



Sfpa

FOOD FORUM

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

JANUARY 2006

<http://www.sfpa-food.org>

Lisa Gordon - 919-515-2956

President's Message

Happy New Year!! I hope each of you had a wonderful 2005 and are looking forward to an even better 2006. That is definitely the case when referring to the Southeastern Food Processors Association. The Savannah convention was outstanding! Our expectations for this year's convention at the Myrtle Beach Marriott Resort are even greater.

Matthew Fox wrote: "Life and livelihood ought not be separated but to flow from the same source, which is Spirit..... both life and livelihood are about living in depth, living with meaning, purpose, joy and a sense of contribution to the greater Community".



Our organization is a true manifestation of this statement. We are brought together by our own respective livelihoods but through the personal relationships and the work we do to improve the food industry we become part of each others lives. The SFPA has blessed members with friendships that have lasted decades and yet still welcomes new member as if they were old classmates. The willingness to accept new ideas and new members is why we have been so successful and a requirement for us to continue the great work throughout the southeast. As we heard from the students at the Savannah Convention, our commitment to scholarship endowments and food science education will allow us to keep attracting superior talent to the food industry.

Our customers are becoming more sophisticated, our consumers are increasing product expectations and our competition is now global. The work we do to increase the Southeastern food industry knowledge and the talent we attract to this industry are critically important. The ability to meet and exceed these demands in the future may rely on our ability to lay those foundations today and that is at the heart of what the Southeastern Food Processors Association is trying to do.

I am truly looking forward to 2006 and growing as an association. Please invite your associates and colleagues to participate and become part of our wonderful association.

Al Williams, President
Bush Brothers

Savannah's Meeting 2005

The annual SFPA conference held at the Hotel Desoto in Savannah was another great success! Approximately sixty members were welcomed with pleasant weather to complement the beautiful sites of this historical city. Beginning with the supplier's reception on Thursday night, everyone got the chance to catch up on the past year and enjoyed meeting new acquaintances. Dinner and refreshments were served in the Harbor View room overlooking the city's skyline at sunset.

Friday morning began all of the normal business, starting with a Savannah history lesson from the Victorian Lady. Continuing a tradition started last year, Bill and Shirley Morris hosted a spouse's program coinciding with the regular speakers. This year's topic was all about the art of pairing Port and Chocolate. All were treated to several homemade chocolate recipes paired with a different Southeastern port wine. What a delightful way to start off a morning! Afternoon activities opened with the annual golf and tennis competitions.

Saturday morning resumed another exceptional round of speakers. The conference grand finale, the President's Banquet and Silent Auction was successful for both individuals and our scholarship funds. Sales from

the three raffle items brought in \$2375 while the silent auction items collectively raised \$3505, equaling a grand total of \$5880 for student scholarships. An additional \$2000 was donated by an anonymous donor to go towards the Clemson University endowment. Overall the SFPA members and their guests enjoyed great atmosphere, great company and as always, great food. We hope to see everyone next year at Myrtle Beach!



Dr. John Rushing shown with the Victorian Lady (Ardis Wood) who enlightened us with stories of Savannah.

In Our Thoughts and Prayers

Our sincere condolences go to Stanley Carroll (T.W. Garner Food Co.) and family for the loss of his son and daughter-in-law, Sean Christian Carroll and Rachael Sutton Carroll. The couple was killed in a car accident that occurred the week of Thanksgiving, just a month after being married. Sean served in the United States Marine Corps and was in California ready to deploy to Iraq when the tragic incident occurred. Funeral services were held on December 2 and 3, 2005. Stan and his wife Angelic would appreciate any memorials be made to the Navy-Marine Corps Relief Society or the American Cancer Society.

Friendly Competition

During the conference, several individuals partook in the leisure sporting events available for entry by all members brave enough to face a little friendly competition.

