



# Food Forum



SOUTHEASTERN FOOD PROCESSORS ASSOCIATION

[www.sfpafood.org](http://www.sfpafood.org)

WINTER/SPRING 2015

## Registration underway for March 2015 SFPA University



*Clemson University's iconic Tillman Hall*

Food processor plant personnel from across the South will gather again at Clemson University for the 2015 edition of SFPA University. The learning event is a one-of-a-kind opportunity to offer important plant safety and quality training at an affordable price.

"We have some tremendous speakers and topics set for 2015," says Dr. Bill Morris, the association's educational chairman. "Clemson is an ideal location for the training with its central location to our membership and

we expect a tremendous turnout this year so I encourage companies to register their personnel early."

This year's event will be held March 23-24. A half-day session, beginning on the 23rd enables some attendees to depart their homes on Monday morning and arrive in time for the opening session at noon. A dinner is provided on the evening of the 23rd as well as lunch on the 24th and is included in the cost of the registration.

### SAVE THIS DATE

**March 23-24**  
**SFPA UNIVERSITY**  
**Clemson University,**  
**Clemson, SC**

**Visit our website  
and Facebook page  
for more details!**  
[www.SFPAFood.org](http://www.SFPAFood.org)  
[www.facebook.com/  
MySFPA](https://www.facebook.com/MySFPA)

### **Topics for this edition of SFPA University includes:**

**The ABCs of EMPs.**  
**Building an Environmental Monitoring Program that Works For You**

**Leadership in Today's Food Processing Industry**

**Benefits and Challenges of Automated Data Collection**

**Plant and Personnel Safety**



## 2015 SFPA University

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Lodging at the James F. Martin Inn

Speakers set for this year include: Dr. Faith Critzer, Assistant Professor, University of Tennessee, Food Science and Technology, John Dony, Program Manager and Interim Director of the Campbell Institute, Anthony Peterson, Operations Department Manager, Bush Brothers & Company, Nancy Eichstadt, Managing Partner, Chris Rauch, Regional Vice-President, and Susan Whitehead, a Technical Specialist affiliated with the South Carolina Manufacturers Extension Partnership.

Lodging for attendees has been arranged for the James F. Martin Inn on campus, however one-half of the unreserved rooms will be released 60 days before our event and then all unreserved rooms will be released on February 5, 2015. Call **888-654-9020** and ask for the SFPA block to reserve your room.

Companies wishing to register their employees for this year's training event must do so by March 1. The cost for registration is the same as previous years. SFPA member employee: **\$125.00**. Non-SFPA attendees: **\$175.00**. Group rates of 7 or more people and an SFPA member: **\$100.00 per person**.

To register personnel, download the SFPA U brochure that can be found at [www.spfa-food.org](http://www.spfa-food.org) and complete the form included for each attendee and mail or e-mail the form to Anna Ondick. Her e-mail address is [anna\\_ondick@earthlink.net](mailto:anna_ondick@earthlink.net). A check for all registrations should be mailed to Anna by March 1 made payable to the SFPA. The address is: SFPA, c/o Anna Ondick, P.O. Box 620777, Oviedo, FL 32762.

To cancel a participant's registration and receive a refund, please notify Anna via e-mail or by phone (407) 365-5661, before March 1, 2015. After that date, no reimbursement will be made.

***a one-of-a-kind opportunity to offer important plant safety and quality training at an affordable price.***

## Make sure your employees know about 2015 SFPA scholarship opportunities for their child

In 2014, five students earned up to \$2,000 in college scholarship support from the SFPA. Now, it's time to see who will earn a fantastic scholarship this year. The deadline to receive applications for this year's scholarships is March 31st.

This important benefit to SFPA members and their employees is for children who are currently seniors in high school and intending to enroll in a four-year college or a freshman through junior at any four-year college in the U.S.

