

VOLK NEWS FORUM

P E R I O D I C A L

Volk Enterprises, Inc.

Summer, 2000

Meet Thermy™!

Did you know that using a tool like Volk's Pop-Up® Timer is the only way to be sure that your meat, fish, poultry or egg dish is done? So many people rely on cooking time or the color of meat to tell doneness, but none of these methods are foolproof. It is the internal temperature (see "Temperature Tells", page 4) that guarantees your food's safety. Only a food thermometer can tell you when food has reached a high enough temperature to destroy harmful pathogens that may be in raw food. "It's safe to bite when the temperature is right." This is the message that the USDA and their food safety messenger, Thermy™ want to share with consumers and food processors.

This past May 25, the USDA unveiled Thermy™ as part of a press conference and product display to kick off the food thermometer educational campaign. The object of this campaign is to change consumer behavior when it comes to preparing meat, fish, poultry or egg dishes. Thermy's kid-friendly appearance and message is designed to create the regular habit of using food thermometers when cooking. This is a crucial habit since research shows that less than half of the U.S. population even owns a food thermometer, and only about three percent use one at home.

Contrary to popular belief, food thermometers can be easily incorporated into the regular cooking routine. With a variety of easy-to-use options like dial, digital, probe, disposable, and pop-up thermometers, there's a choice for everyone to feel comfortable with. Using food thermometers also ensures juicier, better-tasting meals - no more overcooked, dry entrees.

As a manufacturer of food thermometers, also called food temperature indicators, Volk Enterprises Inc. participated in the Thermy™ campaign kickoff's product display. Our Pop-Up® Timers and Cook'd Right Sensors are among the many options consumers can choose from to make sure their meat, fish or poultry items are cooked to perfection and to accepted safety standards.

The Pop-Up® Timer is arguably the simplest to use of all food temperature indicators since all consumers have to do to know when their food is done is observe when the buttonhead "pops" up. And the Cook'd Right Sensor is ideal for pork chops, hamburgers and chicken breasts since all one does to determine doneness is insert the probe into the center of the chop or steak and look for the vivid black to orange color change. While the USDA does not



One example of some of the Thermy™ graphics that can be obtained from www.fsis.usda.gov/thermy.

endorse specific brands of food thermometers, all manufacturers are encouraged to include the Thermy™ logo on packaging and in literature to stress that temperature is the key for safety, doneness and great taste.

How can you help spread Thermy's message of "It's Safe to Bite when the Temperature is Right!"? Visit the Thermy™ website at www.fsis.usda.gov/thermy to download educational materials and graphics.

Educators are encouraged to make use of the food safety tips, sample news releases and fact sheets in the classroom and workplace. Parents are urged to involve their children in the cooking process and use the Thermy™ cartoons and guides for emphasis. Grocery stores can follow the example of chains like Big Y Foods and Giant Food by incorporating the food thermometer message on labels, in brochures, advertisements, circulars and coupons.

As in the case of Wegmans, stores may discover that sales of meat and food thermometers will increase as a result of instituting in-store campaigns. Meat, fish and poultry processors may find that by including food temperature indicators like Volk's Pop-Up® Timer or Cook'd Right Sensor within actual meat products or packaging, they not only will be promoting the food safety message, but also adding value to the product line.

For more information on how Volk's food temperature indicators can enhance your meat, fish or poultry product line, contact us at 770-441-1443. We can help you design a campaign that includes the food safety/food thermometer message and emphasizes the intrinsic worth and quality of your meat product. Let us know how we can help you!

Personnel & Products

Red Chile Turkey Breast with Succotash Salsa



Bone-in Turkey Breast with Pop-Up Timer

To easily tell when the turkey breast is done, purchase a bone-in turkey breast equipped with Volk's Pop-Up® Timer.

