

Foodservice Facts

Pork Entrées Outpace Beef: With the price of beef increasing at a faster rate than pork over from 2008 to 2010, pork entrée offerings and flavor creativity are increasing in full service and limited service menus. With regional and ethnic cuisine impacting these trends, flavors such as sweet fruits balanced with smoky BBQ, spicy chilis with cooling citrus juices, and spirit marketed infusions are enticing sales. Source Technomic.

Contact Kagome's Creative team for new menu enticing pork recipes.



Kagome Korean BBQ

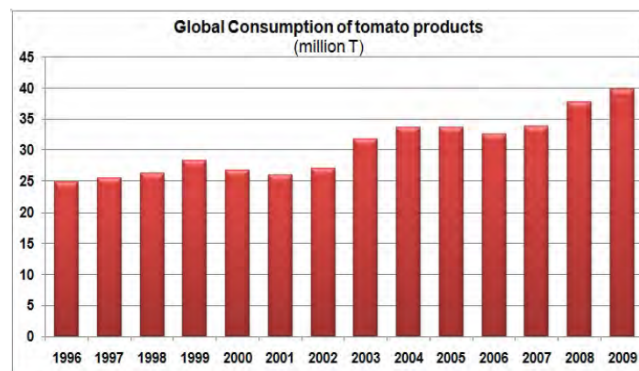


Let's Move Campaign: First Lady Michelle Obama launched the campaign against childhood obesity one year ago. We are seeing many changes and more are to come in food policy, neighborhood planning, school lunch programs, retail offerings, and food service menus. "We are seeing a fundamental shift in our national conversation about how we make and sell food," Mrs. Obama said at a January 2011 appearance with Walmart executives. "That's something that wasn't happening just a year ago." Source: Associated Press.

Tomato Crop Update - 2011

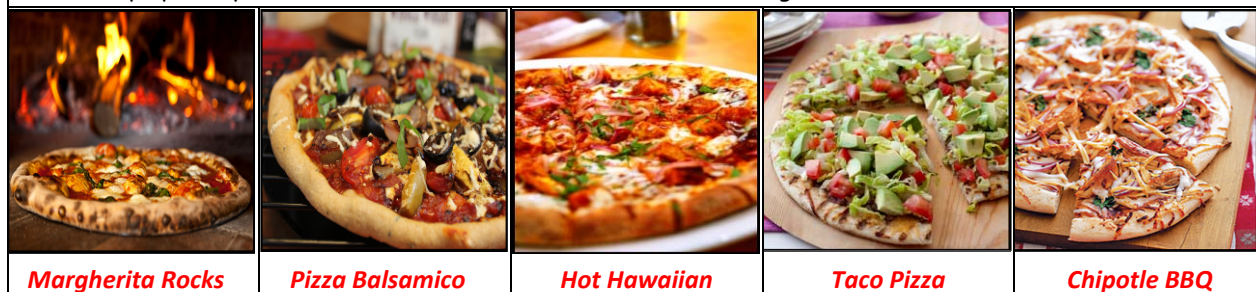
World Tomato Crop 2011: On 1 Feb 2011 the first tomato crop intentions for 2011 were reported at 38 million metric tons by the World Processing Tomato Council. This is virtually the same crop size as produced in 2010. With about 4 months carry over from past crops and consumption increasing beyond 40MMT per year, inventories will be depleted going into 2012. Source: www.wptc.to

Global consumption of tomato products



Food Innovation / Trends

Culinary Comments by Chef Chris: Pizzas are spot on for many of the latest trends including artisan ingredients, meatless full flavor alternatives such as: grilled, marinated, and cured vegetables, healthy, ethnic inspired, and convenience. Here are some of the many fabulous new pies created at Kagome. Give us a call to help update your menus with these and other customer driving trends.



Margherita Rocks

Pizza Balsamico

Hot Hawaiian

Taco Pizza

Chipotle BBQ

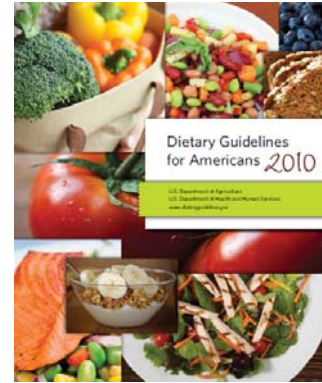
Food & Health / Regulatory Rules

2010 Dietary Guidelines for Americans Released Jan. 2011:

These guidelines stress: consuming fewer calories, making informed choices, and being physically active. Recommendations also include:

1. Consuming a varied plant based diet, including plant proteins
2. Filling half the plate with colorful fruits and vegetables
3. Limiting added sugars and solid fats
4. Reducing sodium based on health (2,300mg or 1,500mg per day).
5. Consume 0.8 cup/day **Red-Orange Vegetables** (most consumers)

Source: <http://www.cnpp.usda.gov/dietaryguidelines.htm>

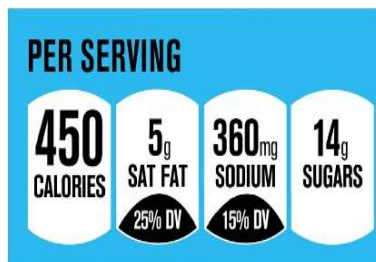


*Did you know one entree made with Kagome tomato sauces provides more than your daily needs for the **Red-Orange Vegetable** recommendation?*



Health Good for Sales: The trend for healthy food continues to grow. In 2010, nearly 50% of all food products launched worldwide contained some sort of health message. According to Dr. Sparling, a keynote speaker at the January 2011 Ontario Processing Vegetable Industry Conference, healthy products have the potential to drive economic prosperity for the companies who promote and sell them and simultaneously offer critical social benefits in terms of improved consumer health and reduction of health care costs. Sources: Mintel, Professor D. Sparling, University of Western Ontario.

American Grocery Shopper



Nutrition Keys Announced: First Lady Michele Obama challenged the Grocery Manufacturers Association (GMA) to develop simple front of package labeling to help consumers make rapid educated food choices. On 24 Jan 2011 the GMA announced the biggest changes to food labels since NLEA. Participating retailers of this voluntary program will include icons for calories and the three nutrients to limit. When the food is a good source of a nutrient up to two icons for nutrients to encourage can be added (10% of the daily value). Source: <http://www.gmaonline.org>

Inside Kagome

Kagome People on the move: Kagome is known for promoting from within our company and in early 2011 we are proud to announce the promotion of four very dedicated, talented, and quality minded employees.

- **Ms. Lily Chiem** was promoted to Q.A. Senior Manager and has the responsibility for both Q.C. and Q.A. at our Los Banos, CA plant. She has been pivotal at implementing SQF audit programs and procedures to provide our customers the highest quality and safest products.
- **Ms. Donna Sanders** was promoted from Q.C. Manager to Operations Manager at our Osceola, Arkansas plant. She has worked for the company for nearly 19 years, providing a wealth of quality focused operations expertise.
- **Ms. Melissa Williams** was promoted to QA Manager at our Osceola, Arkansas plant. She is responsible for critical programs such as Vendor Certification, Microbiological & Sanitation Testing, and Quality & Safety Audits.
- **Ms. Ana Perez** was promoted to Accounting Supervisor and has been a dedicated, detailed, and quality focused leader at Kagome for almost 11 years.