A priority will be given to students intending to major in the following selected fields of study: food science, food technology, chemical engineering, microbiology, food packaging, the culinary arts or nutrition. However, applications by eligible students intending any major will be considered. Scholarship applicants must have a 2.5 GPA or higher.

"This is one of the most significant benefits of SFPA membership, says Joe Rutzinski, SFPA President. "If you are an SFPA member, be sure to make your plant, office, and sales employees aware of this opportunity to off set the high cost

of post-secondary education by applying for an SFPA Employee-Child Scholarship. For any parent, a scholarship of any amount can be a tremendous opportunity."

The SFPA provides member companies with posters that can be displayed in gathering areas, such as lunchrooms or bulletin boards. Members are also encouraged to include information on the scholarship in your company's newsletter or other company-wide communications.

A second scholarship opportunity is for college students currently enrolled in a select number of universities as a food science major. Those universities include: University of Tennessee, Clemson University, North Carolina State University, University of Georgia, University of Alabama, and Virginia Tech.

To apply for either the SFPA Employee Child Scholarship or the Food Science Scholarship, just go to [www.spfafood.org](http://www.spfafood.org) and download the appropriate scholarship application form for 2015 and follow the instructions, which includes a requirement for an essay on the applicant's school history and aspirations for their career.







## SFPA members unite for 2015 “Buy The South’s Best Foods Month”

There are so many food brands with a southern heritage. Some have joined their brand power for the annual celebration of Sunbelt brands during the SFPA’s declared “Buy The South’s Best Foods Month” in May.

“We have a powerful line up of participating companies for this year’s celebration,” explains SFPA Communications Chairman, Tony Treadway. “The co-op advertising and marketing campaign is a way for brands to pool their money to multiply the impact of their advertising spend. It is a wonderful benefit of being an SFPA member.”

This year, TW Garner Food Company (makers of Texas Pete®, Green Mountain Gringo®, and CHA! by Texas Pete®), House-Autry Mills, McCall Farms (Glory Foods®, Margaret Holmes®, Bruce’s Yams® and Peanut Patch®) will be joined by a new SFPA food manufacturer member, Nicole Foods and its Slawsa® brand, a cabbage-based relish with heat undertones.

“When I heard about the SFPA promotion I knew that we wanted to be part of the slawesome opportunity,” explains owner, Julie Busha. The accolades Slawsa received on ABC’s Shark Tank as well as from many industry food experts is reflected in their retailer confidence. “I view the promotion as a way for my small, but growing company to promote trial to a large audience at a fraction of the cost of doing it on our own.”

The SFPA promotion includes a shared free standing insert (FSI) featuring money-saving coupons to promote trial that will be distributed to 17 million households across the South. Additional elements of the campaign includes an ad in Taste of the South magazine promoting a nationwide recipe contest offering \$500 to the contest’s winner who uses a participating brand’s product in their recipe.

“Buy the South’s Best Foods Month is a way for the SFPA to gain some recognition within the industry and with consumers,” says Treadway. “It is also a way to grow the number of food manufacturer members to our organization as only members of the SFPA can participate.”

Be sure to check your local newspaper on May for this year’s SFPA promotional FSI and be sure to use the coupons to support your fellow members by purchasing their products. For more information on the program for 2016, contact Tony Treadway at [ttreadway@cenergy.com](mailto:ttreadway@cenergy.com).

**REACH MORE THAN 17 MILLION CONSUMERS THIS MAY!**

**Be Part Of The Southeastern Food Processors Association's BUY THE SOUTH'S BEST FOODS MONTH Marketing Co-op in 2015!**

Join some of the South's top food brands by securing your space in this year's promotion:

- Coupon position in campaign Newspaper Insert (FSI) reaching 17 million consumers on May 17, 2015. FSI drop in: Balt/Wash, VA; NC, SC, GA, FL, AL, LA, TN and KY markets.
- Your product displayed in national advertisement in Taste of the South magazine, May 2015.
- Your product displayed in The Shelby Report, alerting supermarket category buyers to stock up on your brand for this promotion in April 2015.
- Your product recommended as an ingredient in our national "The South's Best Recipe Contest"
- Worldwide exposure of your product(s) on our campaign website [www.BuyTheSouthsBestFoods.com](http://www.BuyTheSouthsBestFoods.com)
- National public relations and social media campaign identifying your brand as "Made in the South," supporting Southern jobs, farmers and the economy

**IT IS AN EXTRAORDINARY VALUE!**

- A solo campaign of this magnitude would cost your company **\$180,000.**
- **ONLY \$16,000 IF YOU ARE AN EXISTING SFPA MEMBER COMPANY.**
- If you are not an SFPA member, you can participate for **\$16,400,** which includes your SFPA membership dues.

**HURRY, THE DEADLINE FOR PARTICIPATING IN THIS PROGRAM IS JAN. 9, 2015!**

Call or contact Tony Treadway TODAY to secure your spot!  
 Tele: (423) 926-9494, ext. 112 / E-Mail: [ttreadway@cenergy.com](mailto:ttreadway@cenergy.com)

The Southeastern Food Processors Association is an association of food manufacturers from across the Sunbelt. For more information, visit [www.SFPAFood.org](http://www.SFPAFood.org)



## Perfect Place. Perfect Weather. Perfect Friends.

### St. Simons Convention Labeled One Of The SFPA's Best.



*King & Prince Resort on St. Simons*

Many who attended the 2014 SFPA Convention will say it was one of the best ever. A combination of an ideal venue, perfect weather, extraordinary speakers, and fun events made it so.

"We had a blast. I don't want to leave," exclaimed Connie Gast, wife of Nick Gast, as she lounged by the swimming pool during some planned free time on Saturday afternoon. "King & Prince Resort was a great pick for the convention," said Heyward Garner of TW Garner Food Company.

With 140 registered for the St. Simons Island convention, it was one of the largest in recent history. Guests were treated on Thursday night with an array of appetizers by the local operation of Rich Products, then a quick stroll to the Wesley House, the selected hospitality venue for late night networking was spacious and comfortable.

Friday's company showcase featured David Duda of A Duda & Sons. The company was one of the early founding members of the SFPA. Today, Duda operate agricultural, cattle, real estate and property management operations nationwide.

Mac Fulfer's Amazing Face Reading session offered insight in how to better engage with customers and employees by noting obvious facial indicators.

In the afternoon, 39 members competed in the annual golf tournament while others

participated in a trolley excursion to St. Simons Village. Others found the beach.

Friday evening began with a lifetime achievement recognition to Bill Keith, long-time membership chairman of the SFPA and Crown representative. SFPA President, Marion Swink, noted Keith's many contributions to the association and Keith's wide variety of interests in presenting the award that has only been awarded to a handful of important SFPA members.

A highlight Friday evening was a first-ever Monte Carlo Night, pitting fledgling high rollers against the dealers in a variety of games of chance. While novice gamblers spent the night learning the nuisances of the games, veteran gamblers racked up their chips and traded them in for door prizes at the end of the night.

Dr. Scott Whiteside began Saturday's general session with an overview of Clemson University's unique food science and nutrition program while Dr. Bill Morris outlined this year's SFPA University, to be held March 23-24 at Clemson.

Tony Treadway, President of advertising firm, Creative Energy, showcased the 2015 plan of the associations one-of-a-kind co-op advertising program termed, Buy The South's Best Foods. The 2015 plan enables food manufacturers to share the cost of distributing and advertising more than 17 million coupons to consumers in the south.



*Haylie & Barrett Tysinger of Palmetto Adhesives enjoying the hospitality.*



*A presentation with David Duda of A Duda & Sons*





*New friendships made.  
Old ones renewed.*

*SFPA Scholarship recipient, Wesley Higgins, with step-dad, Tony Treadway.*



Mike Tanke of Crown Food Packaging offers his steps for establishing an effective plant safety program. Mark Van Ostenbridge of Gregory Pest Control gave five important steps on reducing or avoiding lawsuits by food manufacturers and retailers.

