

Pork Place

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A Taste Like No Other®

SEABOARD
foods

PRAIRIE FRESH
PREMIUM PORK

DAILY'S
PREMIUM MEATS
SINCE 1893

Consumers want more flavorful pork PrairieFresh Prime™ Pork meets an emerging food trend

For many years, lean has been front and center on the food trend list. To meet this ongoing trend, pork has become much leaner over

the past 20 years and is considered today a healthy and lean protein source. But as pork has gotten leaner, so went the intramuscular fat within pork, making it a much greater challenge to prepare correctly without it becoming tough, dry and even sometimes flavorless. That has presented some challenges, since flavor is the No. 1 reason most consumers choose to eat pork, according to National Pork Board research.

Although still strong, a new trend, fatter more flavorful food, appears to be a contradiction to the lean trend. The contradiction of lean food and fatter food just proves that flavor remains a high priority for consumers, whether purchasing food at the grocery store or ordering from a menu.

More flavor

This emerging trend for fatter, more flavorful food, is real and starting to gain the attention of food industry experts. Nancy Kruse, The Kruse Company,

PRAIRIE FRESH PRIME™



stated at the *Nation's Restaurant News* Culinary R&D Conference in September, fatter, more flavorful food is a trend to watch. In her research she's found top chefs requesting fatter pork and she's starting to see it appear on menus.

Seaboard Foods has heard chefs call for more fat in pork and identified this emerging food trend, too. The good news is that Seaboard Foods has found a solution for more flavorful pork without having to sacrifice its lean, nutritious qualities, which is often not the case with some of the highly marbled expensive niche breed pork programs that may have limited supply of product.

A perfect combination of flavor and leanness

Earlier this year, Seaboard Foods introduced PrairieFresh Prime™ Pork. Using a patent-pending process, Seaboard Foods infuses just the right amount of intramuscular fat and lean pork protein into high-quality pork loins and hams. This allows the pork to baste in its own juices while cooking, giving it a delicious roasted pork flavor. But that's not the surprising factor about this product.

Even though it has a high degree of intramuscular fat and lean pork protein, PrairieFresh Prime™ Pork remains just as nutritious as natural, conventional pork. For example a PrairieFresh Prime™ Pork Loin contains about 7 grams of fat for a 4 oz. serving.

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At a glance

- More fat, meaning more flavor in pork, is an emerging food trend.
- PrairieFresh Prime™ Pork has a high degree of intramuscular fat and lean pork protein that delivers a juicy and delicious eating experience.
- Seaboard Foods introduced Seasoned PrairieFresh Prime™ Pork this fall.

Since the introduction of this new product, Seaboard Foods can confirm this emerging trend for fattier, more flavorful pork. Interest by food service and retail has been outstanding, and consumers give this pork accolades for its delicious pork flavor. In consumer studies, 94 percent of consumers paneled preferred PrairieFresh Prime™ loins to natural, conventional loins.

Seasoned products added

This fall Seaboard Foods introduced seasoned PrairieFresh Prime™ Pork items to the family of products. The pork loins and tenderloins are rubbed with seasonings, creating a delicious combination with the roasted pork flavor. Seasoned PrairieFresh Prime™ Pork includes pork loin filets, pork tenderloins and quarter loin roasts.

Seasoned PrairieFresh Prime™ Pork Products

- ◆ Boneless Pork Loin Filet Rubbed With Smokey Southern Style BBQ Seasonings
- ◆ Boneless Pork Loin Filet Rubbed With Garlic And Herb Seasonings
- ◆ Boneless Pork Loin Filet Rubbed With Down-Home Cajun Style Seasonings
- ◆ Boneless Pork Loin Filet Rubbed With Lone Star Fajita Seasonings
- ◆ Boneless Pork Tenderloin Rubbed With Lemon Dill Seasonings
- ◆ Boneless Pork Tenderloin Rubbed With Teriyaki Seasonings
- ◆ Boneless Pork Tenderloin Rubbed With Peppercorn Garlic Seasonings
- ◆ Boneless Pork Loin Roast With Applewood Smoked Bacon

For more information about PrairieFresh Prime™ products, visit www.PrairieFresh.com or call your Seaboard Foods sales representative.



Product Feature

Daily's® Breakfast Sausage

Daily's® premium sausage begins with high-quality pork and combines that with a nearly 50-year-old special recipe of herbs and spices. This gives the sausage a delicious taste that will please the palate of the most discriminating consumers. Besides the great taste, you can be confident in the food safety of Daily's® Premium Sausage. Every batch of Daily's® Sausage goes through a strict HACCP protocol and microbiology testing

before it's ever released for sale. Scientifically trained, third party food safety experts routinely audit plants to make sure Daily's® Premium Meats meets its world-class standards.

Daily's® offers raw and precooked sausage patties and links for food service and precooked sausage patties and links for retail. For more product information, visit www.DailysMeats.com or call your Daily's® Premium Meats sales representative.



Quality Circle Feature

USDA Process Verified Program

When you purchase fresh pork products from Seaboard Foods, you become part of an industry-leading quality control production system known as the Seaboard Foods Quality Circle. Integrated in the Quality Circle is the Seaboard Foods USDA Process Verified Program.

Seaboard Foods USDA Process Verified points include:

- ◆ Meat Quality
- ◆ Source Verification
- ◆ Animal Handling

Meat Quality

Seaboard Foods continuously evaluates its pork products for meat quality attributes. A proprietary plant process improves meat quality attributes like color, texture and moisture-holding capacity.

Source Verification

Pork products can be traced back to source farms through a source verification system.



Animal Handling

Seaboard Foods is committed to the proper in-plant handling of animals prior to slaughter for both animal welfare and meat quality reasons. On-going, daily animal handling plant audits and employee training ensure proper animal treatment.

For more information about the Quality Circle and the USDA Process Verified Program, visit www.SeaboardFoods.com and click on About US.

Environment

Seaboard Foods recognized as a 2007 Pork Industry Environmental Steward

The National Pork Board and *The National Hog Farmer* magazine named Seaboard Foods' Wakefield Farm a 2007 Pork Industry Environmental Steward. The farm was recognized for its progressive environmental management program, including a seven-stage waste management system. Seaboard Foods' Wakefield Farm was evaluated on its manure management system, water and soil conservation practices, odor control, farm aesthetics and neighbor relations, wildlife habitat promotion, and innovative ideas used to protect the environment.



Environmental Commitment

"Seaboard Foods is committed to the producing the highest quality pork products while operating responsibly to sustain the environmental resources of the communities in which we work and live."

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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Happy Holidays!

Seaboard Foods and Daily's[®] Premium Meats wishes you every happiness this holiday season and throughout the New Year!

