumers as most other areas of business. Drawing crowds with effective marketing has always played a large role in whether or not a company succeeds. Plenty of companies in the protein commodity arena create advertisements of their own, but sometimes commerce is brought about from outside sources. With this in mind, we pose the question, "What companies or brands - without being directly affiliated to the poultry, seafood, or meat

"Allied industry efforts that generate commerce from outside sources, ...have and will continue to play a beneficial role in the food industry."

industries - do the best job to promote the purchases of proteins while still promoting their own products?"

The foremost product that came to mind was A.1. Steak Sauce® which is now owned by Kraft Foods. The A.1. recipe was originally created by Henderson William Brand in the 1800s and was first introduced in the United States by G.F. Heublein & Brothers in 1895. Kraft took over ownership of the sauce in 1999 after acquiring Nabisco. From the very first commercial in 1984, A.1. has been very straightforward in its message, that it is meant to compliment meat products, whether it be a burger, a steak, or more recently pork, chicken, and even seafood.



Another brand that has done a great job bringing people to purchase meat products is George Foreman® with the well-known George Foreman Lean Mean Fat-Reducing Grilling Machine. A company by the name of Salton, Inc. originally convinced former heavyweight champion, George Foreman, to promote their product in 1994. In 2007, Applica acquired Salton and the grill brand along with it. Since its introduction, over 100 million Foreman grills have been sold worldwide.

The aim in the notorious infomercials is clear as it persuades the audiences to reduce the fat by cooking meats on the revolutionary slanted surface. In the infomercials Foreman says, "The George Foreman Grill cooks up to 4 extra-large burgers, 4 plump chicken breasts, and 2 juicy steaks in minutes...all while knocking out the fat." More recently, the brand has created indoor and outdoor grills most of which can hold all of those items and more.

Similar to the Foreman Grill in its marketing scheme, the Showtime Rotisserie by Ronco focused on the ability to cook meat products with ease while still being healthy. Ron Popeil, a famous American inventor and marketing personality, promoted the rotisserie through infomercials that showed it could produce a beautifully cooked leg of lamb or fall-off-the-bone ribs with the turn of a knob. For many people, the thought of cooking a whole turkey is a nightmare but why not when you can just "Set it, and forget it!!"

Promoting the purchases of proteins with effective marketing is no doubt being accomplished by other brands than the more obvious ones covered here. Allied industry efforts that generate commerce from outside sources, while at the same time promote protein consumption, have and will continue to play a beneficial role in the food industry. **UB**

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Concentration monopoly in food companies



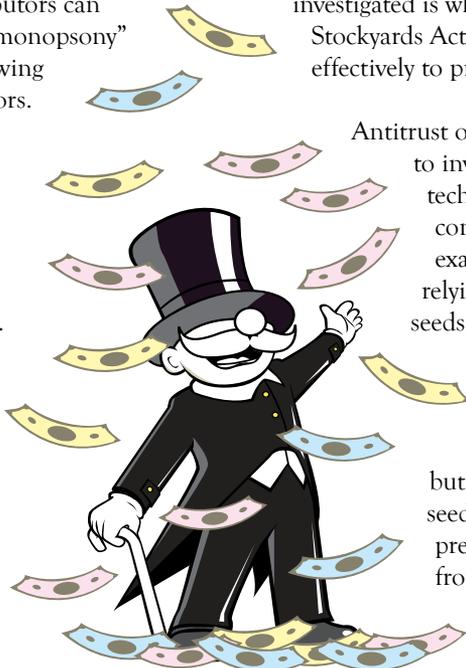
Industry concentration and new agricultural technologies have caught the attention of federal antitrust officials who are asking whether they need to intervene more aggressively to protect competition.

“...one of the topics that will be investigated is whether the Packers and Stockyards Act is being implemented effectively to promote competition...”

Next year these officials will hold workshops around the country to listen to the concerns of farmers and ranchers. Two particular issues—increasing “buyer power” and vertical integration—are likely to generate controversy.

“Buyer power” occurs when a few dominant buyers can press prices lower than they would if producers had more choices. Consolidation among food processors and distributors can create this so-called “monopsony” power, which is a growing concern in some sectors.

Vertical integration, which is widespread in the supply chain, has led to greater efficiencies, but also is generating concern. While integration frequently involves ownership at multiple stages, it also may occur through contractual commitments. These arrangements raise concerns, in part,



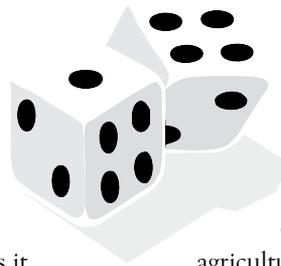
because they shift sales from organized exchanges to less transparent trading.

Central to both of these topics is the Sherman Act, which is the primary law behind antitrust enforcement. It’s remarkable—with only a few words it prohibits anticompetitive combinations or coordination among competitors, and anticompetitive practices by firms with monopoly power. When it was enacted in 1890, the “beef trust” in Chicago was accused of hurting ranchers and consumers and after it was enacted, the new law led to a court injunction against the trust.

Today, beef industry concentration remains a concern, such as the proposed merger last year of JBS and National Beef Packing Company. So one of the topics that will be investigated is whether the Packers and Stockyards Act is being implemented effectively to promote competition.

