

FALL 2017

inside

HORMEL FOODS

PRODUCTS WITH A PURPOSE

THE STORY OF THE *HORMEL VITAL CUISINE*™ BRAND

Back to school *section*

⇒ *A* Cut Above the Rest ⇒

BUTCHER'S PICKS, CHEF PREP AND TASTY PAIRINGS





We're inspired by

Our fans

loyal, passionate
and our reason
for being.



Inspired People.
Inspired Food.



IT'S TURKEY TIME

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these tasty turkey burger recipes

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recipe

CANDIED BACON
PEANUT BUTTER DONUT

peanut butter glaze

6 servings

Prep time: 10 minutes

Total time: 10 minutes

1/3 cup *SKIPPY*® creamy peanut butter

1/3 cup whole milk

2 1/2 cups powdered sugar

1 teaspoon vanilla extract

1/8 teaspoon kosher salt

In small bowl, whisk together peanut butter and remaining ingredients until smooth.

Calories: 104; Protein: 8g; Fat: 17g; Carbohydrates: 7g;
Cholesterol: 2mg; Sodium: 122mg

candied bacon

6 servings

Prep time: 15 minutes

Total time: 1 hour

1/2 cup firmly packed light brown sugar

1/2 teaspoon cinnamon

1/2 teaspoon ground red pepper

1 (12-ounce) package *Hormel*® *Black Label*®
thick-cut bacon

Heat oven to 350°F.

In shallow plate, stir together brown sugar, cinnamon and ground red pepper. Dredge bacon slices in sugar mixture, pressing to adhere. Place slices on lightly greased wire rack, side by side, over a jellyroll pan.

Bake 45 to 50 minutes or until crisp. Let cool completely and finely chop.

Calories: 133; Protein: 5g; Fat: 6g; Carbohydrates: 16g;
Cholesterol: 17mg; Sodium: 354mg

As seen on the
back cover!

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entirely by Hormel Foods
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“Each and every day I am inspired by the thousands of employees around the globe producing beloved brands for millions of people.”

-Wendy Watkins, vice president of corporate communications

We are Hormel Foods, a Fortune 500 company with more than 19,000 employees across the globe, making a difference for our consumers, customers, communities and shareholders. We are a growing global business with products from more than 30 brands available in more than 75 countries. The people and brands in our family are a source of ongoing inspiration for our company.

We are inspired by our people who are committed to do the work necessary to ensure a bright future. As a communications team, we have been quite busy sharing the stories of these people.

We hope you've had a chance to read about and get to know some of these inspired people from around the globe, especially those special people who have been chosen as recipients of our recently introduced Pride of the Jersey program. You can find those stories on our social media channels and hormelfoods.com/pride-of-the-jersey.

Speaking of hormelfoods.com, have you seen it lately?! We are so proud to share with you the collaborative effort of many inspired people throughout the company's global operations who shared their insights and stories with us to help bring this new website to life. The site is mobile-friendly and also contains our new blog called Inspired, with more in-depth stories about our inspired people, products and purpose. A special thanks to all of the contributors who help us tell the Hormel Foods story each and every day.

We encourage you to take a peek through the new website and through this issue of Inside Hormel Foods, and we hope you too see just how awe-inspiring our team members are.

Stay inspired,
The Hormel Foods corporate communications team

freelance writers



Mary Burich

Mary Burich has been writing for enjoyment — and to make a living — most of her life. Back in the day, a number of journalism awards from St. Bonaventure University nudged her toward a career path that has included lending communication expertise to major organizations such as Fisher-Price, Delaware North Companies, KeyBank, Hormel Foods and Rich Products. Mary's days often consist of putting words in other people's mouths, a passion that has resulted in local and national awards for her and the companies she keeps. Her work can be seen and heard in a large number of media outlets, including USA Today and NPR.



Laura Fraser

Laura Fraser is a journalist and author of three books, including the New York Times best-selling memoir "An Italian Affair." Her essay "Why I Stopped Being a Vegetarian" has been anthologized dozens of times and is used in many high schools and colleges. She has written for Gourmet, Sunset, the New York Times, Vogue, O the Oprah Magazine and many other national publications. Laura lives in San Francisco.



Lena Katz

Lena Katz is a content producer and writer for a number of well-known consumer lifestyle favorites including HGTV, Tastemade, Zagat and AAA Travel. In addition, she has brought her passion and enthusiasm to clients such as Mike Rowe, Tony Horton and scores of people in between. In addition to her other clients, she very much enjoys the freelance creative and culinary talent consultant work she gets to do with Hormel Foods.



Nevin Martell

Nevin Martell is a D.C.-based food, travel and lifestyle freelance writer who has been published by the Washington Post, New York Times, Saveur, Fortune, Travel + Leisure, Runner's World and many other publications. He is the dining editor for DC Modern Luxury and the author of seven books, including "The Founding Farmers Cookbook: 100 Recipes for True Food & Drink," "It's So Good: 100 Real Food Recipes for Kids," the travelogue-memoir "Freak Show Without a Tent: Swimming with Piranhas, Getting Stoned in Fiji and Other Family Vacations," and the small-press smash "Looking for Calvin and Hobbes: The Unconventional Story of Bill Watterson and His Revolutionary Comic Strip." Currently, he is co-writing Red Truck Bakery's cookbook, which will be published by Clarkson Potter in spring 2018.



Elva Ramirez

Elva Ramirez is a veteran reporter and video producer who notched 10 years' experience at the Wall Street Journal. She was part of the Journal's award-winning live video team since its inception. As a writer who learned all aspects of video work, Elva contributed lifestyle stories to the Wall Street Journal's print and online publications. Elva's feature stories on fashion, spirits and food trends ran in the Greater New York section and others.



Alyssa Shelasky

Alyssa Shelasky is a Brooklyn-based writer. Her work in food, travel and lifestyle can be found in New York Magazine, Self, Town & Country, Conde Nast Traveler and Bon Appetit, among others. She's the author of the best-selling memoir "Apron Anxiety: My Messy Affairs In and Out of the Kitchen" and the upcoming "How To Not Get Married." She loves coastal Maine and her daughter, Hazel Delilah, and wishes she never discovered *Justin's*® dark chocolate peanut butter cups.



Ethan Watters

Ethan Watters is an author, journalist and trend spotter who has spent the last two decades writing about culture and social psychology. Most recently, he penned "Crazy Like Us: The Globalization of the American Psyche." Prior to that, he wrote "Urban Tribes: Are Friends the New Family?", an examination of the growing population of the "never marrieds." Watters is a contributor to The New York Times Magazine, Outside, Discover, Men's Journal, Details, Wired and This American Life. His writing on the new research surrounding epigenetics was featured in the 2003 edition of "The Best American Science and Nature Writing."



BACK TO SCHOOL!

Fall always seems to be a great time to be reflective. Now that the crazy summer adventures are in the rearview mirror, the excitement that a new school year brings is upon us – not to mention getting those last few outdoor projects in while the days are bright and calm. Contemplation of how those days are spent, and what is to come, seems to fit the moment.

In a way, every Inside Hormel Foods magazine deadline has that feeling for the creative team. It is an opportunity to look back at all the wonderfully inspiring journeys we are lucky enough to tag along with and share with everybody, and also look forward to the upcoming season of the stories we are embarking on. These times are also filled with hustling to make sure that each layout, photograph and design is just so before we send the magazine out to be printed.

Each one of us feels lucky and privileged to share this journey we get to go on with everyone. Hopefully you can flip through these pages with the golden fall light illuminating your space, savor what you read and take some time to reflect on what inspires you.

Enjoy!

Holly Joan Cory Gene
Amy ~~Mark~~ Angela Michael

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Holly Goergen, graphic designer; Joan Hanson, manager of Studio H; Cory Howe, food photographer; Gene Lifka, multimedia specialist; Amy Marcks, graphic designer; Mark Reed, multimedia specialist; Angela Sellers, food specialist; and Michael Yaremchuk, supervisor of creative services



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We're Inspired by Small Towns & Big Hearts

by Vern Noland
Vice president of operations
for Dan's Prize



If you ask people from Los Angeles and New York City what a small town is, they might tell you it's a place of less than 100,000 people. If you ask people from a suburb what a small town is, they might say under 10,000 people. And if you ask people from Browerville, Minn., what a small town is, they would probably raise their hands and say, "Right here."

Living in a truly small town is a unique experience, something most people can't picture or comprehend. If they did, they may well argue that it's the best place to grow up and raise a family.

Not many settlements can attest to having been started in two locations and because of that, the small town of Browerville, situated in rural west-central Minnesota, has a varied and interesting history.

In 1865, the town of Hartford – or Old Hartford – was established by John Bassett

along the bank of the Long Prairie River, approximately three miles north of the existing community. Anticipating construction of the Great Northern Railroad, businesses moved from the original settlement to the current community site. In 1882, J. V. Brower, owner of the land that was to become Browerville, platted out the current community and on March 3, 1884, Browerville legally became a village.

In this town, the main street is right on U.S. Highway 71, which is the most used non-interstate U.S. route running from Canada to Mexico. In addition to the ubiquitous small-town furnishings of a post office, gas station, place of worship and local "watering hole," there are two hugely popular antique and arts-and-craft stores. People from far and wide make the trek on summer and fall weekends to patronize the ever-changing supply of knickknacks, with the busiest time being the

last full weekend of June – the townwide celebration known as Browerville Heritage Days.

Although this small community has a current population of only 790 residents, it is not without claims to fame. Sculptor Joseph Kiselewski was born here in 1901. Four of his sculptures are exhibited in a public art collection of the Bronx borough in New York City. In his lifetime, he designed various medals for the U.S. Air Force and the U.S. Army (including those for good conduct), in addition to the American Defense Service Medal.

A local writer, LaVyrle Spencer, born in 1943, rose to fame as an American bestselling author of contemporary and historical romance novels. She published 24 books, of which half have been New York Times best-sellers and four were adapted into television movies. Spencer was inducted into the Romance Writers of America Hall of Fame in 1988 and retired from writing in 1997.



Finally, it is home to Dan's Prize and its family of workers. Longtime resident Barb Bruder, one of the production supervisors at the plant, said, "To me, Browerville will always be home. The town has updated some, but it never really changes. I love the small-town atmosphere, where you can't drive or walk through town without meeting and greeting someone you know."

Having grown from humble beginnings in 1986, Dan's Prize has become an established name in the meat industry and produces more than 600 sliced, whole-muscle and specialty products. In 1998, the company opened its Browerville plant to facilitate higher order rates while maintaining best-in-class service.

In addition to being a good corporate steward of the environment, Dan's Prize employs a diverse workforce in a culture where safety always comes first. Local sourcing and association are two great ways to sustainably support

an area's economy and community. As a community partner, Dan's Prize, together with its employees, shares its success by regularly giving back with fundraisers for and donations to the local food shelf, volunteer fire department and other nonprofit entities.

"There's a serene comfort in knowing everyone around you; the people here genuinely care about each other. I have lived here all my life and wouldn't change it for anything," said plant receptionist Eva Spychalla.

Jane Buhl, a lifelong resident and production professional, said, "As I'm climbing the stairs into the building, a cheerful voice always calls out, 'Good morning, Jane.' As I make my way to the frock room, many more greetings are received and a lot of chatter about how your evening was occurs, then it's time to start the day. Soon break time is here and pictures of grandbabies are shared. Before you know it, our tasks for the day are done and it's time to

head home. Again, friendly well wishes for a good evening occur between everyone as they leave the building."

Browerville started as a community of hardworking people and still is today. The original settlers came to start a new life and shape a future for their children. Many of the original founders' families are still living in the area today and are gainfully employed at Dan's Prize. These descendants of the original founders have an interesting and proud history, and now they too are working on shaping a future for their children.





Jim Snee, president and CEO of Hormel Foods, with Steve Binder, president of Hormel Foods business units.



Inspired People. Inspired Food.™

by Mary Burich

With 125 years of successful operation under its belt, Hormel Foods unveiled in 2016 a refreshed purpose statement that builds on the vision of founder George A. Hormel.

Vincent van Gogh once said, “I dream my painting, and then I paint my dream.”

A beautiful turn of phrase, albeit not so helpful for anyone wanting to be an artist for the ages. Tell us more, Vincent. How can we see what you saw and more, how can we put it on canvas as masterfully as you did?

The fact is, we can’t. His vision was his

alone, as was his special brand of talent.

And so it is with inspiration, that inner spark that Merriam-Webster defines as “the process of being mentally stimulated to do or feel something, especially to do something creative.”

The newly coined purpose statement of Hormel Foods – *Inspired People. Inspired Food.™* – hinges on it. Helping workers feel inspired and free to tap into their inspiration is serious



Scott Leathers, customer business manager for Hormel Foods Sales, with Jessica Campbell, senior customer executive for Hormel Foods and Pride of the Jersey recipient.



business for the global food company. So is understanding that people are unique and thus, inspired in myriad ways.

For Jessica Campbell, a 40-something senior customer executive for Hormel Foods, inspiration came as a result of a sudden and serious cardiac episode three years ago that shook her – and those around her – to the core.

“I was as healthy as can be,” she said. “I used to run marathons.”

Campbell’s illness took her away from her job for six months of recovery, tests and trips to some of the leading medical centers in the United States. To this day, her heart condition is shrouded in some mystery, but without question, Campbell is more committed than ever to Hormel Foods.

“When I came back, I had a role. They made it happen for me,” she said. “There are times in your life when you have to step away. Hormel Foods allowed me to do that.”

Her story is one that illustrates the relationship between engagement, inspiration and results. Campbell has continued to succeed and advance in her career, even receiving the Pride of the Jersey award, a team shirt given to employees who embody the company’s values and the *Inspired People. Inspired Food.*™ mantra.

Tracy Skousen is a member of Partners in Leadership, an organizational development firm that has enjoyed a nearly 20-year relationship with Hormel Foods. Along with colleague Tanner Corbridge, he helped facilitate the process of aligning the new purpose statement with the company’s Cultural Beliefs.

“The real work and decision-making around the Hormel Foods vision was the result of [President and CEO] Jim Snee and his leadership team. They have a clear sense of where the passion for their products comes from,” he said.

Janet Hogan arrived at the company as the purpose statement was being set in motion. She embraced it wholeheartedly. The new head of HR has a long list of responsibilities, but at the end of the day, she believes reaching across the aisle to make connections with employees is the highest priority. In the simplest of terms, she wants her coworkers

**WE WANT TO
KNOW WHAT'S
IMPORTANT
TO YOU, WHAT
WILL ALLOW
YOU TO BE
INSPIRED TO
DO YOUR
BEST WORK.**

in some 70 locations throughout the world to look forward to each day at Hormel Foods and to be inspired enough to make the products that have long set the company apart.

"We do so many things right. We care deeply about our people, we have put a focus on inclusion and we have an excellent recruiting process. We have several high-quality development programs in place and have exceptionally strong processes and procedures. The feedback we are gathering will help us identify where we can place our focus over the next several years to better serve our employees," she said.

