



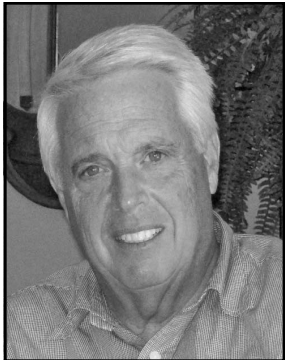
Sfpa

FOOD FORUM

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION
<http://www.sfpa-food.org>

February 2010

President's Message



As we focus on the 2010 activities of the SFPA, one's thoughts may turn to what works and what does not work. In every group endeavor individual results are expected but it is teamwork that works. We see this in our business, in our families, and in our

culture.

With this in mind, a reminder of other's thoughts about teamwork is worth considering.

Here are a few comments:

- "Coming together is a beginning. Keeping together is progress. Working together is success." – Henry Ford
- "If everyone is moving forward together, then success takes care of itself." – Henry Ford
- "Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work." – Vince Lombardi
- Teamwork is working together – even when apart.
- Teamwork divides the task and doubles the success.
- "No one can whistle a symphony. It takes an orchestra to play it." – H.E. Luccock

Two important SFPA opportunity deadlines are upon us. The first is SFPA University's first annual educational program. This learning conference is scheduled for March 9-10 at The University of Tennessee, Knoxville, TN, UT Agricultural Campus. Speakers will include:

- Dr. Bill Hurst, PhD, University of Georgia
- Dr. Faith Critzer, PhD, University of Georgia
- Dr. John Mount, PhD, University of Tennessee
- Ed Stockton, President of Country Fresh Food and Confections, Inc.
- Dr. Tim Haley, PhD., Director of Research, Food Safety and Regulatory Compliance, Bush Brothers Inc.

The focus of this year's conference will be the most current information regarding food safety practices. You can contact Drew Andrews for additional details at dandrews@elitespice.com or Bill Morris, University of Tennessee at wcmorris@utk.edu.

Additionally, Tony Treadway at Creative Energy is closing out the participants for the SFPA 2010 "Buy the South's Best Food's" food brands marketing program. This year's marketing program has been expanded but the cost for participation has been reduced. Here is what the total SFPA member cost of \$9700 buys:

- One coupon space in the May Co-Op FSI newspaper ad targeting 11,442,000 consumers with circulation across MS, AL, GA, FL, SC, NC, TN, & KY
- Your product recommended as an ingredient in the national \$500 SFPA Recipe Contest promoted in all FSIs
- Your product included in a full page in the April/May 2010 edition of *Taste of the South* magazine with a circulation of 125,000 households, promoting the SFPA Recipe Contest
- Your product included as part of the SFPA Promotion in the March 2010 issue of *The Shelby Report* to grocery retailers
- Your product included in all SFPA new releases
- All creative and coordination charges are included

The brands who participate will also benefit from the following program objectives:

- Promote a SFPA membership “South’s Best Food’s” themed marketing campaign
- Offer a significant marketing value – cost of \$9700 compared to going solo at \$62,500
- Help increase brand participation retail distribution, consumer trial, and sales
- Take advantage of a turn key program – no work for participating brands
- Help support the SFPA’s goal of adding value to SFPA membership

The SFPA board members have voted to award \$5,000 in scholarships for 2010 compared to \$3,500 in 2009. This increase is possible due to membership participation and fund raising through this past year’s convention raffle and silent auction. The 2009 convention expenses also resulted in a positive revenue gain compared to the past two year conventions with a combined approximate - \$23,000 revenue loss.

Sea Pines at Hilton Head is going to be a great treat as the 2010 SFPA Convention site. Plans are being made for outstanding speakers, fun entertainment, activity options, and great food. If you have any suggestions for this year’s convention, let me know.

Good Selling
Tom Densmore

The SFPA would like to announce two new members to the organization.

- Danny Andrews International Paper
Lumberton, NC Ph: 910.738.6214
- Ty Smith Evergreen Sweeteners
Marietta, GA Ph: 678.758.1104

Welcome! Look forward to your participation and involvement in our association. Great to have you all on board.

