

International Marketing Division Agriculture and Rural Development

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Did You Know?

Chickens finally can roost legally in Bozeman, Mont.

Thanks largely to a group calling itself the Community Led Urban Chicken movement that persuaded city officials to lift restrictions on the increasingly popular practice of keeping backyard birds for eggs or meat.

Events

America's Food and Beverage Show
November 9-10, 2009
Miami Beach, Florida

Supply Side West
November 11-13, 2009
Las Vegas, Nevada

Private Label Manufacturers Association (PLMA) Show
November 15-17, 2009
Chicago, Illinois

POLICY / REGULATIONS NEWS

F.S.I.S. seeks comments on labeling 'natural' products – The USDA's Food Safety and Inspection Service plans to solicit more public comments to define the conditions under which it would permit the voluntary claim "natural" to be used in labeling meat and poultry products.

Sep-10-09 <http://www.meatpoultry.com/news/>
http://www.fsis.usda.gov/regulations_&_policies/2009_Notices_Index/index.asp

RETAIL

Seeing store shelves through senior eyes - Current store layouts present challenges for elderly shoppers, experts say. Worsening eyesight makes finding items more frustrating, arthritis complicates browsing and reduced balance intensifies the strain of stooping or reaching for products.

Sep-14-09 <http://online.wsj.com/article/SB125288402995807243.html?mg=com-wsj>

Boomers: a \$50 billion growth opportunity - The outlook for the consumer packaged goods industry gets better with age, per a new report from Information Resources, Inc. (IRI). While other segments have struggled, the recession has not played a huge role in boomer food purchasing decisions.

Sep-14-09 http://www.gourmetretailer.com/gourmetretailer/content_display/news/e3iae72e8591af4baf761f788c94b4278f8

Spartan banners bow nutrition labeling program - As the latest grocery company to launch a program to help consumers make informed choices at the supermarket shelf, Spartan Stores has rolled out a new color-coded labeling system for its multi-banner supermarkets.

Sep-21-09 http://www.progressivegrocer.com/progressivegrocer/content_display/supermarket-industry-news/e3i2abb9d0f8f4b8fdc847f3f562adebb1c

MEAT

US to import 13% more beef in 2009 – USDA reports that it expects beef imports to reach 2.859 billion pounds (1.297 million tones) in 2009. Higher US beef imports are driven by increased Australian beef production.

Aug-09 Livestock & Meat Monthly

Abundant US pork supply may herald lower prices - Supplies of U.S. frozen pork stored in warehouses surged to a record high last month amid slumping export demand and global economic troubles, according to a government report released on Friday. The swelling of supplies could translate to cheaper pork prices for U.S. consumers.

Aug-21-09 <http://www.forbes.com>

Animal welfare experts form North American alliance – The North American Food Animal Well-being Commission for Beef (NAFAWC-Beef) plans to promote research efforts focused on animal well-being and regularly communicate and update findings in a timely manner. Among the organization's goals is providing science-based recommendations for cattle-management practices and conduct public outreach efforts for the entire food production chain.

Aug 26-09 <http://www.meatpoultry.com>

Cargill Good Nature pork begins with vegetarian hogs - Cargill Pork has adopted a new 100% vegetarian diet for hogs that are used to produce its Good Nature pork line of products sold to retail and foodservice operators. The new diet is the latest addition to Cargill's strict, all-natural standards for Good Nature pork, the company said. Already guaranteed to be antibiotic-free, the product is made from hogs selected from the program that never receive antibiotics or growth stimulants. Hogs consuming this vegetarian diet free of animal by-products receive a mixture of natural grain.

Sep-09-09 www.meatpoultry.com

PRIVATE LABEL

Majority of Store Brands Taste as Good as National Brands - In blind taste tests conducted by Consumer Reports, three private-label foods were deemed tastier than their national-brand counterparts, 19 tasted just as good, and six didn't taste as good as the national brands.