The gathering of feedback runs the gamut, from casual note cards that line the walls of common areas at the company's headquarters buildings in Austin, Minn., to more formal and structured mechanisms. Either way, the message to employees is clear: We want to know what's important to you, what will allow you to be inspired to do your best work.

Backing up the approach of Hormel Foods is a 2016 study conducted by the Society for Human Resources Management. According to "Employee Job Satisfaction and Engagement," the top contributor to workers' satisfaction is not a big paycheck as one might guess but rather, "respectful treatment of all employees at all levels," relegating pay and benefits to the second and third spots.

"Although employees do place importance on financial features of a job such as pay and benefits, they consider culture and connection to be of utmost importance. Feeling appreciated for their time and efforts creates a bond between employees, management and their organization," it says.

Andre Goodlett nods his head in agreement. The leader of the diversity and inclusion effort at Hormel Foods has learned some important lessons during his 30-year career. First and foremost, diversity and inclusion open the door to a path that can lead to inspiration.

"D and I are about creating a larger set of

inspired people," Goodlett said. "There are two basic human emotions that need to be accounted for: a feeling of belonging to something bigger and a sense of being accepted as a unique human being. They seem opposite, but they work well together."

Put another way, once workers feel accepted and valued, they can engage and be inspired to further the values and goals of their company.

That's exactly how it happened for Harold Burden, a native of New Orleans and a lover of the Southern culture that is decidedly different from that of America's heartland, where Hormel Foods is headquartered. The manager of demand planning and specialty products distribution credits the company and its employees with making him feel at home and inspired to make a difference whenever he steps foot on the property.

"Southerners don't leave the South, but I did," he laughed, adding that his heritage as an African-American man from New Orleans made him somewhat of an "outlier."

Those characteristics also made him an ideal candidate to step in eight years ago to help lead the Hormel African-American Employee Resource Group – otherwise known as HAARG. It is one of nine such coalitions that seek to foster understanding, acceptance and engagement of African-Americans, veterans, women, LGBTQ, Asian-Americans and other groups of employees.

With at least 30 languages spoken throughout Hormel Foods, the need to focus on cultural differences is clear. But it doesn't stop there. There are multiple layers to diversity, Goodlett said.

"We spend a good deal of time talking about the many aspects of it," he said. For example, he and his team are working on ways of incorporating generational differences into the company's diversity and inclusion efforts, and even considering the needs of introverts versus extroverts.

"Introverts need their space because they

process data differently. We're taking that into account now when we design offices. We make sure we have quiet spaces available for employees who don't do their best work in an open-office environment."

Does this approach to diversity and inclusion leave companies open to the whims of workers? Goodlett and others say there has to be balance, but there is great value in the exercise.

"If you think about it, inspired people are also engaged people," Goodlett said. "Highly motivated and invested in the success of the organization, they derive a lot of personal and professional pleasure from doing the right things for the company."

Take Yemi Yang, for example, a world traveler from the time she was a child. She recently celebrated her one-year anniversary with the Hormel Foods flagship plant in Austin, Minn., and is enamored with the diversity of

her workplace. Not only does it make Yang feel at home, the realization led her to pitch in and help establish a diversity and inclusion team at her plant. It's "about increasing the feeling of inclusivity around different groups of people," she said.

As if responding to naysayers who prefer to focus on more traditional business fundamentals as the secret to success, Adrien Gostick and Chester Elton, authors of the bestseller "All In," present a compelling argument for the importance of looking after employees. In the midst of the recession of the early 2000s, the pair's research led to a surprising conclusion: Average operating income was three times higher in companies whose workers were inspired by their companies' strong and positive cultures.

A simple idea that's far from easy. Many companies strive to create a culture that inspires their workers. Far fewer succeed.

To quote van Gogh once again, "Poetry surrounds us everywhere, but putting it on paper is, alas, not so easy as looking at it."

Partners in Leadership's Corbridge has been around Hormel Foods a long time. So much so, he recently noticed his oldest daughter repositioning a Hormel Foods product for better placement in the display at their local grocery store.

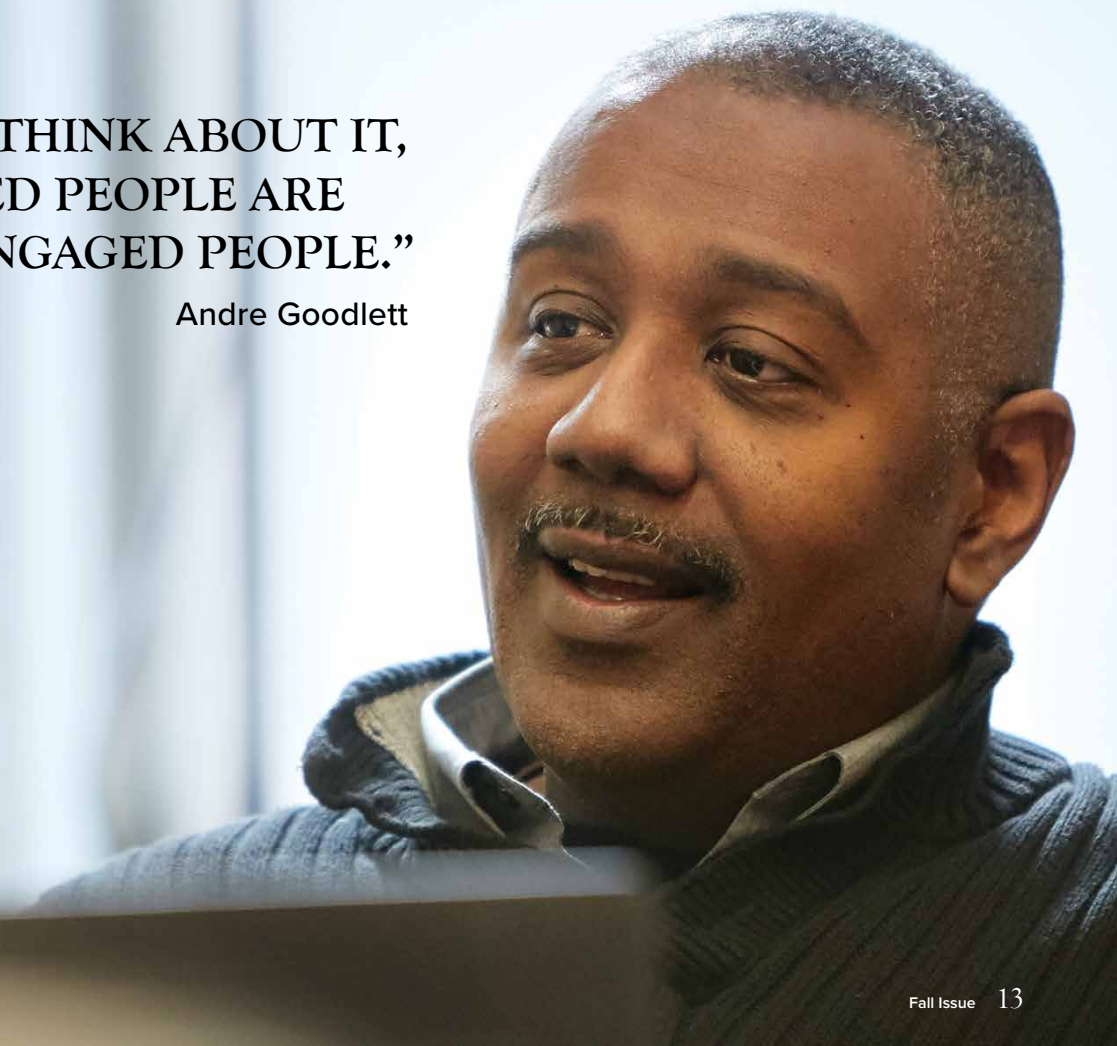
"That's how long we've been working with our friends in Austin, Minn. We genuinely feel connected to their mission," he said.

From his perspective, the company is poetry in motion.

"The underlying principle that is believed and lived at Hormel Foods is that the right culture will produce the right results. They try to live that every day," he said.

**"IF YOU THINK ABOUT IT,
INSPIRED PEOPLE ARE
ALSO ENGAGED PEOPLE."**

Andre Goodlett





THE *Art* OF FOOD

by Laura Fraser



In the kitchen in a bungalow in the East Bay, near North Berkeley's "gourmet ghetto," two food stylists are preparing a dish for a photo shoot for a national publication. Sarah Menanix places a round of cilantro butter to melt on a piece of broiled salmon, while Alanna Taylor-Tobin slices fresh limes to arrange with the fish on a ceramic plate. They place the plate on a piece of marble, sun filtering through the windows, and carefully set a tumbler of white wine next to it, along with a crumpled linen napkin. The look is casual, effortlessly beautiful.

This photo, along with photos for other recipes they are shooting today, tells a story. "You've gone to the market, you've found beautiful ingredients, you cooked them simply, and you're ready to share a meal," said Taylor-Tobin, who studied art history as well as going to chef school. "Everything is fresh and informal, with natural surfaces, fabrics, and beautiful produce and meats." The look, she said, is about hearty at-home eating, not what you might find in a high-end restaurant where, she said, "people use tweezers to make your meal just so."

Of course, a good deal of work goes into making the photos look so effortless. But the effect is that home cooks don't feel intimidated by a perfect image of an impossible-to-create recipe. Taylor-Tobin wants the photos to welcome the viewer into a world that reflects the main influence in American food right now – the simple farm-to-table cuisine made famous by Chef Alice Waters of Chez Panisse and now everywhere in California and the country.

Over the last decade, there has been a sea of change in the beauty we see in food. If you looked back a few decades at the covers of *Gourmet* magazine, you'd likely see lush and glossy images of complicated meals that took stylists hours to construct. Where once the image of a cake would have been replete with decorations in artificial colors and fancy



⌘ Food photography and food styling by Studio H

rosettes, now the style is for cakes to look barely frosted and unfinished, like no one went to any fuss.

Representations of food in art and media have always reflected their cultural moments. Food has been a subject of art since antiquity because of its centrality in our lives, and the importance of daily rituals of eating and drinking. In “Art and Appetite: American Painting, Culture, and Cuisine,” Judith Barter wrote, “From John Singleton Copley’s portraits of wealthy gardeners to Claes Oldenburg’s monumental fried eggs, depictions of food, drink and the spaces of preparation and consumption are a constant in American art.”

In early American art, depictions of food often focused on meat, which was at the center of the American plate. Where

Dutch masters tended to paint fowl and fruit, Americans loved to paint a hearty piece of meat, such as in “Still Life with Steak,” by Raphaele Peale, 1817. Even Mark Twain commented on this trend in his book “*Roughing It*,” “Nothing helps scenery like ham and eggs.”

American paintings of food were often celebrations of harvests and bounty. Over time, paintings of food changed with styles and fashions, and served as a kind of social commentary as well. In Norman Rockwell’s famous painting of a grandmother serving turkey at Thanksgiving, “Freedom from Want,” the family gathered around the table is celebrating the traditionally plentiful meal. But on closer look, the painting, made during World War II in 1943, depicts a table



"Freedom from Want," Norman Rockwell, 1943



"Cherry Sculpture," Claes Oldenburg, Minneapolis, Minnesota, 1985-88



that is not groaning with foods, but spare, with only a covered tureen, some pickles and a bowl of fruit. Rockwell is showing the reality of wartime rations while being grateful for American abundance.

Artists' renderings of where people eat also depict cultural changes. Edward Hopper's bleak diner scene, "Nighthawks," shows the change from families eating at home to people eating alone in urban environments. The woman eating by herself illustrates a shift to women being more independent and less family-focused. The painting also depicts the cultural change from home-cooked meals to restaurants, and only shows the diner patrons drinking coffee, not even eating.

Beginning in 1964, Life magazine wondered "why so many young artists ... seem to have hit on food as the ideal subject matter." Pop artists were fascinated with supermarkets and branded products, most famously in Andy Warhol's Campbell's soup cans. The Campbell's soup can was first depicted much earlier, in 1926, in "Still Life with Telephone," by Luigi Lucioni. The still life had the traditional fruit and wine from the artist's Italian past alongside the modern conveniences of the telephone and the Campbell's soup can, which represented industrialization, innovation in preserving and canning, and the commercialization of food.

The later pop artists were fascinated with brands as the mass-produced images that entered our homes, repeating images over and over, shaping our visual world. Roy Lichtenstein did away with the labels in paintings such as "His Standing Rib," which depicted a large rib roast in the dotted texture of advertising graphics, commenting on the growing distance between Americans and their food, and food as an abstract image. In 1962, Claes Oldenburg made colossal burgers to point out the increased prevalence of fast food in our daily lives as McDonald's took off as a brand.

Food in art and photography today focuses, once again, on the natural beauty of the produce, meats and baked goods. The look, as in the photos styled by Menanix and Taylor-Tobin, is of natural beauty, ease and a revival of the home-cooked meal. It is a celebration not of fine art but more of pride in craftsmanship.

How to Make Your Meals More Artistic

Alanna and Sarah shared some professional tips for how to make your meals and table appearance more beautiful, whether you are photographing them or simply serving them to family and friends

1 Start with fresh, colorful produce that is in season. It's the prettiest.

2 Use natural table coverings. "I like natural colors because they let the food be the star," said Taylor-Tobin.

3 Don't worry about fancy place settings with salad and dessert forks. Keep it simple.

4 Don't use patterned or flowered plates, except as an accent on the table. Let the beauty of the food speak for itself without a complicated background.



5

Add appealing color to the plate with bright fruits and vegetables, showing off their natural beauty by placing slices on the plate.

6

“A sprig of parsley on the plate is a cliché,” according to Taylor-Tobin, “But fresh herbs on a dish always make it look special.” She recommended tearing basil or mint, or adding touches of rosemary or – yes – parsley to add a lovely touch to the plate.

7

Most important to enjoying an attractive meal is to not eat standing up or in front of the fridge. Take the time to make even a simple meal pretty. Consider a beautiful meal a gift to your guests and yourself.

give
thanks

How to Style Your Food like a Pro

Angela Sellers, food stylist for Hormel Foods and resident creative, shared some of her favorite tips for stepping your food up a bit. Maybe you're going for a perfect Instagram post or maybe you're just trying to impress your guests, either way these tips are sure to make you look (and feel!) like a pro.

1

Spritz fresh produce with water to give that fresh-from-the-garden look.

2

Choose a variety of colors to enhance appetite appeal. Greens especially give plates a brightness and a freshness.

3

Don't be afraid to brown and caramelize, it enhances the perception of flavor.

4

Don't obsess over perfection; drips, smears, smudges and crumbs create more relatable plates.

5

Tear instead of cut, giving a more rustic and natural look to herbs, breads, lettuces, etc.

6

These are just a few tips to help create a picture-perfect plate. But as always, experiment! Your viral photo could be just around the corner.

LOVE ME SOME BACON

NOT ME SOME PRESERVATIVES.

Remember the first time you had ~~bacon~~?
when you heard it frying and your heart skipped a beat?

Thanks to our 100% natural bacon, you'll relive the flavor
of that first strip and preserve the memory — without
the added preservatives.

