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Northwest Food Processors Association

Northwest Reports

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Harvesting Innovation You Won't Want to Miss the 2008 Expo in January



PROGRAM PREVIEW

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- **★Governors Summit on Climate Change**
- **★2008 Seafood Celebration Cooking Challenge**
- **★Innovation & Productivity Pavilion**
- **★Tech Town USA**
- *and much, much more!

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THE LARGEST REGIONAL FOOD PROCESSING EXPO IN NORTH AMERICA

NW Food Processors Improve Productivity & Innovation to Enhance Global Competitiveness

David Zepponi, NWFPA President

If you can't measure it, you can't manage it. This age-old adage and starting point for plant productivity emphasizes the importance of developing performance metrics, including a system to measure and monitor key performance indicators and the competency to make sound business adjustments when necessary. This seems fairly straight forward but in reality, developing an effective KPI system can be difficult. Now throw in the challenge of innovation – we need to innovate to remain competitive but we have difficulty explaining what

it is and how to measure its progress and financial effectiveness. Unlike productivity metrics which track what we know, innovation metrics attempt to measure what we don't know – at least not yet.

Innovation is important for continuous productivity improvement – including small, often simple steps that help the productivity of existing products and processes. Innovation may also come as large leaps, frequently technologically-based, creating grand changes in produc-

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Autumn Assembly of Commitees

ANNUAL GOLF TOURNAMENT & FISHING DERBY September 20-21, 2007 **Sheraton Portland Airport Hotel &** The Cedars at Salmon Creek























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Farm Bill Moves to Full Senate; **President Threatens Veto**



fter months of work, the 2007 Afederal Farm Bill is proceeding forward and is presently under consideration by the full Senate. NWFPA has been working with our federal partners to help ensure that processed foods were included in the bill's provisions on federal nutrition programs.

In September meetings on Capitol Hill with members and staff of the Pacific Northwest's Congressional Delegation, NWFPA staff conveyed the importance of providing a level playing field for all foods (fresh or processed foods [frozen, canned, and dried]) in this year's Farm Bill. We understand that provision made it into the amended version of the bill presently before the Senate. Detailed information on the 2007 Farm Bill may be found at the website of the US Sen-

ate Agriculture, Nutrition, and Forestry Committee (http://agriculture.senate.gov/).

Moving forward, the Farm Bill faces final action by the full Senate and then heads to conference committee with the House. President Bush has threatened to veto the measure as proposed given its huge proposed budget impacts and policy changes.

New Idaho Contract Lobbyist

oise-based Veritas Advi-B sors, LLP, has been selected as the Idaho lobbyist for the Northwest Food Processors Association. Veritas will represent NWFPA before the Idaho Legislature and with state agencies, along with the Idaho Gover-



nor's office. Veritas' Managing Partner, Elizabeth Criner (pictured above), will be the lead person for NWFPA. Criner has extensive experience at all levels of government working on both the lobbying side and legislative side of the governmental fence. Criner has worked a variety of issues over the years both in Washington, D.C. and in Idaho.



It is with both excitement and sadness that we inform you that Bruce Anderson is resigning his position as Government Affairs Director with NWFPA. This is a significant loss for our organization, but we will be working to find a new Government Affairs Director immediately. Bruce will continue working through the end of November.

Improve Productivity & Innovationcontinued from page 1

tion processes, products and even business models (e.g. telephone technology from wired to cellular). Whatever form it takes – likely both small steps and large leaps - innovation and productivity, and ultimately competitiveness, are inextricable.

NWFPA is looking at this interesting interplay between innovation, productivity and competitiveness and endeavoring to explain the relationship and develop programs to assist members of the NW food processing cluster to adopt effective performance enhancing systems. We are doing this to enhance the overall competitiveness of the NW food processing cluster of businesses – from the plant to the regional level. It is a daunting task given the state of the field and the importance of rolling up private plant data into industrywide metrics and meaningful evaluation of regional competitiveness. This process is only compounded by the dynamic nature and diversity of our NW food processing industry. Nonetheless, NWFPA has made great strides in achieving its mission and making tools available to enhance the competitiveness of the industry.

