TAX CUTS FILL PROCESSORS' POCKETS

AMAZON RATTLES THE SUPPLY CHAIN

GRASS-FED GETS SMART

PRECIOUS METTLE

GOLD CREEK operates in a narrow, but profitable, niche
SUPERIOR PACKAGING
STARTS WITH REISER

Reiser packaging expertise and Repak technology are the powerful combination you need to produce a superior form/fill/seal package.

- The Repak form/fill/seal packaging machine is a rugged, high-speed racehorse capable of the industry’s fastest speeds.
- Produces the highest quality packages with reliable seals that virtually eliminate leakers and returns.
- Features rapid air forming to allow the use of thinner, less expensive films while maintaining package integrity.
- Uses two 4-point lifting systems in both the forming and sealing stations to generate up to five metric tons of closing pressure for uniform forming and higher quality seals.
- Hygienic design and stainless steel construction for superior sanitation.

Test the Repak for yourself – contact us to arrange a demonstration at our Reiser Customer Center.

www.reiser.com
Reiser
Canton, MA • (781) 821-1290
Reiser Canada
Burlington, ON • (905) 631-6611

Leading the food industry in processing and packaging solutions.
FLATTEN AND SEPARATE MUSCLE WITH MINIMAL LOSS OF PURGE

RETAIN PURGE.
FLATTEN & SEPARATE.
SAVE MONEY.

Fusion Tech's line of meat presses provide consistent, inline pressure to your pork, beef, or poultry product — giving you quickly flattened and separated muscle fibers with a minimal loss of purge.

Our meat presses can be custom designed to meet the needs of your specific application and equipped with a number of safety, sanitation, and mobility options to help you get the solution you need.

FTIINC.ORG/PRESSES
309.774.4275
Lisa M. Keefe, editor

I know a fair number of folks who absolutely cannot stand aphorisms. Complicated truths cannot be boiled down into a few words or a phrase that accurately conveys the idea, they argue. The many, many examples of companies and executives who try to do just that, with their inspirational posters on the wall and team-building chants, only proves the point.

I, on the other hand, am drawn to them. Not the seagull-flying-against-the-setting-sun posters — no. But I love the way big ideas can be boiled down to their essential truths. I usually find them thought-provoking and creativity-spurring. These quotes pop up over the course of a day, usually in the Food Marketing Institute’s DailyLead newsletter, or on Forbes.com. I save them, the way my grandmother clipped articles about the grandkids from the local newspaper.

I rifled through some of my saved quotes the other day, looking for inspiration. On this day, the maxims that resonated with me coalesced around a single concept:

“Ideas are important, but they’re not essential. What’s essential and important is the execution of the idea.” — John Landis, film director

“All organizations are perfectly designed to get the results they are now getting. If we want different results, we must change the way we do things.” — Tom Northup, leadership consultant.

“What you have to do and the way you have to do it is incredibly simple. Whether you are willing to do it, that’s another matter.” — Peter Drucker, consultant

I attend a lot of industry meetings in which thought-provoking ideas and creative approaches to social and communications challenges are the order of the day. In presentations and conversations, from breakfast into the evening, smart people from all disciplines share ideas for telling meat’s story. It has been the case since I began covering the industry 10 years ago.

So why does the meat industry grapple with substantially the same issues that plagued it 10 years ago — or 20?

The answer is as complicated as the question. Social media distorts the news; food knowledge is disappearing along with consumers’ ability to judge good advice from bad; time is at a premium but the technologies that save time are suspect.

Too often, great (if imperfect) ideas get stuck in the muck. Lack of financing puts it on the back burner. Time passes and other matters become more urgent.

I get it. I do. One of the best parts of my job is working for a company that likes pushing the boundaries of top-quality journalism for the industries we (Meatingplace and our three sister publications) cover. We talk every day about how the publishing business is changing and the opportunities that presents. We outline fantastic programs that will knock our audiences’ socks off.

And yet, projects have to wait — until the technology is in place, until room can be made in the budget, until there’s time. Enthusiasm can flag pretty quickly when it runs up against reality.

One of my goals for Meatingplace, and for me personally, is not to let these ideas lose momentum. We have epic ideas for Meatingplace and our community, and if some are destined to wilt under closer scrutiny, others need only to be executed.

What about your plans, the conversations and maybe-solutions you’ve dreamt up? What muck are they stuck in? What are you doing about it?

“You are not defeated when you lose. You are defeated when you quit.” – Paulo Coelho, Brazilian writer, lyricist

One of my goals for Meatingplace... IS NOT TO LET THESE IDEAS FALL AWAY DUE SIMPLY TO LOSS OF MOMENTUM.
AUTOMATICALLY LINK TO HIGHER PERFORMANCE
THE VF 800/PVLH 246 LINKING SOLUTION

SAFER. FASTER. MORE ACCURATE.
The Handtmann VF 800 paired with the PVLH 246 Hanging Line delivers breakthrough processing speeds with full automation for collagen and cellulose casings – and high speed manual production for natural casings.
LET IT FLOW
The new tax law is putting millions back in the coffers of processors. Here’s what some companies are doing with the money.

AMAZONIFICATION
The online behemoth’s acquisition of Whole Foods promises changes all the way up the protein supply chain.

SILVER STARS: JOHN N. BUTTS
Food scientist John N. Butts helped in the creation of the food safety discipline as it is practiced today.

ONCE UPON A TIME IN GAINESVILLE
Gold Creek Foods has created a charmed, niche-filling existence as a poultry processor to other poultry processors.

‘STREET’ SMART
Lenny Lebovich has used Wall Street experience and acumen to build a rapidly growing beef brand in the highly challenging grass-fed market.

MEAT TECH: TENDERIZATION
In this month’s Meat Tech, we provide processors with some technological tips and cost-effective best practice approaches to enhancing product tenderness.
600+ ARTICLES

on BEST PRACTICES,
PROCESSING TECHNOLOGY & TROUBLESHOOTING
EDITORIAL
MAXIM-AL
Great quotes from great people can spur us to do more in the future than we have in the past.

FIRST CUT
WAKE-UP CALL
The world’s largest-ever outbreak of listeriosis in South Africa is a reminder to processors worldwide that they need to remain vigilant in fighting this pathogen.

TASTE TEST
KINGSFORD ON FIRE
The well-known maker of charcoal briquettes offers a line of branded BBQ foods; consumers loved its Pork Carnitas, even if most seemed to confuse the product with BBQ pulled pork.

FOOD FOCUS
BARBECUE
Fruit flavors, a taste of international flair or regional favorites — go beyond ‘plain, ol’ American barbecue’ flavors.

FROM THE ARCHIVES
THOUGHT LEADER: LEOVICH
meatm.ag/grass-fed

EXCLUSIVE TO WEB
ISSUES: TAXES
meatm.ag/tax-bonus
ISSUES: AMAZON
meatm.ag/amazonwfbuy
COMPANY PROFILE: GOLD CREEK
meatm.ag/gcdahlon
meatm.ag/gcadd200
meatm.ag/gcrite
SILVER STARS: BUTTS
meatm.ag/butts-award
MEAT TECH:
TENDERIZATION
meatm.ag/marinatempoutry
meatm.ag/meatmath
meatm.ag/beefinject

WINNER OF 11
JESSE H. NEAL
NATIONAL BUSINESS JOURNALISM AWARDS
from American Business Media, for news, educational and technical content, multimedia and opinion!
TENDERIZE YOUR MEAT WITHOUT LEAVING A MARK

Metalquimia’s MultiBlade and BladeHammer provide consistent tenderization across all profile heights while maintaining whole muscle appearance. Both machines premassage whole muscle pork, beef, and turkey all while reducing tumble cycles by 25%. Our unique double headed system allows you to eliminate variance on your higher quality, higher yield cooked products. Nu-Meat and Metalquimia are the better way to pre-massage your meat.

BladeHammer (Whole Muscle Beef & Pork)
• Better Brine Absorption During Massage
• Makes Meat More Pliable for Stuffing
• Reduce Massage/Tumble Time
• Improves Texture, Bind and Cook Yield
• Various Diamond Tipped Hammer Heads Avail.

MultiBlade (Whole Muscle Turkey)
• Consistent Tenderization for All Profile Heights
• Maintains Whole Muscle Appearance
• Improve Cook & Slice Yields
• Better Bind Value
• Reduce Massage/Tumble Time

Download the complete brochure at nu-meat.com/info/blademaher
KW-2001 Skewering Machine

- Machine adapts to your product
- Self troubleshooting system with “smart” touchscreen interface
- Designed with high importance on safety, sanitation and durability

PROTECT YOUR BRAND®

It all starts with Spartan’s Food Sanitation Program.
This comprehensive end-to-end solution, provides cleaners, sanitizers and sanitation tools, all formulated to help you reach your goal of eliminating food borne pathogens and preventing recalls. It’s your good name. Protect it.

Get your Food Sanitation Program started today by calling Chris at 1-800-537-8990 x211

WWW.SPARTANCHEMICAL.COM

©2018 Spartan Chemical Company, Inc. All Rights Reserved.
The future of meat snacks today
Frontmatec develops **world-leading** cus control systems and automation for the

- Complete integrated turnkey solutions to stand alone machines
- Hygiene systems, ergonomic work aids, automatic systems, by-product systems and logistics
- World’s leading manufacturer of cartridge powered captive bolt stunning tools
- Online measuring systems for carcass grading
- Innovative slaughter lines for hog, cattle, veal and sheep
- Red meat slaughtering, cutting automation, cutting and deboning concepts including logistics
- Complete control and automation solutions

Get more info at kansascity@frontmatec.com or 816 891 2440.
Tomized solutions for hygiene, food industry

solutions

and warehouse management

frontmatec.com
In March, the World Health Organization named the South African listeriosis outbreak the world’s largest ever recorded. It’s also one of the deadliest.

According to South Africa’s National Institute of Communicable Disease (NICD), of the 948 laboratory-confirmed cases of listeriosis, 180 have died since January. That’s 27 percent of all patients infected with the outbreak strain *Listeria monocytogenes* ST6.

South African health minister Aaron Motsoaledi announced in a statement March 4 that the source of the outbreak was linked to a nationally popular ready-to-eat (RTE) meat product called polony, a cold meat roll. Two companies, Tiger Brands and Rainbow Chicken Limited (RCL), are being investigated, Motsoaledi said, confirming that the outbreak strain was traced to products produced at a Polokwane, South Africa, processing plant operated by Enterprise, a subsidiary of Tiger Brands. More than 16 environmental samples from the Enterprise facility tested positive for the strain.

Tiger Brands responded by recalling all of its Enterprise RTE meat products and suspending

---

**WAKE-UP call**

The world’s largest-ever outbreak of listeriosis in South Africa is a reminder to processors worldwide that they need to remain vigilant in fighting this pathogen.
WHAT I KNOW NOW

Growing up on a farm in central Illinois and having a family history of public service in local politics has added up for Scott Shearer, to a passion for shaping policy around agriculture. The former Illinois Secretary of State and U.S. Deputy Assistant Secretary of Agriculture fights particularly hard to facilitate U.S. agricultural trade in Washington, D.C. with government consulting firm Bockorny Group.

The first job that I got paid for was when I was in high school. I worked for a neighbor of ours that needed help that year on his farm. ... You work hard, you put in the extra effort, and if you do more than is expected from you, you will be recognized and rewarded.

There are decisions in Washington that are going to affect a business, a community or an industry’s bottom line every day. If you’re not there to represent yourself, and no one is going to do it for you, the decision will still be made. You don’t win every time, but at least you get to state your case and, more times than not, it does make a difference.

Grandkids just want your time. They may just know you have a job. What you do they don’t know or care that much about. ‘Ok, you go and you have meetings with congressmen — big deal.’ They just want to spend time with you.

Work hard, your word is your bond, and don’t forget where you came from. As long as I’ve stuck to those three things, it’s been helpful.
Citing the success of Kerrygold dairy products in the U.S. as one of its inspirations, the Irish beef industry launched a new promotional campaign at the Annual Meat Conference in Nashville in February.

While they acknowledge that marketing Irish beef is different from marketing the country’s cheese or famous whiskey, Michael Creed, Ireland’s Minister for Agriculture, Food and the Marine, and Tara McCarthy, chief executive of Bord Bia (Irish Food Board), say they have been working for the last two years to build awareness and credibility behind the product. Ireland, they point out, is the world’s fifth-largest exporter of foodstuffs.

Ireland’s famous emerald-green grass is the key ingredient in the country’s grass-fed and -finished beef. This feed renders Irish beef “more tender and more flavorful” than other grass-finished products, McCarthy says. And they have the studies to prove it, conducted by the University of North Carolina.

Ireland’s system of keeping its cattle outside 245 days a year, on average, and eschewing hormones helps the product hit more American consumers’ hot buttons. Further, Ireland’s national efforts to make its ag industries more “sustainable” are backed by the country’s government via its Origin Green program. Sustainability claims are “independently audited every step of the way,” Creed says.

Although Irish beef has made "modest" inroads to the U.S. market thus far, six companies representing about 80 percent of the country’s beef production have been accredited for export to the U.S. by USDA and are on board for marketing and promotional campaign.

“We’re here for the long term,” McCarthy says.
The Next Generation Ossid 500E is Here! You Spoke, We Listened.

Ossid is the leader in tray packaging equipment for case-ready products. We’ve been a trusted partner since 1985 and are committed to providing a superior line of machinery. Ossid’s 500E is the most cost-effective way to package poultry and the next generation 500E was designed with our partners in mind.

Features:
- Reduced Cost of Ownership
- Preventative Maintenance Alerts
- Modular Center Seal Design
- Modified Atmosphere Packaging (MAP) Option Available
- Production Reporting
- Qualified with Multiple Materials
- Rolled Edge Plastic Tray Ready

Visit www.Ossid.com or call (800) 334-8369 to find out how Ossid can raise your packaging expectations.
Here’s some good news: A report that evaluates corporate commitments to animal welfare, compiled annually by two animal welfare groups, showed that 88 percent of U.S. companies have now made formal policy commitments on farm animal welfare, up from 76 percent in 2016. The report ranks Perdue Farms, JBS and Cargill among global meat processors that have made the issue integral to their business strategies. Media coverage was good across nearly a dozen business publications (including Meatingplace), but an online search did not turn up headlines in the U.S. mainstream media.

Here’s some bad news: When Sysco and US Foods became the latest entities to sue major poultry producers over allegations of price fixing, media coverage was a veritable “who’s who” including: Washington Post, Wall Street Journal, Forbes, CNN Money, Toronto Star and NPR, among others. Headlines included: “The Price Fixing Scandal Rocking Big Chicken” and “Tyson, Pilgrim’s Pride jacked up chicken prices, say lawsuits.” Some publications did, however, take a more even hand, including Forbes, which published an economists’ opinion that, “This issue, which has previously seen food processors and supermarket chains make similar claims, still seems short on proof of malicious action.”
Introducing the revolutionary

ICA - XL

SPICE

• Designed for spice coated casing up to 250mm
• Patented spice casing separator system
• Slack filling for molded products
• XL clip for thick casing material

ICA - XL
Automatic Double Clipping Machine

Excellence in Clipping
LEARN MORE at polyclip.com
Dining *OUT* on protein

Proportion of various animal-based proteins consumed at foodservice (restaurants and institutions), 2013 and 2017

<table>
<thead>
<tr>
<th>Protein</th>
<th>2013</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicken</td>
<td>32%</td>
<td>31%</td>
</tr>
<tr>
<td>Beef</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Pork</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Seafood</td>
<td>11%</td>
<td>21%</td>
</tr>
<tr>
<td>Turkey</td>
<td>11%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Note: “veal” and “other” each were less than 1 percent; numbers may not add to 100 percent due to rounding.

Source: Technomic Inc.
Marel’s Progress Point and Innovation Center

Our newly renovated training and demo facilities in Lenexa, KS and Des Moines, IA offer unique experiences designed to demonstrate the full potential of Marel’s equipment and integrated systems in a hands-on environment. Our state-of-the-art facilities enable you to explore our equipment, integrated systems, and software solutions, to discover how we can put our processing expertise to work for you.

Progress Point
8145 Flint Street
Lenexa, KS 66214

Innovation Center
401 SW 7th Street
Des Moines, IA 50309

Contact Marel today at 1-888-888-9107 to schedule a demonstration, training or tour.
info.usa@marel.com
Marel.com
In my opinion, it is the story — and the optics. Grass-fed beef conjures up (and is often marketed as) happy cattle living in their natural environment. Most consumers I talk to do not understand that traditionally raised, grain-fed cattle also spend a good portion of their lives grazing and are only finished in feedlots. Before I started covering this industry, I didn’t know that either. There is also a health aspect of the story with grass-fed beef; it’s often leaner with higher levels of Omega-3 fatty acids. As consumers look for healthier foods with happier images, grass-fed beef has a good story to tell. Now, the debate over which is more sustainably raised is another story and that answer depends on whom you talk to. — Rita Jane Gabbett, executive editor
When your perishables meet our reusables
amazing things happen.

Food stays fresher, labor is more efficient, and damage reduces by up to 50%. Our revolutionary reusable plastic containers (RPCs)—including our case-ready meat solutions—deliver more and waste less at every link in the supply chain.

Raise quality. Trim costs. Pack more value into every box. That’s our promise to every partner.

Together, we’ll go further.

