

FACES OF FOOD



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**YOUR FOOD
NORTHWEST
TEAM**

We're Here For You

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UPCOMING EDUCATION

Visit the calendar at:
<http://bit.ly/EducationFoodNW>

**Internal Auditing -
Beaverton, OR**
January 28, 2019

**Better Process Control School -
Beaverton, OR**
February 27 - 28, 2019

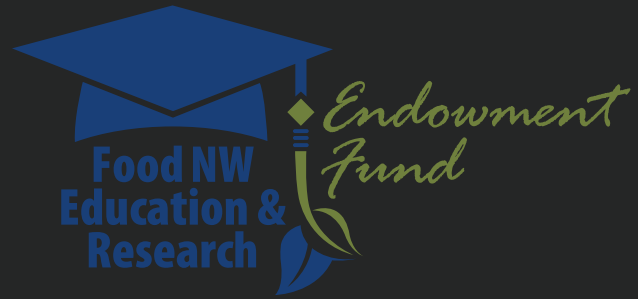
**FSMA Preventive Controls for Human Food -
Beaverton, OR**
January 29 - 31, 2019

**Internal Auditing -
Boardman, OR**
March 25, 2019

**FSMA Foreign Supplier Verification Program -
Beaverton, OR**
February 25 - 26, 2019

**Root Cause Analysis -
Boardman, OR**
March 26, 2019

AND THE SCHOLARSHIP GOES TO...



Since 1989, Food Northwest's Education and Research Institute (ERI) has granted over \$400,000 in scholarships to students at the Northwest's land grant schools. In 2018, the ERI Board created a new scholarship program. The new scholarships are for the employees and families of Food Northwest member companies. ERI is providing \$10,000 a year for these new scholarships to help meet the industry's need for skilled workers.

Many food processing companies allow time for employee career development. The new scholarship is designed to complement this job benefit. Winners can use funds for education at universities, community colleges, and trade schools.

ERI honored five stellar scholarship recipients in the first year of this new scholarship program! Each scholarship winner was unique, but they all shared one important trait: they all want to continue working for their current employer after completing their education. They are using the funds to improve at their current job or to step up to a more advanced role.

Rachel at Del Monte Foods wants to move from raw product supply chain to the role of Fieldman. But this important job, working with farmers on schedules and contracts, requires a Bachelor's degree. This scholarship is helping Rachel reach her goal to work outside with people every day!

Jojo is a Packaging Operator at OFD Foods. Her goal is to become a QA Lab Technician.

"I like that OFD Foods has new opportunities to grow with in the company and work with me to accomplish my goals," she says.



Jojo at OFD Foods is back in school to study Food & Fermentation Science

"I decided to enroll in school because I wanted to further my career in the food industry. The more I learn while working in this industry, the more doors will eventually open," says Josue from Oregon Cherry Growers. Josue came to us highly recommended by his peers and hopes to use his education to move into a Food Production Engineer role. Like the other scholarship winners, Josue has a family and the scholarship funds have an even bigger impact on his ability to pursue a degree while supporting a family.

Christy from Boardman Foods loves where she works. This accomplished mother of two is taking on the challenge to return to school 22 years after her Associate's degree. Christy is in a rigorous program that will help her make the jump from Accounting Representative to "full-blown Accountant!"

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Food Northwest and the ERI Board are excited about the opportunities these scholarships provide food companies and their employees.



Rachel from Del Monte is working towards a Business Management degree.

It just makes sense! We want to support these individuals who support our industry every single day. As Christy told us, "I am already working my dream job!"



Christy at Boardman Foods is working on her Accounting Degree.