MAKE THE NATURAL CHOICE®





Jose Rojas with Secretary of Agriculture
Sonny Perdue at the White House.



Our company is filled with inspired people – let's get to know one of them.

Jose Rojas: A LEADING MAN

by Mary Burich

Jose Rojas has a reputation that spreads far and wide. From Mexico to Indiana – where he spent some of his youth – to the eastern United States, Arizona, Colorado and of late, the West Wing of the White House.

On the evening of April 20, Jose Rojas was at home in Colorado Springs, Colo., when a call came in from a man he once worked with in North Carolina. He told Rojas that Ray Starling, special assistant to President Donald Trump for agriculture, trade and food assistance, was putting together a roundtable of experts to advise the new chief executive and his administration. He asked Rojas if he would be interested in being part of the group.

With that, the train that would mark one of the most important events in Rojas' career had left the station. In a matter of hours, he was speaking directly with Starling, who was asking for his commitment posthaste.

As vice president for farm operations for Hormel Foods at the time, Rojas knew he'd be bringing more than his education and experience to the nation's capital. He'd be representing his company and all of its workers. Though it was late in the evening, he picked up the phone and dialed Hormel Foods Senior Vice President of External Affairs and General Counsel Lori Marco. He asked for her blessing.

"She didn't hesitate," he recalled. "Lori said I would be on that plane to Washington if I wanted to be."

Marco's support put him at ease. Nonetheless, the hours that followed were sleepless ones for Rojas.

"I wanted to do this. I felt it was an opportunity to represent agriculture," he said.

Rojas' sense of the significance of the endeavor was on target. On April 24, Starling reported to journalists and the newly formed agriculture roundtable that he couldn't "find any reference to a presidential meeting with a group this size this early in a President's administration" since 1981. "... To say it's been a while would be an understatement," he said.

And so, less than a week after Rojas took the memorable

phone call at his kitchen table, he found himself in the White House's storied Roosevelt Room, sitting across from the newly approved Secretary of Agriculture Sonny Perdue and the President of the United States. Vice President Mike Pence was in the room as well.

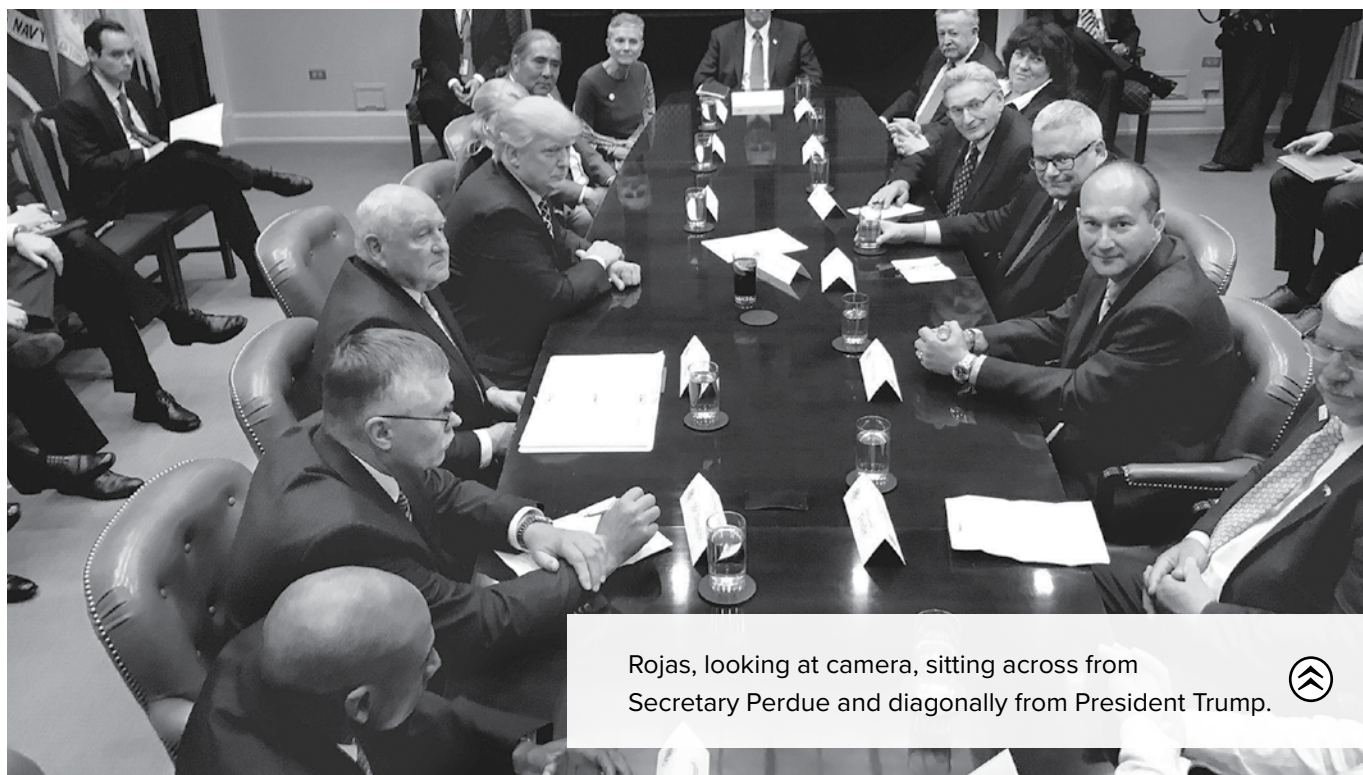
Longtime friend and colleague Eric Spell is not the least bit surprised. The former president and co-founder of AgCareers.com met Rojas 25 years ago at a career fair in Iowa, where Rojas was completing his graduate studies. Today, Spell is proud to "call him an industry friend and a personal friend."

"Even as a student, he had a sense of presence that was noticeable," Spell said. "He's just a very genuine professional and he's done a remarkable job representing Hormel Foods and the swine industry. His peers have a high degree of respect for what he's accomplished."

Rojas was born in central Mexico, the son of a mechanical engineer who was the only one of five brothers who decided not to become a farmer. The family relocated often for work when Rojas was a boy – Puerto Rico, Indiana and several places in Mexico. But he managed to find a way to work on his uncles' farm during summer breaks, finding joy in helping to raise and tend to the pigs and other animals.

A part-time job eventually blossomed into a vocation and led Rojas to enter the Tecnologico de Monterrey, where he received an undergraduate degree in animal science and met Mely, the woman who would one day become his wife. He then moved to the United States to complete his master's degree in animal production at Iowa State University.

With his formal education complete, Rojas began his



Rojas, looking at camera, sitting across from Secretary Perdue and diagonally from President Trump.



career with Murphy Farms in North Carolina, arriving in 1994 with little more than a work visa, a trunk and a suitcase full of personal effects. He stayed in North Carolina for nine years, building a life with his now-wife, Mely, an industrial engineer. During the last year of their stay, their firstborn son, Diego, was born.

As the family was growing, so was Rojas' reputation in the agriculture industry. The three moved to Colorado in 2003 so Rojas could assume the position of operations manager of a pig farm for a major corporation. Soon after, his second son, Andres, was born. Just when he thought life couldn't get better, Rojas took a call from Hormel Foods, and in 2012, he was off and running again. In that position, he oversaw the only pig farm owned by the company. Mountain Prairie, a complex located in Bent County, Colo., is responsible for producing nearly 500,000 pigs per year, a statistic not lost on Starling. Today, Rojas works as the director of breeder and hatchery operations for Jennie-O Turkey Store.

"He is the only person in our group who can honestly make a claim to the fact that he raised over 450,000 pigs a year. He oversaw the production operations for Hormel Foods, and as I understand it, has transferred over to be helping to raise turkeys," Starling said, referring to Rojas' movement to the Jennie-O Turkey Store arm of Hormel Foods.

Starling continued, comparing the appointment of the 14 professionals to a lightning strike, a one-in-a-million shot.

"He told us for every one of us, there were 25 to 100 who think they should be there," Rojas said. "When I heard that, I knew I had to make the most of my opportunity."

The agenda was chockfull of weighty issues such as labor

and the need for skilled workers in agriculture; trade; regulation overload by the government; and others.

For his part, Rojas spoke up about trade with China and immigration. Specifically, he voiced his concern about the need for year-round workers to keep the U.S. agriculture industry on its feet. Immigrants are often willing to do the work that others shun and can come with relevant experience, especially if they hail from rural areas, he said.

Trump listened intently, Rojas recalled. He also signed an executive order promoting agriculture and rural America and calling for a taskforce to identify and eliminate regulations that don't add value to the industry's ability to produce safe, high-quality products.

Rojas applauds the move.

"Most of the changes I've seen during my 23-year career are for the better, such as employee safety and the responsible use of antibiotics. What's not as good are government regulations. There can sometimes be too many. They are overwhelming, difficult to manage and in the end, don't always benefit anyone," he said.

When Trump left the meeting, the roundtable members stayed with Perdue to recap the topics they discussed. Rojas worked in some sightseeing before boarding his plane for Colorado.

As is his custom, he put his earphones in and prepared to listen to music. When "Thunderstruck" began to play, he had tears in his eyes.

"I realized the magnitude of what just happened," he said.



“I WANTED TO DO THIS. I FELT
IT WAS AN OPPORTUNITY TO
REPRESENT AGRICULTURE.”

Jose Rojas

PRODUCTS WITH A PURPOSE

by Laura Fraser

Justin Fairfax used to be a roadie for rock bands – and a foodie. “I love to eat so much I almost became a chef,” he said. Then, a few years ago, he was diagnosed with cancer. While undergoing chemotherapy treatments, he suddenly had no interest in eating. “I hated food, which is unusual for me,” Fairfax said. To keep his strength up and to fight the disease, he knew he needed to eat, especially protein, but the meals he used to love had no appeal. The effort of shopping for ingredients or cooking even a simple dish was another seemingly insurmountable hurdle. “It would take all day to try to cook something, because I’d get tired and have to sit down.”





Three years into remission, he was working for a company that helped produce events for Hormel Foods when he heard someone onstage mention the *Hormel Vital Cuisine™* brand, the company's line of specialty products that help with recovery. "I thought, 'Holy cow, why didn't I know about this when I went through treatment?'" Fairfax remembered. "It made a big impact on me that a big company was dedicating its research and development efforts to making the lives of people who are going through cancer better and more comfortable."

Fairfax spoke about the brand with a member of the Hormel Foods team, who offered him a few meals to try. "They were good – not just in the sense of something you could get down when you were undergoing chemo, but just plain-good meals," Fairfax said. "People who are going through the difficult experience of cancer deserve that." Fairfax was so impressed by the effort that he decided he wanted to join the company. Today, he proudly works at Hormel Foods as a multimedia specialist in Studio H at the company's Corporate Office in Austin, Minn.

Justin, like all cancer survivors and those who care for them, knows just how difficult cancer can be on the body and soul. As if the disease wasn't cruel enough, chemotherapy and radiation treatment make recovery a marathon of fatigue, nausea and pain. Doctors know that nutritious food is critical to maintain weight and muscle mass, and to give the body the nutrients it needs to heal. Without the right fuel for the body, cancer patients face increased chances of medical complications and a longer and more difficult recovery. But getting patients to eat new foods when they have no desire to eat at all is often a struggle.

So many people have been touched by cancer in some way, whether they are



Wendy Watkins, vice president of corporate communications at Hormel Foods

survivors like Fairfax or have had friends, family members or neighbors suffer from the disease.

"We had a representative from the Mayo Clinic on our board, right next to our world headquarters we have The Hormel Institute that does cancer research and Hormel Health Labs already makes specialty nutrition products," recalled Tim Garry, director of marketing for Hormel Health Labs. "So it made sense to start thinking about making foods to help people undergoing cancer treatment."



Tim Garry, director of marketing for Hormel Health Labs

The company began reaching out to caregivers, nurses, oncologists and other experts to find out both about cancer patients' nutritional needs and how the disease and treatment impact their relationships with food.

At the same time, the Cancer Nutrition Consortium (CNC), a nonprofit cancer research group, was looking to partner with a food company to produce a line of specialty products for cancer patients. Wendy Watkins, who had just recovered from treatment for breast cancer and was working for another company at the time, was on the board of the consortium. The CNC – whose members included experts from the Mayo Clinic, Johns Hopkins Medicine, Cedars-Sinai Medical Center and Dana-Farber Cancer Institute – had surveyed 1,000 cancer survivors about their eating challenges, and had outlined nutrition and food specifications for the company to produce.

"The Cancer Nutrition Consortium was developed to be a respected and trusted source of information on cancer nutrition," said Watkins, who has now passed the crucial five-year survival mark in her own battle with cancer. "Our mission was to engage with world-renowned chefs and nutrition experts to develop recipes based on a first-of-its-kind

multi-center research study. And while we developed hundreds of recipes with leading chefs, we also had the mission of partnering with a company to develop products for patients.”

One of the board members made the connection with Hormel Foods, and Watkins and others from the CNC board flew to Austin to meet with people from the company. “We realized that Hormel Foods and the Cancer Nutrition Consortium were going down a similar path and we were very impressed with the company’s commitment to those going through this cancer journey,” she said.

Don Kremin, group vice president of the Specialty Foods division at Hormel Foods, recalled the meeting when Hormel Foods and the CNC first formed their partnership. “It was a very logical step for us, because we’re innovators around food, we’re protein experts and right next door to our office is The Hormel Institute, which is a renowned cancer research facility,” he said. “But more than that, we realized that this was an opportunity for us to give back in a positive way. We’re using the power of protein to help people who are going through this difficult disease.”

Watkins knew from her own experience the difficulties cancer patients have getting enough nutrition during treatment. “Eating was such a challenge for me and I needed

nutrition to keep up my strength,” she recalled. At the time, Watkins led global communications for a large multi-billion dollar company and worked her regular schedule, including travel, during her multi-month treatment. “The chemo regimen I was on was intense and I had difficulty swallowing, nausea and taste sensitivities.” As with other patients the CNC surveyed, she experienced extreme fatigue, little appetite and needed easy meals to prepare both at home and at work. “What can you eat for lunch when nothing tastes normal?” she said.

The first time the CNC and Hormel Foods teams met, it was clear both groups shared a vision. “During the first meeting, I was so impressed with Hormel Foods, their leadership, people and their commitment to making a difference,” said Watkins. Thanks in part to her experience with the formation of the *Hormel Vital Cuisine*™ brand, Watkins later accepted an opportunity to work for Hormel Foods as its vice president of corporate communications.

Once the partnership was formed, months of research and product development began. “We spent a lot of time on the front end, making sure we understood what the needs were,” said Hormel Foods Senior Food



Don Kremin, group vice president of the Specialty Foods division at Hormel Foods

Scientist Melissa Bonorden, who helped formulate the products in the test kitchen. CNC research revealed that cancer patients craved tasty, easy-to-prepare food that would help them keep their weight up. “We focused on providing convenient forms of protein,” she said.

