



Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

WINTER/SPRING 2016

SFPA Convention Offers Insights, Personal Development and Networking WWII vet and serving SFPA serviceman honored

SAVE THIS DATE

March 14-15
2016 SFPA University
at Madren Center,
Clemson University,
South Carolina

(see page 2 for details)

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



Lively conversations and networking

The best in fall weather, a newly renovated facility and exceptional learning will be what SFPA members remember about the 2015 convention at Sea Pines. Oh, and did we mention extraordinary networking?

The 130 members and guests discovered a newly renovated clubhouse at Sea Pine's Harbour Town Golf Links, home to the PGA's RBC Heritage Golf Classic. But the opulent surroundings didn't detour member hunger for new insights and a chance to glimpse innovation through guest speakers in morning general sessions.

Just before the association's leaders welcomed members to the event, a board meeting was capped by a bittersweet announcement by longtime education chair, Dr. Bill Morris. The former University of Tennessee professor announced his retirement from the board and his endorsement of Dr. Scott Whiteside of Clemson to continue what he started. Whiteside will now be in charge of SFPA University and the association's college scholarship program.

Thursday night's welcome reception near the Inn at Harbour Town's new outdoor patio and pool marked the renewal of old friendships and introductions of new attendees.

Both Friday and Saturday mornings saw members start bright and early with general sessions filled with experts sharing insights ranging from personal branding and presentation skills to emerging technologies in packaging (see *Session Notebook* article).



Reception on the porch

By noon Friday, golfers were preparing to head to Sea Pines Heron Point for the convention's annual tournament while some were off to an afternoon of wine and trying their hand at painting. Others headed to the beach for their last chance to bask in the sun before winter.

The new Sea Pines Beach Club hosted Friday night's dinner. Glimpsing the nearby ocean before sunset was a perfect perk while enjoying a deliciously complete evening of dinner and drinks.



Trade show moments

continued on page 4



Register Your Employees Now for SFPA University!



Set for March 14-15 at Madren Center, Clemson University, South Carolina

Hosted by Dr. Scott Whiteside and The Department of Food, Nutrition, and Packaging Sciences at Clemson University

It is the best bargain in food manufacturing. It is the annual gathering of food processor plant personnel from across the South at Clemson University for the 2016 edition of SFPA University. The learning event is a one-of-a-kind opportunity to offer important plant safety and quality training at an affordable price.

“We have some tremendous speakers and topics set for 2016,” says Dr. Scott Whiteside, the association’s educational chairman. “Clemson University is the perfect location for our membership and we expect a tremendous turnout this year so I encourage companies to register their personnel early.”

This year’s event will be held March 14-15. A half-day session, beginning on the 14th enables some attendees to depart their homes on Monday morning and arrive in time for the opening session at noon. A dinner is provided on the evening of the 14th as well as lunch on the 15th and is included in the cost of the registration.

Topics for this edition of SFPA University on the 14th include:

The ABCs of EMPs – Building an Environmental Monitoring Program by Dr. Mark Morgan of the University of Tennessee,
Hazard Analysis Risk-based Preventative Controls by Bobby Pace of RDP Consulting, followed by an educational tour of Clemson University’s Department of Food, Nutrition and Packaging.

On the 15th, Susan Whitehead a specialist of South Carolina Manufacturing Extension Partnership program will speak on Leadership in Today’s Food Industry followed by Job Relations Tools.

Consultant Joni Keith will present Problem Solving and Process Improvement Tools.

Art Sambert, Project Coordinator of North Carolina’s Clean Energy Technology Center will present Onsite Combined Heat and Power Generation at Food Processing Facilities.

Lastly, Dr. Scott Whiteside will present Food Safety in Food Manufacturing: Industry Case Studies.

Lodging for attendees has been arranged for the James F. Martin Inn on campus. Be sure to call 888-654-9020 and ask for the SFPA block to reserve your room as soon as possible.

Companies wishing to register their employees for this year’s training event must do so by March 1. The cost for registration is the same as previous years. SFPA member employee: \$125.00. Non-SFPA attendees: \$175.00. Group rates of 7 or more people and an SFPA member: \$100.00 per person.

FDA Sets Final Rules on Produce and Food Importation

In November, the U.S. FDA released groundbreaking final rules to help produce farmers and food importers take steps to prevent food safety problems before they occur. The agency also released a Final Environmental Impact Statement on the produce rules’ provisions.