Saturday afternoon found attendees taking excursion ranging from kayaking in the salt marshland of the island, road trips to check out nearby Jekyll Island, or simply sunning, napping or catching a Saturday afternoon college game with friends.

Saturday night's silent auction and raffle is the association's largest fundraiser for its college scholarship fund. Combined with the convention's annual gala, the night enabled members and their spouses to dress up and donate to the key focus of the association.



This year's auction raised \$5,967 for the fund. Marion Swink recognize one of five scholarship recipients in 2014, Wesley Higgins, a chemistry major at Emory & Henry College of Virginia during the ceremony. Higgins' \$1,500 scholarship was part of \$10,500 in scholarship dollars provided to students during the year

The evening concluded with Marion Swink handing the leadership of the association over to Joe Rutzinski, of Bush Brothers. Swink was at the helm of the SFPA for two years. New President, Rutzinski, recognized Swink for his leadership with a plaque saying, "Few have contributed more than Marion Swink to the association. He will continue to be a great ambassador of the SFPA for years ahead."

The 2015 SFPA Convention is set for Sea Pines Plantation, October 22-25.



*Silent auction and our raffle activities raised nearly \$6,000.*



*The SFPA Board adds new members and thanks those who served.*



*Monte Carlo night was one of the highlights of the convention.*



*Members pack the room for the General Sessions.*



*Joe Rutzinski, new SFPA president and Marion Swink, past president, passing the gavel.*



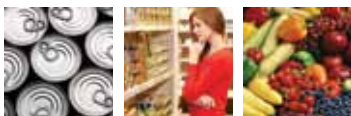
*Golf 1st Place Winner*



*Dr. Scott Whiteside and Dr. Bill Morris*



*The convention ignites with conversations at Thursday night's reception.*



## Canned Foods Campaign Positively Impacting Center Store

In an effort to increase canned food purchase and usage, the Can Manufacturers Institute (CMI) and its members (Silgan Containers, Ball Corporation and Crown Holdings) developed a national consumer-facing, fully-integrated marketing campaign to inspire current canned food users to incorporate canned foods more often into their daily meal creation, and to educate and inform them of the benefits of cooking with canned foods. The campaign strategy and messaging was rooted in comprehensive values-based consumer research, which identified the core consumer and the insights into her attitudes and beliefs about canned foods; thus, the launch, in January 2013, of the Cans Get You Cooking® campaign.



"In less than two years, the campaign has seen tremendous media coverage, with the benefits of canned foods being demonstrated, shared and seen by American consumers nearly one billion times," said Sherrie Rosenblatt, CMI's vice president, marketing and communications. "Cans Get You Cooking has made a huge splash, partnering with marquee food media properties, including ABC's *The Chew* and Food Network star Kelsey Nixon, which helped elevate the awareness and efficacy of the campaign."

This success has also been seen on the campaign's social media channels, further amplifying the program's influence: Facebook "like" numbers have exceeded 100,000,

# Cans Get You COOKING

Visit [CansGetYouCooking.com](http://CansGetYouCooking.com)

quarterly Twitter parties have reached tens of millions of moms, and recipes and demonstrations have been seen on Pinterest and YouTube by tens of thousands of consumers looking for mealtime inspiration and solutions.

Nearly 60 percent of national canned foods brands and private labels have been directly involved in the campaign and integral to its success. Bush's Best Beans, McCall Farms (Margaret Holmes and Glory Foods) Hormel, Red Gold, Nestle and over a dozen more have integrated seamlessly into Cans Get You Cooking content. This branded content has, in turn, been delivered to tens of millions of consumers every month. From TV segments and blog posts to Facebook "Items of the Week" and Twitter Party giveaways, canned food brands have been a part of thousands of national and key local placements.