NWFPA has added many resources to this end, making them available generally to the NW food processing community. It is our hope that the programs will provide rapid improvement in the overall competitiveness of plants in the regional cluster. In fact, we have received recognition this year for a number of these – the American Council for an Energy Efficient Economy bestowed on us the esteemed national honor, the "Energy Efficiency Champion" award.

In a vote of confidence from the Oregon state legislature we received \$3.4 million to establish a Northwest Food Processors Innovation Productivity Center (IPC). In addition to this, our NW Food Processing Cluster Initiative has fostered practical new projects and programs to help the productivity and innovative capacity of the industry such as the GEMS pilot (Green Energy Management Systems) and a \$10,000 grant from the Washington State Board of Technical and Community Colleges to a develop a program to deliver a training collaborative to **certify** process control technology competency. We are pleased to offer our members and those in the NW food processing cluster the resources to collectively enhance their global competitiveness.

This is where your Association must mirror its members' businesses and ask the tough question, "Is what we are doing resulting in the required return on the investment to achieve short term operational objectives and long term strategic goals?" The bottom line is that as the Association moves forward with strategies to help all members in the NW food processing industry, we must work at the individual plant level to achieve results. And then those activities must be aggregated, tracked, and evaluated to provide us with reasonably good information from which to evaluate the effectiveness of the programs and services we offer within the context of overall regional competitiveness. So, we will be implementing productivity and evaluation metrics just as we propose doing with our members, because as they say, "what's good for the goose is good for the gander" and "if you can't measure it, you can't manage it."





CONVENTION PREVIEW

2008 NW Food Manufacturing & Packaging Expo

January 13-16, 2008 • Oregon Convention Center

THE LARGEST REGIONAL FOOD PROCESSING EXPO IN NORTH AMERICA

About the Event

Now in it's the 94th year, the NW Food Manufacturing & Packaging Expo is the *largest regional Food Processing Expo in North America*. This premier event features more than 450 booths at the Oregon Convention Center in Portland, Oregon. The Expo is held annually in Portland and attracts more 3,500 industry specific buyers and sellers from across the country.

Pavilions

To encourage attendees to tour the exhibit hall and to explore information available in the booths, we have featured Pavilions that are geared toward specific industries, technologies and solutions. Following is the list of Pavilions: Innovation & Productivity, NWFPA Member Showcase, Education, Tech Town USA, Sample Display and the 2008 Seafood Celebration *Taste of the NW* Cooking Challenge.

Attendees

Manufacturing industry professionals from the United States and from around the world attend this Expo. They attend to see latest in food processing technology, systems and related information that can improve their efficiency. They will also gain valuable ideas and insights from first hand contact with representatives from the world's leading equipment and services producers. They come to look and they come to buy.

Exhibitors

Over 450 booths will feature useful information about the latest equipment, services and or supplies relevant to the food manufacturing industry. They will display their products and productivity solutions at the Oregon Convention Center in Portland. Leading manufacturers and service providers will display their products in the following categories: technology, banking, transportation, consulting, flow systems, pest control materials handling, safety, cold storage warehouse facilities, processing and packaging equipment manufacturers, waste management, computer software, instrumentation, packaging supplies, sanitation, water treatment and many more.



Expo Education Sessions and Special Symposium

This year's Expo will focus on productivity and innovation tools and information to assist in increasing competitiveness at home and in the global marketplace. Information rich sessions will be held each day covering important and relevant topics pertaining to innovation and productivity, food safety, defense and technology, and Energy & Environmental Affairs, Government Affairs and a Mechanics Training session.

The NWFPA is also pleased to host the annual meeting of the Institute of Food Technologists Nonthermal Processing Division and their very important Nonthermal Processing Symposium. This world class 2 ½ day symposium will feature an international group of researchers, commercializers and experts in the field.

