

VOLK NEWS FORUM

Volk Enterprises, Inc.

Autumn, 2000

How Do You Handle Your Food?

What if there were a camera recording your actions as you prepared your evening meal? What habits would be observed? These are the questions that were answered during a recent study completed by Utah State University and Spectrum Consulting of Logan, Utah and partnered by Volk Enterprises. In this particular study entitled “*A Camera’s View of Consumer Food Handling and Preparation Practices*”, subjects were observed in their own kitchens preparing a choice of a salad plus one of the following three recipes: meatloaf, breaded chicken breast, and marinated halibut.

With the advent of the Fight BAC! campaign (www.fightbac.org) targeted at educating the public, and prevalent outbreaks of food-borne illness, a more accurate means of observing consumer food handling and preparation behavior has been needed. The direct observation methodology of this study yielded reliable and valid information upon which targeted educational materials can be based. For a company like Volk, resulting information can help steer product development efforts and provides a strong rationale for why food temperature sensing devices like our Pop-Up® Timer and Cook’d Right Sensor should be regularly used in every kitchen.

The ninety-nine study participants reflected a predominantly Caucasian female, middle-class, semi-urban, Western United States population. Individuals who agreed to be videotaped were offered groceries for the recipe and a \$50 payment.

Most subjects (64%) reported that they were “very concerned” about food safety. An equal percentage of subjects (24%) reported that people at home as well as food processing plants have the primary responsibility for keeping the public’s food supply safe. The same subjects also reported that people are just as likely to get food poisoning from food prepared at home (57%) as from food prepared in restaurants (61%). None of the subjects believed that food safety problems are most likely to occur from food preparation at home.

The study brought quite a few issues to light. Consumers are not as conscientious about kitchen hygiene and cleanliness as they may believe. Only 34% of participants washed their hands with soap, and those that did, failed to wash for an adequate length of time. Cloth towels are significant agents in cross-contamination, and 73% of study participants used them to wipe kitchen surfaces instead of us-



Study subjects were observed storing groceries, and preparing a salad and an entree, then cleaning up afterwards.

ing more sanitary paper towels. We learned that cross-contamination is still a problem. Nearly all study subjects cross-contaminated their salad with raw meat through a variety of transfer agents such as unwashed hands, utensils, surfaces, or bowls. While the majority of subjects attempted to check the doneness of their meat entree, they continued to use the unreliable “pierce and poke” method. Those who did use a meat thermometer were unsure of how to interpret the

None of the subjects believed that food safety problems are most likely to occur from food preparation at home.

thermometer readings.

The study results seem to reinforce the idea that much of food safety is literally ‘in the hands’ of the consumer. It highlights the fact that consumers must be better educated about a variety of subjects from how to use a food thermometer to the correct way to wash hands. Recommendations were made that additional studies be conducted on larger sample pools to observe habits of different populations. The addition of audio documentation as well as recipes that call for the use of specific utensils like a cutting board would yield further details as well.

For a copy of the study’s final report or to propose a study partnership with Volk Enterprises, Inc., please contact us at (770) 441-1443 or dwhite@volkent.com. We welcome the chance of becoming involved in further research that allows us to learn more about the food industry, its processors and consumers.

Personnel & Products

A Message from Our President

Certainly a leader needs a clear vision of the organization and where it is going, but a vision is of little value unless it is shared in a way so as to generate enthusiasm and commitment.

Leadership and communication are inseparable.

- Claude Taylor

Several years ago, I was driving to Logan, Utah to visit the Food Science Department at Utah State University. Volk Enterprises, Inc. had been planning a lab-centered cooking study to determine cooking variables for several poultry products. The study protocol was interesting but mirrored much of the controlled-environment cooking research we do in our own company. I kept asking myself, "What happens when this same food product is taken home and cooked?" That idea of studying actual consumer kitchen behaviors in a home environment was eagerly taken up, and thanks to Von Mendenhall at USU, we decided to find out.

Von recruited a firm specializing in statistical analysis, Spectrum Consulting, and brought together a research team at USU. We decided to develop a "first of its kind" study where people would be observed and recorded as they prepared food in their own kitchens.

We took our protocol to Washington, DC and presented our plan to the FDA, whereby USU, Volk Enterprises and the FDA would partner together to jointly fund the project. The FDA accepted our plan and now the results of that collaboration have been reported to media outlets throughout the country. The consumer habits and behaviors that were recorded during the study resulted in a number of surprising and enlightening conclusions. (See p.1)

This is an example where a small company like Volk Enterprises, Inc. can make a big difference in building a database of knowledge that will benefit both consumers and the companies who serve them. The research we were a part of will lead to product developments that will literally make our kitchens safer for our families. We are proud to have played a part in that.



