

July 2009

Ag-food US News

Alberta Exporters' Source for News Headlines and Events

International Marketing Division Agriculture and Rural Development

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Did You Know?

Canada and the United States have signed an equivalency agreement allowing organic products to be traded between the two countries

Events

Prepared Foods New Products Conference
Sep 9-12, 2009
Palm Beach, Florida

Natural Products Expo East
Sep 23-26, 2009
Boston, Massachusetts

International Baking Industry Exposition
Sep 26-29, 2010
Las Vegas, Nevada

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POLICY / REGULATIONS NEWS

US and Canada approve new multi-trait GM corn - Dow Chemical and Monsanto said on Monday that the next generation of genetically modified corn seed received regulatory approvals in the United States and Canada, putting the largest ever launch of a corn biotech seed on track for next year.
(Jul-20-09) <http://www.reuters.com/article/CHMMFG/idUSN2013459820090720>

FDA supports ban on certain antibiotics in livestock - The Obama administration announced on July 13, 2009, that it would seek to ban many routine uses of antibiotics in farm animals in hopes of reducing the spread of dangerous bacteria in humans.
(Jul-14-09) <http://www.nytimes.com/2009/07/14/health/policy/14fda.html>

Obama Administration announces steps to improve food safety - The Administration announced steps to improve the safety of the nation's food supply including reducing the threat of E. coli O157:H7 through stepped up enforcement in beef facilities, cutting Salmonella risk in poultry products and building a national traceback and response system to track the sources of illnesses.
(Jul-13-09) <http://www.agweb.com/BeefToday/Article.aspx?id=152063>

U.S. organic farmers concerned about safety rules' refit - New food safety legislation is a concern for organic farmers worried about additional costs that might be incurred on small businesses for more plant inspections.
(Jul-20-09) <http://en.greenplanet.net>

House passes clean energy legislation with significant benefits for agriculture - The legislation will allow farmers, ranchers and forestland owners to fully participate in a market-based carbon offset program, earning income for activities they undertake to address global climate change.
(Jun-26-09)
http://agriculture.house.gov/list/press/agriculture_dem/pr_062609_ACES.html

RETAIL

Target to open 23 stores - The Minneapolis-based retailer announced openings with an expanded food format. After the openings, Target will have 1,719 stores in 49 states.
(Jul-21-09) <http://www.bizjournals.com/twincities/stories/2009/07/20/daily22.html>

Food Lion caters to Latinos - Food Lion is expanding its new store format geared toward Hispanic shoppers in two more North Carolina markets responding in part to growth in the more than \$30 billion Hispanic grocery market.
(Jul-11-09) <http://www.newsobserver.com/business/story/1603464.html>

Wal-Mart mandates green labeling for all suppliers - Wal-Mart announced an environmental labeling initiative that would require all of the retailer's 100,000-plus suppliers to submit sustainability data for all their products. The information will be used to create a label akin to nutrition information on food packaging and may include data on solid waste, greenhouse gases and community development. The cost to suppliers could be high, but Wal-Mart insists there will be no exemptions.

(Jul-16-09) <http://www.smartbrief.com>

Mr. Mom goes shopping - Today, almost one-third of men are now the principal shoppers in the household. With more men in store aisles, marketers need to better understand how to reach this growing segment of shoppers.

(Jul-1-09) <http://www.adweek.com>

FOOD SERVICE

U.S. restaurant traffic decline steepest in 28 years - Restaurant traffic, still feeling the impact of rising unemployment and thrifty consumers, declined in the spring quarter ending May 2009, according to The NPD Group, a leading market research company.

(Jul-20-09) <http://www.earthtimes.org>

An increase in restaurant dining on the horizon - With or without money-saving offers, a fair number of consumers indicate that their usage of restaurants is likely to increase when economic conditions improve. In fact, more than half (51%) report they will eat more frequently at casual-dining restaurants, and nearly as many note the same for family-style restaurants (47%).

(Jul-09) <http://www.perduechainoperators.com/Industry/pdfs/American%20Express%20Mkt%20Brief.pdf>

Economy drives menu changes - Restaurant chains are turning to trained chefs, food scientists, nutritionists and operations specialists to develop a steady stream of new or improved menu items.

(Jun-29-09) <http://www.foodinstitute.com/dailybrief/dailybrief0629.htm>

Healthy restaurant items still not consumer favorite - Despite increased buzz about healthy dining and restaurant nutrition labeling, new findings from Mintel Menu Insights suggest healthy menu items still face a tough battle for acceptance.

(Jun-23-09) <http://www.gourmetretailer.com>

Teriyaki Experience, Ontario, will expand into the Orlando market - Teriyaki Experience's area developer for most of Florida has signed lease deals under two different franchisees in Central Florida.

