



# Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

WINTER 2011

## President's Message



Drew M. Andrews  
SFPA President

Greetings to everyone. The SFPA had a slam-bang meeting last year in Hilton Head with an all-star lineup of speakers who opened our eyes and our ears to what's in our future from both a marketing standpoint and from our government. It is not all pretty. I had members tell me that they had no idea of the extent of passed and pending legislation directed like an arrow towards the food industry executive. The entire weekend was abuzz with the topics this line up of speakers brought to us.

The gavel was passed at the convention on Saturday night after the banquet and just like in American politics the transition was peaceful



Drew Andrews presents a plaque of appreciation to outgoing president Tom Densmore for his achievements.

in spite of the presence of golf clubs and guns. I cannot say enough about the presidency of Tom Densmore and his service to the SFPA and to the board of directors. I personally and

*continued on page 2*

## SFPA Academy Educational Workshop Coming in March

Information has been mailed for the SFPA Academy Workshop, March 8th and 9th presented at the Madren Conference Center, Clemson University.

This program is designed for employees of food processors, to enhance and update their knowledge in the various food safety facets of the rapidly changing food processing industry.

Rooms may be available Tuesday, March 8th at the James F. Martin Inn which is connected to the Madren Conference Center at the rate of \$90.00/night single and \$110/night suite. Registration fee for SFPA members is \$100 per person or group rate of \$500.00 for up to seven people. Any company wishing to sponsor part of the workshop cost, please call the SFPA office, 407-365-5661.

## SFPA's 'Buy The South's Best Foods' promotion to reach 15,336,000 consumers in nine states in May

### There's still time for SFPA members to take advantage of the savings

"There is no better way to reach your customers at a low costs." That sums up the plan for the 2011 'Buy The South's Best Foods Month' promotion says Tony Treadway, coordinator for the highly successful SFPA

cooperative advertising and marketing campaign that is set for May 2011.

"This year we have expanded the reach of the promotion to nine states with the inclusion of the entire state of Virginia," said Treadway. "That brings the total weekly reach through newspaper inserts carrying money-saving

*continued on page 2*



## President's Message

continued from page 1

professionally thank Tom for his leadership, his guiding the SFPA convention out of red ink back into the black, and setting a clear path for myself and all who will follow him. We are all indebted to Tom, and on behalf of the membership and board of directors of the Southeastern Food Processors, Tom, we all thank you sincerely.

In this issue, you will read more about the SFPA Academy (Dr. Bill Morris will put on our second annual Food Safety workshop in March, this year at Clemson University) and more about SFPA's Buy the South's Best" program. Both of these programs have profited our members directly and I urge you to take advantage of our key benefits of SFPA membership.

You have never had more reasons to be a member of SFPA. Remember this is your association, be involved, be an ambassador and bring a new processor member with you next year. Share the excitement. There was a lot of networking, fellowship, friendship and excitement in Hilton Head and there is reason to believe it will be even larger and more exciting in Kingsport this year. I do implore you to be there. I look hopefully forward to seeing each and every one of you.

Take the words of Robert E. Lee with you this week; "Do your duty, you cannot do more and you should never do less".

Sincerely,  
Drew M. Andrews

## SFPA's 'Buy The South's Best Foods' promotion to reach 15,336,000 consumers in nine states in May

continued from page 1



coupons on the products of SFPA members to more than 15,336,000 people."

The unique program points to the value of SFPA membership. "To reach this many people with a newspaper insert and the other elements of the program, a company would spend more than \$80,000. By participating in this year's promotion, a company can distribute its coupon through the program for just \$13,525."

The program groups up to six non-competing manufacturer's coupons into a full-page newspaper insert that is distributed in Sunday newspapers in Mississippi, Tennessee, Kentucky, Alabama, Georgia, Florida, South Carolina, North Carolina and Virginia. Consumers clip the coupons and use them to purchase SFPA member food items at their local supermarkets, thus offering a savings to shoppers and promoting trial of SFPA member products.

"The South is the fastest growing region of the country and there is a proven affinity for southern brands," said Treadway. "Many people are not aware that our members are trusted

brands that create jobs and support families in the South. This is a perfect way to gain new customers at a fraction of the cost of reaching them outside the SFPA advertising co-op."

The program also includes a national recipe contest supported by a promotional ad in *Taste of the South* magazine and an ad in the supermarket trade journal, *The Shelby Report*, to alert supermarket chains of the promotion and to stock up on participating member products. The campaign is also supported by a web site at [www.buythesouthsbestfoods.com](http://www.buythesouthsbestfoods.com).

At the 2010 convention, the winner of the recipe contest, Brenda Day of Savannah Ga., personally accepted her Grand Prize check for \$500 to a round of applause from SFPA members. Brenda's recipe for Southern Wontons, using Patterson's Barbecue Pork and Texas Pete® Hot Sauce was judged be best of more than 1,100 entries.

