



Foodie News

Highlighting the foods consumers want, beyond what they need.

Publication of the AFBF Public Relations Department

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Health care starts with culinary care

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They are learning to think like chefs

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Bacon and pork dishes are the hot trend now

Quote

"The only time to eat diet food is while you're waiting for the steak to cook."

• Julia Child

The preferences of foodies, who generally are more discriminating than other consumers, continue to influence the food grown by America's farmers and ranchers. With this trend in mind, we hope you enjoy this edition of Foodie News.

A Coast-to-Coast Celebration of Farming and Local Food

A long table is set for dinner for about 150 people. Guest chefs from local restaurants have prepared a five-course feast featuring mostly locally produced meats, vegetables and wines.

At this Outstanding in the Field dinner held on Labor Day at Ayrshire Farm in Upperville, Va., everything is, as expected, delicious, but the food and not even the chefs are the stars of the evening. That role goes to the farm that is hosting the dinner and the local farmers who grew most of the food that's being served, and that's what Outstanding in the Field is all about.

"In the '80s we started to see the rise of celebrity chefs and that was exciting," said artist and chef Jim Denevan, creator of Outstanding in the Field. "Now it's the farmer's turn."

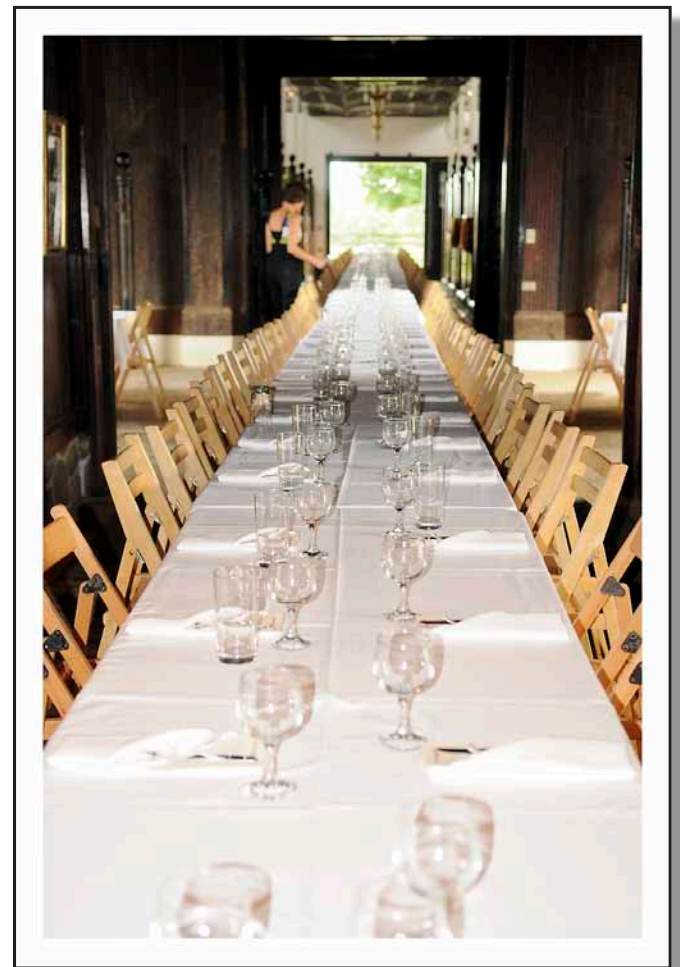
Lots of restaurants and chefs pride themselves on sourcing ingredients from local farms. Outstanding in the Field—part of a growing trend of "farm dinners"—turns the fresh-from-the-farm movement around by bringing the restaurant to the farm.

Denevan began staging dinners at his brother's

farm and others around his hometown of Santa Cruz, Calif., in 1999 with the idea of dining at the source of the food in the company of the farmers who grow it.

