



Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

SUMMER 2012

Wet, Wild, Wonderful! Don't Miss The 2012 SFPA Convention



River otter at SC Aquarium



South Carolina Aquarium galleries feature loggerhead turtles

Besting the rustic mountain fun of the 2011 SFPA Convention in Tennessee is a tall order. You will have to be the judge when you attend our 2012 convention in Charleston, SC (October 25–27). A one-of-a-kind convention event will be held on Friday night at the South Carolina Aquarium as part of your organization's celebration of its 70th year.

Wet, wild and wonderful is the best way to describe the fun atmosphere of the aquarium that opened in 2000. Jutting out 200 feet into the Charleston Harbor, the aquarium offers a state-of-the-art environmental learning center that encompasses the entire spectrum of the Southeast Appalachian Watershed as found in South Carolina: the Mountains, the Piedmont, the Coastal Plain, the Coast, and the Ocean. The Aquarium's 93,000-square-foot building includes 9 galleries featuring over 5,000 amazing aquatic animals, from river otters and sharks to loggerhead turtles and American alligators, all close to 50 exhibits. Currently the Aquarium holds 6,243 specimens of animals within 350 species and 12,000 specimens of plants within 215 species.

"Our board of directors were so impressed with the aquarium that we made special arrangements to make it part of this year's convention," said Jack Haddock, an SFPA Board of Directors member.

"You only celebrate your 70th anniversary once and it will happen at this year's convention," said board member Marion Swink. The SFPA was *continued on page 2*



SAVE THESE DATES !
Oct. 25 thru 27th,
2012
SFPA CONVENTION,
Charleston, SC

Visit our web site
www.SFPAFood.org
for more details!

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South Carolina Aquarium at Charleston Harbor



SFPA 2012 Convention

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Lobby of the Francis Marion Hotel

originally organized on June 16, 1942 as the Georgia Cannery Association and evolved into the Southeastern Food Processors Association in 1979.

SFPA conventioners will experience an evening of food, drink, fellowship and wonderment at the aquarium as part of their convention registration. Transportation will be provided from the hotel to and from the aquarium.

The convention's headquarters will be the historic Francis Marion Hotel in the heart of downtown. Named for the Revolutionary War hero, General Francis Marion (a.k.a. Swamp Fox), the storied hotel is on the National Registry of Historic Places and recently underwent renovations to include modern amenities.



Charleston's famous pineapple fountain

Leadership, food, fun headline 2012 SFPA Convention



Featured speaker Vice Admiral John Morgan, Ret.

If you miss this year's SFPA Convention, you will miss the best of what Charleston, SC and your association has to offer.

The focus of the convention is leadership, headlined by one of America's best examples of contemporary military leaders, Vice Admiral John Morgan, Ret. Famous for turning the USS Enterprise Battle Group around to return to the Persian Gulf on his own initiative after hearing of the airplane attack on America on September 11, 2001, no one can argue his leadership skills.

Other speakers include a leader of a major national retailer and experts in the field of assisting companies identify and nurture corporate leadership and the core values that drive a company's success.

We will light up the convention on Thursday night with our "Taste Of The South" Welcome Reception beginning at 6 p.m., Friday night's excursion to the South Carolina Sea Aquarium will be a great way to celebrate the SFPA's 70th birthday. The night will be filled with food, libation and amazing visuals of sea and land creatures of the Low Country.

To serve up the fun, a spouse's culinary tour of some of Charleston's most famous restaurants is offered (\$40.00 per person) on Friday morning. Termed "Savor the Flavors of Charleston", the walking, talking and tasting tour will immerse participants in the history and culture of the Low Country. Tour stops will include Dixie Supply Bakery & Café for some Stone Ground Grits & Sweet Potato Cornbread... washed down with some sweet tea. Other stops include The Spice & Tea Exchange, Market Street Sweets and one of two other famous eateries (AW Shucks or Noisy Oyster). Be sure to pre-register for this event (see your registration packet to make your reservation).

