



Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

www.sfpafood.org

WINTER 2013

The industry's best food safety training coming in March

**Reserve your space
at SFPA University,
March 19-20, 2013**



Doubletree By Hilton Hotel in Raleigh

The fourth annual SFPA University is considered one of the best bargains in one-of-a-kind training for plant personnel. This year's opportunity promises to continue the tradition of providing low-cost, high-impact training that will be focused on the Food Safety Modernization Act (FSMA).

Set for March 19th and 20th in Raleigh, NC, the training will be delivered by some of the nation's top experts on FSMA and plant operational efficiency.

"The new Federal regulations that will govern how food processors manufacture their products is the hottest topic in our industry," said Dr. Bill Morris, SFPA's Educational Chairman. "We have built the subject matter for this SFPA's University to address the many questions that surround the new law." Training begins at Noon on March 19th at the Doubletree By Hilton Hotel in Raleigh. Food safety consultant, Bobby Pace, will provide an overview of the FSMA and how food manufacturers can address new requirements that manufacturers must address. The training will also cover how successful companies are managing the process for stepped up FDA plant inspections

The "Food Safety Preventive Control Alliance" will be discussed. The alliance involves industry personnel who are providing input to the FDA on the implementation of the FSMA. Representatives of two highly regarded companies will discuss their experiences in implementing Six Sigma/Lean Manufacturing. They will share their implementation process and the resultant improvements in their operations.

SQF vs. BRC, understand the differences and why they are so important in implementing another major industry initiative, the Global Food Safety Initiative (GFSI), will also be included in the training.

Plant safety is a constant high-level concern of all companies. From operational viewpoint, SFPA University participants will learn about what a successful plant safety program looks like, and how to implement and motivate employees when they return to their own facility.

Special discounts rates of \$125 per employee are available for current SFPA member companies. A group rate discount for SFPA member companies registering seven

**SAVE THESE DATES
IN 2013!**

**October 17-20th
SFPA CONVENTION
Asheville, NC**

**Visit our web site
and Facebook site
for more details!
www.SFPAFood.org /
www.facebook.com/MySFPA**

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best food safety training coming in March

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employees or more of \$100 per employee is also available. Non-SFPA member companies can participate for \$175 per employee. A special room rate of \$129 per room is available at the Doubletree Hotel for the training.

Participants should ask for the Southeastern Food Processors Association rate when they contact the hotel (Monday–Friday, 8 am–5pm) at 800-331-7919.

Refreshments will be provided throughout the conference and dinner will be provided the evening of March 19. Lunch will be provided on March 20. Meals are provided by sponsors of the SFPA University and by the association.

Due to limited space, pre-registration by February 26th is mandatory. If you have not received a registration brochure for the 2013 SFPA University, visit www.SFPAFood.org and download the brochure today.

Complete the form and mail your company's registration along with a check or money order to: SFPA, P.O. Box 620777, Oviedo, FL 32762. Or, contact the executive director of the SFPA, **Anna Ondick, directly at (407) 365-5661** or via e-mail at anna_ondick@earthlink.net.



Applications being accepted for \$2,000 SFPA scholarships

Your employee's children can earn a \$2,000 college scholarship

Ask Lewis Voyne Stepp of Vietti Foods and Ray Kielarowski of Bush Brothers how handy an extra \$2,000 for the college education of their daughters was in 2012. Both Ann Stepp of Jacksonville, FL and Meredith Kielarowski of Knoxville, TN were the inaugural winners of a new SFPA Employee/Child Educational Scholarship that launched in 2012. Who will be the proud parents of SFPA winners in 2013?

The scholarship is for the children of employees of SFPA member companies and is open to current high school seniors who intend to enroll in any college or university in the U.S. for the Fall 2013 semester. The child can enroll with any major of study.

"I got a phone call from the SFPA while I was driving to Clemson University for the Fall semester," explains Ann Stepp. "My dad was in the car and we let out a giant cheer when we heard the news." In her high school, Ann was a member of the National Honor Society and is

Ann Stepp of Jacksonville, FL, one of the inaugural winners of a new SFPA Employee/Child Educational Scholarship, speaking at the 2012 SFPA Convention in Charleston, SC.





