

Chairman's Message

Dear Friends:

It has been a while since my last message to you, the members of our wonderful association INSCA, in the *Natural Link*. I tell you now, it won't be as long until you hear from me again in volume two! I hope this issue of our newsletter finds you and your families well. I am very much looking forward to seeing so much of our INSCA "family" in Cairo in just a few short weeks! Speaking of families, be sure to ask me about my new grandchild!

This annual meeting of "firsts" will be one of the best INSCA meetings in years! A new venue outside of Europe, an expanded meeting format featuring SWG and new product seminars, and the participation of host-country, non-members will bring in a fresh, new wind to INSCA. The social events and especially the optional tours organized by Mounir Shehfe, give members the most flexibility for sight-seeing at any INSCA meeting in memory! This Fortieth Anniversary INSCA meeting should not be missed!

I hope many of our members will take the opportunity to advertise in the INSCA yearbook in honor of forty great and memorable years. If you have questions

about advertising, please direct your inquiries to the Executive Secretary at insca@aol.com.

Your participation and input in this new style of meeting will contribute to charting INSCA's course in the coming year. Friends, come to Cairo and let your voice be heard! Come to Cairo to hear about FMD treatments for natural casings that the SWG has been researching utilizing ozone and

**Come to Cairo
and help determine
how INSCA's
resources can best be
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phosphates. Come to Cairo and help to determine how INSCA's resources can best be used in the future. It is my belief that we need to roll up our sleeves and work now, in advance of crisis or hard times should they come down the road. Come to Cairo to hear of our membership drive in China. Come to Cairo to learn how "Traceability" is more than just a buzz word and how it will affect your company in the coming months and years.

I feel, given the present state of affairs in the Middle East, I must again stress the safety of Cairo in general and the Grand Hyatt in particular. The Egyptian people are warm and friendly and the pro-business government takes a no-nonsense approach to security. The hotel staff is top notch and eager to assist guests. The hotel facility is impeccable and you will be glad you came when you watch the sun set on this ancient, sprawling city from your balcony high above the Nile...believe me, you will not be disappointed!

In order to conduct the smoothest meeting possible, please remember to get your meeting registration materials to the INSCA HQ as soon as possible. A strong turnout for the meeting combined with constructive participation by the rank and file members at the seminars, workshops and, of course, the General Session makes our association and our industry stronger.

Lastly, I would like to thank Joshua for his work on behalf of INSCA and offer my best wishes to him in his future endeavors, while at the same time, welcoming back our old friend Glenn Fellman to the role of Executive Secretary!

**Sincerely,
Manfred Grundt**

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Executive Secretary's Report

By Glenn Fellman

INSCA members can look forward to one of the most exciting conventions in the history of the association. Next month's meeting in Cairo offers a great program, lively social events, and a remarkable setting.

By now you should have received the official brochure and registration forms for the 40th INSCA Annual Meeting. The brochure is also available for download at the INSCA Web site. We enthusiastically invite you to participate in this historic gathering to be held May 24-29, 2005 at the Cairo Grand Hyatt! This beautiful facility will most assuredly exceed your expectations as a business professional and a world traveler.

Upon arrival at the airport in Cairo, you will be greeted by a member of the convention team in the terminal as you deplane. You will be escorted through the passport control area of the Cairo Airport prior to transportation to the Grand Hyatt. Please note, there is a space on the meeting registration form for including flight numbers to take advantage of this valuable service. If your flight information is not available at the time of your registration, please remember to fax or email it to the INSCA office as soon as you have booked your flight! The Cairo Airport, albeit a thoroughly modern facility, can be confusing and hectic after a long flight.

A visa is required for all nationalities and are easily issued at the airport upon arrival for most nationalities. Visas are payable in foreign currency. Please refer your questions to the INSCA office for specific information on country of origin procedures.