Antitrust officials also plan to investigate how new technology is impacting competition. Farmers, for example, are increasingly relying upon patented seeds that are resistant to herbicides and insects, particularly for corn and soybeans. This yields larger crops, but farmers worry that large seed companies may be preventing smaller firms from entering the market.

Public comments



on these topics are being solicited through December. To learn more, contact Mark B. Tobey at the Antitrust Division of the U.S. Department of Justice (Phone: (202) 532-4763; e-mail: agriculturalworkshops@usdoj.gov).

Agendas and schedules for the workshops will be posted on the Antitrust Division’s Web site at: <http://www.usdoj.gov/atr> **US**



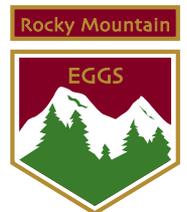
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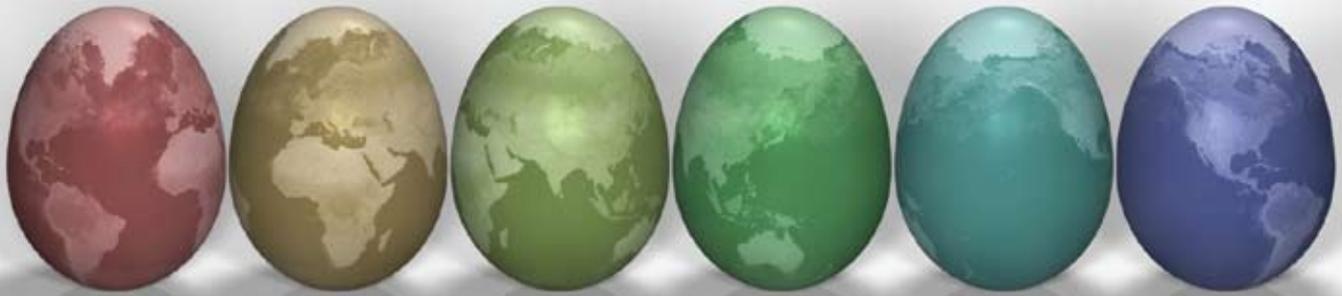
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Global egg consumption

By Greg Deppeler

The egg is globally recognized for its magnificent “price performance” posture packing a wealth of proteins and other nutrients into a relatively small and economical package. “The Incredible, Edible Egg” touts the American Egg Board, and the world (well, most of it anyway) seemingly agrees.

Ubiquitous in appearance, citizens of virtually every country in the world can instantaneously recognize an egg.

Acceptance in dietary fare, however, is another matter. According to data published by the International Egg Commission, per capita consumption varies widely. Using calendar year 2007 as an illustrative example, per capita consumption (considering both shell egg and products, such as pasta, which contain eggs) in the United States was 250 eggs, roughly comparable to Austria (230), the Czech Republic (244), France (245), Italy (224), and New Zealand (218).

But which country holds the dubious distinction of the lowest per capita consumption? That distinction goes to India, with a 2007 figure of 47. “Wow, that’s low” you may say. Well, yes it is; but it represents a year over year growth rate of nearly 25%!

What other interesting facts can be gleaned from the raw data? In Scandinavia, per capita consumption ranges from a low of 150 (Finland) to a high of 300 (Denmark), with Norway and Sweden falling in-between. In North America, the figures range from 174 in Canada to 345 in Mexico, the second highest in the world. In the South Pacific, Australia checks in at 166, with neighboring New Zealand topping out at 218, more than 30% higher. The former Eastern Bloc countries range from 244 in the Czech Republic to 295 in the Ukraine, while the country leading the per capita consumption standings is China, at 349 (nearby Japan is 323).

While rudimentary, this examination reveals there is not necessarily any pattern which is obvious, or conclusions which can be drawn. Per capita egg consumption is geographically variable, seemingly inconsistent with regard to location, economic status, form of government, or total country population.

It is interesting to note that, by the year 2015, the I.E.C.’s Chief Economist estimated that the world’s population will have expanded to some 7.3 billion people. 60% of the growth is slated to occur on the Asian continent. As the economies of China and India continue to expand along with the disposable income of the middle class, egg purchases will continue to grow. This is consistent with the economic theory of the Marginal Propensity to Consume (MPC) which is basically a fancy economic measure that shows how much more you’re likely to spend when your income goes up.

The egg is indeed incredible. Full of protein, significant nutrients and packed in a relatively small, economical package; it’s no wonder it enjoys such global appeal! **UB**

