



INTERNATIONAL TRADE AT RISK

BELLISSIMO AT PIZZA EXPO 2020

By Daniel Thor, Bellissimo Foods

In the food industry there are so many events, conferences and shows that you could practically be at a different show every day of the year. In the pizza industry there are only a handful of shows that are worth paying attention to, the biggest being the Pizza Expo in Las Vegas.

So what makes the Pizza Expo so special? Besides the fact that it's the biggest show dedicated to Pizza in the world, it's the breadth of exhibitors that set it apart. From food manufacturers & equipment to marketing tools & POS systems, Pizza Expo really is a one stop shop

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VIRUS QUESTIONS

By Peter Thor, President, Bellissimo Foods

World news has been dominated lately by reporting on the "Coronavirus". Despite government assurances, the rapid spread, unknown contagion, and potentially fatal consequences rightly have created panic around the world. Perhaps time will prove all was an overreaction. Human and economic costs in many industries, including restaurants in tourist areas, will total in the \$billions.

We haven't seen any links yet between the Coronavirus and ASF (African Swine Fever), but the source of the outbreak (China) and the way they got started are eerily similar. The Coronavirus is suspected of starting in an animal meat market in China selling wild animals for food, with the virus communicable to humans and took off from there. In August 2018, the ASF is reported to have been started with contaminated wild meat being ingested by pigs which are omnivores. Both are highly contagious; Coronavirus human to human and ASF amongst animals and almost always fatal to pigs. There are no vaccines for either in the near term. While the world's attention has rightly focused on the former, the latter may well have greater economic and longer lasting consequences.

The rapid spread of ASF across China in 2019 created significant export opportunities for US and other international pork producers. In their recently released financial results, Tyson's CEO stated, "Our beef and pork segments performed well as the effects of African Swine Fever are beginning to materialize." Executives have said that they expect the swine flu to help its business by bolstering exports and pushing up domestic prices for meats. More than 40% of China's pork industry has been wiped out, killing an estimated 200 million pigs and resulting in a near doubling of pork prices. This disruption in pork supply has



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MARKET UPDATE

Dairy

	PRICE	LAST MONTH	DIFFERENCE
Mozzarella	\$2.083	\$2.095	(\$0.012)

Cheese block prices are finally depreciating after being the costliest for this time of the year in six years. Domestic Cheese exports in December were down 9.4% from the prior year but were the lowest for the month in five years.

Beef

	PRICE	LAST MONTH	DIFFERENCE
50% Trimmings	\$0.497	\$0.6780	(\$0.181)

The beef 50's have been one of the largest drags on the USDA cutout, but its likely to be a buying opportunity soon. Strength is expected to emerge on the fat trim deeper into winter and well into the summer months.

Poultry

	PRICE	LAST MONTH	DIFFERENCE
Wing (Jumbo)	\$1.942	\$1.7490	\$0.193

The chicken wing market is highly dependent on the product size. Jumbo and medium offerings experience some seasonally waning demand patterns. while offerings of small sized product remain tight to short of full buying requirements.

VIRUS UPDATE

(continued from page 1)

major implications for pork producers in the United States and ultimately will have cost implications for consumers. The USDA Economic Research Service reports that US pork exports to China in 2019 more than doubled from 2018. Prices of other meat could also rise as available global protein supplies get redirected to China, which consumes about 25% of the world's meat.

Since first reported, ASF has rapidly spread to other countries, first across Asia and more recently into Europe. Initially thought to have spread via infected wild boars, experts now know that it can spread via contaminated pork meat and even feed. Thailand and the Philippines blame smuggled Chinese pork for the source of ASF, while Korea's outbreak was likely caused by wild boars crossing the common border. Though ASF has not spread to the US, a recent Reuters article noted that Chinese pork was found in an airline passenger's bag upon arrival in Chicago. The disease has been detected in food products seized at airports in Japan, Australia, the Philippines, and Northern Ireland. ASF can survive for months in frozen or cured pork, infecting any pigs that eat it. While harmless to humans, it is highly contagious and kills every pig it infects.

Standard phytosanitary regulations have clearly not stopped the spread of ASF, as it has spread beyond Asia to European countries including Poland, Latvia, Belgium, Bulgaria, Hungary, and most recently Greece. France and Germany are killing hundreds of thousands of wild boars and building fences along borders to try to prevent the spread of ASF. But there's a slim silver lining. If we can keep this virus out of the United States, US producers will have tremendous export opportunities for at least the next several years. But, "if this gets in, it will destroy our (pork) industry as we know it" according to Dave Pyburn the National Pork Board's senior vice president of science and technology.

And the story is not just about meat. For US farmers of grains, this is bad news because China is the world's largest soybean importer, and almost all exported soybeans are used directly for feeding pigs. This will have a depressing effect on grain prices and may take up to 5 years to return to their previous numbers according to a Bloomberg report. Soybean prices indirectly affect wheat and other grains, which in turn impacts our industry cost basis for flour and dairy products including cheese. It demonstrates our interconnected international food world.

This is clearly a story yet to conclude, and we hope for our domestic food industry that it will do so happily.

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PIZZA EXPO *(continued from page 1)*

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Bellissimo, the nations leading Italian food service provider to independent pizza and Italian restaurants, has always had a presence at the show not only as a sponsor, but as an exhibitor as well. We value the discussions with operators, seeing the new items/trends and meeting with other food manufacturers.

At this year's Pizza Expo, Bellissimo, as part of the Bellissimo brand relaunch, will have some exciting new items & events for attendees. Not only do we have a large new booth, but we will also be cooking off some exceptional product, and presenting some great material with the help of Chefs Leo Spizziri & John Arena.



**Come See Us
Booth # 1769**

INTERNATIONAL
PIZZA EXPO

31 | **02** **2020**
MARCH | APRIL

LAS VEGAS, NV

Please see the below schedule for presentations at the Bellissimo Foods booth #1769.

TUESDAY 3/31/2020

10:30 - 11:30am

Detroit Style Pizza Demo – High Hydration Pizza Dough
Chef Leo Spizziri & Chef John Arena

3:45 - 4:30pm

New Pepperoni Lineup – Bold & Cup & Char
Chef Leo Spizziri

WEDNESDAY 4/01/2020

10:00 - 11:00am

Bellissimo Patent Flour – The Styles of Pizza You Can Make
Chef Leo Spizziri

11:00 - 12:00pm

The Versatility of Bellissimo Napoletana Flour
Chef Leo Spizziri

3:45 - 4:30pm

Upping Your Culinary Game w/Bellissimo's line of Fresh & Shredded Cheeses
Chef Leo Spizziri

We hope to see you at The International Pizza Expo!

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Market Update



We're Looking for Our Next PIZZA CHAMPION!

**Bellissimo and the
California Milk Advisory Board
invite you to ENTER the
REAL CALIFORNIA PIZZA CONTEST
and WIN \$15,000!**

TOTAL PRIZE MONEY
\$29,500

CONTEST ENTRY PERIOD
March 1 - April 24, 2020

12 FINALISTS
**ALL EXPENSE PAID TRIP
TO BAKE-OFF FINALS**
NAPA, CA
June 18, 2020



The Real California Pizza Contest is sponsored by the California Milk Advisory Board. Bellissimo is a proud supplier of California cheeses.

For more information, contest rules and to submit a recipe, visit www.RealCaliforniaMilk.com/Foodservice



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