In 2003 the idea was expanded into a tour of farms across North America. This year's tour, the sixth to date, includes 58

Continued on last page



Outstanding in the Field dinners include five courses served family style at a long table, usually in a field but occasionally indoors such as in these elegant stables at historic Ayrshire Farm in Upperville, Va. The Virginia dinner was the 162nd so far in an ongoing tour of farms across North America.

Health Care Meets Culinary Care

By Gerard van Grinsven, president and CEO, Henry Ford West Bloomfield Hospital



At Henry Ford West Bloomfield Hospital in southeastern Michigan, we believe an integral part of providing exceptional health care means teaching people how to stay well. That means in addition to great clinical excellence, we must have a firm commitment to helping the members of our community learn and participate in activities and programs geared toward their overall well-being. And it all starts with what we eat.

Traditionally, we think of hospital food and some unappetizing images come to mind: Little or no nutritional value. Lots of grease and fat. Barely a vegetable to be found. You get the idea. So why do we insist on feeding our patients and their families food that only contributes to the problems that bring them to the hospital in the first place?

The answer is we shouldn't, and at Henry Ford West Bloomfield Hospital, we don't.

Henry's, the café at our



HENRY FORD WEST BLOOMFIELD HOSPITAL

hospital that serves all of our patients their families and other members of the community, offers healthy, fresh organic produce, low-sodium foods and in general a bounty of options that are good for the body, including the taste buds.

But with health care costs rising, we know we have to deliver this incredible cuisine at a reasonable cost, and that's where our community partners come in. By creating relationships with local organic farms, we can buy fresh, tasty produce at reasonable prices, making sure nutrient-rich foods are delivered to our customers.

By partnering with a local culinary college, we have made Henry's a teaching kitchen, reducing labor

costs and utilizing the talents of passionate, motivated student chefs that represent the hospital culinary directors of the future. In addition, our 24-hour room service policy reduces the amount of wasted food, providing even more cost savings while creating an enhanced experience for patients and other customers. Guests eat what they want, when they want it, all in accordance with their specific condition or dietary restrictions. This is the way hospital food was meant to be and, we believe, the future of health care.

But serving healthy food to patients and the community is just the beginning. We have a responsibility to help people make healthy choices when

they're at home as well. That's why we offer healthy cooking classes for members of the community as well as patients with specific illnesses like diabetes and cancer at the demonstration kitchen, a 90-seat auditorium inside our hospital. Our weekly farmers' market provides economic support for local business and gives community members another reason to visit us when they are healthy as well as the tools to stay that way. Vita, our wellness center, teaches the value of living healthy through nutrition and exercise, and offers the latest integrative therapies to assist our community members.

Plans for the future include the world's first Culinary Learning Institute for Health Care, where hospitals, universities, hotels, restaurants and other service industries can come and learn how to integrate healthy, tasty cuisine into their businesses. Also on the way is a greenhouse and educational center where produce will be grown for the hospital and children in the community can come and learn about healthy organic farming.

By stretching the boundaries of what a hospital can be and serving as a community center for well-being, we are changing the way people think about hospitals and in turn, the way they take care of themselves. To learn more, visit www.henryford.com/foodrevolution.

Foodie News Blog

Foodie noun. an aficionado of food and drink

www.fb.org/foodie





Meat Managers Step Up to Help Consumers

The continuing trend of consumers preparing and eating more meals at home rather than dining out presents a rich opportunity for meat managers at retail supermarkets. However, consumers' strong interest in preparing meat dishes may not be matched by their culinary skills, which is where the opportunity for meat managers comes in.

With the goal of honing their skills at helping home cooks, many supermarket meat managers, meat cutters, butchers and the like are learning how to think more like chefs.

The Alabama Cattlemen's Association (ACA) hosted a "Beef Training Camp" this summer where more than

80 meat managers and the CEO of Southern Family Markets learned from chefs methods to properly grill Flat Iron steaks and discovered the nuances of dry (grilled or broiled) and wet (simmering or braising) cooking.

The meat managers attending the training prepared meals themselves under the watchful eyes of chefs who also offered tips on responding to consumer inquiries. After a full day of hands-on training, meat managers are prepped and ready to offer consumers advice on how to prepare, cook and serve meats with confidence and flair.