These new rules may impact the way SFPA members process their foods, so it is important that food processors review the new information, available at fda.gov/food/guidanceregulation/fsma/ucm334114.htm.

There you will find a significant amount of information on a variety of topics, including Produce Safety, Foreign Supplier Verification Programs, Accredited Third-Party Certification, an Environmental Impact Statement and a link to webinars on the final rules.





New Website Key Element to New Members Campaign

If you haven't visited the SFPA website recently, you haven't noticed that it is brand new! It is part of a strategy to not only better serve you as a member but also to attract new food processors to our association.

"Today, more than half of all searches on the Internet are performed on either a smartphone or a tablet," said Tony Treadway, chairman of the association's communications team. "Yet, most processor organizations still maintain websites that are not mobile-friendly. The new SFPAFood.org is mobile friendly and much easier to access as a user."

Up to 1,000 small specialty food manufacturers are located from Louisiana to the Carolinas. Today's consumers are forming connections with these smaller companies because of their authenticity and the regional flavors they offer. Therefore, many are quickly expanding their operations and are thirsty for information on how to grow their business.

"We feel that there are many small and start-up food companies in the Southeast that can benefit from their membership in the SFPA. The new website, and the information it contains, is a cornerstone of reaching out to these companies."

*Joe Rutzinski
SFPA President*

Easier to use, and with additional content, the site is likewise a part of the new membership campaign. A member portal that is password-protected to only due-paying members contains information essential to any food manufacturer's operation.

Want to get the latest FDA regulations on low-acidified foods? Need to know the important steps in starting up a food company in Alabama? Who do I contact in North Carolina to know how to prepare for a food safety inspection? It is all there in one place within the member portal of the new site.

"We are constantly adding new content to the member portal," said Dr. Scott Whiteside, of Clemson University's Food Science Department.

Also the SFPA's Education Chairman, Whiteside helps scores of food processors address their challenges to growth each year. "My contacts tell me what they need to know to grow their business. That insight is helping us understand what valuable information we should share on the SFPA site. Access to that information can help us convince companies to join the SFPA."

SFPA President Joe Rutzinski added, "We feel that there are many small and start-up food companies in the Southeast that can benefit from their membership in the SFPA. We can identify these young companies better than ever before because of the Internet. The new website, and the information it contains, is a cornerstone of reaching out to these companies and enticing them to learn more about the SFPA. This new content, along with the other benefits of membership, is another layer of value worth the \$400 annual investment."

For existing members, the site is also worth a deeper dive. Want to look at photos from the 2011 convention? Go to the gallery section of **SFPAFood.org**. Want to share the 2016 application for the SFPA Employee Child Scholarship? **Go to SFPAFood.org**. Want to send some of your plant workers to the next SFPA University? You guessed it—go to **SFPAFood.org**.

Be even more social as well by liking the association's Facebook page at **Facebook.com/MySFPA**.

"There is so much value in being an SFPA member," said Executive Director Anna Ondick. "We want to share our benefits with more potential members through this important outreach campaign driven by digital marketing."

If you know of a company that can benefit from membership, send their contact information to Anna (**anna_ondick@earthlink.net**). Include the key decision-maker's e-mail address and she will include them in the next SFPA outreach e-blast. Likewise, give that contact a phone call yourself and invite them to learn more at **SFPAFood.org**.



Club House at The Inn at Harbour Town

2015 SFPA Convention at The Inn at Harbour Town

continued from front page



Charles Hendrix and Caroline Dunbar have attended numerous conventions. Here, having fun in Tennessee in 2012.

Saturday's general session began with a business meeting where members unanimously approved an additional year of Joe Rutzinski's presidency and two new board members, Larry Garrett of Vietti Foods and Ellen Clark of Crown. Nick Gast, of Beckman & Gast, and Moody Dunbar's Stanley Dunbar were thanked for their board service.

Some of the most memorable moments after Saturday night's scholarship silent auction at the association's annual gala had a patriotic flair. Long-time attendee Charles Hendrix, accompanying Caroline Dunbar, was recognized for his service to the country as a gunner aboard a U.S. carrier-based dive bomber during World War II. The 90-year-old veteran gleamed as a standing ovation honored his bravery.