Ask us how much you can save by switching to reusable packaging.
MAY 29-31, 2018

Canadian Meat Industry's Annual Conference

THE REAL MEAT
Montréal, Québec
THE WESTIN

WHERE MORE THAN 200 DELEGATES WILL CONVENE TO EXPLORE KEY INDUSTRY PRIORITIES

REGISTER TODAY
cmc-cvc.com/events

CMCCVC @CMCCVC CMC98AC
Kingsford, the company many are familiar with for our grilling and charcoal needs, recently entered the food sector through a collaboration with Rupari Foods (now owned by deli meat specialist Carl Buddig). The company is offering a number of products ranging from BBQ sauces and dry rubs to pre-cooked ribs and barbecue meats. We opted to taste the Kingsford Seasoned Pork Carnitas, which are refrigerated, fully cooked, and available in a 1-lb. tray that is also used for cooking. “Minimally processed” and containing no artificial ingredients, the carnitas are gluten-free and tout an impressively short and clean ingredient listing. Tasters ranged in age from 20 to 70 and included singles, families and friends at a variety of eating occasions including lunch, dinner and even casual get-togethers.

FIRST IMPRESSIONS
“The first thing I saw was the huge Kingsford logo and I thought charcoal and lighter fluid! But the picture of the meat looked really good. It’s a bright and vibrant package,” noted a 49-year-old female. Our 20-year-old female added, “The picture looks really good and the package itself is really attractive.” A 60+ male commented, “When I first saw the package and saw the brand name Kingsford, I said, ‘No way … Kingsford does charcoal briquettes. That really attracted me to the product line and then I said, ‘this could be very interesting’.”

A 34-year-old male noted, “The image on the front looked good, and it used words I look for when shopping like ‘all natural,’ and ‘real ingredients.’”

PREPARATION
Our 23-year-old male who prepared the pork carnitas for a few of his friends noted, “I made it according to the stovetop directions on the package and it was super easy to cook and it pulled apart easily, just like pulled pork.” A 50-year-old mom who was preparing the pork carnitas for a party at her house explained, “I baked it in the oven and cooked it right in the black tray.”

Then one of her 25-year-old party attendees added, “I pulled it apart with two forks right in the tray and it was really easy. It looked like a solid piece of meat when it came out and it had a lot of juice on the bottom.” A 47-year-old female indicated, “It took longer than 12 minutes in the oven to get to 165°. The small print says 165°, the main directions just say ‘till hot and the surface of meat has browned.’ But the meat looked weird before shredding. It looked like a tongue or something.” Then she noticed, “I failed to put...
the tray on a baking sheet. The small print says not to put it directly on rack. Why not? If it’s oven-safe it should go directly on the rack. Maybe the baking sheet transfers more heat too and that’s why mine wasn’t done in 12 minutes?”

Another mom who prepared the carnitas for a small get-together asked, “Why do the microwave directions say ‘approximately 5 minutes’? What’s the caveat? What am I looking for? It looks like a massive chunk of meat, but it shreds beautifully.”

Our 49-year-old mom said, “When I removed the meat from the oven it didn’t look appetizing. It had a gray tint, but as soon I started shredding the meat it had the beautiful color of both light and dark meat pork. The meat was tender and juicy and it shredded perfectly, like pork I would cook at home in my crockpot.”

**TASTE AND APPEARANCE**

“I liked the texture, but I wasn’t crazy about the taste,” said a 34-year-old male. “Not that it was bad, but it was very flat.”

One of our participants who frequently makes her own pulled pork pointed out, “The meat had real meat texture. It didn’t feel bouncy and ‘pumped up’ like many prepared meat items do. The meat is really juicy and flavorful.”

“This pork tasted slightly different than my pork carnitas, but it tasted just like the pork from the Cuban restaurant by my house,” said our 49-year-old female.

At the party house, our 20+-year-old guys commented, “It was as if you slow-cooked it for hours.” Another said, “It did have a lot of flavor on its own, but I wanted more sauce with it.” Yet another thought, “It was so tender, it fell apart, it had good flavor and it would go good with a BBQ sauce.”

Our 23-year-old who prepared the carnitas for his friends remarked, “The texture of the meat was awesome, but the meat was very plain. I wanted to smother it with BBQ sauce.”

Our 20-year-old hesitantly said, “I feel like it should have a sauce — like a BBQ sauce. It’s thin. I can’t explain that flavor.” Her mom added, “I would serve it right from the black container. It needs something. It doesn’t taste like what I would make. Mine would have more of a sauce.” Her sister who was tasting with them commented, “It really has a very authentic pork carnitas flavor.”

They then served the carnitas over tortilla chips, sprinkled with shredded cheddar cheese and micro-waved a few seconds and it was a totally different experience.

“IT REALLY HAS A VERY AUTHENTIC pork carnitas flavor.”

Our 20-year-old who prepared the carnitas for his friends remarked, “The texture of the meat was awesome, but the meat was very plain. I wanted to smother it with BBQ sauce.”

“We all loved it. It balanced everything out and made for some really hearty nachos that had ‘real’ meat on them — not like the stuff you get in many casual restaurants. We finished it up that way!” she exclaimed.

Another couple who prepared the product noted, “The product was excellent! The quality of the meat was good as it wasn’t fatty or gristy at all. The flavor was good; good seasoning, good smoke notes — and not overly salty. My only point of disagreement was that I thought the meat was beginning to become dry.”

One taster commented, “Even left-over it didn’t get the warmed-over flavor that is common with meat. I had it once as tacos again, and another time as a meat filling in quesadillas.”

**UPSHOT**

Kingsford has done a superb job with its simple packaging, oven-/microwave-ready tray, great value, and outstanding texture and quality of the pork. In fact, we have never heard such unanimous positive comments on meat texture from a ‘prepared’ product. But it seems obvious to us that those who were content with the seasoning in these pork carnitas knew what pork carnitas were and were evaluating this product as such. Many of the others seem to have evaluated this product as, or in comparison to, pulled pork. It should be noted that Kingsford also has a Pulled Pork with Sweet & Smoky Kansas City Style BBQ Sauce in its line. Perhaps we should try that next with this group of tasters and make everyone happy.
Smithfield Seasoned is now more than just pork. As the Seasoned Fresh Pork category leader, we are proud to expand our portfolio and bring you two new Seasoned Fresh Beef items made with USDA Choice Beef. With 89% of households purchasing Beef — and Seasoned Beef sales$^{1}$ up +7% — you can count on Smithfield Seasoned Beef Steaks firing up your shoppers’ grills and your seasoned category sales with our hottest new items this summer grilling season.

Drive Seasoned Category Growth  
Grow Total Meat Department Sales  
Increase Total Basket Ring

Flavor hails from Smithfield

For more information about how Smithfield Seasoned Beef can help boost your bottom line, contact your Smithfield Sales Representative or freshporksales@smithfield.com.

1 52 weeks ending 10/28/17
Opinions may differ about exactly where and when the journey toward a “transparent” food industry began, but many food manufacturers would agree that the trip has felt like a long one. Some would trace it all the way back to the publication of Upton Sinclair’s “The Jungle” in 1906—perhaps the impetus for what eventually became the ever-evolving sustainability movement, which in turn fed consumer thoughtfulness, curiosity and concern about the foods they eat.

Initially recognized by food marketers as a consumer trend, the “clean-label” movement is—at this point—clearly not a trend, more likely representing an evolutionary shift in consumer awareness that may never turn back.

Regardless of the movement’s origins, the meat industry—which has arguably grappled with the most passionate skeptics and dissenters in the overall food debate—has taken pains in recent years to remove barriers to the consumer’s view of meat processing, revealing a more secure, humane and sophisticated approach than many from outside the industry expected to see.

Opening a window

Long-time proponents of industry transparency, such as Dr. Temple Grandin and the North American Meat Institute, have given millions a window into the processing world using online video. These presentations have helped to demystify the processing plant and debunk many anti-meat myths. Cargill’s efforts to invite the world to look inside its beef processing facility in Fort Morgan, Colo. All recognized that the industry had a positive story to tell and took the initiative to tell it.

“The meat industry has learned a lot about how best to tell its own story,” says David Charest, Vice President-Meat Industry at Corbion. “Processors are more aware than ever of what many consumers care about and what they understand regarding regulations, ingredients and practices in the industry. They’ve come to grips with the fact that perceptions often win out over reality, even when it comes to food safety and quality.”

The ingredients of the story

Charest says his company, as an ingredient supplier to leading food manufacturers, has followed that lead, developing solutions for meat processors that address consumer concerns while delivering the effectiveness that is critical in plant operations and throughout the food value chain.

“Corbion’s response to the move toward transparency has been to develop sustainable solutions that take nothing away from manufacturers while taking into account consumer perceptions and priorities,” Charest explains. “In fact, giving processors the functionality they need in a way that’s comfortable for consumers just gives the industry an even stronger story to tell.”

“Even in the case of non-labeled processing aids processors are realizing that it’s all part of their overarching story,” he adds. “They’re considering whether their food safety intervention methods can be explained simply so the general public can understand.”

The company’s lactic acid-based solution for surface decontamination and harvest intervention, PURAC® FCC Lactic Acid, is a good example. Lactic acid is naturally present in meat (as well as in the human body), and Corbion produces its product through a natural culturing or fermentation process using natural sugars from cane, beet, corn and cassava as feedstocks. This transparency-friendly solution sacrifices nothing in terms of reducing pathogens and spoilage bacteria on carcasses and fresh meat.

In a study at Oklahoma State University, Corbion’s Lactic Acid product outperformed a number of commercial intervention products—including a buffered sulphuric acid and peracetic acid (PAA)—in reducing E. coli 0157:H7 counts on beef carcasses. Another study at Texas Tech University showed that a 3% solution of Lactic Acid resulted in a 99.93% reduction in Salmonella on beef carcass samples in 24 hours.

The label as a storyteller

Manufacturers declare their position on consumer perceptions every day via the ingredient labels on their products. For many content-focused food shoppers today, the longer and harder to comprehend the ingredient list is, the stronger their impression that the maker doesn’t place high value on their desires and preferences. This truth is what drives the development of ingredient solutions that can effectively replace synthetic solutions on which the food industry, including meat processors, has traditionally depended.

According to Charest, the Corbion portfolio includes many “clean-label” solutions based on naturally derived ingredients used for preservation, shelf-life extension, flavoring, acidification and fortification. In addition to lactic acid, other ingredients in the portfolio can be declared as “cultured sugar,” “cultured dextrose” or “vinegar.”

“That’s the language consumers speak and understand,” he says. “It tells a story that lets more people feel secure about the food they eat, and it’s part of a larger story that has the potential to change minds about a company and even the industry.”

“Processors are more aware than ever of what many consumers care about and what they understand regarding regulations, ingredients and practices in the industry.”

- David Charest

“‘They’re considering whether their food safety intervention methods can be explained simply so the general public can understand.’”

- David Charest
In a world of ongoing change, keeping up with customer preferences while maintaining quality can be challenging. Our Opti.Form® and Verdad® portfolios lead the way. With constant innovations in natural ingredients and unique blends, our enhanced predictive modeling tools and industry leading expertise, we work with you to ensure your products are perfect down to the last bite.

We create more than ingredients.
The new tax law is putting millions back in the coffers of processors. Here’s what some companies are doing with the money.

by John N. Frank, contributing editor
Meat and poultry processors received a Christmas gift last year that will keep on giving — the new federal tax law which cut the top corporate tax rate to 21 percent from 35 percent. Publicly traded processors’ quarterly results released in February showed a collective savings of roughly half a billion dollars in federal tax payments this year by the companies reporting (table, p. 33).

The biggest winners: “The firms that get the largest share of their sales from the U.S.,” says Zain Akbari, an analyst who follows the food industry for Chicago-based Morningstar Research Services LLC. Sanderson Farms Inc. gets about 85 percent to 95 percent of its sales from domestic customers, Tyson Foods Inc.’s domestic sales have been in the high-80-percent range recently and Hormel Foods Corp. has been in the mid-90s, he estimates.
Farther up the food supply chain, cattlemen and poultry farmers could see significant tax savings as well, depending on how they have structured the corporate entities under which they do business. Expect companies to use their tax windfalls to increase plant efficiencies, expand production capacity, raise some wages to attract workers in a tight labor market, increase marketing for lagging brands — and to shop for acquisitions that bring higher-margin products into their portfolios, industry analysts predict.

“I think it is fair to say that firms will allocate savings in a number of buckets rather than just allow them to drop to earnings in their entirety,” Akbari says. All of that should be happening against a backdrop of rising consumer demand for proteins brought on by the tax savings some consumers will realize. “Most food processing companies, including those in the meat industry, should benefit pretty significantly from these tax law changes,” says Akash Sehgal, a tax partner with the Los Angeles accounting firm Green Hasson Janks. For those processors on fiscal rather than calendar years, the savings will be spread out over two fiscal years, he adds.

**BY THE NUMBERS**
Tyson Foods has reported the largest gain, a $300 million tax savings. President Donald Trump signed tax reform legislation into law on Dec. 22, 2017, cutting the corporate tax to 21 percent from 35 percent.
STACK UP YOUR BACon PROFITS

Whether it is stacked, shingled or layout, the 702 produces the best slice quality at the highest rate of production.

This allows the quality slices and on-weight portions your customers demand, at the greatest yields and throughput you need to maximize profit. Contact Weber today to see how the 702 bacon slicer can improve your bacon processing operation.

WWW.WEBERSLICER.COM
theIssues

expects an adjusted effective tax rate of about 24 percent in 2018 compared with a rate of 34 percent last year. The company increased its fiscal 2018 earnings forecast to between $6.55 and $6.70 a share from an older estimate of between $5.70 and $5.85. Roughly 21 cents per share of the new estimate was attributed to tax savings.

In a letter to employees announcing planned employee bonuses, Tom Hayes, Tyson’s president and CEO, went on to hint at what Tyson would do with its tax savings, writing that the company will “focus funds on innovation and other initiatives such as enhancing the training, education and development opportunities that all team members receive.” In addition, it will “accelerate capital projects that strengthen our operations and plant communities around the U.S. As part of this investment, we will move faster on sustainability and animal well-being initiatives, shrink our environmental footprint, protect the animals in our care and give the world’s growing population greater access to sustainable food.”

Hormel Foods reported a tax benefit of $63 million, or 12 cents a share, in its first fiscal quarter and said it expects to see about $110 million to $140 million in additional cash flow in fiscal 2018 because of its new lower tax rate. Its rate dropped to an expected range of 17.5 to 20.5 percent in its fiscal 2018 from a range of 32.3 to 33.3 percent in its fiscal 2017.

“The investments in the business will begin in the second quarter,” Hormel’s Jim Sheehan, senior vice president and chief financial officer, said in a February earnings call with analysts. “We will provide additional support to advertising and promotional activities. In 2018, we expect to increase advertising expenses in excess of 20 percent above last year. The company will invest additional capital into projects focused on plant automation, technologies and value-added capacity.”

Jim Snee, Hormel’s chairman, president and CEO, expanded on plans for the company’s tax savings, saying, “we’d say that about half of that could be allocated to the headwinds at Jennie-O Turkey Store and freight.”

The company’s Jennie-O brand saw sales and margins fall in the most recent quarter reported. “We project a slower-than-expected recovery at Jennie-O Turkey Store as we continue to work through a difficult operating environment in the turkey industry,” Snee said. “We are making some investments this year that we would not have otherwise made. And so, [the new tax law is] giving us an opportunity to do that,” he added.
WINNERS...
AND MORE WINNERS

The new federal tax law cuts the top corporate tax rate to 21 percent from 35 percent. Publicly traded processors already are reporting the gains they expect because of it.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>OLD TAX RATE</th>
<th>2018 TAX RATE OR RANGE (%)</th>
<th>BENEFIT OF LOWER TAXES OR RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hormel Foods</td>
<td>32.3 - 33.3</td>
<td>17.5 - 20.5</td>
<td>$110-140 million</td>
</tr>
<tr>
<td>Kraft Heinz</td>
<td>28.6</td>
<td>23</td>
<td>NA</td>
</tr>
<tr>
<td>Pilgrim’s Pride</td>
<td>26.9</td>
<td>24</td>
<td>$41.5 million</td>
</tr>
<tr>
<td>Sanderson Farms</td>
<td>32.6</td>
<td>24.4</td>
<td>$37.5 million</td>
</tr>
<tr>
<td>Tyson Foods</td>
<td>34.9</td>
<td>24</td>
<td>$300 million</td>
</tr>
<tr>
<td><strong>TOTAL TAX SAVINGS</strong></td>
<td></td>
<td></td>
<td><strong>$489-519 MILLION</strong></td>
</tr>
</tbody>
</table>

**HIGHER WAGES?**

Processors such as Tyson, Mountaire Corp. and American Proteins Inc., already have unveiled one-time employee bonuses as a result of their tax savings.

Kraft Heinz reported that its tax rate for 2018 should be roughly 23 percent compared with 28.6 percent in 2017 as a result of the new tax law. It did not specify its expected tax savings.

Pilgrim’s Pride realized a $41.5 million provisional tax benefit thanks to the lowering of the top federal corporate tax rate while Sanderson Farms estimated its savings at $37.5 million.

The I 211 checkweigher is equipped with a metal detector, making it an especially space saving option. It’s a flexible solution capable of running at high speeds and features multiple options for rejecting packs.
Tyson in February announced bonuses of either $1,000 or $500 for more than 100,000 employees. Delaware-based Mountaire Farms, a poultry producer and processor, announced bonuses of between $500 and $1,000 for its employees based on their length of service. American Proteins, a poultry byproducts renderer, said in February it would give its 700 employees in Georgia and Alabama $1,000 bonuses thanks to the new tax law.

Bonuses are one-time payouts, and may not be enough to attract or retain skilled workers in today’s tight labor market. So expect to see salaries rise as some companies opt to invest their tax savings in their workforces.

“A portion of it is going to be reinvested into wages. We’ve seen that already happen,” says Joe Agnese, a senior analyst with New York-based CFRA Research.

Indeed, even before the tax law was enacted, Sanderson Farms announced it was re-evaluating its wage structure and announced its hourly wages will rise 3.6 percent this year, coating the company roughly $13.2 million. Hormel has said its lowest allowable starting pay rate will be increased to $14 per hour by the end of 2020.