NWFPA General Sessions & Events

Several informative and excellent networking events will be held beginning with the Sunday evening **Allied Industries Opening Reception**. Monday morning's Keynote breakfast will feature **United States Senator Gordon Smith** (Oregon) and informative and entertaining speakers each day. Wednesday's Concluding General Session Lunch features **Oregon Governor Ted Kulongoski**, with both the Washington and Idaho state governors are invited to attend.

REGISTER NOW at www.nwfpa.org!

Import Safety & Food Safety Legislation

afety of food imports has been a hot topic on Capitol Hill over the past couple of months. Two House measures were introduced relating to new regulations on safety of imports and food safety: HR 3610, sponsored by Rep. John Dingell (D-MI), and HR 3624, sponsored by Rep. Frank Pallone (D-NJ).

A series of hearings on the safety of the nation's food supply along with hearings on HR 3610 began at the end of September. No action has occurred yet on either bills but NWFPA is closely monitoring this legislation.

HR 3610, dubbed the "Food and Drug Import Safety Act of 2007," contains several components including new fees on imported food, restrictions on food imports to ports with a FDA laboratory, and giving the US Health & Human Services Secretary mandatory recall authority. HR 3624 is more prescriptive and proposes more focused changes to food processing and manufacturing - seeming to require closer oversight by the federal government. It is unlikely Congress will act on either bill in 2007 but could take up the legislation in 2008 during the second session of the 110th Congress.

New 5-A-Day Message Includes Processed Food Focus



new public health initia-Ative... Fruits & Veggies-More MattersTM ... to increase fruit and vegetable consumption replaces the 5-A-Day program that was created in the 90's to increase fruit and vegetable consumption. One key message of the new Fruits & Veggies-More MattersTM public

health initiative is that "all forms count" with processed fruits and vegetables offering a convenient alternative to fresh in meeting consumption goals.

In view of new dietary guidelines increasing the recommended amount of fruits and vegetables, a new consumer message was needed that would build on the awareness that 5-A-Day successfully increased, according to Elizabeth Pivonka, President, Produce for Better Health Foundation (PBH), a 15-year old nonprofit organization whose mission is to motivate people to eat more fruits and vegetables for a healthier America..

While research indicates that more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, more than 90 percent of all Americans do not eat the recommended amount. Closing the consumption gap requires a new national call-to-action, which is now the Fruits & Veggies—More MattersTM public health campaign. This new call for a healthier America is attainable and easy for people to understand.

> Working closely with health experts at the Centers for Disease Control and Prevention, PBH conducted in-depth analyses of existing programs encouraging healthy and conducted original research to better assess consumer's needs. The visual identity of the Fruits & Veggies—More MattersTM brand was evaluated by a wide variety of consumers of varying ethnicities, income, geographic location, and age.

> The program will leverage the 5-A-Day heritage and success to further inspire and support consumers to eat more, showcasing the unrivaled combination of great taste, nutrition, abundant variety, and various product forms - fresh, frozen, canned, dried and 100% juice. It will continue to leverage the resources of supermarkets, growers/processors/manufacturers, state departments of health, educators, and the media to get the Fruits & Veggies—More Matters message to consumers. It also will build upon the body of science that indicates that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

> Processors of fruits and vegetables are encouraged to contact Kathleen Ruf at kruf@pbhfoundation.org about becoming licensed to use the Fruits & Veggies—More Matters messaging on packaging and/or in your marketing materials. The web site, www.fruitsandveggiesmorematters.org, has more information.

Welcome New Supplier Members

Linx BC

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The Oasis Project: New Water for Oregon Growers



RICK GLICK is a partner in the Portland office of Davis Wright Tremaine LLP, where he is chair of the firm's Natural Resources practice group. Rick can be reached at rickglick@dwt.com.

During the 2007 legislative session, agricultural interests in northeast Oregon proposed the Oasis Project, a bill (H.B. 3525)

to withdraw up to 500,000 acre-feet of water per year for 25 years from the Upper Columbia River (above Bonneville Dam) for irrigation purposes. Umatilla County is home to four of five "critical ground water basins" designated by the Water Resources Department, subjecting pumpers to curtailment. As there are no alternative water supplies available, productive lands are left to fallow. The volume of water proposed by the Oasis sponsors for withdrawal is a small, probably non-measurable fraction of the Columbia's total flow, and still well below water appropriations by our neighboring states. The Oasis Project was offered as a solution to shrinking water supplies for high value agriculture in eastern Oregon and to provide a measure of equity relative to Columbia water use by Oregon's neighbors.

