

Niche Pork Marketing Opportunities

Prepared for
The Pork Niche Market Working Group
and
Practical Farmers of Iowa

By
R Parker & Associates, Inc

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Background

Purpose

The purpose of the study is to identify niche pork marketing opportunities for Iowa producers and to provide guidance on how to access those opportunities. This study focuses on major markets in the Midwest, with special attention paid to potential niche pork customers in Chicago, Minneapolis-St. Paul, St. Louis and Kansas City. Interviews were conducted with buyers from a variety of sales channels, including upscale conventional retailers, conventional retailers, club stores, natural food stores, natural food co-ops, direct marketers, butcher shops, restaurants, distributors and further processors.

Methodology

Interviews were conducted over the phone or in-person during the spring of 2003. Some of the contact information was collected over the internet.

Geography

This study focuses on major markets in the Midwest, with special attention paid to customers in Chicago, Minneapolis-St. Paul, St. Louis and Kansas City. Some of the customers are headquartered outside of the mid-west but have a large presence within the mid-west (like Costco with over 20 club warehouse stores in its mid-western region). In a few cases (like white table cloth restaurants), we have gone outside the mid-west to give an idea of what trendsetters on the west coast are doing.

Sales Channels

Niche pork products are sold through a variety of sales channels, including upscale conventional retailers, conventional retailers, club stores, natural retailers, natural food co-ops, direct marketers, butcher shops, restaurants, distributors and further processors. The study participants are listed, by channel, on the next page.

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Background

List of Participants

Company	Type	Location
1 Kowalski's	Upscale Conventional Retailer	St. Paul, MN
2 Lund's/Byerly's	Upscale Conventional Retailer	Minneapolis, MN
3 Sunset Foods	Upscale Conventional Retailer	Highland Park, Ill
4 Treasure Island	Upscale Conventional Retailer	Chicago, Ill
5 Dahl's	Upscale Conventional Retailer	Des Moines, IA
6 Dean & Deluca's	Upscale Conventional Retailer	Kansas City, MO
7 Dierberg's	Conventional Retailer	St. Louis, MO
8 Hen House	Conventional Retailer	Kansas City, MO
9 Jewell	Conventional Retailer	Chicago, Ill
10 Dominick's	Conventional Retailer	Chicago, Ill
11 Schnuck's	Conventional Retailer	St. Louis, MO
12 HyVee	Conventional Retailer	Des Moines, IA
13 Costco	Club Store	Seattle, WA
14 Sam's	Club Store	Bentonville, AR
15 Wild Oats	Natural Retailer	Boulder, CO
16 Whole Foods	Natural Retailer	Austin, TX
17 Golden Harvest Natural Food Store	Natural Retailer	Chicago, Ill
18 Spiral Natural Foods	Natural Retailer	Minneapolis, MN
19 Wedge Co-op	Co-op	Minneapolis, MN
20 Community Mercantile Co-op	Co-op	Lawrence, KS
21 New Pioneer Co-op	Co-op	Iowa City, IA
22 Market Day	Direct Marketer	Chicago, Ill
23 Omaha Steaks	Direct Marketer	Omaha, NE
24 MK the Restaurant	Restaurant	Chicago, Ill
25 Portabella	Restaurant	St. Louis, MO
26 Marche	Restaurant	Chicago, Ill
27 Dierdorf & Hart's	Restaurant	St. Louis, MO
28 Allen Brothers	Distributor	Chicago, Ill
29 Gordon Food Service	Distributor	Grand Rapids, MI
30 Applegate Farms	Further Processor	Branchburg, NJ
31 Pederson's Natural Farms	Further Processor	Hamilton, TX
32 Nueske's Hillcrest Farm	Further Processor	Wittenberg, WI
33 Schwann's	Further Processor	Marshall, MN
34 RMH Foods	Further Processor	Morton, Ill
35 Burke	Further Processor	Nevada, IA
36 Webster City Meats	Further Processor	Webster City, IA
37 Lakeside Foods	Butcher Shop	Winnetka, Ill
38 Northfield Foods	Butcher Shop	Northfield, Ill
39 Elegance in Meats	Butcher Shop	Northbrook, Ill
40 Ray's Finest Foods	Butcher Shop	Lake Forest, Ill
41 Rancher's Gourmet Meats	Butcher Shop	Overland Park, KS
42 St. Paul Grille	Restaurant	St. Paul, MN
43 Zander Café	Restaurant	St. Paul, MN
44 Absinthe Brasserie & Bar	Restaurant	San Francisco, CA
45 Rubicon	Restaurant	San Francisco, CA

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Organization

This report has two parts. The first part consists of findings and recommendations. The second part consists of profiles of 36 pork customers. The Customer Profiles include contact information, product requirements, packaging requirements, marketing support requirements, potential demand and information on the procurement process for niche pork.

How Do We Expect This Study To Be Used?

Niche pork companies and producers should use this information to get a better idea of what customers expect. With this understanding, companies/producers should be able to develop better sales and marketing plans. They should also be able to better prepare for sales calls on prospective customers. In addition, the customer profiles have been designed to be used as a directory. Users of the information contained in this report should note that the data represent a snapshot in time, and change occurs quickly in retail and foodservice industries.

Definitions

We use niche pork in this study to mean natural, organic or breed specific pork.

Most of the study participants defined natural as:

- No antibiotics ever.
- No growth promotents ever.
- No animal by-products in the feed.
- All had some sort of animal welfare element but they differed more on this than any other factor.

This definition differs from the USDA definition of natural (“minimally processed”).

Organic pork is defined by federal regulation.

When we asked about breed specific pork, most study participants assumed we were talking about breeds that claim better eating qualities (like Berkshire and Duroc).

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Findings

Findings by Sales Channel

Retailers

- All of the natural food retailers and natural food co-ops carried natural pork. One also carried organic pork.
- Most of the upscale conventional retailers carried natural pork. One also carried organic pork.
- None of the mainstream conventional retailers carried niche pork. Many of the buyers indicated that their customers weren't interested in natural or organic pork. The buyers seemed to be determining interest level by looking at sales movement. The buyers' expectations for niche pork sales seemed to be the same as for conventional pork. As one buyer said, "I carried natural pork. It took up shelf space that I could have put conventional pork in and it didn't sell anywhere near as well. I couldn't afford to keep it."
- Beelers was the natural pork of choice for most of the study participants. Prairie Grove had some regional strength.
- The natural food co-ops and independent natural food retailers expressed an interest in locally (or regionally) grown pork as a means of differentiated themselves vs. the large natural food retail chains (which carry Beelers).

