Sfpa Food Forum

SOUTHEASTERN FOOD PROCESSORS ASSOCIATION
www.sfpafood.org

SUMMER/FALL 2016

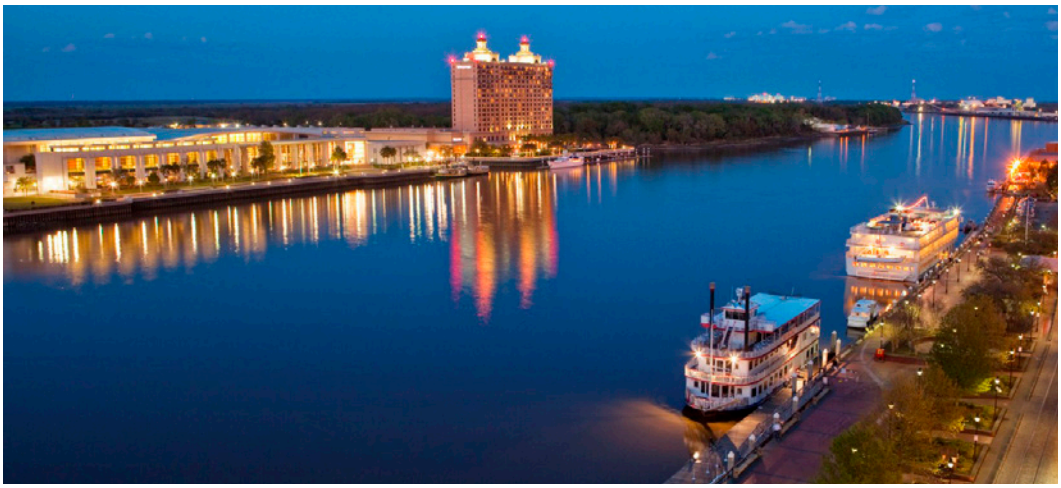
Savannah SFPA Convention Promises Great Speaker Lineup

Oct. 20-22 Event to be an Exceptional Networking Opportunity

Jim Ethier

SAVE THIS DATE
March 20-21
2017 SFPA University
at Clemson University, South Carolina
(see page 6 for details)

Visit our website and Facebook page for more details!
www.SFPAFood.org
www.facebook.com/MySFPA



The Westin Savannah Harbor Golf Resort and Spa

Travel publications call Savannah, Ga., one of America's best destination cities. The Southeastern Food Processors Association will call Savannah its destination for the 2016 convention, October 20-22. A city of Southern charm plus a convention packed with exceptional speakers and great networking has already made this year's convention a "must" to attend.

"We'll spark the convention with a great welcome reception at The Westin Savannah Harbor Golf Resort & Spa on Thursday night beginning at 6 p.m.," says Joe Rutzinski, the SFPA's President. "It is a time for catching up with old friends and meeting first-time attendees."

Anna Ondick, the SFPA's Executive Director, added, "We have a stellar lineup of speakers for our two morning sessions."

Keynoting Friday's session will be Jim Ethier, retired Chairman of Bush Brothers and Company. "We have been trying to schedule Jim for speaking at our convention ever since his last appearance," Anna says. A third-generation member of the Bush family, Jim led his company to become the nation's leading brand of bean products.

Back by popular demand is Michael Angelo Caruso, whose tips on personal branding and interactions were a hit at last year's Hilton Head convention. This year, Michael will share ideas for proactive communications that are simply smart. Before his presentation, spouses and guests can shove off from the hotel for a Savannah city tour and lunch. The city tour will depart the hotel by trolley for a tour of the city's historic and tourist attractions. Lunch has been reserved at Vic's on the River restaurant on Bay Street.

Michael Angelo Caruso

Members participating in the annual golf tournament will play the Westin Harbor Golf Course and then return for a dinner and reception at the hotel.

Saturday's general session will announce the winners of this year's SFPA Scholarships, followed by a keynote speaker who will share his insights into character and leadership, Retired Army Brigadier General James Anderson.

