

FRESH IDEAS FOR INDUSTRY LEADERS

food & drink

FOODDRINK-MAGAZINE.COM
VOLUME 18, ISSUE 1

INTERNATIONAL



Refreshing RESULTS

FOODS FOR ATHLETES - BLACKMP LIVING WATER IS ENHANCED WITH HUMIC AND FULVIC MINERALS THAT SERIOUS AND PROFESSIONAL ATHLETES' BODIES NEED FOR DAILY REPLENISHMENT. **Page 20**

RUTTER'S has won the respect of its industry and customers and continues to evolve after 10 generations of family leadership. **page 124**



PLUS, CREATE AND MAINTAIN A WORKPLACE FREE FROM SEXUAL HARASSMENT.

Going Natural

DaBecca takes an old-fashioned approach to its meat products. **By Alan Dorich**



>> DaBecca produces chemical-free pork, poultry and beef products. It plans to grow while maintaining a focus on quality.



company profile

DaBecca Natural Foods Inc.

www.dabeccafoods.com

Headquarters: Chicago

Employees: 160

Specialty: Ham, turkey, beef, bacon and pastrami products

Dave Pederson, president: "We're in a pretty good place right now."

Many in the food industry put an emphasis on high-tech methods, but sometimes the tried-and-true ways of doing things just can't be beat. DaBecca Natural Foods Inc. has proven that fact with its chemical-free pork, poultry and beef products.

President Dave Pederson explains that the company's roots go back more than 30 years to when he was a hog farmer in Texas. Although he raised the animals with care, "We had major issues raising them the high-tech way," he recalls.

"The colleges were saying I should just give them more antibiotics," he says. But the pigs had grown immune to the antibiotics and his farm suffered large losses of hogs.

To recover, "We started raising them more closely to what Mother Nature had intended," he recalls. Pederson chose to raise the animals on a vegetarian diet without any animal by-products, antibiotics or growth stimulants and began using probiotics.

After Pederson fine-tuned his method, he found there were clients eager to buy antibiotic-free pork. When de-

mand increased, he hired a local plant to slaughter hogs for him, which he sold to top health food stores and to the top hotels in Dallas, Houston and Austin, Texas.

Pederson also served all of the Whole Foods Markets locations in Texas and began packing the meat on his own. "We got our expertise from processing all of the hogs," he recalls.

A Broad Reach

Today, Pederson manages DaBecca from its 100,000-square-foot processing plant in Chicago's Pullman District. "We were very lucky to find and lease the current facility here in the Pullman district in south Chicago," he says.

The company's client base also has grown, he notes. "The consum-

er continues to expect antibiotic and hormone-free meat raised with plenty of room and high animal welfare standards," he says. "Our organic sales are strong and continue to grow!"

In addition, DaBecca has customers in South Korea, Taiwan and Japan asking for its old fashioned products. "We expect to be in those markets in three to four months," Pederson says.

DaBecca does not raise its animals anymore, but makes sure that it buys from farmers and suppliers who raise animals without using antibiotics, steroids or growth hormones. "These partnerships are marked with a dedication to the highest-quality accountability and responsibility," the company says.

"We develop partnerships with like-minded suppliers, farmers and

ranchers who are concerned with animal welfare," DaBecca says. These suppliers are partners in the Global Animal Partnership to certify animal welfare practices.

The non-profit organization, DaBecca explains, has created 5-Step Animal Welfare Rating Standards that rate how pigs, chickens and cattle are raised for meat. "It is our conviction the human treatment of animals should be guided

Kwalyti Tooling and Machinery Rebuilding has been a dedicated partner to the horizontal form fill seal packaging industry since 1990, and a proud member of the IOPP since 1999. For over 28 years we have provided consultation, support and services for all types of rollstock style packaging equipment for both rigid and flexible applications. We're here to help you with design services, tooling manufacture, replacement parts, tooling repair and machine reconditioning. The whole Kwalyti team is deeply committed to helping you find the most cost effective solutions to even the most complex packaging issues.

When Quality Counts,
You Can Count on

KWALYTI®

SUPPORTING YOUR HFFS PACKAGING PROJECTS FOR OVER 28 YEARS

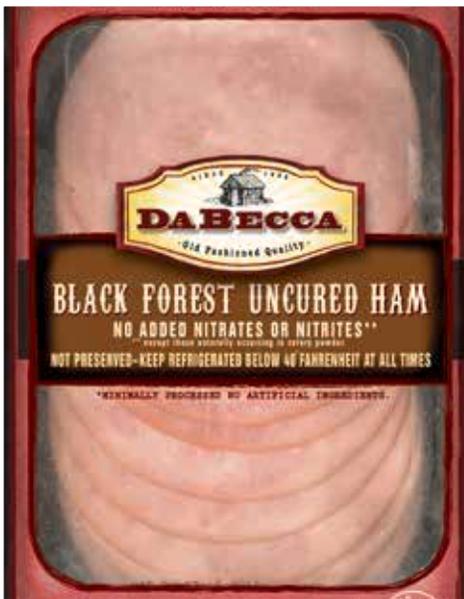
- Replacement Parts
- Tooling and Component Repair
- Tooling Design and Manufacture
- Packaging Equipment Rebuild

KWALYTI®

Tooling and Machinery Rebuilding, Inc.

