

# Pork Place

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A Taste Like No Other®

SEABOARD  
foods

PRAIRIE FRESH  
PREMIUM PORK

DAILY'S  
PREMIUM MEATS  
SINCE 1893

## Flavor drives 2009 food trends

**W**ith the New Year starting, comes the opportunity to look ahead at the major trends. Once again flavor consistently makes the list as one of the top food trends for 2009, according to several industry sources.

As reported in Nation's Restaurant News, menu trend expert Nancy Kruse, called "flavor" in general as the biggest trend driving menu R&D."

Flex News reports that consumers are constantly searching for novel and exotic flavors. As consumers become more worldly, so do their flavor expectations and several factors influence flavor choices. Consumers receive more exposure to different flavors and combinations from eating out at a fine restaurant to grabbing a snack at a local convenience store.

Menu Mine and the Food Service Institute predict that smoked flavors will be a strong food service trend this year. Items referred to as just "smoked" will appear on more menus, but the Institute expects to see specialty smokes profiled even more. These would be items such as applewood smoked and hickory smoked.



For both retail and food service, PrairieFresh® Premium Pork and Daily's® Premium Meats offer products that will meet the smoke flavor trend. PrairieFresh Prime® Pork items with smoked seasonings include:

- PrairieFresh Prime® Boneless Pork Loins rubbed with Smokey Southern Style BBQ Seasonings
- PrairieFresh Prime® Pork Cook-in Bag Loin Backribs Rubbed with Smokey BBQ Seasonings
- All Daily's® Premium Bacon products are smoked with hickory or applewood, and Daily's® Premium Hams are hickory smoked.

"Our goal is to find flavors and seasonings that people will enjoy with pork products," says David Eaheart, director of marketing for Seaboard Foods. "We're constantly watching flavor trends to determine flavors that will complement fresh or processed

pork and appeal to consumers' expectations for bold, unusual flavor combinations."

Seaboard Foods offers PrairieFresh Prime® brand and Natural PrairieFresh® brand seasoned fresh pork tenderloins and loins. Honey cured and sugar cured bacon or the Cajun, peppered and jalapeno seasoned bacons from Daily's® Premium Meats all fill consumers' desire for delicious flavored bacon.

"We've experienced first-hand the flavor trend," says Eaheart. "When we introduce a new seasoned PrairieFresh® item, we receive a lot of consumer feedback about the seasoning. It's common for us to have consumers call us and tell us how much they enjoy eating the seasoned items."

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### At a glance

- Flavor to drive food R&D in 2009
- Smoke strong flavor for 2009
- PrairieFresh® and Daily's® Premium Meats offer several items featuring smoke flavors
- Green movement will gain momentum in 2009

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## 2009 Trends:

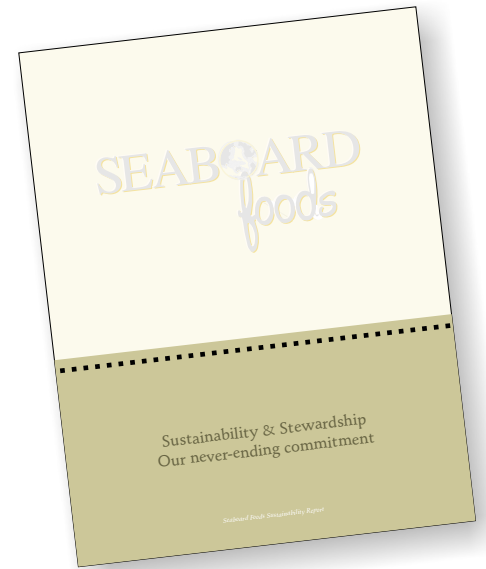
### Green movement gaining momentum too

But it's not all about flavor for consumers when they dine out or pick up a pork loin or bacon at their local supermarket. They also want to know about how their food is produced. In 2009, industry experts expect for the green movement to gain momentum. Seaboard Foods has a strong commitment to sustainability and stewardship and considers "green" initiatives in its everyday business operations.

Rod Brenneman, president and CEO of Seaboard Foods, serves as the chairman of the American Meat Institute (AMI) this year. In his AMI leadership role, he has made sustainability a key priority for the organization.

"I personally do not believe this (sustainability) is a just short-term trend and it will continue to grow in importance," he says.

Seaboard Foods' core company commitments all focus on sustainability. To learn more about Seaboard Foods' commitment to sustainability and stewardship, visit [www.SeaboardFoods.com/About-SShome/](http://www.SeaboardFoods.com/About-SShome/).



## Quality Circle Feature

### Proprietary Nutrition

When you purchase pork products from Seaboard Foods, you become part of an industry-leading integrated food system. This system uses 11 quality control points that form the Seaboard Foods Quality Circle which ensures you receive only the finest pork products with A Taste Like No Other®.

The Seaboard Foods integrated system maintains strict control of feed manufacturing. Nutritionists develop grain-based proprietary rations designed to maximize nutrition at every stage of animal growth based on Southwest and Upper Midwest environments and genetic requirements. This helps optimize pork color, texture and flavor, while specially formulated vitamin packs improve health, creating nutrient-rich pork for consumers and improving shelf life, moisture-holding capacity, texture and color.

A variety of ingredients are used in varying amounts in 14 grain-based proprietary diets to meet the nutrient requirements of each phase of animal growth. Through stringent screening systems, including pesticide residue testing, and working with only approved suppliers, the ingredients are guaranteed to be free of unnatural residues.



# Product Feature

## Introducing Fully Cooked Barbecued Meats featuring Sweet Baby Ray's®

Back in 1985, a local Chicago boy named Chef Larry perfected his family's recipe for a sweet and tangy barbecue sauce and entered it into the country's largest rib cook-off. Chef Larry called his sauce Sweet Baby Ray's® after his little brother, David, who got the nickname shootin' hoops on the west side of Chicago. On the day of the rib-off, Sweet Baby Ray's® beat nearly 700 entrants to come in second — an amazing feat for an unknown. The rest, as they say, is history.

Today, Sweet Baby Ray's® is the fastest growing barbecue sauce in the United States and is the No. 1 premium barbecue sauce in grocery.

No doubt about it, consumers are fanatical about this sauce. Now, for the thrill without the grill, when consumers need their Sweet Baby Ray's® barbecue sauce right now, comes fully cooked barbecued meats featuring Sweet Baby Ray's® Original Sauce.



Paired up with PrairieFresh® Premium Pork, the product line includes fully cooked and sauced loin backribs, St. Louis Style spareribs, tenderloins and shredded pork.

Consumer research indicates this new product line has a built-in following. For shredded pork, 67 percent of consumers surveyed said they "would definitely" or "probably would" consider purchasing fully cooked Sweet Baby Ray's® brand pulled pork. While 69 percent responded with the same answers when asked about Sweet Baby Ray's® brand pork ribs.

If you're a retailer interested in tapping into this fan base with these new products, contact your Seaboard Foods sales representative by calling (800) 262-7907 or sending an email to [info@seaboardfoods.com](mailto:info@seaboardfoods.com).

**SWEET BABY RAY'S**  
GOURMET SAUCES



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**PRAIRIE FRESH**  
PREMIUM PORK

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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**Flavor to drive food trends**



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