Nutritional News About Sara Lee

Sara Lee delights millions of consumers and customers worldwide and has one of the world’s leading portfolios with its trusted food, beverage and household brands. These brands generate approximately \$13 billion in annual net sales covering over 200 countries. In December 2009, Sara Lee announced it’s commitment to reduce salt an average of 20 percent over the next five years across it’s key categories of fresh bread, hot dogs, lunchmeat and breakfast foods. This pledge is only one example of it’s wellness and nutrition initiatives.

In recent national data (USDA, 2008), the average American consumes more than one and a half times the maximum recommendation of 2300 milligrams of sodium per day. To create the biggest impact on American’s eating habits, Sara Lee will initially focus on fresh breads, hot dogs, lunchmeats and breakfast sausages which contain the greatest salt reduction opportunities. Sara Lee is taking a step-wise approach to salt reduction, considering factors such as food safety, consumer acceptance and cost to consumers. Sara Lee Fresh Ideas Lower Sodium deli meats have earned the American Heart Association’s heart check mark and are made with premium muscle meat with no fillers, minimally processed and contain no artificial colors or flavors. Furthermore, they have zero grams trans fat and comply with USDA standards for “healthy” foods.

Budget Breakdown for FDA

The FDA was fortunate to receive any cut of the cash-strapped Obama administration for 2001, but there is little real new money to support drug oversight. The spending plan for the government unveiled last month proposes to increase funds for FDA by \$146 million. That is a 25% increase, but funds rise only 6 percent which is barely enough to keep the pace with rising costs.

The budget assumes legislators will approve another \$220 million in user fees to bolster food oversight and inspection. There is a good chance Congress will approve a large food safety bill with added user fees; the measure has already passed in the House and is slated for Senate consideration. If that program falls by the wayside, FDA would be left with a big hole in its spending plan.

Winner Winner Chicken Dinner

Nielsen research reveals that consumers' fundamental spending adjustments are likely to last into 2010. Either by choice or necessity, their new-found thriftiness will stay strong in the year to come. Consumers now use coupons with an enthusiasm not seen in many years. For the first three quarters of 2009, Inmar reported that manufacturer coupon redemptions were up 26%. Food departments outperformed non-food, health and beauty departments as Americans returned to cooking and eating at home. Store brands are now an acceptable, sometimes preferred alternative. Consumers are trading down across categories, preferring chicken and turkey to beef and seafood.

Top Five Consumer Goods Spending Trends In 2010

- **Restraint remain the new norm:** Americans' confidence has been slower to rebound compared to other parts of the world. The need to save money, unemployment and other economic issues are top concerns, suggesting any return to past behavior will take more time.
- **Value is top priority:** A focus on low prices at the expense of all other variables threatens margins. Value messaging must also include some point of differentiation beyond pricing. Manufacturers and retailers that "drive the recession wave" and take an active role in innovation and ad spending are likely to be the big winners.
- **Store brand growth continues**
- **Grocery consolidation intensifies:** Local and regional players, unable to drive profits in the soft economy, will become acquisition targets and some larger national and regional grocers will divest unprofitable formats to strengthen investments behind their winning formats
- **Assortment wars escalate:** Retailer efforts to simplify the consumer shopping experience by eliminating shelf clutter will cause market share land grabs for small and medium sized brands in pursuit of revenue growth.

Promising New Vaccines for the Prevention of *E. coli* 0157:H7

The Agricultural Research Service (ARS) scientists and microbiologists Vijay Sharma and Thomas Casey developed novel vaccines that might reduce the spread of *Escherichia coli* 0157:H7 bacteria by immunizing calves with either of the two forms of the vaccine. Preventing *E. coli* 0157:H7 from proliferating inside cattle helps limit contamination of meat at the packinghouse and reduces shedding of the microbe into the animals' manure. Manure-borne *E. coli* can be moved by rainfall into drinking water and can end up in irrigation water that can contaminate fruits, vegetables and other crops which increases the risk of foodborne illness outbreaks.

One form of the vaccine is comprised of cells of a strain of *E. coli* 0157:H7 that is lacking a gene known as *hha*. A second form of the vaccine contains an *E. coli* strain lacking both *hha* and a second gene, *sepB*. In either vaccine, the *E. coli* strain produces a large quantity of what are known as immunogenic proteins. These proteins trigger the immune system response that prevents *E. coli* 0157:H7 from successfully colonizing cattle intestines.

