

Spoil Your Taste Buds: RFA's 1st Cookbook Published!

Premier Copies Available at 2012 Conference

REFRIGERATED FOODS ASSOCIATION

RECIPES FOR ALL



Mixing the Tastes of Generations

The RFA is thrilled to announce the creation of its first cookbook, "*Recipes For All: Mixing the Tastes of Generations.*"

Featuring George Bell's famous sweet potato pie recipe, which has sold for more than \$1,000 at past RFA Conferences, this cookbook contains more than 40 favorite family and famous recipes of RFA members!

Recipes For All combines delicious family recipes, family traditions, and memories, mixing together the tastes of generations. With more than forty recipes, it was written to preserve the unique heritage that brings our association together.

Everything from tapas to desserts is featured in this cookbook.

Representing a way to foster the distinctive bond our association possesses, this book contains favorite family recipes from individuals at the various RFA member companies. You

and your loved ones will enjoy creating different tastes of past generations, and we hope you too can create new recipes and memories for generations to come. Be the first to own this delicious set of recipes. Books will be sold at the RFA's 32nd Annual Conference and Tabletop Display in Palm Springs, March 4-7, 2012, at the La Quinta Resort & Club. Post-Conference, books will be available for purchase through the RFA Office. You do not want to miss out on owning a piece of RFA history. ■

Come to the Oasis...

Register Today
for the 2012

Conference in Palm Springs!

(Page 2...)

In this Issue:

President's Message.....	2
32nd Annual Conference.....	2
New Members.....	2
Food Processor of the Year.....	3
Membership Update.....	4



A Message from the President:

Brian Edmonds



California, here we come! The 32nd Annual Conference is almost here and if you haven't registered yet, there is still time to do so. You won't want to miss an outstanding lineup of speakers and events, not to mention Palm Springs' beautiful La Quinta Resort and Club (and Spa!, and Golf!). Visit www.refrigeratedfoods.org to register or call the RFA office at 770-303-9905 and they can assist you.

I would like to extend a big "Thank You" to everyone who is joining us for another year of membership. We are still waiting on a handful of companies to renew, so if you are in that category, I encourage you to renew your membership and let us keep you at the forefront of our industry's advancement. Again, if you are unsure about your decision on renewal, please call me at 901-322-7328 and let's talk about what we can do to provide the value you need to remain a member.

I would like to personally welcome a new Manufacturing member, Fresh Creative Foods; as well as three new Associate members, Stericycle ExpertRECALL, Glanbia Nutritionals, and Woodard & Curran. Your memberships are very important to our association and we want to do everything we can to make them worthwhile for you. Please let me or any of the staff know if there is anything we can do to help you make the most of your membership.

We have an exciting year ahead of us, both in the RFA and in our industry. Now is a great time to become involved by attending the Annual Conference, participating in a RFA Webcast, serving on a committee, or simply reading the topical newsletters we send. I hope to see you in California! Have a safe trip! ■

Come to the Oasis: Register Today!

There's still time to register for the 32nd Annual Conference and Tabletop Display to be held March 4-7 at the La Quinta Resort and Club in Palm Springs California. Come to the oasis and learn refreshing ideas for today's dynamic business climate. The Conference is packed with pertinent speaker sessions and priceless networking opportunities.

This year's Tabletop Display Reception is filling up quick with everything from ingredient suppliers to consulting services. You don't want to miss out on seeing what our Associate members can offer to you and your business. If you are an Associate member there is still time to register for the Tabletop Display. RFA members are looking forward to...

"... seeing "old "friends and enjoying the endless networking opportunities that the conference provides. I always come back to Kettle Cuisine with something new to share with my coworkers. I am thrilled to see that Dr. John Butts will be a featured presenter. In 2004, Food Safety magazine published his article: "Seek & Destroy: Identifying and Controlling Listeria monocytogenes Growth Niches." This has been a favorite reference of mine as it supports the way we need to evaluate new equipment and how effective our sanitation procedures are,"Karen Bishop-Carbone, Kettle Cuisine.

Mike Barron from StarKist Company is looking forward to . . .

"... learning more about the business of the many manufacturers at this show and having the opportunity to network with the key players in this industry."

Whether you are a new member who has never been to an RFA Conference or a veteran, we guarantee a beneficial takeaway from this 2012 Conference. We hope to see you and your colleagues in Palm Springs!

Call the RFA office at (770) 303-9905 to register for the Tabletop Display or visit www.refrigeratedfoods.org to register for the Conference. ■

Welcome! New RFA Members Manufacturer

Fresh Creative Foods

Key Contact: Mark Brown
Products: Salads, dips, sauces, spreads, dressings, kits.

Associate

Glanbia Nutritionals

Key Contact: Tim Harried
Products: Ingredients: flax, whey protein.

Stericycle ExpertRECALL

Key Contact: Katie Sutton
Products: Recall planning and execution services including but not limited to, design, set-up, notification management and disposition.