Butcher Shops

- The butchers indicated that their customers were more interested in eating quality meat than concerned about antibiotics or animal welfare. Butchers believed that shoppers with antibiotic or animal welfare concerns go to natural food stores. Despite this opinion, none of the butchers carried a breed specific pork program. All of them carried a breed specific beef program.
- Many of the butchers felt they had to carry beef and chicken. And that their gourmet customers wanted the added variety of lamb and veal. This left them with very little space for pork. Pork appears to get much less shelf space in butcher shops than in grocery stores.
- Some butchers and restaurateurs thought pork had an image problem.

Restaurants

- Seven of the eight "white table cloth" restaurants we contacted carried natural pork.
- Niman and Prairie Grove were the most frequently mentioned.
- Chefs, like buyers at natural food co-ops and independent natural food stores, were interested in locally or regionally grown pork. Several of the chefs featured locally grown, natural or organic pork occasionally, thus turning a liability (limited availability) into an asset (on the menu for a limited time only!).

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Findings

Distributors

- Most of the natural, organic and breed specific pork is carried by gourmet retail distributors (especially on the coasts) and by smaller food service distributors (like Pioneer Meat; Schultz Wholesale; Farmington Wholesale; or Bruss, Weinstein and Maurillo in Chicago). These distributors were especially closed-mouthed about what they carried and why.
- Gordon Foodservice, a full-line, regional distributor, expressed a willingness to carry natural or breed specific pork if a business case can be made. This led us to speculate whether regional foodservice distributors might not be a good target for natural pork suppliers.

Processors

- Some processors are interested in buying raw material for existing niche processed pork businesses (Pederson Farms and Applegate Farms, for example). Both seemed interested in identifying additional pork suppliers.
- Some processors are willing to process products to your specifications and under your brand (Webster City and Burke, for example). Under this approach, you pay the processor a “toll” for processing and assume the responsibility for selling the product. This avenue should be pursued only by those with a high tolerance for risk.

Direct to Consumer

- High-end mail order catalogs (like Allen Brothers in Chicago) were the only customers we found who currently carried breed specific pork (Allen Brothers carried Chester White).
- Direct marketers like Omaha Steaks and Market Day were focused on high volume mainstream items.

Niche Pork Sales Opportunities

Natural and Organic Pork

- The bigger natural pork suppliers seem to have the major natural food store chains tied up. We advise those interested in selling natural or organic pork at retail to target independent natural food stores, co-ops and upscale conventional retailers.
- Upscale restaurants in major metropolitan areas also appear to be a good target for natural pork companies.
- Processors that make a natural or organic version of the traditional processed meats (ham, sausage, deli meats, and hot dogs/bratwurst) are good targets.

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Findings

Breed Specific Pork

- We were surprised that we didn't find more customers carrying breed specific pork.
- Based on which customers were the early adopters of Angus Beef, we recommend that suppliers of breed specific pork target upscale retailers, butcher shops, high-end meat catalogs and high-end restaurants.

Survey Results

- The findings in the next two sections are based on ten survey respondents who answered every survey question.
- The survey respondents are distributed as follows: upscale conventional retailers (1), conventional retailers (1), club stores (1), natural retailers (1), natural food co-ops (3), direct marketers (0), butcher shops (0), restaurants (2), distributors (0) and further processors (1).
- Given the small sample size, the survey is not statistically representative but it does provide an interesting insight into what buyers look for when buying natural and niche marketed pork and how they evaluate current and potential suppliers and programs.
- Because all but one of these respondents currently carry natural pork, their opinions are more supportive of natural pork in particular and social issues in general than the average pork customer's would be.

What Qualities Are Important in Choosing a Pork Supplier?

- All of the customers thought Order Fill Rate and On-time Delivery were important.
- Most of the customers indicated Carries the Right Products; Has the Ability to Meet My Feature Needs; Can Handle My Order with Minimal Lead Time; Is Committed to Social Causes; and Is a Very Ethical Company were important.
- Few of the customers thought Great Marketing and Sales Support and Is Willing to Customize Products were important. We caution readers on misinterpreting this result. If you look at the Customer Profiles and Buyer Surveys, you will see that almost all study participants wanted to see some kind of marketing support (like feature ads or point of sale signage). It is our belief that the study participants thought that this basic level of marketing was essential but that they did not place a high value on niche pork suppliers going above and beyond the minimum.

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- Findings There were relatively few surprises here:
 - The first five variables are considered by many meat industry experts to be the “basics” companies need to master if they are to be successful.
 - The next two seem to be part of the “basics” expected within the natural food industry.
 - One way of interpreting the relatively low importance placed on Great Marketing and Sales Support is that buyers do not want suppliers to “stand out from the crowd” or make a special connection with the consumers. If this interpretation is correct, it suggests that buyers would rather have a number of good suppliers that make undifferentiated niche pork products. This approach could eventually lead to the “commoditization” of niche pork.
 - The low importance placed on Customizing Products suggests that customers want to buy a standard set of items.

Choosing a Supplier	Considered Important Percent of Respondents (n=10)
Order Fill Rate	100%
On Time Delivery	100%
Carries the Right Product	70%
Has the Ability to Meet My Feature Needs	70%
Can Handle My Order with Minimal Time	60%
Is Committed to Social Causes	60%
Is a Very Ethical	60%
Great Marketing and Sales Support	40%
Is Willing to Customize Products	10%

What Qualities Are Important When Choosing a Product?

- Antibiotic Free, Hormone Free, Taste and Tenderness received very high ratings (4.8+). Antibiotic Free and Hormone Free “define” natural for most of the buyers. Surveys of conventional pork consumers have indicated that Taste and Tenderness are among the most important attributes. Why should natural pork consumers be any different?

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Findings

- Traceable Back to the Farm also scores high (4.44). But Animal Welfare and the Environment score in the low 4's and high 3's, and Free Range and Free Farmed score in the low 3's and high 2's. This may be explained by the buyers placing a higher value on the wellness of people than on the wellness of animals or the earth.
- Price falls right in the middle of the pack. This suggests that price will be less important until most suppliers can do a good job of providing the first ten product attributes. However, when choosing among equal products, price will always be a factor.

