

NOVEMBER 2022

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**Phil Lempert**  
The Supermarket Guru

## CONSUMER TRENDS REPORT 2022: CHECKING IN WITH THE SUPERMARKET GURU

Phil Lempert has long tracked and analyzed retail grocery trends as the Supermarket Guru. As part of our Consumer Trends Report 2022, we talked with Phil about price inflation, product development trends and other consumer-driven influences powering the current market for proteins.





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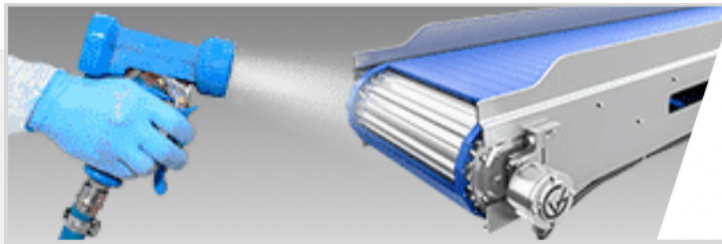
## TOP-VIEWED NEW CONSUMER PRODUCTS:

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# WAFFLE HOUSE ECONOMICS

Despite (or maybe because of) the sometimes overwhelming glut of news and information we are barraged with in our media-saturated age, it can be easy to feel detached from events. Every now and then though, a little slice of daily brings home an issue we’ve read in the news.

That phenomenon happened to me recently when my wife and I were having breakfast at the Waffle House (yes, it’s a terribly glamorous life I lead). Waffle House’s value proposition is pretty straightforward: affordably priced breakfast fare available 24 hours a day. With that in mind, I was a little taken aback when we received our bill at it was \$35 and change for the two of us. Sure, we “splurged” a little, with her getting extra sausage for her sausage and egg bowl and me living it up by adding a fried egg to my patty melt. But it was pretty much a simple “entrée and beverage” meal occasion. It wasn’t too long ago that same meal would’ve been mid-\$20 range. It underscored for me that food price inflation is for real — and even the humble Waffle House is feeling it. Check out our Consumer Trends Report for a look at how consumers are dealing with food price inflation, and how companies are finding ways to deliver value beyond just pricing.

In other news, *The National Provisioner* is happy to welcome Sammy Bredar as our new associate editor. Sammy, who graduated summa cum laude from Ball State University in 2022 with a BA in English, joins us after previously working as a freelance writer and assistant editor.



FRED WILKINSON



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# CONSUMER TRENDS REPORT 2022

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a Deal

## FOR MANY ECONOMICALLY PESSIMISTIC CONSUMERS ATTRACTIVE PRICING WILL SEAL THE DEAL, WHILE VALUE-ADDED PRODUCTS OFFERING CONVENIENT MEAL OPTIONS APPEAL TO BUSY SHOPPERS.

BY FRED WILKINSON  
CHIEF EDITOR

With the fourth quarter of 2022 well underway, the U.S. consumer's general economic mood is measured, to put it mildly. Nearly half (44%) of Americans say their financial situation is a little or a lot worse than a year ago, compared with 27% of Americans saying they expect their financial situation to be better one year from now.

"Number 1 on everybody's shopping list is saving money," said longtime supermarket and food industry analyst [Phil Lempert](#). "So when people are going to that meat case, what they are looking for is the cheapest cuts that they can."

The less-than-sunny consumer outlook is no mystery, with September food price inflation up 17.4% for center of the store items and up 12.3% for perishables, according to an [IRI September survey](#). Compared with August 2019, prices across the food and beverage category were up 27.9%.

Meat had below-average inflation compared to total foods and beverages, with the average price per pound in the meat department across all cuts and kinds coming in at \$4.60 in September 2022. The month-over-month inflation for the category was up 6.8%, compared with the latest 52-week view showing a 10.9% increase — continuing a trend of decelerating price increases. Volume sold is down, with total pounds sold for the meat department falling -2.5% compared with year-ago volumes.



WITH EVERYTHING ON CONSUMERS' MINDS, THE PROTEIN ELEMENT OF A MEAL IS THE FIRST THING CONSUMERS DECIDE ON. THEN THE REST OF THE MEAL IS PLANNED IN STORE

Other consumer trends noted in the IRI survey include:

### GROCERY

- 83% of consumers shopped for groceries in person, down from 85% in August.
- 10% preferred click-and-collect and 8% opted for home delivery when purchasing groceries online.
- 4% of shoppers said they will buy all their groceries online within the next few months.
- 68% said they will buy all their groceries in person.