A graduate of West Point, an Army Ranger and a Vietnam veteran, Gen. Anderson served as

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SFPA Convention Speaker Lineup

continued from front page

Marriott Winchester

an aide to Gen. Creighton Abrams. Anderson assumed command of a battalion in the 1st Cavalry Division and led his troops into Cambodia. After the war, Anderson served in the Pentagon and became a professor and head of the Department of Physical Education at West Point known as the "Master of the Sword."

SGS Americas Zone President, Marriott Winchester will address the impact on the supply chain by new FDA nutritional guidelines for product labeling. Marriott has 34 years of experience in the graphic arts industry with 22 years of senior leadership experience.

John Burpee, Vice President of Goldman Sachs, will provide the latest economic outlook for the year ahead.

Saturday afternoon will offer free time for attendees to enjoy Savannah. At 6:30 p.m. the annual silent auction and raffle will commence, followed by the annual dinner at the hotel.

A special offer for non-members of the SFPA will be featured for this convention. For non-members attending and paying convention registration, their 2017 SFPA membership dues of $400 will be waived.

"This is a great opportunity to invite non-members to get to know more about the value of joining our association," says Norm Brown Jr., First Vice President of the SFPA Board. "Ask your friends in our industry to join us and bring his or her spouse to the convention. It is the best way to boost our organization's membership."

Brown will be inducted as the new president of the SFPA at this year's Saturday night dinner.

"It's a good idea to register early for this year's convention and to make your hotel reservations," says Anna Ondick. "We expect big attendance with a lineup of speakers and the wonders of Savannah highlighting this year's convention."

Your 2016 SFPA Convention Quick Guide

Thursday, Oct. 20

1:30 p.m.	SFPA Board Meeting
5-7 p.m.	Registration
6-8 p.m.	Welcome Reception/ Exhibits

Friday, Oct. 21

7:30-11:30 a.m.	Registration Opens
7:30-8 a.m.	Continental Breakfast
8:15 a.m.	President's Welcome
8:30-9 a.m.	Annual Business Meeting/ SFPA U.
9 a.m.	"Spillin' the Beans" Jim Ethier, Retired Chairman, Bush Bros. & Co.
9:45-10:15 a.m.	Break/Refreshments/ Exhibits Open
10:30 a.m.-2:15 p.m.	Spouses/Guests, Savannah City Tour/Lunch
10:30-11:45 a.m.	"The Secrets of Proactive Communications" Michael Angelo Caruso
11:45 a.m.	Wrap Up/Announcements/ Adjourn
12:30 p.m.	Golf Tournament, Westin Savannah Harbor Golf Course

Afternoon on your own

6:30-10 p.m.	Reception & Dinner (Hotel)

Saturday, Oct. 22

7:30-9:30 a.m.	Registration Opens
7:30-8 a.m.	Continental Breakfast
8:15-8:30 a.m.	SFPA Scholarship Recipients
8:30-9:30 a.m.	"Leaders of Character" James Anderson, Ret. Brigadier General, U.S. Army
9:30-10:00 a.m.	Break / Refreshments / Exhibits Open
10:15-11 a.m.	"2016 Nutrition Facts Label Design & Supply Chain Impact" Marriott Winchester, Zone President, SGS Americas
11-11:45 a.m.	"Economic Outlook from Goldman Sachs" John Burpee, Vice President, Goldman Sachs & Co.
11:45 a.m.	Wrap Up / Announcements / Adjourn

Afternoon is free

6:30-7:30 p.m.	Scholarship Silent Auction & Raffle—Reception
7:30-10 p.m.	Scholarship Silent Auction & Raffle—Dinner

Hospitality Suite Hours: *Thurs. 5-11 p.m.*
Fri./Sat. 9-11 p.m.