Product Attributes	Average Score
On a scale of 0 to 5 with 0 being of zero importance and 5 being very important.	Percent of Respondents (n=10)
Antibiotic Free	4.9
Hormone Free	4.8
Taste	4.8
Tenderness	4.8
Chemical Free	4.7
Meat Color	4.66
Traceable Back to the Farm	4.44
Fresher	4.38
Fat Color	4.33
Healthier for You	4.13
Lower Price	4.0
Animal Welfare	3.8
The Environment	3.55
Lower Fat	3.38
Lower Cholesterol	3.38
Grown on Family Farms	3.33
Recognizable Brand Name	3.25
Free Range	3.0
Free Farmed	2.86

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Recommendations

Recommendations

- Develop a product that consistently meets all of the required attributes, including taste and tenderness.
- Be objective about how your product stacks up against the competition, including how it is priced vs. the competition.
- Determine how to position your product.
 - Are you natural? Organic?
 - Breed specific?
 - Locally grown?
 - A combination?
 - What's makes your product unique? Why should someone buy your product vs. a competitor's?
- Target the appropriate class of customers.
 - Natural food stores?
 - Conventional food stores?
 - Restaurants?
 - Try to diversify your risk by targeting more than one class of customer (retail business, food service and processor customers, for example).
- Make sure you understand what the customer's requirements are. Or as Mike Cummings, Meat Director for Wild Oats Markets says, "Do your homework."
 - For example, how does your customer define "natural?"
 - What kind of documentation will your customer require?
 - Does your customer buy fresh or frozen? Boxed pork or case ready pork?
 - What kind of support does your customer expect?
 - How many deliveries a week will your customer need?
- Understand your target customer's level of commitment to the new program?
 - Have they sold niche pork before? Why did it succeed or fail?
 - Are the folks in the stores as committed to the program as the buyer in the corporate office?
- Develop a specific sales plan.
 - Identify whom is going to do what by what date.
 - What are you going to do and what additional resources do you need?
 - Should you hire employees?
 - Hire a broker?
 - Hire a consultant?

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Recommendations

- Put together complete and clearly written sales materials.
 - They don't have to be fancy but they do have to be clear and complete.
 - Plan on taking multiple copies and leaving some behind.
- Prepare to support your product in the stores with training for store level personnel, point of sale signage and in-store demos
- Understand the logistics issues thoroughly.
 - How will the product get from the slaughter plant to the store? Explore using distributors and contracting directly with Direct Store Delivery (DSD) trucking firms.
 - Make sure you fulfill on all of your promises. You will build trust and enhance the relationship you have with your customers if you always fulfill on your promises.
- As a general rule, you would be well advised to line up end user customers first and then pursue distributors. Few distributors are going to be willing to inventory a product with no customers.

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Customer Profiles

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Customer Profiles

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* Note: We pursued Conventional Retailers in Minneapolis but struck out. Cub, the number one retailer with 33% of the market, politely declined to participate. Fleming, the wholesaler, is selling Rainbow, the number two retailer (with 25% of the market). As of 6/4/03 it appeared like Roundy's had a deal with Fleming to buy the Minneapolis Rainbow stores.

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Customer Profiles

Kowalski's

Classification

- Upscale Conventional Retailer

Number of Stores

- 7

Size of Stores

- Range from 15,000 square feet to 30,000 square feet

Location of Stores

- Woodbury, White Bear Lake, Uptown Market (Minneapolis), Lyndale (Minneapolis), Parkview (Minneapolis), Camden (Minneapolis) and Grand Ave. (St. Paul)

Headquarters Location

- Kowalski's Corporate Office
33 Syndicate St. S
Saint Paul, MN 55105
Phone: (651) 698-4752

Contact Information

- Boyd Oase, Meat Purchaser
Phone: (651) 429-5913

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Beelers Natural Pork

Fresh or Frozen?

- Fresh and Frozen

Boxed Pork or Case Ready?

- Boxed

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Customer Profiles

Kowalski's

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotents, no antibiotics, must meet animal welfare standards

Expected Marketing Support?

- Ad features supported by hot prices, point of sale material, demos

Other Requirements?

- Must have sufficient product available to support ads
- Must be willing to deliver to stores twice a week

Anticipated Volume?

- 5-6 mixed cases (Beelers and Commodity Pork) per week

New Product Procurement Process?

- Send appropriate sales information to Boyd Oase.
- If he is interested, he will contact you for samples and to set up an appointment.

Web Page

www.kowalskis.com

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Customer Profiles

Lund Food Holdings

Classification

- Upscale conventional grocery store

Number of Stores

- 12 Byerly's
- 8 Lund's

Size of Stores

- Lund's - Range from 15,000 square feet to 30,000 square feet
- Byerly's - Range from 50,000 square feet to 90,000 square feet

Location of Stores

- Lund's - Uptown (Minneapolis), Edina, Plymouth, Richfield, Highland Park, Minnetonka, Bloomington and Wayzata
- Byerly's - Golden Valley, St. Paul, Edina, St. Cloud, St. Louis Park, Ridgedale, Bloomington, Roseville, Burnsville, Chanhassen, Eagan and Maple Grove

Headquarters Location

- Lund Food Holdings, Inc.
4100 West 50th St.
Edina, MN 55424-1204

Phone: (952) 927-3663

Contact Information

- Larry Long, Director of Meat and Seafood
Phone: (952) 927-3663

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Beelers Natural Pork

Fresh or Frozen?

- Fresh and Frozen

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Customer Profiles

Lund Food Holdings

Boxed Pork or Case Ready?

- Boxed

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotants, no antibiotics, no animal byproducts in the feed, minimum living space required

Expected Marketing Support?

- Ad features supported by hot prices, point of sale materials, demos

Other Requirements?

- Must have sufficient product available to support ads
- Must be willing to deliver to stores twice a week

Anticipated Volume?

- NA

New Product Procurement Process?

- Send appropriate sales information to Larry Long, Director of Meat and Seafood or Stephen May, Category Manager.
- If they are interested, they will contact you for samples and to set up an appointment.