Preliminary test results indicated significant reduction of *E. coli* in manure of cattle. Holstein calves were immunized at age 3 months with a placebo or either form of the vaccine. Six weeks later, the animals were given a dose of *E. coli* 0157:H7 and for the next 18 days, their manure was tested for evidence of the microbe. Calves that received either vaccine had reduced or non-detectable levels of *E. coli* in their manure.

Loeb Equipment Creating 2nd Life for Machinery

Loeb Equipment and Appraisal Company is a Chicago based business which has seen it's inventory increase by 20 percent from last year. For nearly 130 years, Loeb has been buying and selling used machinery. Every piece of machinery the company acquires, usually through liquidation or bankruptcy, gets an extended life through recycling. Although the increase in machinery inventory is sign decline for American manufacturing, it does give small businesses the opportunity to purchase equipment necessary for growth. With many capital budes being placed on hold this year, the viability of using pre-owned machinery is much better. In addition, machinery rentals are up 130 percent this year which further increase revenue for Loeb. The companies auctions totaled about \$21 million this year and attracts buyers from over 17 countries as far as Papua New Guinea.

Mark your calendars for May, 12 2010.

The Tennessee Food Safety Task Force, Chaired by Dr. Bill Morris at the University of Tennessee will be sponsoring a one day workshop in Nashville, TN. The title of the program is **The Future of Food Safety-Sorting Through the Food Safety Maize.** Several of the eight speakers include Mike Taylor, Deputy Commissioner of Foods with the FDA, along with Dr. Donna Garren Vice President of the Consumer Goods Forum; she is responsible for their GFSI activities in America. In addition there will be speakers from academics, industry and Center for Disease Control.

As you may know, the regulatory agencies are putting increased emphasis on environmental monitoring by increasing the amount of swabs to be taken in the plant. We will get the academic perspective on this as well as the manufacturing, food service and regulatory perspectives on this issue.

For more information on this workshop, contact Nancy Austin (naustin@utk.edu) or Bill Morris at (wcmorris@utk.edu). Cost of the workshop is \$55.0, if registered by May 3 and \$65.00 after that date.

Food for Thought....

Engineering New Food Aromas to Reduce Food Intake

Feelings of satiety come from smells and tastes. Researchers in the Netherlands think if they can manipulate the aromas that arise when people chew food, the olfactory nerves might trick the brain into feeling full more quickly. This would aid in the fight against obesity by stimulating areas of the brain that signal fullness. In a paper published in the *Journal of Agricultural and Food Chemistry*, the researchers outline how food products could be tailored to release a higher quality of aromatic food molecules which would discourage overeating.

Obviously, this idea seems a bit far-fetched, to say the least. However, the link between retronasal aroma--that's the aroma that you smell when you are ingesting food-- and satisfaction is long established. The science works like so: When you eat, certain molecules break free from the food as you chew, working their way up to your olfactory senses in your nasal cavity. From there, they've been shown to stimulate certain areas of the brain connected with satiety, or feeling full. The problem is, like many processes in the brain, the feeling is based on perception and that varies from person to person.

The researchers acknowledge the idea that some people perceive retronasal aroma stimuli differently than others, but in their data they do point out one important finding: in tests where subjects were free to eat as much as they wanted, subjects who experienced higher extent of retronasal aroma release freely chose to consume less food. The findings suggest that if food could be engineered using additives to increase aftertaste it would prolong the sensation of retronasal aroma release and make the diner feel full faster.

Clearly, more research is needed on these findings. However, there is the question of whether or not food manufacturers and companies would invest in tailoring foods such that consumers would consume less. Food for thought.

McCormick Spicing It Up

The flavor experts at McCormick have teamed up with leading chefs, food bloggers and other culinary authorities to identify the top 10 flavor pairings and key trends that are poised to shape the way we eat in the year ahead. The McCormick Flavor Forecast 2010 marks a milestone -- it's the 10th anniversary of prolific flavor reports from the company.