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION
ANNUAL CONVENTION
Westin Savannah Harbor Golf Resort & Spa – Savannah, GA
October 20-22, 2016

REGISTRATION

COMPANY:_____

CITY: _____ STATE: _____PHONE: _____

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

Name & Title (Additional attendees list on back) First time attendee put "*" beside your name

1. _____ $500.00 X _____ = $_____
(# of people)

2. _____

Spouse or Guest

$150.00 X _____ = $_____
(# of people)

1. _____

2. _____

SPONSORSHIP Gold: $1,500 Silver: $1,000 Bronze: $500 - - - - - - - - - $_____

TABLE-TOP EXHIBIT (Complimentary with Gold or Silver Sponsorship) $200.00 = $_____
Processor Member No Charge

SPOUSE Friday, Savannah City Tour & Lunch $70.00 X _____ = $_____
(# of people)

GOLF - Friday
Golf Club at Savannah Harbor
Handicap or Avg. Score _____ $220.00 X _____ = $_____
Price includes: Green fees, cart, range balls day of tournament & box lunch *(# of people)*

TOTAL PAYMENT $_____

Please mark the following functions that you will be attending:
Thursday Welcome Reception # of people _____
Friday Reception & Dinner # of people _____
Saturday Reception & 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 SEPT. 20, 2016
Southeastern Food Processors Association
P.O. Box 620777 Oviedo, FL 32762
407.365.5661

REFUND POLICY: 30-Day Notice—Half Refund / 15-Day (or Fewer) Notice—No Refund



HOW TO Showcase Your Brand at Our Convention

If you are a processor, it's easy to share the goodness of your products with members during the SFPA Convention—just bring it on. Members are always delighted to take home a jar, a bottle, a can or a box of your delicious products. Exhibit tables are provided for you to showcase your brand at the event.

If you are an associate member, it's easy, too. Convention sponsorships, ranging from Gold ($1,500) and Silver ($1,000) to Bronze ($500), are as easy as contacting our Executive Director, Anna Ondick (**anna_ondick@earthlink.net)** or by signifying your commitment on the Convention Registration Form inside this *Food Forum.*

Gold sponsorships include signage throughout the convention arenas and on screens during the general sessions. All sponsorship levels above bronze include the availability of exhibit tables for demonstrating or displaying your products at selected events during the convention and during the morning breaks during the general sessions.

Don't forget the swag. Members can bring along their corporate branded hats, golf shirts, key chains, etc. as door prizes offered during general sessions.

House-Autry® introduces new, modern packaging to focus on "Southern-Crafted Goodness"

One of America's oldest food brands has launched new, modern packaging. The 204-year-old milling company says the effort will highlight the brand's position as the leader in "Southern-Crafted Goodness."

"Our brand is a household name in the Southeast, and growing across America. Sharing our centuries-old message of Southern-crafted goodness in a modern, vibrant way will connect with our current and new customers," says Craig Hagood, House-Autry President and CEO. "We want our loyal customers to know that while the House-Autry package is new, the same great-tasting products are inside."

The Four Oaks, N.C., company is the leading provider of chicken breading and hushpuppies in the U.S. and a leader in other breadings and mixes, including seafood breading, stone ground grits, biscuit mixes and cornbread mixes.

"We have a great heritage and exceptionally loyal customers," explains Mike Ganey, House-Autry's Vice President of Marketing. "We have evolved our products to make having family meals easy and quick, and our revitalized brand reflects the needs of today's consumer while maintaining our classic blue mill wheel and distinctive red box that are part of our heritage."

The new design features prep times, revised recipes and "facts up front" that allow consumers to quickly find important nutritional information, such as the number of calories and amount of fat in each product. Consumers will also notice larger, more appealing food photography on every box. New images, shot by Kevin Chelko Photography in Charlotte, N.C., were a response to many conversations with the brand's most loyal consumers. The packaging also provides alternative recipes, showcasing the versatility of House-Autry's extensive product lineup.



