



Food Forum

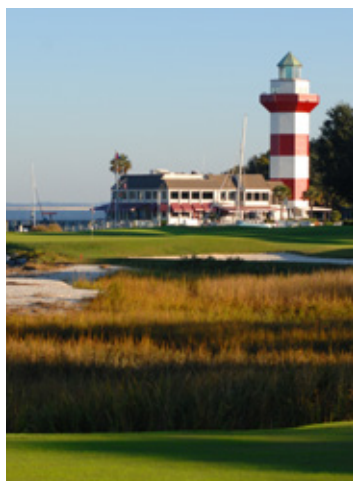


SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

FALL 2015

Members prepare for Hilton Head convention



Images Courtesy of The Sea Pines
Resort / Boomkin Productions

*The historic lighthouse and
marina are the landmarks you
will enjoy at our convention.*

SAVE THIS DATE
October 22-25
2015 SFPA
Convention
The Inn At
Harbour Town,
Hilton Head Island

**Visit our website
and Facebook page
for more details!**
www.SFPAFood.org
[www.facebook.com/](https://www.facebook.com/MySFPA)
MySFPA



The Inn at Harbour Town, Hilton Head Island

This year's SFPA convention at The Inn at Harbour Town promises to be our best. With the beauty of Hilton Head in late October (22-25), outstanding speakers and the networking opportunities that only the SFPA can provide, get ready for a great time.

If you have been a member for a few years, you know the venue is superb. The Inn at Harbour Town has the charm of an intimate European hotel and is a AAA Four Diamond Hilton Head resort. The Inn overlooks the Sea Pines Racquet Club and the Harbour Town Golf Course. It is within walking distance of Harbour Town, where you will find the best one-of-a-kind boutiques, galleries and entertainment, alongside the Yacht Basin and Lighthouse.

The convention's list of topics will range from improving your personal sales and engagement skills to understanding the minds and motivations of today's food manufacturing worker. Michael Caruso of Edison House will keynote Saturday's General Session with "How to Engage Someone in 15—The Power of Persuasion in Business." Later, Wes Burke of Alchemy Systems will speak on "Inside the Mind of the Food Worker: Understanding Your Workforce & Developing an HR Strategy to Recruit and Retain Talent."

Other speakers will focus on topics ranging from leveraging technology in business to new trends in packaging.

Following Friday morning's general session, some will prepare for the convention's annual golf tourney at the gorgeous Heron Point Course (\$160 per player including Green and Cart Fees). Others may enjoy an afternoon sampling wine while trying their hand at painting (Wine & Design, \$40 per person). Saturday's afternoon schedule includes an Ocean Dolphin Cruise (\$25 per person) as well as the opportunity to engage in the tennis tournament or simply enjoy the last few days of warmth under the South Carolina sun.

Friday evening, be ready for a Low Country Buffet; and Saturday night, get dressed up for the annual Scholarship Silent Auction and Gala.

If you are a supplier, bring the best examples of your offerings to senior level food manufacturers. Your options for displaying your wares include an exhibit table during our general sessions (\$200) up to varying levels of sponsorships that bring your brand front and center at every event. Call Anna Ondick for more information at (407) 365-5661.

continued on page 2



2015 SFPA Convention at The Inn at Harbour Town



The Inn at Harbour Town offers classically Southern interiors.

Images Courtesy of The Sea Pines Resort / Boomkin Productions



Sea Pine's Heron Point Course will host this year's annual golf tourney.

Be sure to make your reservations at The Inn at Harbour Town early and register now for this one-of-a-kind experience.

Go online to www.sfpafood.org for more information or complete the enclosed form and mail it in today.

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION ANNUAL CONVENTION 2015 INN @ HARBOUR TOWN - SEA PINES - HILTON HEAD, SC October 22-25

REGISTRATION

COMPANY: _____

CITY: _____ STATE: _____ PHONE: _____

REGISTRATION FEE INCLUDES: Convention Program, Break Refreshments, Thursday Welcome Reception, Friday & Saturday Continental Breakfast, Friday & Saturday Reception & Dinner.

