

Division of Marketing
Agricultural Development and Diversification (ADD) Program
199C Grant Final Report

Grant Number 05069

Grant Title Fully Cooked, Ready To Eat, Bone-In Pork Loins & Related Products

Amount Awarded \$11,650.00

Name Curtis Hornbeck

Organization New World Foods, Inc.
Belleville

E-Mail

WEB

Department Contact: DATCP - Marketing - ADD Grants
PO Box 8911 Madison, WI 53708-8911
Tel: (608)224-5136
<http://datcp.state.wi.us>

FINALE REPORT

FULLY COOKED, READY TO EAT, BONE-IN PORK LOINS AND RELATED PRODUCTS

General:

As reported in the project up date of July 26, 1991. Marketing efforts have been directed towards H.R.I industries as well as Home Delivery. While sales of the products did not take off as we had projected we have learned many things about this business. I will list them:

- 1.) Never trust anyone in this business. The majority of the firms we have dealt with in the food industry would not know the truth if it sat on their foot. They also would steal the money from a dead man's pocket.
- 2.) Quality is a term to be used and not followed. The more a firm preaches quality normally the worse their product is.
- 3.) NEVER start a business during a recession.
- 4.) IF you think it should cost \$10.00 and you figured \$20.00 \$100.00 while be closer.
- 5.) The harder an account is to please the slower they pay.
- 6.) Captive Feeders, are only concerned about price and not taste.

CURRENT MARKETING INFORMATION:

While Food Service has not been the market that we originally thought it would there have been several political, economic and social factors which have caused a general down swing in the Food Service Industry in general:

- 1.) New Drunk Driving Laws have reduced the amount that people go out to eat.
- 2.) Because of the recession we have also seen a reduction in the number of meals eaten out.
- 3.) Reduced meals served have caused business owners to cut costs. Purchasing more labor intensive products and not purchasing convenience products. (See number 2 above)

- 4.) Generally speaking we are seeing in this country a return to a 50's life style. More children and more single bread winner families. There fore their is less spendable income to eat out.

These developments have required New World Foods to regroup and find other avenues to sell its products. WE are now very much involved in the Home delivery market, as well as entering into the retail deli markets. Shortly New World Foods products will be available through out the Midwest.

While home delivery marketing is a very large business because of the prices that are charged the economy tends to drive sales in this area. We are in Final negotiations with two of the largest home delivery companies at this time. With the advent of a deal with either of these firms we will have products in 40 of the 48 contiguous states.

Retail Deli is our major push at this time. We are working on a National pilot Program through Super Valu Stores and the National Pork Producers. We will be rolling out 9 of our products in early May with Nation wide distribution in early September of this year. While at first blush this appears good. It has all of the potential to better than good. Super Valu Stores is very large. When this deal goes national New World Foods will be looking at monthly poundage of sales towards 500,000.00 per month. This will mean annual sales in excess of 20 million dollars.

CONCLUSION:

Based on what I have reported the commercial applications of our products are excellent. However the selling point is that we are truly all natural and don't use any form of chemicals to make our products. We are able to get a better price for the products but the market is very specific. Should anyone else choose to follow in New World Food's foot steps I would strongly suggest that they find the market produce the products and be prepared to fight every step of the way. And they may be successful.