Flavor Trends Move Toward Vegetables, Mashups

By Tony Treadway, President, Creative Energy

There are several conferences focused on emerging trends in flavor for major restaurant chains, and The Flavor Experience, held in August in Newport Beach, Calif., is one of the best. Because most flavor trends begin in restaurants, the event portends the future of not only foodservice but also eventually what can impact supermarket products and consumer behaviors. Here are some of the most important trends that are emerging:

Mashups will accelerate. Bringing together Asian and Latin flavors in a bowl, in a wrap, or simply as a topping is moving from food trucks and fine dining to more mainstream venues such as fast casual and trend-forward casual restaurants. The use of more tropical fruits in these mashups, like mango and pineapple, is also emerging, bringing a sweet note to the savory flavors. Look for handheld global mashups appearing initially in sports bars and trendy fast food outlets.

For the second year, a leading topic was vegetable-centric menus. Adding a healthy halo to entrees, these vegetables will include smaller protein portions that can still lend a savory flavor to the dish, such as pork belly, country ham and barbeque.

Look for more cauliflower and carrots on the menu, as well as jackfruit. This large melon-like fruit can be pan-seared to appear like pulled pork. Add some barbeque sauce and you have a vegetarian version of a restaurant favorite.

Jackfruit

Garbanzo beans

Garbanzo beans, also called chickpeas, will show up on more menus as well. They emerged years ago as the central ingredient in hummus. In addition, more Eastern Mediterranean and North African spices, such as harissa, are predicted to see more play on menus.

Next-generation toasts with potent vegetable spreads such as a tomato jam with a poached egg atop will become menu favorites. Smothered fries or tater tots with cheese whiz and pickles might appear in a fast casual or a fast food chain soon. One example we tasted was a turkey pot pie filling perched atop fries.

Other trends to watch are flavored butters, soft cheeses, fried chicken with the twist of being marinated in pickle juice (Chick-fil-A has been doing it successfully for years), and more authentic flavors of tea.

It takes a lot to satisfy the taste buds of more diverse consumers in search of something new to eat. The best fresh ideas for restaurants are dishes that are craveable but too complicated to reproduce at home.

Welcome Our New Members

Let's welcome our new members to the SFPA. We look forward to meeting you at our convention!

Company	Representative	Affiliation	Website
Southeastern Mills	Linda Owens	Processor	SEmills.com
Pretium Packaging	George Reisinger	Associate	Pretiumpkg.com
Link Funding	Dana Hall	Associate	Link-Funding.com
Processors Choice	Mark Ritter	Associate	Processorschoice.com



Dates For 2017 SFPA University Set March 20–21, 2017 Clemson University

If you've missed the opportunity to send your operations personnel to off-site training in 2016, get started now on 2017 by marking your calendar for the 2017 SFPA University.

Dr. Scott Whiteside of Clemson University says the dates of March 20-21, 2017, have been set for next year's valuable training. Each year, SFPA University offers one-of-a-kind education on improving plant operations, food safety, workplace relations and other key metrics for member companies as well as non-members.

The training is optimized for learning by using industry experts. The day-and-a-half event is considered the best way to provide operational training for the money. Held at Clemson University, the centralized location also reduces the cost and time needed for travel. The cost per person for SFPA University tuition is $175 for non-members and $125 for member company personnel.

Go ahead and mark your calendar and start identifying key personnel for SFPA University 2017.

Look for updates on topics and speakers via SFPAFood.org, our Facebook site (Facebook.com/MySFPA) or *Food Forum*. Additional information can be obtained from Dr. Whiteside at **wwhtsd@clemson.edu**.

Salary Exemptions Can Have Significant Impact on Food Manufacturers

New U.S. Department of Labor (DOL) rules can have a significant impact on SFPA members regarding overtime pay for salaried employees. The effective date of the final rule is Dec. 1, 2016.

The initial increases to the standard salary level (from $455 to $913 per week) and HCE total annual compensation requirement (from $100,000 to $134,004 per year) will be effective on that date. Future automatic updates to those thresholds will occur every three years, beginning on Jan. 1, 2020.