Mike Cockrell, Sanderson Farms’ chief financial officer, doesn’t anticipate any further changes to the company’s wage structure stemming from the roughly $37 million savings from its new lower corporate tax rate. Sanderson estimated its tax rate for the first quarter of the year to be 24.4 percent, compared to 32.6 percent in the same period the prior year.

Sanderson reports financial results on a fiscal year basis, rather than a calendar year, which means the benefits of the tax law change will span two of its fiscal years. Its first quarter included November and December of last year, when it paid the old, higher rate, and a month of the new year with the new lower rate in place, Cockrell explains.

While poultry processors want to increase plant efficiency, new automated equipment to perform tasks like removing Tyson Foods reported the largest gain, a $300 million savings, from the federal tax reform.
Get the edge you need...

Contact PRIMEedge Today for Your Free Copy of Our New 180 Page Catalog

with COZZINI PRIMEedge Sharpening Systems

A Properly Sharpened Knife = Increased Production, Yields and Safety

- Systems designed for high, medium and lower volume sharpening needs
- All sharpening systems include stone dressing and coolant systems
- World’s most popular sharpening systems!

The Anago Knife Sharpness Tester provides accurate, objective, reliable monitoring of your sharpening program.

COZZINI PRIMEedge
CUTTING EDGES AND SHARPENING SOLUTIONS

1281 Arthur Avenue • Elk Grove Village, IL 60007
Toll Free: 877-322-EDGE(3343)
www.primeedge.com • sales@primeedge.com
breast meat from bone still aren’t efficient enough to justify investments right now, contends Jeremy Scott, research analyst with Mizuho Americas. Such equipment may be 10 years away from being able to trim breast meat from bones as efficiently as human workers, he estimates.

So he expects poultry companies to raise wages in an effort to attract and retain skilled workers in a tightening labor market. The U.S. unemployment rate dropped to 4.1 percent in January and the Labor Department reported that average hourly wages, which have been largely stagnant through the current recovery, rose 2.9 percent.

**OPERATING EFFICIENCY**

Companies also can be expected to invest their windfalls in improving operating efficiencies.

“I think all the companies are going to speed up capital spending on new equipment to improve efficiency [and] food safety,” Agnese predicts. “We will see, across the board, increased efficiency and increased spending to increase sales growth.”

The new tax law encourages investment in equipment by speeding up depreciation for some equipment purchases, notes Knox Wimberly, the tax department manager with Happytax.com, a Miami-based tax firm.

Sanderson has been growing by building new plants, rather than through acquisitions, and that will continue, Cockrell says.

“Our capital allocation strategy will not change. It has been our strategy to reinvest our profits back into the company to continue to grow aggressively. We prefer to go and grow by building brand new plants, greenfield operations. The cash benefit [from the tax cut] may allow us to execute that strategy more rapidly but the strategy will not change.”

Hormel executives in their most...
e(Lm)inate® V
Liquid Vinegar from Hawkins – The clean label antimicrobial

- Certified Organic
- Proven pathogen control
- The easy-to-understand, consumer-friendly clean label your consumers want

New Certified Organic Antimicrobial Protection

Food Ingredients Group
800.328.5460 | www.hawkinsinc.com

Simplify your label
Vinegar = Clean Label
recent quarterly earnings call mentioned investing in “plant automation, technologies and value-added capacity,” beginning in the company’s second quarter, which started in February.

**GOING SHOPPING**

Acquisitions are another approach to grow capacity but analysts don’t expect to see a big jump in takeovers because of the new tax law. True, it does provide potential acquirers with more capital to go shopping, but “within consumer packaged goods sector, where Tyson and Hormel are focused, valuations are high,” meaning potential targets are expensive, Scott says.

Speaking at the Consumer Analysts Group of New York’s annual conference in February, Tyson CEO Tom Hayes threw cold water on speculation the poultry giant might be after Pinnacle Foods, for example, saying that company didn’t have a high enough “protein profile” for Tyson. Pinnacle shares fell 3.67 percent on that news.

One provision of the new tax law could make takeovers financed with high levels of debt more expensive to pull off, points out Sehgal at accounting firm Green Hasson Janks. The law limits how much interest expense can be deducted against earnings, topping out at 30 percent of its gross earnings. That new limitation “could make a lot of companies rethink their corporate acquisition strategies or how they fund a corporate acquisition,” Sehgal says.

Deals that do happen may involve stock swaps or other financing methods that do not raise interest expenses, he explains.

**DEMAND COULD INCREASE**

Another consequence of the new tax law could be rising consumer confidence, which in turn could push protein demand higher, Agnese says. One widely watched indicator of consumer confidence, the Conference Board’s Consumer Confidence Index, rose in February to its highest level since 2000.

“Consumption of animal products tend to have an increase with higher consumer incomes. This is especially true for beef,” agrees Chris Hurt, professor of agricultural economics at Purdue University.

“Low and moderate income consumers will be where this has the biggest impact on animal product consumption,” he continues. “As incomes rise, people will demand and ask for more convenience products.”

Higher income individuals already have enough disposable income to buy more expensive cuts so they likely will not significantly change their buying habits, even with more tax savings, he explains.

**BOOST FOR EVERYBODY ELSE**

The new tax laws allows people who receive what is known as pass-through income to deduct 20 percent of that income before calculating their tax load.

This could benefit poultry growers and cattlemen who have created S Corporations, sole proprietorships or partnerships for their operations. Such corporations typically pass their income through to the owners for the owners to pay taxes at their rate rather than for the company to pay taxes, Hurt notes.

But like new depreciation rules — no fewer than five sections of the new tax law deal with depreciation — the pass-through provisions are more complex than they may sound at first blush.

The new tax law certainly isn’t the simplified tax code some might have hoped it would be, but on balance it’s a major win for publicly traded processors and could be for smaller, privately held firms as well.
Featuring the super sanitary profiled shell drum motor.

OUR SERVICES INCLUDE:
• Application Expertise (We guarantee to get you the right motor for the application)
• All rebuilds assembled by factory trained service technicians
• All rebuilds backed by 1 YEAR WARRANTY THAT BEGINS THE DAY OF INSTALLATION
• Prepaid inbound shipping on all drum motor repairs
• Failure Analysis on all rebuilds
• Fastest turnaround in the industry

We are the Drum Motor Specialists

If you currently use or are interested in using Drum Motors you will want to know about us. Conveyor Technology is North America’s largest Van der Graaf dealer and the only independent facility dedicated exclusively to rebuilding drum motors. Our team of factory authorized technicians don’t just repair motorized pulleys, we rebuild them to factory specifications. Plus, our work is backed by a one year warranty that begins the day of installation. In other words, a Van der Graaf motorized pulley rebuilt by Conveyor Technology can sit on the shelf for years and the warranty begins the day it is placed into service!
Leadership shakeup in animal rights—what could it mean for meat?

Hanna Thompson
Communications Director, Animal Agricultural Alliance
Animal Ag Watch

Use it or lose it; Google stats on data should give meat industry pause

Brittany Bailey
Director of Market Insights, National Pork Board
Millennial Musings

Shifting dining habits; It’s not your daddy’s food hall

Chef Michael Formichella
President and Co-owner, Chella Foods
Chef’s Table

Wait for me, meat industry

Tom Johnston
Managing Editor, Meatingplace
Writer’s Block

The Strength of Our Community Comes from Many Voices
share yours on Meatingplace Blogs

Is choice in the market endangered?

Yvonne Vizzier Thaxton
Director of the Center for Food Animal Wellbeing at the University of Arkansas.
Poultry Perspective

Red meat industry, what are you thinking?

Mack Graves
Founder, Latigo Management & Marketing Consultants
Meat Your Markets

BEEFshi: The name is catchy, it’s easy, delicious; but will it catch on?

Gregory Bloom
Executive Director, Colorado Beef Council
The Meat Business

The New Swine Inspection System—playing with fire?

Dr. William James
Former USDA Food Safety Expert
Regs, Rules and Remedies
Meatingplace Blogs daily newsletter takes you to insightful commentary from a cross-section of industry leaders. These thought-provoking writers and industry insiders share their opinions with our community on a variety of topics, from animal welfare and food safety to legal to regulatory issues. There’s something for everyone on Meatingplace blogs. Join in the discussion, enjoy the commentary, or share on social media. Just don’t miss out on these important conversations.

Subscribe at www.meatingplace.com/Subscribe
The RMC Welcome Reception will take place at the National World War I Museum and Memorial. It serves as a beacon of freedom and a symbol of the courage and sacrifice of those who served.

The RMC Awards Banquet will be held at Union Station, a venue that represents history and celebrates the community.

The RMC Family Picnic is where memories are made and experiences shared. This year will be no different as we take over the Power and Light District – known as the heartbeat of Kansas City.

Kansas City is known for barbecue, jazz, and fountains, but there is so much more to this captivating city.

You’ll surely have the urge to eat a lot of barbecue in Kansas City - luckily the AMSA 2018 RMC Host Committee has you covered!

Make Plans to Attend!
AMSA 71ST RECIPROCAL MEAT CONFERENCE
June 24-27, 2018
The Westin at Crown Center ~ Kansas City, Missouri

Technical Program will include:
• Meat & Health ~ Sustaining Healthy Protein Sources
• The Future of Cultured Protein
• BBQ ~ History, Trends and Educational Outreach
• Food Safety ~ Pathogen Detection and Micro-biological Testing
• Incubating Research & Development -Teaching, Leading and Manufacturing
• Research and Development ~ Consumer Trends and Demands for New Products
• Applied and Omic Approaches to Fresh Meat Quality Defects
• Marinated Products: A Look at the Other Processed Meat
• Building The Perfect Beef Carcass, A Live Animal and Carcass Demonstration
• Over 60 Reciprocation Sessions

The RMC Welcome Reception will take place at the National World War I Museum and Memorial. It serves as a beacon of freedom and a symbol of the courage and sacrifice of those who served.

The RMC Awards Banquet will be held at Union Station, a venue that represents history and celebrates the community.

The RMC Family Picnic is where memories are made and experiences shared. This year will be no different as we take over the Power and Light District – known as the heartbeat of Kansas City.

Hotel Accommodations and Technical Program details can be found online at:
www.meatscience.org/rmc
As Amazon begins to make its imprint on Whole Foods’ brick-and-mortar stores, acquired just last summer, the potential the combination holds for a major acceleration of online grocery sales — not only in packaged goods but also fresh meat, dairy, produce and bakery — may be the biggest benefit for Amazon/Whole Foods suppliers, analysts say.

In the 2018 Power of Meat report — conducted by 210 Analytics LLC for the Food Marketing Institute and the North American Meat Institute, and sponsored by Sealed Air — the percentage of shoppers who said they at least occasionally buy grocery type items online clocked in at 38 percent, up from just 19 percent three years ago. Furthermore, 15 percent of shoppers said they already buy meat and poultry products online at least sometimes, up from 3 percent in 2015.

“For brands, this will have, and already has had, widespread implications, with food sales moving online in record volumes,” said Nathan Rigby, vice president of sales and marketing at e-commerce data analytics firm One Click Retail. “The growth potential for online sales of groceries in 2018, and fresh foods in particular, is huge. In all likelihood, this is the tipping point we have been waiting for.”

THE ONLINE BEHEMOTH’S ACQUISITION OF WHOLE FOODS PROMISES CHANGES ALL THE WAY UP THE PROTEIN SUPPLY CHAIN.

by Susan Kelly, contributing editor

As Amazon begins to make its imprint on Whole Foods’ brick-and-mortar stores, the potential the combination holds for a major acceleration of online grocery sales — not only in packaged goods but also fresh meat, dairy, produce and bakery — may be the biggest benefit for Amazon/Whole Foods suppliers, analysts say.

In the 2018 Power of Meat report — conducted by 210 Analytics LLC for the Food Marketing Institute and the North American Meat Institute, and sponsored by Sealed Air — the percentage of shoppers who said they at least occasionally buy grocery type items online clocked in at 38 percent, up from just 19 percent three years ago. Furthermore, 15 percent of shoppers said they already buy meat and poultry products online at least sometimes, up from 3 percent in 2015.

“For brands, this will have, and already has had, widespread implications, with food sales moving online in record volumes,” said Nathan Rigby, vice president of sales and marketing at e-commerce data analytics firm One Click Retail. “The growth potential for online sales of groceries in 2018, and fresh foods in particular, is huge. In all likelihood, this is the tipping point we have been waiting for.”

NOT THE ‘WHOLE PAYCHECK’

Amazon’s acquisition of Whole Foods is expected to accelerate that trend. After two years of
steadily eroding sales and facing pressure from an activist investor, Whole Foods Market last June agreed to become a unit of e-commerce giant Amazon.

Signaling its intent to shake the “Whole Paycheck” nickname that had long dogged the upscale supermarket chain, Amazon quickly announced plans to slash prices on some of the most popular items sold in Whole Foods stores, such as organic rotisserie chicken and animal welfare-rated, 85 percent lean ground beef. This, even before the $13.7 billion deal closed in August.

“We’re determined to make healthy and organic food affordable for everyone,” Amazon said in a news release at the time, promising more price cuts to come.

Now, six months later, the combined company is lurching toward its goal of bringing natural and organic food to the masses. Despite reports of empty store shelves and supplier backlash against new merchandising fees, Amazon’s strong fourth-quarter results, reported in February, included physical store sales of $4.52 billion that were slightly better than it had expected, the company said. Amazon’s physical stores are primarily its roughly 470 Whole Foods supermarket locations.

Prices on items in Whole Foods stores are indeed coming down — by 10 percent to 43 percent on produce and refrigerated fresh food staples immediately following the close of the merger, according to consumer market research firm Packaged Facts.

And in a survey of the top grocers released in March, JP Morgan equity analysts found that Whole Foods has remained aggressive on price. Whole Foods’ average price premium vs. Kroger declined to 21 percent from 29 percent in May 2017, the firm said in an equity research report on the food retail sector. Whole Foods’ price reductions outpaced the grocer average across every category, with the meat and deli premium to Kroger narrowing to 29 percent from 42 percent, J.P. Morgan said in its report.

**MASS VS. NICHE**

Behind the scenes, a clash of cultures is playing out that has smaller vendors worried about how they will fit into Amazon’s mass-distribution model,
The BA632 system produces up to 14,000 thighs per hour (speed of Cut-Up line) with precise knee joint positioning to ensure the cartilage stays attached to the thigh bone and not with the thigh fillet. When compared to industry standards of automatic or hand filleting methods our system shows:

**FAST PAYBACK THROUGH**
- significant labor reduction
- substantial yield improvement
- increased throughput capacity

IPPE attendees got an in-depth look at the BAADER LINCO Cut-Up system and experienced the quality product it produces through live demonstrations and virtual reality.

For more information please contact a BAADER LINCO sales representative or call 1-800-288-3434
said Jay Jacobowitz, president of Retail Insights, a natural products consultant in Brattleboro, Vt. Whole Foods cultivated a network of independent suppliers catering to local demands, conditions and tastes, but Amazon is centralizing its purchasing, making it harder for specialty products to reach Whole Foods’ shelves, he said. “This business is about scale. It is not about niche,” Jacobowitz said.

He estimates the changes are affecting 10 to 15 percent of sales generated by the product assortment on store shelves, or 5,000 to 10,000 SKUs. “So you’ve got a whole lot of pain at the regional and local vendor level,” Jacobowitz said.

Media reports of out-of-stock products in some markets likely resulted from the combination of a new just-in-time order system and the loss of regional and local vendors, he said.

Furthermore, Whole Foods recently informed suppliers they will be required to help pay for new in-store merchandising and demonstration programs, according to The Washington Post, which is owned by Amazon CEO Jeff Bezos. Suppliers that sell more than $300,000 worth of goods annually are expected to discount their products by 3 percent for groceries or 5 percent for health and beauty products.

Whole Foods representatives did not respond to requests for comment. Company spokeswoman Brooke Buchanan told CNN in February that Whole Foods is not reducing local inventory under its new category management process and continues to seek out innovative new products to introduce.

Meanwhile, Whole Foods representatives reportedly were set to meet with suppliers in mid-March to clear the air and perhaps assuage concerns.

**BIGGER, BETTER**

In the long run, large national suppliers clearly stand to benefit from the combination. One processor gearing up for big things from its relationship with Amazon/Whole Foods is Pilgrim’s Pride Corp. The company’s Just Bare line of organic and no-antibiotics-ever products is the No. 1 fresh chicken brand sold on AmazonFresh.

In 2017, dollar sales of the Just Bare brand more than tripled from the previous year, Pilgrim’s CEO Bill Lovette said on the company’s quarterly earnings call in February. He said Pilgrim’s plans to double its Just Bare distribution by year-end.

Growing sales are largely due to the expanding number of regions where the AmazonFresh grocery delivery service is offered, coupled with the increasing exposure, and loyalty, to the brand among the service’s shoppers, says the company’s head of corporate affairs, Cameron Bruett.

Chicken overall is now the No. 3 fresh organic category, behind packaged salad and berries, with sales of more than $312.7 million in 2017, according to market research firm Nielsen.

While retail stores continue to generate most of the Just Bare brand’s sales, its fastest-growing channel is online, Bruett says. “As Amazon continues to ... bring innovative options to consumers, we will continue to offer innovative products that allow Pilgrim’s to grow with them,” he says.

For example, Just Bare is the only fresh chicken offering in the Amazon Go Store. This new checkout-free store model, being tested in Seattle, has a series of technologies, including machine learning, computer vision and artificial intelligence, as well as sensors on packages that
SMALL FOOTPRINT
LARGE VOLUMES

MINI LINE™
FOR FULLY COOKED
PRODUCTS

For capacities of 500-2,000 lbs/hr

Three steps, to maximize yield.
1. Flame Grill for high temperature searing.
2. Spiral Oven for steam, convection, or combination cooking.
3. Spiral Chiller or Freezer with sterilization post C.I.P. for extended shelf life.