Public opinion research conducted as part of the Beef Checkoff consistently reveals that consumers view supermarket meat managers as experts and look to them for information.

"It's vitally important that meat managers are trained in the latest consumer preferences, wants and needs," Ed Whatley, manager of beef promotion and producer communications at ACA told *Foodie News*.

"Educated consumers will purchase more meat. The bottom line is this kind of training helps sales," he said.

The camp conducted by ACA is part of a national program coordinated by the National Cattlemen's Beef Association.



Matching Cooking Methods to Beef Cuts Ensures Success

| Beef Cut | Pan-Broil/Pan-Fry | Stir-Fry | Grill | Broil | Roast | Braise | Cook in Liquid |
|---|-------------------|----------|-------|-------|-------|--------|----------------|
| CHUCK | | | | | | | |
| Chuck 7-Bone Steak | | | * | * | | ● | ● |
| Chuck Mock Tender Steak | | | | | | ● | ● |
| Chuck Arm Steak | | | | | | ● | ● |
| Chuck Eye Steak, <i>boneless</i> | ● | | ● | ● | | ● | ● |
| Shoulder Top Blade Steak, <i>boneless</i> | ● | | ● | ● | | ● | ● |
| Shoulder Top Blade Steak (Flat Iron) | ● | ● | ● | ● | | | |
| Shoulder Steak, <i>boneless</i> | * | | * | * | | ● | ● |
| Shoulder Center Steak (Ranch) | ● | ● | ● | ● | | | |
| Shoulder Petite Tender Medallions | ● | | | | | | |
| Short Ribs | | | | | | ● | ● |
| Chuck Pot Roast (Arm, Blade, Shoulder) | | | | | | ● | ● |
| Shoulder Tender Petite Roast | | ● | ● | ● | ● | | |
| RIB | | | | | | | |
| Rib Steak | ● | ● | ● | ● | | | |
| Ribeye Steak | ● | ● | ● | ● | | | |
| Rib Roast | | | | | | ● | ● |
| Ribeye Roast | | | ● | | | ● | |
| LOIN | | | | | | | |
| Porterhouse/T-Bone Steak | ● | | ● | ● | | | |
| Top Loin (Strip) Steak | ● | ● | ● | ● | | | |
| Tenderloin Steak | ● | ● | ● | ● | | | |
| Top Loin Roast, Tenderloin Roast | | | ● | | | ● | |
| SIRLOIN | | | | | | | |
| Sirloin Steak, Tri-Tip Steak | ● | ● | ● | ● | | | |
| Top Sirloin Steak, <i>boneless</i> | ● | ● | ● | ● | | | |
| Tri-Tip Roast | | | ● | | | ● | |
| ROUND | | | | | | | |
| Top Round Steak | * | ● | * | * | | | |
| Bottom Round Steak (Western Griller) | * | ● | * | * | | | |
| Eye Round Steak | ● | ● | ● | ● | | ● | |
| Round Tip Steak, <i>thin cut</i> | ● | ● | ● | ● | | | |
| Sirloin Tip Center Steak | ● | ● | ● | ● | | | |
| Sirloin Tip Side Steak | * | ● | * | * | | | |
| Eye Round, Bottom Round, Rump Roasts | | | | | | ● | ● |
| Top Round Roast | | | | | | ● | |
| Round Tip Roast | | | | | | ● | |
| SHANK & BRISKET | | | | | | | |
| Brisket, Fresh or Corned | | | | | | ● | ● |
| Shank Cross Cuts | | | | | | ● | ● |
| PLATE & FLANK | | | | | | | |
| Skirt Steak | * | ● | * | * | | ● | |
| Flank Steak | | ● | * | * | | ● | |
| OTHER CUTS | | | | | | | |
| Ground Beef | ● | | ● | ● | ● | | |
| Cubed Steak | ● | | | | | ● | |
| Beef for Stew | | | | | | | ● |
| Beef for Kabobs | | | ● | ● | | | |

* Requires marinating for tenderization.