VARIETY OF USES -

MEXICAN

Pork Picadillo

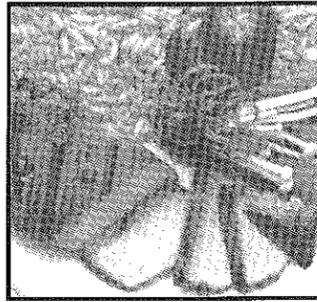


Louisiana Pork Chop



ORIENTAL

Pork Chop



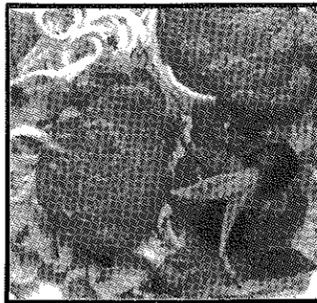
Barbecue Pork Chop



ITALIAN

CASSEROLES

Pork Tetrazzini



Blackened Pork Chop



SALADS

CAJUN

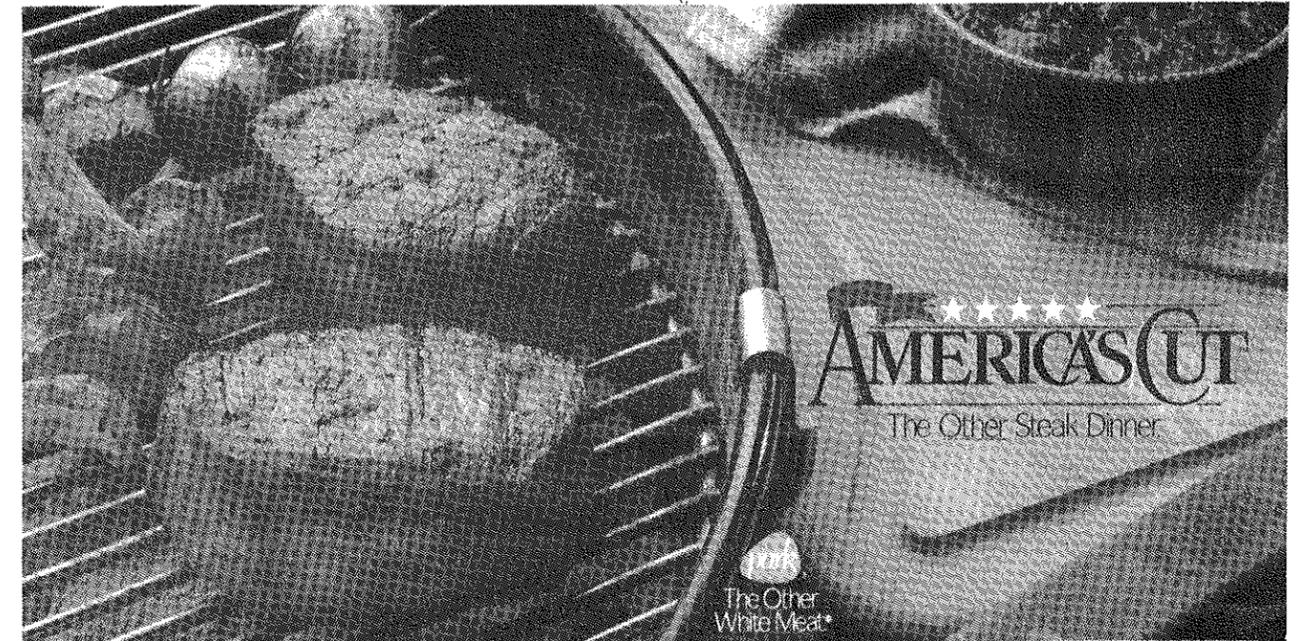
JUST TO NAME A FEW!

NUTRITIONAL INFORMATION-

The pork industry has slimmed and trimmed its products so much over the past 30 years that today's fresh pork has even less fat, and is lower in calories and cholesterol than ever before! A cooked and trimmed three-ounce portion of boneless pork loin roast contains 45 percent less fat and 23 percent less calories than its pudgy predecessor of the early 1980's.

Fresh pork is an outstanding source of many vitamins and minerals essential to the human diet. Pork provides high-quality protein, and is a primary source of other essential nutrients like vitamin B1 (thiamin). As always, pork is an excellent source of vitamins B2, B6, B12, iron and zinc.

Source: NPPC 1990



NEW WORLD FOODS, INC.

Product line of USDA approved pork loins, pork back ribs and bone-in chop, FULLY COOKED AND RAW. For cooking a convection method is used, product is then vacuum packaged and frozen. This process retains the moisture in the pork along with maintaining an excellent, natural, wholesome taste, without the use of preservatives. New World's fully cooked products can be heated in hot water, or microwave oven, allowing a time of 15 minutes or less, from freezer to table.

In developing our fully cooked pork products, New World created TENDER PLUS!, a blend of spices that tenderizes and enhances the flavor of pork. The addition of this spice in our **RAW PRODUCT**, allows the chef in you to prepare a juicy, delicious meal every time! Vacuum packaged for freshness.