Unitherm’s Mini Line™ is part of Unitherm’s growing family of integrated thermal processing equipment for any size processor, large to small. Call for more information or to schedule a test.

www.marlen.com
www.unithermfoodsystems.com

1.855.4YIELDS
943.537

USA  +1.918.367.0197  EUR  +31.433.529.300  ASIA  +66.2313.3484

Customizing is our Specialty!

STAINLESS STEEL TRUCKS AND SCREENS

Beacon has been engineering Trucks and Screens for over 60 years.

Beacon can design a Rack to work for your specific processing requirement.

- Our Trucks & Screens are built to hold your weight requirements.
- We do not over design resulting in added costs or under design resulting in a unit that will not last or hold the weight load needed.

For more information visit www.beaconmetals.com or call 800-445-4203.
The R 535 thermoform packaging machine features the Clean-in-Place system, ensuring the machine is cleaned reliably with practically no effort. Through strategically located nozzles, the exterior of the machine, as well as modules are automatically cleaned.
Behind the scenes, a clash of cultures is playing out that has smaller vendors worried about how they will fit into Amazon’s mass-distribution model.

than triple by 2022, reaching $41.7 billion, with a compound annual growth rate of 27.1 percent. Amazon last year led the U.S. online grocery market with an 18 percent share, double that of its nearest competitor, Walmart, according to the firm’s data.

Leading natural and organic products company Hain Celestial, the largest branded supplier to Whole Foods, has also pointed to Amazon’s acquisition of the grocery chain as a catalyst for accelerating sales. CEO Irwin Simon told CNBC in February that the company has seen a dramatic increase in sales volume through Whole Foods, offsetting price reductions. Hain Celestial has 1,500 SKUs at Whole Foods stores and 1,100 SKUs on Amazon.

But the company has announced it is exploring the divestiture of its Hain Pure Protein business, despite strong sales for its meat brands. Fiscal second-quarter sales announced in February were up 15 percent for Plainville Farms, 17 percent for FreeBird and 7 percent for Empire Kosher, compared with the year-ago period.

With most of the company’s plants on the East Coast, however, it’s hard to ship beyond the Midwest and Southeast, and adding facilities would require a tremendous capital investment, Simon said. “It being part of a larger, strategic poultry company makes a lot more sense,” the CEO said.

Another meat products maker, Devault Foods, is embracing the potential to reach more customers for its Philly cheesesteaks and other products online through Amazon. The Devault, Pa.-based company in September launched a sampling of its cheesesteak products nationwide on the Amazon Marketplace.

“We were quite pleased that early sales came
EQUIPMENT THAT MAKES A DIFFERENCE

DICING, SLICING & SHREDDING

SEARING, BAR MARKING & GRILLING

VACUUM STUFFING & PUMPING

COOKING, CHILLING & PASTEURIZING

We assure value to our customers through the highest consistency, accuracy, and product integrity. Our teams of expert engineering, design and technical personnel act as industry consultants and process partners — trusted by the world’s leading food brands for over 60 years.

QUALITY. PERFORMANCE. INNOVATION.

800.862.7536 • www.marlen.com
from local fans, but also from fans in other regions. We believe that the primary driver in sales from other regions came from Philly transplants,” says Devault Foods Executive Vice President Thomas Fillippo.

Devault added three of its meatball products to the Amazon Marketplace in November and plans to expand its offerings again with a selection of its burger products in time for the spring grilling season. Traffic to the Devault Foods listings and sales in both product categories grew at a steady pace into February, the company said. “We believe that consumers are prioritizing quality and convenience,” Fillippo says. Amazon Marketplace is making stocking up on family favorites both convenient and cost effective, he adds.

“The features and ease-of-use platform presented by Amazon Marketplace level the playing field for regional manufacturers like Devault Foods,” adds company spokeswoman Cindi Sutera. “We look forward to exploring the opportunities of the Marketplace and additional channels developed by the Amazon and Whole Foods merger.”

**AMAZONIAN**

Amazon sold an estimated $2 billion in groceries in the United States last year, an increase of 59 percent over the prior year, according to One Click Retail. Among Amazon’s private labels, Whole Foods’ 365 Everyday Value is now its No. 2 best-selling brand, behind AmazonBasics.

In addition to selling groceries, including Whole Foods items, through its Marketplace platform, Amazon also offers the Prime Pantry...
You know the challenges you face every day in an increasingly competitive meat market. And Kemin knows how to solve them. Not only do we understand proteins, we know how different processing techniques and packaging affect them. We can help solve both your shelf life and food safety challenges in one stop, so you can get your product to market quicker and keep it fresher, longer. That’s how KEMIN is MEATING THE CHALLENGE.

kemin.com/MEATINGTHECHALLENGE
and Amazon Prime Now services. Sales of grocery products are gaining momentum on Prime Now, which offers free two-hour delivery from Whole Foods stores on orders over $35. Consumers who want their groceries delivered within one hour can pay $7.99 for that convenience, on orders totaling at least $35.

The arrival of Prime Now is expected to drive growth in online grocery ordering and change behavior among food shoppers by boosting demand for faster deliveries, as consumers become more comfortable with the experience, according to research by Morgan Stanley. Although perishable foods are less likely to be ordered online, the firm’s research shows an even split between perishables and non-perishables for pick-up at a store.

Prime Now rolled out in four U.S. markets in February — Dallas and Austin, Texas; Cincinnati; and Virginia Beach, Va. — with plans to expand across the country in 2018. Unlike Prime Pantry, which offers only shelf-stable foods and household goods, Prime Now includes thousands of products ranging from meat and seafood to flowers and bakery items. In early March, Amazon said it expanded the service to Atlanta and San Francisco.

Devault Foods said it expects Amazon to expand Prime Now into the Philadelphia area and is positioning itself to leverage its Amazon relationship: “[Most] grocery shopping still takes place in traditional brick-and-mortar stores. This pattern will change during the next decade as our internet-centric society develops marketplaces to make daily life more convenient,” says Devault’s Fillippo.
NEW! FreShield all-natural, clean label ingredient for fresh ground meats

- Promotes shelf life and protects organoleptic properties
- Powder form for ease of use
- Effective alternative to artificial ingredients
- Very effective at low usage rates
- Imparts no off-flavors while inhibiting spoilage
- New product from WTI – the Innovators with proven ingredients
- Let us help you determine the best solution for your product!

WTI INC.
WORLD TECHNOLOGY INGREDIENTS
Food scientist **John N. Butts** helped in the creation of the food safety discipline as it is practiced today.

**by** Judith Crown, contributing editor

Food safety expert John N. Butts has led the charge to keep processed meat free of lethal pathogens and played a central role in developing industry standards for the design of plants and equipment.

Raised on a farm in southeast Kansas, Butts studied animal physiology and food science and earned a Ph.D. in food science. Realizing he was temperamentally better suited to industry than academia, he joined privately held Land O’ Frost in 1974 as director of research.

He has been a constant leader in developing company and industry-wide practices for food safety, including the “Seek and Destroy” process for controlling and eradicating harmful bacteria. He’s earned numerous awards and recognitions — most recently the 2016 NSF Lifetime Achievement Award presented at the Food Safety Summit. He now is adviser to the CEO at Land O’Frost and runs a consulting practice, Food Safety by Design.

Meatingplace: What was the state of meat safety when you began at Land O’Frost?
Butts: Here’s a story. In the early days I needed some turkey meat for a new product, so I took my truck six miles to our plant in Hammond, Ind. I went to the office where plant manager Bob Jackson had two phones going, negotiating prices of meat truckloads. He took me to the turkey boning line, he pulled out his sausage knife and I pulled out mine and we started boning turkeys bare-handed. We violated so many safety principles, but that’s the way it was.

Meatingplace: The 1993 Jack-in-the-Box E. coli tragedy marked a turning point for the industry. How did things change?

Butts: It was a shock. The industry had relied on the cooking step to assure meat safety. Pathogens were common and acceptable at that point in raw product. An outbreak had not occurred to cause the food safety alarm in our system. We reached the tipping point. The USDA in 1996 established the Mega Reg, which mandated the Hazard Analysis and Critical Control Point (HACCP) system for meat inspection and meant you no longer could have E. coli O157:h7 in raw hamburger.

Meatingplace: Listeria turned out to be the bigger issue for processed meat suppliers such as Land O’ Frost.

Butts: Right. E. coli is the pathogen of concern with ground beef. Listeria is an environmental pathogen — it harbors in our plants.

For more background on John Butts, visit meatm.ag/butts-award
In the Blink of an Eye,
A Meat Saw Can Do Serious Harm

That’s why Hollymatic has developed proprietary technology to manufacture a meat saw that stops the blade 10 times faster than the blink of an eye! The new Defender 4000 Band Saw effectively stops the blade in milliseconds (.040 seconds to be exact!) with no damage to the saw. But most importantly, it stops the blade that quickly to protect operators from injury.

Safety Doesn’t Happen By Accident. Be Prepared.

Hollymatic
708-579-3700
www.hollymatic.com
There were outbreaks of listeria in the 1980s: contamination of Mexican cheese, and a cancer patient in Oklahoma City died from eating a turkey frank. In 1989, we had Russ Flowers of Silliker Labs assessing our plants and we asked him what we could do to combat listeria in our Searcy, Ark., facility. He went to a whiteboard and drew a picture of our plant with a line through the middle separating the raw side from the cooked side. He explained if you get a positive on the floor of the packaging room, how do you know it didn’t come from your cook room, a warm, wet environment?

Meatingplace: So you redesigned your plants?

BUTTS: That prompted us to physically separate raw and cooked to the point that we were taking rework from the back end of the plant, putting it on a semi-truck and using the yard dog to pull it around to the front of the plant, and receiving it as an ingredient rather than bringing it through the plant.

Meatingplace: It was at the same time that the industry began to cooperate on listeria control?

BUTTS: Four of us, including Bruce Tompkin of Armour Swift-Eckrich, 1. Cleanable to a microbiological level: Food equipment must be constructed to ensure effective and efficient cleaning and designed to prevent growth of bacteria.
2. Made of compatible materials: Construction materials must be compatible with the product, environment, cleaning and sanitizing chemicals and cleaning methods.
3. Accessible for inspection, maintenance, cleaning and sanitation: All parts should be readily accessible for inspection, maintenance, cleaning and sanitation without the use of tools.
4. No product or liquid collection: Equipment should be self-draining to assure that liquid, which can harbor and promote the growth of bacteria, does not accumulate, pool or condense.
5. Hollow areas should be hermetically sealed: Hollow areas such as frames and rollers must be eliminated wherever possible or permanently sealed. Bolts, studs and other items must be continuously welded to the surface and not attached by drilled and tapped holes.
6. No niches: Equipment parts should be free of niches such as pits, cracks, corrosion, recesses, open seams, gaps, lap seams, protruding ledges, inside threads, bolt rivets and dead ends.
7. Sanitary operational performance: During normal operations, the equipment must perform so it doesn’t contribute to unsanitary conditions or the harborage and growth of bacteria.
8. Hygienic design of maintenance enclosures: Maintenance enclosures and interfaces such as push buttons, valve handles, switches and touchscreens must be designed to ensure food product, water or liquid doesn’t penetrate or accumulate. The enclosures should be sloped or pitched.
9. Hygienic compatibility with other plant systems: Equipment design must ensure hygienic compatibility with other equipment and systems, such as electrical, hydraulics, steam, air and water.
10. Validate cleaning and sanitizing protocols: Procedures for cleaning and sanitization must be clearly written, designed and proven effective and efficient. Chemicals recommended for cleaning must be compatible with the equipment and the manufacturing environment.
MODEL JHS
HAND-HELD SKINNER
FAST, EASY WAY FOR REMOVING
SKIN & FAT

New From JARVIS!

Available in four different depths:
1/16”, 1/8”, 3/16” and 1/4”

- Specially designed for fast and efficient removing of trimming strips, rounds, butts, hindquarters, and loins from pork carcasses.
- Useful for ham and beef ribs trimming, defatting pork, beef and lamb, fish skinning, removing chicken breast skin, removing skin patches and hair roots, and trimming turkey membranes.
- Four different cutting depths available - 1/16”, 1/8”, 3/16” and 1/4”.
- Clean, uniform skin removal without knife cuts or gashes.
- Easy to operate, clean and maintain.
- Low cost skinning of boars and sows with uniform, controlled depth removal of skin and fat.

Jarvis Provides Free Service and Training

Jarvis Products Corporation
33 Anderson Road, Middletown, CT 06457
Telephone (860) 347-7271
Fax (860) 347-9905
E-mail president4@hotmail.com
Website: www.jarvisproducts.com

View Jarvis tool information on our website
approached the USDA administrator in 1989. There was a motivation to avoid regulation — but, at that point the dialogue had begun. In the early 1990s an Oscar Mayer engineer shared information with our American Meat Institute Scientific Affairs Committee about harborage he found taking apart a slicer. It was shocking — the pictures were not real pretty.

**Our industry, which historically has had a terrible reputation, was the first one in food production to advocate sharing of best practices, and since then we’ve become recognized as the leading industry for food safety among all the food industries.**

Meatingplace: How did you react at Land O’ Frost?

BUTTS: In 1992 we formed our first pathogen control team. It was called the SLI team for ‘shelf life improvement.’ There was no way we were going to use the word ‘listeria.’ The team met every Tuesday morning, and the meetings still take place today. They formalized the process that we call ‘Seek and Destroy,’ the systematic method for identifying harborage sites and managing growth niches.

Meatingplace: How does ‘Seek and Destroy’ work — how do you know what equipment presents a potential hazard?

BUTTS: The key is following the data. We have an aggressive sampling program designed to find problems. It’s all about going beyond verification sampling to identifying potential problems ... while measuring facility and equipment design problems or risk.

In the earlier days, we didn’t always know where the microorganisms came from. We didn’t have interventions for equipment. We didn’t know how to clean the floors. Many of us had wet processes, and water is a friend for listeria. As we learned more about movement of the organism we came to realize the importance of dry floors.

Meatingplace: Just as processed meat companies were getting a handle on the listeria threat, the 1998 outbreak at a Sara Lee Bil-Mar plant in Michigan (now owned by Tyson) sickened more than 100 customers and was linked to 21 deaths. This was a second wake-up call?

BUTTS: This outbreak sparked the emergence of the food safety profession in the meat industry in 2000. It is believed the Bil-Mar plant over Fourth of July
Improve your process – and your product – with Ross.

Rely on Ross expertise to improve product quality, productivity, portioning accuracy and food safety.

A full line of better, smarter solutions.
weekend had removed a ceiling condensing refrigeration unit, spreading the listeria. The problem wasn’t known until months later. The Center for Disease Control had just started using PulseNet technology, which compares bacterial DNA fingerprints among patients and traces it back to the food and the plant that produced it. The outbreak was covered by “20/20” and CNN. I use the clips when I train CEOs to hourly employees in listeria control — it puts a face on the issue.

Meatingplace: What was the immediate aftermath?

BUTTS: We were in the limelight, and it wasn’t comfortable. Plants were shut down by the government and others had to rebuild entire ready-to-eat areas. From 1990 to 2000, the industry reduced the incidence of Lm to less than 1.5 percent from almost 5 percent. Fortunately, normal healthy adults can eat that without serious problems. It’s when you consume a virulent Lm in high enough concentration to get into the bloodstream that there are serious illnesses and fatalities. We had this intense regulatory and consumer focus [like they] thought we felt it was OK for us to kill our customers.

Meatingplace: What steps were taken at Land O’ Frost?

BUTTS: It was a traumatic time for us. Land O’ Frost could not survive an event like [the Bil-Mar incident] as a company.

Where utilities are routed through walls, unsealed connections are harborage points for pathogens.

Photo by Matt Henderson/Land O’Frost

25TH ANNIVERSARY: Silver Stars

WANT TO CUT YOUR SANITATION COSTS BY UP TO 35%?

Birko’s suite of automated sanitation solutions can do just that. With our integrated chemistry and equipment — backed by the best technical experts in the industry — you’ll use less water, chemical and labor. All while getting a consistent, repeatable result to reduce your risk and protect your brand.

Learn more at birkocorp.com
OPEN CHANNEL VACUUM TUMBLER

EASY TO CLEAN
OPEN CHANNEL DESIGN

250-14,000 LB CAPACITY

AUTOMATED TOUCH SCREEN CONTROL PANELS

- Flights designed for maximum massage action
- Easy cleaning and maintenance
- Glycol jacket allows for cooling of product while tumbling
- CO2 injection available
- Through the shaft loading allows for continuous vacuum
- Body tilts for quick, unagitated unloading
- State-of-the-art control system

YOUR SOURCE FOR FOOD PROCESSING EQUIPMENT SOLUTIONS FOR OVER 55 YEARS, CUSTOM BUILT TO YOUR SPECIFICATIONS.

FPEC.COM
479.751.9392
MADE IN THE USA
We would have been out of business. One of the first actions was the separation of quality and food safety. The technical knowledge and attention required exceeded an individual’s capability at plant level. Our needs were so significant that we had to dedicate a master’s level person on that. Food safety management now went well beyond the plant or corporate microbiologist. It had to be translated to process and facility design, equipment design, and manufacturing practices. We developed a computer program that enabled us to drive sampling and it communicated with the lab.

Meatingplace: And by the industry as a whole?

BUTTS: A group of us began a series of workshops in November 2000 — industry only, no regulators, no press. I was involved because of my knowledge of construction process control. In the late 1990s when we were redoing floors in our Searcy plant, we had found dust had migrated out of the room that was under construction into a log holding cooler where we had to re-process about a million pounds of product to assure safety. I put together a presentation on construction process control — that got me invited to the party.