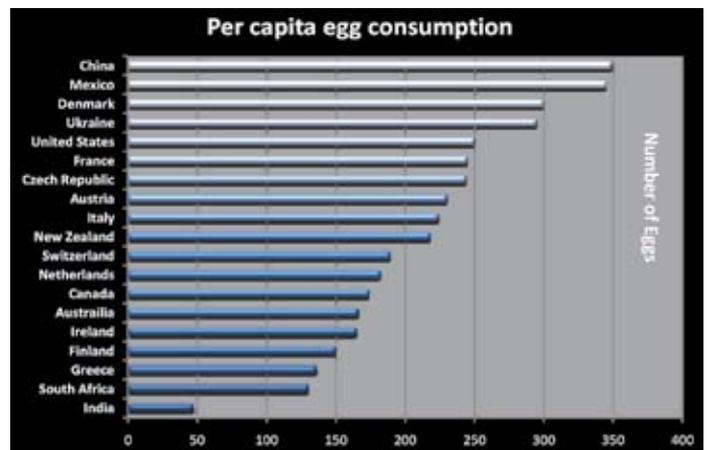


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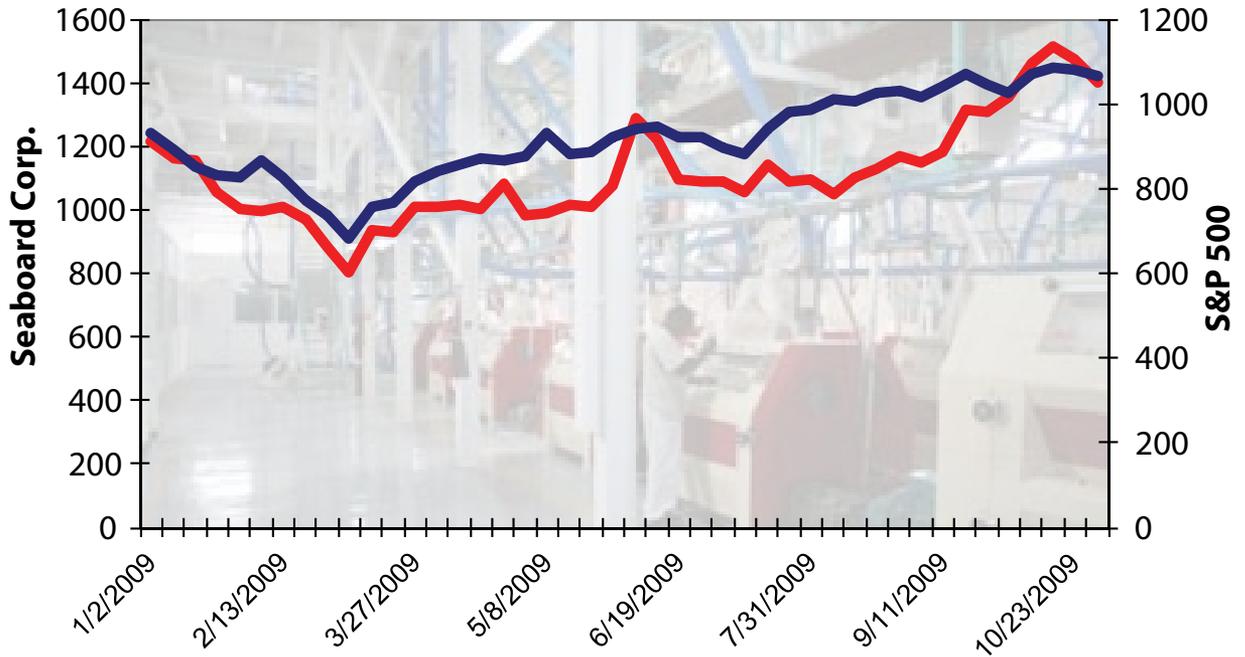


Source: International Egg Commission

Keep an eye on Seaboard Farms

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Source: Merrill Lynch - Gary Morrison, Market Analyst. The information has been obtained from sources we believe to be reliable but we do not guarantee its accuracy. Past performance is not indicative of future performance. Prices are adjusted for capital gains distributions.

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Stowing away the time...

Fallen flags of the grocery market shelves

A “fallen flag” is generically defined as something which was significant, popular, dominant, or widespread, and is now no longer among us. In the world of railroads, mergers, acquisitions and government takeovers have created many fallen flags, such as the Pennsylvania and New York Central Railroads. Some of the automobile industry’s fallen flags would include Studebaker, Packard, Nash and Hudson and more recently the Plymouth, AMC, and Oldsmobile namesakes. The examples are virtually endless.

Usually widespread notoriety and publicity accompanies the events leading up to the creation of a fallen flag; however, such is not usually the case with present-day fallen flags which used to dominate supermarket shelves and, hence, the purchasing patterns and behaviors of consumers. So let us now take a step back several decades in time, and ask the question “Whatever happened to some of these better known brands?”

Whatever happened to...

- | | |
|-----------------------------------|---|
| Blackjack chewing gum? | Ipana/Gleem/Pepsodent/Stripe toothpastes? |
| Beemens chewing gum? | Vim laundry cleaning tablets? |
| Teaberry chewing gum? | TV dinners, bakeable, in metal trays? |
| Krinkles cereal? | Flamingo frozen orange juice? |
| Sugar Jets cereal? | Frank ‘n’ stuff hot dogs stuffed with cheese or chili? |
| Good and Honey? | Brim decaffeinated instant coffee? |
| Duz detergent? | NBC Merrie-Melody cookies (in chocolate and vanilla)? |
| Fizzies tablets? | Gauchos peanut butter cookies? |
| Gablingers beer? | Silvercup, Bond, and Fisher bread? |
| Franco-American spaghetti? | Howard Johnson’s chicken croquettes? |
| Bonamo’s Turkish taffy? | |
| Chee-wees? | |
| Forever Yours candy bar? | |
| Baseball card bubblegum? | |
| Tooth powder (any brand)? | |



