



# MEDIA KIT





## About Urner Barry

Urner Barry is a business publisher specializing in the timely, accurate and unbiased reporting of market news and quotations to clients in the poultry, egg, meat, seafood and related segments of the food industry through a variety of print and non-print media.

Urner Barry was established in 1858 when our founder, Benjamin Urner, a printer in New York City, noticed wide disparities in the price lists that he printed for his customers who sold commodities in New York's 18th Street market.

He took an interest in these prices and would ultimately walk the marketplace observing trade.

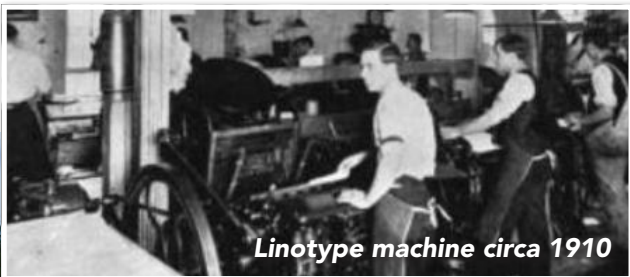
Eventually he developed *The Producers Price Current*, a weekly publication that provided buyers and sellers benchmark pricing based off transactions in the marketplace.

In 1873, Frank Barry started the *New York Daily Market Report* which was a similar publication.

Recognizing areas of mutual interest, the two publishers merged in 1895 to form the Urner Barry Company.

Today we remain dedicated to our original mission of providing timely, accurate and unbiased market information to our clients.

In 2017, AgriBriefing, the leading media and information business for the global agribusiness sector, initiated a period of significant investment in Urner Barry to deliver greater value for subscribing customers in the U.S. and overseas.



## Meet the Team

### Janice Schreiber

janice@urnerbarry.com  
732-240-5330 Ext. 280

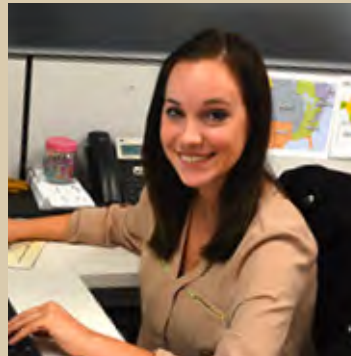


Janice began her career with Urner Barry in the summer of 2004. During this time, she studied and reported the seafood markets and worked with Urner Barry's advertising customers. Janice is a Seafood Market Reporter specializing in salmon and crab but along with

her responsibilities in the seafood department, she also works to head the advertising sales department.

### Nicole Christie

nchristie@urnerbarry.com  
732-240-5330 Ext. 275



Nicole is a Marketing Assistant who joined our team in 2016. Nicole's responsibilities include participating in marketing and social media projects, such as email campaigns and daily postings to Urner Barry's array of social media accounts. This

allows our customers to stay updated and in constant communication with Urner Barry.







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## Advertising Opportunities

### Magazine

Reporter Newsmagazine

### Websites

COMTELL®

Seafood News

Foodmarket

### Market Price Reports

Seafood Price-Current

Price-Current Poultry

Price-Current Egg

West Coast Egg

Red Meat Reports

Mexican Beef

### Email

Newsletters

SeafoodNews.com News Summary

Foodmarket.com News Summary

Updates

Red Meat Market Update

Poultry & Egg Market Update

Seafood Market Update

Notifications

Alerts

### Digital

Daily Market Video

Audio Podcast



## Reporter Newsmagazine

The newsmagazine for the food industry professional. Packed with efficient and informative articles designed to be quick reads that can be easily archived and referred to time and time again.

**Primary Readership Profile:** Targeting the entire distribution chain, including producers, processors, HRI suppliers, retail, wholesale and foodservice buyers.

**Method of Distribution:** Mail, tradeshow distribution, website. Published quarterly.

View the current issue at:  
[www.urnerbarry.com/reporter](http://www.urnerbarry.com/reporter)

## QUARTERLY EDITORIAL SCHEDULE Bonus Distributions\*

### Winter Issue 1

- NFI Global Seafood Market Conference
- International Production & Processing Expo
- NPFDA Showcase
- National Turkey Federation
- Cattle Industry Convention
- Annual Meat Conference

### Spring Issue 2

- Seafood Expo North America
- Midwest Poultry
- NAMI Management Conference
- International Meat Congress
- Seafood Expo Global
- National Restaurant Association
- Urner Barry's Executive Conference

### Summer Issue 3 (Annual Market Analysis)

- Institute of Food Technologies
- American Association of Meat Processors

### Fall Issue 4

- CAB Annual Conference
- Global Aquaculture Alliance
- Meat Importers Council of America

\*Show schedules are subject to change

Please see current Reporter schedule at:  
[www.urnerbarry.com/reporter](http://www.urnerbarry.com/reporter)

**URNER BARRY'S Reporter**  
 VOLUME 13 | NUMBER 2 | SPRING 2015 | QUARTERLY  
 The newsmagazine for the food industry professional

**U.S. is likely to set record for shrimp consumption**

World figures from the National Marine Fisheries Service (NMFS) have yet to be released, but with the price in charge... This suggests a seasonal increase in supply of 130.2 million pounds, which is certainly enough to meet the per capita numbers.

Experts of warm water shrimp 4-6 diploids to 7 million pounds from 7.5 million pounds the year before.

This suggests a seasonal increase in supply of 130.2 million pounds, which is certainly enough to meet the per capita numbers.

Last year, NMFS and the National Fisheries Institute (NFI) reported that U.S. shrimp consumption, converted to edible weight, equaled 4.3 pounds per capita.

The six pounds increase in 2015 would equate to an additional 4 pounds of product per capita.

**Egg whites...there's a pulse...**  
**Stable, low prices leading to renewed interest**

As the supply chain recovered through early 2014, processors found that demand had been temporarily depressed. Even though prices fell from all-time highs to discounts, much like the rest of the egg market, manufacturers just couldn't stomach the marketing cost of additional supply disruption, or had already changed their labels. Inconsistency was a subsequent product as an impediment.

**On the inside**

- 4 Brexit** - expectations are a real focus point for the meat and egg industry.
- 10 Women** - to use a national sector are growing in number.
- 55 choice** - to select a new product during AQ of 2015.

**Markets returning to traditional levels**

## EU recovering from fipronil

Egg prices traditionally move on fundamentals based on supply and demand but like any other commodity, occasionally, X-factor events take place on one side or the other and send prices into uncharted territory without warning. National disease, national promotions, food safety issues, regulatory changes and disease are just a few examples of issues we've seen back the number. It is no different in Europe, where prices hit record highs during their 2012 egg ban and then hit the all-time low of the "United States" brought with highly pathogenic avian influenza (HPNA) in a few years ago.

Last year, farmers were dealing with a similar problem in their production facilities, where a substance believed to be natural actually contained a chemical called fipronil. In August, eggs began testing positive for the substance across several major EU production countries. The Netherlands, Germany, France, Italy, and others reported flocks testing positive for "small" levels of fipronil according to food safety authorities. Retailers and manufacturers quickly pulled supplies off the shelves. Everything from shell eggs, prepared foods, and meats containing eggs in an independent market but in these farms was destroyed. Thousands of shell eggs, liquid, and powder were also removed from the marketplace.

Much like the case in the U.S., farmers scrambled to get products from contaminated plants. Processors can illustrate their ability to recover through raw material and prices they've had. From the end of July until the end of October, Urner Barry's EU breaking egg operations advanced sharply, increasing over 180%. Because the chemical was found in the, prices were higher in retail and whole egg. Dead prices in these categories spiked 110% and 97% respectively. Whites had been struggling with overproduction globally ever since the U.S. HPNA period, and with buyers changing, can very little increase by comparison.

**Market Changes Since Fipronil**

**Eggs "R" Us, Inc.**  
 Farm Fresh Solutions  
 For all your Specialty Egg Needs

**Cage Free • Organic  
 Free Range  
 Non-GMO  
 Pasture Raised**

[eggsrusinc.com](http://eggsrusinc.com) MSSE 888.756.3635

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**AD SPECIFICATIONS**

**Full Page Bleed**

8.25" W x 11" H (doc size)

Add 0.25" bleed on all sides

Template available by request

**Back Cover**

7.5" W x 7.625" H

**1/3 Page Vertical**

2.375" W x 10.25" H

**1/2 Page**

7.5" W x 5" H

**1/6 Page**

2.375" W x 5" H

**1/2 Page Vertical**

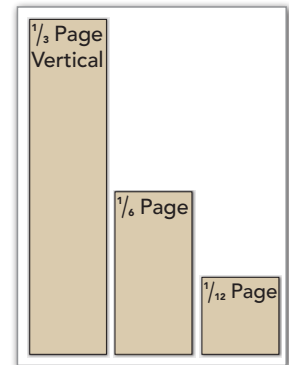
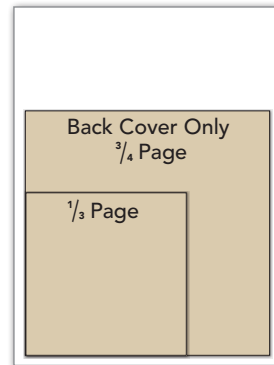
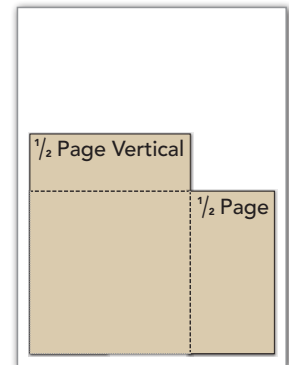
5" W x 6.75"

**1/12 Page**

2.375" W x 2.375" H

**1/3 Page**

4.9375" W x 5" H



**ADVERTISING WRAP**

Special advertising section available at select tradeshow.