I volunteered to present data analysis, investigation and corrective action, the core of the ‘Seek and Destroy’ process.

Meatingplace: What’s the secret sauce?

BUTTS: I think it’s having knowledge of the food industry, knowing the business very well, having the right people in place, and having the right tools we could use.

Meatingplace: Is it worth the effort?

BUTTS: Absolutely. In the long run I believe so. And in the short run, yes, it is worth the effort. We would have been out of business. One of the first actions was the separation of quality and food safety. The technical knowledge and attention required exceeded an individual’s capability at plant level. Our needs were so significant that we had to dedicate a master’s level person on that. Food safety management now went well beyond the plant or corporate microbiologist. It had to be translated to process and facility design, equipment design, and manufacturing practices. We developed a computer program that enabled us to drive sampling and it communicated with the lab.

Meatingplace: And by the industry as a whole?

BUTTS: A group of us began a series of workshops in November 2000 — industry only, no regulators, no press. I was involved because of my knowledge of construction process control. In the late 1990s when we were redoing floors in our Searcy plant, we had found dust had migrated out of the room that was under construction into a log holding cooler where we had to re-process about a million pounds of product to assure safety. I put together a presentation on construction process control — that got me invited to the party.

I volunteered to present data analysis, investigation and corrective action, the core of the ‘Seek and Destroy’ process.

Meatingplace: What’s the secret sauce?

BUTTS: I think it’s having knowledge of the food industry, knowing the business very well, having the right people in place, and having the right tools we could use.

Meatingplace: What’s the secret sauce?

BUTTS: I think it’s having knowledge of the food industry, knowing the business very well, having the right people in place, and having the right tools we could use.
Every day, RTE manufacturers face the challenge of controlling *Listeria monocytogenes* in order to produce safe, nutritious products. From sanitation to corrective actions and sampling plans to data analysis, *Listeria* control involves your whole team. Not only does the workshop have presentations on the latest developments in *Listeria* control and real-life examples from people with plant experience, it features hands on demonstrations, breakout sessions and case studies designed to give you first-hand knowledge to apply to your plant. In addition, this workshop provides critical information to help processors stay up to date on regulatory issues and changes.
I was on the board of the American Meat Institute (now NAMI) in 2001 when the board voted to make food safety noncompetitive in our industry. The board created task forces for equipment and later one for facilities. They went on to develop the 10 Principles of Sanitary Design and 11 Principles of Facility Design that are followed by the entire food industry today (see sidebars, pages 60, 62).

So our industry, which historically has had a terrible reputation, was the first in food production to advocate sharing best practices, and since then we’ve become recognized as the leading industry for food safety among all the food industries.

**Meatingplace:** How do you train sanitation crews and convey the importance of their jobs?

**BUTTS:** It’s a midnight shift typically. It’s wet, it’s dirty, it’s tough.

Our sanitation crew rates the highest in engagement than any other department. We listen to their problems and take appropriate action, No. 1. And we measure them, No. 2. Plant management is charged with making sure the sanitation crew knows they have the most important job in the facility. It also helps when the plant manager serves them pizza and recognizes them for doing a good job at 3 a.m.

**Meatingplace:** What about other teams working on the plant floor?

**BUTTS:** It’s a process that starts Day 1 when they come in. If you drop product on the floor, you don’t pick it up. [Others] will do that. You must wash your hands. And we’ll give you a sponge swab and you can swab your hands and we’ll analyze that and share those results with you. We do that randomly to get a level of process control. Once you get a process under control, it becomes predictable.

When in a plant, I will intentionally violate a GMP. I want to see who stops me. The former CEO Paul Van Eekeren [father of current CEO David Van Eekeren] liked to tinker with the equipment. One time he reached for a machine and the operator grabbed his hand and said, ‘You can’t do that; this is my machine.’

**Meatingplace:** How did the industry come to understand the importance of equipment design to food safety?

**BUTTS:** Equipment design became a focal point. We worked with our suppliers and we worked internally. Some equip-
Safer Food. Our Responsibility.

Poultry growers, processors, and retailers need non-antibiotic solutions to meet today’s consumer demands.

Original XPC™ works naturally with the biology of the bird to help strengthen the immune system.

A strong immune system promotes:
- Animal health & well-being
- More efficient production
- Safer food from farm to table

We now live in a social media world. Future food safety professionals must be prepared for how to take advantage of the new technology coming at them in the midst of their business being re-engineered to meet the needs of the competitive marketplace.

The challenge extends beyond food safety during production to building consumer trust in us and our products.
Meatingplace doesn’t on the meat industry,

We discuss the issues that meat and poultry processors are passionate about—online and in print

MEATINGPLACE MAGAZINE

Read how Lenny Lebovich, CEO of PreBrands has used Wall Street experience and acumen to build a rapidly-growing beef brand in the highly challenging grass-fed market.
just report it’s part of it.

MEATINGPLACE.COM
Timely, Accurate and Relevant News and Technical Information
- Twice daily enewsletters and breaking news
- A robust online technical article library
- Weekly processing solutions enewsletters

Information delivered in mobile-friendly format

Where the meat processing industry comes to learn, share and connect
In the middle of the Poultry Capital of the World, Gold Creek Foods sits like Goldilocks in the Baby Bear’s chair: Surrounded by bigger and smaller poultry companies in Gainesville, Ga., Gold Creek’s niche is just right.

And what Gold Creek does is operate as the partner to, or extension of, other processors’ production lines, an escape valve for the pressures of under-capacity, extra hands in a tight labor market, and a safe place to test new concepts — “the industry’s best-kept secret,” says Gold Creek founder and CEO Mark Sosebee. “At least as far as we know, we’re the only non fully-integrated company that can break down an entire chicken into fully-cooked, ready-to-eat parts.”
Gold Creek Foods has created a charmed, niche-filling existence as a poultry processor to other poultry processors.

*by* Lisa M. Keefe, editor
EVOLUTION
With revenues north of $200 million (Sosebee declines to be specific) and 1,380 employees, Gold Creek isn’t a small company. Surrounded by plants operated by Tyson ($34.4 billion annual revenues), Perdue (more than $6 billion), Koch Foods (est. $3 billion) and Fieldale Farms (est. $1.2 billion), however, Gold Creek has flown under the radar. And that’s fine by Sosebee and his team; they don’t call those other companies “competitors” anyway, but “partners.”

“We’re the biggest of the smallest,” Sosebee says.

Gold Creek’s genesis lies in Sosebee’s experience starting up Agora Foods, a frozen chicken products distributor in Gainesville. Agora was essentially a marketing company, in keeping with the founder’s sales and marketing background, and all the goods were co-packed.

His experience in that, he says, taught him that “we just wanted to have control of running our own products. Co-packers then were not as accessible as we are. We’re able to give our customers what I would have loved to have had. We’ve become now what I needed back then.”

What Gold Creek has become is more than just a co-packer: Gold Creek can take whole lots and debone the front half, debone the leg, cut the wings into sections, size and x-ray the breast meat, size and x-ray the tender and now — with a newly operational, $26 million RTE line — the company can fry and bake the products, then freeze and package them.

Its production lines are short and low-volume, but not too low-volume: Gold Creek processes more than 300 million pounds of chicken products a year in five locations.

The modular equipment can be set up and taken down in a vast array of configurations several times a day, and often is.

Gold Creek is the company other companies call when they’re running flat-out but need to increase the volume on some products. Or, when they want to move into new markets, but slowly.

Explains Sosebee, “If you take a monstrous company and their sales department says, ‘We’ve got a concept’ — say it’s organic or NAE or possibly a gluten-free item — and the sales haven’t exceeded a point where they’re earth-shattering, it may be something that they don’t want to shut down their 15,000 pound-an-hour line to play with. But for us, 50,000 pounds or 100,000 pounds is not something that we shy away from. We’re comfortable swimming in that water.”

Executives decline to name customers’ names, but safe to say the roster covers the major brands in the business, as well as “the minors and the small guys,” Sosebee says.
THE WATER’S FINE

In order to continue swimming in that pool, Gold Creek has invested heavily in technology and automation to ensure food safety and sufficient labor to do the work.

For example, on the RTE line, which started up in November, Gold Creek can convert a frozen block of chicken into a 1-lb. bag of chicken nuggets for retail sale with almost no human handling of the product.

“From the time that frozen block hits a conveyor, a human hand doesn’t have to touch it until they put it in a box ready for the shipping dock,” points out Gold Creek Vice President Blake Wikle.

Whereas a typical production line might grind the meat up, then store it in combos or vats for a day or two before forming the nuggets, Gold Creek’s line is set up to go right from grinder to blender to former to cooking, and on to packaging, Wikle explains: “That has a massive impact on food safety.”

On the raw side, Gold Creek does more hand-
work, often because the customer asks for it as a means of differentiating its products. But, Gold Creek also has two water-jet cutters that automatically map out and make cuts on the breast, for diced meat, for example.

In the vein of sanitary plant design, as the new RTE line was being designed, Sosebee explains, Gold Creek executives pumped their poultry industry partners for their experiences building — or rebuilding — facilities.

“We’d go to their plants and they would share with us: ‘We wish we would have done that,’ or, ‘We did this and it was brilliant and it worked great,’” he says. “So if you look at our mezzanine, for example, we probably took three to four months in designing our mezzanine. We talked to people who did it terribly wrong ... [and showed us] what they did on the second go-round. We tried to take what some people did on their second go-round and we did it on our first.

“Visiting plants just to look at mezzanines to some people may sound crazy, but to us we know that that’s where a lot of people have listeria problems in the past.”

Another area of focus is foreign material detection. Every piece of equipment the company purchased had certain requirements for “world-class” foreign material reduction. And, Gold Creek put an x-ray behind every bagger, Sosebee says.

“If you have a brand that’s worth millions of dollars, you have to trust that when it’s produced here, [you] have as much confidence [in us] as [you] do in [your] own team,” he adds.

**FINDING AND KEEPING**

Finally, Gold Creek is an answer to some poultry integrators’ prayers in a tight labor market that’s only getting tighter. When their own resources are maxed out, Gold Creek can help meet production deadlines.

“Some folks are faced with either a reduction in kill or to work with partners like Gold Creek to maximize their profits,” Sosebee says. “Our retention is quite good. We have a lot of steps in securing and maintaining our labor here.”

The company’s turnover is lower than the industry average, and more than 40 percent of the production employees are a “core group” that have worked there for years, says Michael Sheets, Gold Creek’s vice president of operations.

In fact, nine of the 17 people hired to work in Gold Creek’s first processing plant in 2003 are still with the company, several in management positions.

The company’s hourly rate ranges from about $10 to $19 an hour, Sheets says, but most of the production jobs, those that require hand-work per the customer’s specifications, are paid on performance — another advantage of Gold Creek’s size, as the record-keeping could be monstrous for a much larger processor.
INTRODUCING THE ULTIMATE WHOLE LEG DEBONER
WHOLE LEG DEBONING WITH SURGICAL PRECISION

The new ULTIMATE Whole Leg Deboner uses an X-Ray Measuring System to precisely measure each leg, using this data the machine automatically adjusts for each leg in real-time at a speed of 6,000 legs per hour. The X-ray allows the machine to cut at surgical precision around the knee joint, leaving the kneecap attached to the bone ensuring very high yields and minimum labor during trimming.

That’s right, the guessing game is OVER!

THE INTELLIGENT WHOLE LEG DEBONER
At Gold Creek, once an employee who is hand-deboning tenders, for example, reaches the order’s lot weight, the meat is weighed and inspected for quality. Within a few minutes, he knows if he needs to rework any product, which would cut into his earnings. Each person’s productivity for the day is displayed on a wall.

“A lot of care goes into making sure that we’re transparent about that,” Sheets says.

Gold Creek still recruits heavily to keep the pool of candidates fresh, but also works to retain hires. Its efforts to secure transportation is a big draw. The company’s buses pick up and drop off employees who lack transportation, going to places “other companies don’t go,” Wikle says.

Gold Creek also lobbied the Gainesville municipal transportation authority to route one of its bus lines past its headquarters and nearby production facility, and add a stop at its gate. And as the RTE line was being tested, and some employees were required to stay overtime, Gold Creek set up relationships with local cab companies to make sure everybody got home.

“To sum it up, we provide good transportation when folks just need us,” Sosebee says.

Gold Creek also makes sure it gets its training right, Sheets says. One of the company’s plant managers, he says, has a training program that’s “better than anything I’d ever seen. He might have eight people starting today and his whole day is with those eight people,” although he manages hundreds of employees.

“When those guys leave that training area and get in with the general population, they are just at a different level. We have a core group of people that just get that,” Sheets says.

**ON THE RADAR**

Moving forward, Gold Creek is looking for more opportunities to be on the radar screen.
Get more out of food.

Value-Add Poultry Processing Solutions

Heat and Control helps improve your bottom line with equipment that boosts productivity and cuts waste:

- Breading Applicators that save floor space.
- Fryers that need less oil and cleaning labor.
- Conveyors that reduce breakage and coating loss.
- Weighers that cut giveaway to the lowest level.
- Metal Detectors that eliminate false rejects.

At Gold Creek Foods, we measure success by exceeding our customers’ expectations; we succeed by partnering with companies like Heat and Control that also go the extra mile. We were drawn to them because they have been at the forefront of innovation for more than sixty years.

Blake Wikle
General Manager of Prepared Foods,
Gold Creek Foods

Contact Heat and Control to see how you can optimize your process and maximize your product.

info@heatandcontrol.com
www.heatandcontrol.com
“There’s a lot of our process that we are ecstatic about showing the world,” Wikle says. “We want to show as a copacker that we have put a lot of thought and a lot of investment into being the most food safe, fully-cooked plant in America.”

It bodes well for the company’s goals that the management team is liable to stay in place for years to come. Sosebee, for example, is only 49, and says he’s no less passionate about the business now than he was when he started.

“I have a photograph of one of my ancestors — my son found it — and he was actually in the food distribution business in, like, 1830,” Sosebee says.

“You can’t create passion; you can only try to curtail it. I just think it’s something you’re sort of born with.”
Are your poultry patty sales just as flat as the patties themselves? Then you need our Vemag FM250 Patty Forming Machine. The high-speed FM250 produces the lightest, fluffiest, juiciest, and most tender poultry patty you’ll ever sink your teeth into. Unlike conventional patty forming machines that use high-pressure to compress meat into flat, rubbery “pucks”, the FM250 uses a gentle, low-pressure system to form patties that look homemade and have a tender bite that no other machine can produce. Meat fibers are not crushed or destroyed on the FM250 – instead they retain their natural alignment so that the finished patty has the superior bite, texture and eating quality of a hand-made product.

Connected to a Vemag HP-E filler with an in-line grinder, the FM250 provides high output and exact weight portions. An easy-to-change forming nozzle allows quick product changeovers. Available with an interleaver and/or stacker, as well as a high-speed shuttle to load freezer and oven belts. A Vemag Process Check checkweigher can also be added inline to automatically monitor individual patty weights and adjust the filler – ensuring uniform weights and reduced giveaway.
Lenny Lebovich has used Wall Street experience and acumen to build a rapidly growing beef brand in the highly challenging grass-fed market.

You are what you sell.

Lenny Lebovich, founder of Chicago-based premium grass-fed beef marketer PRE Brands, is a product. He’s made from parents who risked it all and immigrated to the United States from Ukraine in search of a better life.

That type of experience molds a do-or-die mindset. Lebovich grew up knowing the necessity and the value of hard work and doing things well. It’s why he says, “I’ve been an entrepreneur since I was a little kid.”

Lebovich took cues from his dad, a master tailor who helped root the family in Cleveland, Ohio, by working for one of the nation’s top clothing stores. “So I learned from him how you serve the premium consumer and do things at a level that gives you an advantage,” he says.

The advantage he says that PRE Brands has, in a U.S. grass-fed beef market whose inconsistency in quality has stunted its growth, is its obsessive focus on satisfying the consumer who wants a premium product that tastes great and allows them to feel good about eating it.

Lebovich has tirelessly researched and analyzed consumer preferences over the years, a habit he developed while working for three years on Wall Street. He wanted to build skills that would allow him to seize on good business opportunities and solve problems. In the complexity of the beef industry, he can scratch both of those itches.

We sat down with Lebovich in PRE Brands’ very millennial, very naturally lit, Google-y office, where self-described “beef geeks” can play ping pong, to discuss how his company is shaking things up and thriving in a segment of the industry that he says, quite frankly, is not.
LENNY LEBOVICH

TITLE: FOUNDER, CEO

COMPANY: PRE BRANDS

HEADQUARTERS: CHICAGO

PRODUCTS: 100% GRASS-FED AND -FINISHED GROUND BEEF, GROUND BEEF PATTIES AND FRESH CUTS INCLUDING RIBEYES, SIRLOIN, STRIPS, FILETS AND CHUCK ROASTS

SOURCES: AUSTRALIAN, NEW ZEALAND RANCHERS

PRE-MEAT: LEBOVICH WAS AN INVESTMENT BANKER ASKED TO HELP CHICAGO’S OLDEST MEAT PROCESSING COMPANY EXPAND.

EDUCATION: INDIANA UNIVERSITY - KELLEY SCHOOL OF BUSINESS, BACHELOR’S DEGREE IN FINANCE, REAL ESTATE AND ECONOMICS (MINOR)
THOUGHTleader

Meatingplace: What led you into a career on Wall Street?

LEBOVICH: When I was coming out of school, I knew that I wanted to get some foundation in finance and sales ... and I got a few years of great experience. My first job was with the securities division of Bank of America and subsequently I worked for a West Coast investment bank called Jefferies.

Meatingplace: What led you away from Wall Street?