Compiled by Greg Deppeler

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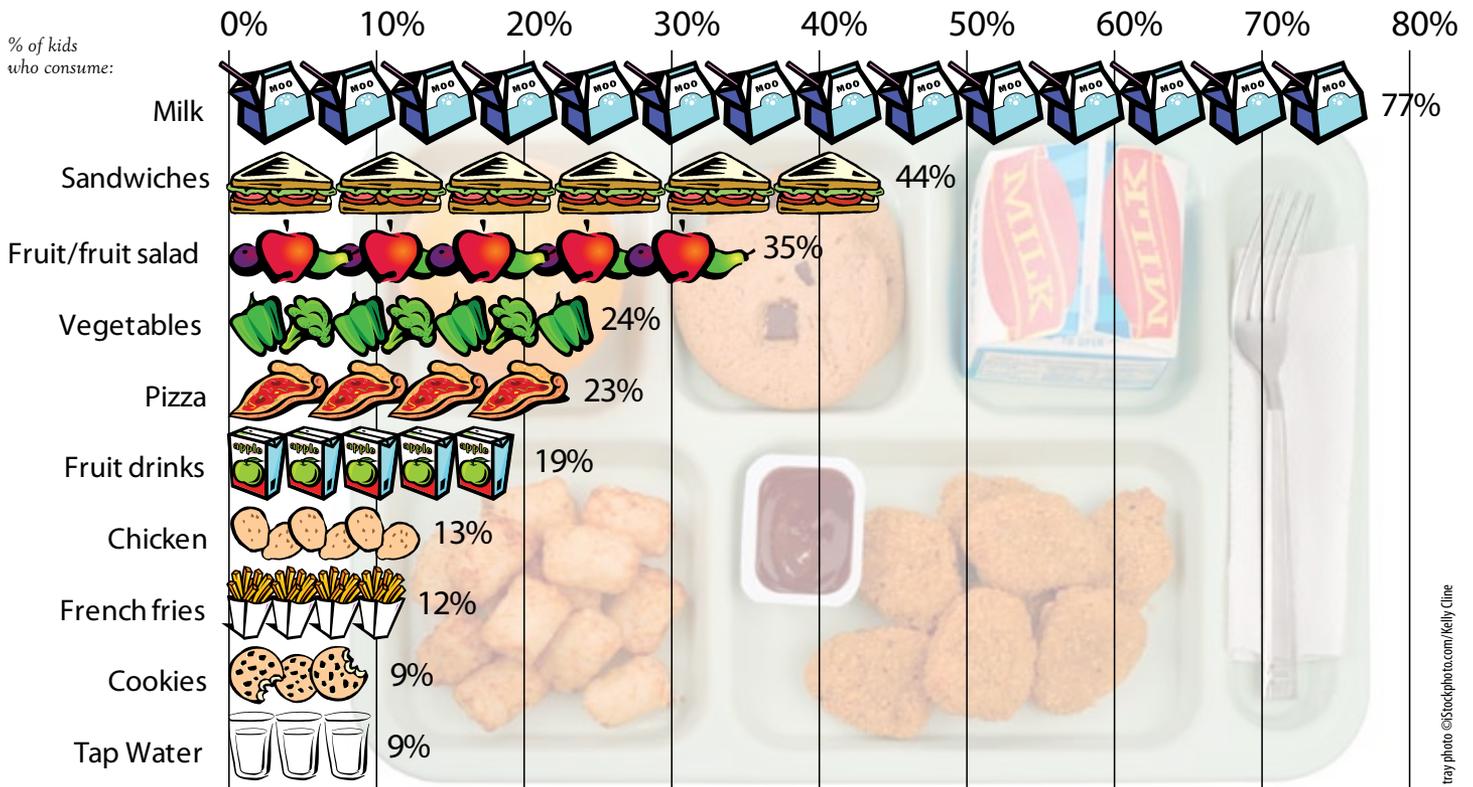
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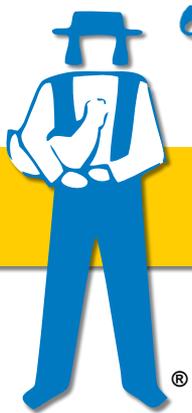
Milk and sandwiches are at the head of the class...

Top ten school-prepared foods consumed by 6- to 12-year-olds



Source: NPD Group/Lunchtime Mealscape

Food tray photo ©iStockphoto.com/Kelly Cline



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Irradiated Gulf of Mexico oyster:

Contributed by:

Victor Garrido; vmga@ufl.edu and
Steve Otwell; otwell@ufl.edu
Aquatic Food Products Laboratory,
Food Science and Human Nutrition
Department, University of Florida

The use of ionizing radiation in the treatment of foods and spices intended for human consumption has been around for many years. Previous Food and Drug Administration (U.S. FDA) regulations (21 CFR part 179 Irradiation in the production, processing and handling of food) specify certain treatments for a variety of food products including raw oysters. (Table 1)

Since the early 1970s researchers have been working to perfect the use of irradiation to reduce specific bacterial pathogens or increase the shelf-life of different foods without impacting sensory characteristics or jeopardizing the safety of the consumer.



