

New Jersey Bakers Board of Trade, Inc.  
***THE INSIDE SCOOP***

**The Next NJBBT Board meeting  
will be on Thursday September 10, 2015**

**At The Holiday Inn  
2870 Highway 35 South  
Hazlet, NJ 07730**

**Hotel phone 732-888-2000  
The meeting will begin at 5 pm**

**Please email [info@njbbt.org](mailto:info@njbbt.org) or  
click the link below to let me know that you are  
coming.**

**RSVP REQUIRED [Click here to RSVP](#)**

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[www.njbbt.org](http://www.njbbt.org)**

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Selling equipment?**

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**CONGRATULATIONS CLASS OF  
2015**



**James Usilton**  
**President**  
Atlantic Cape  
Community College

**Dale A. Biles**  
**1st VP**  
English Bay Batters

**Patricia Philbin**  
**2nd VP**  
Hunterdon County  
Polytech Career  
Academy

**Linda Xanthos**  
**3rd VP**  
Food Circus  
Supermarket

**Eric Littenberg**  
**Treasurer**  
**Immediate Past**  
**President**  
Guttenplan's Frozen  
Dough

**Margaret Tamburri**



**Secretary**

**Patty Delaney**

Social Media

**Jay Yucht**

Administrator

**Contact Us:**

732-618-8963

[info@njbbt.org](mailto:info@njbbt.org)

The New Jersey Bakers Board Of Trade wishes the Class of 2015 success as they start their journey to becoming the future of the Baking Industry. Our NJBBT scholarship winners will be announced in the very near future and we will feature the winners in our July Scoop. Good luck to all the candidates and we wish you great success in all your future endeavors.

#### **THE COST OF EGGS CONTINUE TO SOAR**

With the worst case of Bird Flu to hit the U.S., the price of eggs continue to rise. Prices for "breaker" eggs have almost tripled and the egg producers have already lost 39 million birds. With the cost already soaring and egg producers barns empty the outbreak will lead to higher prices for baked goods. To learn more about this current crisis, click on the Wall Street Journal's link below.

<http://www.wsj.com/articles/bird-flu-outbreak-decimates-egg-laying-flocks-1432237046>

**American**  
**Bakers Association Applauds**  
**USDA**

## **Bakers commend action** **on pasteurized egg imports.**

The American Bakers Association (ABA) applauds the United States Department of Agriculture's (USDA) decision to reinstate The Netherlands to as an exporter of pasteurized egg products to the United States.

"We are very happy with the response from the USDA to expedite the approval of egg products from the Netherlands," said Robb MacKie, ABA President & CEO. "This swift response is a direct result of ABA members taking action to ensure that USDA and Congress react appropriately to this crisis," Added MacKie.

With diminishing egg supplies due to the avian influenza outbreak, the U.S. egg market is struggling to fulfill demand needs for bakers and other food producers. ABA and its membership quickly weighed in with close to 1,000 e-mails and phone calls to USDA and Members of Congress asking for additional import opportunities.

"We are now at 35% of the egg product supply being taken offline due to the avian influenza. Opening imports from the Netherlands is a big step in the right direction, but more is needed," said Cory Martin, ABA Director, Government Relations. "We are facing a true crisis, and without additional actions to increase supply, bakers and many other food manufacturers face dire situations in the coming weeks and months," added Martin.



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**PROMOTIONAL IDEAS FOR THE**  
**SUMMER MONTHS**

Now that the summer months are bearing down on us, here are some ideas for promotions to maximize your sales potential.

**JUNE-** Run an edible images promotion to make the most of the graduation "season". Entice customers to add these images as they celebrate their child's life event. Try book cakes with a kindergarten picture on one side, and their senior portrait on the other side. Include the saying, "From kindergarten to Graduation..."

**JULY-** As July is Family Reunion Month, pick up extras sales by promoting all the items you create to make everyone's Family Reunion a wonderful event.

Offer discounts on deli items, rolls, cakes and salads. Do the "work" for them so that all they have to do is enjoy their day together?

**August-** Pre-season for the NFL teams begins, so start your tailgating promotions at this time. A great tailgating promotion can generate sales for months to come.

**SEPTEMBER-** What better way to celebrate Labor Day than to say Thank You to your staff. Run a campaign by asking your customers to vote for such things as best customer service, favorite baked goods, etc..

Award these employees with kind words and small gifts. A happy employee is a valuable asset. Allow your employees to come up with their ideas for Back to School promotions as well.

## **NATIONAL FOOD HOLIDAYS FOR JUNE AND JULY.**

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National Food Holidays are a great way to increase daily sales. Plan a promotion or two.



**Weekly Market Highlights June 4,**  
**2015**  
**Compliments of General Mills**

- Wheat futures prices are higher this week. Basis premium prices are firm for most grades of wheat.
- Wheat futures are reacting to weather concerns that could affect the size of the world's wheat harvest.
- There is concern that recent freezing temperatures affected the Canadian wheat crop. Very hot weather in India is a contributing factor as well.
- The El Nino weather pattern that can harm Australia's crop prospects has lead Australian wheat futures to rally strongly over the past several weeks.
- While there is plenty of wheat in stocks worldwide, this combination of weather reports and crop concerns will keep the market on edge and support futures prices at least in the near term.

## **HELP WANTED**

### **Experienced Cake Decorator**

**Mueller's Bakery**

**Bay Head, NJ**

**Contact: Mark 848-448-0439**

**or email [Contact@muellersbakery.com](mailto:Contact@muellersbakery.com)**

## **EQUIPMENT FOR SALE**

1. Brand New (used 3 months) Edhard Donut Filler Model - MK and 2 Hoppers
2. Holding Cabinet
3. 8 Full sheet pans
4. 10 Plastic Full sheet showcase pans
5. 6 Plastic Full Size containers and Lids for donut sugar and sprinkles.



**\$1,400. Takes it all!!!**

Please contact [info@njbbt.org](mailto:info@njbbt.org) for more information.







**Finally, we would like to  
wish our long time friend  
Paul Sapienza good luck in  
his newest venture!!**



**Paul Sapienza  
(516) 647-2610  
[psapienza@ft.newyorklife.com](mailto:psapienza@ft.newyorklife.com)**

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## **NJBBT**

**If you have any questions, feel free to  
contact us at [info@njbbt.org](mailto:info@njbbt.org) or call  
732.618.8963.**

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**[www.njbbt.org](http://www.njbbt.org)**

**732.618.8963**

**ask for Jay**

**[info@njbbt.org](mailto:info@njbbt.org)**

**The NJBBT, our mission is your  
success!**

**Help us help you. Come join in! Get  
involved so we can be the best we can be.**

