

# Pork Place

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A Taste Like No Other®

SEABOARD  
foods

PRAIRIE FRESH  
PREMIUM PORK

DAILY'S  
PREMIUM MEATS  
SINCE 1893

## New pork rivals Prime beef Seaboard Foods introduces well-marbled pork

Consumers and chefs now have a delicious solution for dry, tasteless pork with the introduction of PrairieFresh® Prime—well-marbled, grain-fed, hand-selected pork from Seaboard Foods.

For years, pork producers responded to consumer demand for nutritious lean meat by altering feeding and breeding techniques. By removing external and internal fat, pork has become leaner, but much of the flavor, tenderness and cookability have been sacrificed, leaving consumers, and especially food service operators, displeased. PrairieFresh® Prime—well-marbled, grain-fed, hand-selected pork—resolves the problems associated with today's ultra lean pork while maintaining its nutritious traits.

Using the latest technology, Seaboard infuses hand-selected PrairieFresh® Premium Pork with a proprietary blend of lean pork loin protein and fat to create abundantly marbled pork. The marbling creates delicious flavor, tenderness and juiciness, resulting in a pork loin that is unsurpassed and on par with even the best Prime beef.

"We've seen great feedback from our research," said Tom Blumhardt, Seaboard Foods vice president of marketing. "Our

PRAIRIE FRESH®  
★ PRIME ★



consumer panelists consistently rated PrairieFresh® Prime well above 'moderately juicy', whereas most conventional pork rates a 'slightly dry' juiciness rating. Overall, PrairieFresh® Prime rated superior to natural pork with 94 percent of the consumer panelists preferring the PrairieFresh® Prime samples."

Important meat quality



attributes, such as consistent color, tenderness and juiciness, are assured with PrairieFresh® Prime brand pork because of the Seaboard Foods Quality Circle's commitment to unsurpassed quality control and food safety. The PrairieFresh® Prime brand pork is available for both retail and food service with a variety of pork cuts, including bone-in loins, boneless loins and pork chops. For a complete product list, visit [www.PrairieFresh.com](http://www.PrairieFresh.com).

"Chefs told us they want the marbling back in pork, and we responded to them with PrairieFresh® Prime," says Blumhardt. "They understand that marbling, just like it does

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### At a glance

- PrairieFresh® Prime brand pork has marbling scores of 6.
- Marbling creates delicious flavor, tenderness and juiciness in pork that's on par with the best Prime beef.

## New pork rivals Prime beef

Seaboard Foods introduces well-marbled pork

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with Prime beef, equates to flavorful, juicy and tender pork. Those who have already seen and tasted it are committed to using it because of the delicious pork flavor as well as extended holding times.”

PrairieFresh® Prime is ideal for retail service meat counters where consumers seek high-quality meat, including Choice or Prime beef, and the advice of their local butcher. This pork creates opportunities for supermarkets specializing in service meat counters with expert meat cutters who can educate consumers about the importance of marbling and the nutritious qualities of PrairieFresh® Prime.

## Consumers rate PrairieFresh® Prime brand high

In the tests conducted at Oklahoma State University, two separate panels judged new PrairieFresh® Prime brand pork loins superior to a control group in several quality areas. Both a trained taste panel and a consumer panel rated the PrairieFresh® Prime Brand Loins much higher in overall juiciness, tenderness and overall acceptability categories.

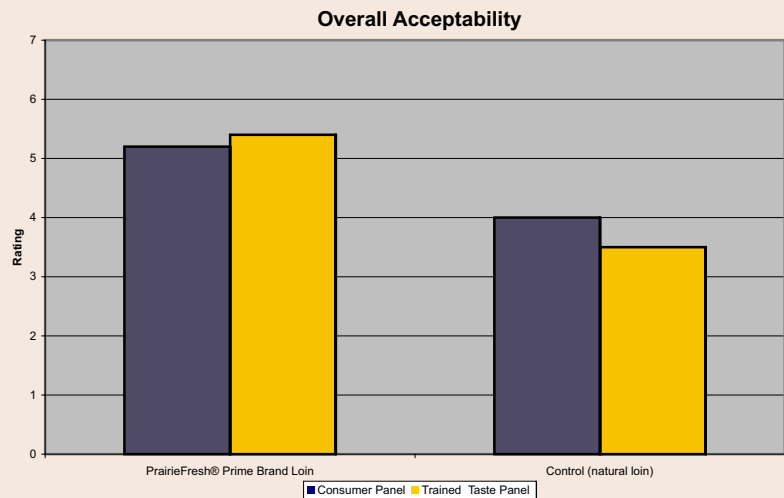
### PrairieFresh® Prime Offers More Overall Acceptability

