

Seafood Industry Reps Will Gather Once Again at LM Headquarters for Cooked Shrimp Processing Certification School

Laitram Machinery will hold its 2009 Cooked Shrimp Processing Certification School, March 10-12, at its worldwide headquarters in Harahan, Louisiana. As co-host with the University of Florida, Laitram Machinery annually welcomes attendees from around the world for this three-day course that explores best practices in warm and cold water shrimp cooking.

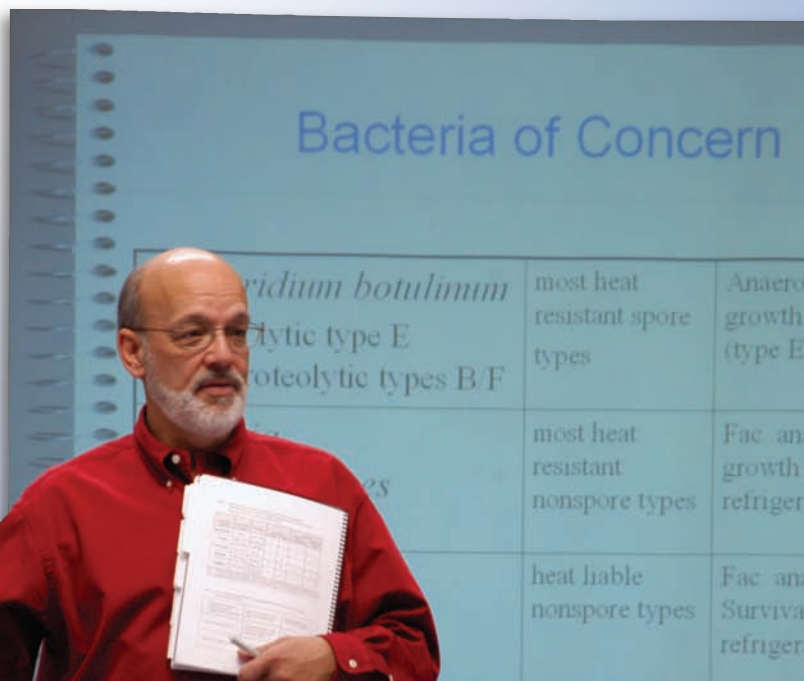
Seminars at the Cooked Shrimp School are dedicated to hands-on training and discussion of shrimp cooking, including such topics as assuring FDA compliance and maintaining cooked shrimp yield and quality. The school aims to inform participants of up-to-the-minute research and regulations and to provide a forum for discussion. At the close of the school, participants receive a formal certificate of completion that is recognized by various state and federal authorities as well as commercial interests around the world.

Cooked Shrimp School participants also have an opportunity to take advantage of the food, entertainment, and culture of nearby New Orleans. As a fifty-plus year veteran in manufacturing machinery for the shrimp processing industry, Laitram Machinery is able to offer the experience, expertise, quality equipment, and testing facilities needed to provide an ideal setting for shrimp cooking instruction.

Past attendees of the school have praised Laitram Machinery and the University of Florida for offering such a comprehensive, focused program

that's beneficial to a diverse group of shrimp industry members. Allison Williamson of Gorton's, a participant of the 2008 Cooked Shrimp School said, "I have learned about shrimp peeling, proper cooking, safety, phosphates, proper testing, moisture, and more. It is a great course. I would recommend it."

For registration information about the 2009 Cooked Shrimp Processing Certification School, visit www.laitrammachinery.com or contact Cindy Foremaster at cindy.foremaster@laitram.com. A registration form is also enclosed with this newsletter.



Steps toward Continuous Improvement



Barry LaCour
General Manager of Laitram Machinery

As we transition to fall weather in New Orleans, Laitram Machinery is continuing to transition to several new management and structural changes. Each step forward that our company takes right now is in concerted effort to provide our customers with the most competitive values while generating the profits needed to continuously improve our products and services.

Several of those changes involve redirecting the talent of some of our valuable staff members and also recruiting new talent to join our team. In the last edition of *Seafood News*, we introduced you to our new three-person management team at Laitram ApS in Denmark. In this edition, we'll introduce you to two newly appointed managers in the U.S. as well as our newest territory managers stationed in Asia.

We're also announcing the latest addition to our product line, the Model ABO Automated Box Opener. This machine

was developed to save labor for shrimp processors in a very specific task: emptying cardboard boxes of shrimp. We're excited to measure the efficiency gains that our customers will achieve with this new piece of equipment.