The group talked to experts and sent Hormel Foods Cultural Anthropologist Tanya Rodriguez to cancer patients’ homes to do extensive interviews, look through their cupboards and detail what their needs were. Cancer impacts people of all ages, and Rodriguez found that many patients she interviewed weren’t used to having to be cared for or asking for help.

“Tanya found, in many cases, that these were independent people who suddenly felt wiped out,” said Garry. “They didn’t want to be a burden on people; they just wanted to microwave something in a minute or drink a





bottle of something with no prep at all.”

The in-depth studies also revealed that patients weren’t getting enough information from their doctors about nutrition. “Either their health care providers weren’t talking much about nutrition – just telling them to eat, eat, eat – or the patients were so frazzled that it wasn’t a good time to be educated,” said Bonorden. Every *Hormel Vital Cuisine*™ package includes a link to the CNC website, which contains a great deal of nutritional information and other support for cancer patients. “The website gives the patients a more holistic experience with their nutrition needs. Food is just one piece of the puzzle.”

Once the cancer patients’ needs were identified, the team took the nutritional information from the CNC experts and went to work. Bonorden tinkered with 10 or more iterations of each recipe before taking it to master chef Ron DeSantis, former director of culinary excellence at Yale, who is on the board of the CNC. DeSantis tweaked the recipes so that they would have the best flavor and texture. “We focused a lot on taste, because if patients won’t eat the meals,

the food can’t do its job,” said Garry.

DeSantis’ wife is a breast cancer survivor, and he recalls the difficulty of making appealing food for someone who was sensitive to smells and tastes and had little appetite. “It was a huge challenge for a caregiver,” he said. In developing the *Hormel Vital Cuisine*™ brand, he said the nutritional component was the most critical. “If you’re eating them, you’re getting the complete nutritional balance you need.”

From there, he focused on flavor, with products that went from delicate and full of comfort, like chicken dumplings, to meals with more robust flavors. “You need a range of flavors. Some days, my wife was feeling good and wanted something exciting,” he recalled. The third component of the meals is preparation, ensuring a good texture. “The Hormel Foods team did an incredible job of making these foods feel like traditional-

style stews,” he said. “What differentiates our products from a lot of others is that you have the consistency you would expect from a chef-prepared stew.” The team developed six meals, all packed with nutritious oils and protein, as well as ready-to-drink shakes and powdered shake mixes.

The products are marketed directly to the health care industry and are also available online for anyone to purchase. The company donates thousands of cases of products to groups like the American Cancer Society program called Hope Lodges, where patients and family members can stay while undergoing treatment at major medical centers. In addition, a percentage of the profits from *Hormel Vital Cuisine*™ product sales goes to support the CNC in its ongoing efforts to improve nutrition for cancer patients.

Hormel Vital Cuisine™ products have

been featured in global publications, including a feature in Oprah Magazine and Forbes. The product line was also a finalist in the World Food Innovation Awards. But more important than its visibility in the media is the accolades it receives from the very patients it was developed to help.

Many patients have

contacted Hormel Foods to let the company know how much they appreciate the meals. “*Hormel Vital Cuisine*™ products saved my hide,” wrote cancer patient Skip Mayhew during the time he was going through chemotherapy. “Tomorrow I’m going to get up and have a shake, and probably two or three more during the day, and I’m going to feel good about it. It helps you win!”

“We focused a lot on taste, because if patients won’t eat the meals, the food can’t do its job.”

—Tim Garry

Michele Hughes and her husband, Leo, both went through cancer treatments during the same period of time. “These products came at a perfect time,” she wrote. As a former nurse, Hughes knew well the importance of diet for cancer patients. Having an easily prepared nutritious meal

made her days a little easier. “Leo and I both like them. They are delicious and easy to use when you don’t feel like cooking.”

Notes like those from Hughes and Mayhew get passed around between teammates at Hormel Foods who worked to create the brand. Hearing firsthand stories about how the product

line helps people going through difficult times has become a source of deep pride for the company.

“It has been a tough year for us in every respect,” Hughes wrote at the end of her note, “Your help is appreciated. God bless you and thanks for your kindness.”



Cancer patient Skip Mayhew plays baseball with his granddaughter





GRILL UP *and* GOBBLE DOWN

by Elva Ramirez

Turkey burger recipes for all taste buds

Every fall, the culinary spotlight falls on turkey. But there's more to turkey than just cranberries and gravy. (Although that particular flavor combination is a classic for a very yummy reason.)

Turkey is amassing a new set of fans each day — and with good reason. It's a lean source of protein, low in fat, rich in nutrients such as selenium and phosphorus, and it boasts an assortment of the coveted B vitamins. Not to mention the fact that it's downright tasty.

Topping the list of turkey's bragging rights is versatility. Consider turkey burgers alone. Check out the following recipes and see how well they pair with everything from guacamole to kimchi.

From summer grilling to holiday feasts to school sandwiches, there's more than one delicious reason to keep turkey in your daily, year-round diet rotation.

Saltimbocca turkey burger

This tasty Italian burger recipe takes a lean turkey patty and dresses it up with garlic and lemon juice, tops it with veggies and prosciutto, and still manages to come in under 350 calories per serving. Classy!

hands-on time: under 15 minutes |

total time: under 30 minutes | serves: 4

1 (16-ounce) package Jennie-O® lean turkey burger patties

⅓ cup fat-free mayonnaise

2 cloves garlic, minced

1 tablespoon lemon juice

4 ciabatta rolls, split and toasted

1 cup baby spinach leaves

2 ounces thinly sliced prosciutto

½ cup roasted red pepper strips, drained

Cook turkey patties as specified on package. Always cook to well-done, 165° F as measured by a meat thermometer. In small bowl, whisk together mayonnaise, garlic and lemon juice. Spread on both sides of each roll. Place turkey patties on bottom halves of rolls. Top with baby spinach, prosciutto and red pepper. Cover with roll tops.

Nutritional information per serving:

Calories: 310, Protein: 29g, Carbohydrate: 21g,

Fat: 12g, Cholesterol: 95mg, Sodium: 680mg





Grilled corn guac turkey burger

What makes a good grilled turkey burger even better? A great guacamole! This crowd pleaser is specially made with a charred ear of corn. It requires a little extra effort, but it's worth it. Serve it up on brioche buns, and your guests will be kissing the cook long after the meal ends.

hands-on time: under 15 minutes |
total time: under 30 minutes | serves: 6

1 ear of corn
1 tablespoon canola oil
1 or 2 ripe avocados, peeled, pitted and diced
1 chili pepper, finely diced
½ small red onion, finely diced
1 lime, juiced
¼ cup chopped cilantro leaves
salt and pepper, if desired
1 (2-pound) package *Jennie-O®* ½-pound turkey burgers
6 slices *Jennie-O®* turkey bacon
2 red bell peppers, chargrilled and sliced
6 brioche buns, sliced

Prepare grill for medium-high heat. Brush ear of corn with oil. Grill 5 minutes or until kernels are golden brown. Remove kernels from ear of corn with knife. In medium bowl, mash avocado with fork. Add corn, chili pepper, onion, lime juice and cilantro. Add salt and pepper, if desired. Gently stir to combine. Cook turkey burgers as specified on the package. Always cook to well-done, 165° F as measured by a meat thermometer. While burgers are cooking, place bacon slices on grill and cook until crisp. Grill red bell peppers until slightly charred; slice. Place burger on bun bottom. Add peppers, bacon and corn guacamole mixture, then bun top.

Nutritional information per serving:
Calories: 420, Protein: 37g, Carbohydrate: 27g,
Fat: 21g, Cholesterol: 110mg, Sodium: 740mg

Looking for a shortcut?
Skip the avocados, chili
pepper, onion, lime juice and
cilantro and just pick up *Wholly*
Guacamole® spicy guacamole!

Korean barbeque turkey burger

This juicy turkey burger is dipped in a Korean-style barbeque sauce, then topped off with a spicy kimchi slaw, all on a buttery brioche-style bun. You'll definitely want to add this delight to your weeknight dinner menu!

hands-on time: under 15 minutes |

total time: under 30 minutes | serves: 6

2 cloves garlic, pressed through garlic press

½ teaspoon ground ginger

1 teaspoon sesame oil

1 teaspoon soy sauce

½ cup Korean barbeque sauce

3 cups finely shredded green cabbage

¼ cup mayonnaise

1 tablespoon honey

1 tablespoon rice vinegar

1 cup sliced kimchi

¼ cup diced red pepper

¼ cup shredded carrot

¼ cup sliced green onion

6 Jennie-O® ½-pound seasoned turkey burgers

6 brioche buns, sliced and toasted

In small bowl, add garlic, ginger, sesame oil, soy sauce and barbeque sauce. Mix well; refrigerate. In medium bowl, combine cabbage, mayonnaise, honey, vinegar, kimchi, red pepper, carrot and green onion. Refrigerate. Cook turkey burgers as specified on the package. Always cook to well-done, 165° F as measured by a meat thermometer. Spread barbeque sauce on bottom bun. Add turkey burger and kimchi slaw, then bun top.

Nutritional information per serving:

Calories: 420, Protein: 30g, Carbohydrate: 36g,

Fat: 17g, Cholesterol: 120mg, Sodium: 690mg



ARE YOUR BURGERS STICKING TO THE GRILL?

Breaking apart when you flip them? The pros from Jennie-O Turkey Store are here to help.

Lean meats are more likely to stick to the grill, so when you're working with turkey patties, it's especially important to make your grill nonstick. It only takes a minute! Here are a few tried-and-true tricks to keep your turkey burgers free and clear.

OPTION 1:

Apply a nonstick cooking spray to grill grates. Do this **before** turning on your grill. Spraying an already-lit grill causes flame surges.

OPTION 2:

Make your grill nonstick naturally. Simply cut an onion in half and rub the cut side on the heated grill grate. Be careful, the grill will be hot. (BONUS: You can grill up the other half of the onion and use it as a topping for your burgers! And if you prefer all-natural cooking, you'll love our all-natural turkey burgers.)

OPTION 3:

Season the grill grates with oil. Use a paper towel and tongs. You want the paper towel saturated with oil, but not dripping. Be careful, if oil drips on the hot grill, it can flame up. Use the tongs to drag the paper towel over the grill grates.

BONUS TIP:

Don't flip the turkey burgers too early. A good sear will prevent sticking.

Voilà! Any one of these tips should do the trick and keep your turkey burgers from sticking to the grill.



Turkey burger wrap with creamy salsa

Lighten up your dinner with these creamy salsa turkey burgers wrapped in hearty lettuce leaves. Topped with delicious Greek yogurt sauce and avocado, this dish is sure to get rave reviews. And it's ready in under 30 minutes.

hands-on time: under 15 minutes |
total time: under 30 minutes | serves: 4

1 (16-ounce) package *Jennie-O®* lean ground turkey
1 cup *CHI-CHI'S®* medium thick & chunky salsa, divided
½ teaspoon ground cumin
3 tablespoons freshly chopped cilantro
¼ cup plain breadcrumbs
2 tablespoons olive oil
½ teaspoon salt and freshly ground pepper, if desired
¼ cup plain Greek yogurt
4 Bibb lettuce leaves
4 slices tomato
1 avocado, peeled and sliced

In medium mixing bowl, combine ground turkey, ½ cup of salsa, cumin, cilantro, breadcrumbs and olive oil. Add salt and pepper, if desired. Mix well and form into four patties, ½-inch thick. Spray skillet with nonstick cooking spray. Preheat skillet over medium-high heat. Add burger patties to hot skillet. Cook approximately 14-16 minutes, flipping three times. Always cook to well-done, 165° F as measured by a meat thermometer. In small mixing bowl, combine yogurt and reserved ½ cup salsa. Top lettuce leaves with tomato, avocado, turkey burger and creamy salsa.

Nutritional information per serving:

*Calories: 330, Protein: 25g, Carbohydrate: 12g,
Fat: 20g, Cholesterol: 80mg, Sodium: 530mg*

Feeling creative?

Here are other flavors that make stellar turkey burger toppings. Find all of these recipes and more at jennio.com.



Pineapple rings



Barbeque sauce



Chipotle cranberry sauce



Sun-dried tomato mayo



Cheese



Mushrooms



Marinara sauce

Pepperoni

Combine with cheese and marinara sauce to make pizza burgers!



Pico de gallo



Tzatziki sauce
(the sauce that is on gyros)



Amy from the creative team says: "Got picky eaters? I do! Offering a variety of toppings is an easy and fast way for your family to find something they like. #EveryoneWins"



Waste Not, Want Not:

The Big Picture of Food Waste

By Katie Plumski

Over 42 million Americans live in food insecure households while landfills within our country are increasingly over-burdened. The need to focus on food waste challenges has never been more urgent than now.

“Food waste is exactly what it sounds like: any food substance that is discarded. It can be raw or cooked, solid or liquid. It’s generated by the processing, handling, storage, sale, preparation, cooking and serving of foods; so it can happen anywhere along the supply chain, from the farm to the manufacturer to the retailer or restaurant, and in our homes or at work,” explains the Food Waste Reduction Alliance, an initiative anchored by the Grocery Manufacturers Association, the Food Marketing Institute, and the National Restaurant Association.

According to the Food and Agriculture Organization of the United Nations, one-third of all food produced for human consumption is lost or wasted, which is around 1.3 billion metric tons annually, enough to feed two billion people. According to the U.S. Environmental Protection Agency, more food reaches landfills than any other type of municipal solid waste. In addition, the World Economic Forum estimates that lost or wasted food drives approximately 4 percent of world energy consumption and 20 percent of freshwater consumption as well as using 30 percent of the world’s agricultural land area.

It is not conservative to say that food waste is a huge issue. It affects each and every one of us, or will at some point in the near future. The rumblings of experts say that our current worldwide population will increase more than 35 percent by the year 2050.

Both the opportunity and need to reduce our world’s food waste have never been greater than they are now. Starting right in the United States, reducing food waste can deliver significant environmental, social and economic benefits.

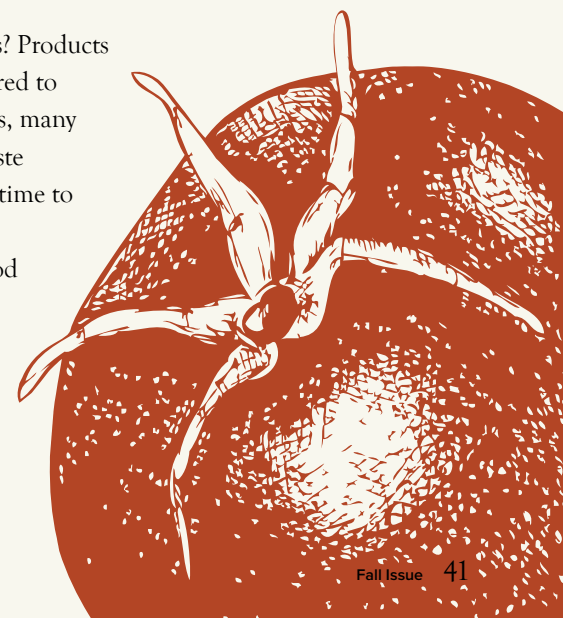
One of the biggest topics and areas for advancement is single serve sizes. Bigger is not always better, and that is a widespread mentality that is hard to break when it comes to food. So many times a restaurant has been recommended with the comment of “They give you way more food than you can eat! You definitely won’t leave hungry!” Food for thought: would you rather pay less for a small portion and make a difference against food waste, or be overfilled and still have half the plate thrown away?