Serves 6 to 8

Ingredients:

- 2 tablespoons ground white pepper
- 2 tablespoons ground cinnamon
- 2 tablespoons ground ginger
- 1/4 cup light brown sugar
- 1/4 red wine vinegar
- 1 tablespoons sesame oil
- 1/4 cup peanut oil
- 1 tablespoons ground fennel seed
- 1 tablespoon pureed canned chipotles
- 2 tablespoons ancho chile powder
- 1 turkey breast (4 to 5 pounds) fresh or frozen

Preparation:

1. Whisk together all ingredients in a large non-reactive (plastic or wooden) bowl.
2. Prick turkey breast with a fork and add to the marinade, turning to coat completely.
3. Refrigerate covered, for at least 4 hours.
4. Preheat grill and grill the breast for 1 to 1 1/2 hours, until golden brown and the buttonhead of the Timer "pops" up.

On the Rise...

In this year of growth, Volk Enterprises, Inc. is very glad to welcome Jason Huggins to our staff. A home-grown Georgia boy, Jason comes to us after two and half years with the Chevron Corporation in Retail Sales and Territory Management.

Here at Volk, he will devote his considerable skill and energy to selling our product line to meat customers throughout the United States and to poultry customers in the Southeast region. With special emphasis on increasing the exposure of our



Jason Huggins
Regional Sales Manager

Going far beyond the call of duty, doing more than what others expect...is what excellence is all about. - J. Huggins

Cook'd Right Sensor in all markets and the Pop-Up® Timer in beef, pork and other meats, Jason will travel extensively and initiate product promotions with new and current customers. In his own words, "I'd like to see the Cook'd Right Sensor become a cooking mainstay, especially when grilling...The benefits are many, but specifically, you will enjoy a perfectly cooked product every time."

With a work ethic based upon going beyond the call of duty, Jason is eager to begin making a positive impact on your product line, so contact him at jhuggins@volkent.com or 770-441-1443 to begin a fruitful partnership.

1960



FORMER HEADQUARTERS
910 Lander Avenue, Turlock California

Then and Now...

None of us knows what the next change is going to be, what unexpected opportunity is just around the corner, waiting a few months or a few years to change all the tenor of our lives.

- Kathleen Norris

2000



CURRENT HEADQUARTERS
618 S. Kilroy Road, Turlock California

News You Can Use

Mark Your Calendar

July 2000

Southwest Supermarket & Convenience Store Expo, July 15-17, San Antonio, TX
Contact: 512-926-9285, www.tfia.org
American School Food Service Association, July 17-19, St. Louis, MO
Contact: 800-877-8822 ext. 131, www.asfa.org/who/pub-cal.htm
International Food Safety Congress 2000, July 19 -21, Orlando, FL
Contact: Marvin Brooks, 800-424-5156, ext. 5969

August 2000

2000 IAFF: Annual Meeting, August 6-9, Atlanta, GA
Contact: Bev Corron, 515-276-3344, bcorron@foodprotection.org
American Society for Healthcare Food Service, August 14-17, Denver, CO
Contact: 312-422-3000, www.aha.org
Western Foodservice & Hospitality Exposition, August 19 -21, San Francisco, CA
Contact: 800-209-0700, www.calrest.org
Atlantic Food Development & Processing Exhibition, August 23-25, Baltimore, MD
Contact: www.reedexpo.com/fact-sheets/1758.html

September 2000

Natural Products Expo East, September 21-24, Baltimore, MD
Contact: 303-939-8400 ext. 9118, www.naturalproductexpo.com
The International West Coast Seafood Show, September 24 -26, Los Angeles, CA
Contact: 207-842-5504, www.sfss.com
World Beef Expo 2000, September 28-October 1, Wisconsin State Fair Park, WI
Contact: 414-266-7050, www.wsfp.state.wi.us

October 2000

AMI Annual Convention & Innovations Showcase, October 12-14, Minneapolis, MN
Contact: 703-841-2400, www.meatami.org
American Dietetic Association Annual Meeting & Convention, October 16-19, Denver, CO
Contact: www.eatright.org

Appearing in a Magazine Near You...

In an effort to create brand recognition and increase Volk's market visibility, we have recently launched an aggressive print advertising campaign.

Volk Enterprises, Inc. has been fortunate in the past to be able to rely on referrals and word of mouth from loyal customers in securing new business, especially in the poultry industry. Now that we have items like the Pop-Up® Timer and Cook'd Right Sensor specifically tailored not just for poultry, but for meat and fish as well, it has become necessary to begin a new approach to marketing and publicity.

