

PMA preview

# GROCERY HEADQUARTERS

October 2009

Seafood  
from the Sea ... to your Table  
**TAIL SPOTLIGHT**  
Seattle's  
IGA

**ENTER STORE**  
renewal

**HEALTHY WELLNESS**  
diet and natural

**PRODUCTS FOR PROFIT**  
smiling smiles

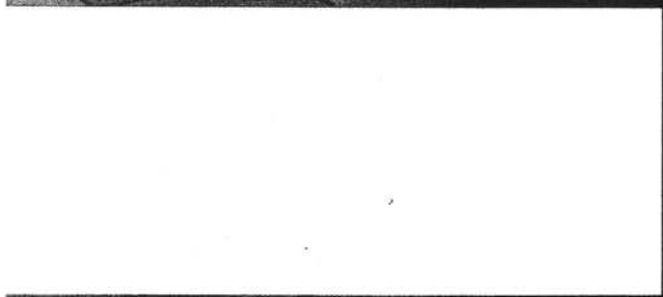
**TECH SOLUTIONS**  
recruiting top techies

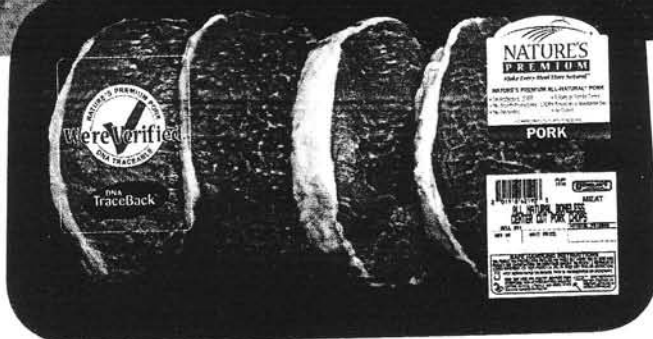
**EQUIPMENT, DESIGN & OPERATIONS**  
patrol

**DISTRIBUTION LOGISTICS**  
regional warehouses

*Price Chopper's Neil Golub*

*of the Year*





mals," Marcus says. Only the loin, tenderloin, belly and rib plate are used. The meat is hand deboned, leaving the rib plate, but taking out the rib bones. It is then hand-spiced to the original recipe, naturally tenderized, and then rolled and sewn and seared in a 500-degree oven for two to four hours, depending on the cut.

"This is the ultimate carving station item, and if the grocery stores carve, this is an absolute homerun," Marcus says. "If you are carving, this item is the ultimate. There is nothing, nothing like it—and it is heat-and-serve." The items offer high margins since they retail for about \$20 a pound.

For more information, visit [www.porchettaprimata.com](http://www.porchettaprimata.com), or call 205-297-0000.

### Pork online

In an effort to better service foodservice personnel, the National Pork Board, has launched a new website—[www.porkfoodservice.com](http://www.porkfoodservice.com)—covering all things pork for individuals in the foodservice arena. The site includes images and descriptions of foodservice cuts of pork, consumer and foodservice trends, recipes, culinary education and industry information and is designed to be a working resource for foodservice operators. It also provides nutrient values, buying and preparation tips and color and marbling standards.

### Keeping track

Northfield, Ill.-based Nature's Premium Brand has become the first North American pork company to track DNA for reliable and accurate traceability back to the farm where the animals were raised. Nature's Premium is using Lawrence, Kan.-based IdentiGEN's DNA TraceBack system, a USDA Process Verified, DNA-based traceback system for indisputable product verification.

The Nature's Premium breed-specific Duroc pigs are raised by family farmers in the Midwest on a strict vegetarian diet with no animal byproducts. Animals are never administered antibiotics or growth hormones and the company's participating farms are recognized for their exceptional animal healthcare, sanitation and humane treatment.

"Simply put, this program equates to trust," says Nature's Premium Brand founder and CEO John D. Stewart. "We take samples of the actual DNA of every animal in the program to assure that we are delivering the premium quality assurance customers expect."

Nature's Premium began conducting internal trials of the DNA TraceBack system with IdentiGEN's lab in May. The partnership means retailers can offer Nature's Premium Brand pork with confidence, knowing that, in the event of a question about the safety or integrity of the product, its source can be definitely verified, Stewart says.

Nature's Premium Brand pork packages will carry the IdentiGEN DNA TraceBack seal. Initial retailers carrying the line include Kowalski's Markets in the Twin Cities; Sendik's Food Markets in Milwaukee; New Leaf Community Markets of Santa Cruz, Calif.; Dave's Marketplace stores in Rhode Island; Donelan's Supermarkets of Boston; and Bogopa, a food distributor serving several international markets in the New York area.