### FOODSERVICE

- 54% have ordered takeout meals in September, while half of U.S. households report having eaten on site at a restaurant.
- 18% have ordered from a restaurant for home delivery (down two points from August).
- 54% of consumers said they will continue to eat out as often, while 24% said they will cut back on restaurant spending.

### VALUE PROPOSITION

Although consumers remain price conscious, many still value their time as well, with time-crunched consumers opting for value-added protein products

"Even before we started seeing this period of record inflation, the value-added meat category was seeing tremendous growth," said Bridget Wasser, associate director of customer insights at Midan Marketing.

"With everything on consumers' minds, the protein element of a meal is the first thing consumers decide on. Then the rest of the meal is planned in store," she said, adding that the convenience of value-added products allows shoppers to enjoy crafted flavors without having to buy additional ingredients such as spices or marinades.

Other retailers are approaching value-added through in-store meat department services.

"There's a bunch of retailers that are now aging beef," Lempert said, calling out recent offerings from Hy-Vee and Kowalski's stores in Minneapolis. "They're doing well with their aged beef, which is certainly more expensive."

Lempert said that although all demographics of shoppers are looking at prices, higher-end shoppers are less price sensitive and are looking for quality.

"The customer today wants value. That doesn't mean price only. It means value for their money," he said. "So maybe I'm not going to have steak as often as I used to have it, but when I do want to buy that steak I'm going to go for the more expensive cut, the aged cut, and be more satisfied with that meal."

### TRADING DOWN, NOT OPTING OUT

During times of economic pressure, consumers typically trade down to more affordable proteins rather than bypassing the meat case completely.

"Whether from beef to pork or from steaks to ground beef, shoppers have many opportunities to stretch their food dollar while enjoying fresh meat," Wasser said.

According to the 2022 Midan Marketing Beef Attributes Insights Report, more than half of respondents said price was the most important factor when purchasing beef, but the second most important factor when purchasing beef was USDA grade, followed by brand.

### BRAND EQUITY SELLS

"Given ongoing retail price inflation, many consumers are relying more heavily on brands as an assurance of quality in the meat purchases," Wasser said. "In Midan's latest research, about a quarter of beef consumers considered brand either first or second when making retail beef purchases."

Consumers' brand preferences have favored retailers' private-label offerings.

"What matters more than the type of store is the consumer perception of the brand," Wasser said. "Can consumers trust the retailer's products, and does that retailer bring value other retailers aren't bringing them."

For many consumers, the grocery store they go to is a lifestyle brand.

"The store that you go to typically reflects your personality, reflects your household income, reflects who you are as a human being," Lempert said.

Consumers' relationships with retailers must be cultivated through consumer outreach such as offering more compelling coupons, curating newsletters with meal inspirations and fostering social media communities, Wasser said.

"That will determine success during financially turbulent times," she said, adding that transparency is increasingly essential. "There are a variety of opportunities in the meat case to tell our story."

Center-aisle products like cereal and plant-based protein alternatives are telling a story that the meat industry could own to capture consumers' interest in protein and nutrition."



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# SESAME

## GETS CALLED UP TO THE BIG LEAGUES

FOOD COMPANIES USING SESAME MUST ENSURE THEY ARE IN COMPLIANCE WITH THE NEW REGULATORY REQUIREMENTS

BY SHAWN K. STEVENS  
FOOD INDUSTRY COUNSEL LLC

My favorite part of fall is the MLB playoffs and World Series.

Though my beloved Brewers fell just short this year, I still enjoy watching baseball. In particular, I enjoy watching the players who have been recently called up from the minors to the Big Leagues for the first time. In baseball, very few players go straight to the majors. Rather — if they are to realize their dreams — they must work their way up through the minors. What does this have to do with food, you may be asking. Well, as it is for baseball players, so too it is for allergens.

The Food Allergen Labeling and Consumer Protection Act of 2004 (FALCPA) amended the Federal Food, Drug, and Cosmetic Act to require that products containing any of the eight major allergens include a “contains” statement declaring the presence of the respective allergen. Presently, the eight major allergens are:

- milk
- eggs
- fish
- crustacean shellfish
- tree nuts
- peanuts
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These are not the only allergens. There are numerous other “minor” allergens.