Template available by request. CALL FOR AVAILABILITY AND RATES.

**URNER BARRY'S Reporter**  
 VOLUME 13 | NUMBER 1 | WINTER 2018 | QUARTERLY  
 the newsmagazine for the food industry professional

**The 2018 retail meat outlook**

In the last year at retail, we saw prices come down on several must-eat favorites which helped bolster consumer purchases, especially in the previously record-high red meat category. Looking ahead to 2018, there are numerous factors in play that will...

"The data indicate a robust outlook for consumer spending that extends...

According to the survey's chief economist, Richard Corbin, "The data indicate a robust outlook for consumer spending that extends the current expansion to at least mid-2018, which would mark the second longest expansion since the mid-1990s."

**MAKE SMARTER CHOICES. FASTER. EVERY DAY.**  
 Let our experts show you how Urner Barry's premium services can help you make more profitable business decisions

**FREE DEMO**  
 shop.urnerbarry.com

**Market Analysis • Quotations • Industry News**  
**Insider's Reports • Trade Alerts • Ship Manifest Data**

**On the inside**

- 6** European imports of salmon grows. The EU salmon fish market is expected to grow as Norwegian prices increase for a five-year low.
- 9** Chicken wing prices cause frustration at foodservice. As demand surges, higher wholesale prices cause restaurants to get creative.
- 48** impacts from the opioid scandal. An inside look at the opioid epidemic found within the US to include one-egg product volatility.

**URNER BARRY'S Reporter**  
 Urner Barry • 1102 Elm Street, Suite 200 • Raleigh, NC 27601-3209  
 Volume 13, Number 1, Winter 2018

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**prairie natural**

Urner Barry helps companies of all sizes make more profitable business decisions with timely, accurate, and unbiased market information.

Reduce uncertainty, minimize risk, and uncover opportunities with the only website designed exclusively for the seafood import/export community.

**URNER BARRY'S SEAFOOD TRACKING SOLUTION**

- INCREASE PROFITABILITY**
- IMPROVE TIME & INVENTORY MANAGEMENT**
- KEEP UP WITH MARKET TRENDS**
- TRACK NEW PRODUCTS**
- KNOW YOUR COMPETITION**
- STAY AWARE OF REGULATIONS**

Product lines: Beef • Lamb • Pork • Poultry • Seafood • Retail  
 Origin: United States • Australia • New Zealand • Uruguay • Argentina • Brazil • Honduras • Chile • Vietnam

Des Moines, IA 50322 | Ph: 1-866-71-URBARRS | 515-243-6180 | sales@urnerbarry.com | www.urnerbarry.com

WRAP EXAMPLE FRONT

WRAP EXAMPLE BACK



Thursday, February 22, 2018

No. 016 Vol. 45

SHRIMP COMPLEX, Ex-Warehouse											
Shell-On, Headless, (HLSO), Blocks Frozen, 5/lb, LTL ***											
Wild, Gulf of Mexico Domestic			Wild, Mexican, No 1 White*			Wild, Lat Am White		Farmed, Asian, Raw P&B, Tail On, (PFO)		Farmed, HLSO Black Tiger	
Q/ib	Brown	White	Brown*	White*	Q/ib	Lat Am	Asian	Black Tiger	Commonality	Q/ib	Lat Am
<10	14.50-14.60	14.50-14.60	-	-	12.20-12.40	2-4	-	-	-	11.90-12.50	-
<12	12.50-12.60	12.50-12.60	-	-	11.90-12.10	11.90-11.60	6-8	-	-	14.25-14.50	-
<15	8.80-8.90	8.25-8.30	8.80-8.90	9.25-9.35	8.00-8.20	6-8	-	-	-	14.20-14.40	-
16-20	7.50-7.20	7.00-7.10	7.20-7.30	7.40-7.50	6.85-7.05	8-12	-	-	-	10.90-11.00	-
21-25	6.30-6.20	6.30-6.40	5.60-5.70	6.10-6.20	-	13-15	6.40-6.50	6.40-6.50	8.50-8.60	-	6.40-6.50
26-30	5.75-5.85	5.85-5.95	-	-	-	16-20	6.30-6.30	5.10-5.20	5.05-5.15	8.10-8.20	-
31-35	5.50-6.00	5.65-5.75	-	-	-	21-25	5.00-5.10	4.45-4.55	4.50-4.60	7.60-7.50	-
36-40	5.00-5.10	5.30-5.40	-	-	-	26-30	4.55-4.65	4.15-4.25	4.25-4.35	6.60-6.70	-
41-50	4.50-4.60	5.10-5.20	-	-	-	31-35	4.20-4.30	3.95-4.05	-	-	-
51-60	4.25-4.35	-	-	-	-	36-40	3.90-4.00	3.85-3.95	-	-	-
61-70	3.70-3.80	-	-	-	-	41-50	3.70-3.80	3.80-3.90	3.80-3.90	-	-
71-80	-	-	-	-	-	46-50	3.50-3.60	-	3.65-3.75	-	-
81-90	-	-	-	-	-	51-60	3.45-3.55	-	-	-	-
	-	-	-	-	-	56-60	3.10-3.20	-	-	-	-

Peeled, Headless, Finished Count, IQF, 5/lb, LTL											
Farmed Cooked Asian, Tail On, (CFO)			Farmed, Asian, Raw P&B, Tail On, (PFO)			Farmed, Asian, Raw P&B, Tail Off, (PNO)		Wild, Gulf of Mexico, Domestic		Wild Lat Am	
Q/ib	Black Tiger	White	Black Tiger	White	Black Tiger	White	Q/ib	P&B, Tail Off, (PNO)	PUD	Q/ib	PUD
4-8	-	-	15.00-15.25	-	16-20	-	16-20	7.60-7.75	-	-	-
8-12	-	-	11.70-11.90	10.40-10.50	-	21-25	-	6.55-6.65	-	-	-
13-15	12.30-12.50	10.50-10.85	-	8.60-8.80	7.40-7.50	-	26-30	6.05-6.15	-	-	-
16-20	8.90-9.05	7.75-7.85	-	8.05-8.65	5.85-5.95	-	31-35	5.75-5.85	-	-	-
21-25	7.30-7.50	6.65-6.75	-	7.35-7.55	5.80-5.90	-	36-40	5.25-5.35	4.90-5.00	-	-
26-30	6.65-6.75	6.30-6.40	-	6.60-6.80	4.80-4.90	-	41-50	4.95-5.05	4.75-4.85	-	-
31-40	5.75-5.85	5.65-5.75	5.50-5.60	-	4.40-4.50	5.70-5.90	4.55-4.65	4.40-4.50	4.40-4.50	-	-
41-50	5.35-5.45	5.25-5.45	-	-	4.30-4.40	4.00-4.10	4.10-4.20	4.00-4.10	3.85-3.95	-	-
51-60	-	5.25-5.35	4.70-4.80	-	-	4.05-4.15	3.90-4.00	3.80-3.90	3.65-3.75	-	-
61-70	-	4.65-4.75	4.40-4.70	-	-	4.00-4.10	3.90-4.00	3.80-3.90	3.25-3.35	-	-
71-80	-	4.20-4.30	4.50-4.60	-	-	3.90-4.00	3.80-3.90	3.70-3.80	3.15-3.25	-	-
81-90	-	-	4.45-4.55	-	-	3.80-3.90	3.70-3.80	3.60-3.70	2.95-3.05	-	-
91-100	-	-	-	-	-	3.70-3.80	3.60-3.70	3.50-3.60	2.85-2.95	-	-

21-25 count Latin American HLSO shrimp are barely steady to weak with further discounting noted. The balance of the market is about steady to steady; however, some limited discounting is noted. Replacement offerings from Ecuador are reported to be firming as Chinese buying interest has improved. HLSO shrimp are steady.

Asian white shrimp are unchanged but discounting is still noted throughout the category. However, discounts appear not as prevalent or as deep as has been the case recently. The undertone remains unsettled.

6-8 and larger black tiger shrimp are full steady supplies closely held. The balance of the market is about steady.

**Gulf Domestic Shrimp:** Market values continue to be mostly unchanged with the exception of premiums on U15 count headless shell-on brown shrimp and U12 count HLSO white shrimp. Still, the bias ranges full steady to firm given ongoing supply concerns and limited opportunities for meaningful replacement. There is some relief; an active pink shrimp season is providing sellers in the region an alternative offering.

**ADVERTISERS**

## Market Price Reports

Regular updates on benchmark price quotes and commentary that stay abreast of changing markets.

