

JANES

Foodservice

Janes Says

SUMMER 2011

#22040
Janes Battered Genuine
Scottish Haddock

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NEWS SPLASH!

Janes 100% Certified Sustainable Seafood arrives Fall '11

Improving the harmony and well-being of our fisheries and communities is a long-term vision the Janes team is passionate about. It began with the launch of our recyclable retail packaging in the early 1990's, long before being green was anyone's corporate motivation. Today Janes' pioneering efforts continue as we commit to source sustainable fish from around the world. Janes recently has become the first North American company to have the Marine Stewardship Council (MSC) certification. Our plant and suppliers have been audited and approved by third party evaluators which means that beginning this autumn our foodservice fish selection will feature 100% certified sustainable wild fish choices that you can showcase proudly on your menu!

Our change to certified sustainable fish allows you and your patrons to be leaders in the movement to ensure the long-term health and stability of fish species and their habitats. So, go wild and put Janes fish products such as **Battered Haddock Filets (#22040)** or **Lemon Pepper Cod Fillets (#23904)** on your autumn menu! For more information about the Janes Foodservice commitment to seafood sustainability, visit our [website](#).

Lem and Tom Janes at the Janes World Oceans Day Celebration held at the TIFF Bell Lightbox in Toronto.



Sustainability Trending Up

By Tammy Pegg

The *Direct Link Menu Database* is a trending tool that tracks the menus of Canada's most innovative and influential restaurants. This database shows a significant increase in menu mentions of sustainability over the last 4 years with a sharp increase of 45% just since 2010!

Fish accounts for approximately 30% of items that fall into this sustainability category. While fifty different fish species are mentioned on the hundreds of menus we track, only 16 of those species are referenced, at least occasionally, as sustainable. Salmon, haddock and cod are among the top 10 species choices in this category.

Tammy Pegg is a foodservice category director and analyst at [Direct Link](#).

KID'S MENUS Grow Up!

By Amy Snider-Whitson, PHEc.

Evolving from French fries to stir-fries, kid's menus are becoming healthier and more interesting. In Canada smart chefs are resolving to help kids develop healthy restaurant eating habits and seeing growth as parents choose these forward thinking restaurants for family outings. Of course, the first task is to figure out what kids will and won't eat. After all, if kids don't eat the food they order, the nutrition content doesn't matter! Janes has kid tested, nutrient dense ideas to help you get started. Add them to your kid's menu and watch empty plates come back to the kitchen!

- **Chicken Pizza Melt:** Using Janes Fully Cooked Unbreaded Chicken Breasts (68 g or 90 g portions) as a pizza base instead of a carbohydrate based dough crust can make a delicious, protein-rich alternative to traditional pizza. The all-white meat chicken base needs less sauce and cheese than pizza dough to be moist, which helps to control sodium and fat content, too!
- **Pasta Perfection:** A nutritious meal should provide at least 3 food groups and a hearty pasta salad that combines whole grain pasta with Janes Carved, Fully Cooked, Seasoned Chicken Breast (#11501) and chopped fresh vegetables is a wholesome option. Remember to keep the dressing to a minimum to avoid calorie and sodium overages.
- **Dippity Do Da:** Little ones love finger foods! Create an entrée comprised of sweet potato oven fries and Plain Janes Unbreaded Nuggets (#12891) and you'll see that parents are grateful that your restaurant offers a healthier alternative to traditional nuggets and fries. Wholesome tip – for dipping, plain honey tastes great with chicken and contains no added salt or fat!

Amy Snider-Whitson is a professional home economist (PHEc.) specializing in nutrition. She is the president of The Test Kitchen Inc., publisher of [Topline Trends](#) Newsletter and the guiding force behind Janes School Lunch Toolkit. [Contact us](#) today for your copy!



BIGGER BEST for the Bottom Line

By Lucky Bilkhu

Menu writing may be rooted in the creative arts, but a little number crunching is advised before operators let words flow onto the page. For instance, when describing chicken wings on your menu should you specify the number of wings in the serving or the weight of the serving? While your concept and insights about your target consumers is important when making this decision, it's also wise to understand what's happening in the international chicken market.

Today's chicken producers, like most other businesses, are trying to maximize their margins and one way to up their output without investing in bigger processing facilities, is to breed bigger birds. After all, if you have 100 spaces to air-chill birds, then you may as well have the largest birds possible in each slot. This drive to efficiency means that there is an overall trend toward bigger birds and that operators who spec smaller wings (11/12 or more pieces per pound) can expect to pay a higher per pound price than operators who order larger (and now more common) wings such as 6/8 pieces per pound.

This market insight is important to know during menu development if, like chicken producers, you want to increase your margins. The most profit sensitive operators will sell wings by the pound and avoid specifying piece counts when describing chicken wing menu items fall menus. That way they can purchase larger wings, satisfy consumer demand for value and avoid becoming locked into using a more expensive, higher piece count wing.

Lucky Bilkhu is Quota and Procurement Manager for Janes Foodservice.

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Our last issue contained a **3-Step Summer Menu Makeover**
that you will definitely want to check out!

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