As we know, sesame is an allergen. Historically, a “minor” allergen. Not one of the “Big Eight.” As of Jan. 1, 2023, however, that is going to change. Sesame is getting called up to the Big Leagues. Congratulations to sesame. No word yet on who sesame’s agent is, but we can say that for any teams wishing to use sesame next year, it will be a different ball game.

As a preliminary matter, labeling sesame as an allergen will **not** be required on labels of meat and poultry products under FSIS jurisdiction. The April 2021 FASTER Act declared sesame as the “ninth” major food allergen. But FASTER only applies to FDA-regulated products. In turn, though products under FSIS jurisdiction may voluntarily use allergen “contains” statements, they are not required. Voluntary allergen “contains” statements are authorized for generic label approval and do not require submission to FSIS for sketch approval. FSIS permits the voluntary inclusion of sesame and sesame-derived components in “contains” statements.

Collectively, this means that if you’re making open face sandwiches, you may, but are not required to include a “contains” statement. If it is a closed face sandwich, a “contains” statement is required. A soup with more than 2% cooked meat does not require a “contains” statement, but a soup with less than 2% cooked meat will require it. We might even equate this to the “balls” and “strikes” in baseball inasmuch as nobody except the umpire is able to clearly define the strike zone.

Jokes aside, with the implementation of any “major” regulatory change, there is always a period of unclarity and confusion. In turn, we recommend any food company using sesame go into extra innings to make sure they are fully aligned with the new and upcoming sesame regulatory requirements.





**NAILING THE PROPER SEASONING MIX HOLDS THE KEY TO TASTY MORNING MEAL PROTEIN CREATIONS.** **BY FRED WILKINSON**  
CHIEF EDITOR

Breakfast took a big hit during the pandemic due to the altered morning eating routine for many people who switched to working remotely during the pandemic. Foodservice operators are turning their attention to breakfast once again, according to foodservice market research firm Technomic. Here are a few “micro trends” from foodservice operators finding creative uses for breakfast proteins in their morning meal creations:

- Wood-fired eggs** — smoked bacon, wood-fired egg, cheddar cheese and house biscuit (Chop Shop in Park City, Utah)
- Marbleized eggs breakfast sandwich** — house sage sausage patty, marbleized egg, raclette-pimento cheese and squash toast (Valentine in Phoenix)
- Nontraditional bacon** — duck bacon, egg and cheese sandwich featuring duck bacon, scrambled eggs, cheddar cheese and tomato jam (Jack’s Wife Freda in New York City).

Stepping away from the culinary cutting edge, here are some breakfast protein formulation basics, according to Bruce Armstrong of LifeSpice Ingredients:

**What are some key considerations for crafting the right flavor profiles for staple breakfast proteins such as sausage and bacon?**

**Bruce Armstrong:** Salt is most important key. Proper salt level is critical for correct flavor. Secondly is balance of sweetness with sugar. Because of the high home cooking temperature sugar will minimize burning in both bacon and sausage. Sugar is the only sweetener in bacon. In pork sausage, a small level of dextrose at 0.10% to 0.15% will give the home consumer visual browning to help in determining proper cooking finish. Sausage base flavor is black pepper with about 4 ounces per 100 pounds meat. There is regional preference for amount of sage. Northeast has low tolerance for sage. Usage level is from zero to 0.5 ounce per 100 pounds. This tolerance or flavor preference increases through the Southeast and South. The Southeast has a preference for 1- 2 ounces of sage per 100 pounds. This increases to 4 ounces in Louisiana and Texas. Historically, sage was originally used to cover rancidity in pork sausage. The Northeast is cooler, thus less pork rancidity. The South with higher temperatures had more rancidity. Thus, the variation in sage preference.



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**Are there different considerations when formulating link vs. patty sausage?**

**Bruce Armstrong:** Link sausages traditionally have finer spice particulates. The casing amplified the spice particulates and consumers objected. Link sausage is most often a mild flavor. Patty sausage presented nicely with spice particulates. Patty sausage is most often presented in a mild version. Additionally, patty sausage will be presented in hot versions with red pepper particulates visible to indicate the higher heat level. Hot is an objective term. Hot versions in the South mean it.