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Scientists like Robert Grodner, Linda Andrews, and Gary Rodrick among others pioneered the impact of irradiation on *Vibrio vulnificus* (Vv) and *Vibrio parahaemolyticus* (Vp) as well as the sensory effect on molluscan shellfish and seafood in general. Their work eventually lead to efforts by Roy Martin and Robert Collette from the National Fisheries Institute in conjunction with MDS Nordion and the Louisiana Department of Agriculture to petition the U.S. FDA in 1999 to include molluscan shellfish in the 21 CFR part 179 as one of the products approved to be treated with ionizing radiation. The petition was supported by the shellfish industry but opposed by consumer advocacy groups. It took the U.S. FDA almost seven years to carefully review the petition and agree that the benefits outweigh any possible risk related to the process. It was finally approved in 2005. They approved the use of ionizing radiation to treat fresh or frozen molluscan shellfish to a maximum absorbed dose no higher than 5.5 kGy with the purpose of controlling vibrio bacteria and other food-borne pathogens.

In 2007, due to regulatory pressures through the National Shellfish Sanitation

Program (NSSP) and industry interest, the University of Florida with the support from the Gulf of Mexico shellfish industry and through USDA-CSREES program funding, was able to complete the necessary validations for the use of gamma radiation as a Post-Harvest-Processing (PHP) as defined by the NSSP. This validation of gamma radiation targets the reduction of Vv by 3.52 logs or from 100,000 MPN/g to less than 30 MPN/g a level. The validation of ionizing radiation as a PHP for molluscan shellfish has added a new tool to the industry. Similarly than with freezing, high hydrostatic pressure, and low temperature pasteurization, irradiation can be used to produce alternative products for the oyster market.

BACKGROUND:

There are three ionizing radiation types that have been used in the treatment of

“Gamma rays radiation was the best choice for this application due to the depth of penetration making it convenient to treat packaged products.”

Table 1. Partial list of foods currently approved to be irradiated

Food	Purpose	Dose
Fresh, non-heated processed pork (1985)	Control of <i>Trichinella spiralis</i>	0.3 kGy min. to 1 kGy max.
Dry or dehydrated spices/seasonings (1986)	Microbial disinfection	30 kGy max.
Fresh or frozen, uncooked poultry products (1992)	Pathogen control	3 kGy max.
Frozen packaged meats (solely NASA)	Sterilization	44 kGy min.
Refrigerated, uncooked meat products (1997)	Pathogen control	4.5 kGy max.
Frozen uncooked meat products (1997)	Pathogen control	7 kGy max.
Fresh shell eggs (2000)	Control of <i>Salmonella</i>	3.0 kGy max.
Fresh or frozen molluscan shellfish (2005)	Control of <i>Vibrio</i> species and other foodborne pathogens	5.5 kGy max.
Fresh iceberg lettuce and fresh spinach (2007)	Control of food-borne pathogens, and extension of shelf-life	4.0 kGy max.

another alternative shellfish product

foods, gamma rays, electron beam and X-rays. Each method has advantages and disadvantages when applied in food processing. Gamma rays radiation was the best choice for this application due to the depth of penetration making it convenient to treat packaged products. The oysters are washed, culled, boxed and labeled in one facility and then transported to another to be irradiated. Once in the irradiation plant, the product is treated while on the pallets minimizing the handling and the treatment time.

Our project tried to define the necessary steps needed for commercial application of gamma irradiation of oysters, the sensory and shelf-life consequences of irradiated oysters and determined the absorbed radiation levels needed to reduce V_v at least 3.52 logs while making it commercially feasible for the shellfish industry to implement.

Live oysters were collected from Florida and Louisiana, processed in Apalachicola, FL and transported to Mulberry, FL for the radiation treatment. Oysters were exposed to different levels of absorbed radiation ranging from 0 - 1.78 kGy to determine the effect on the animals. The sensory

consequences were evaluated by a trained oyster panel at the University of Florida; the shelf-life (survival) of live irradiated oysters was compared to non-irradiated live oysters and the *Vibrio* levels were analyzed using recognized FDA Validation protocol and official microbial methods.

The product handling at the irradiation plant is extremely simple (Figure 1), the palletized oysters are unloaded and dosimeters are placed at the highest and lowest absorption points (predetermined by a mapping study) and the pallets are loaded into metal carriers that will move through the radiation chamber for treatment. Treated oysters are then placed back into the truck and transported to the final destination or to the distribution warehouse.

RESULTS:

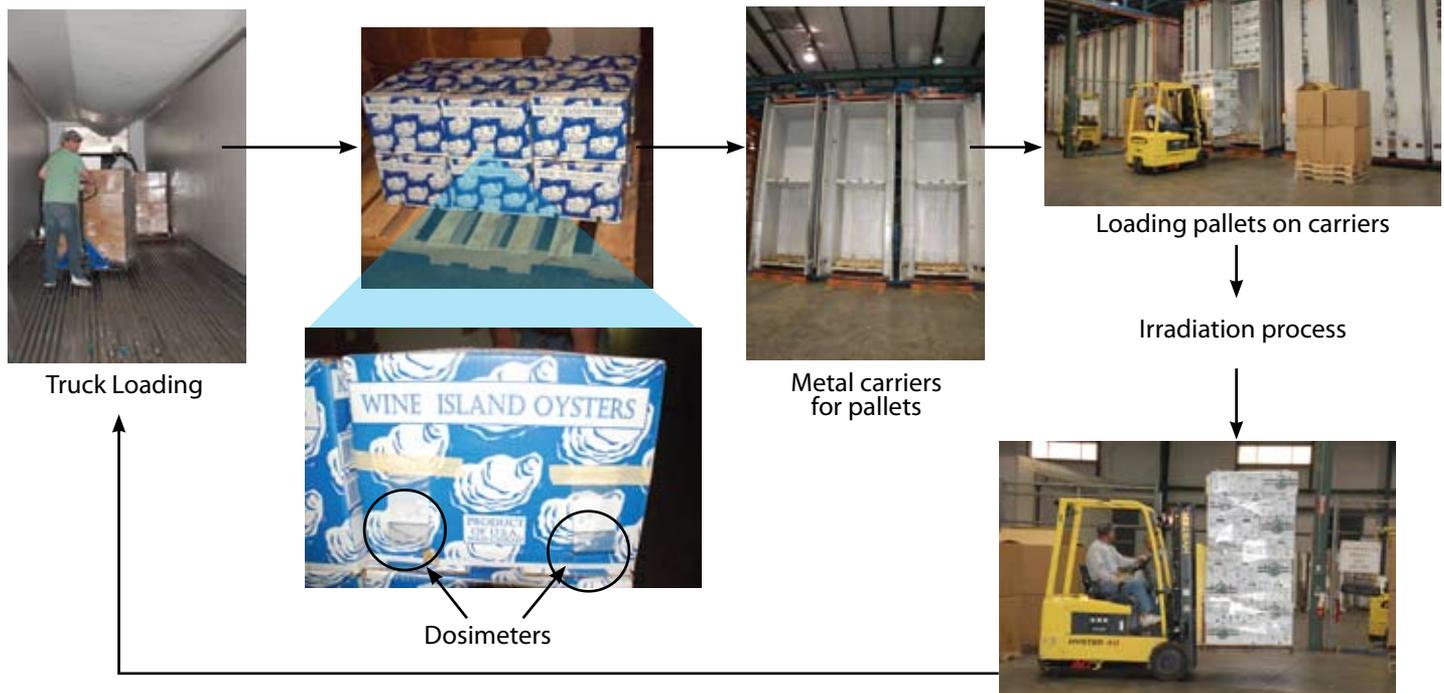
- No significant difference was found across absorbed doses for fresh, shellstock or shucked within the acceptable refrigerated shelf-life (dose acceptable to 1.77 kGy)
- Adverse differences due to freezing were found to be more dramatic and detrimental than the effect of irradiation.

- Live shelf-life (acceptable survival > 80%) reduced to 6-9 days in refrigeration depending on dose. The higher the dose the shorter the shelf-life.
- Spoilage of shucked oysters in 'cliff-effect' on day 12 in refrigeration (bacterial spoilage)
- The irradiation treatment using a minimum absorbed dose of 0.82 kGy was able to consistently reduce V_v from an initial levels of 10^4 - 10^5 to less than 30 MPN/g
- For gamma radiation, the size, geometry or thickness of the oyster does not influence the penetration to the oyster meat, but the effectiveness of this validated PHP method depends on the radiation source, packaging configuration and packaging materials.

FUTURE:

The oyster industry, like other irradiated food products such as fruits and ground beef, will encounter some challenges and resistance when first entering the market yet this product form will give the consumers another alternative with a reduced risk to enjoy oysters on the half-shell. **UB**

Figure 1 – Steps in a Commercial Treatment of Oysters



This is not your parent's cell phone...

Multi-touch technology gives 'apps'

Cell and smart phones have moved well beyond texting and calling. Now Web browsing, gaming, and e-mailing are finding their place alongside millions of downloadable applications which are cell phone accessible. Much of the fun in using these communication devices is the array of applications (apps) available for them. Apple's iPhone® 'apps' run the gamut of possibilities where everyone can find an application to their liking. Even the food industry is getting in on the action. *Urn* Barry's Reporter did some investigation and compiled a brief list of food related applications pertaining to branded and generic proteins in the meat and seafood industries. Although some 'apps' carry a nominal charge, all can be fun AND functional.

SEAFOOD WATCH®

Trying to find a place to get seafood? The Seafood Watch® Web application on the iPhone® provides a search engine to find

seafood quickly and easily within a given region. This app will allow the user to receive free, up-to-date seafood recommendations in case they are unsure of what to order. Seafood Watch® also gives the Japanese and common market names of sushi to make ordering less confusing.

RESTAURANT NUTRITION

This application lists many of the top chain restaurants throughout the country and provides the nutritional data on the foods offered at each of these places.

MMM BACON!

That tasty breakfast meat has an entire app devoted to it! MMM Bacon! is all about the benefits and joys of eating bacon.

"Apps run the gamut of possibilities where everyone can find an application to their liking."

PIGS A POP'N

Feed the pigs until they pop to clear the oinkers off the field!

WHOLE FOODS MARKET

Search for your favorite recipes by category, course, or special diets. Whole Foods Market's new iPhone® application will make cooking with natural and organic foods simpler by having recipes and information at the tips of your fingers.

POCKET BACON

- Features six different frying pans, skillets, and griddles to choose from.
- Can add or remove slices of bacon.
- Makes the realistic sizzling sound of cooking bacon.

DROP THE BEEF

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SKY BURGER

Sky Burger puts you to work stacking burgers to order! Snatch the right ingredients from the air as they fall from the sky, stack them in the right order, and pop on that top bun when you're done! There are over 50 unique burgers to build. Complete enough orders in a row and build an unlimited sky burger!