From a social standpoint, this year's meeting promises to be a memorable one with a Bedouin Dinner at the foot of the Pyramids at Giza and a free, sponsored daytrip to Alexandria complimenting the usual array of cocktail and dinner parties. It will surely be a spectacular week!

We look forward to welcoming you to Cairo, and hope you will join us! Please remember to register as soon as possible and to pay your 2005 membership dues if you have not done so already.

On a final note, I would like to thank Joshua Hull for his many years of service to INSCA and its management company, FBC. Joshua has chosen to pursue other career opportunities, and he does so with our full support and cooperation. During the roughly two years Joshua served as INSCA executive secretary, his work assisted the association in many important accomplishments. I will be serving as INSCA executive secretary from this point forward. It is my great pleasure to once again be so directly connected to the membership and I look forward to seeing you in Cairo next month! •

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Government Report

*By Shirley Coffield,
INSCA Trade Counsel*

INSCA members continue to have a variety of problems related to exporting casings to major markets and in connection with importing from some important markets. We have been involved in a number of issues that confirm our view that one of the most important things we can do is to encourage governments to harmonize their regulations affecting casings trade.

Certificate Issues:

EU: Members continue to have problems in ensuring certificates for shipment to or through the EU are correct. The enlargement of the EU to include several other countries has resulted in translation lag times for certificates. Also, there has been a problem with exporters frequently not filling out Part B of the certificates, which is required of all casings transiting through the EU to non EU countries. Under the new rules, those casings must meet all the same conditions as direct imports, and Part B must be filled out. Exporters should always check the EU website for appropriate certificate information. We are also here to help if problems occur.

China: Members are still adjusting to the new EU certificate requirements for export from China. The details of the requirements are just now being circulated and it now is reported that the EU will require that the lab results be attached to the required statement - as a way to verify

testing sufficiency and the competent authority status of certificates. Please be aware that the EU retains its right to test product entering the EU and random testing can be expected to continue. Since many shipments go to the EU before going on to other countries, those exports need an EU certificate and a certificate for residue testing, as has been reported by INSCA in the Natural Link last winter. We recommend that exports from China be accompanied by the appropriate certificate if there is any possibility that the product will end up in the EU or will transit the EU.

Trade Problems:

Japan: Japan continues to prohibit the importation of any sheep casings that have been in the EU, US or Canada, due to BSE status of those countries. This has been a problem with respect to casings from Australia and New Zealand which might have gone to those countries. The Japanese Association, the SWG and US officials have all approached the government of Japan on this issue. As Japan is now making some domestic changes in its BSE surveillance and testing program and is in discussions with the US about opening the beef trade, we are hopeful that this issue can be addressed again in the near future.

US: The US continues to prohibit the importation of beef rounds from all countries, including BSE free sources in South America and Australia/New Zealand. NANCA has been working with US officials on a new determination that will allow this

trade, but the issue has been caught up in the latest BSE findings in Canada. In addition, the APHIS/USDA rules that would have established a new "minimal risk region" for BSE that would include Canada, has been stopped by court action, which has further complicated the efforts to reopen trade. NANCA has been seeking support from affected countries. The Government of Australia has been very supportive and has made several requests to USDA on this issue. NANCA has also requested help from members in Brazil, since currently, the only product allowed in has been casings from pre January 12, 2004 slaughter which is coming from Brazil and which is in scarce supply at this time.

Brazil: Despite rumors to the contrary, it appears that Brazil is still not accepting hog casings from China, due to issues of classical swine fever. The Brazilian Association has reported that the Ministry of Agriculture is studying how to sterilize the casing and what kind of chemistry is necessary to destroy the CSF virus.

Brazil: The Brazilian members are reporting that USDA has begun visiting meat processing plants in Brazil and has lifted approvals for export to the US of several, without notice after inspection. As of yet, no companies or slaughterhouses processing casings have been affected. We are checking to see what the cause of this action and whether it might affect our product.