Singles, minis, snacks and bites. Any foods that are single serve are making a difference in the food waste effort. If consumers are eating what is opened, less food is wasted. *Wholly Guacamole*® minis, *Hormel*® pepperoni snack bites and *Justin’s*® squeeze packs were all designed with this in mind. You’ll also recognize these efforts through the introduction of the snack size ice cream treats at McDonald’s and products like fun size candy bars and to go snack cups. These portion-sized packs are ideal for single-person households, which have increased by 30 percent in recent years.

Another angle to look at food waste is through the amount consumers throw away. Feeding America tells us that an astonishing 40 percent of food produced in the United States never gets consumed, but instead gets tossed out; a truly unsettling statistic when you think about how many families throw more food away than the amount some families even get to bring into the house.

One way to improve the numbers? Products with a long shelf life. When compared to foods like fresh fruits and vegetables, many shelf-stable products lead to less waste because the consumer has a longer time to use them before they spoil.

“Shelf life plays a huge role in food waste, not only for consumers, but for grocery stores, restaurants and food companies too. Extending shelf life can be a pivotal method





Any foods that are
SINGLE SERVE are
MAKING A DIFFERENCE in
the food waste effort.

Wholly Guacamole® minis,
Hormel® pepperoni snack bites
and
Justin's® squeeze packs
were all designed
with this in mind.



in reducing waste and feeding more people in a cost-effective manner,” said Kelly Braaten, manager of corporate responsibility communications for Hormel Foods, citing brands like *Hormel® Compleats®* microwave meals, *Dinty Moore®* stew and *Valley Fresh®* canned chicken. “These products also have an additional benefit – they do not require the energy needed for refrigeration when being shipped or stored.”

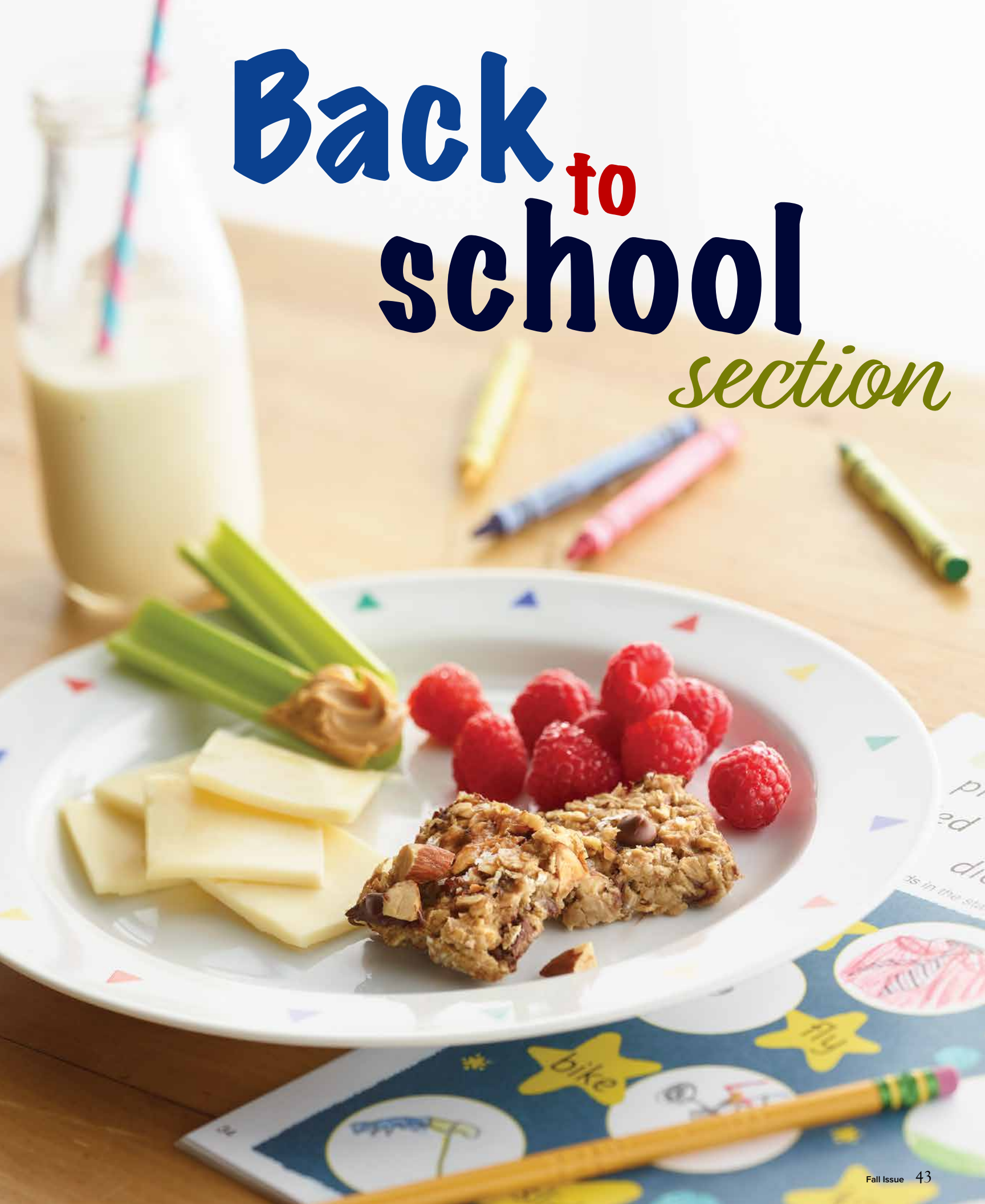
One of, perhaps, the most logical ways to address food waste is through donations. Companies around the world are increasingly making it a priority to donate to those in need. Hormel Foods alone donated \$7.4 million in cash and product donations toward hunger relief efforts, including products donated to food banks and disaster relief efforts.

Hormel Foods is not alone in its substantial initiatives to reduce food waste. The Food Waste Reduction Alliance has set its goals to reduce food waste by half by 2020 based on 2016 levels, increase the amount of food donated, and recycle unavoidable food waste by diverting it from landfills. Campbell Soup Company, ConAgra Foods, Aramark, Darden Restaurants, Del Monte Foods, Kellogg Company, General Mills, McDonald's, Kroger, Unilever, Walmart and many, many more are supporting these goals and are working toward reducing food waste.

These goals are more than numbers in reports, but are real impact that, when achieved across the industry, make a difference in feeding the world. We are all taking on the challenges of food waste in an attempt to shrink environmental footprint and simultaneously reduce hunger in America.

“Food waste is a serious issue facing our industry and our world, and is an issue that is on all of our plates to address,” said Tom Raymond, director of environmental sustainability for Hormel Foods. “We have always been a company focused on eliminating waste in any form, and we are always looking for ways to contribute to the solution.”

Back ^{to} school *section*





KIDS & PEANUT BUTTER

A match made in snack-attack heaven

by Alyssa Shelasky

Kids and peanut butter truly are a match made in snack-attack heaven, and it doesn't end with adulthood. Everyone, at every age, knows that peanut butter evokes the wonderful taste of childhood, innocence, family, playtime and private moments between you and the pantry.

As the wise and hungry like to say, "Man cannot live by bread alone; he must have peanut butter."

Peanut butter is both heartwarming and packed with protein. Not to mention wildly mouthwatering, totally addictive and all sorts of scrumptious. (Unless you're allergic, in which case there's always jelly!) But, hey, we're preaching to the choir here.

To celebrate the joy of peanut butter, the makers of the SKIPPY® brand created kid-friendly recipes featuring peanut butter and its friends. Think peanut butter and apples, peanut butter and bananas, and peanut butter and - oh, hello - chocolate.

Grab a tall glass of milk, because here are some of the best PB&awesomeness recipes out there.

Find these recipes and more on www.peanutbutter.com!



Peanut Butter Waffle-wiches

hands-on time: 10 minutes |
total time: 10 minutes | serves: 2

Ingredients

4 frozen waffles, toasted
¼ cup *SKIPPY*® creamy peanut butter
1 banana, sliced

Instructions

Spread 2 waffles with peanut butter; top with sliced bananas and remaining waffles.

Nutritional information per serving:
Calories: 270, Protein: 12g, Carbohydrate: 48g,
Fat: 24g, Cholesterol: 18mg, Sodium: 561mg





Frozen Peanut Butter-Yogurt Grapes

hands-on time: 15 minutes |
total time: 4 hours 15 minutes | serves: 4

Ingredients

1 cup Greek vanilla yogurt
2 tablespoons **SKIPPY**® peanut butter
2 tablespoons honey
3 cups grapes, stems removed
(cut grapes in half lengthwise to avoid a choking hazard for young children)

Instructions

In a small bowl, combine yogurt, peanut butter and honey until blended. Using wooden picks, dip grapes in yogurt. Place on skewers, if desired. Place on parchment paper-lined jelly-roll pan. Freeze for 4 hours.

Nutritional information per serving:
Calories: 210, Protein: 8g, Carbohydrate: 33g,
Fat: 14g, Cholesterol: 8mg, Sodium: 60mg



No-Bake Cheesecake Pops

hands-on time: 25 minutes |
total time: 1 hour | serves: 8

Ingredients

1 (8-ounce) package cream cheese
½ cup *SKIPPY*® peanut butter
½ cup powdered sugar
½ cup chocolate chips
8 ounces chocolate dipping wafers

Instructions

In large bowl, beat together cream cheese, peanut butter and sugar with electric mixer for 2 minutes. Stir in chocolate chips. Refrigerate overnight. Using a small scoop, shape into 1-inch balls and place on parchment paper-lined baking sheet. Refrigerate for 1 hour. Melt dipping wafers according to package directions. Using candy sticks, dip cheesecake bites halfway in the melted chocolate. Place on parchment paper and refrigerate 30 minutes or until chocolate hardens.

Nutritional information per serving:

*Calories: 362, Protein: 9g, Carbohydrate: 39g,
Fat: 20g, Cholesterol: 7mg, Sodium: 113mg*





Editor Katie says:
"You don't even have to be
a kid to love these! I pop
these in the freezer and grab
one when I need a sweet
tooth fix!"



Peanut Butter and Apple Nachos

hands-on time: 20 minutes |
total time: 20 minutes | serves: 4

Ingredients

½ cup **SKIPPY**® peanut butter
3 tablespoons honey
2 large apples, sliced
¼ cup chopped toasted pistachios
¼ cup toasted shredded coconut
¼ cup dried cranberries

Instructions

In small bowl, stir together peanut butter and honey. Heat in microwave on HIGH for 10 seconds. Stir until smooth. Place apples in a single layer on serving platter. Drizzle with peanut butter mixture. Sprinkle with pistachios, coconut and cranberries. Serve immediately.

Nutritional information per serving:
Calories: 383, Protein: 9g, Carbohydrate: 42g,
Fat: 23g, Cholesterol: 0mg, Sodium: 174mg



Peanut Butter Banana Bites

hands-on time: 15 minutes |
total time: 30 minutes | serves: 4

Ingredients

1 banana, cut into 1-inch slices
4 ounces chocolate almond bark
½ cup finely chopped peanuts
½ cup candy sprinkles
¼ cup SKIPPY® creamy peanut butter

Instructions

Melt almond bark according to package directions. Dip banana slices halfway in melted chocolate and roll in peanuts or candy sprinkles. Let stand 30 minutes or until set. Top with peanut butter.

Nutritional information per serving:

*Calories: 290, Protein: 11g, Carbohydrate: 22g,
Fat: 18g, Cholesterol: 0mg, Sodium: 153mg*





The After-School SNACK ATTACK

by Elva Ramirez

The battle to ensure a child's balanced diet begins with a solid breakfast and a nutritious lunch, but it's the post-school time that's crucial and often ignored. When children return from school and are hungry for nibbles before dinner, we all know that soda, chips and cookies are among the first things they'll turn to.

Get ahead of bad snack habits by only buying healthy products you're happy to have them eat in the after-school hours. Limit how many sugary sodas, sodium-heavy chips and fat-laden treats are in the home by buying them in small amounts. Or opt to not stock unhealthy snacks in the home at all.



TRY THESE TIPS

Replace sodas with fruit-flavored sparkling waters like Poland Spring or Pellegrino. Make your own iced tea in the summer with fresh lemons and low sugar.

Consider setting up a snack station with preset amounts of small, nutritious portions, such as *SKIPPY*® P.B. bites or *Justin's*® snack packs. Use the weekend to organize snacks for the upcoming week, so kids have options starting right away on Monday.

Teach the concept of portion control and reward children for staying within guidelines at the end of the week. (And it goes without saying that the snacks should last all week without replenishments.)

Try dedicating one of the smaller drawers in your fridge to snacks, and include yummy grab-and-go options like *Hormel*® *Natural Choice*™ snacks and small baggies of baby carrots or

raisins. Don't be afraid to throw in things that don't need to be in the fridge, just for ease of having everything in one place.

Premeasure what is needed for a smoothie, so all kids have to do is pop it in the blender and enjoy. Try adding a little bit of *Muscle Milk*® powder to the mix for an extra energy boost.

During warm weather months, pack the freezer with frozen fruits instead of ice cream or sorbet. Letting kids make their own frozen yogurt concoctions with low-fat Greek yogurt, fruit and honey is always a fun treat that lets them get creative. Try having a creation session once a month and divide the results into small containers for them to grab.

Lastly, pack the station with fresh fruit within view. Encourage eating fruit alongside prepackaged bites like *Wholly*® *Guacamole*® minis.



PICKY EATERS

**Transforming
Demanding Diners
into Eager Eaters**

by Nevin Martell

"I don't like that," my 4-year-old son says, as he scrunches his face in disgust and sets down his fork.

As if I didn't already get the point, he grabs his blue plastic cup and drinks all his water in a single draught, as if he is trying to get the most disgusting taste out of his mouth.

Just what is causing such drama at dinner?

Chopped cherry tomatoes tossed with a little balsamic vinegar and classic Italian spices. This simple salad is sweet, full of flavor and colorful, but it doesn't pass his test.

"It's basically like pizza without the crust," I argue.

He perks up and for a moment I'm hopeful. Then he shoots back, "Why can't I just have pizza for dinner?"

My shoulders slump. I want to hashtag my life #FatherhoodFail.

The next day, dreading his response, I asked my son, "Do you like it?"

He stared suspiciously at the bowl of penne in front of him. Though he didn't know I had taken the cherry tomato salad, roasted it in the oven and blended it into the marinara sauce, he seemed to be able to instinctively divine that something was different about this dinner.

Tentatively, he speared a few of the pasta tubes with his fork. After examining them for a moment, he took a bite.

I held my breath, and then he smiled. "It's good, Poppa."

