

FOOD & NUTRITION

VitaPro Foods Inc. is a Canadian company whose initial products were geared to supplying the enormous world-wide demand of the armed forces, famine and disaster relief. "VitaPro" enhances any cuisine, regardless of ethnic or national origin and has established contracts in more than nineteen companies worldwide. The products have since been introduced into corrections, hospitals, nursing homes, schools and congregate dining facilities with much success. VitaPro Foods has quickly learned that these institutions want food and labor cost savings, convenience, versatility and nutrition. The company's diverse experience in feeding a number of markets has led VitaPro to create new foods for a new era in food services.

REDUCE FOOD COSTS

"VitaPro" products help you hold the line against rising food costs. You get the taste and texture of meat in your usual recipes in half the time and you spend a whole lot less. Better yet, "VitaPro" nutritionally improves your menus.

NUTRITION, INNOVATION AND SERVICE = SUCCESS

Made from textured vegetable protein and a unique combination of healthy vegetable-based ingredients, "VitaPro" products come in beef or chicken-type flavors and also a beef-style burger mix. To satisfy demand for cost-effective, vegetarian, Kosher and Halal products, there are now six "All Faith" shelf-stable, individual entrees available.

"VitaPro" products contain:

- no MSG
- no cholesterol
- no animal products or fats
- no artificial additives

"VitaPro" products are nutritionally fortified to meet FDA requirements as meat replacements. With a vitamin and mineral profile similar to meat, the products are low in fat, have no saturated fat or cholesterol, and are a good source of dietary fibre.

Although there are many manufacturers of textured vegetable protein (TVP), VitaPro Foods Inc. is in the forefront of producing innovative vegetable protein foods to meet the changing needs of today's correctional foodservice industry.

Many experienced correctional foodservice professionals have had excellent success with "VitaPro." Jerry Hettler, Food Service Administrator, FCI Seagoville, TX says "my original goal was to find a nutritious, cost-effective product for my religious and medical diets. I've tried other TVP products but they just weren't palatable. "VitaPro" was so well accepted that requests from inmates eating general diets came pouring in. In my 13 years as a food service professional in corrections I have never before seen this type of positive response. "VitaPro" is definitely a home run."

In line with their great success in the correctional market the company continues to recruit high profile staff with a wealth of experience to represent their products.

Azie Taylor Morton, former United States Treasurer is a key marketing consultant for "VitaPro" based in Austin, TX.

Dorman Johnson, recently retired from the FBOP as Associate Warden/Operations at the Federal Correctional Institution, Lompoc, CA and ACFSA past-president, is now a "VitaPro" consultant. Johnson brings with him numerous years of correctional experience and is considered to be one of the most knowledgeable people in the industry. He explains that after seeing Denis Roy, Executive Chef for "VitaPro", prepare the products at the federal staff training facility in Denver, CO, he was so impressed that he knew these products were a natural for the correctional market.

SAVE SPACE

"VitaPro" offers incredible opportunity for today's correctional foodservice staff who are challenged with not enough time, refrigeration and freezer storage space. Unlike fresh or frozen meat, "VitaPro" does not have to be kept refrigerated or frozen thereby reducing demands on valuable space. The fact that the products are dehydrated and have a very low fat content means they can be safely and conveniently stored for at least 18 months.

FOOD SAFETY BENEFITS

"VitaPro" products naturally offer food safety benefits. Reduce your worries about safely storing, defrosting and "browning off" poultry or ground beef. All products are free of microbes and bacterial contaminants that are, all too often, present in meat. However, once rehydrated these products must be treated with the same respect and care as higher risk animal products.

SIMPLE TO USE

"VitaPro" beef and chicken flavor and burger mix come in convenient 33 pound (15 kg) plastic pails. The recyclable plastic pails become the measuring vehicle during recipe preparation. By establishing contracts of reasonable duration, like one year, you avoid price fluctuation and the monthly work of putting meat out for bid.

The first step is rehydrating "VitaPro" products with water. A little goes a long way. In most applications you combine one pound of "VitaPro" with four pounds of boiling water to yield 5 pounds of finished product. Cook for seven to ten minutes, then add the remaining ingredients for that recipe and simmer for approximately fifteen minutes. It's that easy.

Think of it this way. A ground beef recipe to serve 500 (yielding

3.5 oz/100g servings) which usually calls for 50 pounds of ground beef can be made with 10 pound of beef flavored "VitaPro." Using volume measurements instead of weight, recipes are prepared with one part VitaPro to two (up to 2.25) parts boiling water.

REPLACE MEAT IN YOUR RECIPES

Don't think of "VitaPro" products as only being suited for vegetarian meals. The products easily replace meat in your current recipes. Opportunities are endless, from chicken noodle and beef minestrone soups, chili and spaghetti sauces, to burger patties, "chicken" type salads, cacciatore, tetrazzini and a la kings.

"VitaPro" products also combine with meat in more dense entrees like Shepherd's pie, meat loaf and beef or chicken pies.

VitaPro: Creating New Foods for A New Era

Of course, using "VitaPro" as a meat replacement results in the biggest cost savings. Thirty great tasting, prison-tested recipes are available in the "VitaPro Cookbook" to help make the transition in your food services an easy one.

