

REAL®

Link-Letter

Issue 93, Spring 08

Information is key

There are many clichés to do with knowledge and information. Perhaps two of the best known are: “We are living in the Information Age” and “Knowledge is Power”.

Our customers have relied on DeWied to bring them information throughout our history. Information about products and services. Information about the market. Information that helps your business. Information is the most valuable resource you can have to help you be successful in your business. The problem today is that there is so much information available and much of it is conflicting. You are busy running your business and you don't have time to find all the information that could be useful, much less sort the wheat from the chaff.

So starting next link letter buying customers will receive an additional insert with information we feel is helpful to you. You are our valued customers and if you are successful then we will be successful, so we aim to help you succeed. We intend to cover many topics, but we would welcome your input if there are specific issues you would like us to cover.

Howard de Wied
President, DeWied International, Inc.



Industry News

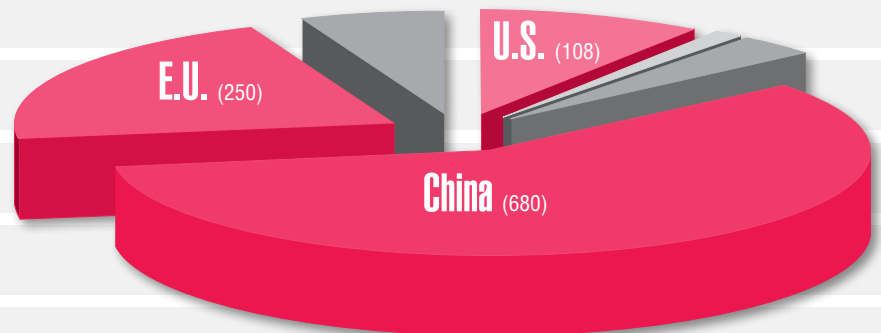
Global Issues Affect World Casing Supply

Howard de Wied

Did you know that casings are a globally traded product? Did you know that China accounts for more than 50% (53.5% according to the USDA, 55% according to EU statistics) of the world's pork kill?

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World Pork Supply (in millions)

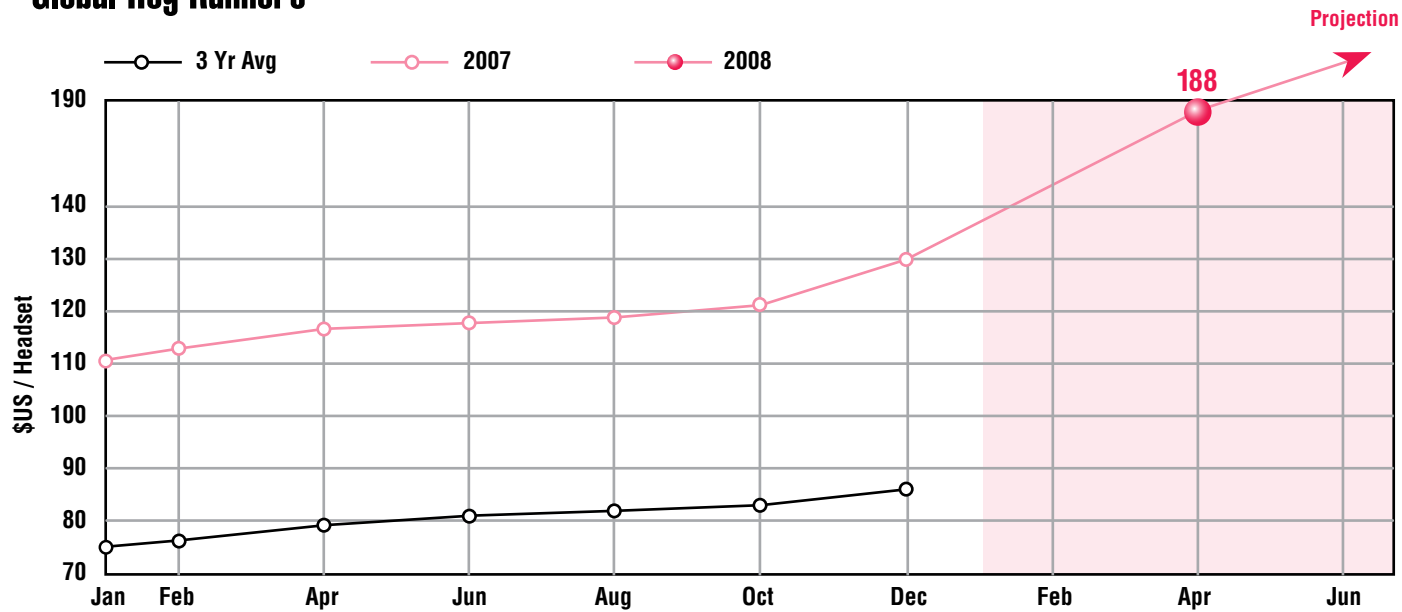


Total 1.1 Billion Animals

Source: Company best estimate

Industry News

Global Hog Runners



Global Issues Affect World Casing Supply

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Translate that into casings and you have China contributing the majority of the world's casing supply.

