



Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

SPRING/SUMMER 2015

Make Plans For Our 2015 SFPA Convention

At One Of Our
Favorites...

The Inn
At Harbour
Town, HHI



The Inn At Harbour Town, HHI



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/MySFPA

There are high expectations for the Carolina Low Country for this year's SFPA Convention at the Inn at Harbour Town in gorgeous Hilton Head Island, October 22-25.

"It is always a favorite," says Anna Ondick, SFPA's Executive Director. "Hilton Head and Sea Pines Resort have become an SFPA tradition. We expect this year's convention to be one of our best, and most memorable." In addition to engaging speakers, the annual golf tournament at Sea Pines, and friends and family, the Inn at Harbour Town boasts something new this year. The luxurious boutique pool is now open.

This exciting addition is exclusively for guests of the inn and includes features such as: relaxing spa under a shade trellis; rim flow edge; travertine stone deck; poolside food and beverage service; and terrace with chaise lounge chairs and seating area to enjoy the one-of-a-kind view overlooking the famed Harbour Town Golf Links.

"I want every SFPA member to go ahead and mark their calendars and reserve time now for our convention," said Ondick. "We'll share more information soon on our line-up of speakers and on- and off-site events. Now is the time to invite a food manufacturer to join the SFPA and

attend our convention for their first time. I'm certain it will be an extraordinary convention and another great return to Hilton Head Island." You heard her. Mark your calendar and make plans for our 2015 convention, October 22-25, at the Inn at Harbour Town, HHI.



We have included information on reserving your room(s) early at the Inn at Harbour Town to make sure you have a place for fun and adventure. Please reserve your rooms early this year.



SFPA Welcomes New Members

We welcome four new members to the association in this edition of Food Forum. We look forward to meeting these new members at our fall convention. Here's more about these fine companies:

Nercon Eng. & Mfg., a conveyor OEM, nationally acclaimed for our applications based Mechanical and Electrical Engineering design capabilities. We manage our projects from concept through startup. State-of-the-art fabrication capabilities offer repeatable CNC accuracy. Complete fabrication resources virtually eliminate outsourcing of components and allow us to manage our schedule with greater reliability. Factory Acceptance Tests are available to allow for proving complete system functionality. System FATs reduce installation and startup times significantly.



Company Representative: Scott Dehne
Tele: (920) 379.6160
Website: www.nerconconveyors.com

Southeastern Food Ingredients Inc. is an industrial broker and distributor of food ingredients for the food processor and manufacturer sectors. We represent only the highest caliber ingredient manufacturers and suppliers in the food industry. Our primary territory focuses on the states of Georgia, Florida, South Carolina, North Carolina, Alabama, Mississippi, Tennessee and



Louisiana. Some of the products we offer are yeast and rice extracts, seafood powder, margarine, shortening, oils, SD tomatoes, peppers, and mole.

Company Representative: Dale Braddy
Tele: (770) 638.1999
Website: www.sefooding.com



Olds Products Company

For over 100 years, Olds Products Company has been dedicated to producing the finest mustards. From traditional yellow mustard to hot and spicy specialties, we carefully select the finest ingredients to maintain the quality and consistency that our customers have come to expect. From this dedication to quality we have developed into North America's second-largest mustard manufacturer serving both branded and private label markets.

Olds Products was established in 1897 and is the largest private label manufacturer in North America. We supply mustard to various classes of trade from coast to coast and maintain over 100 recipes with dozens of "made-to-order" blends.

Company Representative: Dennis Gehrke
Tele: (262) 947.3500
Website: www.oldsproducts.com



Global Food Properties is a boutique real estate brokerage firm concentrating exclusively on food production and food distribution facilities. Core competencies include the sale, lease, acquisition and valuation of special-purpose assets, acting generally as agents or advisors to owners, occupiers, underwriters, and institutional and municipal developers. The firm's leadership has a rare fluency in what drives occupancy and value, and how that impacts everything from recovering invested capital through a plant sale, to identifying utopian expansion or relocation options.

Company Representative: Jeffrey Counsell
Tele: (312) 283.8040
Website: www.globalfoodproperties.com



2015 SFPA University draws 37 to Clemson for training

While the numbers were down this year from typical SFPA University sessions, the instruction level was off the charts. Most presenters at the food safety and training seminar earned high marks from participant evaluations.

