

International Marketing Division Agriculture and Rural Development

DISCLAIMER— Ag-food US News is a compilation of news headlines/clips from publicly available sources. This newsletter contains links to other websites where you can obtain the full content of articles listed. We do not have control over the other websites and they may remove content without notice. The content is intended for information purposes and does not represent the view of the Government of Alberta.

Did You Know?

Baltimore City Public Schools have pledged to serve no meat on Mondays, according to the organization behind the campaign called Meatless Monday.

Events

Winter Fancy Food Show (WFFS)
January 17-19, 2010
San Francisco, CA

International Restaurant & Foodservice Show
February 28-March 2, 2010
New York, NY

For trade leads and US contacts

Claire.Citeau@gov.ab.ca
780-422-7103

Editor

Marcia O'Connor
www.agrifoodalberta.ca

POLICY / REGULATIONS NEWS

Dairy COOL Act introduced in Congress – A U.S. Senator has introduced the Dairy Country of Origin Labeling Act, which would extend mandatory country-of-origin labeling to all dairy products sold at retail, including milk, cheese, yogurt, ice cream and butter.
Oct-19-09 http://supermarketnews.com/news/dairy_cool_1019/

FDA and USDA should cooperate for import safety - The report agrees with many of the provisions of the Food Safety Enhancement Act, now awaiting Senate approval, giving the FDA more authority to deal with manufacturers that violate food safety regulations. The food industry has been rocked by a spate of foodborne illness outbreaks in recent years. But it was the salmonella outbreak in peanut products that prompted the drafting of the Food Safety Enhancement Act, which proposes the first restructuring of food safety law for 70 years.
Oct-13-09 <http://www.foodproductiondaily.com/>

Canada requests WTO panel on U.S. Mandatory Country-of-Origin Labeling
Oct-07-09 http://www.international.gc.ca/media_commerce/comm/news-communiqués/2009/296.aspx?lang=eng

California: new label requirement for honey- California Gov. Arnold Schwarzenegger signed various bills into law, including new label requirements for honey
Oct-09 <http://gov.ca.gov/press-release/13567/>

FDA targets nutritional claims on food packaging – The FDA said it will start cracking down on any logos and symbols on cereals, snacks and other food packages that may be misleading consumers on the products' health benefits.
Oct-20-09 http://online.wsj.com/article/SB125607426922197291.html?mod=dist_smartbrief

RETAIL

Grocery stores pass on savings to attract shoppers
Oct-26-09 <http://www.salisburypost.com/Area/102609-grocery-prices#>

Wal-Mart to slash prices, build smaller stores - Wal-Mart is turning away from its supercenter in favor of smaller, urban stores and preparing to aggressively slash prices in the weeks leading up to Christmas.

Oct-22-09 <http://www.reuters.com/article/cyclicalConsumerGoodsSector/idUSN22682320091023>

Supermarkets focus on frugality - Grocers, including Harris Teeter, ALDI and Food Lion, are re-pricing their products in order to better reflect commodities prices and to compete with other supermarkets. Retailers are offering promotions such as triple-coupon days and packaged meals.

Oct-26-09 <http://www.salisburypost.com/Area/102609-grocery-prices>

Target to open 26 new stores - Target is to open 26 new stores, the US retailer has said, including five "full-grocery" outlets.

Oct-06-09 <http://www.just-food.com/article.aspx?id=108291&lk=dm>

KROGER makes salads traceable - US retailer Kroger's new range of fresh salads shows a code on the packaging that enables customers to look up where the produce was grown as part of its 'Quality You Can Trace' programme

Oct-28-09 <http://www.slashfood.com/2009/10/28/salad-origin-now-traceable-with-new-kroger-greens/>

SUPERVALU to double number of Save-A-Lot outlets in five years - US retailer Supervalu said it plans to double the size of its underperforming discount chain Save-A-Lot over the next five years, to around 2,400 stores. Oct-26-09

<http://www.planetretail.net/NewsFeed/NewNewsFeed.aspx?NewsItemID=54348&SearchType=12&SearchCriteria=3751&Reffer=DN>

The online grocery market is growing due to convenience, Generation Y consumers coming of age and increased broadband penetration and customization, according to Nielsen. With approximately \$3.75 billion in online sales in 2008, online is a small but expanding channel for the food and beverage industry.

Oct-6-09 <http://blog.nielsen.com/nielsenwire/consumer/opportunities-abound-for-online-grocers/>

FOOD SERVICE

Food Industry 2010: Priorities for the New Decade

From a new FDA to China, seven game-changers for 2010 and beyond.

Oct-10-09 <http://www.foodprocessing.com/articles/2009/foodindustrypriorities.html?page=full>

The lowdown on airline food - Today, among the five so-called U.S. legacy carriers, only Continental still serves complimentary in-flight meals on domestic routes, an anachronism the airline has built an entire advertising campaign around. But there's a new dynamic in the skies today.

Sep-29-09

<http://www.cnn.com/2009/TRAVEL/09/29/tl.airline.food/index.html?iref=newssearch&CFID=3961325&CFTOKEN=86764090>

Value Meals Hit the Fine Dining Segment - You say times are tough at your restaurant? Think what it's like at big-ticket operations like Ruth's Chris Steak House or Restaurant Guy Savoy at Caesars Palace in Las Vegas. They're set up to cater to a clientele for whom price is no object, a disappearing demographic these days. These two operations have finally succumbed to the inevitable by offering prix fixe meals at a low-ball (for them) price they hope will help fill seats.

Sep-28-09 <http://restaurant-hospitality.com/news/value-meals-hit-fine-dining-0928/>

Foodservice traffic declines for fourth consecutive quarter - Summer is historically a peak season for the foodservice industry, but this past summer the industry realized its fourth consecutive quarter of traffic declines versus the same quarter a year ago, according to The NPD Group.

