



2011

TECHNICAL
CONFERENCE

WELCOME & OVERVIEW



Jim Kabbani
TIA Executive Director

Agenda

- Opening Prayer
- How To Get The Most From This Event
- How The Market is Growing
- How TIA is Working For You

In Memory Of Irwin Steinberg

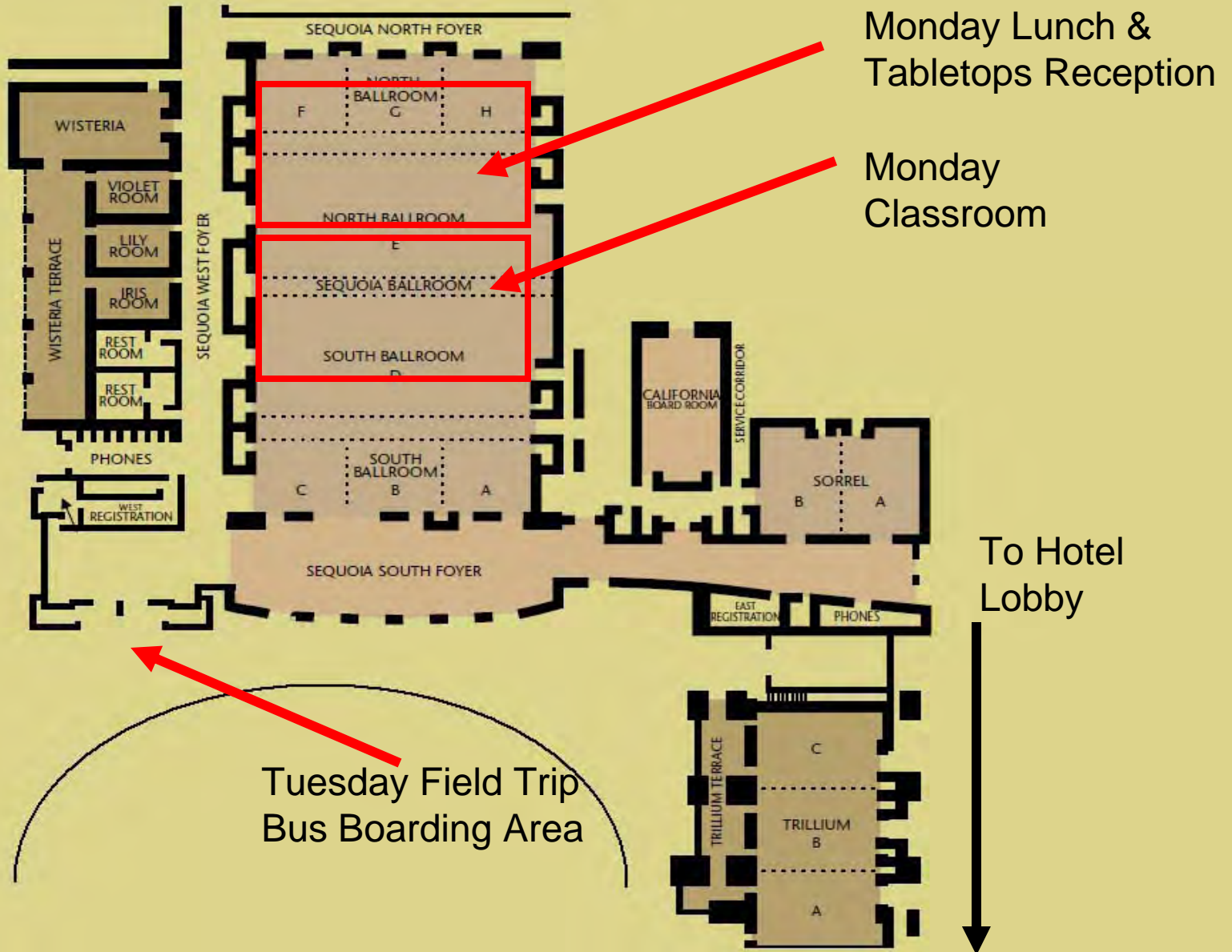


1926 - 2011

Please Thank Our Sponsors

- Allied Blending
 - Refreshment Breaks
- Jose Cazares & Leavitt Insurance's Pridemark Everest
 - Cocktail & Tabletops Reception
- Casa Herrera
 - Field Trip + Refreshments
- Lawrence Equipment
 - Field Trip + Tuesday Lunch
- JC Ford
 - Field Trip + Refreshments
- Minsa
 - Advertising

OVERALL FLOORPLAN



DAY 1 - MONDAY MAY 23rd

<u>Time</u>	<u>Topic</u>
8:30 - 9:00	Overview & Update by TIA Executive Director Jim Kabbani
9:00 - 9:50	Factory Safety: Auditing Your Plant for Safety Hazards
10:00 - 10:50	GMP/HAACP Training
11:00 - 11:50	Bakery enzymes and how they affect tortillas
12:00 - 12:50	Working Lunch: "Ask The Experts"
1:00 - 1:50	Preparing for 3rd Party Audits
2:00 - 2:50	Preparing your company for the future in Commodity Pricing
3:00 - 3:50	Trends in Healthy Tortilla Formulation & Sodium Reduction
4:00 - 4:50	Improving Supervisory Skills
5:00 - 7:30	Tabletops & Cocktail Reception