Rural Bounty Web Site Offers One-Stop Shopping for Agritourism in North America

Agritourism continues to gain popularity as urban and suburban residents seek to take a break from big city life and experience the slower, more tranquil pace of rural life. It's a great way for people disconnected from the farm to gain firsthand appreciation for farming and ranching.

For farms, ranches, wineries, farmers' markets and other businesses with rural roots, the World Wide Web is vital for reaching out to agritourists. One of the best known and most popular agritourism sites is www.ruralbounty.com.

Jane Eckert, the site's creator and a leading agritourism expert in North America, said Rural Bounty is a great way to connect with folks who want to take a weekend trip or vacation in rural



America. The site offers "one-stop shopping" for people who seek a rural get away.

"America needs a single Web site where people can quickly and easily search for fresh produce, organic products, a farm, a ranch, a hayride, a wine fest—or anything on the farm," said Eckert, a sixth generation farmer's daughter. "[Rural Bounty.com](http://www.RuralBounty.com) allows you to choose a state, a city, a zip code, a product or a special activity, and our dynamic

search engines will help you locate exactly what you are looking for in just a matter of seconds."

The site is designed for all businesses with a rural base, including farms, ranches, wineries, farmers' markets, bed and breakfasts in the country, community supported agriculture programs, organic farms and ranches, farm stands and markets, rural lodging and outdoor sports, such as hunting

lodges and cross country ski lodges.

Eckert is the CEO of Eckert AgriMarketing, a firm specializing in agri-marketing and agritourism, teaching farmers and ranchers how to move beyond commodities, marketing their farm products directly to the public. Rural Bounty is a valuable way for the nearly 65,000 farmers and ranchers in the United States and Canada that invite the public to visit to connect with their customers.

"Farmers should get involved because agritourism is a means to supplement family income," Eckert said. "Agritourism is also a means to attract the family's younger generations and this unique business enterprise will make those generations more interested to return to the family farm."

Did Somebody Say... Fancy Fast Food? — 'Bad Looks Good'

The oxymoronic label "Fancy Fast Food" is featured in a blog that is gaining some press attention today but surely will be just a footnote in the annals of foodie history.

"Yeah, it's still bad for you—but see how good it can look!" exhorts the blog.

Photographs illustrate extreme makeovers of fast food items purchased at popular restaurants.

According to the creator of the site, Erik Trinidad, "No additional ingredients have been added except for an occasional simple garnish."

Step-by-step instructions for deconstructing a fast food meal and refashioning it into something that's "fancy" are included.

Recent entries (entrees?) on the site include: Whataroulade (Fancy Whataburger), Chocolate Mousse & Quenelles Vanille (Fancy Mister Softee), Five Dollar Farfalle (Fancy \$5 Footlong), Le Chicken McConfit (Fancy Chicken McNuggets) and Tiramisu di Timio (Fancy Tim Hortons).

Visit <http://www.fancyfastfood.com> for more information.



Bacon and Pork Now Considered Haute Cuisine

Bacon is back and it's bigger than ever. And aficionados of haute cuisine are rapidly discovering that the every popular "B" in a BLT sandwich is holding its own in everything from bacon ice cream to bacon candy to a flavor enhancer in numerous other dishes.

"The longtime breakfast staple is considered trendy now and has enjoyed a recent rise in popularity, with fun bacon events like Baconfest in Chicago grabbing a lot of attention," said Ceci Snyder, vice president of marketing for the National Pork Board, in an interview with *Foodie News*.

The Pork Board sponsored International Bacon Day on Sept. 5, which garnered media attention and even more interest in the popular meat. However, it's not just bacon that is enjoying a renaissance. Chefs from Portland, Ore., to New York rely on other cuts of pork for both flavor and simplicity.

"For chefs, the emphasis is on



making things that are delicious, and pork just makes a very natural entry into that," said Andrew Fortgang, general manager and sommelier at Le Pigeon, a Portland, Ore., restaurant, in an interview with *United Hemispheres* magazine.