Reports are available for the Red Meat, Poultry, Egg, and Seafood markets. Ad sizes depend on layout of each publication.

**Primary Readership Profile:** Large and small volume buyers and sellers of center-of-the-plate proteins.

**Method of Distribution:** COMTELL® (see page 10) and Email Notifications (see page 14).

**CALL FOR AVAILABILITY AND RATES FOR ALL MARKET PRICE REPORTS**

**SEAFOOD PRICE-CURRENT Ad Sizes (not all sizes shown):**

### PAGE 1

Advertiser Index includes company logo that hyperlinks to corresponding ad page

### PAGE 2

Ad space #1  
3.1367" W x 1.426" H

Ad space #2  
3.1245" W x 3.1031" H

Ad spaces #3 and #4  
4.7505" W x 1.5004" H

### PAGE 3

Ad space #1  
3.1879" W x 3.0519" H

Ad space #2  
4.7505" W x 1.3929" H

Ad space #3  
3.1879" W x 1.2999" H

Ad space #4  
4.7505" W x 1.0863" H

Ad space #5  
3.1879" W x 3.0519" H

### PAGE 4

Ad space #1  
3.1931" W x 3.0519" H

Ad space #2  
4.7528" W x 1.7006" H

### PAGE 4 continued

Ad space #3  
3.1931" W x 1.4603" H

Ad space #4  
3.1931" W x 3.0519" H

Ad space #5  
4.7528" W x 3.0519" H

### PAGE 5

Ad space #1  
3.1931" W x 1.1718" H

Ad space #2  
3.1931" W x 2.9319" H

Ad space #3  
7.9905" W x 0.7008" H

### PAGE 6

Ad space #1  
4.0542" W x 2.4691" H

### PAGE 7

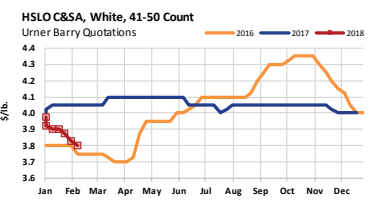
Ad spaces #1, #2, #3  
3.1931" W x 1.2408" H

Ad space #4  
7.9976" W x 0.965" H

LOBSTER, \$/lb, LTL											
Live Lobster, American				Lobster Tails, Ex-Warehouse							
FOB Mid-Atlantic		FOB New England		Warm Water Tails		American Tails		Cold Water Tails		South Africa	
Head Shell	New Shell	Head Shell	New Shell	Brazil	Caribbean	American	American	South Africa	South Africa	South Africa	South Africa
1 1/8 Chicks	9.25-9.75	-	8.60-9.10	3-oz	17.00-17.25	2-3 oz	16.00-16.25	2-3 oz, K2	21-oz, K2	21-oz, K2	21-oz, K2
1 1/4 Chicks	9.25-9.75	-	8.60-9.10	4-oz	17.00-17.25	3-4 oz	16.50-16.75	3-4 oz, H	3-4 oz, H	24-oz, K2	24-oz, K2
1 1/4 Buoys	9.25-9.75	-	8.70-9.20	5-oz	17.25-17.50	4-oz	17.00-17.25	4-4.5 oz, J	4-4.5 oz, J	27-oz, K2	27-oz, K2
1 1/2 Buoys	10.50-10.75	-	9.40-10.25	6-oz	17.25-17.50	5-oz	17.50-17.75	4.5-5 oz, H	4.5-5 oz, H	26.50-27.50	26.50-27.50
1 1/2 Buoys	10.50-10.75	-	9.40-10.25	7-oz	17.25-17.50	6-oz	18.00-18.25	5-6 oz, G	5-6 oz, G	25.00-26.00	25.00-26.00
1 3/4 Three Quarters	10.50-10.75	-	10.50-11.50	8-oz	17.75-18.00	6-7 oz	21.00-21.50	6-7 oz, F1	6-7 oz, F1	29-oz, K2	29-oz, K2
2 lbs Selects	11.25-11.95	-	11.75-12.75	9-oz	17.50-17.75	7-8 oz	23.50-24.00	7-8 oz, F2	7-8 oz, F2	31.00-34.00	31.00-34.00
2 1/2 lbs Selects	11.25-11.95	-	11.75-12.75	10-12 oz	17.50-17.75	8-10 oz	23.50-24.00	8-10 oz, D	8-10 oz, D	38.50-39.50	38.50-39.50
3-4 lbs Selects	11.25-11.95	-	11.75-12.75	13-14 oz	17.50-17.75	12-15 oz	25.00-26.00	10-12 oz, C	10-12 oz, C	39.00-40.00	39.00-40.00
Gulf, Large	-	-	6.75-7.50	14-16 oz	17.50-17.75	17-25 oz	24.50-25.00	12-14 oz, B	12-14 oz, B	40.00-41.00	40.00-41.00
Small	-	-	-	16-20 oz	17.50-17.75	17-25 oz	24.50-25.00	14-16 oz, A	14-16 oz, A	40.00-41.00	40.00-41.00
	-	-	-	20-24 oz	17.50-17.75	17-25 oz	24.50-25.00	16-18 oz, A	16-18 oz, A	40.00-41.00	40.00-41.00

**3.1367 inches wide by 1.426 inches high**

FROZEN SHELLFISH, \$/lb, LTL	
Penaeus borealis, Imported, Ex-Warehouse EC	6.40-6.75
150/250 ct	6.10-6.45
175/250 ct	6.10-6.45
250/250 ct	5.80-5.95
Mussels, New Zealand, Green Shell, Ex-Warehouse	
Small	2.70-2.80
Medium	2.85-2.95
Large	2.95-3.05
Langostinos, Ex-Warehouse	
IQF 5 lbs	11.75-12.00
Coastal Caribbean, Ex-Warehouse	
100% clean	8.25-8.50



**3.1245 inches wide by 3.1031 inches high**

**3.1031 inches high**

**4.7505 inches wide by 1.5004 inches high**

**4.7505 inches wide by 1.5004 inches high**



**PRICE-CURRENT POULTRY Ad Sizes:**

**Poultry Page 4**  
3.9167" W x 1.75" H

Examples below not shown:

**Poultry Page 5**  
3.9167" W x 2" H

**Poultry Page 6**  
3.9167" W x 2.25" H  
Two ad spaces available

**Poultry Page 7**  
3.9167" W x 5" H

**PRICE-CURRENT EGG Ad Sizes:**

**Egg Page 1**  
4.48" W x 3" H

**Egg Page 2**  
3.33" W x 5.25" H



**URNER BARRY'S POULTRY PRICE CURRENT**

Friday, February 23, 2018 No. 039 - Vol. 162

TONE: TGIF	WHOLE CHICKENS, \$/lb, TL, Del			FRESH CHICKEN PARTS, \$/lb, TL, Del			
	Northeast	Midwest	West Coast	Northeast	Midwest	West Coast	
<b>WHOLE CHICKENS</b>				Breast, 1 1/2 lbs & Down	.91	.91	1.01
Plant Grade, 2 1/2 lbs & Up	.88			Breast, Front Halves	1.04	1.04	1.14
U.S. Grade "A", Smed 2 1/2-3 1/2 lbs	.90	.90	1.00	Breast, Front Halves, 1 1/2 lbs & Down	.60	.60	.70
U.S. Grade "A", Smed 3 1/2 lbs & Up			1.00	Legs	.44	.44	.54
California Green, Smed 2-3 lbs			1.04	Leg Quarters, (bulk)	.36	.36	.46
<b>WOG CHICKENS</b>				Leg Quarters 4/10's (printed bag)	.38	.38	.48
2 1/2 lbs	.97	.97	1.07	Drumsticks (bulk)	.37	.37	.47
2 1/2 lbs	.97	.97	1.07	Drumsticks 4/10's (printed bag)	.39	.39	.49
Cutting Stock Wog 3 lbs & Up	.87	.87	.97	Thighs	.43	.43	.53
<b>CUT-UP CHICKENS - EIGHT PIECE</b>				Small Wings	1.47	1.47	1.57
2 1/2 lbs	.98	.98	1.08	Medium Wings	1.53	1.53	1.63
2 1/2 lbs	.98	.98	1.08	Line Run Breast Tender Clipped	1.66	1.66	1.76
2 1/2 lbs	.98	.98	1.08	Breast Tendons, 1 1/2 oz & Down	1.86	1.86	1.96
<b>CUT-UP CHICKENS - NINE PIECE</b>				Jumbo Boneless/Skinless Breast Tender Out	1.03	1.03	1.13
2 1/2 lbs	.98	.98	1.08	Medium Boneless/Skinless Breast Tender Out	1.47	1.47	1.57
2 1/2 lbs	.98	.98	1.08	Select Bone/Skinless Brts, Full Butterfly, Tender Out	1.97	1.97	2.07
2 1/2 lbs	.98	.98	1.08	Chick Meat 1/2 oz & Up, 5% Fat & Down	.87	.87	.97
				Brt Breast White Trim Meat, Under 15% Fat	.66	.66	.76
				Brt/Skinless Thigh Meat	1.06	1.06	1.16
				Brt/Skinless Thigh Meat 5 oz & Up	1.11	1.11	1.21
				Whole Leg Meat 4/10's	1.02	1.02	1.12
<b>NATIONAL CHICKEN COMPOSITE - BETA, \$/lb</b>							
Chicken Composite Whole Bird	0.96			Brt/Skinless Thigh Meat	1.06		
Composite Part Values				Brt/Skinless Thigh Meat 5 oz & Up	1.11		
Bone-in Breasts	1.21			Whole Leg Meat 4/10's	1.02		
Boneless Breast Tender Out	1.73			<b>FROZEN CHICKEN PARTS, \$/lb, TL, Del</b>			
Breast Tendons	2.12			Packed in 15 lb boxes, del to port 7-21 days on avg from date of sale			
Whole Wings	1.66			<b>FOR EXPORT</b>			
Leg Quarters	0.66			<b>East Ports</b>			
Bone-in Thigh	0.61			Jumbo Layer Packed Legs	.45		
Boneless Thigh Meat	1.50			Leg Quarters, Small	.39		
Drumsticks	0.67			Leg Quarters, Medium	.37		
				Leg Quarters, Jumbo	.34		
				Drumsticks, Jumbo	.41		
				Drumsticks, Small	.30		
				Jumbo "X" Paws	.80		
				Jumbo "B" Paws	.80		
<b>CHICKEN SITUATION</b>							
<b>TGIF</b>							
Sources are regrouping and licking their wounds following a dismal showing these last few weeks. Demand patterns were a grum better for weekend flows but overall business remains basic as the season of Lent chugs along. Today most of the damage had been done on those items that have been a drag on the complex. Wings appear to be getting close to a bottom with attention being paid toward March Madness. The dress in placing wings has leveled off with some plants in a better balance. Tenderers are unsettled and they too look for signs of support moving forward. Wogs and whole birds are about steady with supplies adequate. Leg quarters are well supported with the undertone being full steady. Thigh meat is a bit mixed but fully adequate to handle most requests.							
<b>FOR DOMESTIC</b>							
				Brt/Skins Brst/Full Brty 4/10's	.90		
				Brt/Skins Brst/Halves 4/10's	.94		
				Line Run Breast Tender 4/10's	1.54		
				Brt/Skins White Trim Meat, Under 15%	.58		
				Brt/Skins Thigh Meat 4/10's	.96		
				Whole Leg Meat 4/10's	.92		