For companies wishing to participate in this year's campaign, contact Tony Treadway at 423-926-9494, ext. 112 or via e-mail at [ttreadway@cenergy.com](mailto:ttreadway@cenergy.com) by Feb. 8, 2011.

## SFPA Scholarships

SFPA gives a 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.



## Off-shore sourcing of ingredients is a major food safety challenge for processors says Mithen at SFPA Convention



*Imported ingredients pose a food safety challenge requiring diligence by food manufacturers.*

An important presentation at this year's SFPA convention came from Jerry Mithen, vice-president of manufacturing services for RQA. His company is a leader in assisting companies in food product recalls and food safety. RQA handles 85 of the top 100 food companies in the U.S. during product recalls.

Mithen said one of the key services provided by RQA is actual product pick up at grocery stores across America utilizing 10,000 employees staged for product recalls. Mithen covered the history of product recalls. Starting in Europe in the 1980s, early recalls involved poultry and beef food safety issues. RQA was involved in the early investigations to determine whether animal feed or facilities were involved. The government of the United Kingdom was the first to establish legislation to hold the presidents and CEOs responsible for food safety, including fines and jail terms. Thus, the industry began a focused and integrated effort to design a system for assured food safety, which evolved into the Global Food Safety Initiative (GFSI).

Mithen said that in 2010, there were 5,000 U.S. deaths from contaminated foods. Some of the products involved in these claims included mixed nuts (labeling). Egg noodles (recalled eggs), goat milk cheese (listeria, salmonella), lobster ravioli (undeclared allergens), chocolate-coated almonds and frozen pops. Most recently, foods made with peanuts, beef, chicken nuggets and other items have been called into question. Many of the products were manufactured overseas and key problems involve investigating the source of the products grown or manufactured in countries such as China and Malaysia.

The cost of a product recall is significant. He noted that ConAgra's peanut butter recall involved an estimated direct cost of \$66 million dollars and multiplied damage to the company's reputation, litigation and lost sales due to consumer fear. Mithen said that the greatest worry for manufacturers is the increased use of foreign suppliers who are less regulated than suppliers within the U.S. Mithen said that increased pressures by retailers and their customers is driving food processors to reduce their prices – necessitating the search for low-cost, off shore suppliers. That creates extraordinary new risk.

Trends by consumers for all natural, line extensions, new spices and other ingredients

are making the problem even more challenging as more and more ingredients are being sourced off shore.

Genetic engineering involving in the identification of chemicals in the ingredient labels is a significant concern, particularly the possible impact of plastic packaging leaching chemicals into the foods. More sophisticated manufacturing processes require the use of more chemicals in the process adding to the challenges of today's manufacturer.

Mithen recommended that food processors establish honest off shore companies to be a trusted liaison partner with suppliers is essential. He recommended manufacturers contact the U.S. Embassy in source countries for recommendations on legitimate, honest liaisons. U.S. manufacturers should establish a process to assess and assure transparency of data involving potable water, pollution of soil, air and human pathogens. Manufacturers should know the source of each supplier of ingredients. Manufacturers should tie compensation to verifiable transparency and accuracy of the off shore ingredient suppliers. Contaminated product recall insurance should be purchased and manufacturers should maintain independent oversight over all aspects of the supplier and should provide continuous oversight and feedback to their suppliers.

Other recommendations include GFSI food safety standards be established by manufacturers. Processors should utilize accredited and specialized independent labs. Authenticity testing should be added and Internet information should always be monitored about reported hazards involving a manufacturer's component ingredient should be maintained. Labeling involving country of origin, allergen, antibiotics and sustainability should be also increased.



**Hold These Dates: October 20-22, 2011**

SFPA Annual Convention  
MeadowView Marriott Conference Resort  
& Convention Center  
Kingsport, Tennessee



## Hot labor and employment law issues covered by David Long-Daniels at SFPA Convention



David Long-Daniels updates SFPA members of federal labor law issues during the 2010 convention.

An expert in labor and employment law told members of the SFPA that reviews by federal agencies are more than ever focused on enforcement and legal actions against employers.

David Long-Daniels of Greenberg Traurig, a global law firm engaged in labor-related litigation on behalf of employers, covered new issues. Daniels said that most federal agencies are now focused on enforcement actions against employers. The Obama Administration hired 300 new EEOC investigators and 250 new Wage & Hour Division investigators in 2010 to increase investigations, enforcement and litigation of companies found in violation. He also noted there is increased utilization of federal agencies on news releases to the public on investigations and litigation. The Paycheck Fairness Act, if passed, will prohibit employers from retaliating against employees who share salary information with their co-workers.

New regulations involving the Americans with Disabilities Act (ADA) means that almost any human issue can now be couched as a disability. High blood pressure, someone who once suffered from cancer or claimed learning disabilities can now provide grounds for lawsuits by employees or federal government.

