



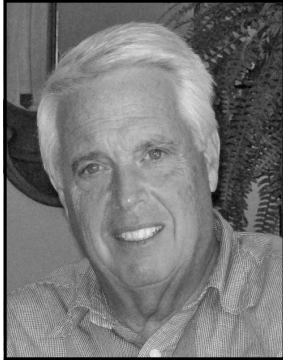
*Sfpa*

# FOOD FORUM

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

May 2010

## President's Message



The SFPA board members are focusing on professionalism as the association moves forward. We are reminded of the quote by Thomas Jefferson "Do you want to know who you are? Don't ask. Act! Action will delineate and define you." Certainly, this professionalism can be seen as SFPA board members, with the help of

others, have completed and/or are working on the following:

- SFPA University – the first SFPA educational sponsored learning seminar was completed in March. Approximately 50 attended and the response from those participating was excellent. Positive comments included . . . a great value, excellent speakers, and pertinent (Bill Morris and Drew Andrews program chairpersons).
- SFPA Website – a new SFPA Website will soon be up and running. The new site will include new graphics, menu, and association updates (Stan Carroll project chairperson).
- SFPA Brochure – a new SFPA brochure, *Helping Shape the Future of Food*, for 2010 has been developed and will be made available at the convention and on line (Tony Treadway and Anna Ondick project coordinators).
- SFPA Marketing Program – "Buy the South's Best Foods" will launch with the first FSI coupon scheduled for May 9 and will reach over 11,000,000 consumers. The program includes a marketing sales sheet, copy of the coupon reprint, advertisements in the *Shelby Report*, *Taste of the South* magazine, and *Southern Lady* magazine.

- SFPA Recipe Contest – "Buy the South's Best Foods" includes a recipe contest for those participating brands. The contest will feature a contest recipe website plus being linked from the SFPA website.
- SFPA Convention Program and Calendar – this idea was first introduced by Marion Swink at a 2009 board meeting. The concept has now been refined and you will soon be receiving information about this exciting marketing opportunity for both processor and supplier SFPA members (Tony Treadway project coordinator).

### Welcome to additional new members to the SFPA.

Gregory Pest Control – Gary Monts, Greenville, SC 29607  
 Loma Systems Inc. – Don Stevens, Carol Stream, IL 60188  
 Moore's Marinades – David Bell, C&M Food Distributing Co., Birmingham, AL 25223

### SFPA 2010 Convention – Sea Pines at Hilton Head

Mark your calendar for Thursday, October 28 – Sunday, October 31 and the SFPA 2010 Convention. The board is gaining commitments for unique and interesting speakers as well as special entertaining and sporting activities.

Good Selling  
Tom Densmore

## Food Stamps Soaring

The U.S. government has reported approximately 39.4 million Americans, the highest ever, received food stamps in January 2010. This is a rise of 22% up from a year earlier according to the U.S. Department of Agriculture. The total number of Americans getting the subsidy has hit records for 14 consecutive months. Beginning October 1, 2010, an average of 40.5 million people are expected to get food stamps each month, rising to 43.3 million in 2011, according to White House estimates.

## FDA provides BPA documents

The U.S. FDA is announcing the availability of five documents related to FDA's continuing assessment of bisphenol A (BPA) and soliciting public comments on the four documents prepared by FDA's Center for Food Safety and Applied Nutrition. The documents provide perspectives and opinions that are being considered by FDA as it continues its safety assessment of BPA. This action will enable FDA to consider comments from the public in its assessment of BPA for food contact applications. Submit written or electronic information and comments by June 4, 2010.

## ConAgra Sets Goals

ConAgra Foods Inc. has announced aggressive sustainability goals for 2015. These goals build on the company's sustainability accomplishments, which began in 1992 with the ConAgra Foods Sustainable Development Awards program.

Goals include:

- **Greenhouse gas emissions:** Reduce emissions by 20% per lb of product compared to 2008.
- **Water:** Reduce water use by 15% per lb of product compared to 2008
- **Solid waste:** Diver solid waste from landfills by at least 75% as compared to 2011 levels
- **Packaging:** Reduce packaging by 10% per lab of product produces in 2008, increase amount of packaging made of renewable resources from 45% to greater than 50% and increase use of recycled packaging content overall by 25%.

## SFPA University Workshop

On March 9 and 10, your Association held its first technical workshop in Knoxville, TN. We had forty participants from a variety of companies and by all assessments it was a huge success. One of the many comments made concerning the workshop came from Dr. Tim Haley of Bush Brothers, who was one of our key speakers "I believe the SFPA is filling a much needed service to its members by providing this educational forum." Evaluations were very positive and we were given many new subjects for future workshops. In addition to the small fee that was charged, many thanks are given to the following companies for their financial support: Mt. Olive Pickle Company Inc., Bush Brothers & Company, McCall Farms, Crown Cork & Seal Company (USA) Inc., Ball Corporation, Elite Spice and an anonymous donor. The technical committee is busy planning the next workshop so stay tuned for the next program which is tentatively planned for the spring of 2011.