Disease Updates:

FMD: There have been two

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recent outbreaks of FMD reported, both on March 25, in Colombia and Hong Kong. This is the first finding of the Asia I type of FMD in Hong Kong, and was first found on March 9. Type 0 has been endemic in Hong Kong and is controlled by a vaccination program.

In January, the OIE restored the status of FMD free with vaccination to Argentina situated north of the 42 parallel and Paraguay, effective January 19, 2005.

Classical Swine Fever: An outbreak of Classical Swine Fever was reported in Russia on February 11, 2005.

Continuing Issues:

Wood Pallets: Countries are continuing to change regulations so as to

prohibit or require special certifications for wood pallets. We will give a more detailed report on this issue in the convention report.

Country Rules of Traceability:

The EU has a new system of food traceability that went into effect on January 1, 2005. It is also likely that countries will begin to have specific traceability requirements for animal products that may be stricter than those for general foodstuffs. Currently countries have diverse rules on what level and method is required to trace product. The SWG is looking into this issue and will be preparing a report for members. We will report as particular country regulations begin to affect our members. •

CNSCA Regional Report

*By Mr. Ning Yongzhan,
CNSCA Secretariat*

The China Natural Sausage Casing Industrial Annual Meeting was ceremoniously held in Nanjing, Jiangsu, China, November 17-19, 2004. The participants included leaders from various Chinese agencies including representatives from AQSIQ Food Safety Bureau, CNCA Department for Registration, the China Meat Association and CIQs from Shanghai, Jiangsu and other provinces and cities. INSCA Chairman Manfred Grundt, INSCA Executive Secretary Joshua Hull, JSCIA President Yozo Kawamura and Secretary General Shigeyoshi Hosogai, along with representatives of foreign customers, journalists and CNSCA member representatives, brought total attendance to nearly 150 people.

On the afternoon of 17th, the 9th CNSCA Standing Board Meeting of the 2nd term was held. The arrangements for the agenda of the general meeting were carefully discussed and

a list of 20 excellent companies and the decision to commend them were reviewed and approved. The situation of financial revenue and expenses was reported. The eliminating investigation was performed on the current situation of 119 casing processing and exporting companies that have EU registration. At the same time, some specific matters were carefully studied and a series of decisions were made.

At CNSCA's Reception Dinner Party later that evening, Chairman Li Xizhong delivered the toasting address, expressing a warm welcome to the assembled leaders, international friends and company representatives attending the meeting. Mr. Li expressed his sincere appreciation to all of the persons from each field who have supported and aided the development of the industry. Registration Deputy Section Chief Mr. Chen Haiyang also delivered an address and expressed congratulations for a successful meeting.

The annual meeting officially began on the morning of 18th and was chaired by Standing Vice

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Chairman/Secretary General Mr. Liang Xunda. First, Chairman Li Xizhong gave the working report, reporting the summary of the working situation in the past 12 months, carefully analyzing the domestic and international market situations, thoughtfully planning and deploying the next works of the association. INSCA Chairman Mr. Manfred Grundt, AQSIQ Food Safety Bureau Deputy Director General Mr. Bao Junkai, JSCIA President Mr. Yozo Kawamura and Secretary General Mr. Shigeyoshi Hosogai, and China Meat Association Vice Standing Chairman Mr. Deng Fujiang gave important addresses. They expressed in their addresses their congratulations for the smooth holding of the meeting and extended praise regarding CNSCA's works during the past 6 years. At the same time, it was unanimously expressed that they will continue to strengthen their support to CNSCA. At last, Mr. Deng Fujiang announced the decision on commending 20 excellent companies from the China Natural Sausage Casing Industry, and an awards ceremony was held for the companies.

The CNSCA SWG (Extending) Meeting was held on the afternoon of 18th, and chaired by SWG Chairman Mr. Liang Xunda. The meeting focused on how to better control chemical residues and improving the sanitary quality of the products.