STAND O' FOOD

This restaurant game will challenge you to slap together burgers, fry up bacon, and assemble sandwiches in the correct sequence before the ravenous customer's storm out! As you satisfy your customers appetites, you will earn money to purchase new equipment and condiments that will allow you to serve up food more quickly and tastier than before!

GOOD FOOD NEAR YOU

If you're looking for a restaurant, convenience store, fast food joint, or grocery store that is in your area, this app will be all that you need. Along with locating the good food that is near you, it will give the most nutritious options at each of those locations.

URBAN SPOON

Play the slots with this app! Log onto this app, shake your iPhone®, and like a slot machine, the iPhone® will find three random restaurants nearby for you to try. If you're unhappy with its choices, shake the phone again and see what you get!

CHEF

This grocery, cookbook, and recipe search application offers information and recipes on scores of international cuisines. Once

you select a cuisine, you can click into a sub-category, such as "sauces," under "Vietnamese" cuisine. By logging onto www.chefslittlehelper.com, you can create a free account and explore the different delicacies from around the world.

STEAK TIMER

The Steak Timer Web application is a virtual timer for grilling the perfect steak. Put the virtual steak on the BBQ as you slap the real beef on the pre-heated grill and start cooking! This application has a line across the bottom of the screen that indicates how well the steak is cooked and the temperature of the meat. Perfect every time!

There are many other food related applications to be found as well as those for almost any topic of interest! Several fast food, QSR and casual dining outlets such as Hardees and Longhorn Steakhouse have created iPhone® apps featuring their foods.



Courtesy of Apple

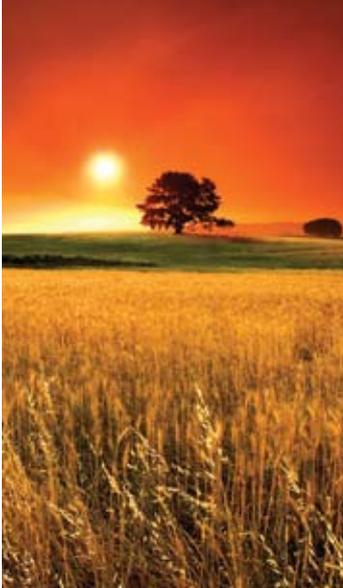
This has proven to be a great method to reinforce the company and the food that they sell. **UB**



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MEMBER OF THE NATIONAL TURKEY FEDERATION

Making the rounds

Continued from page 5

Norgaard of Lyons Seafood, Judy Dashiell of the National Fisheries Institute, and Lahsen Ababouch of the U.N. Food and Agriculture Organization.



One of the more attention-grabbing discussions during the conference was the role of fishmeal and feed in the process of certification.



Ole Norgaard CEO of Alfesca U.K. a parent company of Lyons Seafood Ltd, where he is chief executive, kicked off the conference with the discussion on sustainable fishmeal. Mr. Norgaard spoke on the need for a “Fourth tick” in the Best Aquaculture Practices

Photos from the GAA Convention: (Photo, top, left) Global Market Panel: (from left) John Connelly, NFI; Heather Taussig, New England Aquarium; George Chamberlain, GAA. (Photo, top, right) GAA's Peter Redmond moderates the Foodservice Panel. (Photo, bottom, left) Public/Private Partnerships Panel: Jamey Smith, Canada DOF; Michael Rubino, NOAA/NMFS; Rick Doucet, New Brunswick Ministry of Fisheries; Shah Faiez, Blue Archipelago Berhad. (Photo, bottom, right) A question from the audience.

(BAP) certification program. Currently BAP certifies hatcheries, farmers, and processors, the “Fourth Tick” would be to certify the feed mills. The combined certifications would make up what would be called the Gold Standard for responsible and sustainable aquaculture, certifying the processor, the farm, the hatchery, the feed mill and having sustainable feed. This Gold Standard would cover all aspects that consumers are and will be concerned with including food safety, environment, ethics, animal health and welfare and sustainability.

potential chemical and other safety hazards, and require certified feed plants to comply with regulations regarding feed ingredients. The feed mills must also obtain marine meals and oils from sustainable sources and provide information on the levels of these products used in feeds.

MEAT IMPORTERS COUNCIL OF AMERICA (MICA)

On October 29th and 30th, *Urnner Barry's Reporter* was distributed at the 48th Annual MICA meeting at the Intercontinental Hotel in Chicago. Once again the MICA meeting was held in conjunction with the World Wide Food Expo. At the meeting, nations who are major exporters of beef, lamb and veal to the U.S. kept importers and imported meat users abreast of key developments in their country that would affect supply of meat and availability to the U.S. This year's meeting also had an Economic Workshop where Len Steiner presented his forecasts for the upcoming year. *Urnner Barry's Reporter* was also seen at the crowded Intercontinental Bar after the meetings, (presumably working with new advertisers). Thanks to Laurie Bryant, MICA Executive Director for another great meeting. **UB**

In September, the Standards Oversight Committee (SOC) released for public comment an initial draft by the Feed Mill Technical Committee. GAA Executive Director Wally Stevens said the release of the draft standards for feed mills is a significant milestone for the aquaculture community. Real or perceived, feeds are the limiting factor in the growth of responsible aquaculture, he said. For that reason, we view the responsible production of feeds as one of the top three issues that our industry must address.