## Bruce Foods expands New Iberia plant

Bruce Foods will retain 380 jobs and create 43 new jobs, with a total payroll of \$1.35 million by 2014 under a \$5 million expansion plan. This 82 year old company, based in New Iberia, employs 1,200 nationwide and known for its hot sauce, Cajun Injector seasonings, Bruce's Yams and Casa Fiesta Mexican food. After expanding, the plant will manufacture new products from root vegetables such as sweet potatoes, carrots and squash.

In 2009, Bruce Foods CEO Si Brown complained about another Jindal administration economic development project citing a \$37 million in state help to build a ConAgra Foods Lamb Weston Inc. near Delhi. This plant is expected to open by January 2011. Brown said he had been working for an incentive package and that ConAgra would compete with his business. At the time, state economic development officials said that the Delhi plant would have been located in another state and would have still competed with Bruce Foods.

## Food Safety Bill Doesn't Impress Small Farms

Last year, a salmonella outbreak involving peanut products seemed to put food-safety legislation on a fast track. Yet, after the House passed a version of the bill in July 2009, the companion measure got hung up in the Senate and pushed aside by health-care overhaul. The Senate version of the food-safety bill has attracted broad bipartisan support and is expected to pass easily by the end of April 2010. Iowa Democratic Sen. Tom Harkin predicted it would be on the president's desk by May. However, small farmers fear the measure's fees and inspection requirements would be extremely expensive. So, the small farmers are pushing for various exemptions. A report by the inspector general of the Department of Health and Human Services said the FDA inspected fewer than one-quarter of U.S. food production facilities annually and failed to take regulatory action against more than half of those that violated standards in the fiscal year 2007. Both the House and Senate versions of the bill would require more FDA inspections of farms, food production and processing facilities, give the agency enhanced authority to order recalls, and force better recordkeeping as food moves from farm to table. The aim is to prevent widespread outbreaks of food-borne illness and give the FDA more resources to trace the outbreak to the original source.

Large food companies usually support such bills because the added expenses would be minimal compared to the potential financial damage caused by a vast product recall. Yet, smaller producers say the bill's stepped-up inspections requirements and provisions would be an extreme financial burden. John Ikerd, professor of agricultural economics at the University of Missouri, Columbia said the bill's impact on smaller producers "could be a blow to the whole local food movement." from some fees and requirements. Ikerd said food-safety requirements should be tailored to reflect the volume of food produced. Rep. DeLauro (Dem, Conn.) a longtime advocate of tougher food safety laws said the legislation already addresses smaller producers' concerns.

## Stepped-up Spice Scrutiny

The Food and Drug Administration officials are taking steps to increase the sampling and testing of spices coming into the United States in the coming months. Specifically, potential *Salmonella* contamination is the primary area of concern. Additionally, the FDA will intensify their focus on spices by allocating money in this year's budget to allow for inspections of spice processors in multiple targeted countries overseas. The 'sampling blitzes' at the border experienced in the past few months will continue until further notice. This wreaks havoc among the spice industry due to the detained shipments and delays. The ASTA have relayed concerns about the higher costs and inventory problems these delays cause and urged the FDA to address them if the sampling blitzes continue. Dr. Sundlof, Director of the Center for Food Safety and Applied Nutrition (CFSAN), said the FDA wants to work cooperatively with the spice industry to identify problems and implement solutions. Long term, Dr. Sundlof expects new food safety legislation to be passed providing the FDA with additional authority and issuing specific guidelines for spices.

Currently, the discussions will allow ASTA to work with the FDA to develop voluntary programs and guidelines to further enhance food safety practices in the spice industry. The FDA is developing a risk profile on pathogens in spices to determine the nature and extent of the potential public health risks. The ASTA will provide a wide range of data including how frequently pathogens are found in spices, types of treatments used, where spices are treated, and at what stage of processing treatments are occurring. The ASTA has developed a template that companies can use to compile the data. To participate in data collection regarding spices imported into the U.S. between August 1, 2007 and July 31, 2009, contact Cheryl Deem at [CDeem@astaspice.org](mailto:CDeem@astaspice.org).

## 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](mailto:naustin@utk.edu)) or Bill Morris at ([wcmorris@utk.edu](mailto:wcmorris@utk.edu)). Cost of the workshop is \$55.0, if registered by May 3 and \$65.00 after that date.

### SFPA Scholarships

The SFPA gives a \$1000.00 scholarship each year to the Food Science Departments at NCSU, University of Tennessee, Clemson, University of Georgia, University of Florida and the University of Alabama. If you are an SFPA member and have a student enrolled in any of these Universities, you should contact the respective Department Head and solicit this scholarship for your son or daughter. This is just one more benefit of being an SFPA member.

For more information:

Contact Bill Morris

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