CONFERENCE

**March 12th
2019**

JUMP CENTER • BOISE, ID

SUSTAINABLE FOOD PROCESSING

CLEAN LABEL INITIATIVES

PRODUCT TRACEABILITY

**FOOD
NORTHWEST**

Contact sarah@foodnw.org for more info

LET'S GET COOKIN'



Carne Asada Tacos



Ingredients:

- 4 flour tortillas, 6 inch
- 2 cups (16 oz) pre-marinated Asada meat (skirt steak). You may also marinate your own meat!
- 1 ½ cups (12 oz) Tillamook Shredded Mexican Blend Cheese
- ½ cup shredded cabbage
- 4 radishes, sliced
- ½ cup avocado salsa
- ¼ cup Tillamook® Sour Cream

Directions:

STEP 1 Grill the marinated steak. Take off the grill when it's cooked medium (or the way you prefer to cook your meat), and dice.

STEP 2 Toast tortillas for 10 seconds, and then place steak along the center. Top the steak with cheese to melt the cheese slightly.

STEP 3 Add shredded cabbage, sliced radishes, and drizzle with avocado salsa and sour cream. Enjoy!

MEET FOOD NORTHWEST'S NEW OREGON LOBBYISTS

THE ROMAIN GROUP, LLC

Food Northwest is pleased to announce that as of December 1, 2018, The Romain Group, LLC is representing us in Salem. They are a law and lobby firm with offices in Portland and the Willamette Valley. Oregon Business describes this experienced and influential firm as a “powerhouse”.

Our lobby team is Danelle Romain and Mike Freese.

We are excited to have Danelle and Mike on our team. They will be attending Food and Beverage World on January 14, 2019. Please welcome them aboard!



Danelle is a graduate of the University of Oregon and the University of Oregon School of Law. She has worked for an Oregon Congressman, as a lobbyist for a national trade association, in the General Counsel's office of a federal agency, and press secretary for a U.S. presidential campaign. Danelle is an Oregon native and is married to R.D. Symms. They have two children, Samuel and George.



Mike is a graduate of Oregon State University and Willamette College of Law. He has held several senior positions in Washington D.C. These include advisor to a US Senator and US Senate Committee and Deputy Director for Congressional Affairs at the Department of Interior. In Oregon he was Vice President of the largest business association. Mike is an eastern Oregon native who now lives in the Willamette Valley with his wife Kelsey and son Boyce.

A PINNACLE IN THE FOOD INDUSTRY: MARK HOOPER REFLECTS

Mark Hooper is the Senior Director of Quality Assurance and Food Safety at Pinnacle Foods. Pinnacle Foods is a national consumer products company with brands in almost every American household. The company joined Food Northwest to support its Northwest operations. Mark has been a vital member of the Board of Directors and Operations & Technical Affairs Committee. If you've met Mark, you know he has a strong passion for the industry and for collaboration. After 42 years in the industry, Mark retired December 31, 2018. We wish him the best as he embarks on this new journey. We thank him for years of leadership at Food Northwest and the food and beverage industry. Thank you Mark!

Tell us about how Pinnacle Foods got started!

In the Northwest, Pinnacle Foods dates back to its acquisition of Nalley's Fine Foods (NFF) and Tim's Cascade Potato Chips. NFF was at one time the largest regional food processor in the Northwest. Through mergers and acquisitions, we also obtained the Birds Eye and C&W brands. As the industry has undergone massive consolidation over the past 25 years, we still have a very active presence here in the PNW—with many Food Northwest members acting as key suppliers and manufacturers for both brands. There is a strong legacy here in the PNW and a very active food and equipment supply chain exists to this day.

What was Pinnacle's big break or "AHA!" moment?

The acquisition of Birds Eye Foods—and formation into Pinnacle Foods Group—where private investors saw the potential to create a mid-cap company with the Birds Eye brand as one of the pillars.

How did you get your start in the food industry?

I started with General Mills and spent 17 years in various positions domestically and internationally. I joined Nalley's Fine Foods in 1993 in Tacoma, when NFF had five plants on a 42-acre campus. The food industry, while not considered glamorous, is a solid industry that brings people security (we all need to eat!) and excitement in the varying products and eating experiences. The companies were both well regarded, stable, and had promoted longevity. And, admittedly, they were hiring!



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What has been your most memorable moment working in the food industry?