Held March 23-24 at Clemson University, the topics ranged from creating an environmental monitoring program, to leadership in food processing and personnel safety.

“The evaluations by participants scored the value of their presentations very high this year,” explains Dr. Scott Whiteside, a member of the Clemson faculty and technical advisor to the SFPA.

“This kind of training is indispensable to a food manufacturer,” Whiteside said. “It would be nearly impossible to assemble the type of academic and industry experts for the kind of training and insight they can provide. And certainly not at the bargain pricing that the SFPA can offer as an association.”

Some of this year’s presenters included Dr. Faith Critzer, Assistant Professor at the University of Tennessee’s Food Science and Technology Department; John Dony, Program Manager and Interim Director of the Campbell Institute; and Anthony Peterson, Operations Department Manager of Bush Brothers & Company.

“I will recommend to the SFPA Board that each SFPA manufacturing member assign a “point” person for their company whose responsibility would be to identify company employees to send to SFPA U. I think everyone understands the value of this training, and some additional pre-planning to schedule plant employees to be out for a couple days next year to attend, will make a big difference in the participation in future courses. I just think this year’s event snuck up on some people,” Whiteside said.

Stay tuned for more information on the 2016 training event here in Food Forum or at www.sfpafood.org.



Give Us Feedback & YOUR News

We want to make Food Forum even more valuable as an asset to you. Send us your suggestions on articles and information you would like to know more about. When you have news you would like to share, send it our way. Send your feedback and news to Tony Treadway at ttreadway@cenergy.com or call (423) 676-3040.





Fourth Generation Family Members Move Up At TW Garner Food Company



*Ann Garner Riddle
Chief Executive Officer*



*Glenn Garner
Chief Marketing Officer*



*Matt McCollum
Chief Financial Officer*



*Heyward Garner
Chief Operating Officer*

TW Garner Food Company has introduced a new c-level organizational structure within the company that includes four promotions, three of which are fourth-generation family members.

Previously serving as President, Ann Garner Riddle has assumed the role of Chief Executive Officer. Glenn Garner now serves as the company's first Chief Marketing Officer. SFPA board member Matt McCollum is now Chief Financial Officer and Heyward Garner is now Chief Operating Officer.

"Glenn, Matt, and Heyward are the fourth generation of family members at TW Garner Food Company," said Ann Riddle. "They will be the leaders of our company as we move into the next few decades. They have proven themselves time and again and I could not imagine assembling any better leadership team."

Earlier, Riddle promoted three staff members in the company to executive positions. Steve DeCorte was named Executive Vice President of Sales. Gerald Lambert became Executive Vice President of Operations and Robert Hughey now serves as Controller.

In announcing those promotions Riddle said, "We have come a long way and these men have shown incredible dedication to the company. They have earned the right to represent TW Garner in these high-level positions."

TW Garner Food Company is headquartered in Winston-Salem, NC. Its brands are consumer and foodservice favorites, including Texas Pete® Hot Sauce, CHA! by Texas Pete® sriracha sauce, and salsa and tortilla strips under the Green Mountain Gringo® brand. Founded by Garner family members in 1929, the company is celebrating 86 years of success.



*Steve DeCorte
Executive Vice President
of Sales*



*Gerald Lambert
Executive Vice President
of Operations*



*Robert Hughey
Controller*



House-Autry Mills launches Our House™ Gluten-Free Baking Mixes

House-Autry Mills has launched a new brand of baking mixes with the promise of flavor, texture and quality that no other gluten-free baking mixes can offer. Our House™ brand products were recently added to the shelves of retailers such as Food Lion, Harris Teeter and Ingles. More retailers will add the product line soon to their gluten-free offerings.

“We have witnessed the growth of gluten-free baking mixes and noted the dissatisfaction of consumers involving their taste and texture,” said Craig Hagood, CEO of House-Autry Mills, one of America’s oldest food companies. “We knew that there could be better formulations developed and set about creating a gluten-free, vegan and non-GMO baking mix line we call ‘Our House.’”

In consumer taste tests, Our House brand products were judged superior in taste and texture, and gluten-free category buyers of retailers presented with the new Our House line agree.

“There has been universal agreement among the retailers that have sampled the Our House line that we do, in fact, have something very special to offer gluten-free consumers,” said Marketing Director Mike Ganey.



