

Pork Place



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A Taste Like No Other®

SEABOARD
foods

PRAIRIE FRESH
PREMIUM PORK

DAILY'S
PREMIUM MEATS
SINCE 1893

Tender ribs ready in one hour!

PrairieFresh Prime™ launches revolutionary new cook-in bag pork loin backribs

Say goodbye to the old rule of “low and slow” to cook pork loin backribs and hello to tender ribs ready in one hour!

With the introduction of PrairieFresh Prime™ Cook-In Bag Pork Loin Backribs, gone are the days when it took hours to smoke or cook in the oven pork backribs.

These pork backribs are a result of new technologically advanced cook-in bags combined with the PrairieFresh Prime™ patent-pending infusion process. Each hand-selected pork loin backrib slab is infused with a precise amount of intramuscular fat and lean pork protein and then sealed in a unique patent-pending cook-in bag. After cutting a small vent hole on the top, the bag of pork backribs—fresh or frozen—is simply placed on the center rack of a 400 degree F preheated oven and cooked for one hour. Perfectly juicy and tender pork loin backribs—only available from the Seaboard Foods integrated system—are guaranteed each time.

Tap into this growing retail market

Loin backribs have grown from 16 percent of all rib packages in the meat case in 2004 to 25 percent in 2007, according to the 2007 National Meat Case Study. Even with this growth, there's still a

PRAIRIE FRESH PRIME™



segment of consumers who don't prepare backribs. In proprietary research by Seaboard Foods, consumers were asked the primary reason they don't prepare more pork ribs at home. With multiple responses allowed, nearly 30 percent said they don't know how and 25 percent said they didn't feel comfortable preparing pork loin backribs.

David Eaheart, Seaboard Foods director of marketing, says the PrairieFresh® Consumer Customer Care Center often receives calls about cooking pork loin backribs.

“Cooking backribs seems to create confusion for consumers. Unless consumers are expert smokers or cooks, they don't realize they must cook ribs with low heat for at least three hours. When we explain this to consumers, many just seem

overwhelmed by the complexity and the amount of time it takes,” he says. “PrairieFresh Prime™ Cook-In Bag Pork Loin Backribs makes the cooking complexity go away. Cooking delicious and tender pork loin backribs is no longer a daunting task because in one hour tender and delicious loin backribs are ready to serve.”

Consumers apparently agree. The consumer research found 63 percent of consumers would be more likely to serve or eat ribs more often if pork ribs in a cook-in bag were available at an acceptable price.

To validate the cook-in bag cooking process and the product flavor and tenderness, Seaboard Foods commissioned Oklahoma State University (OSU).

- OSU validated one hour cook time for PrairieFresh Prime™ Cook-In Bag Backribs, from fresh or frozen, vs. 3 hours for conventional natural ribs.

Continued on next page

At a glance

- No special equipment or culinary skills required
- Cook as fresh or frozen in same amount of time
- Consumer tested for flavor and tenderness
- Available unseasoned or rubbed with smokey BBQ seasonings

- OSU documented superior juiciness, tenderness, flavor intensity and desirability vs. conventional prepared ribs using trained taste panels and the guidelines described by the Kansas City Barbecue Society.

Ideal for food service operators and retail delis

For retail delis and even food service establishments without smokehouse equipment or smoking expertise, these ribs make putting pork loin backribs on the menu easy.

- Kitchen staff can prepare these ribs with no special culinary training.
- Cooks in existing conventional or convection oven and allows maximization of existing equipment.
- No need to project quantities and thaw frozen ribs in

advance. These ribs cook in the same amount of time fresh or frozen.

- Improves food safety because it lowers risk of cross contamination between raw and prepared food since the raw product is kept in the bag until finished cooking.

“These unique patent-pending cook-in bag loin backribs provide new opportunities for both retail and food service that have never existed before,” says Tom Blumhardt, Seaboard Foods vice president of marketing.

For more information, visit www.PrairieFresh.com or call (800) 262-7907.

Consumers find preparing pork loin back ribs challenging!

Consumers were asked the primary reasons they don't prepare more pork ribs at home (multiple responses allowed):

Don't know how	30%
Don't feel confident	25%
Too messy	23%
Can buy them already prepared (precooked or restaurant)	23%
Takes too long	21%
Hesitant to spend the money/unsure	19%
Bad experience	5%

Consumers will purchase cook-in bag pork loin backribs!

More than 800 rib users across the country were asked ...

If you could purchase fresh ribs in a no mess ready-to-cook cooking bag?

- More than 65% said they definitely or probably would buy.

If ribs in a bag were available to you at an acceptable price you would be more likely to ... ?

- 63% said serve/eat ribs at home more often

Rose Group Concept Evaluation 2008

For the best results the bag should be placed on the center rack of the oven. The bag ballooning is an integral part of the cooking process.



PrairieFresh Prime™ Cook-In Bag Pork Loin Backribs are available dry rubbed with smokey BBQ seasonings or unseasoned. A favorite barbecue sauce can be added to the unseasoned ribs after cooking.

Product Feature

New bacon products

Daily's® Premium Meats introduced Center Cut Natural Uncured Bacon and Jalapeño Precooked Bacon at the NRA Show in May. The natural hickory smoked uncured bacon is minimally processed and contains no artificial

ingredients. The jalapeño precooked bacon is the perfect spicy sandwich topper. For more information, visit www.DailysMeats.com or contact your Daily's® sales representative.



Sustainability & Stewardship

Seaboard Foods releases new sustainability and stewardship report

As part of the company's grand opening of the High Plains Bioenergy biodiesel plant, Seaboard Foods announced the release of the company's first sustainability and stewardship report.

The 28-page report titled "Sustainability & Stewardship: Our never-ending commitment" provides information about the company's six key core commitments to quality, customers, employees, community, animal care and environmental stewardship.

Rod Brenneman, president of Seaboard Foods and High Plains Bioenergy™, distributed the first copies of the report to those attending the ribbon-cutting ceremony for the High Plains Bioenergy™ biodiesel plant on April 24. The 30 million-gallon-per-year biodiesel plant sits next to Seaboard Foods' pork processing plant in Guymon, Okla., and uses the processing plant's pork fat to make renewable, clean-burning biodiesel. High Plains Bioenergy™, a subsidiary of Seaboard Foods, is focused on creating sustainable energy solutions from the Seaboard Foods integrated system.

Corporate citizenship and sustainable business practices highlighted in the report include:

- Using pork fat from the Guymon pork processing plant to produce biodiesel.



On its farms, Seaboard Foods has implemented an Environmental Management System, which is highlighted in the report.

- Reducing water use on company-owned farms by 40 percent from 2000 to 2005, and a goal to reduce water use by another 10 percent.
- Pioneering the implementation of needle-free vaccination and treatment on all company-owned farms.
 - Composting solid waste from sow farms to produce nearly 700 tons of compost annually.
 - Conducting animal welfare audits on company-owned farms.
 - Receiving the 2007 Pork Industry Environmental Steward Award for the Wakefield Farm's environmental program.



"Just as it is for Seaboard Foods, we realize sustainability is important to our customers. We must make a positive impact on everyone we touch, produce safe and wholesome products our customers want, create a safe workplace for our employees, protect

and lessen our impact on the environment, treat animals humanely and enrich the communities in which we operate," says Brenneman. "This new report showcases some of the ways we do this and the dedication put forth each day by our employees to make our commitments come to life."

The report is available online at: www.seaboardfoods.com/about-sshome.

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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