For more information, visit [www.NaturesPremium-Brands.com](http://www.NaturesPremium-Brands.com) or [www.dnatraceback.com](http://www.dnatraceback.com).

### Hams of Spain

The Consorcio del Jamón Serrano Español (the official Serrano Ham Association), based in Madrid is rolling out a U.S. marketing effort in support of the gourmet cured hams. The campaign's first phase includes trade print advertising, in-store sampling, public relations and promotions. Supporting the marketing and distribution of U.S. importers and distributors of Serrano hams, the campaign is designed to communicate the attributes of Serrano hams. Retail sampling will be conducted in key markets, including New York City, Chicago, Dallas, Miami, San Francisco and Los Angeles leading up to the holiday season.

In 1990, the Consorcio del Jamón Serrano Español was established as an association of 13 producers in order to offer a guarantee of strict quality control and as a collective promotional arm to market the Serrano hams of Spain.

Serrano are all natural air-dried cured hams prepared in centuries-old artisan traditions and techniques. Unlike cured hams from other parts of Europe, Serrano hams are generally not smoked, but dried slowly for months, even years. This gives the hams a richer, fuller taste that is prized by discerning consumers and chefs. The hams are marked by a capital "S" brand. Brands of Serrano hams available in the U.S. include: Campofrio, Montenevado, Noel Jamondor and Redondo Iglesias.

"As we see the category growing, we recognize the potential for even further growth," says Stephanie Mazier, international marketing manager for Consorcio. "We feel it is important to educate professionals as well as consumers about the key attributes of Consorcio selected Serrano hams."

For more information, visit [www.consorcioserrano.com](http://www.consorcioserrano.com).

### Spiraling hams

Avon, Ohio-based CMS (Carolina Mfg. & Sales) offers a complete line of Flavorseal spiral ham supplies for processors and retailers who are looking to save money, time and labor.

CMS' products include Flavorseal Tight Weave Netting for spiral hams that control the diameter of the ham to yield more center slices. The pre-treated smoked netting imparts a sweet/savory taste and aroma and the rich exterior color of traditional spiral hams. Its Bone Guard Shrink Bags offer patchless, total-coverage puncture protection that resists abuse without compromising essential shrink properties.

Flavorseal Metalized Vacuum Bags, Foils and Decorative Color Wrap in red, gold, bronze, silver or custom colors help preserve freshness and flavor while creating a colorful appeal in the meat case.

The Flavorseal Decorative Extruded Netting Overwrap is available in a wide range of colors as continuous rolls, heat-sealed or clipped pieces, or pre-looped or tagged pieces. The looped handle closure offers reach-in convenience and makes heavy hams easier to handle. The reusable metal ham stand is ideal for buffet lines or home serving, and is ideal as a gift-with-ham-purchase item that can help increase sales at the meat case.

For more information, visit [www.cmsflavorseal.com](http://www.cmsflavorseal.com). □

Our new pork cuts have been approved by the National Pork Board and are on their way to the retail meat case, joining chops, ribs, hams and cutlets. The four cuts include:

**Pocket Tender:** The most tender of the new cuts, perfect for single portions, works well with medallions and has an upscale appeal.

**Pork Breast:** Also known as the "pork brisket" it is a grilling item that is perfect for items such as teriyaki Asian stir-fry, Caesar salad or pork Marsala. It is useful as thick strips and tastes great in moist cookery.

**Cap Steak:** Similar to flank steak or fajita meat, Cap Steak is ideal for curries, stir-fries, and great for grilling. It can be used in curry pork, Asian pork and carnita-style soft tacos.

**Pocket Roast:** Ideal as a personal roast or rotisserie item, Pocket Roast can also be used in Cuban knuckle sandwiches and pasole-style soups.