(Jun-09) Food Service Digest http://www.technomic.com/home_content.html

MEAT

High end beef is being sold more in retail butcher cases - Two years ago, the only way most home cooks could get their hands on beef varieties such as USDA prime was to buy them in a gourmet store or by mail order, which could be as expensive as a steak-house dinner. But now, not only is steak-house-quality beef easier to find.

(Jul-16-09) <http://online.wsj.com/article/SB10001424052970204423804574286451880334042.html>

Locally killed is latest trend in high grade meat - The end of the line for cattle raised at Elizabeth Poett's spread on the Central Coast used to come at an inland slaughterhouse after a five-hour drive crammed in a trailer with other spooked animals. Now death comes to Rancho San Julian in the form of a mobile butchering vehicle that caters to small ranchers offering premium meats marketed as free-range, grass-fed and sustainably raised.

(Jul-20-09)

<http://www.google.com/hostednews/ap/article/ALeqM5iXRFsdfwAhAxA0BKrboZLkMTgHewD9911VLO0>

NCBA members approve policy resolutions - Members voted to work towards an efficient national animal identification system (NAIS) that meets the needs of beef producers, while minimizing additional costs and maintaining confidentiality of producer, animal and premises information. NCBA will work to ensure the system is phased-in within and between species. NCBA policy continues to support a voluntary NAIS and strongly encourages all producers to acquire premises IDs.

(Jul-20-09) http://www.drovers.com/news_editorial.asp?pgID=675&ed_id=5766

Where the buffalo roam - Buffalo are tip-toeing up on us, one burger at a time. "We started out selling it off the farm, but I just couldn't keep up," said Dr. Steve Womack, who still runs a small herd but turned to imports to keep up with local bison demand — about 20,000 pounds a year. Meanwhile, Womack continues importing Canadian buffalo, containing 3 percent beef to ease the inspection protocol.
(Jul-22-09) <http://www.news-journal.com>

PRIVATE LABEL

Private label spending increases with age - Report finds baby-boomer spending still strong while private-label segment grows in popularity. While other segments have struggled, the recession has not played a huge a role in baby-boomer food-purchasing decisions.
(Jul-21-09)
http://www.adweek.com/aw/content_display/news/client/e3id7516b3f87ca901d304a9d41adfc708e

Whole Foods private labels to bear non-GMO seal - Whole Foods Market is undergoing a process to verify that its private labels are worthy of a new, non-genetically modified organism seal. The first of its kind compliance seal will be issued by the Non-GMO Project under its Product Verification Program. The seal makes its debut later this year.
(Jul- 8-09) http://supermarketnews.com/news/whole_foods_0708/

Retail shift challenges food, beverage brands - A new report, "Future of Food Retailing," says national food and beverage brands face challenges caused by the growth in private labels and other factors. The report says the best-positioned retailers are discount stores such as Wal-Mart and limited-selection stores such as Trader Joe's and Save-A-Lot that sell their own brands at steep savings.
(Jun-25-09) http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=108694

HEALTH & WELLNESS

American obesity continues to climb – Adult obesity rates did not decrease in a single state over the past year, but rather increased in 23 states. Also, the percentage of obese and overweight children is now at or above 30 percent in 30 states.
(Jul-5-09) <http://www.gourmetretailer.com>

Americans still not doing it for their hearts - Despite warnings about the risks posed by cardiovascular diseases, Americans are still not doing enough to improve their heart health, says Datamonitor consumer markets analyst Mark Whalley, author of "Opportunities in Heart Health: Consumer Attitudes & Behaviors."
(Jul-7-09) <http://www.gourmetretailer.com>

NICHE MARKETS - SPECIAL DIETS (allergy free, gluten free), KOSHER

General Mills rolling out gluten-free products - Gluten-free Chex cereal and Betty Crocker mixes have been launched with little fanfare by General Mills for consumers who react badly to the wheat protein. Customers are so eager for the products that the company chose to forgo a costly ad campaign.
(Jul-2-09) http://online.wsj.com/article/SB124649298279583139.html?mod=dist_smartbrief

New report – "MarketTrend: Kosher and Halal-Certified Foods in the U.S." Packaged Facts estimates that sales of certified kosher foods grew from nearly \$150 billion in 2003 to more than \$200 billion in 2008. (published May-09) <http://www.marketresearch.com/product/display.asp?productid=1282406>

PRESENTATIONS AVAILABLE - Food Technology and Innovation Forum held in May 2009

1. Consumer attitudes to snacking versus meals
 2. Female consumers in a recession – aka the Frugalistas
 3. Top 10 Consumer Trends for 2009
 4. Key predictions on food commodity prices over 2009
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