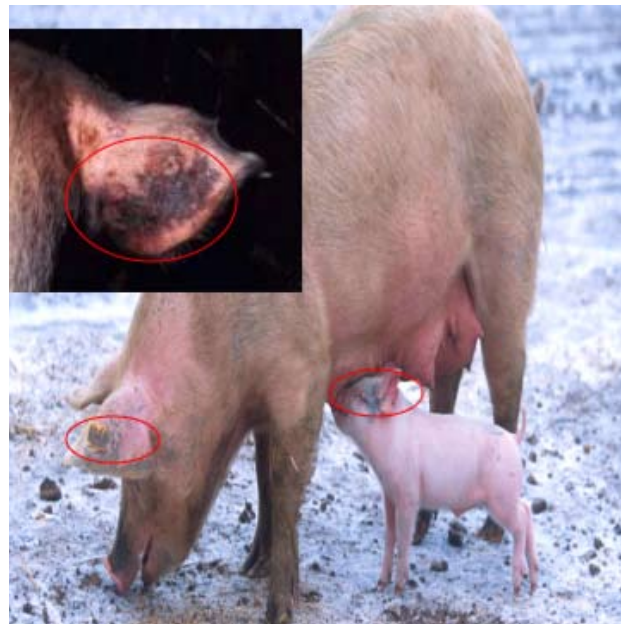
Recent events such as Disease, Inflation, Higher Feed Cost, and Labor Shortages have all affected casing supply.

Since the middle of last year the kill in China has declined by between 40% and 60% mainly due to an outbreak of Blue Ear Disease. See Fig. 2

This massive drop in supply has caused prices to accelerate rapidly. In fact the world market for hog casing has been increasing in price constantly over the past 5 years. The price of raw material as reported on The Jacobsen has almost tripled since January of 2003.

The shortage is so severe that the Chinese are actively seeking to buy US and European raw materials for use in China.

Porcine Reproductive and Respiratory Syndrome (PRRS), or blue-ear disease, is a disease that has wiped out millions of pigs in China in the past year. PRRS is caused by a virus in the arterivirus family



What Does it Mean to You and Your Business?

First, be prepared for the higher prices. A reduction in supply of this magnitude is bound to cause large price increases regardless of the source of raw material because we are in a global market. Second be more conscious of the Quality of the casings you buy. In these kinds of markets the quality of casings supplied in the general market goes down.

What will DeWied Do for You?

We will treat our customers fairly. We will maintain our quality standards. Our "Real" brand casings are the only branded natural casings in the world and they have a guaranteed standard. This will not change just because the market has changed.

We will continue to supply loyal customers. DeWied has contracted sources of raw material of non Chinese origin. Our supply is secure, but limited. Customers must continue to buy according to their normal forecasted quantities.

We can provide a full line of casings. If you have been buying other kinds of casings from other suppliers, we offer you the chance to bundle your purchases together and this can help to offset part of the price increase on hog casings.

DeWied has all the casings and ideas for your sausage products.



Real™ Natural Casings

For Traditional sausages with a snappy bite.

Hukki

For netted deli products with an old world look.

DeWied Fibrous Casings

For smoked, or dried lunchmeat and deli products.

Cellulose

For skinless sausages of all kinds.

Pro-Line Collagen

For exact portion controlled fresh, processed and snack stick sausages.

ADVA Plastic Casings

For cooked lunchmeats, D-shaped deli products and whole muscle or ground meat forming.



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There are 2 great reasons to order your fibrous casings early this season from DeWied.

Order early and get:

- > **Guaranteed Delivery or your order is FREE!***
Order your Pride of the Hunt™ standard stock, venison fibrous casings now from DeWied and we will guarantee that your order will deliver on or before your requested date, or your fibrous order plus freight are FREE!
- > **Early order discounts!** Get early order discounts on Pride of the Hunt™ fibrous casings when you order before June 30th 2008, to be shipped after Sept 2nd, 2008. All orders must be received before Dec 10th, 2008

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