Other available tours include a home and gardens tour on Friday. And for your Saturday afternoon, a walking tour to explore Charleston's 300-year history, or a historic lecture.

The association's annual golf and tennis tournaments are set for Friday afternoon so be sure to bring your clubs or racquets. The golf tournament will be held at Patriot's Point Links in Mt. Pleasant. The tennis tourney will be at



Many opportunities to explore Charleston's historic neighborhoods

the Charleston Tennis Center in West Ashley. We will tie a bow around a great weekend Saturday night, when the silent auction and raffle precede the annual scholarship dinner. Bring your checkbook and be ready to help our association's commitment to scholarships to deserving children of SFPA company employees and food science college students.

Registration information for the convention can be found on the SFPA's web site (www.SFPAFood.org). All members will also receive a registration packet in the mail. Be sure to register early to secure your place in what could be the SFPA's best convention

ever... and Happy 70th SFPA! Carefully review your convention registration packet and register early for the event to be held at the historic Francis Marion Hotel in downtown Charleston October 25–27.

You can download your registration packet at SFPA.org



Charleston's famed Cooper River Bridge

President's Message



Tony Treadway
SFPA President
Creative Energy

Marking 70 years with something fresh

We mark our 70th year as the voice of southern food processors and their suppliers with something that the association hasn't done before. I point to our move to reward our own membership by naming two SFPA scholarship winners from the ranks of SFPA employees as the latest example of a vibrant organization.

Ann Chandler Stepp, the daughter of a Vietti Foods employee, and Meredith Kielarowski, the offspring of a Bush Brothers employee, are the first of many to come from the ranks of SFPA member companies who benefit from being part of our organization. Each will receive \$2,000 from the SFPA toward their college education (read more about them in this issue of Food Forum).

This was the first year of our innovative scholarship program that shifts some of the funding of SFPA college scholarships away from donations and endowments to southern land grant institutions to direct scholarships to the children of hard working employees of our SFPA members.

The willingness of our board of directors to consistently bring greater value to being an SFPA member is the hallmark of a sound organization. From the success of our Buy The South's Best Foods cooperative advertising program to our highly successful SFPA University delivering needed low-cost training opportunities to plant employees, I am happy to report that the SFPA is alive and well after many other associations have disbanded during the past 70 years.

As the president of a supplier to SFPA food processor members, my company has benefited from the investment it makes each year in its membership fee. Our company has networked with processors to generate new and valuable relationships. I personally have been rewarded with life-long friendships that transcend business that I will always cherish.

When I was invited on to the board of directors several years ago, a trusted friend and new board member, Reg Garner of TW Garner Food Company, and I had a discussion about where the SFPA could be improved. We agreed that new, innovative programs were needed to add value for processors and suppliers to join our organization. Unfortunately, Reg is not here to see the fruits of our board's shared vision for the future of the SFPA's next 70 years—but I think he would be pleased.

Serving as your president this year has been an honor that I will never forget, and I thank all who have helped us make a great organization even better. I will end my tenure at our October convention in Charleston and will leave the position knowing that the change to make the children of SFPA member companies the beneficiaries of our scholarship program will serve as the hallmark of my year and something that helps assure that there is always something fresh and valuable in being an SFPA member.



Bruce Foods Corporation

Bruce Foods Corporation produces a large variety of consumer food products which are distributed throughout the United States and in more than 100 countries worldwide. The company was established in 1928; in the early days, company products were transported by horse drawn wagon and paddlewheel boats within a 150-mile radius of New Iberia, Louisiana. Today, Bruce Foods is one of America's larger, privately-owned food manufacturers, with more than 1,200 employees, and continues to operate as an independent, family-owned business. The company's facilities include four processing plants strategically located in New Iberia and Lozes, Louisiana, Wilson, North Carolina, and El Paso, Texas.