**How has the trend toward fewer preservatives/shorter ingredient decks impacted formulations for breakfast proteins?**

**Bruce Armstrong:** Ingredient declarations with fewer words are important. The major change in preservative for pork sausage has been removing BHA, BHT and citric acid from the formulation and thus the label. Obviously, these are chemical compounds. The industry has moved to oleoresin rosemary as a replacement. It is natural and labels as natural flavor. It has proven to be an excellent replacement.

**How do breakfast protein formulations differ for fresh vs. frozen, precooked product, etc.?**

**Bruce Armstrong:** There is not much difference between fresh and frozen. A large portion of breakfast sausage is shipped frozen. This allows consistent temperature handling during shipment. Precooked sausages have right amount of dextrose to give product a cooked appearance. This allows the product to be finished on a grill, in an oven or in microwave with correct visual appearance. The flavor profile of sausage is similar for all these products.

**What are some current “trendy” flavors for breakfast sausage and bacon?**

**Bruce Armstrong:** Coating bacon with seasonings is an easy way to create flavor variations. Most common is black pepper. The pumped bacon is coated on the protein side with a mix of black pepper and sugar. The seasoning is locked into the protein during smoking and cooking. This remains with bacon during slicing. Variations on this include Apple Pie Spice — a mix of sugar, cinnamon and clove; Roasted Garlic, a mix of sugar, granulated roasted garlic and granulated toasted onion; and Chipotle Pepper, a mix of sugar, chipotle pepper and black pepper. Any coarse seasoning will work. The best point is the flavor can be applied to one bacon belly or multiple bellies. Breakfast sausage has a traditional flavor of black pepper, sage and red pepper. Having said that, additional flavors such as thyme, chipotle pepper and other spicy flavors will create new flavors.



# IT'S ALL ABOUT TASTE AND TEXTURE

## SALES FOR MEAT ALTERNATIVES COOL OFF DUE TO RETAIL PRICE INFLATION, BUT PRODUCT INNOVATION STAYS HOT.

BY FRED WILKINSON  
 CHIEF EDITOR

In contrast to the meat case, refrigerated plant-based meat alternatives continued to lose sales in September 2022 when compared to the prior year, according to IRI retail sales data, generating \$30 million in sales for the month and down -17.1% versus September 2021. Most refrigerated meat substitutes were down year-on-year in both dollars and pounds sold.

But while sales for meat alternative products may be languishing in the current inflationary retail environment, 29% of the population reports limiting consumption of meat in some way, according to Datassential's 2022 Plant-Forward Opportunity Report, a collaboration with the Culinary Institute of America, Food for Climate League and the Menus of Change University Research Collaborative. More than one-third (36%) of Gen Z may be considered meat limiters, as Gen Z sports a higher proportion of vegans, vegetarians and pescatarians.

During the recent Plant Based Foods Association's Plant Based World Expo North America in New York, plant-based protein trends on display included:

- mushroom-based meats, snacks and jerky
- plant-based seafood
- and global culinary creativity and a focus chef-crafted products.

“In many cultures around the world, alternative proteins are used often side-by-side with meat proteins,” said Christopher Koetke, corporate executive chef at Ajinomoto Health and Nutrition North America Inc. “For example, in ramen, a traditional meat-based broth is topped with tofu and veggies alongside meat or egg. In addition to health and sustainability concerns, I think we'll be seeing a lot more of this due to the growing influence of global cuisine on American dining.”

Danny O'Malley, president and founder of Before the Butcher, which produces plant-based proteins for foodservice, retail and use as an ingredient by other manufacturers, said flavors such as curry or Latin-inspired flavors are influencing new product development.

“There are so many different regional flavor profiles that are starting to come into the game,” O'Malley said, adding that Before the Butcher's chorizo is one of the company's hot products.

Consumers expect to find restaurant menu options that cater to their preferences and eating styles — and they expect to find them at all levels of restaurants, not just in niche plant-based establishments.

“Chefs have the tricky job of balancing demands for better nutrition in meat alternatives while still making them taste delicious,” Koetke said. “This is a key area of innovation for us in partnership with foodservice operators.”

Menu and product developers have a wide range of ingredients that can be used when developing plant-based dishes, including vegetables such as mushrooms, legumes such as soy/tofu, beans, and chickpeas, and wheat- and grain-based alternatives.