Of the total river flow of 198 million acre-feet per year, irrigated agriculture withdrawals comprise 6.93%. Of that amount, Oregon withdraws only 7.4%. If the Oasis Project were to be implemented, its share of water drawn from the Columbia would increase to 9.25%.

The reason that Oregon's share is relatively small is that the state placed a "temporary" moratorium on such withdrawals in 1994 that remains in place to this day. In December 1993, the four Northwest governors signed a letter suggesting that the states defer to the Northwest Power Planning Council for proposing a cooperative policy for salmon recovery with federal agencies. In a January 6, 1994 letter, Oregon's representatives to the Northwest Power Planning Council requested that the WRD adopt rules temporarily restricting use of Columbia River water. This "temporary" moratorium has lasted 13 years. In the meantime, Washington has actively encouraged new irrigation in the Columbia basin and continues to do so. The 500,000 af/y withdrawal proposed by the Oasis sponsors represents about 0.0025% of the total river flow.

Of the total diversion from the Columbia that Oasis would authorize, 195,000 would be devoted to replacing depleted ground water supplies for irrigation of 65,000 acres. 300,000 acre feet of "new" water would be used to add 100,000 acres under cultivation. 5,000 acre feet would be available for municipal use. A fee of \$10 per acre-foot of new water would be used by the WRD to develop and manage instream water conservation projects in collaboration with the Warm Springs and Umatilla tribes.

During average water conditions, on a daily flow basis, Oasis withdrawals during the peak months of June or July would be 1,865 cfs when flows at McNary Dam fluctuate between 140,000 to 235,000 cfs, representing a 0.8% to 1.3% daily flow reduction. Daily flow fluctuations at McNary are 50 times greater than what Oasis withdrawals would be in the highest withdrawal month. During drought conditions, when flows at McNary fluctuate between 70,000 and 110,000 cfs, the reduction from Oasis would be 1.7% to 2.7%. The natural flow variation is 21 times greater than the peak diversion of the Oasis Project.

The Oasis bill passed the Oregon House of Representatives by a vote of 35-22, but failed in the Senate after a threatened veto by Governor Kulongoski. In his June 22, 2007 letter to Senate President Peter Courtney threatening to veto H.B. 3525, Governor Kulongoski made three central points. First, he stated that the bill would overturn "over 15 years of protection of listed salmon and steelhead stocks on the Columbia River." The evidence, however, is that the minimal withdrawals envisioned by the bill would have no discernible impact on fish mortality or health. Dr. James Anderson, Professor at the School of Aquatic and Fishery Sciences, University of Washington, has modeled the impacts of the withdrawals envisioned by the bill utilizing the same models employed by NOAA Fisheries and has concluded that impacts, if any, are not measurable.

Second, the Governor stated that adoption of H.B. 3525 into law would trigger lawsuits under the Endangered Species Act. However, in order to prevail in such a suit, a plaintiff would be required to make a showing that a violation of the ESA is at least likely in the future. Given the lack of any measurable impact on fish at peak periods during the operation of the Oregon Oasis Project, that showing would be difficult to make.

Finally, the Governor stated in his letter that adoption of H.B. 3525 would trigger retaliatory appropriation of Columbia River water by our neighbor states "who have shared a bond of commitment with each other in order to ensure no net reduction of Columbia River flows." All Northwest states have a mutual obligation to maintain sufficient flows for recovery of protected salmon, though each approaches that obligation from a different angle. The Oasis project presents an opportunity to engage with our neighbors to ensure equity and to protect fish.