Sep-2-09 http://supermarketnews.com/news/brands_taste_0902/

Perception of high quality set to drive private label sales - IRI researcher Shelley Hughes told Food Navigator USA that there are a number of areas within food that show high promise for private label development. The products picked out as having the greatest potential were margarine / spreads, salad dressings, frozen pizza, breakfast meats, refrigerated juices/drinks, mayonnaise, canned seafood, cookies and peanut butter.

Aug-27-09 <http://www.foodanddrinkeurope.com>

NICHE MARKETS – BEAUTY FOODS - ORGANICS

'Beauty' food and drinks growing in popularity - A study by the Mintel market intelligence group found that global food and drink product launches with a 'beauty enhancing' claim increased by 306% from 2005 to 2008. "One in five US women between the ages of 18 and 25 are interested in trying beauty functional beverages," said Taya Tomasello, senior beauty analyst at Mintel. "These numbers really point to an opportunity within this new segment in the beauty industry."

Sep-11-09 <http://www.just-food.com/article.aspx?id=108000&lk=dm>

Organic foods are now 'mainstream', says USDA - American producers are struggling to meet robust demand for organic foods despite dire predictions for the organic sector during the economic downturn.

Sep-14-09 http://www.foodanddrinkeurope.com/Consumer-Trends/Organic-foods-are-now-mainstream-says-USDA/?c=UYXQyTje8rAggUqsJAaYaO%3D%3D&utm_source=newsletter_weekly&utm_medium=email&utm_campaign=NewsLetter%2BWeekly

Annual Food Shopping Trends Tracker - found that 51% of Americans are eating dinner at home more often, while 37% are budgeting food shopping trips more strictly. But while people are looking to save, the survey found that 76% are not willing to compromise on food quality, regardless of prices. Most people continue to purchase organic and natural foods the same as they once did, though 65% said they'd like to be able to get these foods within their budget.

Sep-3-09 http://www.bizjournals.com/houston/stories/2009/08/31/daily39.html?jst=b_in_hl

Gluten-free takes the cake in snack food products - The market for gluten-free snacks is exploding. Once the exclusive arena of niche brands, now even mainstream manufacturers are getting on board. This summer, General Mills rolled out a line of gluten-free cookie, brownie and cake mixes under its Betty Crocker brand. In 2006, the company converted its Rice Chex cereal to a gluten-free product.

Sep-14-09 <http://drugstorenews.com/story.aspx?id=115651&menuid=339>

PACKAGING & LABELLING

New study to investigate why people ignore food labels – The FDA is planning to conduct a study to uncover barriers to consumers looking at food labels, in a bid to help consumer understanding and use of information provided on packaging.

Aug-28-09 <http://www.foodanddrinkeurope.com/>

FDA approval for fruit and veg labelling tattoos is “imminent” - Improved traceability and greater consumer convenience are the benefits claimed for new laser etching technology which allows information to be marked indelibly on the surface of fruit and vegetables.

Sep-01-09 <http://www.foodproductiondaily.com/>

ENVIRONMENT

FreshDirect, Draper Valley Farms Adopt Recyclable Packaging - Two farm fresh brands and one chocolate maker are adopting sustainable packaging for their products. FreshDirect is moving to an environmentally friendly package that reduces breakage; Draper Valley Farms is eliminating the use of cardboard in shipping fresh poultry, and Vanishing Creatures Chocolates is packaging its candy in recycled plastic and bamboo boxes.

Aug-28-09 <http://www.environmentalleader.com/2009/08/28/freshdirect-draper-valley-farms-adopt-recyclable-packaging/>

Consumers and sustainability - Measurement of consumer purchasing of sustainable products across 20 food and beverage categories shows a range of adoption rates among sustainability-minded consumers, and a range by product category in willingness to pay a 20% cost premium for sustainable products.

Sep-01-09 <http://www.marketresearch.com/product/display.asp?ProductID=2108839&xs=r>

Tesco to Launch U.S. 'Green' Grocer - Tesco PLC, seeking to make a name for itself in the U.S. retail market, plans to open a grocery store in California on Thursday bearing an environmentally friendly badge.

Sep-24-09 http://online.wsj.com/article/SB125373633030235103.html?mod=dist_smartbrief