#### **Sensory Trained Panel**

The PrairieFresh® Prime brand loins earned a superior rating in this combined-palatability category. The control chops earned an “unacceptable” due to their poor juiciness and tenderness ratings.

#### **Consumer Panel**

94% of the consumer panelists preferred the PrairieFresh® Prime brand loins to the all-natural samples in this setting.



Overall Acceptability (1=Extremely Undesirable to 7=Extremely Desirable)

For a research summary report, contact your Seaboard Foods sales representative or send an email to [info@seaboardfoods.com](mailto:info@seaboardfoods.com).

## Product Feature

### Daily's® Pork On A Stick®

Daily's® Premium Meats recently introduced Pork On A Stick®. As an appetizer or a center-of-the-plate entrée, these fully cooked frenched pork shanks meet a variety of menu applications.

Using the highest quality pork shanks from the Seaboard Foods integrated food system, skilled meat cutters hand trim and french each

pork shank, creating a unique product that's ideal as a finger food or a stunning entrée.

Each is seasoned with a blend of herbs and spices before a proprietary cooking process locks in juiciness and slow roasts for tenderness.

For more information, contact your Daily's® sales representative or send an email to [info@DailysMeats.com](mailto:info@DailysMeats.com).



## Quality Circle Feature

# State-of-the-Art Processing

The Seaboard Foods Quality Circle represents an integrated food system focused on producing pork with unsurpassed quality control and food safety. The sixth point in the Quality Circle is State-of-the-Art-Processing.

Seaboard Foods achieves unsurpassed quality control and food safety with state-of-the-art processing at its production plants. An integrated system of manual and automatic processes is perfectly balanced to ensure product consistency. For example, lasers guide cutting processes for concise product cuts and automatic loin and butt pulling meets product specifications time after time. Skilled meat cutters use a shell boning process to eliminate bone chips, reduce purge and increase shelf life of boneless loins.

State-of-the-art technology is also part of Seaboard Foods' USDA Process Verified Program in the fresh plants. Using unique serial numbers on each box, fresh pork products can be traced to source farms.



For more information about the Quality Circle, visit [www.SeaboardFoods.com](http://www.SeaboardFoods.com) and click on About US.

## Environment

# Seaboard Foods recognized for environmental commitment

The Oklahoma Pork Council (OPC) awarded the Oklahoma Environmental Steward Award to Seaboard Foods' Wakefield Farm in Beaver County, Okla., this past February. The farm uses a sophisticated and unique seven-stage waste treatment system, including a composting system. The waste from the farms is treated to create two environmentally friendly fertilizer products used by farmers.

"This is one of the most sophisticated swine production facilities in the country," OPC Executive Director Roy Lee Lindsey, Jr. said. "Seaboard has clearly gone above and beyond in their efforts to protect the environment and Oklahoma's precious natural resources."

Environmental responsibility is part of the Seaboard Foods integrated system.

"As an integrated food company, our commitment to the environment runs throughout our company," says Terry Holton, senior vice president of sales and marketing. "We want our customers to be assured the products they purchase from Seaboard Foods were produced all the way back to the farm in an environmentally responsible manner."

*Pork Place* is published by Seaboard Foods for retailers and food service operators.

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Need more information about PrairieFresh® Premium Pork or Daily's® Premium Meats? Give us a call or send an email to one of our sales offices.

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# New Pork Rivals Prime Beef