H.B. 3525 failed to pass in 2007, but the bill's sponsors continue to be hopeful of ultimate success. In the meantime, they are exploring other alternatives. Prime among them is withdrawing Columbia River water during the winter months for aquifer storage and recovery (ASR). ASR, if feasible, could replenish the critical ground water areas and provide a sustainable water source for many years. A bill is being proposed for the interim 2008 legislative session to fund a feasibility study of this approach. Another potential alternative is to establish a regional water bank to facilitate cooperative use of the resource.

The Oasis Project is an attempt at approaching parity with other Northwest states, though Oregon would continue to take a much smaller share. It is a program that would cost taxpayers nothing, while alternative water supply enhancements would. Use among the states for irrigation should be allocated pursuant to a negotiated interstate compact, but at the moment there is not much incentive for the other states to come to the table because Oregon demands so little. If the concern is really about the potential effect on fish, then acting to increase Oregon's use could spur the discussion among the states to bring about an equitable allocation that is protective of column.

Wright.

Emerging Innovation in Food Processing: Nonthermal Processing Techniques



RICK FISCH is the Managing Director of the NW Food Processors Innovation Productivity Center (IPC).

Over the past few years there has been quiet success in an area of food processing that doesn't depend

on traditional thermal processes for deactivation of enzymes and micro-organisms to improve shelf life of food products. Non thermal processing (NTP) is a suite of technologies that can be used individually or in combination to increase shelf life of fresh and refrigerated products. NTP is driven by consumer interests in minimally processed foods. The advantages include better nutritional values, better sensory and microbiological quality, and minimal or no use of preservatives. Many products using NTP are commercially viable and currently in the market.

The list of NTP techniques is growing as research evolves. The most popular and well known include high pressure processing, pulsed electric field processing, ultrasound processing, irradiation; ultraviolet light processing; dense phase CO₂ processing, ozone processing, and chlorine dioxide processing.

High pressure processing (HPP) uses pressure up to 120,000 psi or about 8000 atmospheres, with or without heat, to deactivate harmful microbes. HPP achieves desirable food quality while maintaining freshness and extending shelf life. An incidental benefit with seafood is the separation of muscle from the shell in shellfish, oysters, crab, lobster, etc. This can dramatically improve yield and reduce labor in seafood processing. HPP can be applied to solids, liquids, and purees. Many ready to eat lunch meats in the refrigerated section of the grocery stores have been processed using this technique.

Pulsed electric field processing (PEF) uses short bursts of high voltage electricity in a closed chamber to deactivate microbes

while preserving the freshness and flavor of fresh foods. This technology is primarily used on liquid and semi-liquid food products such as juices, milk, yogurt, soups, and liquid eggs.

Ultrasound processing utilizes a sonic transducer in a closed vessel or product stream to create and small (nano sized) bubbles to form and collapse thousands of times per second. The collapsing creates extremely high pressure waves that rupture the cell walls of microbes. Ultrasound processing can also be used for degassing of liquid foods, to enhance the extraction of enzymes/proteins, herbal compounds, and sugars. It can induce fat or sugar crystallization and facilitate the creation of emulsions. This technique is used mostly on liquid and semi-liquid foods.

Irradiation has been around for a long time. The original patents for use on foods date back to the early 1900's. It can deactivate bacteria, viruses, and parasites, sterilize insects, extend shelf life, and delay maturation of fruits and vegetables. Food treated

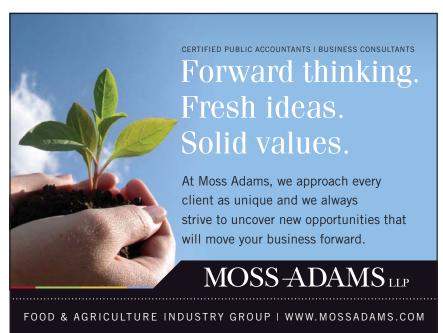
with irradiation has never been proven to be unsafe for consumption. Unfortunately, irradiation suffers from a bad public image. As recently as 2000, it has been approved for the treatment of red meat. Food applications are mostly limited to spices, ingredients, and meats.

Ultraviolet light processing technically falls under irradiation. It utilizes wavelengths on the electro-magnetic spectrum in the range of 254 nanometers, between visible light and x-rays. Thin films of liquid are passed over a high output UV light source. This technique is used with juices, primarily apple juice.