But the success of Cans Get You Cooking has not been limited to consumer media channels. The campaign has also made significant inroads at supermarkets across the country. Retailers, on the front lines of consumer shopping trends, have found a way to revitalize center store traffic by integrating with the Cans Get You Cooking campaign and the dozens of brands and private label canned food partners. Retailers clearly see this campaign as a vehicle that will help invigorate canned food sales. Since early 2013, the campaign has activated events with a number of retailers, with 15 more slated for National Canned Food Month in February 2015. And real results are being seen: two 2014 events spanning eight weeks at one regional retailer resulted in nearly three-and-a-half million incremental canned foods sold.

As the campaign enters its third year, CMI continues its relentless quest to inform, educate and inspire consumers with the benefits of cooking with canned foods. The campaign also hopes to build on the current relationships fostered with canned food companies and looks forward to engaging other companies and retailers to witness the value of engaging with the campaign. Contact Sherrie Rosenblatt (E-mail: [srosenblatt@cancentral.com](mailto:srosenblatt@cancentral.com); Phone: 202-232-4677) for more information and to get cooking with canned foods!





## How does the immigration executive action impact employers?

*In November 2014, President Obama announced a series of immigration-related executive actions. Whether the executive actions will survive potential legal challenges and Congressional action remains to be seen. For now, set aside your political views (while I love a good political debate, this space is for practical business implications), and let's focus on how the executive actions will impact employers.*

by  
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Richmond, Va

**About Christine Mehfoud**  
Ms. Mehfoud is an attorney with Spotts Fain PC advising business regarding compliance and representing businesses responding to administrative, civil and criminal investigations. She has substantial experience advising employers regarding immigration compliance and defending enforcement actions. Learn more at [www.LawfulThoughts.com](http://www.LawfulThoughts.com)

For now, the executive action has no impact on employers. None of the provisions have been enacted yet. In fact, USCIS now includes the following notice on its website: "Important notice: These initiatives have not yet been implemented, and USCIS is not accepting any requests or applications at this time. Beware of anyone who offers to help you submit an application or a request for any of these actions before they are available."

Once the executive actions become new regulations or updated policy memos, here's what employers should expect:

### 1. Increased enforcement of immigration laws

While most of the focus will be on border security, it is not a leap to expect an increase in worksite inspections and enforcement budgets. As the focus on identifying and deporting criminals increases, employers who happen to have criminals in their workforce will likely experience increased exposure for review of their immigration compliance programs.

### 2. Slight changes to work authorization for high-skilled immigrants, students and entrepreneurs

Unfortunately, the executive action only includes minor benefits for businesses who have been seeking more significant reform regarding visas for foreign workers and falls short of many of the requests made by businesses. For example, the plan does not make unused visas from prior years available.

The provisions regarding high-skilled immigrants, students and entrepreneurs will have very little impact on most employers. Those who routinely hire students on F-1 visas or sponsor employees for green cards may find minimal increased flexibility and options in these areas, but overall, employers waiting for significant increases in the ability to hire foreign high-skilled or low-skilled workers will have to continue waiting.

### 3. An increased number of employees authorized to work and some movement in workforce

Providing work authorization to almost 5 million workers will certainly impact employers. However, before any impact, affected employees will have to apply for deferred action and work authorization. This poses a challenge – if you were in the U.S. illegally and had managed to go undetected for more than 5 years, would you come out of the shadows and take this deal? First, the offer only provides permission to stay and work for 3 years. Although it is highly

unlikely that at the end of the three-year period, those who take the deal will be rounded up and deported, there is no guarantee that it will not happen. Second, executive action is only temporary. Any future president or Congress can act to reverse or revise the executive action. Is coming out of the shadows and into the spotlight worth the risk?