Web Page

www.lundsmarket.com

www.byerlys.com

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Customer Profiles

Sunset Foods

Classification

- Upscale conventional grocery store

Number of Stores

- 4

Size of Stores

- Range from 15,000 square feet to 30,000 square feet

Location of Stores

- Illinois: Highland Park, Northbrook, Lake Forest, Libertyville

Headquarters Location

- Sunset Foods
777 Central Avenue
Highland Park IL 60035

Phone: (847) 432-0035

Contact Information

- Same as above

Currently Carries Niche Pork (yes or no)

- Not at this time.

Interested in Carrying Niche Pork?

- Maybe

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

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Customer Profiles

Sunset Foods

Branded or Unbranded?

- Branded

Required Specifications?

- Quality product. No growth promotents, no antibiotics.
- Like what they get from Coleman Beef.

Expected Marketing Support?

- Point of sale materials and occasional discounts.

Other Requirements?

- No

Anticipated Volume?

- NA

New Product Procurement Process?

- Start with Frank Lomoro, the Buyer (ext. 3).
- He will review what you have and pass you onto to the Meat Director, if appropriate.

Web Page

www.sunsetfoods.com

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Customer Profiles

Treasure Island

Classification

- Upscale grocery store

Number of Stores

- 6

Size of Stores

- Range from 25,000 to 40,000 square feet

Location of Stores

- Chicago, IL and surrounding areas (Wilmette and Evanston)

Headquarters Location

- Treasure Island Foods, Inc.
3460 N. Broadway
Chicago, IL 60657
(773) 327-4265

Contact Information

- James Ashley, Meat Buyer
Phone: (773) 327-4265 ext. 305

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Prairie Grove Farms, all natural pork from Illinois.
- Maple Leaf Farms, organic pork from Canada (information that this is organic pork was provided by the contact interviewed; this information may not be correct).

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Branded or Unbranded?

- Branded

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Customer Profiles

Treasure Island

Required Specifications?

- Natural pork has no growth promotents, no antibiotics and some animal welfare standards.
- Organic pork follows USDA National Organic Program standards.

Expected Marketing Support?

- Occasional discounts and point of sale material.

Other Requirements?

- NA

Anticipated Volume?

- Don't sell much pork in stores compared to beef and chicken.

Price Comparison (based on one store at one point in time)

Maple Leaf Tenderloins	\$ 5.49
Hormel Marinated Tenderloins	\$ 6.99
Commodity Center Cut Loin	\$ 3.99
Prairie Grove Center Cut Loin	\$ 5.49
Maple Leaf Center Cut Loin	\$ 5.99
Commodity Boneless Center Cut Chops	\$ 2.99
Prairie Grove Boneless Center Cut Chops	\$ 5.99

New Product Procurement Process?

- Contact James Ashley.

Web Page

None

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Customer Profiles

Dahl's

Classification

- Upscale conventional retailer

Number of Stores

- 11, 12th opening soon in Clive/Waukee

Size of Stores

- Range from 15,000 square feet to 30,000 square feet

Location of Stores

- Greater Des Moines

Headquarters Location

Dahl's Corporate Office
4343 Merk Hwy Road
Des Moines, IA 50310
Phone: (515) 278-1657
Fax: (515) 278-0012

Contact Information

- Mark Missen, Meat Purchaser
Phone: (515) 278-0435

Currently Carries Niche Pork (yes or no)

- No

Brand of Conventional Pork Carried

- Farmland

Interested in Carrying Niche Pork

- Maybe

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

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Customer Profiles

Dahl's

Branded or Unbranded?

- Branded

Interviewers Notes

- Dahl's participates in A Taste of Iowa program. This means they may be susceptible to a sales pitch based on a locally grown angle.
- Dahl's was the first in the market with MBA Smart Chicken. It's been a success for them. A sales pitch that leverages this might have a greater chance of success.
- Product marketing support is very important to Mark Missen.

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Mark Missen, Meat Purchaser.
- From there send appropriate sales information and samples.

Web Page

www.dahlsfoods.com

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Customer Profiles
Dean and Deluca – suburban Kansas City

Classification

- Upscale conventional retailer. Very gourmet.
- This store is part of a chain that started in New York City
- The Kansas City store is part of a “trial” to see if such an upscale store will fly in other metro areas

Number of Stores

- 1

Size of Stores

- 10,000 square feet

Location of Store

- 4700 W. 119th St.
Leawood, KS 66209
(913) 498-3131

Contact Information

- Kevin Johnson, Head Chef
Phone: (913) 498-3131
E-mail: kjohnson@deandeluca.com

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Berkshire, “the Cadillac of pork.”
- Carry a limited array of meat items, including pork tenderloin and center cut pork chops.

Interested in Carrying Natural or Organic Pork

- No
- Too costly. For such a high cost, product needs to perform very well.
- That’s why he carries Berkshire

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

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Customer Profiles
Dean and Deluca – suburban Kansas City

Branded or Unbranded?

- Unbranded

Required Specifications?

- Berkshire breed
- Excellent taste, texture and consistency

Expected Marketing Support?

- Wants lots of Saturday morning demo support

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Kevin Johnson at the phone number or e-mail above.

Web Page

www.deandeluca.com

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Customer Profiles

Dierbergs

Classification

- Conventional grocery store

Number of Stores

- 20

Size of Stores

- Range from 15,000 square feet to 30,000 square feet

Location of Stores

- All stores are located in the greater metro area of St. Louis, MO

Headquarters Location

- Dierbergs Central Office
16690 Swingley Ridge Road
Phone: (636) 532-8884

Contact Information

- John May, Meat Buyer
Phone: (636) 532-8884

Currently Carries Niche Pork (yes or no)

- No

Interested in Carrying Niche Pork?

- No. Does not think his customers are interested in natural or organic pork.

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Dierbergs

Branded or Unbranded?

- Branded

Required Specifications?

- NA

Expected Marketing Support?

- Ad features supported by hot prices and point of sale materials

Other Requirements?

- Must have sufficient product available to support ads

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact John May.

Web Page

www.dierbergs.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Hen House

Classification

- Conventional grocery store

Number of Stores

- 15

Size of Stores

- 40,000 to 60,000 square feet

Location of Stores

- Kansas and Missouri

Headquarters Location

- Hen House
5300 Speaker Road
Kansas City, KS 66106

Phone: (913) 321-4223

Contact Information

- Jon Wissmann,
Phone: (913) 573-1279

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Premium Standard Farms (PSF) Antibiotic Free Pork (AFP)

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Hen House

Branded or Unbranded?