**3.9167 inches wide by 1.75 inches high**

Page 4 - Price Current - February 23, 2018

**URNER BARRY'S EGG PRICE CURRENT**

Wednesday, February 21, 2018 No. 037 - Vol. 162

REGIONAL TABLE GRADE EGGS, \$/doz						SHELL EGG SITUATION							
TONE: Retail demand improving. Supplies held confidently. Market full steady to firm.						Retail Demand Improving Supplies Held Confidently Market Full Steady to Firm							
NORTHEAST			MIDWEST			Retail demand patterns continue to improve across the country. The biggest shift is reported in the distribution channel, where buyers are scrambling to build inventory ahead of weekly market advances. Major chains continue to use eggs as a point of differentiation in their battle for consumer dollars, pricing them aggressively across the country. Others have been forced to keep pace with these discounts or are focusing feature schedules closer to the holiday. Smaller chains are subsequently seeing higher prices, which may impact ad volumes and price points over the coming weeks. Foodservice business is generally meeting expectations in all areas, benefiting in part from economic conditions, which can spur sales.							
COLOR/SIZE	Spot Market	30-Day Avg	Graded Lessee Index	Spot Market	30-Day Avg	Graded Lessee Index	Wholesale traders continue their pursuit of shell eggs into the middle of the week. Supplies of all sizes are held with confidence as orders improve and we edge closer to the holiday. Sellers either note limited availability or plan to hold until they can get more desirable returns. Bidding is therefore greatly outpacing offerings. Trading is limited by the lack of willing sellers and prices are trending higher in all areas of the country. Interest is predominantly focused on the popular retail sizes, with extra large trading at the highest premiums in the central and southern areas of the country. Jumbos are trending slightly higher as well, but are not competing for like the other sizes. Mediums are held with confidence, as they continue to move into processing outlets in addition to the graded sector. Production is also sizing up as we move closer to Easter. Brown eggs are under pressure given seasonal demand shifts toward white eggs. Specialty eggs remain in a good balance. Further processors are willing buyers of shell eggs toward the high side and above our stated ranges. Offerings are limited here given the demand and price points seen in the graded arena.						
SOUTHEAST			SOUTH CENTRAL			The market is full steady to firm.							
COLOR/SIZE	Spot Market	30-Day Avg	Graded Lessee Index	Spot Market	30-Day Avg	Graded Lessee Index	National shell egg inventories were reported by the USDA as 1.31.01 thousand cases Tuesday, February 20th, climbing 4.9% from the week prior but is down 1.9% when compared to 5 weeks from Easter last year. At 281.7 thousand cases, breaking stock inventories advanced 7.6% week to week but are down 8.4% from the 5 week out point in 2017. Total shell egg stocks were reported at 1,591.8 thousand cases, up 5.4% from the period prior but 3.1% compared to this week in relation to Easter a year ago.						
BREAKING STOCK, \$/doz						To view yesterday's national shell egg inventory report prepared by the USDA: Please visit <a href="http://www.usdacomell.com">www.usdacomell.com</a>							
		NATIONAL Standard	NATIONAL Certified					Brian A. Moscoogluri - <a href="mailto:briam@urnerbarry.com">briam@urnerbarry.com</a>					
42-44 lbs		75-77-02	75-77-02					Follow us on Twitter @ubegg					
48-50 lbs		82-84-02	82-84-02										
50 lbs & up		88-85-02	88-85-02										

**4.48 inches wide by 3 inches high**

Page 1 - Price Current - February 21, 2018

Urner Barry's Egg Price Current Report | PAGE 2

EGG PRODUCTS, \$/lb				EGG PRODUCT SITUATION			
FROZEN (30 lbs Cases)	3,600 lbs (+TL)	20,000 lbs (+TL)	Cage-Free	Demand for liquid continues to improve as shell eggs flow into the graded arena. Processors are supplementing sales of shell eggs with all three categories of liquid. Whole egg and whites trade at premiums to our printed lines, while yolk values have moved into fully supportive territory. Dried whites are held confidently on improved inventory positions and reduced call for yolk. Competition in the international market is growing. European prices continue to track lower, especially with more layers expected to come online in the region after Easter.			
White, No Color	860-910-020	810-840-020	-	Brian A. Moscoogluri - <a href="mailto:briam@urnerbarry.com">briam@urnerbarry.com</a>			
White	530-580-010	480-500-010	-	Follow us on Twitter @ubegg			
Yolk Sugar 43% solids	1,300-1,350	1,230-1,280	-				
Yolk Salt 43% solids	1,270-1,320	1,210-1,260	-				
<b>LIQUID IN PORTABLE CONTAINERS</b>	<b>3,600 lbs (+TL)</b>	<b>20,000 lbs (+TL)</b>	<b>Cage-Free</b>				
White	830-860-020	790-810-020	-				
White	-	-	-				
Sugar Yolk	-	1,220-1,260	-				
Salt Yolk	1,260-1,310	1,190-1,230	-				
<b>EGG SOLIDS</b>	<b>2,700 lbs (+TL)</b>	<b>20,000 lbs (+TL)</b>	<b>Cage-Free</b>				
Whole Plain	3,003-315	2,80-2,90	-				
Whole	3,400-340	3,250-3,35	-				
Albumen, Spray	3,465-3,85-07	3,355-3,50-05	-				
Blend 65-75% whole egg	2,55-2,65	2,35-2,45	-				
25-35% case syrup	-	-	-				
<b>LIQUID EGGS (Picked Up)</b>	<b>Standard</b>	<b>Certified</b>	<b>Cage-Free</b>				
Whole, Unpasteurized	710-730-020	710-730-020	-				
Custom Pack, Pasteurized	750-760-020	750-760-020	-				
White, Unpasteurized	400-430-010	430-460-010	-				
Custom Pack, Pasteurized	460-490-010	490-510-010	-				
Yolk, 43% solids, Unpasteurized	1,110-1,140	1,110-1,140	-				
Custom Pack, 43% Pasteurized	1,140-1,160	1,140-1,160	-				
Yolk, Salt 43% solids, 10% salt	1,110-1,140	1,110-1,140	-				
<b>INSTITUTIONAL PACKS, FROZEN</b>	<b>2,700 lbs (+TL)</b>	<b>Cage-Free</b>					
(PURE PAK Containers 30-32 lbs. Case Weight)							
Whole	880-900-020	-					
White	530-560-010	-					
Yolk, Sugar	1,300-1,340	-					