LEBOVICH: I knew going in I was not going to spend more than three years doing it; I just wanted to get the experience. ... It gave me some credibility to do some other things. The first opportunity I had to do something more creative and entrepreneurial, I left Wall Street and went into telecommunications. I joined a company where I was doing mergers and acquisitions and other strategic things. We took that company public. It was an opportunity for me to start building things, growing things, and solving problems.

Meatingplace: So how did you get into the beef industry?

LEBOVICH: Through a college roommate, Walter Sommers, whose family owned the oldest operating beef company in Chicago, established in 1860, called Ruprecht Company. He wanted to expand strategically, through acquisi-
Fresh or Frozen

Pacproinc® has a Better Burger Interleaving Solution

- Do you want to convert your IQF line into a fresh burger line?
- Would you like to increase your existing burger former’s throughput by 25%?
- Is your burger former’s interleaving module a maintenance headache?
- Are your customer’s asking you to metal detect and reject before paper is added?
- Do you need to score your burgers on both sides?
- Are you tired of cleaning paper scrap out of your freezer?

Pacproinc’s interleaving, counting, and stacking solutions provide:

- Precise and reliable paper placement
- Stacks up to 4.5” tall (depending on burger diameter)
- Throughput rates over 150 cycles per minute
- Lowest paper costs because the machine cuts directly from roll stock
- Widths of 20”, 26”, and 32”
- Compatibility with most plate forming and rotary forming systems
- Lowest cost of ownership

The right technology for the right solutions.

phone: 610.489.8601  fax: 610.489.8691  sales@pacproinc.com
261 Schoolhouse Road, Suite 7, Souderton, PA 18964
Photo: George Motz/Hamburger America
THOUGHTleader

"For a long time now consumers have felt guilty about eating beef, **but they want to**, so you have to create a platform for them to be able to make the choices they want to make."

...
CONVENTION HIGHLIGHTS INCLUDE:

**Thursday**
Evening Welcome Reception

**Friday**
Networking Lunch with the Exhibitors
SEMA Annual Business Meeting
Speakers - Various Topics
Evening Social Time & Dinner

**Saturday**
Continental Breakfast with the Exhibitors
Speakers - Various Topics
Golf - The Club at Savannah Harbor
Presidents Reception, Dinner & Entertainment

SEMA Officers and Board of Directors have a fun and educational convention planned. This location has something to offer for all ages. Savannah Marriott Riverfront is located on the water, in the heart of the city’s historic district, and is connected to River Street, Savannah’s most iconic attraction, via the Riverwalk. The hotel proudly provides a range of amenities from a soothing on-site spa to an outdoor pool - as well as memorable dining and awe-inspiring views at Blue, A Savannah Bistro. Come experience Southern hospitality at Savannah Marriott Riverfront and explore the city with ease; beautiful squares, historic house museums, art galleries and quaint antique shops just beyond the hotel doors.

**Contact SEMA for more information:**
Website: www.southeasternmeat.com  -  Email: info@southeasternmeat.com  –  Phone: 910-240-3210
“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

“Historically, grass-fed has struggled to deliver on its promises.”

THOUGHT leader

Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.

Historically, grass-fed has struggled to deliver on its promises.

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“This is a BIG part of your quality product.

Hundreds of stock items and custom solutions to make your products even better.

“Our family owned and operated business serves portioned meat, poultry, fish, bacon, bakery, and specialty provisioners with the highest quality paper goods and astonishing service.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Our family owned and operated business serves portioned meat, poultry, fish, bacon, bakery, and specialty provisioners with the highest quality paper goods and astonishing service.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Our family owned and operated business serves portioned meat, poultry, fish, bacon, bakery, and specialty provisioners with the highest quality paper goods and astonishing service.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Our family owned and operated business serves portioned meat, poultry, fish, bacon, bakery, and specialty provisioners with the highest quality paper goods and astonishing service.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Select the coatings and single or multi-ply paper stocks for your specific applications.”

“Our family owned and operated business serves portioned meat, poultry, fish, bacon, bakery, and specialty provisioners with the highest quality paper goods and astonishing service.”

“Side notch, tear pin or combo configurations produced and tested to perform accurately with any equipment line.”

Products include: Patty Paper, Roll Paper, Bacon Layout Paper and specialty products.
hasn’t met the consumer’s expectations, consumers don’t repeat purchases and you end up exhausting the universe of potential triers, and then your market is mature. Because there has been so much variability in the quality of product, the number of consumers who are willing to accept the experience compromise for grass-fed is small and kind of settled. In order to make it much bigger, it’s going to have to address the quality of the product. ... Historically, grass-fed has struggled to deliver on its promises.

Fortunately for beef, beef is probably the protein that consumers celebrate the most. ... That’s why they eat it. You have to be able to meet their eating experience expectations, and if you can also give them permission to have it, then you have something pretty interesting. ... Consumers want great taste that they feel good about choosing versus great taste they feel guilty about. For a long time now I think consumers have felt guilty about eating beef, but they want to, so you have to create a platform for them to be able to make the choices they want to make.

Meatingplace: How would explain your business model and how it’s different from competitors?

LEBOVICH: It’s different literally from its inception. We’re going to be a consumer company. We’re going to start with an understanding of the consumer, first and foremost, and then we’re going to build this business with that understanding. So products, packaging, supply chain, people, customers, different business partners — that whole ecosystem is different. We invest in building demand. We invest in category insights. We don’t view ourselves as a meat company at all. We are a consumer products company that happens to be competing in the meat category today.

Meatingplace: PRE Brands was named the fastest-growing brand in beef in 2016 and 2017, according to Nielsen Perishables Group data, and had 460 percent
year-over-year growth. To what would you attribute the growth of PRE Brands?

LEBOVICH: I think that consumers are increasingly looking for premium options. So we’re a fit with consumers, and we invest in building demand. We actually invest in telling people, and then the product quality speaks for itself and we see repeat (business) and loyalty. The premium, better-for-you space is growing, and I don’t think it’s going away soon.

It’s more of a niche, and we’re trying to become the leading player within that. Today the competitive landscape is grain-fed versus grass-fed, and we’re trying to create this category where it’s taste and permission, where grass-fed is an attribute; so grass-fed isn’t the reason, it’s a reason.

Meatingplace: How do you source your beef, why do you source it that way, and how do you process and package it?

LEBOVICH: Our supply chain is international. Because we’re trying to sell for taste, we wanted to make sure that we have as big of a funnel of potential supply as we could. Something that a lot of people don’t even realize is that the global standard for beef is grass-fed. Outside [North America], grass-fed is the predominant production system. And there are varying qualities, but it’s not a commodity like in the U.S. where you have Prime, Choice, Select or no-roll and from piece to piece it’s pretty much the same thing. Grass-fed is a little different. Two animals side by side in the pasture will deliver different eating experiences, and you can use science to determine which of those eating experiences you want.

So we came at this from the perspective of, let’s identify a big funnel of supply, let’s use science to identify the kind of
I went from evaluating acquisition opportunities to running a USDA establishment. It’s a steep learning curve.

eating experience we want, and then go to suppliers and tell them this is what our consumers want. We work with suppliers in New Zealand and Australia with access to the right cattle who can deliver what we want. We import the product over ocean container — it is chilled product — and then we process it in the Chicago area under our supervision, and then we ship it in trucks to retailers.

Meatingplace: Talk about your new direct-to-consumer channel. What benefits does that offer to your business?

LEBOVICH: What really drove that initiative was, we were doing all this demand creation and finding that the level of consumer demand was growing more quickly than the distribution we had. We would be doing events in Texas and California and people would ask us, ‘Where can we buy you?’ and we didn’t have that option. Now we can give them that option. It gets us closer to the consumer.

Meatingplace: Why are you certain your grassfed company will succeed while others in the field will fail under current market conditions?

LEBOVICH: If we just focus on giving consumers what they want on their terms, that’s a pretty good path to a successful business. For me it’s making sure we maintain that focus. I can’t control market conditions. I can’t control consumer preference.

Meatingplace: What prospects are there for the grass-fed niche to be scaled up? How do you envision that happening?

LEBOVICH: To the extent that grass-fed can address consumer demand, that will create scale on the demand side, and historically supply has figured out a way to scale to demand. If people can deliver
great-tasting product that has all the health benefits and those permission attributes we talk about, then it can become a large segment.

Meatingplace: What are some of the obstacles?

LEBOVICH: Grass-fed is subject to environmental conditions, and I don’t know how many places we have in the U.S. that can successfully scale grass-fed. We are the best producer by far of grain-fed animal protein, but we are a disadvantaged producer of grass-fed beef. It relies on great land, great climate, rich soil and plentiful grass to have the right types of cattle. Environment really matters, labor costs matter, scale matters. So when you go across the world, to places like Australia and New Zealand, a lot of the challenges that need to be solved from a supply chain perspective they’ve already solved, and they’ve done that at scale. They are just effective and economically efficient producers of grass-fed beef. We may be able get there over time, but the challenge is we’re really good at grain-fed and that is still the dominant production system in U.S. I don’t know that the incentives are here to drive people away from what is already working.

Meatingplace: What consumer trends are driving your business decisions today?

LEBOVICH: The call for more trust and transparency is getting strong. The bell is just ringing louder, and I think those who are listening to that will be successful and those who are trying to get consumers to want what they have will be less successful.

Meatingplace: Are there other market channels or perhaps some untapped opportunities that you would like to explore?

LEBOVICH: We’ve been asked by consumers, by customers, if we intend to go into other segments. I would say that beef is a large business, the largest category in grocery. And it’s complicated, so that’s really our focus. But … as a consumer business, we are going to go where consumers are pulling us, and

---

**EXPERTS IN MACHINE STRING TYING**

- A legacy of speed, consistency and reliability
- Servo drivers reduce wear and increase up time
- We supply colored, white and elastic twine
- Automated trussing for meat, poultry and seafood
- e.g. cured, marinated or coated meat cuts

**FRT-S Side Knotting Unit**

**FRT-MF**

**FRT-A**

---

**MEAT STRING**

**ROAST TYING**

**CHICKEN TYING**

**POULTRY STRING**

---

**QMS INTERNATIONAL INC.**

**WWW.QMSINTL.COM**

TEL: 905-820-7225  FAX: 905-820-7021  EMAIL: INFO@QMSINTL.COM

Mississauga, Ontario, Canada
to the extent that they’re pulling us in a direction of doing something else, we’ll look at it. It wouldn’t shock me if over time we were in other segments, [but] we don’t have any immediate plans to enter other segments.

Meatingplace: When you say other segments, are you talking about protein?  
LEBOVICH: I think the brand packaging can be applied to other proteins. I could see it in seafood. I could see it in produce. The big consumer goods companies who are getting really challenged in the center of the store as consumers move away from traditional packaged process goods are looking at ways to address the perimeter, and they need it to be done in a business model that they understand, so we fit that.

Meatingplace: If you look not only at grass-fed but also at the beef industry as a whole, where do you think there is the biggest room for improvement in how it markets beef?
LEBOVICH: I think clarity of communication is important. In this industry there are a lot of messages, and because there are a lot of messages it creates confusion. And people typically don’t buy when they’re confused. I can go from one grocery store to another and look at the same piece of meat in each one, and one is going to be called something different than the other. [Companies should] invest in helping consumers better understand why they should buy it and how it can be used.

The other piece is there often is a misunderstanding about what brands are. To me, brands are business models; it’s not just the name on the package, it’s every aspect of the business that serves the needs of that brand. ... You can’t be a supply-chain type company and then just put a brand on a label. Ultimately, brand equity is a function of the relationship that a consumer has with a product or a service, and that is a function of having their expectations met over and over again. That requires a level of discipline ... and I don’t know that there are too many companies that are set up to do that well. That’s why we started this company from scratch. We’ve set ourselves up to be able to do that well.

There is comfort knowing your processing needs are met with equipment that is built to your specifications. From 30 hp to 250 hp and innumerable combinations of hole sizes and single- to triple-plate availability, you can rest assured that your custom-built Pappas machine will fit your demands exactly.
Only the Fomaco filter system eliminates clogged needles and enables you to hit your injection targets all day long without adjusting pump pressure or stopping to clean filter screens. In fact, every component in the Fomaco Injector is engineered for superior performance. From its FM80 self-cleaning filter to its unique pump-to-pipe brine delivery to its individual stripper feet, the entire system is built to ensure injection accuracy and process uniformity.

**FM80 Self-Cleaning Filter**
The self-cleaning FM80 Filter minimizes brine flow restrictions and pressure drops, as well as clogged needles and declining yields. Eliminates operator involvement, pump pressure adjustments and manual cleaning of filter screens.

**Individual stripper feet**
Individual stripper feet align to the contour of the product, holding it in position for a consistent needle pattern with uniform injection. Each foot triggers an individual valve so that brine flows only when the foot is in contact with the product.

**“Pump-to-pipe” brine delivery**
Fomaco’s unique “pump-to-pipe” system ensures uniform brine flow and distribution to each needle. Constant pressure is maintained as the brine flows from the pump to the needles through pipes with continuously decreasing diameters.

Each of our Fomaco M2 and servo M3 Injectors can be customized to meet your exact requirements and targets.
TECHNOLOGY 

OF TENDERIZATION

Of the meat quality attributes most desired by consumers, tenderness ranks at the top, along with juiciness and flavor. Although these attributes together deliver the best dining experience—a palatability trifecta—one bite of tough meat is a mealtime deal-breaker, even if moist and flavorful. In this month’s Meat Tech we provide processors with some technological tips and cost-effective best practices for enhancing product tenderness.

THE BEST MARINATION TECHNIQUES: ADDING FLAVOR, COLOR AND TENDERNESS TO POULTRY PRODUCTS

by Christine Alvarado, Ph.D., professor, Texas A&M University

Poultry processing plants commonly marinate whole birds, breast meat and other parts because it adds value to the product by improving yield and product quality, including tenderness, juiciness and flavor. Marinades are incorporated into meat by tumbling, blending and injection but each method has its pros and cons, especially when it comes to tenderization.

With current early deboning practices designed for production efficiency, marination is a commonly used tenderization method. When added to poultry meat, salt and phosphates both have a tenderizing effect due to the increased dispersion of ions into the muscle structure. That, in turn, causes increased water uptake and subsequent increased moisture content of the cooked meat, providing enhanced tenderness and juiciness. However, early deboning or tumbling can result in toughness. A combination system of injection followed by tumbling in early deboned meat may improve tenderness and marination yield.

Combining the proper method with the right ingredients can lead to increased yield and optimal tenderness most appealing to consumers.

AMSA EXCLUSIVE: WHEN MEAT MEETS MATH — PREDICTIVE MODELING TO DETERMINE SAFE COOKING TIMES OF TENDERIZED BEEF STEAKS

by Joyjit Saha, Divya Jaroni, Ravi Jadeja and Jacob Nelson, professors, Robert M. Kerr Food and Agricultural Products Center and Department of Animal Science, Oklahoma State University

Mechanical tenderization of beef, deemed comparatively better than conventional aging particularly when applied to unacceptably tough cuts, is a vital step in reducing cooking time and increasing the flavor and mouthfeel of meat. However, this technology, which involves blade/needle piercing into the meat, can lead to increased transfer of surface bacteria into sterile deep tissue.

USDA FSIS guidelines require validation of safe cooking times but determination of those times and the degree of doneness for individual steak cuts of different sizes and weights is tedious and expensive.

In this study, Oklahoma State University researchers used predictive mathematical modeling to determine safe cooking times of various steak cuts. The results indicate that simple math could prove to be a powerful and concise way to simulate real-time scenarios without repeating costly experiments.
HOW TO ENHANCE BEEF TENDERNESS THROUGH APPLIED INJECTION TECHNOLOGIES

by Robert Maddock, PhD, associate professor, animal sciences, North Dakota State University

Fresh meat palatability is affected by tenderness, juiciness and flavor, all of which impact overall desirability in different ways. However, even in properly prepared beef, processors frequently find that variations in tenderness pose a real challenge to achieving the highest quality final product. Protein tenderness and background tenderness, which involve muscle fibers and connective tissue, respectively, are influenced by a range of factors, including aging, differences between muscles and enzyme action, and live animal dynamics such as animal age and nutritional status.

Fortunately, there are several injection technologies that can be used to reduce variation and enhance fresh beef tenderness and other palatability traits. The most commonly used are either a simple brine composed of water, salt and a phosphate, or the addition of an ingredient such as calcium or a tropical fruit enzyme. Less common but shown to be effective is the injection of fat into whole muscle cuts to mimic marbling. Finally, there is a proprietary system that alters the pH of the meat to improve tenderness.

When considering developing and producing injected beef, processors need to know their marketing goals when choosing an injection application, due to potential labeling and food safety constraints.
Superior meat tenderizing solutions from Ross.

Ross Tenderizers improve the processing, quality and profitability of your meat and poultry products by upgrading less tender cuts of meat with guaranteed tenderization and improved palatability. They are a proven solution to reducing toughness, improving texture and increasing marination pick-up and retention in chicken breast fillets. And when it comes to food safety, the Ross Integral Intervention Tenderizer reduces surface pathogen colony plate counts by more than 99%.
American diners continue to explore barbecue in all its forms, trying out new cuts of meat, flavors and regional and ethnic styles, as well as new ways of grilling and smoking. Barbecue restaurants are going beyond the American regional selling points and becoming more internationally influenced.

Plain ol' American barbecue sauce is extremely familiar to restaurant-goers, so foodservice operators need to branch out, says Mike Kostyo, senior publications manager at Datassential. “Fruit-based BBQ sauces like blueberry or peach BBQ sauce are trending, and we’re also seeing BBQ sauces that use interesting sweeteners like maple, molasses, hot honey or even craft soda,” he says.

Says National Cattlemen’s Beef Association’s executive chef, Dave Zino, “It’s not just barbecue sauce. It’s honey garlic barbecue, bourbon-infused barbecue, some of those blendings of flavor to give you that little bit of edge.”

