

March 2010

Sushi

Sushi presentation evolved as a form of marketing. Food artisans wanted to exemplify the simplicity of the food with the beautiful presentation, artful colour and decorated dishes.

Sushi was created in the 4th century BC in China, not Japan as many believe. Sushi was originally a means of preserving fish.

Sushi was not originally prepared as a delicacy, but as a form of preserving fish. Salted fish was kept in fermented rice for several years to help preserve the fish and make it more portable.

Many believe that sushi means raw fish. Actually, sushi means vinegared rice. This term is based from the original use of fermented rice to store fish.

WISELY SPOKEN

"Life is a succession of moments. To live each one is to succeed."



PATRICK'S PONDERINGS

Pondering, thinking, planning...

Oh, what opportunities I had for this year with IFSEA. Summing up, IFSEA and your Executive Committee achieved a great deal and while still much to do, I am sure Chair-Elect Lorri Davidson and her team is positioned to move forward. Highlights of the last 11 months include:

- Attending the Canadian Association of Food Professionals Conference in Calgary. What a truly great and wonderful sister organization. I encourage all IFSEA members to attend a CAFP conference. The next conference is at Bay of Fundy in Saint John New Brunswick, June 9-13. www.cafp.org
- Hosting the Executive Committee in Chicago in late May 2010
- Traveling to Reno to meet with our military partners in September 2010
- Transitioning to & from Synergy Communications to a self operated office in Wheat Ridge, Colorado
- Negotiating the changes in the processing of Military funding of certifications
- Shepherding the AD-Hoc Certification Committee
- Negotiating changes to the 2011 IFSEA conference in Schaumburg, IL
- Meeting and speaking with many members across the states.

Challenges! That is where IFSEA is and I found myself without enough time to

ponder, think and plan for IFSEA's future. Encouraging members to grow in IFSEA is not enough. Active members, involved in committees, characterize organizations and the activities that help define the organization while informing its decision making. IFSEA's long term growth and potential is built on vibrant branches; growing and providing services to the local food services communities. Where do I (not necessarily speaking for IFSEA's Board) see IFSEA's future?

- #1. Further growth of our relationship with our Military partners will occur.
- #2. A structural change in the way IFSEA is governed and operated has to occur.
- #3. Our defining attributes of fellowship, education and certification will be emphasized.
- #4. Membership growth on the civilian side must grow to stabilize the organization.

Much of this is not a surprise for those who have read these ponderings the last 12 months. The efforts of your leadership are constant. Expect Barb, Rick, Fred, your committees, and your Board to continue efforts on your behalf. Since I am the Chair leaving after 4 years of leadership roles, I want to encourage all of IFSEA's

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Here you can manage your profile and add important information such as certification designation as well as update address, phone, E-mail and other pertinent information.

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? Did ? You ? Know ?

Carob

This ancient tree has a history that reaches back into the mists of time, to beyond the last Ice Age.

Its modern history can be traced back 4000 years to ancient Greece and Egypt where the plant was used as a source of food.

The carob is an eastern Mediterranean evergreen tree of the pea family, and the source of carob or locust bean, which is used as a thickener, and in foods, cosmetics, pharmaceuticals, paints, and textile sizing and finishes. The carob tree is sometimes known as locust or St. John's bread, from a theory that the "locusts" that John the Baptist ate in the wilderness were really carob pods. The seeds, which are extremely uniform in size and weight, are thought to have been the original standard karat weight used by jewelers and goldsmiths.



The pods are collected when brown, broken open and the hard seeds removed. The empty pods are washed and dry roasted and finally milled to a very fine powder, which is naturally sweet. This powder can be used in the same way as cocoa.

Carob has enjoyed increased popularity in recent years as a low-fat, low-calorie, low-caffeine alternative to chocolate. It has a number of advantages over Cocoa powder and as such is often used to make what has come to be known as 'healthy chocolate'. But while Carob is similar in colour to chocolate, it has its own distinctive flavour which does not resemble chocolate.

Carob powder is free of the allergenic and addictive effects of caffeine, free of oxalic acid, theobromine, thenylthylamine and tyramine which is common in chocolate, contains less fat and is naturally sweeter than Cocoa.



Carob itself does not contain any caffeine. However, it does contain traces of theobromine and theobromine is occasionally added to carob.