Well known for its famous Bruce's Yams, "Original" Louisiana Brand Hot Sauce, Cajun Injector injectable marinades, and Mexican food items, the company is recognized nationally and internationally for the diversity and authenticity of its many product lines. Bruce Foods manufactures some 180 individual products under more than nine primary brand names, including authentic Cajun sauces and seasonings.



Bruce Foods Corporation's U.S. operations are located in agriculturally rich regions where major food ingredients are grown. Bruce Foods has been manufacturing true Cajun food products long before Cajun cuisine was introduced to the rest of the world. Likewise, the company's Mexican food plant in El Paso, Texas, was founded in 1931 and pioneered the processing of shelf-stable Mexican food. All natural ingredients

in every product manufactured by Bruce Foods have been a company tradition since the first day of operation.

Bruce's Yams are far and away "America's favorite Yams". Bruce's outsells every other brand and continues to sustain share growth. Bruce's yams are also the only Sweet Potato brand with the "Heart Healthy" seal of approval from the American Heart Association. Bruce's uses only the tender, "sweet heart" of the yam. The proprietary process assures consistent size, texture, and color; and the removal of small chips and particles from whole and cut yams produces the visually appealing product consumers have come to expect when opening a can of Bruce's Yams.

Bruce Foods Corporation has been "green" for years by installing systems that produce and use renewable energy. Bruce Foods substitutes natural gas, typically purchased by manufacturing plants, with recovered methane gas from the plant's own byproduct waste. Normally, these waste gasses would be released into the environment, but Bruce Foods captures these methane gas emissions in their on-site recovery program to use in place of natural gas as an alternative energy source in thermal processing. This eliminates greenhouse gasses that are harmful to the environment and are a suspected culprit of global warming.

At Bruce Foods, the quality process has always started long before products reach the plant. Delicious, eye appealing foods begin with the best quality fresh ingredients. To ensure a continuous supply of fresh produce, Bruce Foods has developed excellent relationships with progressive growers. The company keeps careful records of productivity and selects operators with good agricultural practices. For the past 84 years, Bruce Foods Corporation has been dedicated to its many satisfied consumers around the world who recognize the good value of its high quality, fair-priced food products. By continuing to focus providing people worldwide with trusted food brands that always deliver consistent quality, integrity, and great taste, Bruce Foods will continue to make history for years to come.



Children of Bush Brothers and Vietti Foods shine in first SFPA Scholarship competition

Two proud families, two students and two SFPA member companies are the beneficiaries of the association's first competition to offer \$2,000 college scholarships. The first year of the program to offer college-funding assistance to the children of SFPA member employees saw children of Bush Brothers and Vietti Foods employees taking away a total of \$4,000 in scholarships.

Ann Chandler Stepp, daughter of Lewis Voyne Stepp who is a Vietti Foods employee and Meredith Kielarowski, the daughter of Ray Kielarowski of Bush Brothers were determined to be the inaugural winners of the competition that was judged by a committee of SFPA member representatives.

"We had a total of five high school seniors complete their scholarship applications and all of their submissions were impressive," explained Dr. Bill Morris who chaired the scholarship committee. "But, there were two applications that stood out from the rest, and we were happy to make our recommendations on the winners at our Summer SFPA board meeting in Greenville, SC."

Ann Chandler Stepp lives in Jacksonville, FL and will attend Clemson University and will major in communications with an emphasis in journalism. Ann was a member of the National Honor Society at her high school with a 4.08 grade point average. She delivered meals to the aged and underprivileged in Jacksonville as part of the Meals on Wheels program. She also participated in Adventure Clubs and Backyard Missions that target youth in the city's highest crime areas. Of her intended career, Ann said, "A profession in the communications field is a career that will have unlimited, revolutionary effects on a society, illustrating the timeless significance of human interaction."

Meredith Kielarowski lives in Knoxville, TN. She is attending the University of Kentucky this fall with a major in Food Science. "For generations, children have complained about the cafeteria food at their schools," Meredith wrote. "Is it time we listen to them for change?" One of Meredith's missions is to help fight obesity and malnutrition that plagues many school children with better tasting, more nutritious food. She

wishes to work for a food processor for several years after graduation, and then pursue a culinary arts degree or an MBA to further her vision. Meredith worked as a member of the Red Cross Leadership Development Center and attended at University of Delaware Food Science Day that helped to ferment her passion for making food even better.