In addition to social and environmental responsibility, the new feed mill standards encompass food safety and traceability. Audit questions address

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NPFDA



National Poultry & Food Distributors Association

Koch Foods

Continued from page 1

produce specialty chicken breast products.

One year later in 1996, the company purchased its first kill plant from Zartic, Inc. in Chattanooga, Tennessee. CFO, Mark Kaminsky explained, "This made Koch Foods the last poultry company of any size or magnitude to enter the integrated chicken business."

In 1999, Koch expanded yet again and purchased its second kill plant in Morristown, Tennessee. Koch also grew internally by acquiring two de-boning facilities in Georgia, one in Gainesville and one in Cumming. Next, the company increased the size of their kill plant and built an additional further processing plant in Fairfield, Ohio.

To go right along with the magnitude of the turn of the millennium, in 2001, Koch Foods grew by approximately 50% in size with the acquisition of assets from BC Rogers Poultry. This venture expanded Koch's existing product lines and also gave them some entirely new products to offer their customers.

A level that many companies define as a watermark for success was reached by Koch Foods in 2004 when the company surpassed one billion dollars in revenue for the year. Then from 2004 to 2005 the company underwent another large internal expansion with the addition of new further processing capabilities. They also progressed by modernizing their kill operations.

In the next few years, Koch grew considerably by acquiring Alabama-based Sylvest Farms and two slaughter/processing plants in Ashland and Gadsden, also in Alabama. These acquisitions also included a feed mill in Talladega and hatcheries in Fair Knoll and Empire.

Unknown to many, in 2008, Koch Foods' total production of ready-to-cook chicken reached 34.8 million lbs/week and their live kill was 9.3 million head/week. This placed them at fourth on the list of the top broiler companies in the United States. Many reports have Koch



Koch's freezer distribution facility in Franklin Park, IL is over 130,000 square feet.

ranked considerably lower on this list. When asked about this issue, Koch gave the statement, "Koch has preferred to not worry about industry rankings but focus on growth and customer service."

Now in 2009, Koch has over 14,000 employees and does just shy of two billion dollars worth of business per year. The company has continued to develop its customer base and looks to focus on staying ahead of the pack through innovation and improvements in technology. Their product line now includes whole birds, bone-in and boneless chicken breasts, prepared and fully cooked products and a full line of entrée items.

Most recently, Koch Foods joined in on the ever popular "green" movement. Michael Lazarus, Senior Director of Marketing & Sales Support states, "Koch Foods believes that sustainability and our business' success are not only compatible, but are inextricably linked; by embracing both, we will better prepare our company to meet the world's food supply needs today and in the future."

Looking ahead, it is not difficult to believe that Koch Foods will continue to grow and expand its reach in all aspects of the company. If you have any doubts, simply take a glance at how far Koch has come in just the last quarter century. **UB**

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Elegant fare at home

Continued from page 1

delivered to their homes. This is quickly becoming a way of saving time and money without sacrificing taste and the pleasure of indulging in culinary delights. Ordering food is no longer just about pizza or Chinese food. According to Melanie Gordo-Felsman, vice president of communications for Delivery.com, a food delivery Web site that features more than 10,000 restaurants in 65 cities, consumers are ordering a dinner experience, not just ordering food. *à la Car*, a Colorado-based restaurant delivery service advertises "Delivery from the finest restaurants... fresh and hot to your table", and offers choices from such upscale restaurants as *Ruth's Chris Steakhouse*.]Despite aggressive restaurant participation in various food delivery Web sites and similar business establishments, the restaurant industry's economic challenges continue to persist. The National Restaurant Association's *Restaurant Performance Index (RPI)*, which tracks the health and outlook for the U.S. restaurant industry, stood at 98.0 in

October. This was the 24th consecutive month below 100 which is considered a steady state level. Index values below 100 represent a period of contraction.

The increase in home deliveries has helped offset the losses associated with less frequent dining out occasions where a recent survey conducted by the NRA shows increases in home dinner deliveries by as much as 20%.

Although the restaurant industry is suffering from the recessionary positioning of the consumer, food distributors are still trucking their goods across the country. Local, regional and national distribution centers are not reporting major reductions in tonnage. *Uner Barry's Reporter* surveyed several distributors which fall into one of the

"The increase in home deliveries has helped offset the losses associated with less frequent dining out..."

three categories. Although discretionary spending is down, because people must eat, the only tangible effect reported was a change in what is being shipped. In other words, wallet conscious consumers are changing their habits by trading down to more cost efficient cuts of meat and poultry. They're also shying away from higher end proteins such as seafood. Traditional thinking says that when the economy is struggling, people tend to not frequent restaurants as much and eat at home more. The consequence of that is we tend to pick up that business," said Don Armock, president and co-owner of Riveridge Produce Marketing in Sparta, Michigan in a recent interview with Hoover's *Bizmology*.

Food prices and dining out occasions may be affecting the restaurant industry, but increasingly popular high-end takeout and delivery services are helping to cushion negative recessionary influences. As for food distribution networks, the basic need to eat will likely allow them to keep on rolling down the highway. **UB**



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Answers to the quiz on page 39:

- | | | |
|----------|----------|-------|
| 1. C | 5. B | 9. A |
| 2. A | 6. True | 10. B |
| 3. False | 7. D | |
| 4. B | 8. False | |



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