**3.33 inches wide by 5.25 inches high**

**INVENTORY FIGURES & URNER BARRY QUOTATIONS**

INVENTORY FIGURES & URNER BARRY QUOTATIONS  
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Egg Prices 2018	6" wk	5" wk	4" wk	3" wk	2" wk	1" wk	Eastern	1" wk	2" wk
Inv/000/cases 2018	1248.9	1310.1	276/18	3/5/18	3/12/18	3/26/18	4/2/18	4/9/18	
Inv/000/cases 2017	1379.5	1335.4	1355.8	1304.7	1425.5	1429.4	1398.3	1315.7	1341.8
Inv/000/cases 2016	1117.6	1303.9	1399.3	1423.7	1482.5	1449.5	1334.4	1275.5	1323.0
Large Whites 2018	1,564	1,574							
Large Whites 2017	2004	2004	860+	1,000+	1,000+	1,000+	900+	750+	750+
Large Whites 2016	1,540	1,150	1,110+	1,110+	1,110+	1,110+	1,000+	980+	820+
Big Stock West Run 2018	750*	820*							
Big Stock West Run 2017	240*	290*	370*	370*	370*	370*	350*	350*	350*
Big Stock West Run 2016	660*	620*	610*	610*	610*	570*	490*	360*	630*

Quotations are from the "Urner Barry's Price Current" the day immediately following USDA inventory report  
\* All quotations are National standard listings - Quotations are Northeast listing.  
Data Updated: February 21, 2018

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Page 2 - Price Current - February 23, 2018



## WEST COAST EGG MARKET Ad Size:

Space available on page 1  
4" W x 1.8" H

URNER BARRY'S  
**WEST COAST EGG MARKET**

Number 009 Friday, January 12, 2018 Volume 48

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**CALIFORNIA SHELL EGGS**  
TONE: Retail demand good. Supplies held confidently. Market steady to full steady.

**CA COMPLIANT - CARTONED PACK - Net Delivered Warehouse - \$/doz.**

Jumbos	1.72
Extra Large	1.52-0.02
Large	1.48-0.05
Mediums	1.34

**WEST COAST EGG PRODUCTS**  
**LIQID EGGS - Truck TL - \$/lb.**

Whites, Unpasteurized	3.20-3.40
Whites, Pasteurized	3.60-3.80
<b>FROZEN - LTJ 3,600 lbs.+</b>	
White, No Color	800-830-020
White	510-530
Yolk, Sugar 43% solids	2,000-2,050-020
No Color	
Yolk, Salt 43% solids	1,900-1,950-020
No Color	
<b>FROZEN - Truckload 20,000 lbs.+</b>	
White, No Color	750-780-020
White	460-490
Yolk, Sugar 43% solids	1,890-1,940-020
No Color	
Yolk, Salt 43% solids	1,810-1,860-020
No Color	

**NORTHWEST SHELL EGGS**  
TONE: Retail demand good. Supplies held confidently. Market steady to full steady.

**TOP GRADE - CARTONED PACK - Net Delivered Warehouse - \$/doz.**

Jumbo	1.46
Extra Large	1.26
Large	1.23-0.03
Medium	1.12

**URNER BARRY'S West Coast Egg Market**

Editor: Richard A. Brown  
Associate Editor: Randy Pesciotta  
Market Reporter: Brian Moscoligari  
Published weekly in a variety of media by Urner Barry.  
P.O. Box 389, Toms River, NJ 08754-0389  
Phone 732-240-5330 • Fax 732-341-0891  
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**CALIFORNIA EGG SITUATION**

Supplies of jumbos are well balanced, which is not a surprise, given the amount of birds currently out of production. Extra large are in good balance. Large have moved from a surplus position earlier in the week to one of limited availability. Mediums are mixed, but in general are in good balance. At the moment this description is probably appropriate throughout the nation. Wholesale buying interest has increased on large in both areas. Bids to buy well exceed current offerings, which is a huge reversal from the picture evident only a few short days ago. Given this scenario sellers of course raised their asking prices and hold them with confidence. Completed transactions are at varying degrees of premium, with some of them being substantial. Our adjustments in the market today are only an attempt at reflecting the turnaround in conditions. Further processors are apparently active buyers of shell eggs in the NW, with most acquisitions consisting of lighter weights due to value. Very little if any activity is mentioned in California.

Movement into retail channels has picked up as the week draws to a close due to a variety of reasons, with promotional activity the leading candidate. Features are both in progress as well as scheduled for the next few weeks. Retail buyers have once again become interested in showcasing eggs predominantly large as the number of upcoming ads continues to grow. Pack will always differ from account to account. It will be interesting to see if this week's abrupt market turnaround will have any influence on these promotional campaigns. Institutional/foodservice has only changed at accounts that play the market game, which is not an overly abused situation on the west coast. Export options remain open on shell eggs both delivered by land & sea. Offshore business is considered above normal and seemingly showing consistent signs of improvement.

The market is steady to full steady.

**Egg Products**

Yolk prices remain under pressure in all forms to close the week. Processors are openly negotiating asks through the 1st half of the year, attempting to lock in business near levels which are closer to long-term averages than recent market peaks. International demand is also shifting a little in the category. Europe is hard to mouth, seeing domestic availability and reduced prices. Frozen whole egg is available below our stated ranges. Liquid, on the other hand, moves at the low side, which could be motivated by improved conditions seen in the graded complex. Whites trade within our stated ranges and remain unchanged in all forms.

Today's USDA dried egg inventory report showed that at 17,065 million pounds, total stocks declined 1% from last year and 46% from the start of January last year. Yolk makes up the bulk of the position at 6,063 million pounds. The figure is 9% higher than a month ago but still down 15% from 2017. Dried whole egg stocks were reported as 5,323 million pounds, declining 3% from last month and 50% from last year. At 5,834 million pounds, whites fell 8% from last month and 46% from this period in 2017.

To view today's dried egg inventory report and history:  
Please visit [www.ubcomtel.com](http://www.ubcomtel.com)  
Randy Pesciotta - [randyp@urnerbarr.com](mailto:randyp@urnerbarr.com)  
Follow us on Twitter @ubegg

**4 inches wide  
by  
1.8 inches high**

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## MEXICAN BEEF MARKET Ad Sizes:

Space available on pages 1, 2, 3  
8.1125" W x 1" H

MERCADO MEXICANO  
**DE RES MEXICAN BEEF MARKET**

Viernes 05 de enero de 2018 Número 01 Volumen 07

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**CHARTS/COMMENTS**

Mexican Peso, USD/MXN  
Source: Bar Chart

Mex 174 Short Loin for Exp  
Mex T-Bone/Short Loin para Exp

Mex 112 A Ribeye L-on for Exp  
Mex 112 A Ribeye L-on para Exp

**CATTLE FMR PRICE (\$/cwt) - LIVE CATTLE/PRECIO GANADO (CÓRDO)**

Region/Región	S-Jan	Oct 16	Nov 16	Dec 16
CF State Feed Steer	122.91	122.91	122.91	122.91
Texas-Oklahoma	122	123.00	123.00	123.00
Kansas	122	123.00	123.00	123.00
Nebraska	122	122.123	123.00	123.00
Combatt	NT	121-123	123.00	123.00
Dressed Basis	184-195	192-195	192.00	192.00

**USDA ESTIMATED DAILY CATTLE SLAUGHTER (HEAD) SACIFICIO/MATANZA, USDA (CABEZAS)**

6-Jan-18	6-Nov-18-2017	61,000
Week Ago/Semana Anterior		56,000
Year Ago/Año Anterior		71,000
Week to Date/Acum. a Semana Corriente		541,000
Same Per. Last Week/Acum. Semana Anterior		502,000
Same Per. Last Year/Acum. Año Anterior		543,000

**CME LIVE CATTLE FUTURES/FUTUROS DE GANADO**

Month/ Mes	Change/ Cambio	Settle/ Cierre	Volume/ Volumen	Open Interest/ Interés Abierto
Feb-18	-3.00	119.25	34,518	113,010
Apr-18	-2.98	120.85	19,957	101,655
Jun-18	-2.93	112.33	12,076	83,866
Aug-18	-2.93	109.40	4,640	27,768
Oct-18	-2.03	110.99	1,703	9,583
Dec-18	-1.20	113.13	259	5,355
Feb-19	-2.20	114.03	69	1,711

**WEEKLY MEAT PRODUCTION (M lbs)/PROD SEMANAL EST (MIL Lbs)**

Federally Inspected	Current Week	Previous Week	Year Ago
1/2/2018	451.3	428.6	453.7
Beef/Res	1.2	1.2	1.4
Veal/Vealera	459.8	405.6	445.3
Pork/Cerdo	2.0	2.0	2.5
Lamb/Cordero	914.3	872.4	902.9
Avg Cattle Slaughter (M lbs/Prod Semanal Est)	836.0	836.0	837.0

**112A 3 Lip-on, Ribeye No-Roll**

2014	2015	2016	2017
11.00	11.00	11.00	11.00

**112A 3 Lip-on, Ribeye SE**

2014	2015	2016	2017
11.00	11.00	11.00	11.00

**8.1125 inches wide  
by 1 inch high**

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RED MEAT REPORTS Ad Sizes:

Beef Report Page 1
2.6" W x 1.5" H

Beef Report Page 5
3.94" W x 2.1" H

Pork Report Page 6
2.5" W x 1.25" H

Additional ad sizes may be available.