One of Fortgang's signature dishes is a cornbread dessert with apricots and bacon topped by maple ice cream and lardoons.

Across the country in New York City's East Village, Porchetta is a small restaurant with a big emphasis on pork.

One of the most popular choices is a simple dish of tender cubes of slow-

roasted Hampshire tenderloin dusted with fennel pollen and wrapped in a roll, for a very affordable \$9. The dish proves that pork in its simplicity can still be gourmet.

And the haute trend is even finding its way in tailgating season that is now under way.

Legendary football star Emmitt Smith is working with the Pork Board on the "Pork Recipe Play-offs" where he is offering football tailgaters the chance to tailgate with him at the Super Bowl in Miami in February and then go to the big game.

"Pork is the meat of choice for tailgaters because it offers variety, great flavor and numerous budget-friendly cuts," Snyder explained.

To learn more about the Pork Board's nationwide search for the season champion pork recipe, as well as the latest word on bacon, access TheOtherWhiteMeat.com.

Food By The Numbers



A Snapshot of Supermarket Sales

Supermarket News, a Penton Media publication covering the industry, tracks dollar sales and percentage change for 297 categories of food and non-food products. Percentage figures shown are for selected foods for the 52 weeks ending June 14.

The sales figures, particularly in categories showing growth, align perfectly with numerous studies over the past year or so indicating consumers are cooking and baking at home more often in lieu of dining out.

+32 percent

Frozen side dishes.

+18 percent

Pancake mixes; dry beans/vegetables.

+10 percent

Breadcrumbs/batters; tomato products; pizza products; refrigerated spreads; frozen prepared vegetables.

+8 percent

Baking mixes; natural cheese; frozen potatoes/onions.

+5 percent

Frozen meat; frozen/refrigerated poultry; frozen pizza; fresh bread/rolls; sugar; croutons; cream cheese and cream cheese

spreads; jellies/jams/honey.

Nearly Unchanged

Snack bars and granola bars; snack nuts/seeds/corn nuts; frozen dinners and entrees; frozen corn on the cob; processed cheese; refrigerated juices and drinks.

-2 percent

Hot cereal.

-5 percent

Fresh eggs; dried meat snacks; canned/frozen juices.

-7 percent

Bottled water.

-8 percent

Milk.

The Food Scene



• Airlines Upgrading Cuisine in Coach

“Sushi at 35,000 feet? ‘Cherry Garcia’ ice cream in a middle seat? Sage-infused Derby cheese and dried apricots from a food cart?” According to the *Wall Street Journal*, airlines are revamping the types of food they serve in coach class in order to make some extra cash. Boxed soggy turkey sandwiches with stale crackers and processed cheese are a thing of the past on most airlines. “In their place are fresh foods, lighter fare, brand-name products and even the kind of fancy food you get in first class,” the newspaper reports.

http://online.wsj.com/article/SB10001424052970204047504574388972012802920.html?mod=dist_smartbrief

• Chunky Soups Undergo Face Change

Campbell’s is putting a face change on its line of Chunky soups by adding a full serving of vegetables and 100 percent lean meats to every portion. The company will target men with its new advertising campaign, who, research shows, are having a “male dilemma” over available convenient, healthy food options, while also targeting women for the first time in women’s magazines and female-oriented television and radio programming. “Women not only make the majority of purchase and meal decisions for the household, but they actually consume about half of the Chunky soup that is brought into the home,” says senior brand manager Douglas Brand.



http://www.progressivegrocer.com/progressivegrocer/content_display/supermarket-industry-news/e3i7495acafoe8bd0e434bdae923of9ab50

• Smithfield Transforming Itself into Packaged-Food Company

The CEO of Smithfield Foods, Inc. recently confirmed that his company is turning to packaged food products with less reliance on fresh pork foodstuffs. “We are on the cusp of changing who this company is,” said Chief Executive Larry Pope. “We are emerging as a global leader in the packaged-meats business.” The company will not halt all fresh pork and hog production, but a greater emphasis will be put on packaged meats.