I beamed right back at him. I have a new hashtag for my life: #ParenthoodWin.



My son is by no means an outlier. Many kids gladly devour pizza, French fries, macaroni and cheese, buttered noodles and chicken fingers. It's what I call the beige diet. On the other hand, meals can turn into a meltdown if a child doesn't like what they've been served. Maybe they refuse to eat vegetables, they're turned off by a texture, they don't like the color of the food, the smell is unappealing or maybe it's simply the fact that they've never seen it before. Sometimes the reason is impossible to divine, but the fact of the matter remains that you have to deal with a little person who despises the dinner you've served.

For many parents, these oftentimes-emotional confrontations can feel like a referendum on their abilities as a provider. Each bite untaken or spit out can be at turns frustrating, aggravating and demoralizing. Even more importantly, there's concern for the child's health. Are they getting enough nutrients? Will not eating enough hinder their physical, mental, psychological or emotional growth?

Take a deep breath. Take another one, you need it.

Picky eaters are a tough challenge, but a common one. Several studies have shown that as many as 20 percent of children aged 2 to 5 years old fall into this category. There are a number of reasons why junior might be flipping out over food.

- Sometimes kids simply aren't hungry, so parents are attempting to force them to eat something their bodies are telling them they don't need.
- Flavors that are perfectly acceptable to an adult may be abrasive on a child's palate. It's natural for little ones to have a predilection for sweeter foods and distaste for those with bitter notes, such as spinach, cauliflower and Brussels sprouts.
- Your child may be seeking to wrestle control of the situation or away from you. Similarly, they could be attempting to determine their boundaries.
- In limited instances, your child may have a medical condition, such as a food allergy or irritable bowel syndrome, which makes them avoid eating. If they consistently complain of an upset stomach or itchiness, consult your pediatrician.

Working to transform your tyke from a demanding diner to an eager eater takes work, but it's worth it.

Get involved

By enlisting children to help you with age-appropriate kitchen tasks, you are giving them ownership of what they're creating. As you teach them techniques and give them insights into the ingredients you're using, they become more invested in the final product and are more likely to try it once it's on the table.

Blend in

A blender is a key tool for overcoming eating issues. Use it to make smoothies packed with the sweet fruits kids naturally love, which will help disguise the additional nutritional elements, such as yogurt, spinach or kale. Blend a variety of leafy greens to be incorporated into marinara sauce or used as soup thickeners. You can even whip steamed sweet potatoes, which gives them a creamy consistency, so you can mix them into the cheese sauce for your next batch of macaroni and cheese.

Try and try again

Studies have shown that children need to taste a food up to 15 times before they can definitively determine if they like it or not. It's good to try foods in different forms. For example, your child might not like soft roasted carrots, but they may enjoy crispy raw carrots. Though you need to be persistent, wait a few days before you reintroduce a previously rejected ingredient to give their taste buds a break.

Play with your food

Incorporating an element of whimsy into mealtimes can distract children, deter meltdowns and make it an event they happily anticipate. Use cookie cutters to make otherwise quotidian components into fanciful ones that draw the eye and inspire the imagination.

Change the names of foods to reflect your child's passions, which will both engage them and demonstrate how much attention you pay to their interests. And, do some play-acting when you feed them by verbally transforming the fork into a rocket ship that's flying into their mouth with a load of space peas and supernova carrots.

Keep calm and carry on

Your kids watch what you do very closely, so make sure you practice what you preach at the table. If you don't particularly like a dish that's being served, make a point of trying several bites. Talk about what makes food appealing to you. Most of all, don't get frustrated if your child refuses to eat, throws food on the floor or has a tantrum. You aren't failing as a parent; your child is likely just going through a phase.





Our employees share their particularly picky eater stories.



My son has been a picky eater almost since he started eating solid foods. He is 5 years old now and has come a long way. However, when he was about two years old, I was trying inventive ways to get him to eat different foods. I had discovered that he loved sandwiches, so as long as it was between two pieces of bread or tortillas there was a chance he would eat it.

One day, I took it a little too far. It was spaghetti night, which was a meal that he usually loved, but that night not so much. I got a brilliant idea to make a spaghetti quesadilla. This (not so) brilliant idea went down in the books as an epic failure. He not only hated the spaghetti quesadilla, but he still won't eat spaghetti to this day and has only started to enjoy quesadillas again. Oops!

Anna Good

Quality and process control supervisor at the Austin (Minn.) Plant

When I was about 4 or 5 years old, my dad's cousins from Ohio came out to visit us in Southern California for a vacation. My cousin's 10-year-old son, Darryl, was an extremely picky eater. For almost every dinner, my mom would cook for everyone but Darryl. His mom would make him chicken noodle soup, which was about the only thing he would eat. My mom is the type of mom who had an eat it or starve mentality, so she couldn't understand why Darryl's mom bent over backwards to make him something special almost every night. She was convinced that Darryl would be a picky eater for life.

Fast forward to the late '80s when Darryl joined the U.S. Navy and became, of all things, a cook on a nuclear submarine. His cooking skills were actually very good and he became known as quite the chef. At one point, he even got promoted to work in the White House while George H.W. Bush was president (a famous picky eater in his own right; his loathing of broccoli is famous). This proves that a kid who is a picky eater can end up as an adult who loves food all on his own, or he may never completely grow out of his pickiness and become president of the United States!

Karen Kraft

Supervisor of consumer insights



We have three boys in our family, and our oldest son Dylan is the picky eater. When he tries something new, he negotiates how many bites he HAS to take. As if he has a choice, silly boy. He is particular picky when it comes to meat. "It's too chewy," he tells me. So, I've had to get creative. I chop up the beef, chicken and turkey into small pieces and sneak them into his dishes. During the busy work week,



my go-to is *Hormel*® pepperoni minis because they are already in small pieces. I add them to his mac and cheese or even scrambled eggs. He loves them. No negotiations needed when those are served!

Amy Marcks

Graphic Designer

SCHOOL Lunch HACKS

by Elva Ramirez

Back-to-school season means the return of backpacks, fall clothes and the conundrum of packing a school lunch that kids will actually eat. Or, maybe you just need a step up in your workweek lunch-packing game.

“While I don’t have kids of my own, I know what I loved as a child and some of these ideas may have crept into my adult life for food prepping,” said David Rotter, executive chef of Boulton & Watt restaurant in New York.

Here are his top tips for elevating lunches.

○ ○ ○



Shaped ice cube trays are not only impressive for adding a floral or fruit twist to a cocktail, but are also great for creating fruit jelly bites with fresh seasonal berries. You can also use these fun shapes to freeze fresh fruit smoothies as fun, tasty dessert bites.

Cookie cutter shapes are one of the easiest tricks! Use them for sandwiches, cheese or fruit. Eating things shaped like my favorite cartoon character is always more delicious.



Mini kebabs: anything sitting pretty on a toothpick can add allure to the simplest lunchbox snack. Grapes, cheese, ham, candy, you name it — just about anything can jump on the skewer conga line. And, it’s an easy hack for parents who always seem to be out of bread.



For the hot summer days, a frozen juice box can double as an ice pack inside the lunch box. It also makes an excellent slushy when it hasn’t quite melted all the way.

Tear out these lunch box notes!



DONUT WORRY,
BE HAPPY

DON'T GO
BACON
MY HEART



YOU'RE KIND
OF A BIG DILL



I HOPE YOU
HAVE AN
EGG-CITING DAY

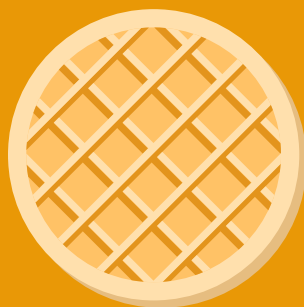
YOU WANT A
PIZZA ME?



BORN TO
BE MILD

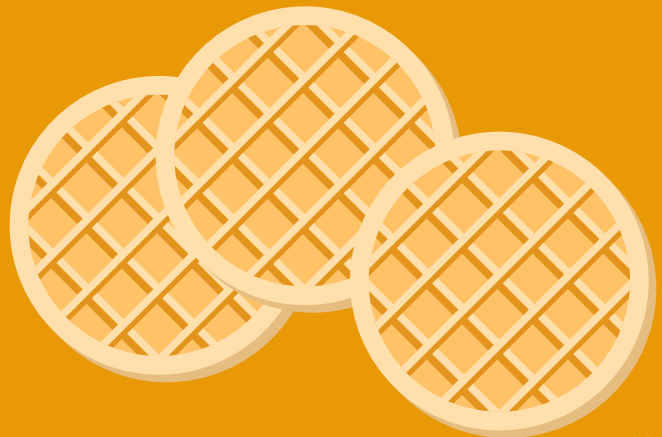
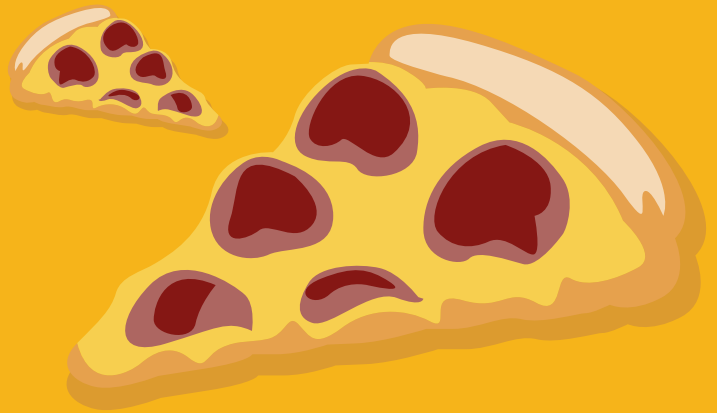
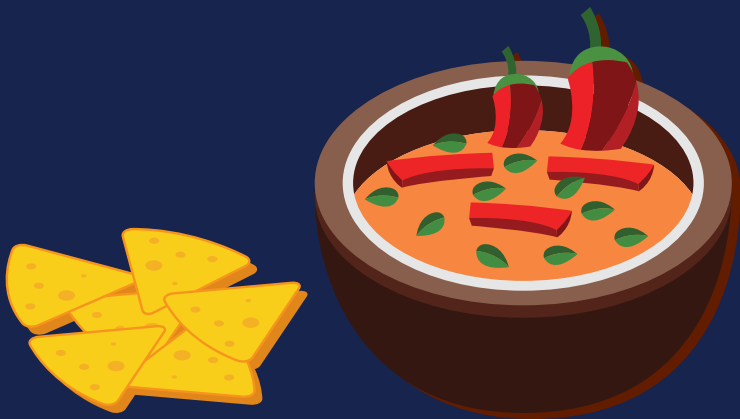
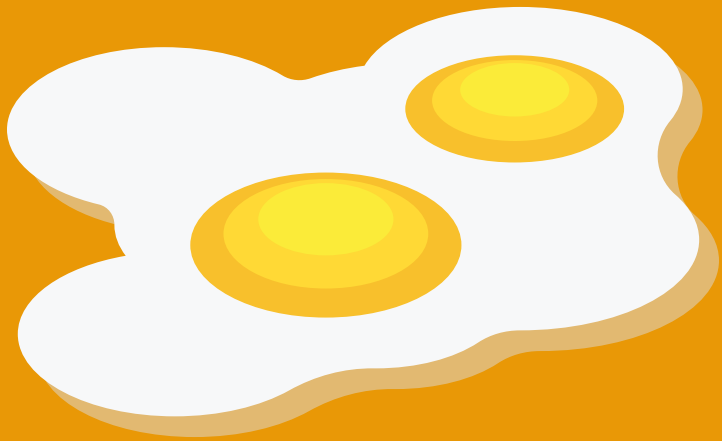


I LOVE YOU
A WHOLE
WAFFLE LOT



LETTUCE BE
FRIENDS





In addition to the chef's suggestions, some of our employees shared their tried and true lunch hacks.



For PB&J sandwiches, put the peanut butter on both slices of bread. It keeps the jelly from seeping into the bread on one side of the sandwich and getting soggy by lunchtime. Submitted by Sarah Pitzer, category development manager for CPS



Use a frozen *Wholly Guacamole*® mini as your ice pack to keep your lunch cold. It will be thawed by lunchtime and you can dip your veggies. Submitted by Jeff Frank, president and CEO of MegaMex Foods



And, here are some other simple hacks that will amuse your children or spice up your lunch, as well as hopefully save you some time.

Pre-slice an apple, dab the inside edges with peanut butter and then reconstruct it. Keep all the slices together by placing a rubber band over the apple. Tadah, no more brown apple slices!



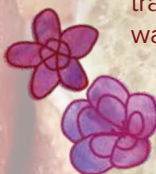
Find small, fun containers to pack small snacks in to make them more fun, like candies in an Easter egg or single serving sauces in a contact lens case.

Freeze grapes overnight and they'll double as both an ice pack and a tasty snack.

Speaking of freezing things, wet sponges in plastic bags are also another ice pack hack. As they melt, they'll re-absorb the water.



Freeze edible flowers and small berries into ice cube trays then add them to clear water bottles in the morning.



Freeze batches of PB&J sandwiches. Instead of making individual sandwiches one at a time each morning, make a month's worth at once. Wrap them individually and freeze them, and they will stay fresh for up to six weeks.



Try using reusable fabric sandwich bags instead of plastic to switch things up a bit and give you a feel-good about being more ecofriendly.



At the craft store, source delicate tulle, ribbons and tiny clothespins to decorate bottles and sandwich bags.

What's the BUZZ?



Justin's makes a beeline to the POLLINATORS

With Justin's pollinator efforts at the center of the humane, earth-friendly company, we spoke to Alyssa Harding, external relations manager at Justin's, to find out what all the buzz is about.

(Note: These quotes were delivered by Harding and represent the collective voice of Justin's.)

by Alyssa Shelasky

Bees. They're not something we necessarily have empathy for. But Justin's says we should. Why?

Bees are responsible for one of every three bites of food we eat, including almonds and honey – two of our favorite forms of delicious. But with honeybees dying off at a rate of 30 percent per year, we can't afford to sit by idly. That's why Justin's is "Nuts for Bees." We're joining forces with Xerces Society, People & Pollinators Action Network and Growing Gardens to do our part at the local, state and national levels. None of it alone will solve the problem, but together, and with the help of others, we can save the pollinators – and in the process, delicious food.

Which foods – Justin's and otherwise – require pollinators like bees?

About 80 percent of the world's food crops require pollinators, which means that our meals would be pretty sad without them. There are so many foods that we would lose without pollinators. For example: apples, mangos, alfalfa (which many livestock animals eat), okra, strawberries, onions, cashews, cactuses, apricots, avocados, passion fruit, cherries, celery, coffee, cocoa, vanilla, cranberries, tomatoes, grapes and so many more.

So, what does this mean for Justin's?

Without pollinators, there would be no Justin's! Consider almonds, the primary ingredient in Justin's line of almond butters. It takes two beehives to pollinate a single acre of farmland. At about 20,000 bees per hive, you need more than 36 billion bees to keep this vital almond source going. Herein lies the problem: California beekeepers have only a quarter of the hives needed, based on the number of almond orchards. And over the past few decades, there has been a significant pollinator decline due to pests, pathogens, poor forage and pesticides. Furthermore, 40 percent of invertebrate pollinators are on the verge of global extinction.