As an example, consider a recipe for an Italian style spaghetti sauce made the traditional way with ground beef or with beef flavor "VitaPro." Every time this recipe is made for 500 people you save between 30-45 percent. Just think of it. If spaghetti is served twice a month, imagine what the savings will do to your bottom line at the end of the year. This is for one dish only! During these times of economic hardship "VitaPro" products give you the opportunity to let your administrators know that you have the ability to make big cost savings!

NEW "ALL FAITH" SHELF STABLE MEALS.

Today's prison population is more culturally diverse. "VitaPro" easily satisfies a wide range of dietary requirements for lifestyle, medical and religious diets. The "All Faith", shelf-stable, single-serve entrees, taste great and are available in six different varieties including chicken flavor "a la king" or tetrazzini, and beef flavors with either barley, broccoli or lentils.

The vacuum packaged entrees

are ten ounces each and conveniently packaged in ready-to-serve bowls that are reheated in the microwave, steamer, or boiled in the original container. Vegetarian, Kosher and Halal- no problem! These new entrees are significantly lower in cost than frozen Kosher TV style dinners. A simple, economical answer to your religious and vegetarian meals.

TIPS FOR INTRODUCING "VITAPRO" INTO YOUR FACILITY

You may be wondering how you could possibly get your toughest clients to all of a sudden turn around and start eating meat look-alike soy protein. Real prisoners only eat meat, right? Wrong!

It is easy to fail at introducing changes in food services if we simply order in a product and tell everyone we were going to start using it!

Denis Roy, Executive Chef for VitaPro Foods, is a master at creating in the gourmet realm. A winner of gold medals at the Culinary Olympics in Germany, Chef Roy was quick to embrace "VitaPro" products and find wide application in the correctional foodservice environment. Recognizing that each of us work in situations that are somewhat unique, Roy offers the following tips to help you develop your own plan to successfully introduce "VitaPro" products in-house:

- don't plan on "sneaking" "VitaPro" into your recipes. These products are good performers that inmates and staff can easily understand and appreciate.

- develop your "communication strategy" using a positive approach to pave the way for change. Human nature dictates that we can be resistant and resentful of change. To win support and reduce anxiety involve your staff and inmates as much as possible; explain the reason of the changes; let them make suggestions and sample "VitaPro" recipes. Consider developing a short in-service program. You will end up with more enthusiastic supporters if they are a part of the decisions and understand the products.

- don't forget the key players in your institution. Gain the support of senior managers and administrators, correctional and health care staff. The cost savings, nutritional benefits and versatile application to regular meals and medical, religious and lifestyle diets offered by "VitaPro" are major selling points.

- remember that "VitaPro" takes great pride in their products and offer a complete package of hands-on education and service. They will visit your institution and meet with food service staff and administrators. All of the food service staff will be shown how to make the recipes and how to work with the product.

- introducing "VitaPro" into recipes will not take more time.

Initially there will be a learning curve, like making any other changes. You are going to eliminate labor involved in from-scratch cooking that required you to defrost and cook off meats and recipes will cook a lot faster.

- do your homework. How much are you currently spending on ground beef or poultry and diced poultry? How much less can you spend with "VitaPro"?

- look at your current recipes and menu and identify the "no brainers" where "VitaPro" can fit in initially and most easily. Spaghetti sauce, chili and soups are easy to start with. Make soups with VitaPro beef or chicken instead of meat bases and meat.

- don't forget your breakfast menu. Beef flavor "Country Breakfast" is very good served alone or with biscuits and it is much more healthful than typical breakfast meats like ham or sausages.

- if you use an alternate entree or second choice, use "VitaPro." It will be low cost, no-pork, vegetarian and low fat, etc.

- while reducing your meat use, you can also review recipes to make them more healthful in other ways. Reduce the amount of oil used in recipes. If you haven't already done so, switch to a vegetable shortening instead of animal based fats.

Finally, don't forget to collect the "evidence." Compare how much you were spending before on meat that has been replaced by "VitaPro" and report your savings. It is not hard to show that these products are winners.

EXPERIENCE OF TEXAS DEPARTMENT OF CRIMINAL JUSTICE

The Texas Department of Criminal Justice has one of the most rapidly growing inmate populations which makes cost-effectiveness, versatility and labor savings absolutely crucial. Quick to appreciate the benefits of "VitaPro" the products were introduced to all correctional facilities throughout their system.

Janie Thomas, Food Service Director of TDCJ, says "VitaPro" products work phenomenally well in our system. We are currently using "VitaPro" for 30 meals per month. With our tight bottom line, "VitaPro" delivered savings in labor and food dollars instantly--a necessity in our rapidly expanding system."

In a unique partnership, the TDCJ has teamed up with VitaPro Foods Inc. to represent and distribute their products to the correctional food service market.

Find out for yourself about the unique appeal, nutritional value and major cost savings of "VitaPro." Ordering and shipping arrangements for correctional facilities can be made by contacting Bill Thornton, Sales Director for Texas Correctional Industries. (See full page ad on the back cover of this publication).