Name & Title Additional attendees list on back / Mark * beside name if first time attending convention

1. _____ \$ 400.00 X _____ = \$ _____
(# of persons)

2. _____

3. _____

Spouse or Guest

1. _____ \$ 100.00 X _____ = \$ _____
(# of persons)

2. _____

3. _____

SPONSORSHIP Diamond \$4,000 / Platinum \$2,000 / Gold \$1,000 / Silver \$500 / Bronze \$250 \$ _____

EXHIBITOR TABLE-TOP Associate Members \$200 Processors N/C \$ _____

GOLF – Friday
Heron Point Course Handicap or Avg. Score _____ \$160.00 per person X _____ = \$ _____
Price includes: Green fees and cart

WINE & DESIGN – Friday 1:15 p.m. \$40.00 per person X _____ = \$ _____

TENNIS – Saturday Sea Pines Racquet Club @ 1:30 p.m. \$20.00 per person X _____ = \$ _____

DOLPHIN CRUISE – Saturday 1:45 p.m. \$25.00 per person X _____ = \$ _____

TOTAL PAYMENT \$ _____

Please mark the following functions that you will be attending:

Thursday Welcome Reception # _____ of people

Friday Networking Breakfast # _____ Dinner # _____ of people

Saturday Networking Breakfast # _____ Dinner # _____ of people

Please list any food allergies or special dietary needs on the back of the registration form.

MAIL COMPLETED FORM AND PAYMENT BY OCT. 1, 2015

Southeastern Food Processors Association
989 Greentree Dr. Winter Park, FL 32789
(407) 365-5661

REFUND POLICY: 60 Day Notice-Full Refund / 45 Day Notice-One-Half Refund / 30 Day Notice-None



SFPA board meets to discuss strategy planning for enhanced value

The focus of a recent Greenville, S.C., gathering of the SFPA's Board of Directors was on adding value to membership. From SFPA University to SFPA scholarships to this Food Forum, every aspect of the value the organization provides its members was discussed. It is part of a strategic plan to position this association for growth.

Tony Lahnston of Tropical Foods is heading the initiative to evaluate and build on our strengths and add new, powerful value to the annual fee. Are there new symposiums and training opportunities for members? Is there a better way to boost attendance at events such as

SFPA University and conventions? What new online delivery can be provided through a new website, social media or other methods?

"It's our board's key initiative and we are focused on delivering fresh ideas that we can implement," said SFPA President Joe Rutzinski, of Bush Beans. "There is plenty of competition for the time and the investments that membership represents and we want to offer the best value you can find as a food manufacturer or supplier."

In other business, Bill Keith, longtime membership chairman, announced that he would be retiring from the board. Mike Chumley will assume the role. The board approved the recommendations of the scholarship committee for two scholarship awards and finalized plans for this year's convention.

Two positions on the board will be open for next year, and those interested in becoming members should contact Anna Ondick, executive director. You may reach Anna at anna_ondick@earthlink.net or via phone at (407) 365-5661.



New board member, Matt McCollum, shares his ideas on association growth plans.

"We are focused on delivering fresh ideas that we can implement"

President Joe Rutzinski of Bush Beans



President Joe Rutzinski led the discussion on reaching a broader audience by the SFPA.

HACCP training course coming October 22-23



Designed to teach the fundamentals of HACCP, including the Seven Principles, a course will be offered October 22-23, at Wiregrass Georgia Technical College in Valdosta, Ga.

Upon completion of the course, participants will understand why HACCP was established and how it is implemented to maintain food safety. The participant will become knowledgeable in how to develop, implement and maintain an HACCP Food Safety System. The class

is certified through the International HACCP Alliance and those completing the course will be certified to develop and reassess their facility's HACCP plans.

Plant QA and food safety personnel, plant managers or supervisors, and senior management would benefit from the training. The course is \$500 per person. Visit http://www.wiregrass.edu/pdfs/conted/cont_ed_registration_form.pdf for more information.



SFPA selects two for scholarships in 2015



Christopher John Bauer

Mackenzie Hennessee

Two deserving students earned the nod of the SFPA's Scholarship Selection Committee for awards in 2015. The employee/child scholarship is one of the organization's great benefits of memberships.