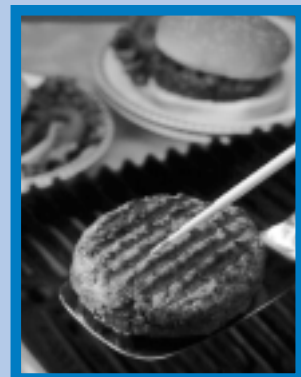
Tony Volk, President/CEO
Volk Enterprises Inc.

Turkey Burger Plus

Servings: 4

INGREDIENTS:

- 1 lb. ground turkey
- 1/2 cup seasoned bread crumbs
- 1/3 finely chopped onion
- 1 egg, beaten
- 1 tsp. soy sauce
- 1 tsp. Worcestershire sauce
- 1/2 tsp. garlic powder
- 1/4 tsp. dry mustard



Turkey Burger with
Cook'd Right Sensor

PREPARATION:

1. In a large bowl, combine turkey, bread crumbs, onion, egg, soy sauce, Worcestershire sauce, garlic powder and mustard.
2. Shape mixture into four patties, about 1/2-inch thick.
3. On lightly greased broiling pan, broil burgers about three to four minutes per side.
5. Continually check for doneness with the Cook'd Right Sensor.
6. Burgers will be done when sensing area of the Sensor is completely orange.

This recipe brought to you courtesy of the National Turkey Federation.

Did You Know...?

...that the Cook'd Right Sensor can be calibrated to register doneness temperatures anywhere from 130 to 180 degrees Fahrenheit?

...that the Sensor is now used in brand-name products like Maverick Ranch Lite ground beef and Hatfield Tender Plus pork?

...that we design packaging options as well as cooking instructions for our customers?

...that with Tony Volk Sr.'s 1960 invention of the Hok-Lok®, our original trussing device, Volk Enterprises, Inc. revolutionized the poultry processing industry?

...that Volk Enterprises, Inc. remains a primarily family-run company to this day?

News You Can Use

Fowl Play

Volk Enterprises, Inc. is glad to once again be exhibiting at the upcoming International Poultry Exposition. The Poultry Expo provides the perfect forum for us to speak with current and prospective customers about how we can add value to their current and newly developed products.



This year, we are also unveiling an exciting new look in our custom-designed display booth. Look for us in **Booth 6216**. Mention this article, and you will receive a free gift.

Our Pop-Up[®] Timer has been profitably used in products like Perdue's Oven-Stuffer Roaster and Carolina Turkey's whole birds. Similarly, our Cook'd Right Sensor has found a niche in other meat products like Hatfield's Tender Plus pork and MACH International's hamburgers. As a result of this success, we have begun branching out into new applications for the Timer and Sensor in chicken and turkey burgers as well as in bone-in and boneless chicken and turkey breasts. We will be focusing on these new applications during the Poultry Expo. Booth visitors will also have a chance to test the Timer and Sensor in the above-mentioned products during live cooking demonstrations.

The International Poultry Exposition will be held at the Georgia World Congress Center in Atlanta, Georgia from January 17 through January 19, 2001. Come see us!

We judge ourselves by what we feel capable of doing, while others judge us by what we have already done.
- Henry Wadsworth Longfellow

The art of progress is to preserve order amid change and to preserve change amid order.
- Alfred N. Whitehead

It is work, work that one delights in, that is the strongest guarantor of happiness.
- Ashley Montagu

- Stephen Covey
The essence of empowerment is the awareness that the power is already in people. What we need to do is to create the conditions which unleash it.

Mark Your Calendar

October 2000

World Dairy Expo, Madison, Wisconsin, October 4 - 8

Contact: 608-244-6455, expo@co.dane.wi.us

Tuskegee University International Food and Nutrition Conference 2000, Tuskegee, Alabama, October 8 -10

Contact: 334-727-8323

AMI Annual Convention & Innovations Showcase, Minneapolis, Minnesota, October 12 -14

Contact: Karin Scott, 703-876-0300,
ami@conventionmanagement.com

National Frozen Food Convention, San Francisco, California, October 15 -18

Contact: 703-821-0770

November 2000

International Exposition for Food Processors, Chicago, Illinois, November 5 - 9

Contact: Nancy Janssen, 703-684-1080, fpmsa@clark.net

IFT Food Safety and Quality Conference and Expo, Orlando, Florida, November 14 -17