President's Message



*Stan Carroll
SFPA President
TW Garner Food Company*

Another Wonderful Convention

Once again we had a terrific show in Charleston SC. I would like to thank all of the processors and vendors for the extra time and effort spent on speakers and their booths at the show. We have once again surpassed ourselves with information and knowledge needed for our members to continue the growth needed in our industry.

The year 2013 brings new joys and challenges ahead with new regulations introduced to the food industry. One of the benefits that our organization provides is the SFPA University. This will be our third year with Dr. Bill Morris heading this up for the SFPA. We will have this event in March at NC State in Raleigh, NC. I am happy to tell everyone we are going to Asheville, NC for our next convention. This should prove to be an excellent place to return to since it has been years in the planning.

The theme for our convention will be Succession Planning known to everyone in the industry for preparing company's for future change. The new format is called Succession process due to the long time and many scenarios you must work through for your ultimate plan. I think all of our members will enjoy and learn from our slate of speakers this coming year!

I would like to thank everyone for their strong support of the SFPA. Please do not hesitate to invite people you know in the industry to join the SFPA. Our organization is still growing and supplying members with knowledge of the future of our industry. Let's make this a wonderful year for the SFPA with your continued support.

pursuing a career in communications. Meredith is enrolled at the University of Kentucky and is majoring in food science.

"It is one of the most valuable benefits offered by the association to its members and I urge every SFPA member company to leverage the scholarship opportunity as an additional value to their employees," explains association president, Stan Carroll.

SFPA member companies are encouraged to promote the scholarship opportunity by providing the information to their employees. A recent mailing by the SFPA to key member contacts included pre-printed posters that can be placed on bulletin boards, near time clocks or in break areas. News of the opportunity should also be shared in company internal newsletters or Intranets.

Applications for the 2013 scholarship is available online for easy downloading at **www.SFPAFood.org** under the scholarship button. Students should complete the form and include pertinent information as well as complete an essay on their vision for their professional

career. Applications to be reviewed for a possible scholarship must be postmarked by March 31, 2013.

Another SFPA college scholarship is available to sophomores and juniors who are enrolled in food-related majors at the following universities: University of Georgia, University of Tennessee, Virginia Tech, University of Alabama, NC State University and Clemson University. The scholarship, which can be up to \$2,000, is open to any student regardless of their parent's employment. The application for this scholarship is also available at **www.SFPAFood.org** and the deadline for that application is also March 31st. A notice has been sent to the heads of the Food Science Departments of participating universities has been sent to alert interested students.

"A college education can be a significant strain on some family budgets," says Stan Carroll. "Why not use your SFPA membership to give your employees a chance at defraying some of that cost with an SFPA Employee/Child Scholarship?"





Charleston convention celebrates 70 years in style

Speakers, events, fun shine on seven decades of success



Columns in front of Marion Swink's apartment.



Testing the shine.



Auction time.



Betsy/Teresa shine.



Ladies at banquet.



Chatting and networking.

If you missed the 2012 SFPA Convention in Charleston, SC, in October, you missed a celebration for the ages of our 70-year old organization.

Held at the historic Francis Marion Hotel in the old city's downtown, the venue was a launch pad for memorable speakers, parties and forays to the South Carolina Aquarium, shopping and tours.

Outgoing SFPA President, Tony Treadway, said that the convention was a fitting celebration of a 70-year old organization. "The vitality of our association points to the hard work of many of its members. The opening welcoming event was extraordinary. The evening at the aquarium was a one-of-a-kind and our speakers were superb. We could not have done much more to make this convention one that we will all remember."

With a theme of leadership, the general session speakers shared their experience ranging from the military to the food business. Highlighting the general sessions was the presentation by retired vice-admiral, John Morgan. He wrote his place in American military history when he turned his carrier battle group back to the Persian Gulf after the September 2001 attacks on the United States. Morgan's lesson on leadership and courage will long be remembered by attendees.

Lowe's Home Improvement's, Steve Szilagyi, the big box retailer's Senior VP of Distribution offered additional insight into the qualities of leadership. His roadmap for organizing, managing and leveraging the most from each of his employee served as an inspiration for any company.

Mike DeFabis, veteran of the grocery and food business trade offered convention goers a list



Banquet crowd.



Girls at Aquarium.



Gator at Aquarium.



Saturday General Session.



Girl at Aquarium.



Elite Spice Crew.



Nick and Teresa.

of the traits of great leaders that are honesty, confidence, competence and consistency.