"Many member employees can be challenged in funding their child's college education," said Joe Rutzinski, SFPA president. "As a member, those children can apply for one of our scholarships that greatly assist in their pursuit of an education. Every SFPA member should make their employees aware of this beneficial opportunity that is completely free to SFPA members."

One applicant earning a scholarship is Christopher John Bauer, the son of John and Angela Bauer. John is an employee of association member Tropical Foods.

Driven to some day own his own company, Christopher couldn't wait to begin his work career, getting a job at a grocery store at age 15. At Catholic High School in Charlotte, N.C., he was captain of the school's track team and a member of the National Honor Society and was an Advanced Placement (AP) Scholar.

He is a freshman at Clemson University majoring in Industrial Engineering. The SFPA review board was so impressed with Christopher's application, he was awarded \$2,000 toward his education.



Mackenzie Hennessee is the daughter of John Hennessee,

an employee of Ball Corporation living in Morristown, Tenn. She earned \$2,000 from the SFPA and is a freshman food science major at the University of Tennessee.

Mackenzie wrote in her application that she wants to work for a food company upon graduation because of her passion for a vegetarian and vegan lifestyle. She notes that vegans are limited in their food choices and she wants to broaden the offerings of flavorful and healthy food choices because of the nation's propensity for being overweight.

A member of her high school swim team, she served as team captain during her senior year and qualified for the regional and state championships. She was also an AP Scholar and a member of the National Honor Society.

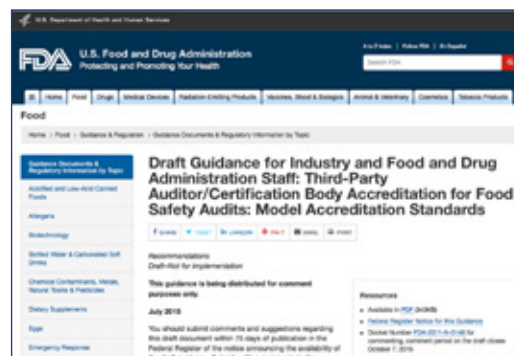
Congratulations to both Christopher and Mackenzie for your achievements in high school. We wish you the very best in your college and professional careers.

If you know of a current college student or rising high school senior within your SFPA member company, be sure to remind his or her parent of the opportunity for their child to apply for a scholarship in 2016. Monitor www.SFPAfood.org for more information and download the Employee/Child Scholarship form.

Draft guidance on FSMA published by FDA on foreign imported foods

The FDA has published a proposed rule and a draft guidance document (<http://1.usa.gov/1PrQBjk>) to support a new program under the FDA Food Safety Modernization Act

(<http://1.usa.gov/1LoSxkY>) that will help eligible foreign entities demonstrate that imported food meets U.S. food safety requirements.



Audits and certifications for eligible foreign entities under this program will be used by importers applying for expedited review through the Voluntary Qualified Importer Program (VQIP), and may also be required by the FDA as a condition of granting imported food admission into the U.S. when certain food safety risks have been identified.

Learn more by entering the URLs in this article for more information



Texas Pete® Heats Up California Flavor Experience

Top restaurant chain culinary chiefs are in search of fresh menu ideas. TW Garner Food Company took advantage of one California gathering to share some real innovation.

The Flavor Experience is an annual trade event attracting restaurant chains as diverse as Hardee's and Wendy's to Buffalo Wild Wings and Ruth's Chris. The group gathers in Newport Beach, Calif., to identify the latest food trends that may go on their menus.



Chef Paul Schunder wowed the crowd at Flavor Experience.

The top research firms and culinary innovators were on hand, and among them was TW Garner Food Company's own team of chefs and marketers.

"Our team's food demonstrations were, again, the hit of the event," explained TW Garner's Executive Vice President of Sales Steve DeCorte. "Chef Paul Schunder's team wowed the crowd with tea bags filled with

Texas Pete® dry spices seeped in broth and used for dipping sandwiches. His second execution was a variety of spicy casseroles that ranged from Mac and Cheese to Tuna Casserole. You couldn't believe the response. It was overwhelming."