Theobromine is related to caffeine, but it is a milder stimulant. It is the stimulant found in chocolate. (One hundred grams of carob contains no caffeine and only three milligrams of theobromine; 100 grams of chocolate contains 180 milligrams of caffeine and 2,320 milligrams of theobromine). Because of the small amounts of the caffeine-related theobromine, and because carob is sometimes used in combination with chocolate, most sources call carob a low caffeine alternative to be on the safe side.

Recipe Box

CHILI RUBBED PORK TENDERLOIN WITH APRICOT GINGER GLAZE

Servings 8



2 (1 pound) pork tenderloins, trimmed

Spice Rub:

1 tablespoon chili powder

1 tablespoon garlic powder

1/2 tablespoon sugar

1 teaspoon salt

1/2 teaspoon ground black pepper

Glaze:

1 1/2 cups apricot preserves

1/2 cup barbecue sauce

1 teaspoon grated ginger

1/2 teaspoon garlic powder

1/2 teaspoon hot sauce

1 tablespoon chopped cilantro

1 lime, juiced

Place rub ingredients in a jar; shake to blend. Rub onto whole pork tenderloins. Cover tenderloins and refrigerate for 2 to 24 hours.

Prior to grilling, melt apricot preserves in saucepan over medium heat. Remove pan from the heat and stir in remaining glaze ingredients. Place half of the glaze in a serving bowl and hold for service.

Prepare grill at medium-high heat. Grill pork tenderloins for 15-20 minutes, or until the internal temperature of the pork reaches 160 degrees F. on an instant-read thermometer.

When approximately 4 minutes of cook time remains, brush the pork tenderloins with the apricot glaze remaining in the pan. Cook for 2 minutes, turn the pork tenderloins and brush glaze on other side.

Cook for an additional 2 minutes. Remove pork from the grill and let set for about 5 minutes before slicing. Serve with reserved glaze.

Recipe courtesy of: National Pork Board

CHOCOLATE-PEANUT BUTTER CAKE

Servings: 24



1 package (2-layer size) devil's food cake mix

1 (8 ounce) package PHILADELPHIA Cream Cheese, softened

3/4 cup powdered sugar

1/2 cup peanut butter

1 (8 ounce) tub COOL WHIP Whipped Topping, thawed, divided

6 (1 ounce) squares BAKER'S Semi-Sweet Chocolate

Prepare cake batter and bake in 13x9-inch pan as directed on package; cool completely.

Beat cream cheese and sugar in large bowl with mixer on medium-low speed until well blended.

Add peanut butter; mix well. Blend in 1 cup COOL WHIP; spread onto cake.

Place chocolate in medium microwaveable bowl. Microwave on HIGH 2 min. or until completely melted, stirring with whisk after each minute. Stir in remaining 2 cups COOL WHIP; spread over cake. Refrigerate until set. Store in refrigerator.

Substitute: Prepare as directed, using PHILADELPHIA 1/3 Less Fat Cream Cheese and COOL WHIP Lite Whipped Topping.

Recipe courtesy of: Philadelphia Cream Cheese

IN THE NEWS

DINERS LIKELY TO BREAK EVEN ON HIGHER PRICES BECAUSE OF PROMOTIONS

Restaurants are expected to raise menu prices an average of 1.5% this year, as commodity costs increase, said Technomic executive Bob Goldin. As consumers remain budget-conscious, many chains will make up the difference with discounts and promotions that offset increases. Reuters

ORGANIC SALES ARE STEADY BUT NOT SOARING

Sales of organic foods and beverages enjoyed several pre-recession years of double-digit growth before consumer belt-tightening hit. Last year, sales grew by a scant 1.9%. A trade group for the organics industry expects increases to improve with the economy, but some say the industry will always be a niche player. Reuters

MILLERCOORS IS TESTING A BEER BASED ON A 1919 RECIPE

As one of several moves aimed at reviving sluggish U.S. sales, MillerCoors plans to test a beer called Batch 19 in several markets. It is based on a 1919 recipe discovered in the Coors Brewing archives, and is intended for consumers seeking "a true, authentic, original beer," said a company executive. The Wall Street Journal

NRA LAUDS SENATE FOR PASSAGE OF JOBS BILL

The National Restaurant Association offered kudos to the Senate this week for passing a bill designed to spur hiring and job creation. "We are pleased that this package includes incentives to protect small businesses and create jobs," said NRA President and CEO Dawn Sweeney. "This package is good for the economy, and is positive news for the restaurant industry." QSRMagazine.com

A growing group of foodies go after the "bizarre and disgusting"

Bugs, brains and intestines are on the menu for gutsy gastronomic types. A growing movement to create ever-more-bizarre foods using unusual animal parts has launched dedicated groups around the country, including the Boston Gastronomers. "Nothing's off the table," said co-founder Curtiss Calleo. "Any restaurant worth its salt has sweet-

bread or tongue or pork bellies. There's a food renaissance going on."

