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Tuesday, September 21, 2010

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Check out **Bob's Blog** at
<http://bobmessenger1.wordpress.com/>

EVENT WATCH

Oct 13-16, 2010 Natural Products Expo East and All Things Organic, Boston, MA [Link](#).
Oct 16-19, 2010 National Frozen & Refrigerated Foods Convention, San Francisco, CA [Link](#).
Nov 4-6, 2010 NAFFS 93rd Annual Convention, Longboat Key, FL. [Link](#).
Nov 8-9, 2010 Juice Products Association Fall Business Meeting, Dallas, TX. [Link](#)
Nov 11, 2010 2010 Soy Symposium: Adapting to New Market Forces, Washington DC [Link](#).
Jan 16-18, 2011 Fancy Food Show, San Francisco, CA [Link](#)

KEY LINKS

[Link](#) to Centers for Disease Control (CDC) News
[Link](#) to FDA News Page
[Link](#) to FMI Home Page
[Link](#) to Food Safety & Inspection Service Recall News
[Link](#) to IFT Home Page
[Link](#) to USDA Home & News



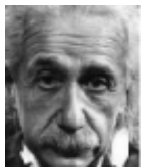
Notes from the Front ...

Carrot people show a hint of genius with new campaign

By **Bob Messenger**, Editor, the Morning Cup | [Email](#) / [Bob's Blog](#) - Hey, give the carrot people their props, **their campaign to position carrots as just another tasty junk food ... is brilliant!** Of course, carrots are actually healthy for you (always a big turn-off for me), but giving carrots a 'hip' feel via [great video](#) (soldier chick with baby carrots in her bullet vest? How cool is that) actually got me to buy baby carrots, and, wonder of wonders, I'm eating 'em (my dogs are, too) as snacks. Best marketing campaign since the milk mustache (now boring and passé) Jeez, here comes another possible, maybe, might happen acquisition prediction for **Campbell Soup**. [Says Karen Schwartz](#) at **SeekingAlpha.com**:

"Campbell Soup says it's on the hunt for acquisitions. But it could get eaten up itself if the soup market stays cold". Oh, really? Fat chance. People have been projecting for years that, um, poor Campbell's is ripe for a takeover. Never happens. My advice? Don't hold your breath ... That's the thing about analysts and others who pass judgments on companies — too often they make like sports writers and try to create smoke where there is no fire. If there's a fire inside **Campbell Soup**, it sure ain't visible from the highway.

Bob's Latest Blog — [My message to the egg industry? Guys, figure it out](#)



NUGGETS FOR NOGGINS'

Great spirits have always encountered violent opposition

from mediocre minds.

Albert Einstein



ON THE RECORD

Are the current efforts by the federal government to change food labeling and contents any more likely to succeed in improving consumers' ability to determine the healthfulness of food? No, but they will succeed in raising the cost of doing business and in giving the government another bludgeon with which to beat companies that don't play ball with the Washington political class.

From a [post](#) by **Michael Tennant** at the [NewAmerican.com](#)

“ Our standards are like torture ... They are so, so tough. We require all of our hens to be vaccinated against salmonella ”

CEO Charles Newkirk, Eggland's Best, [quoted 8/24/10, DailyFinance.com](#)



Palm oil disputes overshadowing real issues

It's a multi-billion dollar industry, credited with helping millions in Malaysia and Indonesia escape poverty. But, the palm oil industry often finds itself embroiled in controversy

Radio Australia - When it comes to palm oil, there are several sides ready to weigh in on the debate. The industry is lauded for providing a cheap, versatile solution to meet the rising demand for vegetable oil and panned for destroying hectares of fragile



forests. Environmental groups have spent the last few years urging multinationals to stop buying palm oil from companies who they accuse of mass deforestation. They've already convinced Unilever, Kraft, Nestle and, just this month, Burger King. But World Growth, a US-based NGO campaigning in favor of free markets as a means of promoting growth and ending poverty, has issued a statement accusing groups like Greenpeace and Friends of the Earth of basing their campaigns on unfounded claims. [Read](#).