Dense phase CO2 processing uses CO2 at its critical point (between liquid and the super critical fluid phase) and forces it into solution under pressure with some heat addition. It is held for a very short period of time then expanded into a vacuum tank. The liquid and gas separate, creating a rapid decompression. The effect on microbes is to give them a severe case of the "bends", from which they don't recover. Currently, this technique is used on juices.

The last two techniques, ozone and chlorine gas processing are essentially powerful oxidizers, killing microbes on contact. Many of the fresh foods that prone to risk because there is no thermal kill step use this technology to reduce pathogen risk.

Research continues on these fascinating technologies. The NW Food Manufacturing & Packaging Expo in January will offer a breakout session titled Nonthermal Processing 101 for technical and non technical individuals who wish greater understanding in this area. There will also be an International Workshop on NTP that will co-locate with the Expo. This will be a great opportunity for food technologists and engineers to gain more insight in the technical details and network with some of the leading edge researchers in the field. You can find out more about nonthermal processing and the 2008 Expo on our website at www.nwfpa.org.



Food Industry Positions Available

You can contact the company directly, or contact NWFPA at 503.327.2200 for more information. For more details and other listings, visit our website under CAREERS at www.nwfpa.org.

MAINTENANCE MECHANIC • Immediate openings for experienced mechanics and/or fabricators. Background in food processing preferred but not required. Wage range from \$14.35 to \$18.54 per hour, depending on qualifications. Full-time, year-round, competitive benefit package. Apply in person or request application from Sue Meier, 503.362.3674. Truitt Bros., Inc., 1105 Front St. NE, Salem, OR 97301.

MAINTENANCE SUPERVISOR • You will provide maintenance leadership to the bakery through organizing, planning and implementing programs which will support preventive and corrective maintenance and continuous improvement. Responsibilities include budget, service contract and purchasing accountability, improving asset productivity, as well as the implementation of best practices while ensuring safe operations at all levels. Apply online at: www.kraftfoods.com/careers.

NEW PRODUCT RESEARCH **DEVELOPMENT MANAGER** • Must possess a BA in Food Science & Technology with a background of food manufacturing or related comparable products. Must work successfully with internal Sales, all Production Staff, Quality Assurance/Costing Team, and Internal Purchasing Manager. Must maintain and provide quality service to all business customers. Must be able to

develop commercially viable new products. Apply to HR Dept., Snokist Growers, lwiegartz@snokist.com.

IDAHO RAW MATERIAL PROCUREMENT MANAGER • Through field staff, schedulers, and planning coordinators this position procures raw material for all Idaho locations. Requirements include developing and implementing a multi-faceted annual budget, negotiating raw material supply contracts, and cultivating internal and external relationships that enhance strategic decision making. This position is located in Blackfoot, Idaho. Please submit letter of application, resume and references to: Basic American Foods. Human Resources. 415 W. Collins Road, Blackfoot, Idaho 83221 or jobsidaho@baf.com.

PRODUCTION SUPERVISOR • 2 positions, night shifts. 2-4 yrs juice experience, HACCP required. Must be proficient with MS Excel, Word. Benefits. Competitive salary. Contact Bart Hoopman at barth@ hrico.com.

QUALITY ASSURANCE SUPERVISOR

· Directs, coordinates and ensures that all aspects of quality assurance are met in accordance with safe handling practices and food safety standards as mandated by regulatory agencies. Send resume to marilyn.morrissey@portionables.com.

Meetings & Events



2008 NW Food Manufacturing & **Packaging Expo**

January 13-16, 2007 • Oregon Convention Center • Portland, Oregon

Registration and program information available online at www.nwfpa.org. Sessions include Nonthermal Processing Symposium, Governors Summit, mechanics training, climate change, technology, innovation, and much more.



2008 Executive **Business Summit**

May 1-3, 2008 • Coeur d'Alene Resort • Coeur d'Alene, Idaho

For confidential advice on **Executive Searches**, call David Zepponi directly.