"The year in flavor will be heavily influenced by bitter, warm and earthy notes," said Kevan Vetter, executive chef at McCormick. "We see America's palates embracing stronger flavors -- high-impact combinations that are anything but subtle. For example, bold bitter greens will be appreciated for their assertiveness, tamed with the licorice-like addition of caraway -- one of the 10 pairings in this year's report. The warm and earthy duo of roasted cumin and chickpeas is another expression of the year's big flavors."

McCormick® Flavor Forecast™ 2010

Top 10 Flavor Pairings:

1. Roasted Ginger & Rhubarb -- Exciting layers of spicy and sour, with warming notes and a powerful tang
2. Thai Basil & Watermelon -- A colorful study in contrasts offers a sweet, refreshing balance
3. Caraway & Bitter Greens -- An unmistakable spice tames the bitter bite of bold greens
4. Bay Leaves & Preserved Lemon -- Slowly coaxed flavor worth the wait, an aromatic mix of bitter, salty-tart and bright
5. Almond & Ale -- The bittersweet character of both ingredients makes a congenial, cozy and hearty match
6. Turmeric & Vine-Ripened Tomatoes -- Earthy and naturally sweet, this colorful, healthful blend is always in season
7. Pumpkin Pie Spice & Coconut Milk -- This lush, warm pairing reconnects with its tropical roots
8. Roasted Cumin & Chickpeas -- This globetrotting Mediterranean duet delivers warm, earthy flavor harmonies
9. Creole Mustard & Shellfish -- A vibrant pair that brings Gulf Coast gusto to any part of the country
10. Chives & Fish Sauce -- Savory fusion of French and Asian cuisines

An Introduction From Anna Ondick SFPA Executive Director

I have lived in the Central Florida area for some 48 years. I attended the local schools and the community college in the area before working full time in the family business. My parents owned a meat processing company (Hi-Flavor Meats) in Oviedo for 38 years. I started out as many in the family business at the bottom and worked my way up learning all aspects of the business. The last 7 years I served as President of the company and 50% owner.

During my time working in the meat business, we belonged to many different meat associations. I had the opportunity to serve on the board of the National Meat Processors Association and went through the chairs of the Southeastern Meat Association. When we close the business in 2001, I took the position of Executive Director of the Southeastern Meat Association. I feel belonging to Associations gives you the opportunity to network and learn from the best in your industry. I always felt I received more than I gave.

Since closing the family business, I have purchased rental properties that keep me busy and I serve as a Director of our local bank and on the board of our condo association.

I look forward to getting to know each of you and working with you to build a bigger and stronger Association. I would like to thank the Southeastern Food Processors Association for giving me the opportunity.

Please note the new SFPA office is located in Oviedo, FL and the phone number is 407.365.5661.

SFPA's First Annual Educational Program March 9 and 10, 2010

This program is designed for employees of food processors, both members and potential members of SFPA, to enhance and update their knowledge in the various food safety facets of the rapidly changing food processing areas. Today there continues to be increased demands on food companies to produce the cheapest and safest food in the world. Knowing and complying with the most basic food regulations (GMPs) to having HACCP plans and meeting the many varied requirements of third party audits requires continued education and vigilance to these issues.

This program is designed to update your employees with the most current information, and raise their awareness of practices they are currently doing everyday in the plant. It is also designed to explain the very basics in microbiology and to explain why you must do the tasks the way you are asked.

This day and a half workshop will be held on the campus of the University of Tennessee and speakers will be from The University of Georgia, The University of Tennessee, Bush Brothers and Company and Country Fresh Food & Confection, Inc.

Agriculture Secretary Tom Vilsack Announces Millions to Promote U.S. Food and Agricultural Exports

Agriculture Secretary Tom Vilsack announced the allocation of \$234.5 million to 70 U.S. trade organizations to help promote American food and agricultural products overseas. "In today's highly competitive international markets, we must provide our exporters with the resources they need to compete overseas during the 21st century," said Vilsack. "When you consider the current global financial crisis, increasing production in key competitor countries and aggressive use of export promotion tools by our competitors, USDA's market development programs are more important than ever." The funding announced was allocated under the Market Access Program (MAP) and the Foreign Market Development (FMD) Cooperator Program, both administered by USDA's Foreign Agricultural Service (FAS).



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