**Nano definition
is a legal
minefield, warn
scientists**

[FoodQualityNews.com](#) - Agreeing on a legal definition of nanomaterials that satisfies food manufacturers, regulators, enforcement bodies and consumers will be hugely challenging, according to experts gathered at a nanotechnology workshop in Leatherhead last week. [Read](#).

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Madison Avenue Serves Up More Branded Breakfasts

"With the economy, consumers are looking to eat out less and prepare food at home more," said Jordan Greenberg, vp for marketing at B&G Foods

By Stuart Elliott at New York Times (blog) - During the last couple of years of economic distress, most marketers of packaged-food products have increased their advertising budgets to capitalize on the trend of consumers eating at home more often to save money. Recently, there has been a spate of campaigns concentrating on breakfast foods. That makes sense because the purveyors of packaged breakfast foods are fending off a counterattack from chains like Dunkin' Donuts, Jamba Juice, McDonald's and Starbucks, which are adding to their breakfast menus ... And there is a fevered price war being waged by the makers of cold breakfast cereals like General Mills, Kellogg and Post. [Read](#).



Insights into Segmented Hispanic Market Key to Grow, Retain Dairy Sales

"With the right products and messages, as well as increased distribution where Hispanics shop most, the dairy industry has an opportunity to grow incremental sales"

USDairy.com - A new Innovation Center for U.S. Dairy white paper analyzes the growing Hispanic market and reveals strategies to more effectively meet the needs of this population and expand dairy sales ... "Hispanic consumers in the U.S. are a highly diverse group with different beliefs, customs, experiences and behaviors," said Lynn Stachura, vice president of strategic insight with Dairy Management Inc.™ "These cultural differences make it even more important for marketers to understand this audience and develop messaging and programming to meet their unique needs." The white paper states that milk consumption decreases as the acculturation process progresses. In fact, the less acculturated group consumes almost 50 percent more milk, cheese and yogurt than the most acculturated segment of Hispanic consumers. [Read](#).

General Mills mum on report that it is eyeing Yoplait

A U.S. bid in the French dairy sector could rekindle memories of an unexpected dispute over the industry five years ago

Fox News - U.S. foods group General Mills declined to comment on a British newspaper report that it was mulling a bid for French yogurt maker Yoplait following a contract dispute. The Sunday Times said in an unsourced report that the maker of Cheerios cereal could pay 1 billion pounds (\$1.56 billion) for unlisted Yoplait, whose products it distributes in the United States. "As a standing practice, we don't respond to rumors or comment on speculation," General Mills spokeswoman Kirstie Foster said. General Mills said last week it was seeking arbitration over a dispute with the French entity from which it licenses the Yoplait name. It said it was objecting to a French bid to terminate their 30-year-old distribution deal. [Read](#).

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Around the 'Net

Caffeine Intoxication Insanity as Legal Defense Strategy?



Murderous urges aside, medical experts cite an irregular heartbeat, jitters and nervousness, and even euphoria and muscle twitches as symptoms of caffeine intoxication

By Katie Drummond at AOL News - Have you ever consumed so much caffeine, you swore you could just kill your spouse? Me neither, but according to one Kentucky man on trial this week, caffeine intoxication is real -- and it's the reason he's on trial for murder. Woody Will Smith, a 33-year-old father of two, is facing life in prison for the 2009 murder of his wife, Amanda. His attorney intends to argue that Smith was so hopped up on caffeine -- courtesy of coffee, diet pills and energy drinks -- he was essentially too insane to have consciously, intentionally committed the heinous crime of strangling his spouse to death. Smith alleges he'd been suffering chronic insomnia, spurred by worries his wife would leave him. After dropping his kids at school, he described himself as "in a daze" to defense psychologist Dr. Robert Noelker. [Read.](#)

Food safety legislation Won't mend regulatory divide

The Senate hearing on the Iowa egg recalls could shed new light on the confusing separation of powers between the FDA and the USDA