Summary of the final rule:

1. **Standard salary level.** The final rule will raise the standard salary threshold to equal the 40th percentile of weekly earnings for full-time salaried workers in the lowest-wage Census region, currently the South. This will raise it from $455 a week to $913 a week ($47,476 for a full-year worker). This means that 35% of full-time salaried workers will be automatically entitled to overtime, based solely on their salary.
2. **Highly Compensated Employees (HCE) salary level.** The rule also updates the total annual compensation level above which most white-collar workers will be ineligible for overtime. The final rule raises this level to the 90th percentile of full-time salaried workers nationally, or from the current $100,000 to $134,004 a year.
3. **Automatic updates.** Every year that the threshold remains unchanged, it covers fewer and fewer workers as wages overall increase over time. The Department's final rule will fix this by automatically updating the salary threshold every three years, beginning Jan. 1, 2020. Each update will raise the standard threshold to the 40th percentile of full-time salaried workers in the lowest-wage Census region, estimated to be $51,168 in 2020. The HCE threshold will increase to the 90th percentile of full-time salaried workers nationally, estimated to be $147,524 in 2020. The Department will post new salary levels 150 days in advance of their effective date, beginning Aug. 1, 2019.
4. **Bonuses, incentive payments, and commissions.** The final rule will allow up to 10% of the salary threshold for non-HCE employees to be met by non-discretionary bonuses, incentive pay or commissions, provided these payments are made on at least a quarterly basis. This recognizes the importance these forms of pay have in many companies' compensation arrangements, particularly for managerial employees affected by the final rule. This is a new policy that responds to robust comments received from the business community on this matter.

For more information on the Overtime Final Rule, see **www.dol.gov/overtime**.



New FDA Rules on Nutritional Facts, Labels and Sodium

Note: The images above are meant for illustrative purposes to show how the new Nutrition Facts label might look compared to the old label. Both labels represent fictional products. When the original hypothetical label was developed in 2014 (the image on the left-hand side), added sugars was not yet proposed so the "original" label shows 1g of sugar as an example. The image created for the "new" label (shown on the right-hand side) lists 12g total sugar and 10g added sugar to give an example of how added sugars would be broken out with a % Daily Value.

You will be busy in the next year adjusting packaging and formulas on your food products after new guidelines were issued on the design of nutritional labels and sodium content. Here are some highlights on the changes:

New Nutritional Facts

The "iconic" look of the label remains, but we are making important updates to ensure consumers have access to the information they need to make informed decisions about the foods they eat. These changes include increasing the type size for "Calories," "servings per container" and the "Serving size" declaration, and bolding the number of calories and the "Serving size" declaration to highlight this information.

Manufacturers must declare the actual amount in addition to percent Daily Value of vitamin D, calcium, iron and potassium. They can voluntarily declare the gram amount for other vitamins and minerals.

The footnote is changing to better explain what percent Daily Value means. It will read: "*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice."

"Added sugars," in grams and as percent Daily Value, will be included on the label. Scientific data shows that it is difficult to meet nutrient needs while staying within calorie limits if you consume more than 10 percent of your total daily calories from added sugar, and this is consistent with the 2015-2020 Dietary Guidelines for Americans.

The list of nutrients that are required or permitted to be declared is being updated. Vitamin D and potassium will be required on the label. Calcium and iron will continue to be required. Vitamins A and C will no longer be required but can be included on a voluntary basis.

While continuing to require "Total Fat," "Saturated Fat" and "Trans Fat" on the label, "Calories from Fat" is being removed because research shows the type of fat is more important than the amount.

By law, serving sizes must be based on amounts of foods and beverages that people are actually eating, not what they should be eating. How much people eat and drink has changed since the previous serving size requirements were published in 1993. For example, the reference amount used to set a serving of ice cream was previously ½ cup but is changing to ⅔ cup. The reference amount used to set a serving of soda is changing from 8 ounces to 12 ounces.

Package size affects what people eat. So for packages that are between one and two servings, such as a 20-ounce soda or a 15-ounce can of soup, the calories and other nutrients will be required to be labeled as one serving because people typically consume it in one sitting.