Las Vegas Sun/The Associated Press

CHEFS MUST KEEP SOME BELOVED DISHES OFF THE MENU

Inventive chefs thrive on discovering unusual ingredients and creating new delicacies, but often their tastes run to dishes that intimidate guests. While it can be frustrating to omit a pork belly appetizer or a handcrafted venison dish, chefs often have to leave their favorite dishes at home in the interest of keeping customers happy. Pittsburgh Post-Gazette

CHEFS STEP UP THEIR VEGETARIAN FARE

Once an afterthought consisting mostly of side dishes, vegetarian offerings are getting a makeover in restaurants to make them more enticing entrees. The move comes as 23% of consumers are eating more meatless entrees than they did a year ago, according to the 2010 New American Diner Study. Chefs are rising to the culinary challenge with dishes such as artichoke and chickpea bouillabaisse, roasted sweet potato sandwiches and wild mushroom pierogi. Restaurants & Institutions

FRENCH OFFICIALS FEAR THE LOSS OF THEIR GASTRONOMIC IDENTITY

Officials in France met over dinner recently to add food to the list of cultural aspects that define the country's national identity. The combination of a growing immigrant influence, increasing imports of cheaper meats and cheeses, and losing out to Tokyo in the latest Michelin rankings have officials worried their country is losing its reputation as the center of the culinary world. The Wall Street Journal

COCKTAILS: OUT WITH THE SCREWDRIVERS, IN WITH THE UMBRELLA DRINKS

Whether it started with "Sex and the City" or it's the natural next step after wine appreciation and microbrewing, one thing is clear -- the craft cocktail trend is growing. Mixologists make their art in a glass, turning out happy hour treats with ingredients such as rosemary-and-honey-infused bourbon. Some say a return to pink drinks with paper umbrellas is next. Milwaukee Journal Sentinel

Interesting Facts

The white powder on chewing gum is actually sweetened marble dust.

Iceland consumes more Coca-Cola per capita than any other nation.

During your lifetime, you'll eat about 60,000 pounds of food, that's the weight of about 6 elephants.

You'll eat about 35,000 cookies in a lifetime.

Americans eat about 700 million pounds of peanut butter and 2 billion pounds of chocolate a year.

It takes 548 peanuts to make a 12-ounce jar of peanut butter.

The average American eats about seven pounds of potato chips a year.

When Heinz ketchup leaves the bottle, it travels at a rate of 25 miles per year.

The average American will eat about 11.9 pounds of cereal per year.

On average, each American ate 4.4 pounds of jelly last year.

Pound for pound (kilo for kilo), hamburgers cost more than new cars.

- The two most commonly sold items in grocery stores are breakfast cereals and soda.

- Apples are more efficient than caffeine in keeping people awake in the morning.

It takes eighteen minutes to cool hot chocolate into a Hershey's Kiss.

From the Vine



Semillon (Say-mee-yaw)

The very reasonable pricing of Semillon and blended wines makes them popular for casual drinking as well. That perhaps also gives them a pass-over with many connoisseurs, making this select wine choice difficult to find. However, these wines are surprisingly good and most who indulge gladly admit they're a bargain for the flavors and quality. Typical taste: the wine varietal features distinct fig-like character. Sémillon is often blended with sauvignon blanc to delimit its strong berry-like flavors.

Districts: sémillon is the major white grape in the Bordeaux region of France. Sémillon is also known as Hunter (River Riesling), boal/bual of Madeira, chevrier, columbier, malaga and blanc doux. Sémillon is also grown in Chile, Argentina, Australia, and California.

From the Bordeaux region of France come the great Sauternes and Barsac. These wines are produced from overripe sémillon grapes. They are blended with sauvignon blanc to produce a syrupy, full-bodied wine that may be world class.

Consume Semillons within five years of bottling unless otherwise recommended; blends will last longer. They're always ready for immediate enjoyment and as a white wine, tend to pair with same-colored foods. Fish and shellfish of any type are a perfect match as is poultry. Pasta with white sauce also makes a good pairing. Serve dry Semillon with clams, mussels, or pasta salad.