In addition to press releases for newsworthy announcements and a website which highlights our entire product line, we have created ads for the Pop-Up® Timer and Cook'd Right Sensor that tap into the consumer need to have products that always ensure perfectly cooked, safe meat, poultry and fish items. Our public relations firm, Lalich Resources, has been of great assistance in helping develop the focus of each ad. Both eye-catching ads place the Timer and Sensor in practical food applications with accompanying copy. The copy asserts that our products satisfactorily answer the "Is It Done Yet?" question many consumers have when roasting, grilling or baking meat, fish and poultry items.

Beginning this past May, both of our full-page color ads have been appearing in the magazines *Meat Processing* and *Meat Marketing & Technology*. From requests for more information, samples and the resulting orders we have been receiving, it seems that our theme of "Expect Perfection, Every Time" is being conveyed effectively. Given the early success of this campaign, it is very likely that we will advertise with additional periodicals in the future. Keep an eye out for our ads and call us if we can help you in any way!



Ad featuring the Pop-Up® Timer in a Pork Roast



Ad featuring the Cook'd Right Sensor in a Hamburger

Customer Service

Talking Turkey

For the past several years, Volk has co-sponsored full-page Thanksgiving editorial features under the auspices of Family Features, where the Pop-Up® Timer is featured in a turkey. Family Features, a food editorial syndicate based in Kansas, helped us find the perfect partners to share the spotlight and cost.



Volk's summer feature entitled "Family Picnics Made Easy"

Previously we've worked with Buena Vista wines, Nabisco, Allen Canning Company, Herb-Ox Bouillion, and Mahatma/Carolina Rice. Family Features converted our food photography, recipes and tips into color features that were distributed to thousands of newspaper food editors throughout the country. The food editors are then able to use all or portions of the feature in their own food sections. The features were great exposure for Volk, since they reached so many home cooks for a fraction of the cost of a typical ad.

We recently completed our newest summer season feature entitled "Family Picnics Made Easy". It features our Timer inserted in a grilled bone-in turkey breast. Our co-sponsors for this feature were California New Potatoes and Georgia-Pacific paper products. The feature is colorful and has four easy, tasty recipes highlighting the turkey breast and potatoes. Look for the feature this spring and summer in your newspaper's Food section. Keep an eye out this upcoming winter for our feature including the Pop-Up® Timer in a whole-body roast turkey. Currently in production now, the editorial spread also highlights Wisconsin Potatoes and Cutco Cutlery.

If you are interested in the possibility of partnering with Volk Enterprises Inc. in the future or doing any other seasonal or holiday feature, contact Dena Klein at Family Features, **800-800-5579**. Visit Family Features' web site, **www.culinary.net**. It is a helpful reference area for recipes, tips and materials for consumers and the media.

Contact Us!

Sales and Distribution
5470-B Oakbrook Parkway
Norcross, GA 30093
Phone: 770-441-1443

Manufacturing Headquarters
618 S. Kilroy Road
Turlock, CA 95380
Phone: 209-656-2700

HTML: www.volkenterprises.com

Temperature Tells

Below you will find USDA-recommended safe cooking temperatures:

FOOD	degrees F
Ground Meat and Meat Mixtures	
Beef, Pork, Veal, Lamb	160
Turkey, Chicken	165
Fresh Beef, Veal, Lamb	
Medium Rare	145
Medium	160
Well Done	170
Poultry	
Chicken and Turkey, whole	180
Poultry breasts, roast	170
Poultry thighs, wings, legs	180
Duck & Goose	180
Stuffing (cooked alone or in bird)	165
Fresh Pork	
Medium	160
Well Done	170
Ham	
Fresh (raw)	160
Pre-cooked (to reheat)	140
Eggs & Egg Dishes	
Eggs	Until yolk/white are firm
Egg dishes	160
Leftovers and Casseroles	165

Which Type is For You?



*Volk Enterprises Inc. hopes you will choose the convenience and accuracy of our Pop-Up® Timer and Cook'd Right Sensor.