FULLY COOKED PORK

- **FINEST QUALITY PORK**
- **CONVENIENCE** (Minutes to prepare, Microwaveable)
- **COST EFFECTIVE** (Consistency, NO shrink)
- **EXTENDED SHELF LIFE** (Vacuum packaged)
- **ALL NATURAL INGREDIENTS** (No artificial color, flavor or preservatives)
- **DELICIOUS PORK FLAVOR** (Can be varied by adding your own special sauce)



BONELESS WHOLE AND CENTER PORK LOIN ROAST

Produced from premium, well trimmed canadian back pork loins. These portion controlled, single muscle roasts average approximately 1 1/2#. This top of the line product, moist and lean, lends itself well to a variety of dishes. A pork lovers dream! FULLY COOKED and NO SHRINK is the key!

LOIN END ROAST

Cut from highest quality pork loins. Lean sirloin ends are boned and netted to create these 1 1/2 - 2# roasts. FULLY COOKED, NO SHRINKAGE. allows for easy preparation. Delicious pork dinner, without the wait!

CHEF'S PRIME ROAST



Trimmed, boneless, netted rib roast. End result a high quality, cost efficient, versatile roast. Great for sandwiches, roast dinner, mexican, italian, just to name a few. FULLY COOKED. simply heat and serve!

BONE-IN PORK CHOP

America's favorite!, cut from premium quality center pork loins. This bone-in chop averages 4oz., per serving. Single muscle, FULLY COOKED and NO SHRINK adds to the convenience of this center plate item. A perfect chop every time!

PORK BACK RIBS (Sauced or marinated)

Meaty, loin back ribs, 1 1/4# FULLY COOKED (2# raw weight), from number 1 butcher hogs. Back ribs grilled to perfection and ready in minutes.

ST. LOUIS STYLE SPARE RIB

FULLY COOKED, cut from meaty 3 1/2# down spare, cost alternative to baby back ribs.

SLICED PORK LOIN

FULLY COOKED and ready to eat, you'll love this sliced pork, cold or hot!, cut from premium pork loins. Excellent for family gatherings or a quick sandwich at home.

HEATING INSTRUCTIONS

FOR BEST RESULTS HEAT FULLY COOKED PRODUCT IN VACUUM BAG, APPROXIMATELY:

- RIBS-** **MICROWAVE:** Defrost 4 min., then heat 70% or medium power, 4 min.
WATER: 6 to 8 minutes - 180 degrees (from frozen)
- ROAST-** **MICROWAVE:** Defrost 4 min., per pound, then heat 70% or medium power, 3 min., per pound.
WATER: 5 minutes per pound - 180 degrees (from frozen)
- CHOP-** **MICROWAVE:** Single chop, defrost 2 minutes, then heat 70% or medium power, 60 to 90 seconds. **WATER:** 2 to 4 minutes 180 degrees (from frozen) **GRILL:** after thawing, 30 to 60 seconds, each side

TENDER PLUS!

New Product

VALUE ADDED raw product, a step into the future of meat preparation! Vacuum packaged for freshness.

ALL NATURAL SEASONING, adds moisture, tenderness and superb flavor, to each and every bite!

BONE-IN PORK CHOP

FANCY BONE-IN PORK CHOP

BONELESS BUTTERFLY PORK CHOP

ECONO BUTTERFLY PORK CHOP



CHEF'S PRIME ROAST

LOIN END ROAST

CENTER LOIN ROAST

PORK BACK RIBS, MARINATED



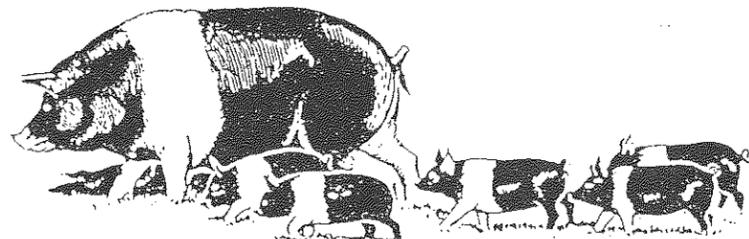
WE'VE COME A LONG WAY BABY, IT'S A NEW WORLD!

112 W. Main St., Belleville, WI - 608-424-3323 FAX: 424-3952

NEW WORLD FOODS, INC.

GUARANTEED!*

- . UNIFORMITY of cooked product
- . U.S.D.A. Est.# 17519
- . FINEST QUALITY PORK
- . MINUTES TO PREPARE
- . ALL NATURAL INGREDIENTS,
no artificial colors, flavors or
preservatives
- . DELICIOUS PORK FLAVOR!
can be varied by adding
your own special sauce
- . NO SHRINKAGE
- . EXTENDED SHELF LIFE



WE'VE COME A LONG WAY BABY, IT'S A NEW WORLD!