New Sodium Guidelines

The FDA has announced the availability of a draft guidance titled "Voluntary Sodium Reduction Goals: Target Mean and Upper Bound Concentrations for Sodium in Commercially Processed, Packaged and Prepared Foods." The draft guidance, when finalized, will describe the government's views on voluntary short-term and long-term goals for sodium reduction in a variety of identified categories of foods that are commercially processed, packaged or prepared. These goals are intended to address the excessive intake of sodium in the current population and promote improvements in public health.

Average sodium intake in the U.S. is approximately 3,400 mg/day. The draft short-term (two-year) and long-term (10-year) voluntary targets for industry are intended to help the American public gradually reduce sodium intake to 2,300 milligrams (mg) per day, a level recommended by leading experts and the overwhelming body of scientific evidence. The targets are also intended to complement many existing efforts by food manufacturers, restaurants, and foodservice operations to reduce sodium in foods.

Americans consume almost 50 percent more sodium than what most experts recommend. One in three individuals has high blood pressure, which has been linked to diets high in sodium and is a major risk factor cause of heart disease and stroke. That number climbs to one in two African Americans and even includes one in 10 children ages 8-17. While a majority of Americans report watching or trying to reduce added salt in their diets, the deck has been stacked against them. The majority of sodium intake comes from processed and prepared foods, not the salt shaker.

Food manufacturers can provide comments on the rulemaking before Oct. 31, 2016. Visit **http://1.usa.gov/1TY1DK6** for more information on how to submit your comments.



Smyth Companies Acquires Pure Pack Technologies

Smyth Companies, LLC, of Minnesota has acquired Pure Pack Technologies of Phoenix, Ariz., which specializes in the conversion of flexible packaging materials.

"The acquisition of Pure Pack Technologies immediately enhances our flexible packaging product offerings utilizing wide-web technology, allowing us to service our customers with a broader range of packaging solutions," said Scott Fisher, President of Smyth Companies.

Flexible packaging is one of the fastest growing product segments in printing and packaging, seen most prominently in the food and household products industries. Flexible packaging offers brand owners increased shelf life, high-end product appeal and enhanced consumer-use functionality.

Pure Pack Technologies' core products include unsupported and multi-layer film structures, pouches, shrink and popcorn bags.

Texas Pete® announces new, more convenient packaging

Consumers will soon enjoy new, easier-to-use bottles of their favorite hot sauce, but the manufacturer of Texas Pete® says the product inside is the same great formula they love. TW Garner Food Co., an 87-year-old company, is the maker of one of the nation's leading hot sauce brands.

"We've made it easier to enjoy the bold, balanced flavor of Texas Pete® by adding a convenient flip-top lid," explains Ann Garner Riddle, Chief Executive Officer of TW Garner. "Adding a few drops of Texas Pete® to your favorite foods will be the same great experience with our new flip-top cap. You can also remove the top to pour Texas Pete® into a measuring cup or spoon for using our mouthwatering sauce as an ingredient in your recipe. We want everyone to know that while we have improved our bottles, the same great products you've come to know and love are inside." The new style bottles are now appearing on store shelves nationwide.

The new six-ounce bottles are used for the company's popular Texas Pete® Original Hot Sauce, Hotter Hot Sauce and Garlic Hot Sauce. New 12-ounce bottles are now used for Texas Pete® Original Hot Sauce, all Wing Sauce flavors, Honey Mustard Sauce and Cocktail Sauce. A larger, 24-ounce bottle of Texas Pete® Original Hot Sauce is also available. The three-ounce bottle of Texas Pete® Original Hot Sauce will remain in the heritage-style design.

"We are always trying to improve our product to benefit our loyal customers. With this new bottle and cap, making food delicious with Texas Pete® is easier than ever," says Glenn Garner, the company's Chief Marketing Officer. "And we added the iconic cowboy to the bottle to make it look cooler too."