Still, many will take the deal. Employers with illegal immigrants in their workforce will have to respond to employees who want to change their identity and present new documents for identity and work authorization verification. This situation poses a significant challenge for employers. Employers with policies prohibiting employees from providing false information to the employer have to tread carefully so as not to implement that policy in a discriminatory manner. If the employer allows the employee to change their identity and continue working, the employer must consider its obligations to report inaccurate filings with various state and federal government agencies, including for example, the IRS, SSA and state worker's compensation commissions. These situations also present challenges regarding benefits, such as vacation accrual based on seniority, health insurance and retirement plans.

Deferred action and work authorization for almost 5 million workers is also likely to initiate movement of workers from low-paying unfavorable jobs to higher paying jobs with better conditions. For some industries, especially the food and agricultural industries, this movement may cause an increase in wages required to obtain workers necessary to fill the workforce. It will also likely increase the recruiting and human resources needs over the next year or two. For other industries, the movement of workers and the opening up of almost 5 million potential new hires may ease recruiting challenges.

Finally, deferred action and the increase in employees with work authorization will impact employers differently based on their state(s) of operation. For example, it is expected that 40-47% of the illegal immigrant population in Texas will be covered by the expanded deferred action, but only 23-30% of the illegal immigrant population in Virginia will be covered. Employers are well advised to discuss the impact of these executive actions on their immigration compliance and hiring programs with experienced immigration counsel and to plan now for their impact on hiring and continued employment decisions.



## Atlantic Natural Foods, LLC acquires Loma Linda/ Worthington Foods line and Kaffree Roma instant beverage products

Atlantic Natural Foods (ANF), announced the acquisition of the Loma Linda™ brand of canned shelf stable alternative meat analog products. ANF will also license the Worthington Foods brand of canned shelf stable alternative meat alternative products and will transition these products to the Loma Linda brand in the near future. Previously, these two brands were marketed solely by Kellogg Company. Atlantic Natural Foods has been the sole producer of these products since 2008. In addition to this transaction, the company purchased the related business “Kaffree Roma™” alternative coffee beverage unit.

Kelly Krause, CEO of Atlantic Natural Foods stated, “Transferring the business allows our company to increase focus on development of shelf stable alternative meat analog products

that provide value to consumers.” She continued, “The Loma Linda brand is iconic and we are pleased to be a part of their long tradition of providing innovative vegetarian and vegan products to consumers. We believe that the creation of healthy alternative protein products will grow in importance as more consumers incorporate non-meat choices as part of a healthy diet.”

Wendy Davidson, President of Kellogg Company U.S. Specialty Channels stated, “We are pleased the transaction with our long time supply partner, Atlantic Natural Foods, ensures brand authenticity and a continued commitment to providing great foods. It also allows us to increase our focus on our core Kellogg Specialty Channels business.”

## Tropical Foods list “Top Nuts of 2014”



Snacking is one of the fastest growing food trends in America and SFPA member, Tropical Foods, recently listed its Top 10 Nut Snacks of 2014.

Likewise, the noted health benefits of nuts have experts pointing to nuts as both healthy and nutritious. A recent blog post by Tropical Foods noted their best sellers for 2014. The company offers a variety of snacks under their own brand as well as bulk and private label items. Here were their Top 10 Sellers:

1. Walnuts (combination halves and pieces)
2. Pecan Pieces
3. Peanuts, In-Shell
4. Pecan Halves
5. Raw Almonds
6. Mixed Nuts w/ Peanuts, Roasted & Salted
7. Mixed Nuts Deluxe, Roasted & Salted
8. Cashews, Roasted & Salted
9. Praline Pecans
10. Pistachios

## Elite Spice Reno plant attains SQF certification

A celebration of an SQF kind occurred for Elite Spice in December 2014. The company's Reno, Nevada plant attained SQF Level 2 certification for its HACCP based food safety plan.

According to former SFPA President and Elite Spice official, Drew Andrews, the company's Jessup, Maryland plant is expected to achieve SQF certification in 2015.

The SQF Program is recognized by the Global Food Safety Initiative (GFSI) and links primary production certification to food manufacturing, distribution and agent/broker management certification.



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

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