"The SFPA Scholarship Committee made some excellent choices in their review of scholarship applications," said SFPA President Tony Treadway. "I want to thank Dr. Bill Morris who headed the committee which first developed scholarship criteria and then sought applicants from SFPA member companies. Their toughest job was determining which students would be awarded scholarships." Other members of the committee were Chad Clardy of CF Sauer, Bill Keith of Crown Holdings and Dr. Bill Hurst of the University of Georgia. The \$2,000 scholarships will be sent to Ann and Meredith's respective schools to defer the cost of their educations.

Other finalists in the competition included: Haley Caroline Waxman of Greensboro, NC. She is the daughter of Robert Waxman of SFPA member company Tropical Foods. Jonathat Luke Moore, son of Anthony Moore of Bush Brothers in Knoxville, TN. Summer Robinson of Midway, TN is the daughter of Johnny Robinson who is an employee of Bush Brothers.

A personal letter was sent to each of the finalists in the competition by SFPA President Tony Treadway. The two winners were also invited to attend this year's Charleston, SC convention so that the members can meet them and hear their stories.

Applications for the 2013 SFPA Scholarship Competition will be posted to www.SFPAFoods.org in October, and the deadline for application submissions by high school seniors to the SFPA will be March 30, 2013. Posters will be provided to SFPA members for use in their plant and office locations to alert their employees of this valuable opportunity for added educational benefits because they work for an SFPA member company.



Ann Chandler Stepp



Meredith Kielarowski



Effective document management and compliance software solution



You've put in place an effective quality management system. Your team is trained and they're implementing the program, but audits are still a pain. Keeping track of all of the records and ensuring that everything is maintained is becoming a lot more difficult as you've grown and expanded. Maybe it's time for a document management system?

Qualtrax is a powerful document control tool and a true compliance software package. Qualtrax works with companies worldwide to assist them with achieving compliance goals. This includes not only managing documentation, but automating key business processes, streamlining training management, and ensuring critical industry regulations are addressed.

Qualtrax's process management functionality enables organizations to increase efficiencies and reduce errors by improving everything from customer complaint handling to CAPA management. Auditors love Qualtrax for its strict revision control and security features—all documentation related to standards, processes, and training is right at their fingertips.

The company has years of experience working with the food processing industry. ISO, HACCP, and FDA 21 CFR Part 11 are among the many regulations where the software has a proven record of helping companies achieve compliance. The company is continually incorporating new features based on customer feedback and technology advances and trends.

An interview with an SFPA scholarship winner



Meet
Kaitlyn Casulli
N.C. State Food
Science Student

Your membership in the SFPA is meaningful in so many ways. As a food manufacturer or supplier, you already know how the association offers educational, marketing and networking opportunities that are unique. Did you know that your membership also plays a role in furthering the careers of food science students across the southeast?

This year's John Rushing SFPA Scholarship of \$750 at North Carolina State University (NC State) has been awarded to **Kaitlyn Casulli**, a student majoring in food science, who discussed with Food Forum her background and aspirations.

Q: What's your hometown?

A: I'm from Wilson, NC

Q: Why are you interested in food science as a career?

A: Because food science requires a fundamental understanding of many subjects, including microbiology, engineering and chemistry. I have always enjoyed learning and doing a little bit of

everything. I find food science particularly interesting because I always want to know the "why" behind everything, and sometimes, there isn't just one answer from one particular discipline, but the answer lies within understanding the connection between several disciplines.

Q: What is your 'dream job' after graduation?

A: I hope to land a job in food process development. Ideally, I would like an intellectually stimulating job where I get to do many different things during the day.

Q: What do you think about earning this year's scholarship from the SFPA?