By P.J. Huffstutter and Andrew Zajac in the Chicago Tribune - As lawmakers prepare for hearings into the largest egg recall in U.S. history, food safety advocates say the congressional probe could give momentum to a long-delayed measure that would enhance the power of the Food and Drug Administration. If passed, say policymakers, the FDA Food Safety Modernization Act could be the first major step toward streamlining the often unwieldy food safety system. Lawmakers will grapple with the circumstances surrounding the recall this week in a congressional probe of the outbreak of salmonella enteritidis that has sickened more than 1,500 people. [Read.](#)

Opinion: Frankenfood AOK by FDA

"As for the FDA, there can be little doubt about the answer to this question; it protects and, indeed, sanctions the dangerous products of large drug companies and food companies"

Commentary by Thomas Hackney at Examiner.com - The Food and Drug Administration is moving against companies that label their food products 'Hormone free' and 'No GMOs' (Genetically Modified Organism). Among the reasons given by the FDA for this labeling ban are that the extra labeling 'confuses the consumer', 'make it harder for them to make their choices', 'don't really tell the consumer anything more' and, in the case of GMO foods 'it implies there is something wrong with genetically engineered food.' House democrat Dennis Kucinich, who has introduced several bills that would require the labeling of genetically modified foods, told the New York Post, 'This to me raises questions about whose interests the FDA is protecting.' [Read.](#)

Why cavemen could hold the key to healthy eating

Unilever is looking at a time when filling your stomach was a full time occupation. If you got the nutritional balance wrong or plumped for the wrong berry, the consequences were a horrible death

By Jess Halliday at FoodNavigator.com - There's something incongruous about the hi-tech modern food industry sniffing around the



Palaeolithic era for the next big consumer trend. But hold the side order of cynicism. There might just be some logic to good old-fashioned instinctive eating. Unilever has unveiled a new research program that aims to re-create the diet of the caveman and apply modern biological science to it in the hope of unlocking some long-forgotten dietary knowledge that was instinctive to our ancestors ... Like many off-beat new trends, it has been a way of life for a handful of health fanatics for decades. [Read](#).

- **Cold strain linked to obesity in children**

USA Today - A strain of a virus that causes colds may also contribute to obesity in children, a new study says. The latest research shows that obese children and teens who have had "adenovirus 36" are more likely to be obese than kids who haven't been infected. This adds to other evidence in humans and animals of a possible link between virus and obesity. [Read](#).

- **Fortified orange juice delivers vitamin D to your body**

Natural News.com - Fortified orange juice is just as effective at delivering vitamin D to the body as supplements in pill form, according to a study conducted by researchers from Boston University and published in the American Journal of Clinical Nutrition. "The consumer now has one more option for obtaining vitamin D in the diet," said Dennis Wagner, a PhD candidate at the University of Toronto. [Read](#).

- **Nutrition labels help with weight loss regardless of exercise**

Food Navigator - Developing the habit of reading nutritional information on food packages can significantly help with weight loss whether or not someone exercises, according to a new study published in the Journal of Consumer Affairs. Bidisha Mandal, associate professor at Washington State University's School of Economic Sciences, found that the greatest weight loss success rates were achieved by those individuals who changed their habits from reading nutrition labels but not exercising, to continuing to read food labels and introducing exercise at least three times a week. [Read](#).

The Industry

The Rise and Fall of CoolBrands (1986 - 2010)

The unraveling...came quickly. Weight Watchers did not renew its licensing agreement with CoolBrands, and investors fled upon hearing the news in 2004

By Joe Castaldo at CanadianBusiness.com - In 1998, the company merged with a U.S. firm that marketed frozen desserts in grocery stores. The deal brought a number of challenges. CoolBrands was now competing with giants Nestlé SA and Unilever for shelf space in stores, and it soon began to accumulate debt. The Serruya brothers also granted themselves multiple voting shares, despite holding a minority equity stake, much to the displeasure of investors. But the year 2000 marked a crowning achievement for the company, which by then had changed its name to CoolBrands. It bought the venerable Eskimo Pie Corp., the Virginia-based creators of the iconic chocolate-covered ice cream bar. [Read](#).