Finally, we're already looking forward to welcoming another group of enthusiastic members of the shrimp industry for our fourth annual Cooked Shrimp Processing Certification School in March 2009. With continued momentum from the 2008 school, we're planning for another great turnout of participants from each region of the globe.

I'm always interested in receiving feedback from our customers about the ways in which Laitram Machinery can better serve them. Please don't hesitate to email me at Barry.LaCour@laitram.com or call me at any of the following numbers: (office) 504.570.5200, (cell) 504.450.0304, (home) 504.837.2523.

Sincerely,
Barry LaCour
General Manager of Laitram Machinery

New Labor-Saving Shrimp Processing Equipment



Model ABO Automated Box Opener

Laitram Machinery's newest piece of shrimp processing equipment was developed to automate the process of emptying cardboard boxes of shrimp product. At a rate of sixteen boxes per minute or 4800 kilograms per hour, the Model ABO Automated Box Opener eliminates some of the manual requirements that are traditionally needed for this task.

The Automated Box Opener is designed to work in easy cooperation with a robot installed to transport cardboard

boxes from a pallet to the machine infeed. As the boxes travel through the machine, a blade slices the top of each box diagonally, from corner to corner, to cut the two plastic binding strips in one single process.

After cutting, the box is transported via conveyor belt to a precise position under a vacuum. (During transport, the plastic strips are completely removed.) The vacuum head descends and lifts the lid off of the cardboard box. The bottom of the box is then conveyed to a designated area for manual emptying.

If you would like to learn more about how the Model ABO can save labor in your shrimp processing operations, please contact Soeren Vedsted of Laitram Machinery ApS at 45-98-900780 or soeren.vedsted@laitram.com.



Recipe for Success: Vivenda do Camarão Improves Product Quality with Laitram Machinery's Shrimp Peeler

Vivenda do Camarão, an award-winning Brazilian restaurant chain, opened its doors over twenty years ago with an ambitious goal: to turn normally high-priced restaurant shrimp dishes into accessible, delicious meals that a greater portion of the Brazilian population could enjoy. Today, Vivenda do Camarão is a name that is known all over Brazil, with eighty-five restaurant establishments spread throughout the country.

The menu specialties include dishes such as shrimp in a four-cheese sauce served with rice and potatoes, and Bobó du Camarão, a dish of shrimp, coconut milk, cassava, rice, and an English sauce. The meals are pre-fabricated and pre-cooked in the company's central processing plant in Cotia, São Paulo, prior to being frozen and delivered to each restaurant.

In the 3,200-square-meter plant, more than 1,200 tons of seafood are processed per year. Using high-technology, exclusive equipment and a cook-chill method of food preparation, Vivenda do Camarão produces 50,000 meals per day.

Maintaining the quality of its shrimp is an effort that the company has monitored and improved upon over the years. Most recently, the company's purchase of a Laitram Machinery Model A Peeling Line has delivered the greatest improvements in reduced labor and quality control in many years.

Processing Challenge


Vivenda do Camarão originally purchased shrimp from a supplier already peeled. In effort to reduce costs, the company subsequently switched to purchasing shell-on, headless shrimp and employing workers to hand-peel and devein the shrimp in the factory. As the factory continued to increase production, this practice became less cost-effective as labor needs increased.

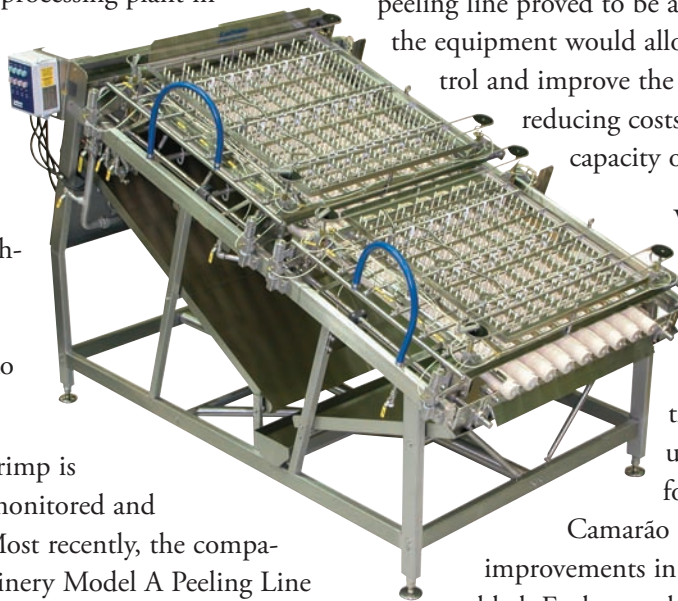
Interested in learning about how Laitram Machinery's warm water peeling line could reduce costs and regulate quality by automating their shrimp-peeling operations, Vivenda do Camarão met with representatives from Laitram Machinery at the 2007 Seafood Processing America trade show in Boston, Massachusetts, and the 2007 Seafood Processing Europe trade show in Brussels, Belgium.