There are way too many memorable moments related to the business! But over the long haul, seeing the Birds Eye brand become number one again really stands out. The opportunity to work internationally for the last 15 years has been fantastically exciting. A helicopter trip to Sumatra, landing a small plane on the beach in Guatemala, the Chao Phraya River in Bangkok... the diversity of the world!



What do your customers LOVE about your products?

We obviously have a very diverse portfolio and different customers “love” different aspects of what we provide! The Birds Eye and C&W brands stand out for the quality of the vegetables. Along with the very unique value-added products such as Voila, Super Foods, Protein Blends, Masher, Ricers, etc. It’s the great flavors that make the vegetables an exciting part of a meal. Increasing

customer attention to health and wellness is key as well.

How has Food Northwest helped you and your company?

Professionally, we have gained access to and involvement with our supply chain. We have gained the ability to influence the industry and the standards for quality and food safety in a collaborative manner. Food Northwest has provided the forums for interaction that would just not be available without the association. This has been very valuable both to Pinnacle and to the industry as a whole. This is a unique benefit that, from my experience, is not common to industry associations nationally. We also gain insight into the supply chain and understand more about the emerging issues that could affect our operations. Food Northwest has been a significant aid in maintaining relationships with both the Federal and State regulators for food safety. We have had unparalleled opportunity to work directly with the regulatory bodies with regards to policy and enforcement activities.

Personally, I have developed decades-long relationships with key industry leaders and have been able to learn, collaborate, discuss, and gain insights that would be much more time-consuming and would not likely have occurred without opportunities at conventions and leadership retreats organized by Food Northwest.



THE EVOLUTION OF SUSTAINABILITY: HOW CONSUMERS ARE DRIVING THE SUSTAINABLE AND CLEAN LABEL MOVEMENTS

CONTRIBUTED BY JAMIE N. WIGGINS, M.S.

Pressure for the food industry to deliver competitive and innovative products has never been greater. Consumer palates are ever changing. But demands now reach beyond safety and taste. Millennials are firm in adulthood. Gen Z is approaching adulthood. The consensus is that sustainable practices are critical to earn their dollars. Sustainability has become driven by consumer demands, rather than science.



The “Clean label” movement has provoked changes in the industry. Products are being reformulated to decrease the number of ingredients or to include only those that consumers can recognize and pronounce. This is costly as smaller companies strive to keep up with larger competitors who can quickly meet consumer demands. Companies are caught in the “Claim Game”, where food label claims sway consumer choices. The prize for claimants is increased sales (Food Technology -See Table 1)

Table 1: Percent sales increase in frozen foods due to label claims in 2016

Label Claim Category	Percent Sales Increase
All-natural	11.6%
Gluten-free	33.4%
Non-GMO	39.8%
Organic	30.7%

Clean label isn’t just about what’s in the product. Sustainability, includes how ingredients are grown, harvested, and processed to make final products. It also includes how the people, animals and environments are treated. This “social responsibility” has added to the growing list of certifications and audit schemes required by customers. Seals of “certified humane” “fair trade” and “rainforest alliance certified” are becoming more prevalent on store shelves.

Desire for health and longevity are driving increased interest in - information found on product packaging. Table 2 shows interest in label

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claims by generation. Baby Boomers still have the highest purchasing power in the United States. They purchase products that imply a healthy lifestyle and a long and prosperous retirement life. Millennials are young parents. They want healthy meal choices for their families. And, they are a socially conscious generation.

Market researchers predict that these health claims and social responsibility trends will continue to grow. In fact, they are here to stay. But consumers can access information, accurate or not, on their TVs, smartphones, tablets and computers. This can be a challenge for the Food Industry.



To remain competitive, the Food Industry must stay ahead of consumer trends and demands. Food Northwest is launching a new event this spring that brings together experts on the latest in food sustainability. You will leave knowledgeable on clean label, food traceability, blockchain and more. Join us on March 12, 2019. Stay in the know. The world of food sustainability continues to evolve. Information on this new and exciting event is forthcoming. Stay tuned!