TW Garner Food Company has emerged as a culinary leader in the hot sauce category with its current and new products over the past few years. CHA! by Texas Pete® Sriracha Sauce is only one example. The company's next event, the Multi-Unit Food Service Operators (MUFSO) Super Show in Dallas, will pit four of America's top chain chefs in competition for the title of Grand Champion of the Texas Pete® Kitchen Hero Cook-Off.

So what were some of the innovations shared during the conference? Center-of-the-plate vegetables, spicier foods for the next generation, and anything described by its location with the term "hand-crafted."



Flavor Experience attendees "spiced it up" with TW Garner Food Company.

Hold These Dates!



The dates for the 2016 SFPA University are **March 14-15, 2016** at Clemson University. More news on the focus of the 2016 program will be announced soon.

Welcome these new SFPA members!

| Company | Contact | Type | City | Phone |
|-------------------|----------------|--------|----------------|----------------|
| Boone Brands | Tom Densmore | Mfg. | Sanford, NC | (334) 220-9098 |
| Atlantic Corp. | Jim Friesinger | Assoc. | Wilmington, NC | (910) 343-0624 |
| PAK-TEC | Mitch Davey | Assoc. | Lake Wylie, SC | (803) 831-2099 |
| Fort Dearborn Co. | Tom Truitt | Assoc. | Elk Grove, IL | (847) 427-5483 |



Tropical Foods Fare sparks culinary innovation

Tropical Foods just boosted its recipe collection while rewarding culinary students via a recipe competition.

The competition was held among students at the Art Institute of Charlotte, N.C.'s culinary school. Contestants were encouraged to use nuts and fruits provided by Tropical Foods' own inventory and innovate their best ideas.

Aaron Ailes' Firecracker Mahi Tacos earned first prize and won \$500; \$250 and \$100 went to second- and third-place finishers

respectively. Highlights from the spirited competition can be viewed online at <http://bit.ly/1KcmGFz>.



"It was fun and a valuable exercise for Tropical Foods," said Tony Lahnston, company president. "The growth of interest in healthier foods is sparking our sales growth. We want to create more recipes to make eating healthier easy for consumers. This student competition generated lots of fresh ideas. They did a great job."

The company is preparing a booklet that includes the finalists' recipes along with other selected recipes from the competition. To request your booklet, go to <http://bit.ly/1LoXhXW> or www.TropicalFoods.com and request your copy.



Trend shifts to the supermarket's perimeter for product placement

*By Tony Treadway,
President, Creative Energy*

The battlefield for the multi-billion-dollar retail food business is shifting. For decades, food manufacturers have fought for shelf space in the center of a supermarket aisle—and they still do. Yet, the battle brewing is for the outside perimeter of the store.

Starved for time and scrambling for tonight's dinner, the new generation of Millennials (ages 23-38) has abandoned mom's habit for going up and down every aisle. Now, it's more like a NASCAR shopping cart on steroids for a pit stop at the produce, supermarket deli, bread, milk and bottled water.

Some research indicates that up to 70 percent of shoppers either bypass center aisles or abandon their cart for a quick trip down the aisle to pick up one item, then return to their cart and go. The secret for smart marketers is to find a logical bundling opportunity with a fresh product located in the perimeter of the store.

Hot sauce by the crispy chicken is one example. Tartar sauce next to the fresh fish or canned beans near the burger buns helps a consumer grab your products in a hurry. Also, remember that there are many "occasions" beyond the Super Bowl or Thanksgiving. Pee-wee sports parties at home or having friends over to watch a college game spark opportunities for a consumer to bundle your product with others as a meal or snack solution. Look for the opportunities, then develop a perimeter strategy that can boost your sales and reintroduce your brand to the next generation of shoppers.





The Impact Of Color In Package Design



Color is integral to branding. It is central to brand personalities, and it becomes a brand identifier over time if it is used in a consistent manner. Having an ownable brand color, especially within categories filled with similar products in expected color palettes, can help one brand stand out among many on the shelf.