Recently presented at the Flavor Experience foodservice event in San Diego, the Bulgogi Flexitarian Burger (a blend of 50% plant protein and 50% ground beef) is served with an assortment of Korean-inspired condiments

“Many alternative proteins are also recognized as a ‘blank slate’ in terms of flavor, as they will easily take on the flavor of other ingredients and spices,” he said. “This gives chefs and developers the creative freedom and versatility to use some form of meat alternative with virtually any flavor or global influence.”

Some alternative proteins offer more flavor-forward, assertive taste profiles.

“Umami and **kokumi** are excellent tools in creating well-flavored products,” Koetke said. “Texture is also important in alternative proteins, and our experience with using enzymes like transglutaminase has helped us achieve satisfying meat-like textures.”

At a time when rising prices are squeezing businesses as well as consumers, Koetke said alternative proteins' flexibility allows foodservice operators to offer multiple menu items using the same base alternative protein and changing how it is prepared or what other ingredients accompany it

“This is a great strategy for offering variety while keeping the variety of inventory low,” he said.

Seafood analogs is a trending product innovation in the category.

“We're currently seeing a sharp rise in consumer interest in plant-based seafood, primarily due to sustainability concerns like overfishing and bycatch hazards, and product development is struggling to keep pace,” Koetke said.

Beyond plant-based seafood, Koetke said chefs would like to see meat alternatives on different dayparts and menu sections.

“Apart from vegan restaurants, most foodservice establishments offer one or two alternative protein dishes, but I'd love to see multiple plant-based options throughout appetizers and entrees, even desserts made with egg or dairy alternatives, to reflect how mainstream plant-forward diets are becoming,” he said. “Fine-dining restaurants often have more freedom to experiment, as their diners tend to be more adventurous and open to trying new ingredients and cuisines. Family or fast casual customers look for more familiar offerings perhaps with a creative twist.”

A fine-dining establishment may opt for hen of the wood mushrooms as part of a vegetarian entrée, while a fast casual restaurant may rely on less costly ingredients like legumes or button mushrooms as the base of a meat alternative option, he said.

Preparing a variation on a traditional dish can be a way to introduce diners to eating new protein sources, he said.

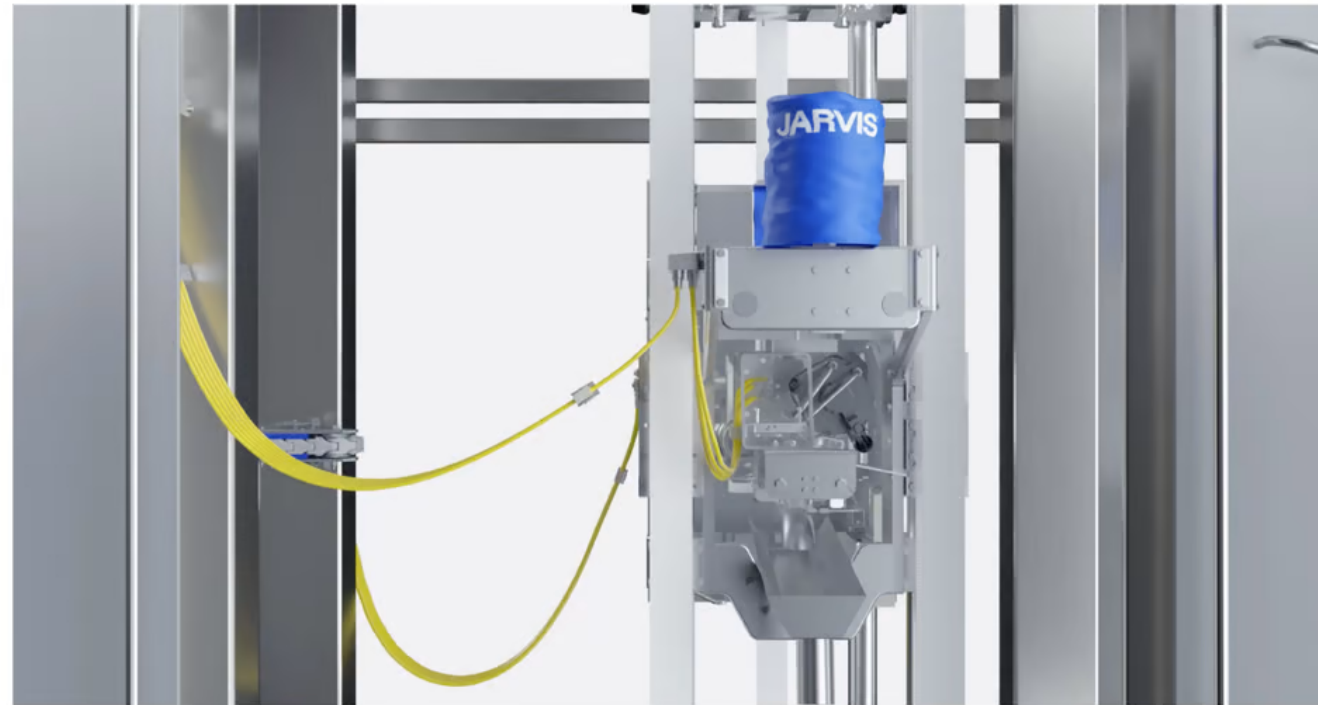
“The ‘flexitarian’ diet recognizes that many people want to eat more vegetable-based cuisine without wanting to fully commit to a vegan or vegetarian lifestyle,” Koetke said. “Ajinomoto Health and Nutrition recently developed a prototype for a flexitarian burger, made with 50% ground beef and 50% plant-based ingredients. The burger contains half as much saturated fat as a 100% meat patty and has nearly a two-thirds reduction in cholesterol. The taste and texture are very much like a beef patty.”