Woodard & Curran

Key Contact: Ryan Turley
Services: Designing, permitting, and installing manufacturing facilities for beverage, dairy, protein, snack food, dressings and dips, and sauce manufacturers.

Blount Fine Foods Named “Food Processor of the Year”

Refrigerated & Frozen Foods will present its second annual “Refrigerated Foods Processor of the Year” award to Blount Fine Foods at the Refrigerated Foods Association’s (RFA) 32nd Annual Conference and Tabletop Display during the lunch held March 5, 2012, from 12:30-1:15p.m.

Refrigerated & Frozen Foods recognized Blount as the magazine’s second annual “Refrigerated Foods Processor of the Year.”

During the past 12 to 18 months, the company has posted 20 percent annual sales growth, completed an acquisition, doubled the size of its Fall River plant, expanded retail packaging and introduced nearly 100 new items across its foodservice and retail lines of refrigerated and frozen soups, dips, sauces and spreads.

A fifth generation family member, Todd Blount is company president.

“If you’d look at our growth since 1995, you’d see we have grown at 20 percent each year and developed entirely new products from one year to the next,” he says. “A general manager once asked me, ‘Why can’t we just stick with the products we made last year?’ But the answer is ‘no.’ This is our DNA. We don’t sit still. We are always thinking about the next thing.”

Blount processes more than 350 proprietary frozen and refrigerated soups for non-commercial and commercial foodservice accounts (including Panera Bread, Legal Sea Foods) as well as retail club, in-store deli, private label, contract and branded sales. In 2009, it began expanding its product portfolio to include refrigerated premium dips, salads and spreads. Officials peg annual sales at about \$117 million.

Bob Sewall, executive vice president of sales states, “Our goal is to go deep to offer customers more items and programs that help them succeed,” says Sewall. “We are becoming a larger supplier of fresh foods at retail and can offer more one-stop shopping, with more varieties of fresh products on the same truck. “We never stop coaching our customers — encouraging them not to diminish quality,” he concludes. “Supermarkets have done a great job taking business from restaurants. Now they have to keep their product quality at a premium [level] and also use us to innovate. The goal is not only to keep the business — but grow it.”



Blount President, Todd Blount (left) with Blount employee.

With the right facility, equipment, products and positioning, officials say Blount now enjoys 20 percent year-over-year revenue gains.

That could be your company in the future. But how do you get there? Todd’s story reminds me that you often have to initiate change and embrace risk – to break through and later enjoy greater opportunities on the other side.

The RFA is honored to have had two Manufacturing members receive this distinguished award from *Refrigerated & Frozen Foods* at consecutive Conferences.

Text extracted from Bob Garrison's article in Refrigerated & Frozen Foods, December 2011. ■

Win! Win! Win! With the RFA

The Annual Conference is a great time to catch up with old friends and business associates. . . and also a great time to meet new friends and expand your network. Right now, potential manufacturing members are eligible to receive a FREE Conference registration if they join the RFA prior to the Conference. That's a savings of nearly \$1,000! We would love to have many new members take advantage of this extraordinary offer this year, and welcome them to the association in Palm Springs.

YOU can help us reach out to more food manufacturers and enable them to receive the many benefits of membership. Spread the word to your customers, colleagues and others you know in the business! As a special incentive for YOU to get involved in recruitment, we are offering \$100 for each new manufacturing member who joins by the Conference. Just make sure they recognize you in the "who referred you" space on the membership application. It's a win/win situation for you, your new member, and the entire RFA!

And if that isn't already enough incentive to become an active recruiter for the RFA, here's one more carrot: for each new manufacturing lead you provide, your name will be entered into a drawing for \$250 at the Conference! You can provide the leads at the Conference, but why wait? Review your database right now and see who you know who should be reaping the benefits of RFA membership. Send your leads (with all contact information you can provide) to meg@refrigeratedfoods.org. If they qualify as potential manufacturing members, you will automatically be entered into the drawing. It's that simple!

We want you to share your enthusiasm for and positive experiences with the RFA with everyone in the business. When we grow as an association, we strengthen our voice and power, and are better able to serve the needs of all. Help yourself by helping the RFA to grow! We appreciate your involvement and vote of confidence. Good luck in reaping all the many rewards of member recruitment! ■

Coming Soon! Glimpse Into Katy's Kitchen...



Starting Spring 2012, look for this new column! RFA's own, Katy Fisher will be creating various recipes from the RFA's "Recipes For All" cookbook. Look for your recipe to be featured in a future newsletter! We hope you'll enjoy this

column as much as Katy will enjoy making these delicious recipes! ■

Events

March 4-7, 2012

32nd Annual Conference & Tabletop Display
La Quinta Resort & Club
Palm Springs, California

Refrigerated Foods Association

Officers for 2011 - 2012

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Mark Reser, Reser's Fine Foods, Inc.

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