Five years ago, Texas barbecue was mostly only available in Texas, says blogger and author Meathead Goldwyn. “And now it’s everywhere,” he says. “We’re seeing places in Chicago that have Memphis ribs, Texas brisket, Kansas City pork butt. And it’s not just the traditional regions, but we’re seeing global flavors move in.”

Smithfield Foods has noticed strong growth in “competi-
Smithfield has launched a line of Dry-Seasoned Fresh Pork Chops ready to throw on the grill for any occasion. They come in four flavors: Roasted Garlic & Herb, Hickory Smoked Brown Sugar, Original Recipe, and Steakhouse Seasoned. The company also offers the Smithfield Dry Seasoned Ribs in full and half racks, pre-seasoned in Carolina, Memphis and Kansas City barbecue flavors.

**SALES OF VALUE-ADDED BARBECUED MEAT WERE DOWN 12% OVERALL IN THE DELI CASE IN 2017.**
— Nielsen

**SALES OF CONSUMERS GRILL ON JULY 4 followed by NEARLY 73%**

**MEMORIAL DAY 60%**
**LABOR DAY 58%**
**FATHER’S DAY 45%**
**MOTHER’S DAY 34%**
**THE SUPER BOWL 23%**
— Hearth, Patio & Barbecue Association

**BARBECUED BRISKET NOW APPEARS ON 12% OF MENUS, AND THE TERM “BARBECUE” APPEARS IN 22% OF ALL BEEF DISHES, WHILE BARBECUE IS MENTIONED IN 40% OF RESTAURANT PORK DISHES AND 13% OF ALL PORK ENTREES ARE SMOKED.**
— Datassential

**FOLLOWED BY**

**NEARLY 99% OF CONSUMERS GRILL ON JULY 4 followed by**

**MEMORIAL DAY 60%**
**LABOR DAY 58%**
**FATHER’S DAY 45%**
**MOTHER’S DAY 34%**
**THE SUPER BOWL 23%**
— Hearth, Patio & Barbecue Association

**WHAT’S NEW**

Boundaries between regions and styles are coming down, and the old rules are melting away, Goldwyn says. “Barbecue chefs often say, ‘You can’t do that. That’s not traditional,’” he says. “They have all these artificial rules. To see them play with shrimp, and Asian flavors — that’s a high wall for them to climb.”

And the exchange goes both ways: Vaughn has visited Texas-style barbecue joints in Antwerp, Brussels and Madrid. “The idea of barbecue regionalism, sharing ideas in a bounded region, is kind of gone because of the way we share information these days,” he says.

Barbecue sauces and rubs, long dominated by a handful of big brands but more recently joined by marinades tied to specific pit-masters, are widely sold, even at gas stations and rest stops, says Daniel Vaughn, barbecue editor at Texas Monthly magazine and author of “The Prophets of Smoked Meat.” “The star power of the pit master ... makes a difference on store shelves,” he says.

And consumers continue to be enticed by what pitmasters have to offer. Goldwyn, who is a blogger at Amazingribs.com and author of “Meathead: The Science of Great Barbecue and Grilling,” sees new barbecue spots “coming up like mushrooms after a thunderstorm,” he says, “kind of like brew pubs were a few years ago. Some of them are connected to brew pubs.”

Boundaries between regions and styles are coming down, and the old rules are melting away, Goldwyn says. “Barbecue chefs often say, ‘You can’t do that. That’s not traditional,’” he says. “They have all these artificial rules. To see them play with shrimp, and Asian flavors — that’s a high wall for them to climb.”

On the international side, “Southern Belly BBQ, in South Carolina, has seven house-made sauces, including the Asian-inspired Yum Yum and a South American/Afro-Caribbean Asada,” Kostyo says. “Korean BBQ has also been growing on menus ... like the Korean BBQ Burger at Carl’s Jr.”

Moroccan, Indian and Latin American flavors are on the grill alongside Korean, says Steven Raichlen, author of the soon-to-be-released “Project Fire” and host of an upcoming PBS show by the same time. “I’m seeing ... use of Peruvian peppers creeping into mainstream flavors,” he says. “Sesame, soy and sugar — the Korean triad — is also popular.”

And the exchange goes both ways: Vaughn has visited Texas-style barbecue joints in Antwerp, Brussels and Madrid. “The idea of barbecue regionalism, sharing ideas in a bounded region, is kind of gone because of the way we share information these days,” he says.
On the foodservice side, barbecue appears to be seeing steady growth. According to figures from Technomic’s MenuMonitor, powered by Ignite, the penetration of “barbecued” as a preparation method has increased by 7.2 percent over the past five years. The most common dishes include barbecued chicken, chicken pizza, chicken strips and nuggets, and chicken wings, Technomic says.

The National Cattlemen’s Beef Association cites Technomic figures showing that brisket sales at foodservice rose to $343 million in 2017 from $292 million in 2016, while boneless country-style ribs were up to $58 million from $36 million in the same period, says Dave Zino, executive chef at NCBA. The National Pork Board continues to see creative uses for pulled pork, including as value-adds to dishes like mac-and-cheese, queso chips and even a grilled cheese pulled pork sandwich at Buffalo Wild Wings, says Patrick Fleming, director of retail marketing. Restaurants like Chili’s and Applebee’s have rededicated themselves to ribs, and the fourth quarter of 2017 saw strong year-over-year growth, with back ribs up 16.9 percent in volume and spare ribs up 9.3 percent. “We’ve seen more expansion year-round,” he says. “Ribs for Christmas? Who knows.”

Thin-cut pork chops and steaks have become popular among chefs because they absorb more smoke and fire flavor and can be more economical, says Steven Raichlen, author and TV host. But he’s also seen “really big stuff” like barbecued beef plate ribs. Daniel Vaughn, barbecue editor at Texas Monthly, has seen an increase in turkey legs offered at barbecue joints, perhaps as a healthier alternative to beef and pork. “Certainly more turkey than chicken,” he says. “It has to do with how much better it holds, and how much easier it is to slice.”

Barbecue’s popularity hasn’t translated into retail sales of value-added meats. The overall value-added barbecue category was up just 0.3 percent in sales in 2017; chicken jumped 27 percent, while beef grew 9.9 percent but is only 1.2 percent of the category.

“Barbecue flavor is really not doing that hot,” says Meagan Nelson, associate director of fresh at Nielsen. “There’s been marginal growth in the meat department, and a lot of that has come from chicken,” she says. “A lot of times, when you’re going to do a brisket, you’re not going to get it already done. Brisket is not a cheap cut. Whereas chicken is quick, easy to cook, and has a healthier allure.”

Fully cooked products sell more briskly, Nelson says, with fully cooked pork comprising nearly half of all barbecue sales in the meat department, although that figure was down 1.2 percent in 2017.

In the deli department, barbecue value-added has fared even worse than the meat department, Nelson says, yet there has been growth in certain flavorings. “It’s a juxtaposition of people wanting those flavors, and in general barbecue not seeming to hit well right now,” she says. “It’s not just, ‘Hey, this is barbecue.’ It’s Memphis, or Korean.”

Nielsen doesn’t track how much fresh meat consumers buy and use for barbecue. But Dave Zino, executive chef at the National Cattlemen’s Beef Association, can take some educated guesses: Beef ribs were up 7.2 percent in sales, 8.2 percent in pounds, between 2016 and 2017, with brisket up 1.2 percent in sales and 2.0 percent in pounds, according to Freshlook data.

In an online survey of 1,000 consumers, vegans were most likely to eat cultured meat, with 60 percent stating they would be willing to do so. Only 23 percent of vegetarians, and 28 percent of meat-eaters, were willing to give lab-grown meat a try.
Let's Get Ready To Tumble!

INTRODUCING

HENNEKEN

Brought to you by Poly-clip System

COMPLETE LINE

- Tumbling
- Injecting
- Macerating
- Brine preparation

henneken-tumbler.de

polyclip.com
Barbecue used to mean charcoal on a kettle grill or low-and-slow smoking. It still can, but the cooking methodology has branched out along with the flavors and ethnic influences.

Patrick Fleming, director of retail marketing at the National Pork Board, is excited by new cooking technology that allows people to experiment. “The insta-pot and the pre-cooking or par-cooking of ribs shorten the time they have on the grill,” he says. “Even shoulders … can use a crock pot, and you can make it easily, economically, and it’s almost impossible to screw up.”

Blogger and author Meathead Goldwyn sees sous vide being used more often in commercial restaurants, particularly in settings like a hotel convention dining room where they need 300 medium-rare filet mignons for lunch. “The only way to do that is sous vide — start in the bath and then move to the griddle,” he says. “Everybody gets a perfectly grilled filet mignon.”

Goldwyn is also intrigued by the Internet-enabled devices that help backyard cooks be more precise. “You can use a smartphone to manage your smoker,” he says. “You can go to work downtown, set up your smoker in your backyard in the suburbs, fire it up, and check the temperature of your meat on your smartphone.”

In restaurants, “The trend is certainly toward all-wood-fired smokers, rather than using gas cookers,” says Daniel Vaughn, barbecue editor at Texas Monthly.
THE CLOSEST CUT A PIG CAN GET.

Grooming your meat for the ultimate end product is what Laska’s NanoCutter is made to do. The unique cutting set is designed for high throughput and optimum emulsification all while ensuring a cut that’s gentle on your product. Get that close clean cut with the NanoCutter.

LASKA EMULSIFIERS
- Pre programmed pressure adjustments
- Actual knife blade wear displayed
- Gently produces stable & fine emulsions
- Engineered to keep entrapped air at a minimum
- New innovative electro-hydraulic automatic knife adjustment
- NanoCutter is designed to reduce knife/hole plate wear by 52%
- Permanent knife control adjustment ensures product consistency
- Touch screen allows complete control of outgoing product temp
- Compact rear control cabinet with easy access to all components
- Low noise drive technology with sound insulation

Download the brochure:
nu-meat.com/I/laska-emulsifier
MOVIMPLUS
VERSION 4.0
THE EXPONENTIAL INJECTION

- Total connectivity 4.0: the injection of the future
- Self-regulation Injection System
- Differential Injection System and SPRAYPLUS® technology for the best distribution
- Increased operating cycles = Increased productivity

www.metalquimia.com  @MetalquimiaNews
JLS Automation is helping meat and poultry producers meet strict sanitary requirements with its next generation of hygienic robotic packaging system. Both the Talon robotic pick and place system and Osprey robotic case packers are designed with the highest level of sanitation for food packaging and feature four levels of sanitary construction. An all stainless steel construction, sloped surfaces and control box for run-off, as well as a standard open frame design, allow for easy cleaning, access, inspection and maintenance.

The Osprey offers a high payload capacity robot while the Talon features an IP69K rated stainless steel robot. Both systems offer precise product placement and orientation for fast, efficient packaging.
Service Technician
Middleby, an industry leader of meat/protein cooking and chilling systems, is looking to hire a service technician who commissions new installations, services thermal processing lines, and conducts on-site operation and maintenance training. Assist in developing methods to remedy malfunctions for processing lines and servicing custom PLC control systems.

The position requires a minimum 2-year associate degree in Industrial Maintenance or related technical training, 3-4 years troubleshooting and field service experience. Good analytical and problem solving skills, verbal and written communication, along with interpersonal skills are necessary to work effectively with customers. Previous experience with air balance, temperature control or commissioning gas heated equipment is preferred. Meat process testing and sampling are a plus.

Service Technician will report to Service Manager. Domestic and worldwide travel required. A competitive compensation and benefit package will be offered commensurate with experience.

To inquire about this position, please email your resume to:
jobs@middprocessing.com

Looking for that perfect candidate?
Advertise your Career Opportunities in meatingplace In Print and Online

meatingplace

Meatingplace reaches more industry decision-makers than any other media brand. Both in print and online, Your classified in Meatingplace magazine and online reaches more than 35,000 unique subscribers!

Contact:
Karen Moriarty
630-579-9850
kmoriarty@meatingplace.com

Sales Manager, North America
Middleby’s food processing equipment has a global reach and capability, with manufacturing, sales and service locations in various domestic and international locations.

The North American Sales Manager will lead one of the company’s most respected and robust equipment brands in the meat processing industry. The brand’s equipment portfolio offers highly engineered cooking and chilling systems. The position reports to the Vice President of Sales/Marketing, and will be supported by engineering, service and aftermarket teams with multiple locations in the United States, Europe and Asia.

The Sales Manager will develop sales strategies, budgets, plans and tactics to develop sales with leading meat processors in the USA & Canada. The position will be based in one’s home office with anticipated travel 60%-70% of working time.

A competitive compensation and benefit package will be offered commensurate with experience.

To inquire about this position, please email your resume to:
jobs@middprocessing.com
CAREER OPPORTUNITIES

Our client-companies in the meat and poultry industry offer select employment opportunities from senior executive to entry-level positions, with earnings ranging to $200,000 and above.

We seek candidates with interest, training and experience in such areas as:

PROCESSING MANAGEMENT
TECHNICAL SERVICE
ACCOUNTING/CREDIT/FINANCE
MAINTENANCE/ENGINEERING
LIVE PRODUCTION
SALES/SALES MANAGEMENT

Mike Deal
5665 Atlanta Hwy., Suite 103-311
Alpharetta, GA 30004-3932
1-800-562-1590 - Fax 770-475-1136
mtd_agri@bellsouth.net
www.agriassociates-ga.com

EQUIPMENT FOR SALE

**NEW/USED WALK-IN-COOLER-FREEZER BOXES**
**REFRIGERATION SYSTEMS-EQUIPMENT.**
Large Inventory, All Sizes
Buy • Sell - Nationwide
Wholesale Prices
TOLL FREE 877-220-8882
www.awrco.com

**AMERICAN WHOLESALE CO.**

CALL CXR COMPANY • WARSAW, IN
800-817-5763 • FAX: 574-269-7140
www.cxrcompany.com

**SAVE YOUR PRODUCT AND YOUR GOOD NAME**
HACCP compatible solution for detecting foreign particles in your product.

**X-RAY INSPECTION**

- Metal
- Stone
- Glass
- Plastic
- Rubber

**FAST RESPONSE FREE TESTING**

**304 Stainless Steel Sewage Grates and Drain Systems**

- Made of Stainless Steel AISI 304
- Sand blasted surface
- Bottom or side outlet
- Rib or full plate cover

**Narrow Drain Channel**
Ex. Width: 2.71”
In. Width: 0.82”
$65 per linear foot

**Wide Drain Channel**
Ex. Width: 6.29”
In. Width: 3.54”
$110 per linear foot

**Sizes:**
- 9.44” x 9.44” $279
- 11.81” x 11.81” $299

Checkout our complete inventory listings at:
www.barliant.com

For Auction Info:
www.barliantauctions.com
or E-Mail: info@barliant.com
* (815) 570-2488 * Fax (815) 570-2541

For Pricing Please Email or Phone: CFS
Commercial Facility Solutions 7926 S. Madison St. Burr Ridge, IL 60527 630-974-6680
Andrew Makuch (708) 704-9776 a.makuch@wiejakusa.com
EQUIPMENT FOR SALE

IN STOCK & AVAILABLE FOR IMMEDIATE SHIPMENT

FILTERS & LIQUID SEPARATORS
DRY CLAW VACUUM PUMPS
VANE VACUUM PUMPS
REPAIR KITS
LIQUID RING VACUUM PUMPS
TORR GAUGES ($450)

Please Contact: Phil Dunning
888-416-7366
www.usvacuumpumps.com

THE EQUIPMENT YOU NEED
THE QUALITY YOU WANT

Shop Wanted Sales for a great experience. We bring you the right equipment, for the right price. And our service? Top of the line.

STAINLESS STEEL HAM MOLD PRESS
STAINLESS STEEL BUGGIE
STAINLESS STEEL SMOKEHOUSE TREES

WANTED SALES
info@wantedsales.com
718-619-9676
FOR SMOKEHOUSES

INFLATABLE SMOKEHOUSE DOOR SEALS
WE ALSO REPAIR SMOKEHOUSE DOOR SEALS
WET BULB SOCKS – For Humidity Control
SILICONE GASKET MATERIAL – just try to get it for less!
SMOKEHOUSE PARTS – including but not limited to RTD’S – THERMOCOUPLES – RECORDING CHARTS AND PENS FLOW METERS, SPARK IGNITORS, FLAME RODS

GREGG INDUSTRIES INC.
“THE WET BULB SOCK PEOPLE”
5048 VIENNA DR
WAUNAKEE WI 53597
PH/FAX 608-846-5143
WWW.SMOKEHOUSEPARTS.COM
greggind@gregginc.com

304 SATINLESS STEEL BOLLARDS - PROTECTOR POSTS

Size: 4.25” x 34.05”
$ 229
Size: 6.25” x 34.05”
$ 315

This 304 stainless steel bollard is available in 2 different outside diameter sizes. It can be mounted or bolted down to any solid surface (bolts included).

For Pricing Please Email or Phone: CFS www.wiejakusa.com
Commercial Facility Solutions 7926 S. Madison St. Burr Ridge, IL. 60527 630-974-6680
Andrew Makuch (708) 704-9776 a.makuch@wiejakusa.com

meatingplace Classifieds

Brand New, Never Used Showroom Display

MEAT MACERATOR T-600S  Needle-Knives Tenderizer TN-700

Call John Bobak Today!
630.659.8326

Nowicki USA 7926 S. Madison Street Burr Ridge, IL 60527 630.974.6680

IOWA STATE UNIVERSITY
Meat Laboratory

Sausage & Processed Meat
July 16-20, 2018
HACCP Workshop
October 18-20, 2018
Basic Sausage
November 13-15, 2018
Cured Meat
January 15-17, 2019
Dry & Semi-Dry Sausage
April 9-11, 2019

www.ans.iastate.edu/meatcourses
EQUIPMENT FOR SALE

Mesh Products
NEW, USED & RECONDITIONED Aprons, Tunics – Custom products
WE BUY USED MESH!!