Any Questions?

Please send more information
 product(s)
 Would like a salesperson
 to call

Distributors in my area
 Rebates/discounts offered

 Company Address

 Phone Contact person

Send to: NEW WORLD FOODS, INC. P.O. Bx: 440, Belleville, WI 53508 608-424-3323 office
608-424-3952 Fax:

NEW WORLD FOODS, INC.



FULLY COOKED PORK PRODUCTS

FOR THE FOOD SERVICE

AND DELI INDUSTRY



"MINUTES FROM FREEZER TO TABLE"



ROASTS: MICROWAVE: Defrost 10-12 minutes, then heat 70% or med. power aprox. 8 min. WATER: 15 minutes - 180 degrees (from frozen)

RIBS: MICROWAVE: Defrost 4 minutes, then heat 70% or med. power aprox. 4 min. WATER: 6-8 minutes - 180 degrees (from frozen)

CHOPS: MICROWAVE: SINGLE CHOP, defrost 2 minutes, then heat 70% or med. power 60 to 90 seconds. WATER: 2-4 min. 180 degrees (from frozen) GRILL: After thawing, 30-60 seconds each side

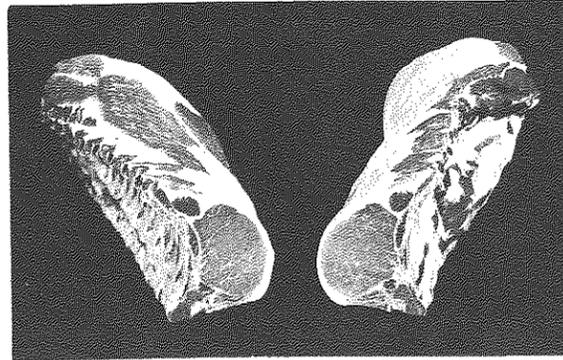
ALL PRODUCTS SHOULD BE HEATED IN CRYOVAC BAG, WHEN POSSIBLE. IF REMOVED COVER WITH PLASTIC WRAP. PRODUCT IS FULLY COOKED, DO NOT OVER HEAT.

"Premium Quality Meals In Minutes!"

P. O. BOX 440
OFFICE 608-424-3323/3324

BELLEVILLE, WISCONSIN 53508
FAX 608-424-3952

AMERICA'S CUT



FULLY COOKED PORK

- | | |
|---|---|
| 1110 - BONELESS CENTER PORK CHOP 3oz thru 12oz proportion | 1120 - CENTER CUT LOIN ROAST 2-3# ea.; 10 per box |
| 1370 - CHEF'S PRIME ROAST 2-3# ea., 10 per box  | 1360 - CANADIAN BACK LOIN ROAST 5-7# ea., 5 per box |
| 1150 - PORK TENDERLOIN | 2310 - BONE-IN LOIN CHOP 4oz thru 12 oz proportion 10, 20, or 30# box |
| 2034 - 2# DOWN LOIN BACK RIBS, MARINATED | 2033 - 2# DOWN LOIN BACK RIBS, NON-MARINATED |
| 2035 - 2# DOWN FRED HENRY'S SAUCED BACK RIBS, 15 per box, 30# box | 1305 - BARBECUED CHOPPED PORK |
| | 1304 - CHOPPED PORK |

FRESH PORK

- | | |
|---|--|
| 1197 - SEASONED AMERICA'S CUT, BONELESS PORK CHOP, RAW 6oz and up | 1187 - SEASONED BONELESS BUTTERFLY PORK CHOP, RAW, 3, 4, or 5oz |
| 1327 - SEASONED BONELESS PORK LOIN ROAST, RAW 15# and 30# box | 2117 - SEASONED BONE-IN PORK CHOP RAW, 5, 7, and 9oz |
| 1157 - PORK TENDERLOIN, RAW 15 per box | |

ALL PRODUCTS VACUUM PACKAGED AND FROZEN FOR DELIVERY

Gourmet

White meat nutrition*:

Many people are surprised to learn that fresh pork cuts contain less saturated fat than beef or lamb; and less cholesterol than turkey (dark meat), veal or lamb. It's a nutrient-dense meat. In fact, pork is the richest known source of vitamin B-1 (Thiamin). And it's also rich in other essential B-vitamins and minerals. For more nutritional information, contact The National Pork Producers Council.