1-877-KWALYTI (592-5984)





>> DaBecca's lines include sliced organic ham and turkey, bacon, roast beef and pastrami products. It uses natural spices and flavors, as well as natural smoked flavor.

"It's very close to the right texture you can make it without chemicals," Pederson explains.

"We're known to have a clean, old-fashioned flavor."

DaBecca also creates natural smoked flavor in its products through wood chips, Pederson says. The company uses this method instead of using liquid-smoke, which has become an industry standard.

Key Partners

Pederson is proud of his team at DaBecca, which includes his son, Director of Operations Jon Pederson. "I taught him everything I know," the elder Pederson says, "and Jon has filled in all of the blanks."

He also praises Senior Operations Manager Jacob Pelletier and Supply Chain Manager Brent Burghgraef. "They are really great guys," Pederson says, noting that Pelletier joined DaBecca as QA Manager several years ago.

"Brent started in accounting and really did a great job working with the various accounts," Pederson describes.

Staying Safe

DaBecca Natural Foods Inc. is committed to continuously improving its food safety program. "Quality Assurance is constantly involved in the process of developing new products for production," the company says, noting that it has a HACCP plan that is reassessed with regard to listeria monocytogenes.

Its listeria and environmental monitoring programs also are in compliance with 430.4 control of listeria monocytogenes in post-lethality exposed ready-to-eat products. The company also has a Sanitation Standard Operating Procedure Program.

"This meets all USDA requirements, as well as a Good Manufacturing Procedure program," it adds. "An extensive environmental program is also in place, which helps us monitor the status of our equipment, along with our air and water quality."

"DaBecca Natural Foods raw products suppliers go through rigid reviews and requirements prior to becoming one of our suppliers," the company says. "We are committed to excel in the manufacturing arena by producing the highest quality products in the marketplace."

by an attitude of care, responsibility and respect," the company says.

Leading the Market

DaBecca's dedication to its natural products has made it an innovator in its market, Pederson says. "We prefer to lead than follow," he states, noting that this philosophy earned it the Official Best of Texas Award in 2009.

The company's lines include sliced organic ham and turkey, bacon, roast beef and pastrami products. Unlike some of its competitors, the products are not full of added water but it does use natural spices and flavors.

"He has now transitioned to purchasing and scheduling."

Although DaBecca does not operate with a 100 percent family oriented environment, "We care about the employees," he asserts. "There's always room to come and join the team." Pederson was always given opportunity so the company wants to provide it as well.

Pederson also praises its vendors, which include Kwalyti Tooling and Machinery Rebuilding Inc. Based in Batavia, Ill., the company specializes in providing parts, service and custom tooling for multiple applications.

“We have a very good mix of products but always work to improve with new recipes and processing procedures.”

“We have many packing machines,” Pederson says, noting that Kwalyti provides DaBecca with the right dies to fit the machines. “They’ve been very helpful and accommodating for us.”

He sees a strong future for DaBecca, which is seeing strong interest from the market. “There’s all kinds of people calling all the time,” Pederson says, noting that the company will grow while maintaining quality. “We’re in a pretty good place right now.”

But that does not mean DaBecca will rest on its laurels.

“We have a very good mix of products but always work to improve the products with new recipes and processing procedures,” he says.

Being Free

DaBecca says it has promoted consumer health by selling antibiotic-free products. “Though the antibiotics prevent some diseases, they also cause

animals to grow larger and fatter at an increased rate,” it states.

The antibiotics also lose their effectiveness over time, DaBecca says. “Eventually, as bacteria evolve to survive their environment, antibiotics become completely ineffective,” the company states. According to DaBecca, the continued sub-therapeutic use of antibiotics only causes bigger issues.

Protein Alliance supports family farms throughout rural America and all the many blessings farmers enjoy in feeding the world. We are a fully integrated, global meat brokerage and trading company located in Minnesota. We provide a diverse product line of raw meat protein supplies from all the major meat processors in the United States. Additionally, Protein Alliance is the exclusive sales agent for a Minnesota based, farmer-owned turkey cooperative. Protein Alliance congratulates DaBecca Natural Foods for their innovation and dedication to quality, high-end meat protein products. We appreciate DaBecca’s trusted alliance and relish our continued partnership.



From the Farm to the Deli, We are your Source for Protein!

