

Tyson Sustainability Report Now Available

Tyson Foods has issued a 64-page publication titled "Sustainability—It's in Our Nature." The corporate responsibility report outlines the company's economic, social and environmental efforts and lists its sustainability goals. For example, through alliances with other companies, within the next three to four years, Tyson plans to produce up to 250 million gallons of renewable fuel a year from animal fat.



Knouse Foods Taps Marriner

Knouse Foods of Columbia, MD, has selected Marriner Marketing Communications to develop its new website and to conduct web marketing activities for the company. Knouse Foods is a grower cooperative and food processor for apple and fruit-related products. Its brands include Musselman's, Lucky Leaf, Apple Time and Speas Farm.

Innovative X Café

The Smaller Business Association of New England (SBANE) recently honored X Café, a manufacturer of coffee extracts, with its 2008 Award for Innovation in Business. X Café was one of 200 companies considered for an award.

PepsiCo and Steak

KS Management, operator of Lone Star Steakhouse & Saloon and Texas Land & Cattle Steak House, recently announced a multi-year agreement with PepsiCo Foodservice, making it the chains' beverage supplier.

Marzetti Dressing Partnership

The T. Marzetti Co. will provide annual financial support to the Dave Thomas Foundation for Adoption, to help celebrate its partnership with Wendy's®. Marzetti has exclusively formulated a new line of premium all-natural dressings with no preservatives to complement the chain's salad offerings.



Mars Broker Awards

Four companies recently received 2007 Broker of the Year Awards from Mars Foodservices. Award-winning brokers include Ventura Marketing, National Broker of the Year. Solutions Sales & Marketing was named 2007 East Division Broker of the Year, McGuire & Associates was selected as 2007 Central Division Broker of the Year, and Food Sales Associates was named 2007 Western Division Broker of the Year.

Vollrath Stars

The Vollrath Company, a manufacturer of smallwares and light equipment supplies for the foodservice industry, has given its highest award, the 2007 Vollrath President's Award, to Ray Poché, Southeast regional sales manager. President/c.e.o. Tom Belot presented the award. Also, the company's District Sales Manager of the Year award was given to DSM Bob Walsh. Dennis Park, v.p. of sales, presented that award.



Soyfoods Podcasts

The Soyfoods Council, which has been a resource for information about soy foods for 8 years, recently added the first of a series of monthly podcasts to its website, at www.the-soyfoodscouncil.com. The inaugural podcast features Dr. Mark Messina, professor of nutrition at Loma Linda University and former researcher with the National Cancer Institute.

