

April 2019, Issue 48



### SafeSourcing e-Newsletter

Have comments, questions, or suggestions about the SafeSourcing e-Newsletter? Let us know what you think by emailing us at the following address. We look forward to hearing from you!

[events@safesourcing.com](mailto:events@safesourcing.com)

#### Trivia!

What is a Non-Quote?

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## Industry News

### *The Chicken and the Egg*

#### Rapid Growth in Chickens Result in Poor Quality Breast Meat

The last several decades, poultry companies have spent time and money breeding chickens to grow more rapidly and develop larger breast muscles. The consequences have resulted in squishy fillets known as “spaghetti meat” as the tissues pull apart easily, to leathery fillets known as “woody breast”. Today’s meat companies raise 6.3-pound birds in just 47 days. That is twice as fast as 50 years ago. This has resulted in food giants such as Purdue Farms, Sanderson Farms, Pilgrim Pride Corp., and Tyson Foods to produce 42-billion pounds of chicken nuggets, tenders, and other products in 2018. Dr. Massimiliano Petracci, a professor at the University of Bologna, Italy, believes that the abnormalities in fast-growing chickens are responsible for these problems.

“Two poultry-breeding firms—Cobb-Vantress, owned by Tyson, and Aviagen, Inc.—supply the bulk of breeding stock for the world’s chicken companies, industry officials said. Years of matching up genetic lines have boosted each bird’s yield of breast muscle, the white meat that sells for a roughly 13% premium to overall wholesale chicken meat prices, according to U.S. Agriculture Department data.”

Some restaurants and grocery companies aren’t waiting for this problem to be solved. In 2016, Wendy’s Co. noticed that their supply of chicken breasts were tough. They have now switched their supply of chickens to slower grown birds. This resulted in an increase of \$30 million in costs for Wendy’s. The consumer feedback on the switch has been positive. ■

*James Bunge, WSJ, 3/13/2019*

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| May | Answer to our Trivia! |
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#### Recent Savings

##### Olive Oil

Savings were over 18% of total spend. ■

##### Mayonnaise

Savings were over 30% of total spend. ■

\*Please [contact SafeSourcing](#) to schedule your RISK FREE event today.

## Are Chickens Smarter Than We Thought?

Recently a juvenile fox entered a coop containing 3,000 hens through an automatic hatch door. Once the hatch door closed, the fox was trapped inside. It is believed the hens acted in a herd mentality and pecked the fox to death. This particular farm is home to over 6,000 free-range hens in Brittany, France.

Although chickens are generally thought to be dumber than average birds, they are actually intelligent and sensitive to their peers. Globally, chickens number more than 19 billion, making them the most abundant vertebrate species on the planet. While it is commonly thought that people view chickens as unintelligent, compared to animals with "higher" intellect such as monkeys and apes, it may help people to feel better about eating chicken meat produced by farms. Studies have shown that chickens can count and even play a tune on a small piano.

In 2015, a study was published by Lisel O'Dwyer and Susan Hazel from the University of Adelaide, Australia, in which undergraduate students performed various cognitive experiments on chickens. Before the experiment took place, the students filled out a questionnaire. After a short two-hour training period, the students were surprised how quickly the chickens responded. One experiment relied on the chicken's grasp of numbers. A keypad gave the chickens the option of pecking one key for food with a two-second delay or pecking a second key that gave a prolonged access to food after

a six-second delay. The birds were more likely to peck the second key with the greater amount of food with the longer delay.

"The uncomfortable truth about chickens is that they are far more cognitively advanced than many people might appreciate. But it remains to be seen whether consumers who are armed with this knowledge change their shopping habits at the meat counter." ■

*Colin Barras, bbc.co.uk.3/14/2019*

## Cadbury Chocolate Eggs

John Cadbury opened a grocer's store in Birmingham, England in 1824 where he sold coffee, tea, and drinking chocolate. In 1854, Queen Victoria granted a Royal Warrant making Cadbury the chocolate of choice by the Royal family. The earliest eggs were made in 1875 and consisted of dark chocolate filled with sugar-coated chocolate drops. In 1897, Cadbury wanted to challenge Swiss chocolate with their own British product by creating the brand's first Milk Chocolate Bar. The Cadbury Crème Egg first appeared in 1923 but didn't hit the shelves until 1971. In 1988, The Hershey Company acquired the U.S. Cadbury license. In 2002 Cadbury introduced Royal Dark Chocolate in the US. There's only one time a year you can purchase Cadbury eggs in the United States and that's Easter. That is good for your diet, but bad for your happiness over all. ■

*Cadburyusa.com. 3/27/2019*

### QUESTIONS AND ANSWERS

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Q: I have run events in the past, is there any chance I could be saving more?

A: Yes. No matter when your past event ran, the team at SafeSourcing can find ways for your company to save.

Q: I want to know more about what SafeSourcing does. Who can I talk to about this?

A: You can contact a customer services representative by calling us at 1-888-261-9070 or by going to our [website](#) and trying our "Risk Free Trial" offer.

## Trivia! From March 2019 Issue

### What is a Line Organization?

Line organization is a business or industry structure with self-contained departments. Authority travels downwards from top and accountability upwards from bottom along the chain of command, and each department manager has control over his or her department's affairs and employees. Line organization is self-contained with departments defining the business or industry structure. Accountability goes upwards from the bottom along the chain of command, while authority travels downwards from the top, similar to a pyramid.

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