He adds, “In the hands of a creative chef, alternative proteins can fit into many cooking styles and cuisines. It's about choosing which alternative protein goes with which ingredients per the desired outcome.”



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# MAKING IT LAST

**INGREDIENTS AND INTERVENTIONS BOTH PLAY A ROLE IN EXTENDING PRODUCT SHELF LIFE WHILE MAINTAINING EATING QUALITY.**

BY FRED WILKINSON  
CHIEF EDITOR

Maximizing a product's shelf life depends upon multiple factors, from formulation, to packaging, to cold chain management.

"If packaging and cold chain management are neither sufficient nor reliable, adjustments to the formulation such as decreasing the water activity, pH or moisture can come into play," said Rob Ames, director of business development at Corbion. "Ingredients are chosen to complement the formulation characteristics to optimize or extend the shelf life. It is also common for formulators to seek solutions that will ensure *Listeria* does not grow in excess of 1 CFU per gram and aerobic plate counts don't exceed 6 log CFU per gram at the end of the declared use-by date. Even then, products are expected to be validated with weeks to spare, which gives brands added peace of mind."

Optimizing shelf-life extension for a shelf-stable processed meat products (such as meat snacks or summer sausage) brings specific quality and food safety considerations, he said.

"In shelf-stable lines, we're not likely to consider bacteria spoilage a risk unless there's a chance that the water activity drifts upward with the absorption of environmental moisture during storage," Ames said. "The chief concerns are molds, yeast and sometimes oxidation off-flavors. In dried meat snacks, the preservation system comes with trade-offs. We dry meat to ensure its shelf life, but there's a cost to yield and quality the further we go. Functional ingredients like ferments or flavor ingredients like sugar and salt can be used to counter these downsides and allow for higher moisture products that are still quite robust against mold."

**MANY PROCESSORS ARE OPTING TO USE HIGH PRESSURE PROCESSING NOT JUST AS A FOOD SAFETY INTERVENTION BUT ALSO FOR ITS SHELF LIFE EXTENSION BENEFITS — ONE OF WHICH IS SIMPLIFYING PRODUCT FORMULATIONS DUE TO BEING ABLE TO REMOVE SOME PRESERVATIVES.**

Many processors are opting to use high pressure processing not just as a food safety intervention but also for its shelf life extension benefits — one of which is simplifying product formulations due to being able to remove some preservatives.

"One of the best things about it is it helps us clean up labels," said Jasmine Sutherland Lewis, president of Texas Food Solutions, an HPP tolling and product innovation facility in Houston. "It helps us create a more natural product that consumers are asking for at retail, and it helps us safely extend shelf life pretty considerably."

Applying HPP to products can extend product shelf life up to six times depending on the product and its composition, without altering its current packaging or product formulation, she said.

"We want to stay true to the identity of the product, but we want to make it better," she said. "(HPP) is a safety net. It's a complete insurance policy that product will be pathogen negative."

Pathogens that can grow under storage conditions are the key food safety consideration when extending a product's shelf life, Ames said.