- Branded

Required Specifications?

- No antibiotics given to animal in feed, water or through injection since birth
- AFP hogs segregated from conventional PSF hogs
- Process Verified

Expected Marketing Support?

- Ad features supported by hot prices and point of sale materials

Other Requirements?

- NA

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact John Wissmann

Web Page

www.henhouse.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Jewel

Classification

- Conventional grocery store

Number of Stores

- 191

Location of Stores

- Illinois, Iowa, Indiana and Wisconsin

Headquarters Location

- Jewell-Osco Division
1955 W. North Ave.
Melrose Park, IL 60160
- Owned by Albertson's

Contact Information

- Jeff Craig, Meat Procurement Manager
Phone: (708) 531-6000

Currently Carries Niche Pork (yes or no)

- No

Conventional Pork Brand Carried

- Smithfield Extra Lean Pork

If No, Interested in Carrying Niche Pork

- No.
- Natural beef failed to sell well enough because of high price.
- Procurement Manager thinks natural pork would also fail to sell well enough.

New Product Procurement Process?

- Contact Jeff Craig, Meat Procurement Manager
Phone: (708) 531-6000

Web Page

www.jewelosco.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Dominick's

Classification

- Conventional grocery store (including some European style markets)

Number of Stores

- 60

Location of Stores

- Illinois (Greater Chicago Area)

Headquarters Location

- Safeway Corporation
5918 Stoneridge Mall Road
Pleasanton, CA 94566

Phone: (925) 467-3000

Contact Information

- Jennifer Leadven, Meat Buyer
Phone: (925) 467-3000

New Product Procurement Process?

- Official process is to submit a written request on your company's letterhead to:
Safeway Inc.
4410 Rosewood Drive
Pleasanton, CA 94588-3492

Web Page

www.dominicks.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Schnuck's

Classification

- Conventional grocery store

Number of Stores

- 103

Location of Stores

- Missouri-St. Louis Area, Illinois, Indiana, Mid-South (TN & MS) and Logli Stores - Rockford, IL & Janesville, WI

Headquarters Location

- Schnuck Markets, Inc.
11420 Lackland Rd.
P.O. Box 46928
St. Louis, MO 63146-6928

Phone: 314-994-9900

Web Page

www.schnucks.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

HyVee

Classification

- Conventional grocery store

Number of Stores

- 200

Location of Stores

- Iowa, Illinois, Missouri, Kansas, Nebraska, South Dakota and Minnesota.

Headquarters Location

- Hy-Vee, Inc.
5820 Westown Parkway
West Des Moines, Iowa
50266-8223

Phone: 515-267-2800

Contact Information

- Kenan Judge, Meat Director
Phone: (515) 267-2800

Comments

- Mr. Judge indicated over the phone that HyVee is currently looking into Natural and Organic pork. He then declined to answer any further questions.
- HyVee's meat is distributed through Perishable Distributors of Iowa (PDI) 515-965-6300.

Web Page

www.hy-vee.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Costco

Classification

- Club store

Number of Stores

- 306

Location of Stores

- Nationwide

Headquarters Location

- Costco Corporate Offices
999 Lake Drive
Issaquah, WA 98027

Contact Information

- Terry Free,
Phone: (425) 313-8673

Currently Carries Niche Pork (yes or no)

- No

If Yes, Type and Brand Carried

- NA

If No, Interested in Carrying Niche Pork

- Not at this time. Perhaps in the future.

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Costco

Branded or Unbranded?

- Branded

Required Specifications?

- NA

Expected Marketing Support?

- Ad features supported by hot prices, point of sale materials, demos

Other Requirements?

- Must have sufficient product available to support ads.

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Terry Free.

Web Page

www.costco.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Sam's Club

Classification

- Members-only warehouse

Number of Stores

- 500 plus clubs and more than 46 million members

Size of Stores

- Range from 110,000 and 130,000 square feet

Location of Stores

- Nationwide

Headquarters Location

- Sam's Club, Inc.
608 Southwest 8th Street
Bentonville, AR 72716

Web Page

www.samsclub.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Wild Oats

Classification

- Natural food retailer

Number of Stores

- 74 under the Wild Oats banner; 13 under the Henry's Marketplace banner; and 7 under the Sun Harvest banner

Location of Stores

- Major metro areas around the country

Headquarters Location

- 3375 Mitchell Lane
Boulder CO 80301

Contact Information

- Mike Cummings, Meat Director
Phone: (720) 562-4897

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Beelers Natural Pork

If No, Interested in Carrying Niche Pork

- NA

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Portion Controlled?

- NA

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Wild Oats

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotents, no antibiotics, no animal byproducts in the feed, minimum living space required

Expected Marketing Support?

- Ad features supported by hot prices, point of sale materials, demos

Other Requirements?

- Must have sufficient product available to support ads
- Must be willing to deliver to stores twice a week

Volume?

- \$500 to \$5000 per week per store depending on season, the demographics of the shoppers and the merchandising ability of the meat manager at that store

New Product Procurement Process?

- Contact Mike Cummings

Web Page

www.wildoats.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Whole Foods

Classification

- World's largest retailer of natural and organic foods

Number of Stores

- 143

Location of Stores

- Nationwide

Headquarters Location

- Whole Foods Market, Inc.
601 N. Lamar Suite 300
Austin, Texas 78703

Phone: (512) 477-4455

Currently Carries Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Several different brands of natural pork
- Each region makes its own decision on what to carry.

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Whole Foods

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotents, no antibiotics, no animal byproducts in the feed, minimum living space required

Expected Marketing Support?

- Ad features supported by hot prices, point of sale materials, demos

Other Requirements?

- Must have sufficient product available to support ads

Anticipated Volume?

- About 1,000 pounds per week at some of the bigger stores according to one store meat manager

New Product Procurement Process?

- Contact meat buyer at regional office
- Regional offices and phone numbers are listed on web page
- Go to web page (address listed below)
- Click on Store Locations
- Click on Regional Offices

Web Page

www.wholefoodsmarket.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Golden Harvest Health Food

Classification

- Independent natural food retailer

Number of Stores

- 1

Location of Store

- 202 Spring Hill Rd.
Dundee, IL 60118

Contact Information

- Jim Hord, Owner
Phone: (847) 551-3551

Currently Carries Niche Pork?