McKenzie Hennessee, a freshman studying food science at the University of Tennessee, was recognized for earning a \$2,000 SFPA scholarship. McKenzie is the daughter of John Hennessee of Ball Corp., who is likewise an officer in the U.S. Air Force Reserve currently



McKenzie and Dee Hennessee

serving his nation in Qatar. John congratulated his daughter and thanked the SFPA during the ceremony via the SFPA's Facebook network. A photo of his daughter and wife, Dee, was promptly posted to the Facebook page so he could share in the moment.

A second scholarship recipient, Christopher Bauer, a freshman studying industrial engineering at Clemson and son of member John and Angela Bauer of Tropical Foods, sent a letter of thanks. Read by Tropical Foods President Tony Lahnston, the moment was a perfect crescendo to a wonderful convention.

Next year, we will gather at the Westin Savannah Harbor Golf Resort & Spa to celebrate the association's 74th year of service to the food industry. Go ahead and mark your calendars and join us Oct. 20-22, 2016.

Notes From Three of Convention's General Sessions

Key insights to remember to build your food business



Daniel Abramowicz, Ph.D.

Experts across the food-manufacturing spectrum shared valuable insights with SFPA members during two morning sessions at the 2015 convention. Just in case you left your notes behind in beautiful Hilton Head Island, here are some highlights from three of our exceptional speakers.

Packaging & Food Waste
Daniel Abramowicz, Ph.D.
 Chief Technology Officer, Crown Holdings
www.CrownCork.com

Keynoting Friday's morning session, Dr. Abramowicz shared amazing statistics on the worldwide food waste problem, benefits of canned food and new technologies being developed to address the problem. Crown Holdings is the world's largest producer of food cans and aerosol cans in the world.

The Food Waste Problem

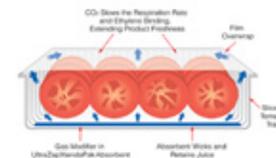
- 1.3 billion tons of food wasted annually worldwide
 - Enough to feed 868 million people
- More than 40% of food is wasted (30% of agricultural land)

Canned Foods are the Best Solution

- In U.S. only 7% loss from canned veggies
- 32% loss of fresh veggies
- 36% loss of frozen veggies

NextGen Packaging

- Smart packaging
 - Extends shelf life
 - Monitors freshness
 - Displays info on quality
 - Improves safety/convenience



Download Dr. Abramowicz's amazing presentation on PowerPoint! Visit the Members Only Portal at SFPAFood.org and see "Downloads."





More Convention Snapshots



Joe Rutzinski Showcase



Raffle items



Many thanks to Dr. Bill Morris

Notes From General Sessions

(continued)



Wes Burker

Food Worker Attitudes

Wes Burke
 Director of Human Resources, Alchemy Systems
www.AlchemySystems.com

A 2015 survey of food processing workers and senior management of food companies found some amazing differences in opinions and attitudes within the industry. Wes Burke shared some of the results from these important findings and how food companies can get the most from their employees.

Key Facts

- 23.4% turnover rate of workers
- Average annual pay \$35,000
- Cost to replace and train new worker \$17,500
- In company of 100 workers, cost of hiring/training = \$400,000

Worker Attitudes

- 93% are comfortable in stopping manufacturing line if food safety is in question.
- 50% say they will go to work feeling sick/ 46% don't want to create a burden on co-workers.
- 61.3% say their work life is "good."
- Management believes only 18% would work while sick.
- 90% feel responsible for food safety.
- 75% believe they can be promoted within their company.

Trends

- Millennials (23-35) are now 33% of food processing workforce.
- Millennials respond well when training is in form of a game.
- 70% of Millennials say they are active in social networks.

Download the 2015 Mind of the Food Worker Report. Visit the Members Only Portal at SFPAFood.org and see "Downloads."

Engage Someone in 15 seconds

Edison House
Michael Angelo Caruso
www.MichaelAngeloCaruso.com

Everyone can benefit from a course in personal branding and sales presentations. This former rock band member now delivers more than 100 training sessions across North America on how to engage customers and build confidence in delivering your message.

Most Powerful Words in Engagement

- "I am proud of you."
- "What is your opinion" or "what do you think?"
- "Would you please."
- The person's first name
- "Thank you."