How serious is this issue in terms of the earth?

Beekeepers have reported a loss of about 40 percent of honeybee colonies per year, and based on the number of almond orchards in California, beekeepers in the Golden State have only a quarter of the hives they need to pollinate their crops. In January 2017, the Rusty Patched Bumble Bee was the first bee in the continental United States to be listed under the Endangered Species Act.

Which organizations is Justin's teaming up with?

To start, Justin's is teaming up with The Xerces Society, a nonprofit group recognized internationally as a leader in pollinator conservation. Over the past four decades, it has focused on protecting endangered species and their habitats, produced groundbreaking publications on insect conservation, and trained thousands of farmers to protect and manage habitats. At the state level, we're proud to support People and Pollinators Action Network (PPAN), a Colorado-based organization that works to promote sustainable agricultural practices and improve our environment by creating movement to build community awareness, change policies and support best practices in pollinator conservation. In our own backyard in Boulder, Colo., we're joining forces with Growing Gardens, a local nonprofit dedicated to enriching lives through sustainable, urban agriculture. Our contribution and volunteer days will replace 16 hives and help to plant and maintain Growing Garden's pollinator garden. In addition, we'll be providing scholarships and classroom visits for 800-plus children to learn about pollinator conservation.

How can people help?

Little things can make a big difference. By providing food, water and habitat, you can do your part to protect these critical species. Your home and garden are the perfect place to start. Planting regionally-appropriate wildflowers is another simple way to help bees and contribute to pollinator conservation. Plus, it's fun and pretty!

Business aside, why does Justin (the leader of Justin's) care so much about this issue?

Justin grew up in a small mountain town in Pennsylvania, where his family owned and operated a small natural foods store. It was here that he acquired an early awareness, education and appreciation for natural foods. At the same time, he was frustrated by the lack of taste and variety in his vegetarian diet and thus, his entrepreneurial drive and spirit of irreverence were born. Justin's passion lives on in the business decisions we make every day at the company that bears his name.

At Justin's, our values stem from a sense of passion, innovation and corporate consciousness. This mindset has helped to create Justin's four fundamental pillars – nourish, nurture, inspire and educate – that guide our social responsibility initiatives and company operations as we grow and develop. We have various sustainable initiatives, such as sustainable ingredients, packaging and sourcing, as well as a variety of programs that we support to parallel each of our fundamental pillars. Some of the organizations that we support are Naturally Boulder, Conscious Alliance and Thorne Nature Experience. Justin's is also working with Colorado University's MENV Program to collaborate on sustainable supply chain projects and research. We're one of the first companies to work with this degree program. Finally, we presented our sustainable palm oil project at the beginning of June and will also be working on hunger relief programs later in 2017.

Lastly, can we talk quickly about the dark chocolate peanut butter cups? They are everything.


Yes! Dark chocolate peanut butter cups have the biggest cult following. I am part of that club myself. Just imagine what happens when you take the best-tasting organic peanut butter in the world and delicately place it into the highest quality, organic and Rainforest Alliance-certified chocolate available. It truly is peanut butter cup perfection!

the Perfect Cut

By nevin martell



food PHOTOGRAPHY, food styling
+ Art direction by studioH



Will it be beef or pork for dinner tonight? That's the eternal question that plagues many home cooks as they stand in front of the meat counter. Once that key question is answered, a slew of others follow – which cut to buy, how to cook it, and what to serve with it. To make this process a whole heck of a lot easier, we chatted with butcher Scott Weiss of Washington, D.C.'s Via Umbria – a boutique butchery and Italian accented gourmet grocery – to find out how to pick out prime cuts. Then we had a mouth-wateringly inspiring talk with Ken Alston, corporate chef for Hormel Foods to discover how to prepare them and easy-to-make side dishes. Don't worry if you don't have time to whip up his risotto, we've got warm 'n' serve suggestions from Hormel Foods to help cut down on your prep.

Beef Brisket

Butcher's picks

Look for a big strip of white running through the middle. You want nearly equal amounts of meat on either side. The top is chewier, while the plate on the bottom is more tender, so you have a variety of textures when you eat it.

Chef's prep

Rub it with chilies, peppercorns and marjoram or oregano. Let it sit for half a day. Hot smoke it over hickory or mesquite for half an hour, and then finish it on the grill until it's tender. Slice it and serve on a soft hoagie roll with a smoked Gouda cheese and chipotle mayonnaise.

Homemade pairing

Roast corn on the grill before removing the husk and silk to add a little char. Remove the husk, then slather with jalapeño butter while still warm.

Shortcut pairing

Hormel® Chipotle Cheddar Macaroni & Cheese





Boston BUTT

Butcher's picks

It should have strands of fat running through it like a spider web, but the exterior fat should be trimmed to prevent flare-ups when cooked over open flame. The color should vary from a regular pink at the center to more reddish tones by the strands of fat.

Chef's prep

Rub it with salt, pepper, garlic powder and crushed red pepper the night before to let the flavors seep in. I like to start it on the grill over mesquite wood. Smoke the pork butt for 2 hours at 200°F over offset heat. While it's cooking, make a braising liquid of 1 part vinegar, 1 part apple juice and 3 parts water, along with a few bay leaves and fresh rosemary. When the meat comes off the grill, place it in the pan with the braising liquid, cover it and cook it at 375°F for 1.5-2 hours until it's basically falling apart, making sure to turn it halfway through. When it's finished, it goes straight on the plate or in your bun of choice.

Homemade pairing

Peel and dice Russet potatoes and then steam them until tender. Immediately after they come off the heat, hit them with salt to infuse that flavor. After 15 minutes, while they're still warm, add a little mustard, a fair amount of mayonnaise, sweet relish and chopped hardboiled egg, as well as salt, pepper and sugar to taste. Make it a day ahead, so the flavors have a chance to marinate.

Shortcut pairing

Hormel® Garlic Mashed Potatoes

Pork Ribs

Butcher's picks

You want to make sure there's a lot of meat on the bones, so they don't dry out when you cook them. The meat should be a rich red.

Chef's prep

Rub a 3-pound rack with salt, pepper, cayenne, fennel, chili powder and crushed red pepper. Smoke the ribs low and slow for an hour at 200-225°F over offset heat. I like using apple, pear or cherry wood. You want them to be so tender that you can gently pull the bone out. Then slather them with your favorite barbecue sauce, boost the heat to 250-300°F, and cook for an additional hour.

Homemade pairing

I make a quick Southeastern Asian coleslaw by chopping up carrots, red onion, cilantro and red and green peppers, and then tossing them with olive oil and *House of Tsang*® Ginger Sriracha Sauce.

Shortcut pairing

Hormel® macaroni & cheese with
Hormel® Black Label® bacon





SHORT RIBS

Butcher's picks

Look for English cut, which is essentially a square with a layer of bone at the bottom. You want the meat to be a ruby red or almost purple color, which indicates that it's dry-aged. A slightly nutty odor is okay, because that's the smell of the dry aging process.

Chef's prep

Season simply with sea salt and fresh cracked black pepper. Roast for 20 minutes at 425°F to put a nice sear on the meat. Then, braise the short rib for approximately 90 minutes at 300°F in a mixture of stout beer, veal stock and roasted mirepoix, flipping it halfway through. After it's cooked, the liquid can be reduced with garlic and fresh rosemary to create an au jus sauce to serve with the cut.

Tip: Mirepoix is a mix of roughly chopped onions, carrots and celery. The classic ratio is two parts onions, one part carrots, one part celery.

Homemade pairing

Bacon and sweet pea Parmesan risotto. Use four parts stock to one part cream for the liquid and cook the bacon first before folding it into the rice.

Shortcut pairing

Hormel® Loaded Mashed Potatoes



HANGER STEAK

Butcher's picks

Ask your butcher to take out the strip of connective tissue to create two thin steaks. One will be wide and the other one will be narrow. You may also want to trim off any other small pieces of fat on the outside.

Chef's prep

Dress it with kosher sea salt, garlic, black pepper and red chili flakes, then cook it on the grill. It can go from medium to well done very quickly – when you see the red juices on the surface of the meat, only let it cook for 30 more seconds more before pulling it off. Don't forget to let it rest before you serve it.

Homemade pairing

A salad made with crispy, crunchy greens – such as Romaine lettuce – along with Gorgonzola cheese, toasted almonds, ciabatta croutons, roasted tomatoes, red onions and aged white balsamic vinaigrette.

Shortcut pairing

Hormel® Cheddar Broccoli Rice





Pork Chops

Butcher's picks

Look for marbling. A lot of butchers will take a lot of fat off the loin, which makes it lean, so the chops dry out quickly and lose flavor. You want a meaty center on the bone and then bands of red meat and fat.

Chef's prep

I make a rub with chili powder, crushed red pepper, fennel, salt and pepper – nothing too overbearing. Place the chops on a grill and cook them low and slow. After the meat hits an internal temperature of 120°F, hit them with your favorite glaze to give the meat a touch of char. You want the meat at 145°F internally when you take it off the grill. Let it rest for 10 minutes before cutting into it.

Homemade pairing

Toss asparagus, bell peppers and squash with dried seasonings – I like oregano, basil and parsley – along with freshly chopped garlic and olive oil. Put the vegetables on at the same time as you're glazing the pork chops and you should be able to take everything off the grill at the same time.

Shortcut pairing

Hormel® Cinnamon Apples



WORD ON THE STREET

We have fans all over the world, many of whom take a few minutes to share their stories with us. Here are a few of the ones that made our Consumer Response and Engagement team smile recently.



Patricia
from Kentucky

"I just needed to stop by and write a quick note to let you know how much I love the *Hormel® Compleats®* meals. I eat these daily. I love them all, but I would have to say my favorite one is the chicken breast with mashed potatoes. Oh my, it so yummy and tastes like homemade. Keep up the good work! Looking forward to any new flavors that may come out in the future."



David
from Tennessee

"I bought a *Muscle Milk®* shake and was pleasantly surprised by its taste. It was really good with very little sugar. I've been searching for a product like this. Being a school teacher, I need something quick to drink at work. It's hard to make protein shakes at work. Thanks."



Kizzie
from Arizona

"*Hormel® Cure 81®* spiral sliced ham is the GREATEST! My mother hated ham, she's from Kentucky and had only had really smoked and salty hams. When I made one of these with the glaze, she went bonkers! Quite different from the original grimace when I told her I was making a ham. Kudos to all the hard workers in all your plants. I know it must be difficult to be so consistent in producing such a quality product."



Karen
from Kentucky

"Wanted to make a comment about your *Herdez®* guacamole salsa. Absolutely one of the most awesome salsas I've ever tasted in my life. Great in a salad, let alone on tacos, enchiladas, refried beans or whatever. I'm addicted for life. It's a wonderful product that can make just about anything taste much better. You guys can be so proud of this product. Thank you for this miracle!"

Holly from the creative team says: "Mix a can of *Hormel*® chili with mac and cheese! It was my go-to meal in college!"



Tiffany
from Michigan

"Hello. I just wanted to tell you how much my family and I love the *Hormel*® chili with no beans product. One day, my dad was hungry but was tired of everything we usually ate. So he found a can of *Hormel*® chili with no beans and he created his own finger food snack that my brother, who was about 6 at the time, named macho nacho. It has stuck ever since and has always been a friend favorite. Thank you for making such a great product."



Manolis
from California

"I am obsessed with your lean ground turkey. The 93 percent lean is great, but the extra lean is my heaven. Time and time again you have put out amazing quality meats, and I can't get enough. Being a young man, I am very active and constantly in search of healthy products to supplement my nutrition with, and have always leaned toward *Jennie-O*® products to get my protein fix. Everyone thinks I am crazy, but my favorite preparation is just straight up plain with a pinch of salt and nothing else. Especially on some rice, mix it in a bowl and you're good to go. Much love to the *Jennie-O*® brand, you are amazing."

QUICK TIP FROM THE TEAM

Check out this tip from our experts. Not only can you grill bacon, but once you do you may never want it any other way.

DYK? Turkey bacon creates less splatter and cooks faster than regular bacon, and you can do it on the grill too!

Preheat grill to medium heat, around 350°F. Use aluminum foil to create a pan shape, including edges to contain the grease. Tip: fold the foil in half to increase sturdiness. Place raw bacon on foil, turning as necessary. Cook for 10-15 minutes per side or to desired crispiness. Carefully remove foil pan and place on a plate, then enjoy! Once cooled, dispose of the foil.



CHECK IT OUT

Celebrities, festivals, shout-outs and more!



⌕ Mark “I Love Spam®” Benson and Anne Mousley of Liverpool, England, tied the knot at the SPAM® Museum

👉 hormelfoods.com/inspired/story/family-values/

👉 CytoSport signed a multi-year partnership with the Australian Football League (AFL), the country’s premier professional football code



Happy 100th anniversary,
La Victoria® brand!

lavictoria.com





⏪ Follow the path of the Pride of the Jersey!