"Most often, our customers will focus on solutions to control *Listeria* using Corbion's *Listeria* Control Model and their own validations to ensure that the *Listeria* control strategy well exceeds the intended shelf-life of their products," he said. "Along with this, it's wise for manufacturers to consider how the ingredients they select to help extend shelf-life might control other pathogens. Lactate, for example, is a proven tool for shelf-life extension and is also an inhibitor of *Clostridia perfringens* and botulinum."



JAMIE SUTHERLAND LEWIS





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# PORK 101 OFFERS HANDS-ON EDUCATION

AMSA-HOSTED EVENTS PROVIDE FIRSTHAND SWINE INDUSTRY EXPERIENCE, FROM LIVE ANIMAL PRODUCTION THROUGH FINISHED PRODUCT.

BY DR. MARIANNA BEHREND'S  
AMSA

The American Meat Science Association (AMSA) hosts two PORK 101 courses every year at differing locations throughout the U.S. Program sponsors are the National Pork Board, Merck Animal Health and Smithfield Foods. PORK 101 partner organizations include:

- American Association of Meat Processors (AAMP)
- North American Meat Institute (NAMI)
- Southeastern Meat Association (SEMA)
- and the Southwest Meat Association (SMA).



Last year, AMSA and our members updated and revised the course content to bring participants the latest information. We are also offering smaller group sizes for each event to bring attendees more hands-on opportunities as they learn from our instructors. Attendees will experience firsthand the swine industry from live animal production through finished pork products. The course concludes with the attendees preparing and sampling products from pork carcasses including pumped loin, bacon, ham, and sausage.

Attendees will have the opportunity to learn about the value differences in swine, pork carcasses, pork primals and processed pork products from meat science faculty and AMSA members at each university.

The program features:

- General Production Practices
- Hog Handling
- Grading and Live Hog Evaluation
- Lean Value Pricing
- Quality Management at Slaughter
- Hands-On Pork Slaughter
- Measuring Carcass Quality and Composition
- Hands-On Pork Carcass Fabrication
- Processing Technologies and Hands-On Lab
- Retail and Consumer Hot Topics.

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Past attendees of the AMSA PORK 101 course attest to the importance of attending:

- “Thoroughly enjoyed the classes, teacher, doctors, and classmates. Certainly, an excellent opportunity for anyone in the pork industry. 2.5 days of solid information.”
- “Thank you for making this program engaging and enjoyable! I wish I could have taken this class much earlier in my pork career! So beneficial!”
- “The hands-on cutting session was awesome- the explanation of it was much easier on a smaller scale than getting it explained in a plant.”

Registration for AMSA members and other partnering organizations is \$950. Non-member registration is \$1,150. Space is limited to the first 24 people so make sure to register soon!

AMSA is an organization recognized for its unmatched competence and commitment to attracting and developing meat industry leaders and providing science-based meat research and information. For more information or questions regarding PORK 101 please visit: <http://www.pork101.org> or contact Deidrea Mabry [dmabry@meatscience.org](mailto:dmabry@meatscience.org).

Dr. Marianna Behrends is AMSA's project coordinator.



# THE NATIONAL PROVISIONER'S

## 2022 STATE OF THE INDUSTRY

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The National Provisioner's State of the Industry Report 2022 in the October eMagazine incorporates expert insights from across key industry sectors. As a companion piece, The National Provisioner will host Chris DuBois, EVP, Americas Protein Practice Leader for IRI, as he details emerging trends along with ongoing issues influencing meat/poultry/seafood/alternative protein markets.

Join us as Chris presents market analysis to provide your business a better understanding of the issues facing the meat industry, from regulatory developments to consumer trends. Attendees will come away with a deeper understanding of the impact on the meat case due to inflation, new cooking behaviors and sustainability ROI, along with a forecast for 2023 and trends to embrace for success within the next five years.

### FEATURED SPEAKER



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## PERACETIC ACID (PAA) GENERAL AWARENESS TRAINING

**USPOULTRY'S TRAINING VIDEO AIMS TO EDUCATE POULTRY INDUSTRY WORKERS ON THE GENERAL USAGE OF THIS COMMONLY USED CHEMICAL.**

What exactly is peracetic acid (PAA)? PAA is a disinfectant used in the food industry as a safe and effective antimicrobial. In food processing, PAA is applied to food products in various methods by distributing a diluted solution of PAA onto the surface of the food.