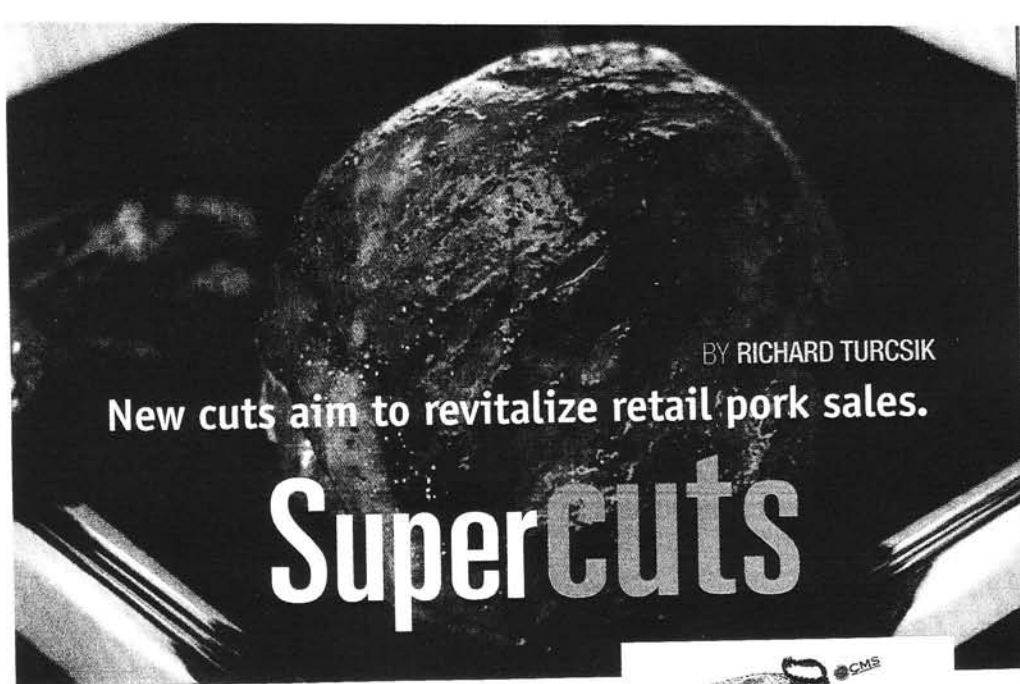
These had been underutilized cuts per se, and that's the reason we're excited to discover new merchandising opportunities," Jarrod Sutton, director of retail marketing, at the National Pork Board in Des Moines, Iowa, explains. Prior to the development of the new cuts, the meat, which hails from the shoulder and the fresh leg, or ham, was primarily used for trim, which often becomes sausage.

All four items have a wide range of usage, "I think the Pocket Roast is really going to be the shining star," Sutton says. "It's about a two-day roast and is incredibly tender. It holds moisture. It's a really great cut that I think will have some great traction going into the fall and holidays."

The new cuts were released to the foodservice market by the National Pork Board in 2007 and were added to the retail channel after nomenclature was approved and United Retail Meat Identification Standard (URMIS) labels were assigned by the Industry-wide Cooperative Meat Identification Standards Committee (ICMISC)—a national group of processors and meat-industry executives who ensure consistency in the meat purchasing world.

The National Pork Board's introduction of these four new cuts allows the pork industry to keep meals fresh and innovative for consumers at the retail level," says Joe Linot, pork brand manager at Wichita, Kan.-based Hill Country Meat Solutions. "Cargill's proud to work with the National Pork Board on this new pork merchandising effort. Continuing to merchandise pork will keep the protein at the front of retailers' and consumers' minds when they're looking for meal solutions."

Another added benefit for retailers, Sutton says, is that they are relatively easy to cut from the carcass and therefore don't require lots of extra labor on the part of butchers. "We think that these cuts will be pretty moderately popular and we're encouraging retailers to do that because part of the value



BY RICHARD TURCSIK

New cuts aim to revitalize retail pork sales.

# Supercuts

in a 'value-added' cut is the value that it presents to consumers," he says.

The cuts were tested at select Utah and Colorado Costco stores this summer, where they received widespread acclaim. "We're now starting to promote and merchandise these products," Sutton says. "We've got to introduce them to consumers and the best way for us to do that is through the retail channel. Unfortunately, we don't have the big budget to be able to do TV and promotional advertising. But we have great relationships with our retail partners and we'll certainly fund some sort of introductory, whether it's demonstrations in-store, sampling, point-of-sale materials, etc., that can help introduce and launch these items," he says.

## Artisan pork

In what could be the deli-department showstopper of the season, Birmingham, Ala.-based Porchetta Primata LLC has teamed with the State of Kentucky to introduce authentic Roman pork Porchetta (artisan roasted pork) to the U.S. Four varieties of Porchetta are available using antibiotic and hormone-free pork: Tronchetto—a loin and belly hand rubbed with spices that is rolled and sewn together; Prosciutto Porchetta—a 10- to 12-pound deboned ham; Pancetta Porchetta—a deboned pork belly; and Classic Porchetta—a classic deboned whole pig, including the head.

"You cannot import traditional Porchetta, so we have gone to Italy and transferred the original 2,000-year-old Roman recipe to the U.S.," Nathan Marcus, director at Porchetta Primata tells *Grocery Headquarters*.

The pigs are raised in Kentucky and singularly harvested at an earlier age. "We grow our own grain to create our own feed to feed our own ani-