- Yes

If Yes, Type and Brand Carried

- An Amish man brings in grass feed beef and pork

Fresh or Frozen?

- Frozen

Boxed Pork or Case Ready?

- Boxed

Branded or Unbranded?

- Unbranded

Required Specifications?

- No hormone shots.
- Verify that it is natural

Anticipated Volume?

- Varies week to week with what the man brings in

New Product Procurement Process?

- Contact Jim Hord, Owner.
- He works mornings until 4 pm.
- He's interested in hearing from natural suppliers.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Spiral Natural Foods

Classification

- Independent natural food retailer

Number of Stores

- 1

Location of Store

- 307 2nd St. E.
Hastings, MN 55033 1207

Contact Information

- Emily Huppert, Owner
Phone: (651) 437-2667

Currently Carries Niche Pork?

- No

If No, Interested in Carrying Niche Pork?

- No.
- Carried natural pork last summer. Didn't sell very well. Cost too much.

Requirements?

- Documentation that the meat is organic.
- Usually buys close to home to help out locals.

Other Comments

- Carries organic bacon, ground beef and turkey.

New Product Procurement Process?

- Contact Emily Huppert, Owner.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Wedge Co-op

Classification

- Natural food co-op

Number of Stores

- 1

Location of Store

- Minneapolis MN

Headquarters Location

- 2105 Lyndale Ave. South
Minneapolis MN 55405
612-871-3993

Contact Information

- John Jaska, Meat Buyer
Phone: (612) 871-3993

Currently Carries Niche Pork (yes or no)

- Yes

Type and Brand Carried

- Beelers Natural Pork
- Free-Farm Breakfast Sausage

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Wedge Co-op

Branded or Unbranded?

- Branded

Required Specifications?

- No antibiotics, no growth promotants of any kind, no injections of vaccines or vermifuges

Expected Marketing Support?

- Point of sale material and occasional discounts

Other Requirements?

- Must have sufficient product available to support ads.
- Must be able to supply fresh product year round.

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact John Jaska.

Web Page

www.wedgecoop.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Community Mercantile Co-op

Classification

- Natural food co-op

Number of Stores

- 1

Size of Store

- The largest consumer-owned natural foods store in the state of Kansas.
- Approx. \$122,000 in sales per week.
- Meat department is 5-6% of store sales.

Location of Store

- Lawrence, Kansas

Headquarters Location

- Community Mercantile
901 Iowa
Lawrence, KS 66044

Phone: (785) 843-8544

Fax: (785) 843-7572

Contact Information

- John Rogers, Meat Department Manager
Phone: (785) 843-8544

Currently Carries Niche Pork (yes or no)

- Yes

Type and Brand Carried

- Beelers

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Community Mercantile Co-op

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotents, no antibiotics, no animal byproducts in the feed, minimum living space required.

Expected Marketing Support?

- Hot prices they can advertise in their newsletter and point of sale materials.

Other Requirements?

- Must be able to supply fresh pork year round.

Anticipated Volume?

- NA

New Product Procurement Process?

- Call John Rogers or have your salesperson stop by and visit him.
- Send samples and sales information.
- If he interested, he will contact you.

Web Page

www.communitymercantile.coop

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

New Pioneer Co-op

Classification

- Natural food co-op.

Number of Stores

- 2

Location of Stores

- Iowa City IA and Coralville IA.

Headquarters Location

- 22 S. Van Buren St.
Iowa City IA 52240
(319) 338-9441

Contact Information

- Maurice Finn, Meat Buyer
Phone: (319) 338-9441

Currently Carries Niche Pork (yes or no)

- Yes

Type and Brand Carried

- Beelers Natural Pork

Fresh or Frozen?

- Fresh

Boxed Pork or Case Ready?

- Boxed

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

New Pioneer Co-op

Branded or Unbranded?

- Branded

Required Specifications?

- No growth promotents, no antibiotics and certain animal welfare standards.

Expected Marketing Support?

- Point of sale material and occasional discounts on product.

Other Requirements?

- Must have sufficient product available to support sales.

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Maurice Finn.

Web Page

www.newpi.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Market Day

Classification

- Direct Marketer

Motto

- The Original Fundraising Food Cooperative. ®

Locations

- Available in: Delaware, Florida, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Missouri, New Jersey, New York, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia and Wisconsin

Headquarters Location

- Market Day Corporation
555 West Pierce – Suite 200
Itasca, IL 60143-3155

Phone: (877) 632-7753 Customer Support

- Market Day Distribution Facility (Chicago Store)
1250 N. Mittel Blvd
Wood Dale, IL, 60191

Phone: (630) 775-3444

Contact Information

- Scott Polina, Pork Manager
Phone: (877) 632-7753 ext. 3368

Currently Carries Niche Pork (yes or no)

- No

If Yes, Type and Brand Carried

- N/A

Interested in Carrying Niche Pork?

- “No. No. No. No.”

Fresh or Frozen?

- Frozen

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Market Day

Packaging Configuration?

- Retail Carton

Portion Controlled?

- Yes – net weight.

Branded or Unbranded?

- Branded

Required Specifications?

- NA

Expected Marketing Support?

- NA

Other Requirements?

- NA

Anticipated Volume?

- Not interested in natural, organic or breed specific pork.

New Product Procurement Process?

- Send appropriate sales information to Scott Polina at the HQ address above.
- If he is interested, he will contact you for samples and to set up an appointment.

Web Page

www.marketday.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Omaha Steaks International, Inc.

Classification

- Direct Marketer

Business Segments

- Mail order, telesales, interactive sales, some foodservice and retail

Locations

- National

Headquarters Location

- 10909 John Galt Blvd.
PO Box 3300
Omaha NE 68103

Phone: 800-960-8400

Contact Information

- Larry, meat buyer

Currently Carries Niche Pork?

- No. Just conventional loins, tenderloins, ribs, ham and bacon.

Interested in Carrying Niche Pork?

- No.

New Product Procurement Process?

- We're mainly focused on beef.
- We don't sell much pork.
- We're really not interested in looking at any new pork items right now.