Tool Balancers

Full Butcher Boy Lines

All balancers have stainless cables, anodized aluminum housing and only 1 spring assembly is needed. Assembly includes cable drum and sealed bearings. Range from 2.2 lbs. to 220 lbs. with cable travel ranges of 6.5 ft. to 10 ft.

Trolleys & Gambrels

Trolleys & Gambrels - Swivel, wheel, axle and hooks – custom made to meet customer preference.

SA16, 20, 30 AND 36 SAWS AVAILABLE
WE STAND BEHIND OUR PRODUCTS
### ADVERTISER CONTACT INFORMATION

<table>
<thead>
<tr>
<th>Company</th>
<th>Page</th>
<th>Phone</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admix Inc</td>
<td>102</td>
<td>603-627-2340</td>
<td><a href="http://www.admix.com">http://www.admix.com</a></td>
</tr>
<tr>
<td>Automated Food Systems Inc</td>
<td>8</td>
<td>469-517-0470</td>
<td><a href="http://www.afstexas.com">http://www.afstexas.com</a></td>
</tr>
<tr>
<td>BAADER LINCO Inc</td>
<td>45</td>
<td>913-621-3366</td>
<td><a href="http://www.baader.com">http://www.baader.com</a></td>
</tr>
<tr>
<td>Beacon Inc</td>
<td>48</td>
<td>708-544-9900</td>
<td><a href="http://www.beaconmetals.com">http://www.beaconmetals.com</a></td>
</tr>
<tr>
<td>Bettcher Industries Inc</td>
<td>18C</td>
<td>800-321-8763</td>
<td><a href="http://www.bettcher.com">http://www.bettcher.com</a></td>
</tr>
<tr>
<td>BIRKO</td>
<td>64</td>
<td>800-525-0476</td>
<td><a href="http://www.birkocorp.com">http://www.birkocorp.com</a></td>
</tr>
<tr>
<td>Bunzl Processor Div/Koch Supplies</td>
<td>38</td>
<td>800-456-5624</td>
<td><a href="http://www.bunzl.com">http://www.bunzl.com</a></td>
</tr>
<tr>
<td>Busch Vacuum Pumps and Systems (Busch LLC)</td>
<td>34</td>
<td>1-800-USA-PUMP</td>
<td><a href="http://www.buschusa.com">http://www.buschusa.com</a></td>
</tr>
<tr>
<td>Canadian Meat Council</td>
<td>22</td>
<td>613-729-3911</td>
<td><a href="http://www.cmc-cvc.com">www.cmc-cvc.com</a></td>
</tr>
<tr>
<td>Conveyor Technology</td>
<td>39</td>
<td>510-749-6296</td>
<td><a href="http://www.clusa.com">www.clusa.com</a></td>
</tr>
<tr>
<td>Corbion</td>
<td>26-27</td>
<td>800-669-4092</td>
<td><a href="http://www.corbion.com">www.corbion.com</a></td>
</tr>
<tr>
<td>Deville Technologies</td>
<td>20</td>
<td>206-359-1616</td>
<td><a href="http://www.devilletechologies.com">http://www.devilletechologies.com</a></td>
</tr>
<tr>
<td>Diamond V</td>
<td>69</td>
<td>319-866-7678</td>
<td><a href="http://www.diamondv.com">http://www.diamondv.com</a></td>
</tr>
<tr>
<td>Excalibur Seasoning Co Ltd</td>
<td>30</td>
<td>800-444-2169</td>
<td><a href="http://www.excaliburseasoning.com">http://www.excaliburseasoning.com</a></td>
</tr>
<tr>
<td>Foodmate</td>
<td>77</td>
<td>678-819-5270</td>
<td><a href="http://www.foodmateus.com">http://www.foodmateus.com</a></td>
</tr>
<tr>
<td>FPEC Corporation</td>
<td>65</td>
<td>479-751-9392</td>
<td><a href="http://www.fpec.com">http://www.fpec.com</a></td>
</tr>
<tr>
<td>Framar/Waxstar</td>
<td>88</td>
<td>800-336-3936</td>
<td><a href="http://www.framar.com">http://www.framar.com</a></td>
</tr>
<tr>
<td>Friedi Dick Corp</td>
<td>36</td>
<td>800-554-3425</td>
<td><a href="http://www.dick.de">www.dick.de</a></td>
</tr>
<tr>
<td>Frontmatic</td>
<td>10-11</td>
<td>816-891-2440</td>
<td><a href="http://us.frontmatic.com">http://us.frontmatic.com</a></td>
</tr>
<tr>
<td>Fusion Tech Integrated</td>
<td>1</td>
<td>309-774-4725</td>
<td><a href="http://www.fusiontechinc.com">http://www.fusiontechinc.com</a></td>
</tr>
<tr>
<td>Handtmann</td>
<td>3</td>
<td>800-477-3585</td>
<td><a href="http://www.handtmann.us">http://www.handtmann.us</a></td>
</tr>
<tr>
<td>Hawkins Inc</td>
<td>37</td>
<td>800-328-5460</td>
<td><a href="http://www.hawkinsinc.com">http://www.hawkinsinc.com</a></td>
</tr>
<tr>
<td>Heat and Control Inc</td>
<td>79</td>
<td>510-259-0500</td>
<td><a href="http://www.heatandcontrol.com">http://www.heatandcontrol.com</a></td>
</tr>
<tr>
<td>Henry &amp; Sons Inc</td>
<td>18</td>
<td>800-752-7507</td>
<td><a href="http://www.dhenryandsons.com">http://www.dhenryandsons.com</a></td>
</tr>
<tr>
<td>HITEC Food Equipment Inc</td>
<td>50</td>
<td>630-521-9460</td>
<td><a href="http://www.hitec-usa.com">http://www.hitec-usa.com</a></td>
</tr>
<tr>
<td>Holmacular Inc</td>
<td>59</td>
<td>708-579-3700</td>
<td><a href="http://www.holmacular.com">http://www.holmacular.com</a></td>
</tr>
<tr>
<td>IsoAge Technologies LLC</td>
<td>16</td>
<td>855-810-0486</td>
<td><a href="http://www.isoage">http://www.isoage</a> Technologies LLC</td>
</tr>
<tr>
<td>James V Hurson Assoc Inc</td>
<td>52</td>
<td>800-642-6564</td>
<td><a href="http://www.hurson.com">http://www.hurson.com</a></td>
</tr>
<tr>
<td>JBT</td>
<td>BC</td>
<td>419-626-0304</td>
<td><a href="http://www.jbtfoodtech.com">http://www.jbtfoodtech.com</a></td>
</tr>
<tr>
<td>Kemin Food Technologies</td>
<td>53</td>
<td>800-777-8307</td>
<td><a href="http://www.kemin.com/foods">http://www.kemin.com/foods</a></td>
</tr>
<tr>
<td>Ludell Water Heaters</td>
<td>52</td>
<td>800-558-0800</td>
<td><a href="http://www.ludellmanufacturing.com">http://www.ludellmanufacturing.com</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company</th>
<th>Page</th>
<th>Phone</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marel Inc</td>
<td>19</td>
<td>1-888-888-9107</td>
<td><a href="http://www.marel.com">http://www.marel.com</a></td>
</tr>
<tr>
<td>Marlen International Inc</td>
<td>51</td>
<td>800-862-7536</td>
<td><a href="http://www.marlen.com">http://www.marlen.com</a></td>
</tr>
<tr>
<td>Metalquimia, S.A.I.J.</td>
<td>9, 104</td>
<td>+34-972-214658</td>
<td><a href="http://www.metalquimiainc.com">http://www.metalquimiainc.com</a></td>
</tr>
<tr>
<td>Millard Manufacturing Corp</td>
<td>68</td>
<td>800-662-4263</td>
<td><a href="http://www.millardmfg.com">http://www.millardmfg.com</a></td>
</tr>
<tr>
<td>Mimasa SL</td>
<td>14</td>
<td>349-725-94664</td>
<td><a href="http://www.mimasa.com">http://www.mimasa.com</a></td>
</tr>
<tr>
<td>MULTIVAC INC</td>
<td>32</td>
<td>800-800-8552</td>
<td><a href="http://www.multivacinc.com">http://www.multivacinc.com</a></td>
</tr>
<tr>
<td>MULTIVAC INC</td>
<td>33</td>
<td>800-800-8552</td>
<td><a href="http://www.multivacinc.com">http://www.multivacinc.com</a></td>
</tr>
<tr>
<td>MULTIVAC INC</td>
<td>49</td>
<td>800-800-8552</td>
<td><a href="http://www.multivacinc.com">http://www.multivacinc.com</a></td>
</tr>
<tr>
<td>NERCON</td>
<td>89</td>
<td>844-293-2814</td>
<td><a href="http://www.nerconconveyors.com">http://www.nerconconveyors.com</a></td>
</tr>
<tr>
<td>Nowicki USA</td>
<td>96</td>
<td>630-974-6680</td>
<td><a href="http://www.nowickiusa.com">http://www.nowickiusa.com</a></td>
</tr>
<tr>
<td>NU-Meat Technology Inc</td>
<td>7</td>
<td>908-754-3400</td>
<td><a href="http://www.nu-meat.com">http://www.nu-meat.com</a></td>
</tr>
<tr>
<td>NuTEC Manufacturing</td>
<td>54</td>
<td>815-722-2800</td>
<td><a href="http://www.nutecmfg.com">http://www.nutecmfg.com</a></td>
</tr>
<tr>
<td>Ossid</td>
<td>15</td>
<td>800-334-8369</td>
<td><a href="http://www.ossid.com">http://www.ossid.com</a></td>
</tr>
<tr>
<td>Packaging Progressions Inc</td>
<td>85</td>
<td>610-483-8601</td>
<td><a href="http://www.packproinc.com">http://www.packproinc.com</a></td>
</tr>
<tr>
<td>Pappas Inc</td>
<td>93</td>
<td>800-521-0888</td>
<td><a href="http://www.pappasinc.com">http://www.pappasinc.com</a></td>
</tr>
<tr>
<td>Patty Paper Inc</td>
<td>66</td>
<td>800-782-1703</td>
<td><a href="http://www.pattypaper.com">http://www.pattypaper.com</a></td>
</tr>
<tr>
<td>Poly-clip System</td>
<td>101</td>
<td>800-USA-CLIP</td>
<td><a href="http://www.polyclip.com">http://www.polyclip.com</a></td>
</tr>
<tr>
<td>Poly-clip System</td>
<td>17</td>
<td>800-USA-CLIP</td>
<td><a href="http://www.polyclip.com">http://www.polyclip.com</a></td>
</tr>
<tr>
<td>PRIMEEdge Inc</td>
<td>35</td>
<td>877-322-3343</td>
<td><a href="http://www.primeedge.com">http://www.primeedge.com</a></td>
</tr>
<tr>
<td>QMS International Inc</td>
<td>92</td>
<td>905-820-7225</td>
<td><a href="http://www.qmsintl.com">http://www.qmsintl.com</a></td>
</tr>
<tr>
<td>Reiser</td>
<td>81</td>
<td>781-821-1290</td>
<td><a href="http://www.reiser.com">http://www.reiser.com</a></td>
</tr>
<tr>
<td>Reiser</td>
<td>94</td>
<td>781-821-1290</td>
<td><a href="http://www.reiser.com">http://www.reiser.com</a></td>
</tr>
<tr>
<td>Reiser</td>
<td>IFC</td>
<td>781-821-1290</td>
<td><a href="http://www.reiser.com">http://www.reiser.com</a></td>
</tr>
<tr>
<td>Ross Industries</td>
<td>63</td>
<td>540-439-3271</td>
<td><a href="http://www.rossindinc.com">http://www.rossindinc.com</a></td>
</tr>
<tr>
<td>Ross Industries</td>
<td>97</td>
<td>540-439-3271</td>
<td><a href="http://www.rossindinc.com">http://www.rossindinc.com</a></td>
</tr>
<tr>
<td>Southeastern Meat Association</td>
<td>87</td>
<td>910-240-3210</td>
<td><a href="http://www.southeasternmeat.com">http://www.southeasternmeat.com</a></td>
</tr>
<tr>
<td>Spartan Chemical Co Inc</td>
<td>8</td>
<td>800-537-8990</td>
<td><a href="http://www.spartanchemical.com">http://www.spartanchemical.com</a></td>
</tr>
<tr>
<td>Tosca</td>
<td>21</td>
<td>920-617-4000</td>
<td><a href="http://www.toscaltd.com">http://www.toscaltd.com</a></td>
</tr>
<tr>
<td>Unitherm Food Systems Inc</td>
<td>47</td>
<td>918-367-0197</td>
<td><a href="http://www.unithermfoodsystems.com">http://www.unithermfoodsystems.com</a></td>
</tr>
<tr>
<td>Urschel</td>
<td>91</td>
<td>1-844-877-2435</td>
<td><a href="http://www.urschel.com">http://www.urschel.com</a></td>
</tr>
<tr>
<td>Weber Inc</td>
<td>31</td>
<td>800-505-9591</td>
<td><a href="http://www.weberslicer.com">http://www.weberslicer.com</a></td>
</tr>
<tr>
<td>Wenda America</td>
<td>84</td>
<td>844-999-3632</td>
<td><a href="http://www.wendainsredients.com">http://www.wendainsredients.com</a></td>
</tr>
<tr>
<td>WTI Inc</td>
<td>55</td>
<td>706-387-5150</td>
<td><a href="http://www.wtiinc.com">http://www.wtiinc.com</a></td>
</tr>
</tbody>
</table>

For additional up-to-the-minute news, product and technical information and immediate processing solutions, visit www.meatingplace.com.

Meatingplace (ISSN 1931-7833), Volume 25 • Number 4; Published monthly by Marketing & Technology Group Inc., 1415 N. Dayton St., Chicago, IL 60642; 312/266-3311; Fax: 312/266-3363. Periodicals postage paid at Chicago, IL and additional mailing offices. Copyright © 2018 Marketing & Technology Group Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. POSTMASTER: Send address changes to Meatingplace Free. Paid subscriptions: USA US$69/year; Outside the US: US$75.00. Except for special issues where price changes are indicated, single copies are available for US$20.00 USA and US$30.00 foreign (plus postage). CANADA POST: Publications Mail Agreement #4061320. Canada returns to be sent to Bleuchip International, P.O. Box 23542, London, ON N6C 6E2.
The distinguished food scientist Melvin C. “Hunter” Hunt enjoys shooting animals but, contrary to his name, he chases them down with a Nikon, not a Browning.

Hunt has used his photography skills in Africa on eight different safaris, three since he retired from Kansas State University in 2010 (where he remains Professor Emeritus). The safari itch has taken him and his wife Rae Jean to Zimbabwe, Zambia and Namibia and several visits to Kenya and Tanzania. They plan to return to Zambia next year.

The couple signed up for their first excursion in 2000 with a Kansas-based company that featured a hot air balloon trip in Kenya. They boarded the balloon at 4 a.m. and enjoyed a peaceful journey over the Maasai Mara plain. They celebrated their 50th wedding anniversary three years ago in Zambia on a dry riverbed branch of the Zambezi River. The tour guide had arranged for food and champagne. “We had singing and dancing with our group,” Hunt recalled. “There were very few clouds that evening, and the stars of the Southern Cross were easy to spot.”

Hunt traces his interest in photography to an early stint as a research chemist at Tennessee Eastman Co., then a division of Eastman Kodak. These days he shoots with a digital camera. “You just have to be prepared to start shooting with multiple shutters and hope one looks good and in reasonable focus,” he said. “It all can happen so fast that if you try to plan the exposure and framing you don’t get any pictures.”

His fondest memories: Baobab trees, Cape buffalo, a baby giraffe and sand dunes in Namibia. An extraordinary moment was an elephant funeral where 15 to 20 elephants lined up to pay their respects to a fallen giant. “Each elephant approached the carcass and tapped it with his or her trunk,” Hunt recalled. “Even the Maasai watching in the vans had tears flowing and what was a photographic opportunity soon became a pause of silence.”

#MPBreaktime is Meatingplace’s new spotlight on our readers’ hobbies, passions and avocations. Do you know somebody who does something with their free time that’s just as interesting as their work in the meat industry? Send us a tip at newseditors@meatingplace.com!
Introducing ...

The Quantum Flex™ Trimmer
Flexibility that’s a game-changer.

Flex your trimming profits with the all-new Quantum Flex™ Trimmer from Bettcher:

- Lighter and faster for improved cutting efficiency!
- More durable than ever!
- Fits any Bettcher motor installation!

Quantum Flex tools are up to 15% lighter weight than our original Quantum models. Plus, there’s no need to replace your existing motors because the tool attaches securely to any UN-84, Series II UltraDrive® or Whizard Quantum® motor.

To learn more, visit bettcher.com/QF or call 800-321-8763. See how Quantum Flex tools will improve your trimming efficiency more than ever – while keeping equipment expenditures under control.

bettcher.com/QF
Deliver exacting case-ready specifications without sacrificing yields

Take on the wide range and ever-evolving specifications of today’s grocers. Handle red meat, poultry and pork – thin and middle. Deliver the right weight, cut to case. Accommodate single, multiple or shingled tray staging. With JBT® case-ready in-line solutions, you make the case – *Let’s get to work.*

**EXACTING**
Crust freezing and customizable mold sets ensure a clean, accurate cut while primal measuring and precise trimming optimize yield

**ADAPTABLE**
Accommodate thin meat and middle meat in catch or fixed weight

**VERSATILE**
Automated tray loading handles a variety of loading and staging needs while reducing labor and maximizing hygiene and shelf-life

We’re with you, right down the line.

Learn more at jbtc.com