<http://www.reuters.com/article/rbssConsumerGoodsAndRetailNews/idUSN1026335620090910>



Tennessee WHISKEY

• Jack Daniels Coming to a Grocery Near You

Jack Daniels, the purveyor of Tennessee whiskey, is heading to grocery stores across the country. The company will be offering ready-to-eat meats made with its Old No. 7 Tennessee Whiskey, including baby back ribs, beef brisket

and pork loin, among other entrees. The products will be sold in grocery stores nationwide including Albertsons, Kroger, Supervalu and select Costco locations.

http://louisville.bizjournals.com/louisville/stories/2009/09/14/daily30.html?jst=b_ln_hl

• Store Brands Just as Good as National Brands

A recent blind taste test, conducted by *Consumer Reports*, found that store-brought brands on certain food items taste just as good, if not better, than their national brand counterparts. Products by Target’s Archer Farms, as well as Costco’s Kirkland Signature and Wal-Mart’s Great Value lines beat out brands like Kraft, Pepperidge Farm and Betty Crocker. “Our tests should erase any lingering doubts that store-brand packaged goods aren’t at least worth a try,” said Tod Marks, senior project editor, *Consumer Reports Shopping*. “In many cases, you’ll save money without compromising on quality.”

http://supermarketnews.com/news/brands_taste_0902/



A Coast-to-Coast Celebration of Farming and Food

Continued from front page
dinners in 23 states and Canada.

The dinner is served family style, normally in a farm field with diners' feet connecting them literally with the soil. On this September evening, however, rain threatens so the dinner is served in the elegant stables of Ayrshire, a historic 800-acre farm in Virginia's horse and wine country just a few miles southwest of Washington, D.C.

Before dinner is served, everyone gets a walking tour of the farm. A crowd gathers around Denevan and farm manager Susie Hass as he talks about the history of Outstanding in the Field and Hass explains the farm's production practices. For this crowd of foodies, talk of predator control and composting animal waste only whets the appetite for the braised pork belly, sage sausage, lamb shoulder and other delights to come.

Diners pay \$180 each for the privi-

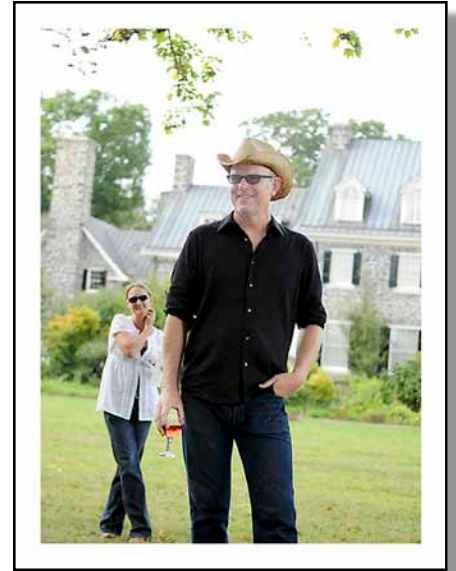
lege of getting up close with the animals, local farmers and Denevan himself—something of a guru in the artisan food world—putting the experience in the luxury column for most people.

That each event is sold out, however, proves there is demand for a gourmet meal that's also a chance to connect with agriculture. Some patrons at the Virginia dinner drove from as far away as Ohio and North Carolina.

Denevan said that after this year's final dinner in early December, he and his partners would get together to pick farms for next year's tour.

"We look for farms that are unique, that have an interesting story," he explained. "Instead of just trying to tell the farmer's story, we try to bring people to the farm so they can experience it for themselves."

To find out more, check out the Web site: <http://www.outstandinginthe field.com>.



California artist and chef Jim Denevan (right) created Outstanding in the Field, a series of farm dinners, as a way for diners to connect with farming as they enjoy a meal prepared by local chefs and made from local farm-fresh ingredients.

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