The Family Medical Leave Act involves members of the military. Family members are now allowed up to 26 weeks of leave if a member of their family has been injured and is in the military.

Expected new legislation will prohibit employers from discrimination based on sexual orientation and gender identity. Other legislation could make unionization efforts within a company much easier and protected by law.

## Welcome New Members

### BrucePac

Matt Mitchell  
Silverton, OR  
503-871-9815

### CreteDefender

Stuart Hoeke  
Lexington, KY  
877-830-6008

### Custom Packaging

Brad Holmes  
Arden, NC  
864-504-9308

### Diversey

Michael Hanschke  
Tega Cay, SC  
513-652-3710

### NuProduct Seasonings

John Rymer  
Cumming, GA  
404-310-7647

### Praxair

Ron Hagerman  
Danbury, CT  
203-837-2000

## Joining the SFPA is Easy and Important for Your Company

If you are an existing SFPA member, ask one of your fellow food manufacturers or suppliers to join our important association of food professionals. If you aren't a member, we invite you to be part of our organization. Build new relationships with members. Save money on our cooperative advertising program. Gain important food safety and manufacturing information through our SFPA Academy.

Have fun at our annual convention. Annual Membership Dues are just \$400 Per Year. For more information, contact Anna Ondick at 407-365-5661 or go to [www.sfpafood.org](http://www.sfpafood.org) and click the "Join" button for a downloadable SFPA Membership Application.





## Looking back at the 2010 SFPA Convention at Hilton Head, SC

---



The Grand Prize Winner of the SFPA's "The South's Best Recipe Contest", Brenda Day of Savannah, GA, chats with Tom Densmore before she is presented a \$500 check by the Association.



Fun, friends and fellowship.



The historic setting of Sea Pines matched beauty with low country elegance.



Smiles and some fruit of the vine were served at Sea Pines Resort.



## Looking back at the 2010 SFPA Convention at Hilton Head, SC

---



*Afternoon excursion to Harbor Town.*



*Mike Caminiti calls Nick Gast, the lucky winner for the Jim Carmichel rifle.*



*Friends enjoying a great time.*



*Angelic and Stan Carroll*



*Just some of the lovely ladies of the 2010 SFPA Convention.*





## Looking back at the 2010 SFPA Convention at Hilton Head, SC

---



*Tennis tournament participants take a break in the action.*



*Patricia and Hal Garner*



*Another beautiful Harbour Town sunset*



*TW Garner President Ann Riddle and Matt McCollum chat it up during the convention's Welcome Reception.*



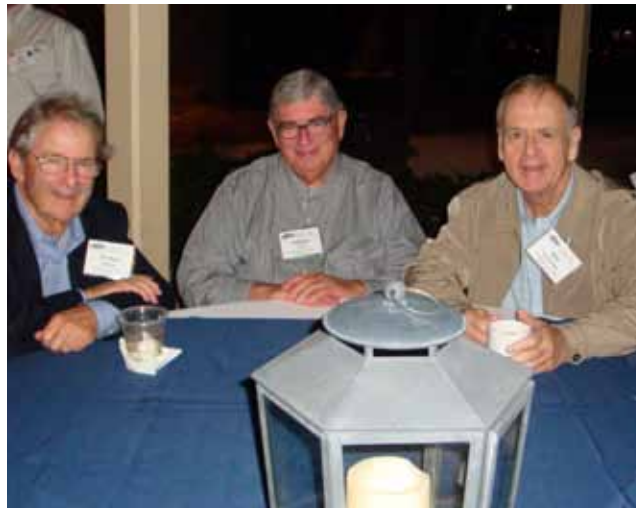
*President Andrews listens to some sage advice.*



**Looking back at the 2010 SFPA Convention at Hilton Head, SC**



*Stanley and Carolyn Dunbar, Charles Hendrix and Marion Swink enjoy a warm South Carolina afternoon.*



*Veterans of the SFPA look forward to another great year.*



*Low Country delights were plentiful.*



[www.sfpafood.org](http://www.sfpafood.org)  
407-365-5661

**OFFICERS**

**President**

Drew Andrews – Elite Spice

**1st Vice President**

Tony Treadway – Creative Energ

**2nd Vice President**

Stan Carroll – TW Garner Food Company

**Treasurer**

McCall Swink – McCall Farms

**BOARD OF DIRECTORS**

Chad Clardy – C.F. Sauer (2012)

Jack Haddock – Smyth Co. (2012)

Craig Haygood – House Autry (2012)

Anthony Moore – Bush Brothers (2011)

Marion Swink – McCall Farms (2011)

John Wadsworth – Rich Products (2011)

**Membership Director**

Bill Keith – Crown, Cork & Seal Co., Inc.

**Executive Director**

Anna Ondick