USPOULTRY offers a narrated PAA general awareness training video that was developed to inform the poultry industry workforce on the general uses of this widely used chemical, as well as the general precautions associated with the chemical to aid in producing safe and wholesome poultry products. The video provides employees with information on the safe use of PAA. This includes labeling containers used to store the chemical, ranging from totes to tanks and even small plastic containers. Information on how to read the safety data sheet for the chemical and chemical signage is also provided, as well as methods to ensure there is a good understanding of the ways PAA is used and why safety continues to be necessary at each stage of its use in the plant. A supervisor can explain in more detail how the chemical is delivered to the plant and how it is stored, diluted and sent for use in processing areas.



**BY MATT SPENCER, CSP, SHRM-CP**  
U.S. POULTRY & EGG  
ASSOCIATION

The video also provides knowledge on health exposures associated with PAA. Although PPA is not corrosive to stainless steel, it is incompatible with heavy metals and some oxidizing chemicals. PAA may irritate some workers' skin and eyes. Depending on the concentration of PAA in the air, breathing in PAA may irritate the nose and throat. The video stresses the importance of communication with supervision if they are experiencing any of these symptoms or have questions about their exposure to this chemical.

Personal protective equipment (PPE) for those working in areas with potential exposure to PAA should be provided by a supervisor or safety and health manager. The PPE might include gloves, goggles, a face shield or a respirator if necessary. The selection of PPE provided is based on assessments conducted by the company for workers who jobs are in areas of PAA use. Information on what type of PPE is appropriate can also be determined by reading the product safety data sheet.

The diluted PAA, used to sanitize poultry products during the processing steps, safely flows with the process wastewater effluent to an on-site wastewater treatment facility or a municipal wastewater treatment plant. Training on the proper response, cleanup and handling methods will be provided by a supervisor if a PAA leak should occur.

USPOULTRY offers this narrated PAA general awareness training video free of charge to USPOULTRY members through USPOULTRY's Learning Management System. The video is available multiple languages, including English, Spanish, French Creole, Vietnamese, Arabic, Burmese and Karen.

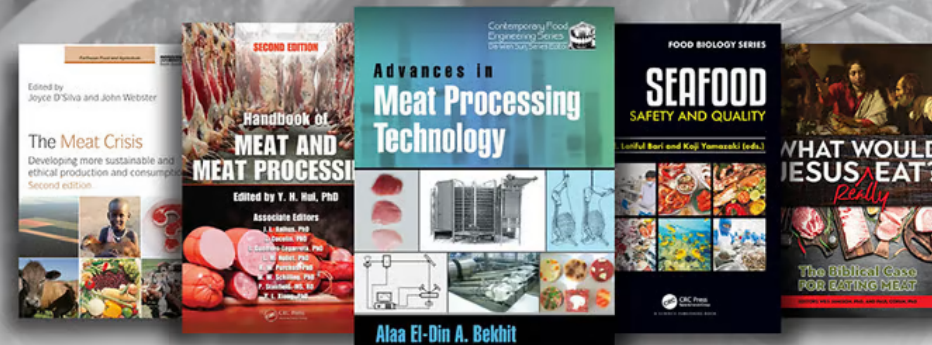
*Matt Spencer is director of human resources and safety programs for the U.S. Poultry & Egg Association.*



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# CONTACT US

PH: (248) 362-3700 | MAIL: 2401 W. BIG BEAVER RD, TROY MI 48084



## PUBLISHING/EDITORIAL STAFF

### EDITORIAL

**Douglas J. Peckenpaugh** | Group Publisher  
[peckenpaughd@bnpmedia.com](mailto:peckenpaughd@bnpmedia.com) | (847) 770- 5916

**Fred Wilkinson** | Managing Editor  
[wilkinsonf@bnpmedia.com](mailto:wilkinsonf@bnpmedia.com) | (251) 677-2980

**Elizabeth Parker** | Website Managing Editor  
[parkere@bnpmedia.com](mailto:parkere@bnpmedia.com) | (248) 839-7156

**Cory Emery** | Art Director [emeryc@bnpmedia.com](mailto:emeryc@bnpmedia.com)

**Jennifer Allen** | Advertising/Production Manager  
[allenj@bnpmedia.com](mailto:allenj@bnpmedia.com) | (248) 833-7347

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**Pam Mazurk** | Account Manager  
International outside of Mexico and Latin America  
[mazurkp@bnpmedia.com](mailto:mazurkp@bnpmedia.com)  
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