INSCA Vice President Mr. Peter Gelhard and Executive Secretary Mr. Joshua Hull, JSCIA President Mr. Yozo Kawamura, China Meat Association Standing Vice Chairman Mr. Deng Fujiang, and CNSCA Chairman Li Xizhong and Vice Chairman Mrs. Jin Meiyu gave remarks on the meeting. Commercial Administration Slaughtering Technical Identification Center Prof. Gong Haiyan gave detailed statement on the establishment of HACCP in casing industry and the implementing of HACCP applying rule.

Chinese and foreign company representatives had free business negotiations on the morning of 19th. In the afternoon a large contingent of meeting attendees visited Jiangsu Jintan Casing Company's casing processing factory and pig farm in the countryside. In the evening, CNSCA Sanding Vice Chairman, General Manager of Jintan Casing Co. Ltd, Mr. Shen

Lunchun invited all of the participants to a lavish dinner party in Jintan's finest restaurant.

The 2004 China Natural Sausage Casing Industrial Annual Meeting closed successfully with the common efforts of all of the participants. The meeting successfully finished each items on the agenda and reached the expected effects. What we need to specially point out is that this meeting received, from the preparation period till the end, big supports of Jintan Casing Company. Hereby, we would like to express our sincere appreciations to them! In all, this meeting is a very successful one. The cohesiveness and influencing power of the association was further strengthened through this meeting. Member companies also deepened their mutual understanding and strengthened their friendship. We believe the natural sausage casing industry will develop forward constantly only if all of us cooperate together with good faith and bravery! In the meantime, we also sincerely hope friends from each field will continue to care about and support our association works as they did before, and let's be of better service for the industry. •

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Member News

Recently, ENSCA President and Past Chairman of INSCA, Lex van Hessen sat for an interview with a Chinese newspaper and spoke of (among other things) the history of his firm's involvement in the natural casing trade in China. Some interesting facts regarding the rich history of VAN HESSEN B.V. appeared in the article.

In 1902, Ludwig van Hessen opened his casing company in Groningen, in the north of Holland. The company was then known as S. van Hessen & Zoon, named for Salomon, the father of Ludwig. This name not only honored his father, but gave the impression that the company was already well established!

Although Groningen was a regional agricultural center, Ludwig saw that the long-term success of his fledgling company depended on a move to the major port city of Rotterdam, which was executed in 1914. Ludwig was keen to expand his business, but found his competitors had collared the bigger contracts in the Netherlands' natural casing trade. This led him to China. Van Hessen began to import large quantities of casings from the Chinese town of Tsingtao, which were re-selected, re-

packed and sold to Dutch and American companies at handsome margins.

In those days telephoning to China was not an easy matter, and it cost a fortune. Communications between the company and China were conducted almost exclusively by telegraph, using a trade code that was



Lex van Hessen

subsequently confirmed by letter. It was Paul van Hessen, nephew to Ludwig and father of Lex, who would cycle to the Chamber of Commerce to have the messages decoded.

Tragically, Ludwig and many members of the van Hessen family were murdered in the concentration camps during World War II. Paul van Hessen escaped to England in 1942, and served in the Royal Air Force. At

the conclusion of the war, Paul returned to the Netherlands to become the successor of his uncle, and to begin the task of restoring the company.

In 1968, Paul began to rebuild the company's relations with China, traveling there to purchase goods. Patience, persistence and an ability to adapt to the Far Eastern business culture served Paul well in his negotiations in China.

Paul's son Lex exhibited at an early age a gift for commerce and an enthusiasm for following in his father's footsteps. In 1974 he traveled for the first time to China. The first casing factory jointly owned by a Western company was opened by Van Hessen by 1979. Paul retired in 1983, giving charge of the growing, international concern to his son. Under Lex' direction, Van Hessen BV expanded inexorably with affiliates and operations across Europe, America, Australia and Asia by 2002.

Paul van Hessen was awarded an official prize for friendship by the Chinese Government for promoting good relations between the Netherlands and China shortly before his passing in 2001. •

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