White meat variety:

Fresh pork is available in over 30 different cuts including roasts, steaks, ribs, chops, cubes and tenderloins. You'll find a cut just right for any dish and any cuisine from Continental to Cajun to Oriental and more. Pork is also excellent when menued in combination with other protein sources like shrimp.

White meat profitability:

Pork can be pretrimmed and portion-controlled to keep costs down and profits up. Other ways to increase profitability include substituting pork for veal to lower plate costs; and substituting pork for chicken or turkey, which provides an upgraded dish, at an equivalent plate cost.

White meat versatility:

Fresh boneless pork adds delicious variety to a menu. And it marries well with all kinds of sauces and seasonings, so it can be used in place of chicken, veal, turkey or other white meats in most dishes. To prove pork's versatility, the National Pork Producers Council has developed lots of delicious pork recipes, free for the asking.

White meat cooking ease:

Pork is an ideal choice for any cooking method. Whether it's sauteed, braised, grilled, stir-fried or roasted, pork is at its tenderest, tastiest best when it's quickly cooked to an internal temperature of 145°-160°—never overcooked.

White meat light:

Today's pork is 50% leaner than the pork sold in 1950! Many fresh pork cuts are around 200 calories per 3-ounce serving, making pork a good choice for today's calorie-conscious consumers.



Other
white 
meat®

NEW WORLD FOODS, INC.



"Premium Quality Meals In Minutes!"

ADVANTAGES OF PRE-COOKED PORK VERSUS FRESH PRODUCT

- .. CONSISTENCY
- .. QUICK PREPARATION
- .. QUALITY
- .. NO WASTE

Actual cost per serving of cooking:

CENTER CUT PORK CHOPS (6oz.) This test based on \$2.34/lb

| | |
|---|--------------------------|
| Raw pork chop cost | \$2.34/lb |
| 2% Cooler shrink | \$2.39/lb |
| 30% Average shrink loss | \$3.41/lb |
| 5% Product poorly cooked/throw away | \$3.59/lb |
| 7% Labor for cooking and cutting | \$3.86/lb |
| SERVING COST: $\$3.86/16\text{oz.} = 24.1\text{¢/oz.} \times 6 =$ | $\$1.447/\text{Serving}$ |

CANADIAN BACK PORK LOIN Test based on \$2.55/lb

| | |
|---|------------------------------|
| Raw Canadian Loin Cost | \$2.55/lb |
| 2% Cooler shrink | \$2.60/lb |
| 30% Average shrink loss | \$3.71/lb |
| 10% Trim loss after cooking - fat - gristle | \$4.12/lb |
| 5% Chips that fall off after slicing | \$4.34/lb |
| 5% Small slices off ends or thrown away | \$4.57/lb |
| 7% Labor cost for cooking, trimming & slicing | \$4.91/lb |
| SERVING COST: $\$4.91/16\text{oz.} = 30.7\text{¢/oz.} \times 4 =$ | $\$1.23 \text{ per serving}$ |

PRODUCT VERSATILITY/COST EFFECTIVENESS

CENTER LOIN BONELESS ROAST, FULLY COOKED

Using \$5.00/lb cost - 31¢ per oz. serving

- 1) 3.2oz thin sliced for sandwich, hot or cold with chips or fries
\$2.75 serving - 5 serving/lb
13.75 gross lb of product subtract \$5.00 cost = \$8.75 net/lb
- 2) 5.3oz Pork Roast Dinner
\$4.95 serving - 3 serving/lb
14.85 gross lb of product subtract \$5.00 cost = \$9.85/lb net
- 3) 6oz Boneless Pork chop Dinner
\$6.95 serving - 2.7 serving/lb
\$18.56 gross/lb subtract \$5.00 cost = \$13.56 net/lb

CHEF'S PRIME ROAST FULLY COOKED

Using \$4.20/lb cost - 26¢ per oz. serving

- 1) 3.2 oz. thin sliced for sandwich
\$2.50 serving - 5 serving/lb
\$12.50 gross/lb subtract \$4.20 cost = \$8.30 net/lb
- 2) 5.3oz Pork Roast Dinner
\$4.25 serving - 3 servings/lb
\$12.75/gross lb. subtract \$4.20 cost = \$8.55 net/lb

PORK CHOP - BONE IN FULLY COOKED

Using \$4.50/lb cost - 28¢ serving per oz.