Web Page

www.omahasteaks.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

MK the Restaurant, Chicago IL

Classification

- Restaurant

Contact Information

- Tony Schutz, Head Chef
MK the Restaurant
868 N. Franklin
Chicago IL 60610
312-482-9179

www.mkchicago.com

What Pork Items Do You Carry On Your Menu?

- Charcoal Grilled Pork Tenderloin
- Braised Ham Hocks

Is the Pork You Buy Natural, Organic or Breed Specific?

- Prairie Grove Pork for the fresh pork items.
- Nueski's for the bacon (used as an ingredient in other dishes).

How Do You Go About Picking a Supplier?

- Executive Chef Michael Kormick personally visits all suppliers.

What Do You Look for in a Supplier?

- Good quality animals. Consistent high quality meat.
- Commitment to animal welfare and the environment.
- Strong workmanship.
- Locally (or regionally grown) is a plus.
- Well organized. Easy to do business with.

Do You Buy Fresh, Frozen or Both?

- Fresh

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

MK the Restaurant, Chicago IL

What Are Your Product Requirements?

- NA

What Are Your Packaging Requirements?

- Vacuum packaging
- Two tenderloins per bag

How Much Do You Purchase of What Cuts?

- 30-40 pounds of tenderloins per week
- 25 pounds of ham hocks

How Should a New Supplier Contact You About Doing Business?

- Contact Tony Schutz at the address and phone number above

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Portabella Restaurant, St. Louis MO

Classification

- Restaurant

Contact Information

- Thom Zoog, Chef
15 N Centra Ave
Clayton MO 63105
314-725-6588

What Pork Items Do You Carry On Your Menu?

- Double cut pork chops

Is the Pork You Buy Natural, Organic or Breed Specific?

- Not at this time.
- In the summer we buy organic, locally grown pork and feature it on the menu.

How Do You Go About Picking a Supplier?

- Must have consistently high quality product.
- Must be able to delivery the small quantities we need when we need them.
- Must offer generous credit terms.

Do You Buy Fresh, Frozen or Both?

- Fresh only.

What Are Your Product Requirements?

- One muscle pork loin.

What Are Your Packaging Requirements?

- NA

How Much Do You Purchase of What Cuts?

- NA

How Should a New Supplier Contact You About Doing Business?

- Stop in and show me your product

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Marche, Chicago IL

Classification

- Restaurant

Contact Information

- Jared Case, Sous Chef
Marche
833 W. Randolph St.
Chicago IL 66607
312-226-8399

www.marche.chicago.com

What Pork Items Do You Carry On Your Menu?

- Double cut pork chops
- Bacon is used as an ingredient (in bacon wrapped sea scallops, for example)
- Occasional specials

Is the Pork You Buy Natural, Organic or Breed Specific?

- Not right now but we are looking at Gunthorpe Farms organic pork.
- Gunthorpe is located in mid-state Illinois.

How Do You Go About Picking a Supplier?

- NA

What Do You Look for in a Supplier?

- Quality and consistency of product.
- Prefer regionally grown.

Do You Buy Fresh, Frozen or Both?

- Fresh

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Marche, Chicago IL

What Are Your Product Requirements?

- Quality and consistency of the product is very important.
- We look at meat color and fat color.
- Organic meat must be perfect because of its high price.

What Are Your Packaging Requirements?

- Vacuum packaging
- 1 loin per bag; 2 shoulders per bag; 3 tenderloins per bag.

How Much Do You Purchase of What Cuts?

- 20 lbs. of loins/week
- 2 shoulders/week
- 10 lbs. bacon per week

How Should a New Supplier Contact You About Doing Business?

- Contact Sous Chef Jared Case at the address and phone number above

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Dierdorf & Hart's

St Louis

Classification

- Restaurant

Contact Information

- Dave Frattini, Executive Chef
Dierdorf & Hart's
314-878-8039
www.dierdorfharts.com

Locations

- 223 West Port Plaza
St. Louis MO 63146
314-878-1801
- 701 Market St.
St. Louis MO 63101
314-421-1772

What Pork Items Do You Carry On Your Menu?

- Pork Chops (2 – 8 oz. chops per serving)
- Occasional specials (using pork butt, for example)
- Sausage used in sandwiches and soups

Is the Pork You Buy Natural, Organic or Breed Specific?

- No.
- We're more interested in a great tasting, tender and juicy pork chop than a natural or organic one.

How Do You Go About Picking a Supplier?

- Chef tours facility.
- Want to use same supplier (distributor) for pork as beef, if possible.

What Do You Look for in a Supplier?

- Good quality meat.
- Good workmanship.
- Good food safety.
- In business for a long time and reliable.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Dierdorf & Hart's, St. Louis

Do You Buy Fresh, Frozen or Both?

- Fresh pork and frozen sausage.

What Are Your Product Requirements?

- We specify thickness of chop, fat trim chops per box, etc.
- Will share info only once he qualifies supplier.

What Are Your Packaging Requirements?

- Vacuum packaging

How Much Do You Purchase of What Cuts?

- Go through 10 chops a night on average night.
- Run a special once every four weeks and go through much more at that time.

How Should a New Supplier Contact You About Doing Business?

- Contact Dave Frattini at phone number above.
- Corporate office makes decision for both locations.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Allen Brothers

Classification

- Meat distributor to restaurants
- Gourmet meat catalog

Headquarters Location

- Allen Brothers, Inc.
3737 South Halsted Street
Chicago IL 60609-1689
- Customer service
800-548-7777

Contact Information

- Fred, Pork buyer for distribution business
- Scott Marland, Gift division meat buyer
- Phone: 800-548-7777

Currently Carries Niche Pork (yes or no)

- Yes

Type and Brand Carried

- Chester White

Interested in Carrying Natural or Organic Pork?

- Not at this time.
- Would be open to it if the restaurants they service demanded it or if there was demand from gift buyers.

Fresh or Frozen?

- Fresh for the distributor side.
- Frozen for the catalog.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Allen Brothers

Portion Controlled?

- Yes – net weight.

Branded or Unbranded?

- Unbranded

Required Specifications?

- NA

Other Requirements?

- NA

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Fred or Scott at the number above

Web Page

www.allenbrothers.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Gordon Foodservice

Classification

- Full line distributor to restaurants, hospitals and hotels.