👉 hormelfoods.com/pride-of-the-jersey

Entrepreneur magazine mentioned Hormel Foods as “a company that found success by putting its customers’ dignity ahead of profits,” in reference to the *Hormel Vital Cuisine™* brand.

entrepreneur.com/article/297283



⏪ Hormel Foods was ranked No. 8 on the 18th annual Corporate Responsibility (CR) Magazine 100 Best Corporate Citizens List

👉 View the Hormel Foods corporate responsibility report at csr.hormelfoods.com

CHECK IT OUT

The *SPAM*® brand is celebrating their 80th anniversary and touring coast to coast in a 185.37 square-foot tiny house - The Tiny House of Sizzle

bit.ly/spam-house-tour



« Hormel Foods was recognized for the fifth consecutive year on the Military Times Best for Vets Employers list, ranking No. 74

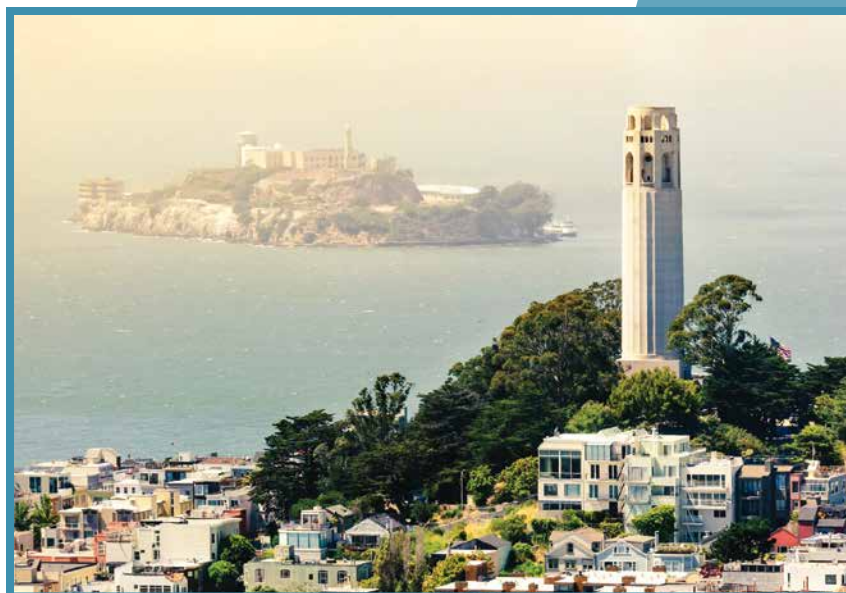
Create & Cultivate

CytoSport CEO Lisa Selk spoke about her experience in breakthrough branding with our Grocery Products division at the Create & Cultivate pop-up during South by Southwest



- 📌 Hormel Foods helped reunite U.S. Air Force Staff Sergeant Amanda Cabbage and her former military working dog, Rick

▶ bit.ly/usaf-reunion



- 📌 The *Muscle Milk*® and *Cytomax*® brands were the official sponsors for the Escape from Alcatraz Triathlon in San Francisco

📌 hormelfoods.com/inspired/story/heart-of-the-race



- 📌 Jennie-O Turkey Store was awarded the 2016 Partner Award of Excellence from Target Corporation



The *Wholly Guacamole*® brand introduced The Guac Stop, the nation's first pop-up guacamole lounge

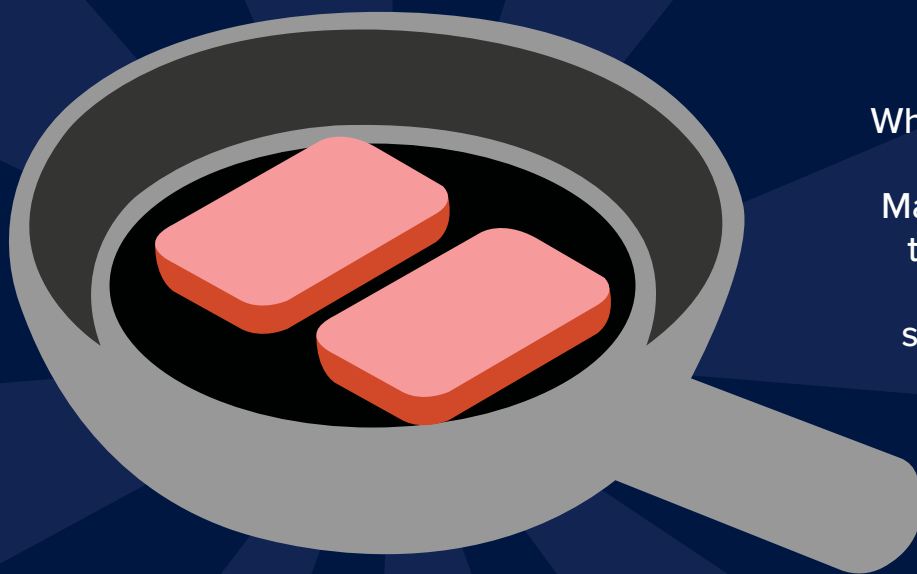
eatwholly.com/guac-stop/



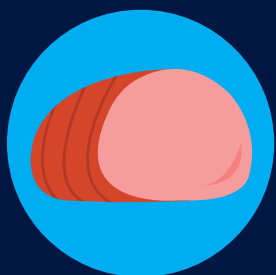
WHAT'S INSIDE *SPAM*® CLASSIC

by the makers of the *SPAM*® brand
www.spam.com

This delicious American icon and global brand launched in 1937 as “the meat of many uses,” and American households quickly ate it up. By 1940, 70 percent of urban Americans were eating *SPAM*® products. But it was the arrival of World War II, and the need for easily transported protein, that fueled the *SPAM*® brand’s incredible growth around the world. Today, with over a dozen varieties sold in more than 40 countries, this 80-year-old brand continues to ignite invention all over the world.



There is an age-old question though:
What is in that special can
of *SPAM*® classic?
Many myths abound, but
the answer is actually
quite simple:
six simple ingredients.



PORK WITH HAM

Two cuts of the pig, one perfectly tender and juicy flavor



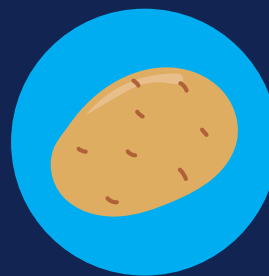
SALT

If you've eaten today, there's a good chance you've had it



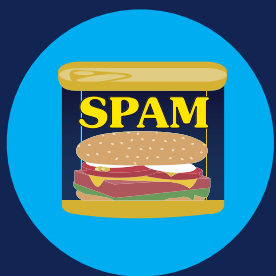
WATER

You may be familiar with its appearances in lakes and faucets



POTATO STARCH

This helps keep moisture inside the meat, where it belongs



SODIUM NITRITE

Used to uphold the meat's high standard of quality



SUGAR

The real deal, not imitation syrups

The Best Breakfast Ever

by Lena Katz



Wake up and smell the coffee, then pour a large mug of it, grab a bagel or an energy bar and skedaddle off to work. That's the play-by-play of the grownup Monday through Friday version of breakfast. Yes, it's the most important meal of the day for health reasons. But, rarely can we relax and enjoy the really great things about it, like the wonderful smell of sizzling bacon that draws everyone from all corners of the house, the simple culinary comfort of toast or piping-hot pancakes with melting butter, the morning sun coming in through the windows promising that it's going to be a great day, or maybe the rain beating down outside and making everyone feel cozy.

Brunch has gotten a lot of recent spotlight and dinner around the table is a longstanding family tradition, but breakfast tends to get pushed aside in the modern rush. So, to inspire everyone to re-introduce it to your daily (or at least just weekend) programming, we've collected some highlights on the lifetime breakfast reel. Read on and enjoy memories of the best breakfast ever from Hormel Foods employees and friends. We've discovered that these best breakfasts aren't once in a lifetime, they're recurring moments where food and family create unforgettable magic.

My wife does the breakfast around here. She's a divorce lawyer; she's in charge. I have a 9- and a 10-year-old, and when they turn into teenagers I'm certain we're going to be seeing them a lot less, so I want to see them as much as I can now. I'm thankful that breakfast is a family favorite. My kids get up and the first thing that comes out of their mouths is, "What's for breakfast?" Then as soon as they're done, it's "What's for dinner?"

My favorite breakfast memory from childhood is what I call my "mucked-up eggs." Take the largest glass you can find, like a beer mug, fill it with chopped up buttered toast triangles, then add bacon, mushrooms and whatever else you want. Then, throw in a couple soft-boiled eggs, take a spoon, muck it all up and eat it.

A breakfast memory in the making at our house is that my son is forever writing breakfast notes to his mother. There's one on the nightstand right now that reads, "To mummy from Jordan, tomorrow for breakfast, a sunny-side up egg with lots of pineapple and apple juice."

-Ted Reader

Chef and TV expert in Toronto, Canada

A lot of chefs or cooks say, "I cooked in the kitchen with my granny." I did not. When I got into cooking, she had Alzheimer's and would always confuse me with my cousin. Granny was the person who did all the cooking when I was a kid, and she made these delicious butter rolls. The recipe for those is the thing I most wish she taught me before she passed.

Remembering back to those days, the kids would wake up in the morning, pick peaches from the trees and play at planting things in the yard, and I remember that I was always playing with my toys under the kitchen table when Granny was making a big lunch for the day. I remember staying with her when she was making the butter rolls, and she would always let us have a treat while the meal was cooking. She always made juice and baked us oatmeal cookies. A lot of times when I'm alone or in a bad place, I think about drinking juice and eating oatmeal cookies.

I've been trying to work on a butter roll recipe, but I need to get all my aunts in the same room to critique me and tell me what I'm doing wrong. I have to get approval from the family before I actually start serving them.

-Gregory Collier

The York Café in Rock Hill, S.C.

When I was a kid, I enjoyed camping with my family, but what I looked forward to most was my dad's Saturday morning breakfast skillet. I think it was special to me because it was made by my dad, but there was also something about outdoor cooking on a Minnesota morning that brought all of us together. As adults, we continue this tradition with an annual family gathering in the fall. Last year, more than 30 of us gathered for a weekend of outdoor fun and family activities. Our family has gotten quite a bit bigger, and so has my dad's frying pan.

-Jillian Reeh

Financial analysis technician

It was always tradition on both Mother's Day and Father's Day to give both parents breakfast in bed. The seven of us children would get up very early because we had to get things done before we all went to church. We would sneak up stairs and surprise my parents with a very large, well-balanced meal including eggs (fried and scrambled), bacon, sausage, toast, pancakes, cereal, fruit, juice, milk and coffee. We prepared cream and sugar for the coffee, even though they both drank black. We would bring the newspaper and our homemade cards to them in bed too. Then we would all sit there while they tried to eat it all. Memories like these mean more than anything else in my life, now more than ever; I was blessed to have them. Let's not mention how the kitchen looked after we were done! Mom reminded us of this many times as we grew up.

-Saralyn Whalen

Sales support specialist



The best breakfasts, for me, had little to do with the food. During my high school years, my dad made breakfast every weekday. My parents, brother and I ate breakfast together before going off to work and school.

During those important formative years, I went to school nourished with not only a hot breakfast, but also the knowledge that I was valued and supported by my family. I didn't know it at the time, but I'm sure this made the stresses and peer pressure of high school easier to handle. We often had supper together too, but looking back now as an adult, those family breakfasts are more memorable.

My dad loves pancakes and he would have made them five days a week if he thought the rest of us would eat them that often. When even two or three days of pancakes a week got to be too much, my brother and I would put butter and cinnamon sugar on them and roll them up like crepes. The fun of that was to skip the forks and eat them with our fingers. Now when I visit, Dad still makes breakfast, usually one day it's oatmeal made fancy with fruit and yogurt on top and another day it'll be something that takes more effort, like French toast or sausage gravy with homemade biscuits baked in the Dutch oven.

-Susan Weber

Senior lab technician in the chemistry lab

One of my favorite breakfast memories stems from our annual trip to a family friend's home on a lake in Northern Minnesota – Thomas Lake. My family has been visiting there in the summer or winter, or some years both, for over 22 years. Carlene, our family friend, picks wild blueberries and raspberries in the woods near the cabin, and then treats us to homemade blueberry pancakes and homemade bread topped with a wild berry jam from those same handpicked berries. We also have bacon (*Hormel® Black Label®* bacon, of course) that has been crisped up in the oven. Talk about a breakfast made with love! Even when we visit in the winter months for our snowmobiling trips, Carlene uses berries that she has frozen from the year before.

I love thinking about all of the blueberry pancake breakfasts we have shared around that table at the cabin on Thomas Lake. What started out as a weekend winter ski getaway for my Dad and me during my senior year of high school has now turned into a place where I make memories with my little girls and focus on amazing food, family, friends and outdoor fun!

Here's the famous recipe for Thomas Lake Pancakes

- 1 ½ cups flour
- 3 ½ teaspoons baking powder
- 1 teaspoon salt
- 1 tablespoon white sugar
- 1 ¼ cups milk
- 1 egg
- 3 tablespoons melted butter

Sift flour, powder, salt and sugar. Make a well in the center. Mix together egg and melted butter, then add to dry mixture and mix until smooth. Scoop batter onto an oiled, hot skillet. Add blueberries to the top and flip when golden brown.

-*Nicole Behne*

Marketing director in Grocery Products



My husband and I started fostering two children on Halloween of 2014 and adopted them on November 25, 2015. They are now 9 and 7 years old. My husband, Noah, worked at Camp Riley near Brainerd, Minn., and he was home only for six days a month. We started a tradition of having cinnamon rolls and bacon for breakfast every Saturday morning that he was home. Noah would get up early with the kids and they would make breakfast together. The kids would take turns on who got to lick the frosting container clean. The kids could tell when Noah was going to be home when they saw me buying cinnamon rolls. He left for deployment last summer and we had to put that breakfast on hold until Noah came home. Eleven months later we got to have that cinnamon roll breakfast again on June 17!

-*Kasey Snater*

Customer service representative
in logistics

March 27th is the best breakfast day of the year. For the past 21 years of my life, every birthday starts out the same way, with breakfast in bed made by my loving family. My family wakes up early in the morning before I wake up and creates the best meal of the day every year. My dad is always in charge of making cheese arepas, which are made up of corn dough with sprinkled cheese on top. My mom specializes in making fresh-squeezed orange juice while my little sister just sits on the counter and tastes everything while it is being prepared. My dad also cooks up some huevos pericos, which are scrambled eggs with cut up tomatoes and onions. There is nothing like waking up to this delicious breakfast on your birthday! We do this breakfast as a family for every Mother's Day, Father's day and birthday, and on other special occasions.

-*Gabriela Poveda Posada*

International marketing intern



Being born and raised in a small town in central Wisconsin, the 3 o'clock in the morning breakfast on the Saturday before Thanksgiving, marking the start of deer season, was a tradition in our family. My dad would fire up the stove and get the skillet sizzling as we strategically put on layers of clothes, preparing to spend the next eight to 12 hours sitting in our deer stands. Then, eight evenly-sliced pieces of SPAM® classic would be cooked along with some eggs and toast for our ceremonial breakfast kick off to the season. I'll never forget when I was 17 years old, during this annual tradition, my dad looked over at me and said, "Who knows, maybe you'll be making this stuff one day," as he examined the SPAM® Classic can. Fifteen years later and 11 years into my Hormel Foods career, I can't help but think back and smile.

-*John Hilgers*

Corporate manager of production planning and raw material procurement

I've never been a traditional bacon and eggs type. In fact, when I do the usual breakfast suspects, it's normally for dinner when I'm just too tired to cook (eggs take but a minute, after all). First thing in the morning I'm more likely to be eating cold, leftover Chinese food.

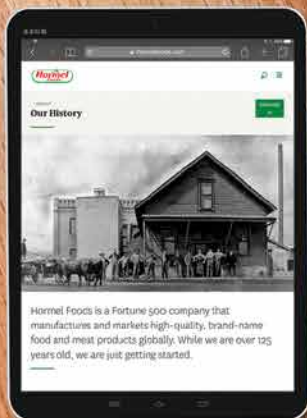
But my favorite breakfast is one I wait all year for: bed pie, a tradition my husband and I have been engaging in for the past twelve years. It is true that pie is available all year, but bed pie has a particular set of requirements: it must be autumn, it must be cold enough that you require a blanket, it must be something custard-based like pumpkin or sweet potato (we learned our messy lesson with apple pie the hard way), it must be eaten on a morning where there is no reason to get out of bed and it must be shared with one fork.

It's about nesting and sharing and being lazy, a perfect excuse for spending the day cuddling beneath the covers while watching TV. We're not allowed to leave the bed until the whole pie has been eaten. We have never had a problem with this.

-*Allison Robicelli*

Robicelli's Bakery co-founder, James Beard award nominee and contributing writer to Food52, Epicurious and Extra Crispy

Inspired



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Inspired Food.