“We are offering a money-back guarantee to any consumer that any of our gluten-free products offer a superior flavor and texture when compared to any other gluten-free brand,” Hagood explained. “We invested heavily in research and development and the construction of a new plant for milling our gluten-free products to assure their purity.” For more information on Our House, visit www.ourhousegf.com.

Cornbread Mix



Pancake Mix



All-Purpose Flour



Bread Mix



All-Purpose Baking Mix



Chocolate Brownie Mix



Cookie Mix



Clemson Institute Maximizes Potential For Package Design



Clemson University's Sonoco Institute of Packaging Design and Graphics is serving hundreds of the nation's top CPG companies with an eye toward maximizing their return on investment. A multimillion-dollar investment by donors and the university in equipment and some of the world's top experts in synergizing graphic design with consumer engagement is fueling the institute's growth.

The institute utilizes biometric technology to understand how a given product and packaging stands out on the shelf. Their studies help companies understand the benefits of certain packaging designs and materials with the objective of increasing their products shelf appeal and purchase decision.

The most interesting and important component of the institute is its mind-blowing CUshop™ lab and its eye-tracking software. According to Assistant Professor R. Andrew Hurley, "The process unveils consumer decision-making and investigation at the subconscious level." Hurley and his team make conclusions on trends in packaging design as well as elements that he says, "impact the perceived quality of products."

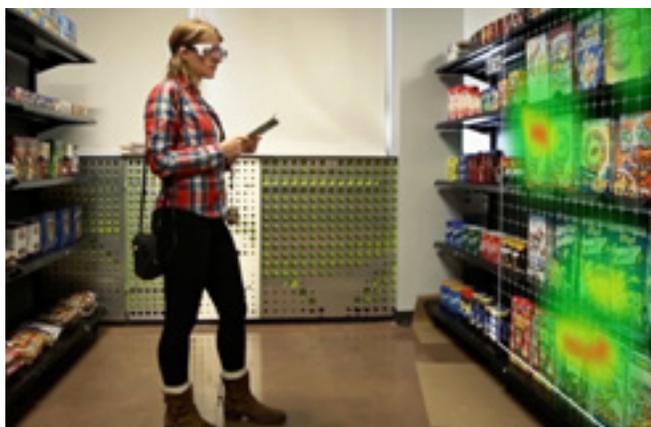
A client of CUshop shares information about its target audience, its category and its competitors. Consumers are recruited to fit the client's demographics to participate in the eye-tracking tests. Whether in an actual store environment, or within the CUshop environment that mimics an actual store, the test group will wear computerized glasses that track their eye movements, captured at 30 or 60 times per second as they approach and shop a store shelf. The combination of the resulting quantitative and qualitative data typically provides 21 million data points for analysis.

The resulting data drives analysis of what their eyes subconsciously track across the shelf and the client's package. Which of a competitor's package designs works more effectively than the client's is only one important data point. Questions such as the time one's eyes fixate on a package and for how long provide insight that can mean millions of dollars for a client's bottom line. Should the color of the package change? Does a particular food shot on the package become more important to the brand logo, or the descriptive copy of the product's attributes?

A client receives a full report and recommended changes to make the package more effective. A heat map that aggregates the response of all test subjects is stunning in depicting their engagement. Typically, the testing will include several package designs with different, but similar demographically selected consumers until the design is considered the most effective in selling itself off the shelf.

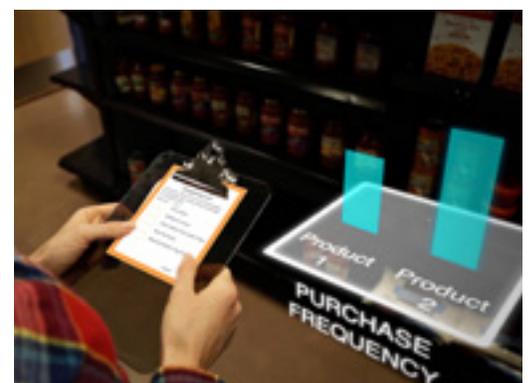
"It's a gut check before a manufacturer launches a product"

R. Andrew Hurley, Assistant Professor



Test subjects wear advanced glasses to measure their eye movement as they view package design. A heat map is then produced to easily understand where package design improvements can be made.