For many, tasting the beauty of Charleston included a Friday morning culinary tour, mixed with some shopping. The group visited several landmark destinations, such as Market Street Sweets, Dixie Supply Bakery & Café and a stop at A.W. Shuck's or the Noisy Oyster. Meanwhile, golfers took to Patriot's Point Links for the annual SFPA golf tournament.

Friday evening at the South Carolina Aquarium hosted about 100 attendees who explored the wonders of the deep around the two-story, 15,000-gallon Great Hall that was filled with the sea life of the reef habitats of South Carolina. A superb buffet and plenty of libations leveraged the unique experience into a night few will forget.

When weather challenged Saturday's walking tours, SFPA board member, Marion Swink, opened his home on Charleston's Battery for some wine, cheese and a history lesson on the city and his home's place in it.

Considered to be the most photographed home in the Battery District, Marion's three-story mansion once hosted guests who gathered on the porch to witness the beginning of the Civil War with the Confederate bombardment of the Union held Fort Sumter. In the 1940s, the mansion was rented to

John F. Kennedy while he was in the U.S. Navy and prior to his deployment to the South Pacific as skipper of the famed PT 109.

The bittersweet ending to the annual affair was the Saturday night banquet. One of the inaugural employee/child scholarship winners, Ann Stepp, who is the daughter of Vietti Foods' Lewis Voyne Stepp was introduced to the group. The banquet's silent auction and the new tradition of the auction of the Mason jar were also the highlights.

Stan Carroll of TW Garner Food Company was inducted as the new president of the association. "I'm honored to play a role in the continued success of the SFPA and look forward to another great 70 years of success," Carroll said.

The next annual convention will be in the mountains of North Carolina. Set for October 17–20th, at the Doubletree by Hilton, Biltmore Estate, the Fall color venue is expected to draw another extraordinary group of members.



Misinformation on canned foods a significant problem

Roundtable discussion by SFPA members try to build consensus



Swink can discussion

For food manufacturers who package some or all of their products in metal cans, the issue will find them as passionate about their package as their product. The issue is metal cans.

"Cans are the perfect container for preserving fresh tasting quality that is healthy and nutritious," explains McCall Farm's president Marion Swink. "It's a shame that many consumers have a perception that food preserved in a can is somehow unhealthy for their families."

Swink and other food manufacturers held a roundtable discussion about the issue during the October SFPA convention. It was obvious within the group that SFPA members care deeply about the issue. The facts behind the matter are troubling.

A telephone survey conducted by the Canned Food Alliance in 2011 point to a clear misunderstanding among consumers of the benefits of canned food products. "The perception that food packaged in cans is different and less nutritious than fresh and frozen varieties is inaccurate," said Rich Tavoletti, executive director of the alliance at the time of the survey.

Nearly 40 percent of consumers believe that canned foods are less nutritious than frozen, and nearly 60 percent believe that they are not as nutritious as fresh foods, the survey

found. More than half (57 percent) disagree that canned foods is as nutritious as fresh and more than one-third (37 percent) disagree that canned food is as nutritious as frozen. Only half (55 percent) of those surveyed know that canned foods can be low in sodium.

"Because consumers get so much of their information from what they see on television," there is a lot of misinformation out there on canned foods, and we ought to do something about it," said Swink. "We need to respond to this misinformation."

The facts behind Swink's argument is that while nearly half of all of the food grown in the U.S. goes to waste before it makes to America's dinner table, canned foods have an extremely long shelf life. Cans are also one of the leading recyclable packages. Cans are the most durable and robust container for food that maximizes shelf life and assures high product quality.

Swink's company has responded by adding the topic to two of his branded websites (www.GloryFoods.com and www.MargaretHolmes.com). He is also in the process of adding information on the healthy and environmental benefits of cans onto his labels.



Canned food roundtable discussion among SFPA members.