PATRICK'S PONDERINGS

(Continued from page 1)

members to get involved and help IFSEA grow. Make no mistake, IFSEA needs you to help its future become what IFSEA can be. Remember, IFSEA's preferred future is best guided by you. Without specific direction from you, IFSEA's probable future might lead us down paths that waste time and resources. I want nothing but the best for IFSEA and its members and going forward, IFSEA's best must step forward to lead IFSEA.

Regards, Patrick Beach, MCFE, Chairman of the Board



FOOD TRIVIA

#1. Native to central Asia, this plant has been used since ancient times by the Chinese and the Egyptians. It is pictured on ancient Egyptian tomb walls from 3,000 B.C., and there is evidence of its use in ancient Sumaria, Crete, and in the ruins of Pompeii.

It has a long history in medicinal folklore, is mentioned by Pliny, Hippocrates, and Mohammed, and in modern times was used in both World Wars to treat disease and infection.

Its use in the culinary arts is equally as old, being mentioned in the Old Testament, and by Herodotus, Aristophanes, Virgil, and Dioscorides. It is used for its culinary value in almost every culture and country in the world.

'Chicago' is derived from the Native American name for the wild plant. It is said that it sprang up in the left footprints of Satan when he left the Garden of Eden.

Name this plant.

#2. These small legumes of the pea family are grown for their seeds, which may be dried and used in soups and stews, and are also ground into a flour. The plant itself is used as fodder. It is most likely the oldest cultivated legume, and is believed to be native to southwestern Asia, perhaps northern Syria. Seeds have been found in Egyptian tombs dating from the 12 Dynasty (2400 B.C.), and there is also evidence of their cultivation as early as 6,000 B.C.

They are widely cultivated throughout Asia, parts of Europe and North Africa, and more than 5 million acres are grown worldwide (1990). They are a staple in much of the Middle East and India. They are rich in protein and carbohydrates, and are a good source of calcium, phosphorus, iron and B vitamins. They are found in various colors, white, green, red, yellow, brown, and orange. The Latin name is the origin for the name of a certain piece of glass.

Name that legume!

#3. In 1877 this 'man' and the product name were first used as a trademark by Henry Crowell at his mill in Ravenna, Ohio. Crowell and 7 other mill owners formed the American Cereal Company of Chicago in 1891. In 1901 the name of the company was changed to the trademark name first used by Crowell.

Who is this 'trademark' man, and what is the name of his product?

Answers: #1. Garlic, #2. Lentil, #3. The Quaker Man of Quaker Oats

IN MEMORIAM

DONALD E. McINTOSH, DODG, CFE
1934-2010

Don was born in River Rouge, Michigan, attended public schools in Wyandotte, and graduated from Roosevelt High School in 1952.

He received an AA degree from Graceland College (Iowa) in 1954, then transferred to Michigan State University, where he received his BA in Hotel and Restaurant Management in 1957.

He met his wife, Helen, in 1953; they married in 1956 and divorced in 1976. They had two children, Denise and Gregory.



Drafted into the U.S. Army after his MSU graduation, Don served two years as a chaplain's assistant at Fort Lee, Virginia (1957-59).

Following his discharge, the family settled in Detroit, where Don worked as manager for Qwickie Coffee shops in downtown Detroit. In 1964, he began working as a food service manager for Ford Motor Company in Dearborn, retiring after more than 32 years in Ford's food service program in 1997.

Don was active in several community organizations and trade associations over the years. His engagement with one favorite organization, the International Food Service Executives Association, began in 1971. He served IFSEA in many capacities, including that of International President, liaison to the Canadian Food Service Executive Association, and International Military Chairman. He also served on the advisory boards of Eastern Michigan University, Henry Ford Community College, and several high schools in the metro Detroit area. For more than five years, he taught as a part-time instructor at Wayne State University in the food service management program.

Don adored classical music and also was active in church music, beginning at age 15 when he became church organist/choir director of his home congregation. He also served as a lay minister in several capacities in various denominations, most recently at the Methodist church in St. Clair, Michigan.

He is survived by his daughter, Denise, his grandson, Jorden, his sister, Fayrene, and many, many friends.

Don, who was known for his wonderful smile; candor; and love of his fellow mankind, was always a gentleman and treated everyone with respect, even in the heat of battle.

Thank you Don for a lifetime of service. You will be greatly missed by those of us that had the honor of meeting and knowing you and by those that wished they had.