Mexican Coca-Cola Is Finding Sweet Success in the US



The
out by
legion of

By Bruce
major
in global



Mexican version of Coca-Cola is also being sought
people avoiding HFCS -- but there's a growing
U.S. fans who insist it simply tastes better

Kennedy at Daily Finance

- For better or worse, Americans are consumers of carbonated soft drinks, a market that experts predict will reach \$195 billion sales by 2014, an increase of more than 11% since 2009. While Atlanta-based Coca Cola (KO) remains the world's largest soft drink company, American consumers are eclipsed by their Mexican counterparts when it comes to per capita consumption of The Real Thing. In fact, the Mexican version of Coca-Cola -- made with cane sugar instead of high-fructose corn syrup (HFCS) and served in glass bottles rather than plastic -- is making great inroads in the U.S. market. Part of that market is, of course, people who grew up drinking Mexican Coke. [Read](#).

- **Dole Food Co. - Suit Linking Dole To Illegal Colombian Militias Dismissed**

Food Manufacturing - A judge on Friday dismissed a lawsuit that accused Dole Food Co. of making payments to illegal far-right Colombian militias that killed thousands of people in banana-growing regions, the company said. The lawsuit claimed Dole paid some \$10 million to the United Self-Defense Forces of Colombia, or AUC, with the intention of "keeping unions out of Dole's banana plantations by murdering effective union leaders and using terror tactics to discourage workers from joining the unions." [Read](#).

Grocery & Retail

Walmart to Get Into Convenience Store Business

"It's unknown whether customers will embrace a downtown Wal-Mart. One thing's sure: Wal-Mart is gearing up for a fight"

By Burke Speaker at Investorplace.com - Realizing their severe limitation in larger cities and urban markets, Wal-Mart is planning to move into small convenience stores near you. It's a move meant to battle back against its newly minted "dollar store" competition and revitalize weak domestic sales. The company announced that it will discuss detailed business plans for the new venture later this year, though the structure would similarly resemble convenience store operations like those currently run in Latin America. Wal-Mart this summer had been looking at select areas in Chicago, Detroit, San Francisco, and Los Angeles – at locations between 20,000 and 50,000 square feet. [Read](#).

Best grape jelly? We rank the house brands

"On a scale of 0 to 10, Smucker's gets a value score of 5, Jewel a score of 6, and Walmart's Great Value, the least expensive of the three, a score of 7"

By Piet Levy at WalletPop (blog) - Some weeks back, Store Brand Scorecard took on creamy peanut butter for its weekly taste/price grocery store brand challenge, to see, once and for all, if the enigmatic "Choosy Moms" were right in declaring The J.M Smucker Company's Jif creamy peanut butter the best (according, suspiciously, to the Jif label) ... The winner of that challenge, it turned out, was Aldi's Peanut Delight. And since Store Brand Scorecard's been scarfing down peanut butter and jelly sandwiches all summer



long, it got to thinking, would Aldi's grape jelly also be better than The Smucker Company's Smucker's grape jelly? [Read.](#)

- **Fresh & Easy Neighborhood Market** - Next *Tesco* CEO: Fresh & Easy Future Uncertain

Supermarket News - The future of Tesco's Fresh & Easy Neighborhood Market may be up in the air, according to comments by Philip Clarke, who will become Tesco's chief executive officer in March. In a story in Sunday's Financial Times of London, Clarke was quoted saying he wants the opportunity to make up his own mind about Fresh & Easy after he sees the U.S. operation "up close and personal. I am not going to be drawn on what is going to happen when I am chief executive because I need the chance to go and look," he explained. [Read.](#)

- **Wegmans Unveils Super Pasta**

Supermarket News - Wegmans Food Markets, Rochester, NY, is doing something with a private label that it's never done before: It took 14 months and 12 different versions, but Wegmans Food You Feel Good About Super Pasta has finally arrived on shelves. The line of spaghetti, penne rigate, spiral and elbow shapes was developed by Wegmans' registered dietitian, chefs, food scientists, category merchants and marketing members who were challenged by Danny Wegman to create a tasty line of nutritious pasta, according to a post on Wegmans' Fresh Stories blog. It follows Wegmans Super Yogurt. [Read.](#)

Inside the U.S.