On the green, the team of Jack Haddock, Tony Golding, and Larry Campbell took home first place. Second place went to Stan Carroll, Bob Larsen, Drew Andrews and John Nestovogel. Closest to the Pin winner was Chris Horn and the Longest Drive was smacked by Al Williams.

For tennis, Richard Moon was our grand champion followed by a close set of wins by Francis Swink and Lori Cane for the women.

Raffle winners (the luckiest winners of the weekend) were the following:

Winner of the bracelet: Pam Carter

Winner of the weekend in Savannah: Connie Gast

Winner of the 22 Caliber Rifle: Larry Garret

Spice it Up or Down

Several spices commonly used during the holiday season are said to be more expensive in 2006. After years of relative lows, the Indian crop of red pepper is quoted higher. Planting reductions and heavy rains that delayed pickings this year will result in a crop shortfall of about half. Garlic prices will also continue to rise. In the U.S., the California crop was the smallest in decades. In China, the harvest is over and supplies are very short due to unseasonably cold weather and a high demand for fresh garlic. Some good news comes from ginger, black pepper, nutmeg, and mace markets being a bit softer which presents excellent buying opportunities and lower prices.

A Clemson Thank You

Dear Scholarship Committee,

Thank you for your scholarship. My junior year in food science has started out very exciting!

This scholarship accompanies me through my first semester of true food science classes; and although I have not yet decided how to apply what I study now into what I will do in the future, I have enjoyed learning about all the different applications and developing my interests. I have not decided which emphasis area in food science to lean on, but as I learn more about each (food technology versus human nutrition) I find that my interests lie somewhere in the middle; consequently, I have decided to pursue both emphasis areas in order to keep my options open!

In order to come up with a career decision, I have come up with a plan for the remaining time before graduation in May of 2007. I want to gain a comfortable amount of food science experience (through class work, internships, and interaction with faculty and other students) and pursue extracurriculars that may further influence my interests. As of this semester, I have started the Calhoun Honors College,

have joined the Clemson Women's Rowing Team, have independently started growing a vegetable garden at my on-campus apartment, and was able to work in the Clemson Microcreamery for a number of weeks. I use each of these activities to shape me into who I am becoming.

Even if I have not made up my mind about a number of important future decisions, I am well on my way and making progress everyday! Thank you for your scholarship - it motivates me to continue pursuing the interests that will one day define who I am!

With sincere appreciation,
Annie Zeiler

Need an Extension on Trans-fat Labels?

The Food and Drug Administration (FDA) announced the availability of a guidance document entitled, "Requesting an Extension to Use Existing Label Stock after the Trans Fat Labeling Effective Date of January 1, 2006." The trans fat final rule published in the Federal Register on July 11, 2003. This guidance document provides guidance to FDA and the food industry about when and how businesses may request the agency to consider enforcement discretion for the use, on products introduced into interstate commerce on or after the January 1, 2006, effective date, of some or all existing label stock that does not declare trans fat labeling in compliance with the final rule. For more information, see Federal Register: December 14, 2005 (Volume 70, Number 239, Page 74020).

A Sanitary Equipment Design Checklist

As you enter the new year, one of the key food safety issues in your plant might be to reassess your sanitary design of equipment and facilities. Without proper materials and design, "cleaning and sanitizing" becomes a very difficult - if not impossible task. So, check out this list and see how you measure up.

- Equipment must be cleanable to a microbiological level
- Compatible material must be used with process chemicals and cleaning and sanitizing agents
- Food contact surfaces must be smooth, accessible and impervious
- Equipment must be easily disassembled for cleaning and sanitizing
- Equipment must be self draining

- Hollow framework must be sealed, not drilled or tapped
- Equipment must be sanitary while in operation
- Maintenance enclosures must be hygienically designed (e.g. electric control panels, gear closures, valves, switches, etc.)
- Validate cleaning and sanitizing protocols

Source: American Meat Institute Sanitary Equipment Design Task Force

A New Venture

If you have lost track of Steve Peters, good news - he has reappeared and is going into the real estate business. He recently contacted Lisa Gordon and wanted to make sure all his old friends knew where he was and what he is doing. His contact information is listed below:

Steve Peters	513-271-0108 (Home)
7409 Juler Ave.	513-708-6640 (cell)
Cincinnati, Ohio 45243	s_peters23@yahoo.com

2005 Top Food Stories

1. The expansion of the food pyramid topped the charts as the country's No. 1 food related news story in 2005. The new Web site, MyPyramid.org, allows individuals to personalize a pyramid based on age, gender, and physical activity. Officials hope that the new pyramids will spark a renewed interest in healthy eating habits.
2. The preemptive reform for trans fat food labeling. In 2003, the U.S. Food and Drug Administration announced that starting January 1, 2006, the listing of trans fat content or trans fatty acids would be required on the nutrition facts portion of food labels. In a race to avoid negative labeling, food companies rushed trans fat free products to market. Recently, Girl Scout Cookies joined the myriad of other food products that have been "de-transfatted" by starting their annual cookie drive with healthier treats.
3. Hurricane Katrina's impact on the New Orleans food industry. Hurricane Katrina devastated the food industry, causing manufacturing plants to shut down and shuttering or ruining the city's nearly 3,500 restaurants. While shrimp and oysters took the biggest hit, produce and coffee also felt the fierceness of the storm.
4. Pasta lovers rejoice! This year, Atkins Nutritionals, Inc., the company that propelled low-carb eating into a national diet frenzy, filed for bankruptcy. In November, the company announced that it is transforming itself to a "nutrition food company."
5. Earlier this year, PBS announced that Sesame Street would kick off its 35th season with a multi-year storyboard featuring healthy habits. The beloved Cookie Monster is

now advocating moderation in cookie consumption by eating fewer cookies and singing a new song, "A Cookie is a Sometimes Food."

6. Facing growing pressure from legislators and child advocacy groups, food makers implemented tighter voluntary restrictions on ads aimed at children. Early in 2005, Kraft Foods Inc. established such guidelines announcing that they would cease advertising certain products during cartoon shows and other broadcast and print media viewed primarily by children ages 6 - 11.

7. After completing her five month prison sentence, Martha Stewart returned to star in her own syndicated daytime program. Her presence once again graced Fortune's list of the 50 most powerful women in business.

8. The U.S. Supreme Court voted to allow consumers to purchase wine from out-of-state wineries, ruling against states that have banned these shipments in the past. This gives wine lovers access to a far broader range of wines and raises the bar on wine quality.

9. How big a deal was it that Cristeta Comerford became the first woman and first minority to serve as executive chef for the White House? Enough to rank this accomplishment at No. 9.

10. For the No. 10 spot there was a tie! Tipping the scales to round out the list as the No. 10 stories are fat cats actually getting fat and Whole Foods revolutionizing grocery shopping. Obesity, a condition that for decades has been more prevalent among lower income earners, is now skyrocketing amid affluent Americans. A recent study revealed that obesity is growing fastest among Americans who make more than \$60,000 per year. Whole Foods, which turned 25 this year, has only 171 stores nationwide (with more in planning), but according to supermarket experts, the company has pushed the limits for the industry. Whole Foods is making their mark by staking their future on an entirely different premise: shopping as entertainment.

In addition to ranking the year's top food stories, those surveyed were asked their opinions on several hot topics within the industry. Editors had vast opinions on the next big diet trend in 2006, ranging from the Raw Foods Diet to Glycemic Index. When asked to suggest one thing that Americans should do to improve their health, 30 percent of respondents cited more exercise, while 15 percent recommended implementing better portion control. Other suggestions included cutting back on fast food, preparing dishes at home, and self-education about healthy eating habits.

The survey was conducted by Hunter Public Relations, one of the nation's leading public relations agencies serving the food and beverage industry. Based in New York, Hunter Public Relations reached out to more than 1,200 food editors across the country for this survey.



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