Contact: Steve Serfling, 312-782-8424

Fish Expo and WorkBoat Northwest, Seattle, Washington, November 16 - 18

Contact: 800-454-3005, food@divcom.com

December 2000

Midwest Food Processors Association Convention & Expo, Milwaukee, Wisconsin, December 5-7

Contact: 608-255-9946

January 2001

National Turkey Federation Annual Convention, Long Beach, California, January 7 - 9

Contact: Cherie Proctor, 202-898-0100, ext. 229

International Poultry Exposition, Atlanta, Georgia, January 17 - 19 (see p. 3 left column)

Contact: 770-493-9401, ecox@poultryegg.org

NW Food Processors Association, Portland, Oregon, January 21 - -24

Contact: Joe Shelman/Liz Richards, 503-248-9103

Highlights

Not Your Average Burger

Good enough never is.
- Debbi Fields

Summer may be over, but hamburgers never go out of style. With the advent of football season and all the parties that go with it, Volk Enterprises, Inc. is very glad to recommend an ideal component of pre-game festivities. Pre-Game Burgers, 5¹/₃ ounce premium ground beef patties by M.A.C.H. International LLC, are the perfect centerpiece.

The burgers were conceived by Bryan Hall, President of M.A.C.H. International, to provide consumers with "the safest burger in the world". With serious questions about the safety of ground beef high on consumers' lists of concerns, M.A.C.H. International pre-screens the fresh beef used in each burger for E. coli. To give consumers additional peace of mind and more control over the safety and the tastiness of their meals, Volk's Cook'd Right Sensors are included in every package of frozen burgers. By simply using the Sensor, Pre-Game Burgers can be easily cooked to the USDA-recommended temperature of 160 F without worry of over or undercooking. With the



M.A.C.H. International's Pre-Game Burgers. Package includes Volk's Cook'd Right Sensors to check for doneness.

Cook'd Right Sensor, preparing safe, juicy hamburgers can be a "no-brainer" for anyone.

M.A.C.H. International began its relationship with Volk after receiving a color brochure on the Sensor. Since that initial contact, Volk has worked hand-in-hand with the company in rolling out its new product line. Numerous cooking tests were done in-house at Volk to sample the quality of the burgers, and to pair them with the appropriate Sensor model. Soon to be available in retail stores nationwide, we hope that the boxes of Pre-Game Burgers will become a fixture in homes and restaurant kitchens, and at pre-game tailgate parties too!

For more information on Pre-Game Burgers, contact Bryan Hall at (615) 846-4505 or www.pregameburgers.com. To obtain information or to place an order for Volk's Cook'd Right Sensor, call Ed Gustafson at (770) 441-1443.

Turkey Takes Over

Yes, it is that time of year again! Time to begin thinking about the approaching festivities during the fall and winter seasons.

For assistance in planning your Thanksgiving and/or Christmas meal, Volk urges you to visit www.culinary.net, the web site run by Family Features, the food editorial syndicate. Family Features converts food photography, recipes and tips into color features and distributes them to thousands of newspaper food editors. The food editors are then able to use all or portions of the feature in their own food sections. This year, Volk's autumn/winter editorial feature entitled "Festive Gatherings: Food, Family, Fun" will be prominent on their web site and in newspaper food sections all around the country. It features our Pop-Up Timer in a whole-bodied turkey, accompanied by mashed potatoes and apple pie. In addition to its delicious recipe ideas, there is a helpful section on how to easily carve your turkey.



Look for our Autumn/Winter feature, "Festive Gatherings", in your local newspaper's Food section.

Our autumn/winter features have typically reached a circulation of over 10 million U.S. readers, making them formidable and cost-effective marketing tools. We expect that the "Festive Gatherings" feature, in which we partnered with Cutco Cutlery and Wisconsin Potato Producers, will reach the same or exceed that 10 million mark.

If you are interested in the possibility of partnering with Volk Enterprises Inc. in the future, email dwhite@volkent.com or contact Dena Klein at Family Features, 800-800-5579, who can help pair compatible partners for your prospective full-page color feature.

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The Volk News Forum is a quarterly publication dedicated to keeping customers of Volk Enterprises, Inc. informed about the Company.

Editor.....Dana L. White

We welcome your comments, ideas and suggestions. Please send material to:

Dana L. White (dwhite@volkent.com)

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