Color might be woven into a distinctive brand identity. Think: The Home Depot, LEGO and Sesame Street. It might be featured in a brand icon like Twitter's blue bird, Target's bulls-eye or Monster's neon-green claw marks. Where consumer product brands are concerned, it must go to the heart of package design strategy. Cadbury chocolate in royal purple, Coca-Cola classic in red, Philadelphia Cream Cheese in silver and Mattel's Barbie in hot pink are good examples. But can color stand for a brand and all of its values and assets?

The Sequence of Consumers Scanning The Shelf

Consumers see the brand. It stands out due to its signature color. They immediately identify the assets associated with the brand in a rational manner. Simultaneously, they experience specific emotions in which color is a major contributor. Research bears out emotions, not rational thought, drive purchase decisions.

The consumer picks up the package and selectively reads chosen verbal brand communication. It doesn't sell product features. It sells the emotional benefits that the brand promises. Consumers might spend a few more seconds to scan the brand story. This contributes to a sense of confidence that the brand will deliver. Now, which variety? Additional color on a cap or primary display panel is cued to the variety properly segmenting the product line. After the initial purchase, the satisfied consumer comes back to the shelf and is able to quickly identify the product that

they want because of the signature brand color and then the segmentation color of their favorite variety. Let's extrapolate: That means that everything else around that brand goes virtually unseen.

Advice on Using Color for Your Brand

When deliberating about color, look at the personality of the brand; choose color to express it in a visual manner, and then consider how to apply it. Next, consider the competition; look at the usual palettes within the category on the shelf. Choose to stand apart not only with signature color but also with unique package structure, fonts and imagery. Make sure that it works in retail environments. Show how secondary color can be used to segment the branded product line. Develop a verbal communication hierarchy that includes the brand story. Implement a style guide to ensure consistency in present and future packaging. Demonstrate ideas on how to accommodate future line extensions that may occur in totally different categories, which is especially crucial for licensed properties.

As long as the brand delivers on its promise, consumers will look for it — where the first and most compelling identifier is its signature color.

Courtesy of Brand Packaging





Fun Facts From an SFPA Member

10 Quick Facts Just For Fun

from Moody Dunbar Inc. of Johnson City, Tenn., a manufacturer of sweet potatoes, yams, bell peppers and pimientos:

- All canned “yams” marketed in America are actually sweet potatoes. Yams are an entirely different vegetable from a separate botanical family.



- Moody Dunbar Inc. has been in continuous business since 1933.
- Moody Dunbar Inc. has been in continuous business since 1933.
- Dunbar's bell peppers and pimientos are used as ingredients by hundreds of food companies throughout the world. You've almost certainly consumed our peppers or pimientos in some of your favorite prepared foods.
- Dunbar's first pepper processing plant was located just a few miles from Davy Crockett's birthplace.
- Sweet potatoes are among nature's most nutritious foods.



- A serving of Dunbar's Roasted Peppers contains ZERO fat and cholesterol.



- Bell peppers are native to tropical America. They are popular for their flavor, color and high vitamin content.
- Elvis' favorite meal is said to have been a hamburger topped with pimiento cheese spread.



- North Carolina farmers grow more sweet potatoes than any other state in America.
- Moody Dunbar was an East Tennessee schoolteacher who began growing bell peppers to supplement his income during the Great Depression.



www.sfpafood.org
(407) 365-5661

OFFICERS
President
Joe Rutzinski – Bush Brothers

1st Vice President
Norman Brown Jr. – McCall Farms

2nd Vice President & Treasurer
Kelly Krause - Atlantic Natural Foods

BOARD OF DIRECTORS
Matt McCollum -
TW Garner Food Company
Tony Lahnston - Tropical Foods
Mike Chumley - Georgia Pacific
Stanley Dunbar - Moody Dunbar
Nick Gast - Beckman & Gast
Marion Swink - McCall Farms

Executive Director
Anna Ondick

Educational Chairperson
Bill Morris – University of Tennessee

Membership Chairperson
Bill Keith - Crown Cork & Seal

Communications Chairperson
Tony Treadway - Creative Energy