BUYERS & SELLERS | DOMESTIC & INTERNATIONAL

For all your meat needs



Jeff Stauffenecker • Carl Wittenburg • Sara Almich • Chelsey Kalkbrenner
100 Prairie Avenue, Brooten, MN 56316 | Phone: 320-346-4033 | Fax: 320-346-4038 | Toll Free: 1-877-BUY-TURK
www.PROTEINALLIANCE.com

HAWKINS
Food Ingredients Group

New Certified Organic Antimicrobial Protection

Clean LABEL Simplify your label
Vinegar = Clean Label

CERTIFIED ORGANIC INGREDIENTS

e(Lm)inate® V
Liquid Vinegar from Hawkins – The clean label antimicrobial

800.328.5460 | www.hawkinsinc.com

Kalle
GROUP

Nalo CASINGS

Jif-Pak NETTINGS

innovative ingredient solutions
INGREDIENTS

KALLE USA

JIF-PAK

Kalle has been dedicated to providing innovative products and focused customer service to U.S. market leaders like DaBecca Natural Foods

Kalle USA, LLC
5750 Centerpoint Court Gurnee, IL 60031
Toll Free: 877-222-6256
www.kalle.de Marketing@KalleUSA.com

“Scientists are now saying that the antibiotics staying in the animals bodies are contributing to the overall level of antibiotics in the human body,” the company says. “This may contribute to antibiotic resistance, [and] scientists are more concerned about disease-causing bacteria that develops resistance in farm animals to then infect human beings.

“The FDA values an affordable meat supply, as well as the concerns of conventional livestock farmers,” DaBecca says, “however, its greatest concern is for human health.”

Antibiotic-free ranches also provide livestock with more room to move, maintain sanitary facilities, watch their animals and remove sick ones from herds. “By maintaining a healthy environment for the animals, this approach prevents diseases that antibiotics might otherwise be needed to fight,” the company says.

Although ranching without the antibiotics and growth hormones takes more time, it is more humane, DaBecca says. “The animals live longer, eat more food, receive more care and roam more space, which basically costs more,” it says.

Avoiding Illnesses

DaBecca Natural Foods also avoids the use of nitrates or nitrites in its products, due to the problems associated with them. “Historically, nitrates have been used to help prevent the growth of certain bacteria that can cause an outbreak of

Perfect Products

DaBecca Natural Foods takes pride in providing all-natural foods that taste great. In fact, “Once you experience the flavor and quality of our products, we believe you will never settle for anything less,” the company says.

For example, its turkey selections are moist and tender with a natural texture, “carved to perfection just like on Thanksgiving Day,” DaBecca says.

In addition, DaBecca’s ham selections have earned accolades from both customers and critics. “The texture and taste will immediately remind you of a delicious holiday ham,” the company says.

“Our roast beef selections are just like the way Mom cooked it...deliciously tender, moist and oh-so-full of flavor,” it says, adding that it has won acclaim for its pastrami products. “In fact, our customers in New York say, ‘Wow! This is the best I’ve ever had!’”

DaBecca also highlights its bacon products, which are ideal for breakfast, lunch and dinner. “Our slow-smoked selections are favorites of five-star hotels and family dinner tables alike,” the company adds.

The products also have a long shelf life. “Our bacon, deli meats and hams freeze very well, and can be kept frozen for up to six months,” DaBecca says.

botulism, a deadly food-borne illness, and to give cured meat a pink color,” the company says.

When nitrates are added to meat, they break down and form nitrites. “Today, nitrites are added directly to the meat to speed up the curing process,” Dabecca says, noting that the time and temperature in cooking meats are critical factors in preventing bacterial growth.

“Improved production and food storage methods have decreased food-borne illness,” the company continues. “In order to make the cooked meats to maintain the traditional pink color and cured flavor, nitrites are still added in most of today’s processing.

“According to the Environmental Protection Agency, the chief danger associated with nitrates is that they are

converted into nitrites during digestion, which can poison humans, particularly children,” DaBecca says, noting that eating nitrate-added meat over long periods can result in nitrosamines that cause malignant tumor growth.

Oxygen deprivation, the company adds, is another risk associated with nitrates in meats. “This occurs when the nitrites band with hemoglobin in the bloodstream, forming a molecule called methemoglobin, which is unable to carry oxygen,” DaBecca says. “Young children are especially at risk from contact with nitrites.”

Important Values

DaBecca Natural Foods puts a high emphasis on how it serves its customers, vendors, owners, team members and the community. Not only does

it place an emphasis on safe, superior products, “The customer is best served when working with a knowledgeable and courteous team at DaBecca,” it says.

“The owners are served when they make a fair return on their investment and contribute to the well being of the customers, employees and the community,” the company continues. “The management and labor team are served when they are treated with generosity, respect and enabled to grow both as individuals and team members.

“The community is served when they are treated with respect and generosity from the DaBecca team and owners,” the company adds. DaBecca also has given smoked turkeys and funds to several organizations in its community that reach out and help others. **FD**



Mother Nature Knows Best

IsoAge Technologies is an innovative technology and applications-driven source of healthy, consumer-friendly multifunctional ingredients, born under the premise that Mother Nature knows best. We understand the unique opportunities that accompany innovation. That's why we specialize in providing custom solutions that work within your specific application, and ultimately surpass your expectations.

To discover how IsoAge Technologies can exceed your expectations, please reach out to us today.

855.847.6243
isoagetechologies.com