URNER BARRY'S BEEF REPORT THE 'YELLOW SHEET' Thursday, February 22, 2018. CATTLE SITUATION. FUTURES: Futures prices were lower again Thursday and February closed at its lowest level in a week. Most-active April did the same although both held within Wednesday's wide ranges. Additional profit taking, follow-through selling and possibly some caution ahead of Friday's monthly on-feed report were among the factors weighing on futures. February cattle closed \$1.30 lower at \$128.35. April was down 85c at \$125.37. March feeders were 65c lower and April was down \$1.02.

Thursday, February 22, 2018 No. 038 Vol. 96 Uerner Barry's Beef Report | PAGE 5. BEEF VARIETY MEATS (\$/cwt) ANALYSIS. Retail Feature Price Changes Year-to-Year. continued from page 3. Pork features have generally been at higher price levels than what we saw in 2017 and 2016. In fact, retail feature prices have been 4% higher on average year to date, and have spiked as much as 13% higher on a weekly basis. This week, the index sits at \$3.83 per lb. Meanwhile, the pork chop category averages \$2.95 per lb., down 9% from the 3-year average. Pork roasts average \$2.59 per lb., 5% lower than the 3-year average, and ribs are down 1% at \$2.25 per lb. This week, Much of the pork complex is propped up by retail brand label bacon prices, up 26% from the 3-year average and record high for the period.

URNER BARRY'S PORK LAMB & VEAL REPORT THE 'YELLOW SHEET' Thursday, February 22, 2018. HOG SITUATION. FUTURES: Lean hog futures continued the upswing Thursday from the previous two days and reached 2 1/2-week highs in most contracts. Follow-through buying, some short covering and possibly new buying interest as well along with ideas among some traders that cash prices may stabilize soon were among the supportive factors. April rose \$1.375 to \$71.275. June gained \$1.65 to \$82.95. CASH: Packers quoted today weighted prices early in the day. The USDA's national veal average price this afternoon was down 4 cents. The regional weighted averages ranged from 18c to 75c lower. The terminal markets were steady to lower.



## COMTELL®

Our flagship service, *ubcomtell.com*, is the premier source for market news, commentary, price quotations, and historical pricing data for the poultry, egg, red meat, and seafood industries.

**Primary Readership Profile:** Users of this service are the large volume buyers and sellers in the industry. The platform of targeted subscribers on our site allows you to engage with a highly receptive group of key industry players every minute of the day. COMTELL users spend more time on this website than any other protein trade site.

### Web Banner Ad Sizes:

COMTELL Homepage  
750 x 70 pixels

Vertical

160 x 600 pixels

Available spots:

- COMTELL News Page.
- Vertical ads can also be placed on specific commodity pages: Poultry, Eggs, Red Meat, or Seafood.

**ALL WEB BANNERS ARE PLACED IN ROTATION**

## Foodmarket.com

Supplies up-to-the-minute breaking news and market information for the egg, red meat, and poultry industries.

**Primary Readership Profile:** Brokers, traders, sellers, allied industries, producers, retailers, foodservice buyers and distributors rely on *Foodmarket.com* for news at their fingertips.

### Web Banner Ad Sizes:

Vertical

160 x 600 pixels

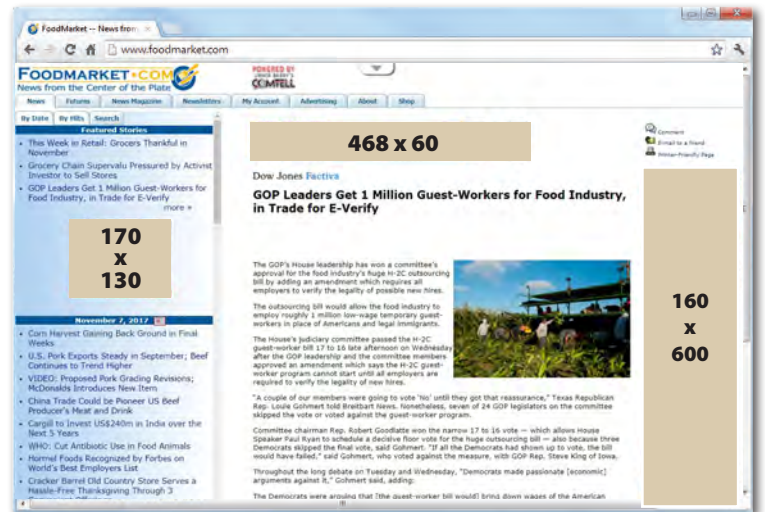
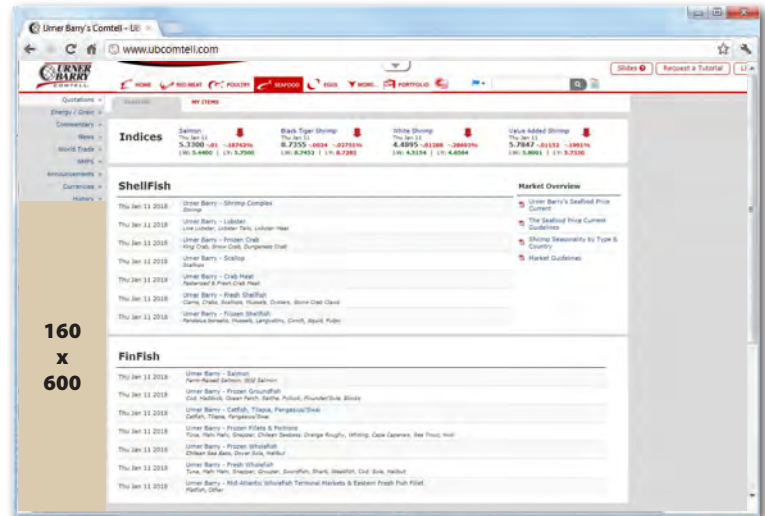
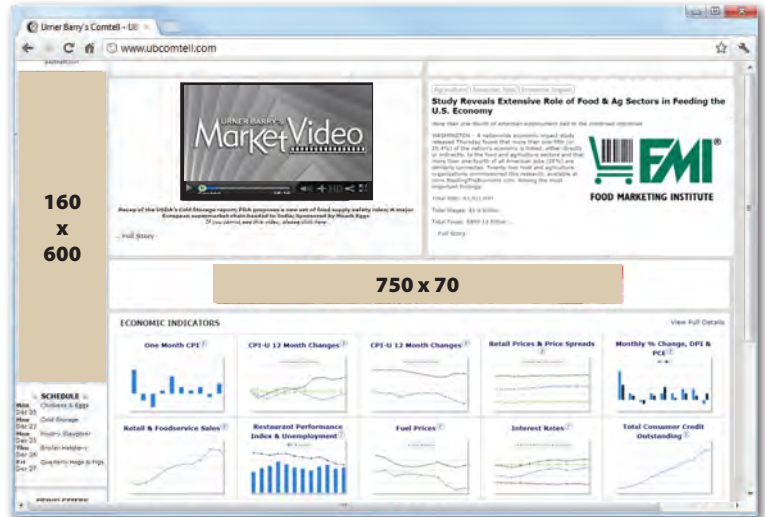
Horizontal

468 x 60 pixels

Headline

170 x 130 pixels

**ALL WEB BANNERS ARE PLACED IN ROTATION**





## Seafoodnews.com

This service is the most recognized and trusted source of online seafood trade news in the industry.

**Primary Readership Profile:** The broadest and most extensive group of seafood producers, sellers, importers, brokers, traders, distributors, buyers, foodservice and retail executives, restaurant owners, and chefs.

### Web Banner Ad Sizes:

Vertical

160 x 600 pixels

Horizontal

936 x 120 pixels

Headline

170 x 130 pixels

**ALL WEB BANNERS ARE PLACED IN ROTATION**

**Vertical Banner:** 170 x 130 pixels. Text: "European Importers Move to Strengthen Dutch Shrimp Trade with High Level Hearings in USA".

**Horizontal Banner:** 936 x 120 pixels. Text: "936 x 120".

**Featured Stories:**

- South Korea Plans US \$500 Million Investment in Pollock Processing Factories in Russia
- Alaska Opilio Fishing Off to Slow Start; Most Expect Prices to Settle Lower than Last Year
- Whole Foods Has a 'High Class' Problem that's Leading to 'Entirely Empty' Shelves
- Importers Fearful of Shrimp Disaster
- Bering Sea Pacific Cod "A" Season Could be Shortest Yet

**Articles:**

- Bering Sea Cod Fleet Expected to Double this Year** - SEAFOODNEWS.COM | Bristol Bay Times & Dutch Harbor Fisherman | by Jim Paulin - January 16, 2018
- Price Talks Delay Commercial Dungeness Crab Season in Oregon** - SEAFOODNEWS.COM | (The Daily Astorian) | by Katie Frankowitz - January 16, 2018

**Vertical Banner:** 160 x 600 pixels. Text: "160 x 600".

**Horizontal Banner:** 936 x 120 pixels. Text: "936 x 120".

**Article:**

### Bering Sea Pacific Cod "A" Season Could be Shortest Yet

SEAFOODNEWS.COM | (The Daily Astorian) | by Katie Frankowitz - January 16, 2018

Waters in the Dutch Harbor subdistrict, where there's no limit on the number of boats, this year, at least 50 are expected when the season opens...