Laitram Machinery Solution

When comparing the price of the equipment versus the value of the benefits it could bring, the Laitram Machinery peeling line proved to be a cost-effective solution. Installing the equipment would allow Vivenda do Camarão to control and improve the quality of its peeled shrimp while reducing costs and increasing the production capacity of its facility.

Vivenda do Camarão was very pleased with the service and expertise that Laitram Machinery provided, from the purchasing stage through the installation process. And after using the automatic peeling line for over six months, Vivenda do Camarão is still quite satisfied with the improvements in efficiency that the equipment has enabled. Each month, the Laitram peeling line processes approximately seventy tons of *Penaeus Vannamei*, from 21-25 to 91-110 HLSO.

The equipment has enabled increases in production capacity as well as quality. The company now achieves less weight loss during the peeling process than previously experienced with manual peeling. With the help of Laitram Machinery's equipment, Vivenda do Camarão is continuing to bring high-quality seafood meals to Brazil's population. Together, the companies have created a dual recipe for success. 



Laitram Machinery Team Expands to Better Serve Customers Globally



Daniel Hill
Automation and Controls Manager

Daniel Hill manages the Automation and Controls Group at Laitram Machinery. Although Daniel is not new to LM (he gained the last ten of his fifteen years of electrical experience here), Daniel's group is newly created to place more emphasis and focus on the technology that Laitram Machinery uses in its machine control systems. "It is our goal to provide our customers with the latest technology, the most robust and trouble-free controls to minimize downtime due to electrical failure, and a complete equipment package that satisfies their needs," Daniel says.



Brian Trapani
Sales Engineering Manager

After spending the last decade working in design, manufacturing, sales, and new product development on Laitram Machinery's engineering team, Brian Trapani is now focusing his expertise on equipment and parts sales worldwide. As Sales Engineering Manager, Brian manages all LM sales engineers and territory managers, overseeing customer accounts and equipment installations. With in-depth experience planning and executing equipment installations globally in both warm and cold water processing operations, Brian is a valuable resource to customers for optimizing equipment performance.



Fam Kow Mung
Territory Manager, Asia Pacific

As a Laitram Machinery Territory Manager, Fam Kow Mung is responsible for coordinating all aspects of equipment sales in the Asia Pacific region. With more than ten years of experience in providing sales, marketing, and service to this region, Fam's greatest focus now is thoroughly understanding customers' specific needs, identifying areas for improvement, and making sure customers receive the best processing equipment to meet their expectations and improve their operations.



Philip Choo
Territory Manager, Asia Pacific

As Territory Manager alongside Fam Kow Mung, Philip is also responsible for developing and maintaining sales opportunities in the Asia Pacific region. With a background in international trade and the development of seafood industry products in Malaysia and Thailand, Philip brings his sharp analytical skills and problem-solving abilities to Laitram Machinery with the goal of providing comprehensive shrimp processing solutions to LM customers. By working closely with customers to fully understand their needs and processing operations, Philip will help them to improve product quality, increase yields, and improve hygiene to meet FDA/EU standards. "Overall, customers will benefit from more productive, consistent, and reliable machinery that will increase production turnovers in future growth. In turn, end users will enjoy safer and more affordable seafood products," says Philip.

EVENT CALENDAR

The Cooked Shrimp Processing Certification School

March 10 - 12, 2009
Laitram Machinery Headquarters
Harahan, Louisiana USA
www.laitrammachinery.com/Shrimp_School.aspx

Seafood Processing America 2009

March 15 - 17, 2009
Boston Convention & Exhibition Center
Boston, MA
Booth #1569
www.seafoodprocessingamerica.com

Seafood Processing Europe 2009

April 28 - 30, 2009
Parc des Expositions
Brussels, Belgium
Stand #5561
www.europrocessing.com

