

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 or
click the link below to let me know that you are
coming.

RSVP REQUIRED [Click here to RSVP](#)

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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

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.



**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.

NATIONAL FOOD HOLIDAY CALENDAR

JUNE

			1 National Doughnut Day 	2 National Rocky Road Ice Cream Day	3 National Egg Day 
4 National Cheese Day	5 National Gingerbread Day	6 National Applesauce Cake Day	7 National Chocolate Ice Cream Day	8 National Jelly-Filled Doughnut Day	9 National Strawberry Rhubarb Pie Day 
10 National Black Cow Day	11 National German Chocolate Cake Day	12 National Peanut Butter Cookie Day	13  National Kitchen Klutzes of America Day	14 National Strawberry Shortcake Day	15  National Lobster Day
16 National Fudge Day	17 National Eat All Your Veggies Day	18  National Cherry Tart Day	19 National Dry Martini Day	20 National Vanilla Milkshake Day	21 National Peaches & Cream Day
22 National Onion Rings Day	23 National Pecan Sandy Day	24 National Pralines Day	25 National Strawberry Parfait Day	26 National Chocolate Pudding Day	27  National Orange Blossom Day
28 National Ceviche Day	29 National Almond Butter-crunch Day	30  National Ice Cream Soda Day	31		

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NATIONAL FOOD HOLIDAY CALENDAR

JULY

			1  National Creative Ice Cream Flavor Day	2 National Anisette Day	3 National Eat Beans Day
4 National BBQ Spareribs Day	5 National Apple Turnover Day	6  National Fried Chicken Day	7 National Strawberry Sundae Day	8 National Chocolate Almond Day	9 National Sugar Cookie Day
10 National Piña Colada Day 	11 National Blueberry Muffin Day	12 National Pecan Pie Day	13 National French Fries Day	14  National Macaroni Day	15 National Tapoca Pudding Day
16 National Corn Fritters Day	17 National Peach Ice Cream Day	18 National Caviar Day	19 National Daiquiri Day	20  National Fortune Cookie Day	21 National Junk Food Day
22 National Penuche Fudge Day	23 National Vanilla Ice Cream Day	24 National Tequila Day	25 National Hot Fudge Sundae Day	26 National Coffee Milkshake Day	27 National Cream Brulee Day
28 National Milk Chocolate Day	29  National Lasagna Day	30 National Cheesecake Day	31  National Jump for Jelly Beans Day		

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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

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!!!

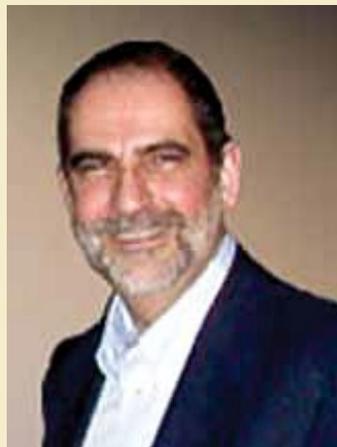
Please contact info@njbbt.org for more information.







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



Paul Sapienza
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**If you have any questions, feel free to
contact us at info@njbbt.org or call
732.618.8963.**

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trends, news and events by "Liking" us
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ask for Jay

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.**