"It's a gut check before a manufacturer launches a product," says Hurley. "While a typical product development cycle may take as much as 22 months, from concept to shelf, we can help a manufacturer reduce that cycle with a more effective end result."





Here is an easy to use form for reserving your room early for this year's SFPA Convention.

SOUTHEASTERN FOOD PROCESSORS ASSN OCTOBER 22-25, 2015



Experience the intimate boutique-style atmosphere of

The Inn at Harbour Town, the only Forbes Four-star, AAA Four-Diamond hotel on Hilton Head Island. Blending enduring service excellence with every modern feature and convenience to make your escape a pure pleasure.

Deluxe Inn Guest Room

\$229 per room per night

RESERVATION INFORMATION

- Rates do not include a combined 19.5% sales tax and resort amenity fee or \$1 daily HHI destination fee
- Rates will be honored based on availability, 2 days prior and 2 days post meeting dates
- All Sea Pines Resort lodging guests receive preferred tee times, green fees, complimentary tennis, resort discounts and complimentary wi-fi at the Inn at Harbour Town
- Reservations must be received by Sea Pines Resort no later than August 22. A deposit for one night's lodging and taxes will be charged at the time the reservation is made.
- Any reservations received after this date will be based on availability.
- Check-in time begins at 4:00pm. Check-out time is by 11:00am

CANCELLATION POLICY:

- Deposit is refundable if cancellation is made at least 21 days in advance (October 1)
- Deposit is forfeited if cancellation is made within 21 days of arrival (October 2 or later)
- Shortened stay requests within 24 hours of arrival will incur a 1-night's penalty fee

TO MAKE YOUR RESERVATION ON LINE

Ctrl + Click this link: <https://www.seapines.com/sfpa/>

QUESTIONS REGARDING YOUR RESERVATION?

Contact Jessica Labik at e-mail: jlabik@seapines.com or 1-888-607-2966, select #2





Bruce Foods Sells Hot Sauce Brand To Southeastern Mills



Bruce Foods Corp. in New Iberia, La., has sold its Original Louisiana Brand Hot Sauce and related assets to Georgia-based Southeastern Mills Inc. The purchase includes all of the brands and intellectual property related to Bruce's hot sauce business, as well as manufacturing and warehouse facilities in New Iberia. Terms of the deal were not disclosed. Bruce Foods President and Chief Executive Officer J.S. "Si" Brown III said Southeastern Mills, a family business, will be good stewards of the hot sauce business Bruce Foods built over seven decades.

"At this point, Bruce Foods' strategic vision focuses heavily on our Mexican foods, marinades and seasonings, as well as our line of outdoor cooking appliances," Brown said. Those products include the Casa Fiesta, Cajun Injector marinades and seasonings, Mexene Chili Powder and Cajun King lines, all made at the company's El Paso, Texas, plant.

The sale of the hot sauce business marks Bruce Foods' second major move to a new corporate strategy in as many years. In late 2013, the company sold its canned-vegetable line, which included Bruce's Yams, to McCall Farms in South Carolina.

Under the terms of the acquisition, Southeastern Mills will retain the roughly 100 workers at the hot sauce plant and warehouse, according to both companies. The New Iberia plant will continue to operate as before. And Brown said no one should look at the hot sauce business sale as a signal the family is

exiting the food business. "We're going to grow our business. We still have a lot of business," Brown said. "The El Paso plant is the biggest plant in the company."

The other brands Southeastern Mills acquired include Louisiana Wing Sauce, Red Rooster hot sauce, Louisiana Gold Pepper Sauce, Louisiana Brand Tabasco Peppers in Vinegar and Bruce's Tabasco Peppers in Vinegar. The newly acquired brands will operate under the company name "The Original Louisiana Hot Sauce Co."

The Original Louisiana Brand Hot Sauce has been around for 80 years and is carried by all major U.S. grocers and restaurants. The hot sauce is distributed in more than 60 countries. Even with that popularity, Louisiana hot sauce offers tremendous growth opportunities, said George Manak, Southeastern Mills vice president of business development and strategy.

Linda Owens, president of Southeastern Mills Inc., said the deal adds another strong brand to Southeastern Mills, strengthens the company's retail portfolio and increases the number of products for foodservice and industrial customers.

Manak said the hot sauce acquisition will allow Southeastern Mills to add hot sauce flavors to some of its other products, such as the bouillon and batter and breading mixes.

Courtesy of The Advocate



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