A: I would like to express my sincere gratitude to the SFPA. The economy is uncertain and education is becoming more expensive as the years go by, so, to me, it means a lot to know that there are generous people willing to support the education of aspiring food scientists.



Top speakers set for March 2013 SFPA University



If you are a food processor in search of a cost-effective way to train your plant operations personnel on food safety laws and other major trends affecting your business, look no further than the 2013 SFPA University.

To be held March 19–20, 2013 in Raleigh, NC, next year’s event will provide insight into major food safety initiatives, including meeting the requirements of the U.S. Food & Drug Administration’s (FDA) new Food Safety Modernization Act. Other topics will include tips on how to implement Lean Sigma/Six Sigma into plant operations, SQF vs. BRC for implementing the Global Food Safety Initiative, environmental safety and FDA inspections.

Subject matter experts will lead participants through these topics. Included in the impressive list of experts is **Dr. Purnendu C. Vasavada** who is the FDA- ORISE Fellow and the Coordinator of the Food Safety Preventive Controls Alliance.

Melissa Elliott (Mel) is Director of Quality and Food Safety for Kellogg’s. In this role, she is responsible for the development and implementation of Quality and Food Safety programs for several Kellogg’s Snacks facilities as well as co-manufacturers. She will cover the topic of how to handle an FDA site inspection.

For more information on next year’s SFPA University, visit www.SFPAfood.org or contact the SFPA’s executive director, **Anna Ondick**, at anna_ondick@earthlink.net or via phone at (407) 365-5661.



Dr. Purnendu C. Vasavada



Melissa Elliott

New SFPA Members

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Edgewater Technology
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Mooresville, NC 28117
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Butter Buds Food Ingredients
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Ingredients Corp of America
Kathryn Peterson
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The FDA revises procedure for in-plant photos

From David Somerville, Senior Manager of Quality, Bush Brothers & Co.



The FDA is revising its policy on in-plant photos.

The U.S. Food and Drug Administration (FDA) recently revised a section of its Investigations Operations Manual (IOM), the primary source of agency policy and procedures for field investigators and inspectors, on “In-plant Photographs”. The revisions specify the actions required of the investigator and FDA district management when a company refuses to allow the taking of photographs during an inspection. For many years, FDA and the food industry have disagreed on FDA’s legal right to take in-plant photographs. This latest revision to the IOM could signal that a long-anticipated test case on this issue may be forthcoming. Below, we provide the revised IOM language.

Revised Instructions on In-Plant Photographs

When a company refuses to allow the taking of photographs during an inspection, IOM Section 5.3.4.1. now instructs investigators to obtain name and contact information for the firm’s legal counsel, and advise your district management immediately. If the firm does not have legal counsel on retainer, collect the name and contact information for the most responsible individual. District management will inform their ORA Regional Counselor in the Office of Chief Counsel (OCC) of the situation, and OCC will then contact the firm’s legal counsel or most responsible individual to discuss FDA’s legal right to take pictures during inspections. OCC will relay the results of this conversation to district management.

This language marks a shift from previous versions of the IOM which instructed investigators to “advise your supervisor so legal remedies may be sought to allow you to take photographs, if appropriate.” (It is also a significant departure from even older versions of the manual, which instructed investigators to put away any photographic equipment and proceed with the inspection, if met with resistance from the company). It is a signal that investigators are likely to be more aggressive in their position that they have the legal right to take photographs.

Because of the lack of direct judicial support for FDA’s claimed authority to take photographs during inspections, it has long been the general industry practice to deny investigators consent to take photographs. As noted above, the revised IOM indicates that investigators will strongly resist this, and we have heard numerous reports from clients that FDA investigators are being much more assertive in this regard. Accordingly, we recommend that you determine what your company policy will be and make your facilities aware of it.

The information from this article came from a memo from Hogan Lovells of Washington, DC. For more information our discussion regarding this new procedure, you may contact either Joseph Levitt or Elizabeth Fawell at (202) 637-5600 or visit www.hoganlovells.com



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