While it's still too early for boats to register for the Dutch Harbor subdistrict, Beber reported a high level of interest. "You assume that since they're asking question, they're coming to fish out here."

The small boat Pacific cod quotas for 2018 are down in the Bering Sea, but the decline is not nearly as drastic as in the Gulf of Alaska, according to the Alaska Department of Fish and Game. It's the difference between a 16 percent drop in state waters in the Bering Sea, and an 80 percent decline in the Gulf.

The Dutch Harbor quota is 28.4 million pounds, and the Aleutian Islands' is 32.8 million, for a total of about 41 million pounds in state waters within three miles of shore in 2018, according to the Dec. 14 announcement.

"That's more than the entire 2018 Gulf-wide quota for small boats, of 9.8 million pounds, an enormous drop from 48.4 million pounds in 2017."

Cod stocks are in the worst shape recorded by federal records, dating back to 1986, according to National Marine Fisheries Service biologist Krista Miami in Unalaska. But she expects better conditions in a few years, since water temperatures that rose a few degrees have returned to normal.

"We're fairly confident it's going to recover. Cod tends to be robust if the water temperatures stay where they're supposed to," Miami said.

But weather experts expect more of the same, according to a scientific article published this month in the Bulletin of the American Meteorological Society, entitled "The high latitude marine heat wave of 2016 and its impacts on Alaska." It reported on a project of the National Oceanic and Atmospheric Administration and U.S. Geological Survey.

Owing to the "trajectory of the present climate," indications are that "extreme anomalies like 2016 will become common in the coming decades." Human activity played a part in the creation of





## Email Newsletters

News Summary emails target subscribers of *SeafoodNews.com* and *Foodmarket.com*.

**Primary Readership Profile:** Email subscribers, large and small volume buyers and suppliers in the industry.

**Frequency:** Daily.

**Advertising Opportunities:** Use our standard sizes for horizontal, vertical, and headline web banners.

## SeafoodNews.com News Summary

### Ad Sizes:

#### Vertical

160 x 600 pixels

#### Horizontal

600 x 90 pixels

#### Headline

170 x 130 pixels

## Foodmarket.com News Summary

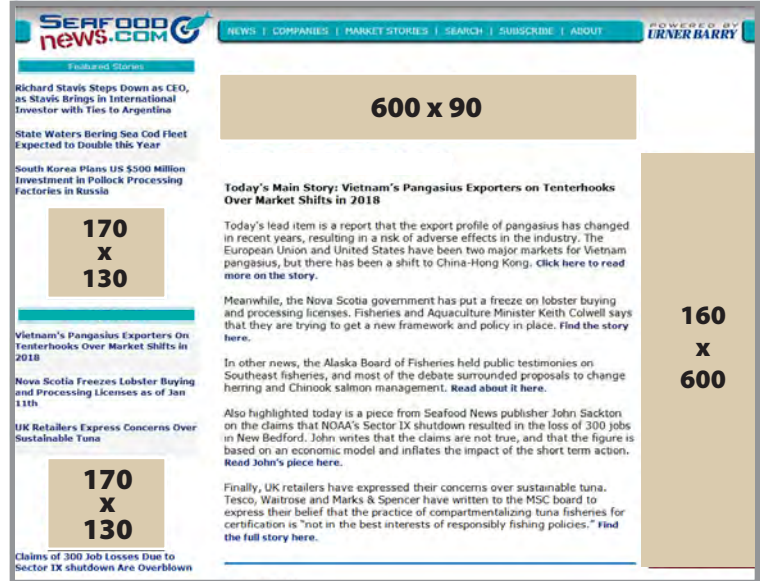
### Ad Sizes:

#### Horizontal

468 x 60 pixels

#### Headline

170 x 130 pixels



**600 x 90**

**160 x 600**

Today's Main Story: Vietnam's Pangasius Exporters on Tenterhooks Over Market Shifts in 2018

Today's lead item is a report that the export profile of pangasius has changed in recent years, resulting in a risk of adverse effects in the industry. The European Union and United States have been two major markets for Vietnam pangasius, but there has been a shift to China-Hong Kong. [Click here to read more on the story.](#)

Meanwhile, the Nova Scotia government has put a freeze on lobster buying and processing licenses. Fisheries and Aquaculture Minister Keith Colwell says that they are trying to get a new framework and policy in place. [Find the story here.](#)

In other news, the Alaska Board of Fisheries held public testimonies on Southeast fisheries, and most of the debate surrounded proposals to change herring and Chinook salmon management. [Read about it here.](#)

Also highlighted today is a piece from Seafood News publisher John Sackton on the claims that NOAA's Sector IX shutdown resulted in the loss of 300 jobs in New Bedford. John writes that the claims are not true, and that the figure is based on an economic model and inflates the impact of the short term action. [Read John's piece here.](#)

Finally, UK retailers have expressed their concerns over sustainable tuna. Tesco, Waitrose and Marks & Spencer have written to the MSC board to express their belief that the practice of compartmentalizing tuna fisheries for certification is "not in the best interests of responsibly fishing policies." [Find the full story here.](#)



**468 x 60**

**170 x 130**

Today's News Summary:

Headlining the news today is word that Darden Restaurants announced the appointment of Dave George as Executive Vice President and Chief Operating Officer (COO), a new position within Darden. As COO, George will maintain his oversight of Olive Garden, Bahama Breeze, Seasons 52 and International Franchising while adding Cheddar's Scratch Kitchen to his leadership portfolio. He will continue to report to Gene Lee, President and CEO of Darden.

In other news, Carl Buddig and Company acquired an additional manufacturing facility in Montgomery, Illinois. The location is the company's fourth manufacturing site in the state. Production at the 280,000-square-foot facility will begin this spring. The sale closed on January 19th, and the acquisition will expand the Carl Buddig Illinois-based workforce to more than 1,800 employees. Previously, in June 2017,





## Market Updates

Email updates sent for each commodity: seafood, poultry & egg, and red meat. The *Market Update* email is an excellent complement to our customers' COMTELL or publication service.

**Frequency:** Daily.

**Advertising Opportunities:** Use our standard sizes for vertical web banners.

### Web Banner Ad Size:

Vertical

160 x 600 pixels



## RED MEAT MARKET UPDATE

FOLLOW US ON @UBBeef @UBPork @UBByProducts @UBLambVeal @UrnerBarry

- » Darden Restaurants Announces Leadership Appointments
- » VIDEO: Pre-Report COF Estimates; Tyson Recognized by Fortune Magazine
- » Carl Buddig and Company Expands Manufacturing Footprint in Illinois
- » CHART: Industry Expectations for Weekly Cattle Slaughter
- » CHART: Industry Expectations for Weekly Hog Slaughter
- » Can a Chinese Mega-Retailer Make a Killing off Montana Beef?
- » Headlines Worth Reading - January 23, 2018
- » EU Refers Polish Pork Sector Merger to Local Competition Regulator
- » Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative
- » Cash Hog Outlook: Some Plants Still Dealing with Aftermath of Winter Storm
- » BEEF: Boxed Beef Mid Morning Tone
- » Cash Cattle Outlook: Quiet; Some Plants Still Digging Out from Storm
- » Today's Hog Slaughter Projected 439,000; Cattle 107,000
- » PORK: Mid Morning Tone
- » NOTICE: Livestock Slaughter and Poultry Slaughter will be released on Thursday, January 25, 2018
- » National Steer & Heifer Estimated Grading Percent Report
- » Estimated Pork Packer Margin Indices
- » BEEF: Boneless Beef Mid Morning Tone
- » Weekly Estimated Cattle Show Lists
- » LAMB & VEAL: Urner Barry's Lamb & Veal Retail Features
- » PORK: Urner Barry's Pork Retail Features
- » BEEF: Urner Barry's Beef Retail Features

160  
X  
600

Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative

## SEAFOOD MARKET UPDATE

FOLLOW US ON @UBSeafood @SeafoodcomNews @UrnerBarry

- » Shrimp Closing Commentary
- » VIDEO: Retail Features; Coast Guard, NOAA Seize Shrimp
- » This Week in Retail: Retail Indices Currently Running Above 5-Year Averages
- » Headlines Worth Reading - January 19, 2018
- » Urner Barry's Seafood Retail Features
- » Frozen Groundfish Closing Commentary
- » Crab Meat Closing Commentary
- » Catfish, Tilapia & Pangasius Closing Commentary
- » Frozen Wholefish Closing Commentary
- » Salmon Closing Commentary
- » Fresh Wholefish & Western Fresh Fish Closing Commentary
- » Frozen Crab Closing Commentary
- » Lobster Closing Commentary
- » Mid-Atlantic Wholefish & Eastern Fresh Fish Fillet Closing Commentary

160  
X  
600

Shrimp Closing Commentary

26-30 count Latin American HLSO white shrimp are full steady to firm with a few offering noted higher. The balance of the market is about steady at listed levels. HOSO shrimp continue barely steady to weak.