Headquarters Location

- Gordon Foodservice
PO Box 1787
333 50th Street SW
Grand Rapids MI 49501

Contact Information

- Lee Vanderstelt
888-437-3663 ext. 4337

Currently Carries Niche Pork (yes or no)

- No

Interested in Carrying Natural or Organic Pork?

- Open to it if the restaurants they service demand it.

Fresh or Frozen?

- Fresh

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Gordon Foodservice

Branded or Unbranded?

- Branded

Required Specifications?

- NA

Other Requirements?

- NA

Anticipated Volume?

- NA

New Product Procurement Process?

- Contact Lee Vanderstelt at the number above.

Web Page

www.gfs.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Applegate Farms

Classification

- Processor

What Type of Product Do You Sell?

All Natural:

- Bacon
- Deli Meats
- Hot Dogs
- Sausage

Also a small organic line.

Where Are Your Products Sold?

- Natural and conventional grocery stores and restaurants.

Headquarters Location

- 10 Country Line Rd.
Suite 22
Branchburg NJ 08876

Contact Information

- Scott Yacozino, Marketing Manager
- Chris Ely, Head of Product Development

Phone: 866-587-5858

Currently Purchases Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Du Breton Natural Pork

Fresh or Frozen?

- Both

Packaging Requirements?

- We have requirements that cover raw material, temperature and other precautions

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Applegate Farms

Other Requirements?

- No antibiotics ever
- No growth promotents ever
- A low stress environment for the hogs (not kept in crates, wood chips for bedding)
- Traceable back to the farm

Purchase Volume?

- Refused to answer.

How should a new vendor contact you about doing business?

- Contact Chris Ely, the head of Product Development
- Phone: 866-587-5858 extension 220
- We'll want to see a sample of your product and talk about pricing, logistics, etc.
- We'll want to see the farms and the slaughter plant

Web Page

<http://www.applegatefarms.com/>

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Pederson's Natural Farms

Classification

- Processor

What Type of Product Do You Sell?

All Natural:

- Ham
- Bacon
- Sausage

Where Are Your Products Sold?

- Whole Foods Markets and other natural food stores
- Some foodservice

Headquarters Location

- 1207 South Rice
Hamilton TX 76531

Contact Information

- Cody Lane, President

Phone: 254-386-4790

Currently Purchases Niche Pork (yes or no)

- Yes

If Yes, Type and Brand Carried

- Du Breton Natural Pork

Fresh or Frozen?

- Fresh

Packaging Requirements?

- NA

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Pederson's Natural Farms

Other Requirements?

- Affidavit program
- Audit system

Purchase Volume?

- Loins 16,000 – 17,000 lbs. per week
- Bellies 8,000 lbs. per week
- Trim 4,000 lbs. per week
- Ham 2,000 lbs. per week
- Other 3,000 – 4,000 lbs. per week

How should a new vendor contact you about doing business?

- Contact Cody Lane
- Send samples and sales literature
- Make sure you “know it all” before calling: be able to answer questions about genetics, feed rations, the affidavit program and the audit system

Web Page

<http://www.healthypork.com/>

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Nueske's Hillcrest Farm

Classification

- Processor

What Type of Product Do You Sell?

- Ham
- Bacon
- Deli Meats
- Hot Dogs
- Sausage

Where Are Your Products Sold?

- Regional grocery stores
- On-line
- Some restaurants

Headquarters Location

- 203 N. Genesee St.
Wittenberg WI 54499

Contact Information

- Jeff Bushman, Plant Manager

Currently Purchases Niche Pork (yes or no)

- No. But thinking about it.

Fresh or Frozen?

- Fresh

Packaging Requirements?

- Combo bins

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Nueske's Hillcrest Farm

Other Requirements?

- Excellent food safety

Purchase Volume?

- Would not give out

How should a new vendor contact you about doing business?

- Contact Paul Yager, Purchasing Agent at the number above

Web Page

www.nueskes.com/

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Schwan's

Classification

- Processor

What Type of Product Do You Sell?

- Fully cooked pork ribs, chops and roasts
- Ham
- Bacon
- Sausage

Where Are Your Products Sold?

- Throughout most of the US on Schwan's route trucks

Headquarters Location

- 115 W. College Dr.
Marshall MN 56258
800-533-5290

Contact Information

- Dwight Graven, Meat Buyer
507-532-3274

Currently Purchases Niche Pork

- No

Web Page

www.schwans.com

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

RMH Foods

Classification

- Processor
- RMH is a wholly owned subsidiary of Smithfield Foods

What Type of Product Do You Sell?

- Precooked entrees
- Mail order fresh cuts

Where Are Your Products Sold?

- Retail grocery stores
- Mail order
- A few foodservice establishments

Headquarters Location

- 226 W. Adams
Morton IL 61550

Contact Information

- Brain Birdsong, Plant Manager
309-266-7124
- To be considered a potential supplier, contact the Director of Operations at the phone number above.

Currently Purchases Niche Pork

- No.
- Interviewers note: RMH contract cooks/packages Green Circle Fully Cooked Organic Beef on behalf of Green Circle. They are certified organic.

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Webster City Custom Meats

Classification

- Processor

Headquarters Location

- 1611 East 2nd Street
Webster City, Iowa 50595

Phone: (888) 786-3287

Fax: (515) 832-5515

Contact Information

- Phil Voge, V.P.
Phone: (888) 786-3287

Website

www.webstercitycustommeats.com

Products

- Ham and bacon
- Under own label and private label
- Sell to retailers
- Will do custom processing with green hams and bellies the belong to the customer
- Will also process primals and pack them according to the customer's specifications
- Will give credit for trimmings

Niche Pork Marketing Opportunities

R Parker & Associates, Inc

5/28/03

Customer Profiles

Burke Corp.

Classification

- Processor

Headquarters Location

- Burke Corporation
1516 South D Avenue
Post Office Box 209
Nevada, IA 50201-0209

Phone: (515) 382-3575

Fax: (515) 382-2834

Contact Information

- John Olson, V.P.
Phone: (515) 382-3575

Website

www.burkecorp.com

Products

- Bacon, Canadian bacon
- Beef and pork crumbles
- Italian sausage
- Meat balls
- Diced ham
- Shredded meats
- Will do custom jobs with the customer's own meat.