Oct-27-09 <http://www.reuters.com/article/pressRelease/idUS113734+27-Oct-2009+BW20091027>

The axis of food evil: fat, sugar and salt - Ex-Surgeon General says restaurants overload foods with ingredients we crave, but they're just selling what we desire.

Oct-23-09 <http://www.cbsnews.com/stories/2009/10/25/sunday/main5419299.shtml?CFID=3717603&CFTOKEN=30346622>

MEAT

La Cense Beef gets first U.S.D.A. 'Grass-Fed Beef' seal - La Cense Beef, a cattle ranch focused on raising Black Angus cattle for direct-to-consumer beef sale, announced the U.S. Department of Agriculture has designated it as the first beef producer in America to meet the agency's "Grass-Fed Beef" standard.

Oct-02-09 <http://www.meatpoultry.com/>

Edible apple film wraps could boost meat safety - Apple-based edible films containing plant antimicrobials could protect red meat and poultry against harmful bacteria including E. coli and Listeria, according to a study published in the Journal of Food Science. Tests showed that the two plant-derived antimicrobials, carvacrol and cinnamaldehyde, inactivated pathogenic bacteria on contaminated chicken breast and cooked ham.

Sep-25-09 <http://www.foodproductiondaily.com/>

Consumer trends promising for meat, poultry

Oct-30-09 http://www.meatpoultry.com/news/weekly_enews.asp?ArticleID=107117&e=claire.citeau@gov.ab.ca

HEALTH & WELLNESS

ConAgra sets new goal for product portfolio - ConAgra Foods Inc. pledges to reduce salt across its portfolio of food products by 20 percent by 2015. Since 2006, the company has already removed more than 2 million

pounds of salt from its products. Today's pledge adds 8 million pounds of salt to the equation, with the company ultimately removing 10 million pounds of salt from American diets each year.

Oct-16-09 <http://www.consumergoods.com/>

Report: Schools should adopt healthier meals despite costs - A new report calls for dramatic changes in the meals served to school children, including offering kids a greater variety of fruits and vegetables, serving 1% and skim milk instead of whole and 2% milk, and limiting sodium and calories. These changes could cost more, but the investment would be worth it because it could help improve kids' eating habits and overall health, says Virginia Stallings, chairman of the expert panel that prepared the Institute of Medicine report.

Oct-20-09 http://www.foodservice.com/news/news_detail.cfm?news_id=8039

NICHE MARKETS – ORGANICS

Strengthen animal welfare in organics - While factory farm livestock producers have profited from the weak organic rules, the majority of family-scale organic farms — ethical producers who are true to organic principles — have been faced with resulting unfair economic competition in the marketplace.

Oct-20-09 <http://www.opednews.com/articles/Strengthen-Animal-Welfare-by-The-Cornucopia-Ins-091016-841.html>

USDA asked to investigate Target organic claims - US organic farming group The Cornucopia Institute has filed a complaint against US retailer Target Corp. over the alleged "misleading" sale of organic products.

Oct-21-09 <http://www.just-food.com/article.aspx?id=108490&lk=dm>

PRIVATE LABEL

7-Eleven expands 7-Select line - Snack cakes, pies, mini-doughnuts, breakfast pastries and other packaged bakery items have been added to 7-Eleven's 7-Select store-brand lineup. The new 7-Select private-label line includes snack cakes and pies, mini-doughnuts and breakfast pastries. Forty additional items, including frozen pizza and appetizers, nuts, cookies and sandwich crackers, will be introduced before year's end, spokeswoman Margaret Chabris told SN. The line currently includes 225 items.

Oct 27-09 http://supermarketnews.com/news/7select_line_1027/

Kraft's pizza business gains; private label squeezes elsewhere - Although Kraft is struggling against private-label competition in key areas such as its cheese and Planters nuts franchises, its pizza business has enjoyed seven consecutive quarters of double-digit sales growth and has become a prime driver of the company's "convenient meals" business, its fastest-growing U.S. segment, Mike Hughlett reports.

Oct-26-09 http://www.mediapost.com/publications/?fa=Articles.showArticle&art_id=116085

National brands still account for 80% of frozen-food sales - Though store brands have increased market share in some frozen categories, national brands still dominate, with 80% of all frozen-food sales. Categories where store brands are growing include ice cream, waffles, frozen potatoes and frozen fruit, according to industry officials.

Oct 29-09

http://www.progressivegrocer.com/progressivegrocer/content_display/features/e3ib210d7c7d7c12f5fba8369d476406b22

NEW EXPORTERS

Canadian Trade Commissioner Service launched a series of Export USA webinars - featuring leading experts on topics such as tax advice, customs compliance and banking. From October 2009 to March 2010, the TCS will deliver 12 webinars designed to provide practical and concrete tips to Canadian companies looking to do business in the U.S.

Oct-23-09 <http://www.international.gc.ca/canadexport/articles/91022b.aspx>

ECONOMY

Americans Exit Recession - After the GDP number was released at a better-than-expected annualized 3.5% for the last quarter, officials in the US were declaring themselves out of the year-long recession.

Oct 30-09 <http://now.eloqua.com/es.asp?s=930&e=12026&elq=94d31eebfcbd4ed6acb4e0d34d8924be>

Canadian Dollar Continues to Dance to Carney's Tune - The U.S. dollar index has now rallied for four consecutive trading cycles, and the CAD has extended recent losses, moving into the high 1.0750 to 1.0800 range. While a broad based USD rally is occurring, the downward move in the CAD has been supported by Bank of Canada Governor Mark Carney's recent currency intervention comments.

Oct-29-09 <http://now.eloqua.com/es.asp?s=930&e=11981&elq=b0c88534f3d246189519448b0ec35481>