Asian white shrimp remain barely steady to weak throughout the complex with some further discounting noted. Demand is rated quiet

8-12 and smaller HLSO black tiger shrimp are about steady. Peeled shrimp are about steady for 8-12 and smaller. 6-8 and larger shrimp are full steady; supplies light.

**Gulf Domestic Shrimp:** Higher replacement pricing, supply concerns, and limited opportunities for replacement are all price supportive. Today, premiums were noted on U12 through 31-35 count headless shell-on brown shrimp, and scattered count sizes of HLSO white shrimp. PUD's firmed largely across-the-board, and strength was seen in 61-70 and 71-

## POULTRY & EGG MARKET UPDATE

FOLLOW US ON @UBEgg @UBPoultry @UrnerBarry

- » Darden Restaurants Announces Leadership Appointments
- » VIDEO: Pre-Report COF Estimates; Tyson Recognized by Fortune Magazine
- » ANALYSIS: USDA Weekly Shell Egg Inventory
- » Carl Buddig and Company Expands Manufacturing Footprint in Illinois
- » Don't Count Your Chickens; NAFTA's End Could Hit U.S. Poultry Hard
- » China Chicken Sample Tests Positive for H5 Bird Flu Virus
- » Headlines Worth Reading - January 23, 2018
- » Smithfield Foods Commences 10th Anniversary of Helping Hungry Homes® Initiative
- » Egglan's Best Launches New, Premium Chicken Food For Backyard Chickens
- » Police: 1 Person Shot at Chicken Processing Plant
- » EGG: Mid Morning Tone
- » CHICKEN: Mid Morning Tone
- » TURKEY: Mid Morning Tone
- » Urner Barry Mid Morning Tone
- » NOTICE: Livestock Slaughter and Poultry Slaughter will be released on Thursday, January 25, 2018
- » CHICKEN: Urner Barry's Chicken Retail Features
- » EGG: Urner Barry's Egg Retail Features
- » TURKEY: Urner Barry's Turkey Retail Features

160  
X  
600

OIE: Afghanistan Reports Two Bird Flu Outbreaks

Afghanistan has reported two outbreaks of a highly contagious bird flu virus, the World Organisation for Animal Health (OIE) said on Tuesday, citing a report from the Afghan agriculture ministry.

The H5 virus was detected in a backyard in Kabul where it killed 6 birds and in the Bagrarni village nearby, where it killed 15, the Paris-based OIE



## Email Notifications

COMTELL Notifications are sent to our Market Price Reports subscribers.

**Frequency:** Daily.

**Advertising Opportunities:** Use our standard sizes for horizontal, vertical and headline web banners.

### Web Banner Ad Size:

Headline: 170 x 130 pixels

## Email Alerts

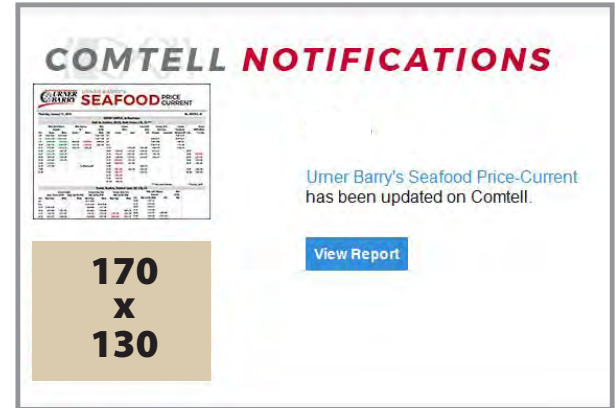
Foreign Trade Data's *Trade Alert* targets seafood industry subscribers. Users of this site can create import or export reports of specific species, track volume from certain countries, stay up to date with trade alerts and read the latest Insider's reports.

**Frequency:** 2-3 times per week.

**Advertising Opportunities:** Use our standard sizes for horizontal, vertical and headline web banners.

### Web Banner Ad Size:

Horizontal: 468 x 60 pixels



**COMTELL NOTIFICATIONS**

URNER BARRY'S SEAFOOD PRICE-CURRENT has been updated on Comtell.

[View Report](#)

**170  
X  
130**



**URNER BARRY'S Foreign Trade Data Trade Alert**

Trade Alerts | Custom Data | Census Data | Insider's Reports | Refusals | Alerts | Warning Letters

**In This Issue:**

**468 x 60**

**Trade Alerts:**

- FDA Posts Draft Guidance for Issuance of Public Warnings, Notifications and Recalls
- Hook One of the Last Seats at the Seafood Import Workshop
- FDA Import Alert Updates

# DIGITAL MEDIA

## Daily Video

Uerner Barry's *Daily Market Video* is growing in viewership! Over 90% of hits are generated directly through COMTELL. Target your customers directly with this unique advertising opportunity.

**Primary Readership Profile:** COMTELL subscribers.

**Frequency:** Daily.

**Advertising Opportunities:** Use our standard sizes for vertical web banners.

### Web Banner Ad Size:

Vertical  
160 x 600 pixels

## Audio Podcast

The *Seafoodnews.com* podcast is a fun and engaging weekly audio show for seafood professionals and fish lovers on the go. Each episode, which is available to download for free on SoundCloud or iTunes, touches on seafood industry trends and market bites. This is a one-of-a-kind opportunity to broadcast your message to listeners ranging from processors and distributors to consumers.

**Primary Readership Profile:** *Seafoodnews.com* subscribers

**Frequency:** Weekly.

**Advertising Opportunities:** Audio sponsorship.

URNER BARRY'S  
**Market Video**



## File Requirements

Please read and follow the guidelines below to insure compatibility. We cannot guarantee how your publication will print if using formats that do not comply to these specifications.

### Digital File Requirements for Print Ads

Our publications are produced electronically, direct-to-plate using Adobe InDesign Creative Cloud on the PC platform.

The following file formats are acceptable: Adobe Photoshop, Illustrator, and InDesign, however, **the preferred format is Adobe PDF with all fonts embedded.**

- All art should be clearly and consistently named and linked, and all fonts included. All links must be embedded.
- Photoshop files must be 300 ppi for photos and 600 ppi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files.
- EPS files from Photoshop or Illustrator must be a high resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths.
- PDF files must be high-resolution (300 ppi). Press Quality PDF format is preferred. ALL fonts must be embedded.

When sending files that were created on a Mac, always include a file extension at the end of ALL file names (.indd, .eps, .ai, etc.). The preferred file from a Mac is a Press Quality PDF with all fonts converted to outlines.

Ads created using any Microsoft product (i.e. Word, Publisher, Powerpoint, etc.) cannot be guaranteed. Every effort will be made to convert and/or redesign your ad utilizing these files. A follow-up proof is required and agency discount will not apply.

Photographs from websites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 ppi) images must be received.

**PLEASE OFFSET CROPMARKS SO THAT THEY ARE NOT IN THE BLEED/PRINTING AREA.**

### Color Requirements for Reporter

*Urner Barry's Reporter* is printed in full-color (4-color process). **All files must be CMYK.** Files with spot, RGB, Pantone, Trumatch or any other colors will be converted in-house and final color is not guaranteed to match your proof.

### Transferring Large Files

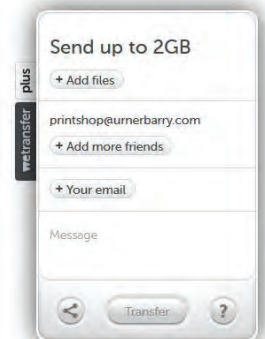
Urner Barry's Printshop (see next page) transfer site is available for uploading files that are large in file size, or for an alternate method to sending files via email.

Visit the transfer site here:

<https://ubprint.wetransfer.com>

You will see a box like the image on the right.

- Add multiple files in the top box.
- You will see the printshop email address - please DELETE that email and add **advertise@urnerbarry.com**





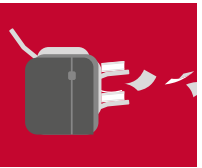
## Urner Barry Printing Opportunities

Did you know that Urner Barry has an in-house Print Shop that can service your design, printing, and mailing needs?



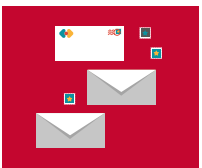
### Design

Equipped with state-of-the-art software, Urner Barry's Print Shop offers quality graphic design. From concept to completion, our skilled staff will assist you through the process of creating effective and attractive layouts for your printed pieces.



### Print

Urner Barry's print services provide a wide range of options to meet your needs. Our experienced staff utilizes the latest in both digital and offset printing technologies and bindery equipment to complete your project in a professional and timely manner.



### Mail

Bulk mailing with Urner Barry will save you time and money. Direct mail is one of the most economical and effective communication and marketing tools available. We can handle all the essential steps necessary to get your promotion into the mail stream efficiently while staying within your budget.

### Value & Service

Our goal is to deliver 'on-time' printing and mailing solutions with exceptional service and quality products at competitive prices.

Large or small, your job is handled with individual attention, care, and precision from start to finish. Our service is second-to-none and we stand behind our work 100%.

Call the Print Shop directly at **732-575-1980** today for a free, no-obligation consultation or email us at [printshop@urnerbarry.com](mailto:printshop@urnerbarry.com).

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