Table 2: Concerns with food products by generation

Generation: Current Age	Main Concerns
Baby Boomers (54-73)	<ul style="list-style-type: none"> ● Sugar and sodium levels ● Trans fat ● Artificial sweeteners and HFCS
Generation X (38-53)	<ul style="list-style-type: none"> ● On Sale ● All-natural ● Hormone Free ● Trans Fat
Millennials (21-37)	<ul style="list-style-type: none"> ● Sugar and sodium levels ● All natural ● Amount of protein ● Preservative free

WHO DOESN'T LOVE A FRY?

Wayne Claver is Senior Director of Manufacturing at Lamb Weston. Lamb Weston is a market leader in frozen potato products. Its employees provide leadership on the Board and multiple committees. The company has been an active member of Food Northwest since 1947. The company spun off from ConAgra Foods in 2016. The future looks bright and delicious!

How did you get your start in the food industry?

I began my career in the food industry in an entry level supervisory position at Lamb Weston. I am proud to say that I have now been part of this exciting, growing company for over 20 years and counting. I couldn't have chosen a better company or industry to spend my career. Food is an evolving industry that does a lot of wonderful things beyond feeding families good and wholesome food across the globe. I'm proud to be part of a company that prides itself on being a responsible corporate citizen in the communities where we work and touch with our business.

What's your favorite thing about working at Lamb Weston?

For me it is not just one thing, but rather the commitment our entire organization has towards sustainable environmental development and energy conservation. At Lamb Weston it starts with the responsible growing practices of our potatoes and continues through the employees at our 24 manufacturing facilities who work hard every day to be good stewards of the

environment. What is Lamb Weston's story?

Lamb Weston is an innovative, global company that supplies one of the world's truly fun foods, french fries, to restaurants and retailers all around the world. With more than 60 years of

experience, no one understands french fries better than we do. Our founder, Gib Lamb, invented the Water Gun Knife in 1960. This technology revolutionized the cutting of potatoes and the whole potato processing industry. The invention provided the industry with a standard still in use today. 80 million portions of fries are sold every day worldwide, and we are the second-largest frozen potato company on a global scale. It's clear that people love our product!

What have you gained from your involvement in Food Northwest?

Food Northwest has been a strong advocate of the food industry. The association, and especially its membership, has provided leadership and



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support to the entire northwest food industry and especially in their members' organizations. Through participation in Food Northwest, members are kept informed of relevant important matters impacting our business. Food Northwest has been a true and lasting friend of the food industry.

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Autumn Assembly GOLF TOURNAMENT

Langdon Farms Golf Course
Aurora, Oregon



October 2, 2019

"Food Northwest's Annual Golf Tournament and Awards Dinner – join us on the green!"

AUTUMN ASSEMBLY GOLF TOURNAMENT: WERE YOU THERE?

OCTOBER 3, 2018 AT LANGDON FARMS



Langdon Farms was the perfect field again this fall as your teams lined up for the annual Autumn Assembly Golf Tournament presented by **Boardman Foods** and **Aldrich Advisors**. Sunny skies and cool temperatures made for a great day on the green for everyone who joined this annual Food Northwest event.

The tournament started off with a bang as players enjoyed a BBQ lunch sponsored by **Cummins, Goodman, Denley & Vickers** and picked up stuffed goodie bags provided by processor members and sponsored by **Sprague Pest Control**. For those in the mood, a Bloody Mary bar was available provided by **Permacold Engineering**.

Before the shotgun start players joined **Cascade Earth Sciences** for the chipping contest into the pond and **Henningesen Cold Storage** on the putting green for the traditional putting contest.

After an exhilarating round of golf, teams joined sponsors and Food Northwest in the Red Barn for a reception sponsored by **TRICO Companies** and a delicious dinner sponsored by **Fisher Construction Group**.

A great event with highlights including a helicopter ball drop and raffle with prizes worth over \$10,000, attendees ended the night with toffee pudding and apple pie.

Save the date for 2019 - October 2 at Langdon Farms.



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