- 1) 4oz chop dinner
\$4.95 serving - 4 serving/lb
\$19.80 gross/lb subtract \$4.50 cost = \$15.30 net/lb
- 2) 6oz stuffed chop dinner
\$6.95 serving - 2.7 serving/lb
\$18.56 gross/lb subtract \$4.50 cost = \$14.06 net/lb

BACK RIBS FULLY COOKED

Using \$4.29/lb cost - 2# rack = \$8.58/rack

- 1) $\frac{1}{2}$ rack dinner
\$8.95 serving - \$17.90 gross - net \$4.66/lb
- 2) Full rack - \$12.95 serving - \$12.95 gross/lb = \$2.19 net/lb

BARBECUED CHOPPED PORK FULLY COOKED

Using \$3.23/lb - 20¢ per oz

- 1) 3.5oz serving - 4.57 servings
\$1.95 serving - \$8.91 gross/lb = \$5.68 net/lb

RAW, FRESH, FROZEN BONELESS BUTTERFLY PORK CHOPS

Using \$3.72/lb

- 1) 4oz sandwich at \$2.75 - \$11.00 gross/lb = \$7.28 net/lb

BONELESS AMERICA'S CUT

Using \$3.95/lb - \$1.46 serving cost

- 1) 6oz dinner - \$6.95 serving - \$18.56 gross/lb = \$14.61 net/lb



USING AVERAGE OF 30% SHRINK, ACTUAL SERVING COST IS 35¢/oz, COMPARE TO OUR FULLY COOKED PRODUCTS!



NEW WORLD FOODS, INC.

DI

USDA - EXT.# 17519

FULLY COOKED PORK

| <u>PRODUCT</u> | <u>CODE #</u> | <u>PRICE F.O.B/BELLEVILLE</u> |
|--|---------------|-------------------------------|
| BONELESS CENTER CUT PORK CHOP 3oz thru 12oz proportion cut, | 1110 | \$ <u>4.28/1b</u> |
| CENTER CUT LOIN ROAST 2-3# ea., 10 per box | 1120 | \$ <u>4.09/1b</u> |
| CHEF'S PRIME ROAST 2-3# ea., 10 per box | 1370 | \$ <u>3.49/1b</u> |
| CANADIAN BACK LOIN ROAST 5-7# ea., 5 per box | 1360 | \$ <u>3.89/1b</u> |
| PORK TENDERLOIN | 1150 | \$ <u>4.39/1b</u> |
| BONE-IN LOIN CHOP 4oz thru 12oz proportion cut, 10# or 30# box | 2310 | \$ <u>3.59/1b</u> |
| 2# DOWN LOIN BACK RIBS (MARINATED) | 2034 | \$ <u>3.99/1b</u> |
| (NON-MARINATED) | 2033 | \$ <u>4.18/1b</u> |
| 2#DOWN FRED HENRY'S SAUCED BACK RIBS 15 per box, 30# box | 2035 | \$ <u>3.49/1b</u> |
| BARBECUED CHOPPED PORK | 1305 | \$ <u>2.79/1b</u> |
| CHOPPED PORK | 1304 | \$ <u>2.98/1b</u> |

SELECT 14# - 18# / 18# - 22# PORK LOIN USED

ALL PRODUCTS VACUUM PACKAGED AND FROZEN FOR DELIVERY

P.O. BOX 440 - BELLEVILLE, WI 53508 - 608-424-3323 - FAX: 424-3952

FRESH PORK

| <u>PRODUCT</u> | <u>CODE #</u> | <u>F.O.B. BELLEVILLE/PRICE</u> |
|---|---------------|--------------------------------|
| SEASONED AMERICA'S CUT, BONELESS PORK CHOP, RAW 6oz and up | 1197 | \$ <u>3.15/1b</u> |
| SEASONED BONELESS BUTTERFLY PORK CHOP, RAW 3,4, or 5oz | 1187 | \$ <u>2.90/1b</u> |
| SEASONED BONELESS PORK LOIN ROAST, RAW 15# and 30# box | 1327 | \$ <u>2.69/1b</u> |
| SEASONED BONE-IN PORK CHOP RAW, 5, 7, and 9oz | 2117 | \$ <u>2.50/1b</u> |
| PORK TENDERLOIN RAW, 15 per box | 1157 | \$ <u>2.90/1b</u> |