Key Presentation Tips

- Watch your body language.
- Walk into room with a smile. Walk with purpose.
- Dress one "notch" better than your audience. People like successful people.
- Practice your "elevator speech" (15 and 30 second versions).
- If you want to "sell," don't act like a salesman.
 - Don't ask someone how they are doing— giveaway to a sales pitch.
- The power of "3." People remember in threes.
 - Remember, it is 1, then 2, then 3.



Michael Angelo Caruso

Other Business Communications

- Subject lines of e-mails are extremely important.
- On Facebook, tag peoples' names in photos and share.



New Dietary Guidelines Focus on Eating Patterns



The Department of Health and Human Services and the Department of Agriculture published their new guidelines for the American diet on Jan. 7. The **2015-2020 Dietary Guidelines for Americans** policy report (Dietary Guidelines) provides guidance for those 2 years and older.

The Dietary Guidelines recommendations focus on overall eating patterns, because Americans do not eat food groups in isolation. This focus is a shift from previous Dietary Guidelines that have focused on food groups and nutrients.

The Dietary Guidelines provide broad guidance recommendations intended to be an adaptable framework. Accounting for all foods and beverages within an appropriate caloric level, the new document includes:

- A variety of vegetables from all of the subgroups—dark green, red and orange, legumes (beans and peas), starchy, and other
- Fruits, especially whole fruits
- Grains, at least half of which are whole grains
- Fat-free or low-fat dairy, including milk, yogurt and/or fortified soy beverages
- A variety of protein foods, including seafood,

- lean meats and poultry, eggs, legumes (beans and peas), and nuts, seeds and soy products
- Oils

The guidelines also set limits for healthy eating patterns involving saturated fats and trans fats, added sugars, and sodium. The following quantitative limits are recommended to help individuals achieve a healthy eating pattern:

- Consume less than 10 percent of calories per day from added sugars.
- Consume less than 10 percent of calories per day from saturated fats.
- Consume less than 2,300 milligrams (mg) per day of sodium.
- If alcohol is consumed, it should be consumed in moderation—up to one drink per day for women and up to two drinks per day for men—and only by adults of legal drinking age.

The Dietary Guidelines recommend that Americans of all ages should meet the **Physical Activity Guidelines for Americans** because the relationship between diet and physical exercise supports calorie balance and managing body weight.

Encourage Your Employees to Take Advantage of SFPA College Scholarships for Their Children

Deadline is March 31, 2016!



In 2014, five students earned up to \$2,000 each in college scholarship support from the SFPA. In 2015, only two scholarships were awarded. Make 2016 a record year for the benefit of the children of SFPA members. The deadline to receive applications for this year's scholarships is March 31st.

This important benefit to SFPA members and their employees is for children who are currently seniors in high school and intending to enroll in a four-year college OR freshmen through juniors at any four-year college in the U.S.

Priority will be given to students intending to major in the following fields of study:

- **Food science**
- **Food technology**
- **Chemical engineering**
- **Microbiology**
- **Food packaging**
- **Culinary arts**
- **Nutrition**

However, applications from eligible students intending to major in any field will be considered. Scholarship applicants must have a 2.5 GPA or higher.

"This is one of the great benefits of SFPA membership," said Joe Rutzinski, SFPA President. "If you are an SFPA member, be sure to make your plant, office and sales employees

aware of this opportunity to offset the high cost of post-secondary education by applying for an SFPA Employee/Child Scholarship. For any parent, a scholarship of any amount can be a tremendous opportunity."

The SFPA provides member companies with posters that can be displayed in gathering areas, such as in lunchrooms or on bulletin boards. Members are also encouraged to include information on the scholarship in their company's newsletter or other company-wide communications.

A second scholarship opportunity is for students currently enrolled in the following universities as food science majors:

- University of Tennessee
- Clemson University
- North Carolina State University
- University of Georgia
- University of Alabama

Download the 2016 SFPA Employee/Child Scholarship or 2016 Food Science Scholarship application form at SFPAFood.org. Requirements include an essay on the applicant's school history and aspirations for his or her career.



TW Garner donates a total of \$30,000 to help hungry children

Top restaurant chain chefs compete in fundraising effort

TW Garner Food Company recently organized its unique competition between some of the nation's top restaurant chain chefs to spark a \$10,000 annual donation by the company to help fight hunger among American children. The Texas Pete® Kitchen Hero Cook-Off in Dallas was the third in a series of competitions that has thus far donated a total of \$30,000 to the restaurant industry's child hunger campaign.