Minnesota: U. of M project aims to break bad food habits

University of Minnesota researcher is not the "food police," but her team is using a grant to help families fight pull of unhealthy choices

By Jeremy Olson, Minneapolis Star-Tribune - Before **Simone French** [left] was one of the nation's foremost researchers on eating habits -- long before her studies warned about fast-food marketing and Coke machines in schools -- she was a teen who snacked after school on Twinkies and dined with her mom at Burger King. Which is to say she understands the cravings and time crunches and cost concerns that make people choose unhealthy foods even when they know, deep down, they shouldn't. "Right now," she said in an interview this week, "the easy choice is the unhealthy choice." [Read.](#)

- **California** - Fat Californians Putting Strain on Health Economy

California Healthline - A lot of Californians are fat, and they're putting a strain on their own health, as well as the state's economic health. More adults in California are obese or overweight than those who aren't, according to a new study. Almost 40% of children in public schools in California are overweight or obese, according to another study. A UCLA Center for Health Policy Research study released this month found that almost 60% of California adults are overweight or obese and that almost 8% of the state's adults have diabetes. [Read.](#)

- **Colorado** - *Leprino Foods* making strides with cheese plant construction

The Greeley Tribune - Construction is picking up on the Leprino Foods plant in east Greeley, a visible sign that the cheese maker is on the move and beginning to inject life into the region's sagging economy. Work on the \$270 million facility on the former Western Sugar site began in July — more than a year later than Leprino had hoped to break ground ... The first phase of the plant is now expected to be online in late 2011, with the full 847,000-square-foot facility, the second largest of Leprino's 10 U.S. plants,

expected to be completed by late 2012. [Read](#).

- **North Carolina** - Food processor to open NC plant, promises 200 jobs



processing company plans to create 200 jobs over the next five years at a Halifax County plant that makes etables that don't need refrigeration. Gov. Beverly Perdue's office announced that Empire Foods Inc. was promised a \$400,000 grant from state taxpayers. The company plans to invest \$2.5 million in the next five years. [Read](#).

Global Report

China: China's Red-Canned Beverage

Coca Cola isn't the only company with an iconic red can anymore—Wong Lo Kat herbal tea is gaining recognition worldwide

By Lan Xinzhen at Beijing Review - At the 15th World Congress of Food Science and Technology held on August 23 in Cape Town, South Africa, the canned Wong Lo Kat herbal tea, produced by The JDB Group, won the Global Food Industry Award. It is the first Chinese beverage brand to win this award ... Wong Lo Kat herbal tea has been a local drink in Guangdong for more than a century. Its world expansion started in 1995, when Guangzhou Wanglaoji Pharmaceutical Co. Ltd. rented the use right of the herbal tea to beverage company the JDB Group of Hong Kong. [Read](#).

- **Canada** - *Nestle* infant formula cans in Canada tampered with powder

FoodProductionDaily.com - Three cans of Nestle infant formula milk have been tampered with in Canada. The product is thought to have been contaminated with flour and has led to one reported illness. On Friday, the Canadian Food Inspection Agency (CFIA) and Nestle Canada sent out an advisory notice warning consumers about the three 900 g cans of Nestle Good Start Iron Fortified Infant Formula. [Read](#).

- **United Kingdom** - *Coca-Cola* to launch cookery book through Harvey Nichols

Marketing Magazine - Coca-Cola is releasing a limited edition recipe book this week in partnership with Harvey Nichols and a selection of food personalities. The recipe books will be available exclusively at Harvey Nichols stores throughout the UK and in Dublin, as well as online. They will be sold as part of a hamper that contains dry ingredients used in the recipe book. It will retail for £45. [Read](#).