** ALL CHOPS PACKAGED IN 10# or 30# boxes, vacuum
packaged 5# per bag. ALL PRODUCT SHIPPED FROZEN

VOLUME DISCOUNTS

| | |
|----------------|-----------------|
| 2500-4999# | Deduction = .03 |
| 5000-9999# | .045 |
| 10,000-19,999# | .06 |
| 20,000-39,999# | .075 |
| 40,000 + | .09 |

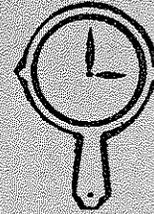
LTL RATE FOR TRANSPORTATION

| | <u>1000#</u> | <u>2000#</u> | <u>5000#</u> | <u>10,000#</u> |
|--------------------|--------------|--------------|--------------|----------------|
| ARIZONA/CALIFORNIA | \$.195/1b | \$.165/1b | \$.135/1b | \$.105/1b |
| COLORADO | \$.18/1b | \$.145/1b | \$.115/1b | \$.085/1b |
| IOWA | \$.155/1b | \$.115/1b | \$.085/1b | \$.055/1b |
| MINNESOTA | \$.10/1b | \$.07/1b | \$.05/1b | \$.03/1b |
| BEYOND 180 Miles | \$.155/1b | \$.115/1b | \$.085/1b | \$.055/1b |
| NEBRASKA (OMAHA) | \$.155/1b | \$.12/1b | \$.09/1b | \$.06/1b |
| KANSAS (K.C.) | \$.155/1b | \$.12/1b | \$.09/1b | \$.06/1b |
| TEXAS | \$.195/1b | \$.165/1b | \$.135/1b | \$.105/1b |

New World Foods, Inc. offers a product line of U.S.D.A. approved pork loins, pork back ribs and bone-in chop, **FULLY COOKED AND RAW**. For cooking a convection method is used, product is then vacuum packaged and frozen. This process retains the moisture in the pork along with maintaining an excellent, natural, wholesome taste, without the use of preservatives. New World's fully cooked products can be reheated in hot water, or microwave oven, allowing a time of 15 minutes or less, from freezer to table.

In developing our fully cooked pork products, NWF created a blend of spices that tenderizes and enhances the flavor of pork. The addition of this spice in our **RAW PRODUCT**, allows the chef in you to prepare a juicy, delicious meal everytime!

PRODUCT DESCRIPTIONS



BONELESS CENTER PORK LOIN ROAST

Produced from premium, well trimmed canadian back pork loins. These portion controlled, single muscle roasts average approximately 1½#. This top of the line product, moist and lean, lends itself well to a variety of dishes. A pork lovers dream! **FULLY COOKED** and **NO SHRINK** is the key!

LOIN END ROAST

Cut from highest quality pork loins. Lean sirloin ends are boned, rolled and netted to create these 1½-2# roasts. **FULLY COOKED, NO SHRINKAGE**, allows for easy preparation. Delicious pork dinner, without the wait!

CHEF'S PRIME ROAST



Trimmed, boneless rib roast rolled and netted. End result a high quality, cost efficient, versatile roast. Great for sandwiches, roast dinner, mexican, italian, just to name a few. **FULLY COOKED**, simply heat and serve!

BONE-IN PORK CHOP

America's favorite!, cut from premium quality center pork loins. This bone-in chop averages 4oz. per serving. Single muscle, **FULLY COOKED** and **NO SHRINK** adds to the convenience of this center plate item. A perfect chop everytime!

PORK BACK RIBS (Sauced or Marinated)

Meaty, loin back ribs, 1¼# **FULLY COOKED** (1 ¾ - 2#, raw weight), from number 1 butcher hogs. Back ribs grilled to perfection every time, and ready in minutes! Can be varied by adding your own special sauce.

SLICED PORK LOIN

FULLY COOKED and ready to eat, you'll love this sliced pork, cold or hot!, cut from premium pork loins. Excellent for fairs, weddings, catering, or a quick sandwich at home.

RAW (FRESH) PORK PRODUCT, SEASONED

PORK BACK RIBS, MARINATED

BONE-IN PORK CHOP

CENTER LOIN ROAST



LOIN END ROAST

BONELESS BUTTERFLY PORK CHOP

TENDER PLUS!