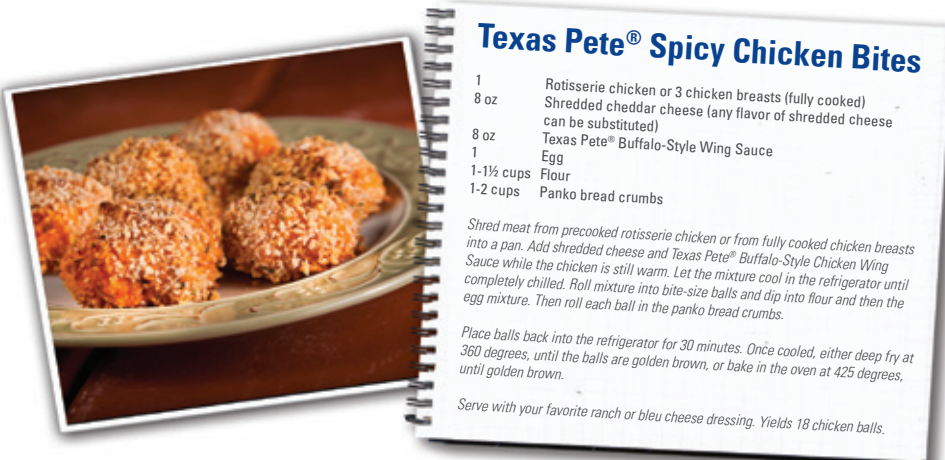
The South's Best Recipes from 2012!

Ellen Carey says that she loves cooking with great Southern food brands. When the call for entries to the SFPA's annual recipe contest went out in May, she went to the supermarket... and then her kitchen.

The competition to earn the \$500 grand prize of the recipe contest is one component of the SFPA's "Buy The South's Best Foods" cooperative advertising and marketing program. In 2012, more than 16 million consumers were alerted to this recipe contest, which asked consumers to cook up something extraordinary using a participating SFPA food manufacturer's product.

Hundreds of entries were received from participants nationwide. Entries were judged on taste, ease of preparation and other factors. Ellen's Texas Pete® Spicy Chicken Bites earned the grand prize based on its quick and easy preparation and extraordinary flavor.

You are invited to try Ellen's recipe and others using the proud participating brands of the SFPA.



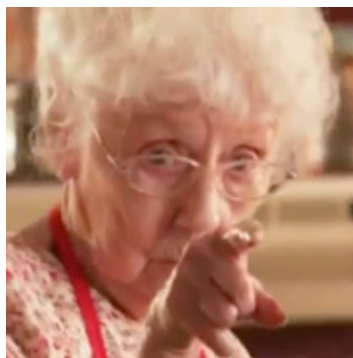


Change of alignment at Butter Buds

Cumberland Packing Corp and the management of its Butter Buds division announce that effective January 1, 2013; the Butter Buds division of Cumberland Packing Corp. will become Butter Buds Inc.,

a Wisconsin corporation, a wholly owned subsidiary of Cumberland Worldwide Holdings, Inc. The current management and employees of Butter Buds will not change and neither will their contact information.

Creative Energy earns “Best Fast Food TV Commercial Of 2012” honor



SFPA member, Creative Energy, earned distinction within America's \$205 billion fast food industry in December. The full-service advertising, marketing and digital agency's TV commercial for a fast food chain was selected as the “Best Fast Food Commercial of 2012” by the influential industry website BurgerBusiness.com.

Developed for Pal's Sudden Service, a regional burger chain, the commercial was created for the chain's summer limited time offer for the Bar-B-Dog (pulled pork BBQ in a hot dog bun).

In making the selection, BurgerBusiness.com judges said, “Though not promoting a burger, this offbeat commercial is funny, charming and disarming. You'll watch it again. As Ma says, ‘Oh man, they be so good!’ ”

BurgerBusiness.com is a leading online resource for senior level fast food executives covering menu and marketing innovation within the largest segment of the restaurant industry.

The commercial is set in the kitchen of a rural farmhouse where you see an older couple; the woman is excitedly canning Bar-B-Dogs and the man is “eating them faster than she can can.”

The Bar-B-Dog LTO led to extraordinary sales though the summer, says Pal's Sudden Service CEO Thom Crosby.

“In order to be on a Pal's menu it has to be a quality product, but also one that can be served quickly through a drive-thru. By putting the meat on a hotdog bun it makes it easier to eat in a car,” says Crosby. “The concept Creative Energy brought to us fit so well with our Southern heritage because we've probably all seen our moms or grandmas canning something for us to enjoy later.”

You can watch the Bar-B-Dog commercial, and other Pal's advertisements by visiting www.PalsWeb.com and clicking on the ads button. To learn more about Creative Energy and the services offered by the company, visit www.cenergy.com.



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