"There was no competition of its kind among chain restaurants, so we organized the cook-off as a way to connect with their chefs in a meaningful and beneficial way," said Glenn Garner, TW Garner's Chief Marketing Officer. "Our company's worthwhile annual donation is just one of many efforts to support communities and to fight hunger."

Held during an annual gathering of restaurant chain executives, the company invites four chain chefs to gather in one kitchen and create new dishes that include Texas Pete® products as ingredients.



Texas Pete® Kitchen Hero Cook-Off chefs

The chefs demonstrate their culinary skills for a chance to earn the title of the year's Texas Pete® Kitchen Hero Cook-Off Grand Master for their restaurant chain. The additional reward is TW Garner's donation on the behalf of the chain to Share Our Strength's "Dine Out for No Kid Hungry" Campaign.

Since 2008, the Dine Out campaign has raised more than \$28 million to help end childhood hunger. The organization supports a variety of feeding and education programs designed to provide nutritious meals for children.



Texas Pete® Kitchen Hero Cook-Off dishes

"Through our partnership with TW Garner Food Company, we are able to introduce Breakfast in the Classroom, Summer Meals Program and all sorts of other programs that kids have never had access to before," said Diana Hovey, Managing Director of the Dine Out for No Kid Hungry Campaign.



Texas Pete® Kitchen Hero Cook-Off in the kitchen

"It takes 10 cents to connect a hungry child with a plate of food," said Sharon Lykins, Senior Director of Product Innovation for Denny's. "So that \$10,000 annual donation will feed a lot of kids."

Lykins was one of four chefs who competed in the 2015 competition. She joined chefs from Ruth's Chris Steakhouse, Chick-Fil-A and Jason's Deli to craft their menu creations using Texas Pete®. Four experts from other major foodservice organizations served as judges.

"We were impressed with every chef's creation, and happy to present our donation to this year's winner, Brandon Hudson, Research and Development Manager for Jason's Deli," said Steve DeCorte, Executive Vice President of Sales for TW Garner.

To watch this year's chef competition, visit <https://www.youtube.com/watch?v=P3fxh9t2Xfc>.



New ¡Sabor! by Texas Pete® Mexican-Style Hot Sauce Launches Nationwide

New blend of Mexican spices, sea salt and sautéed garlic adds a unique, spicy flavor

Answering consumer demand for spicy, flavorful condiments, TW Garner Food Co. has launched new ¡Sabor! by Texas Pete® Mexican-Style Hot Sauce. The new flavor offers a uniquely bold and balanced combination of Mexican spices, sea salt, sautéed garlic and aged peppers ideal for any meal.



The word “sabor,” simply put, means “flavor”—and this new sauce certainly packs a lot of flavor into a small bottle.

“The growth in demand for spicier foods and consumer requests for a hot sauce inspired by Mexican flavors were behind the development of our latest innovation,” said Ann Riddle, Chief Executive Officer for TW Garner.

“¡Sabor! by Texas Pete® is one of the best flavors that we have ever created, and I look forward to sharing it with those who are ready for a new flavor among hot sauces.”

Steve DeCorte, Executive Vice President of Sales for TW Garner, added, “¡Sabor! by Texas Pete® includes premium ingredients that have been crafted to make any meal taste even better—and Mexican foods taste extraordinary. Taste tests by consumers have scored this hot sauce one of the best in our history.”

The innovative, easy-pour opening on bottles of ¡Sabor! by Texas Pete® makes adding the sauce to any dish easy. The distinctive yellow label and cap emblazoned with a bold logo also make it easy to find the new hot sauce on supermarket shelves nationwide.

“The Texas Pete® brand has been a signature of quality and flavor for nearly 90 years,” said Glenn Garner, the company’s Chief Marketing Officer. “That is why it was important to let loyal customers of our brand know that ¡Sabor! by Texas Pete® is now part of the Texas Pete® family of outstanding sauces.”

The company leveraged its brand in the wake of its highly successful launch of CHA! by Texas Pete® Sriracha Sauce in 2014, which continues to grow in sales and preference by consumers.

South Carolina’s Food Industry!

24,000 Farms
1,520 Vegetable Farms
1,340 Fruit Farms
122 Meat/Poultry Processing Plants
1,500 Food Processors
 - 1,210 Food Manufacturers
 - 70 Seafood Processors
 - 20 Large Bakeries

\$9.5 Billion Economic Impact



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