DAY 2 - TUESDAY MAY 24th

<u>Time</u>	<u>Topic</u>
8:00 - 8:30	Board Buses for Field Trip & Factory Tours
8:30 - 9:00	Drive to 1st Location
9:15 - 11:15	Factory Tour & Training Session Presented by Casa Herrera
11:15 - 11:45	Board Buses, Drive to 2nd Location
12:00 - 2:00	Factory Tour & Training Session Presented by Lawrence Equipment
2:00 - 2:45	Board Buses, Drive to 3rd Location
2:45 - 4:45	Factory Tour & Training Session Presented by JC Ford
4:45 - 5:15	Board Bus, Travel Back to Hotel. Conference Ends.
	(Details Subject To Change)

Field Trip Information:

- Please Assemble by **8:00 AM** on Tuesday to Board The Buses
- They leave 8:30 Sharp
- If You Will Be Driving Yourself, Please Obtain Directions Sheet at Registration
- At 1st Stop – Casa Herrera - Divide Into Groups & Take Turns Rotating Through Instructional Sessions

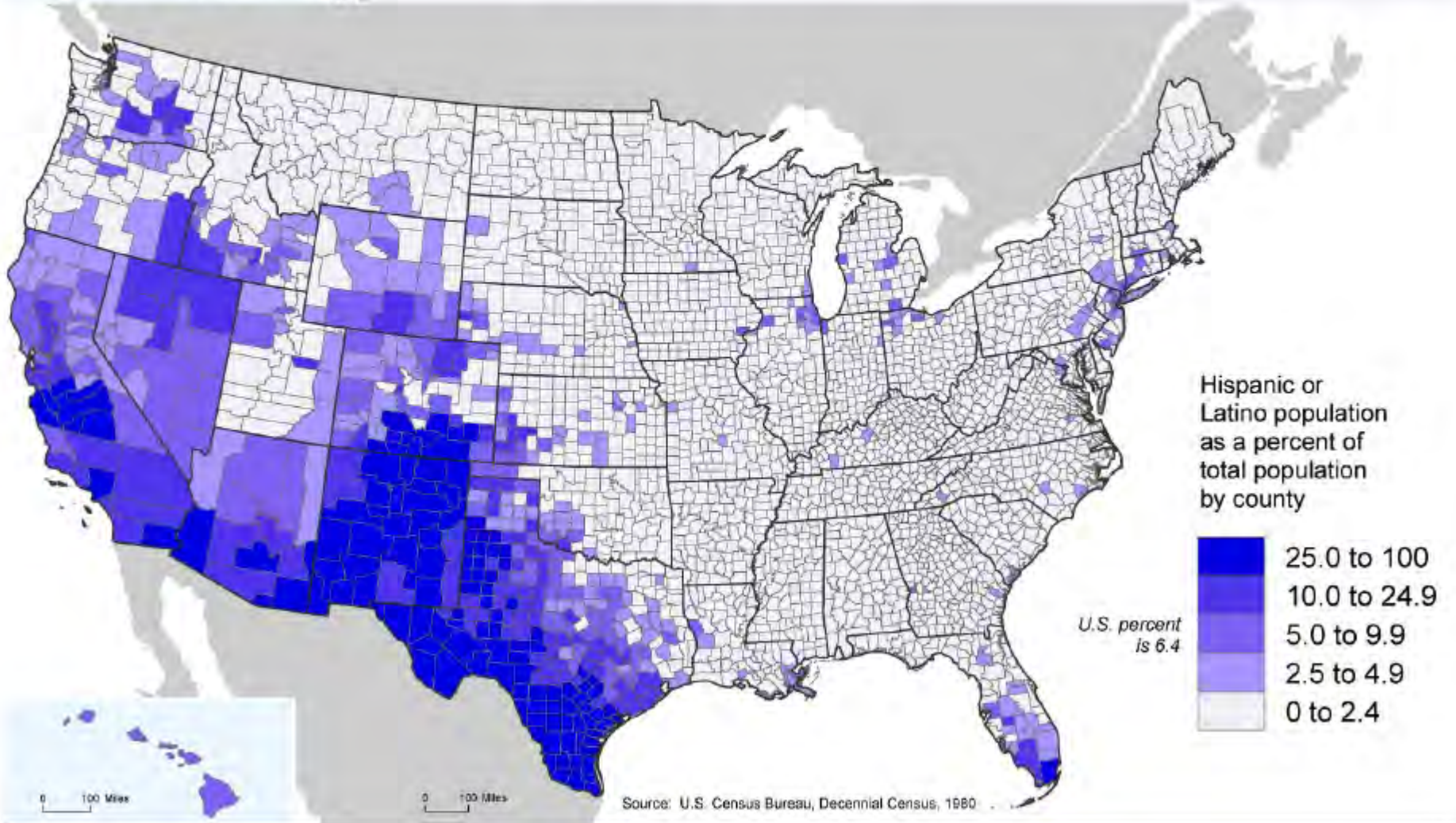
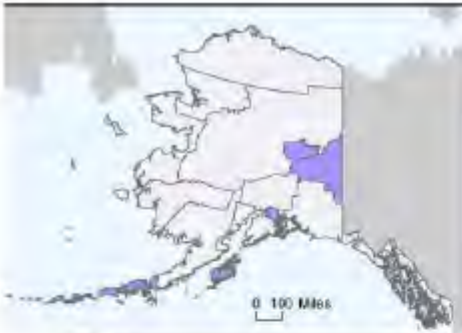
- Upon Boarding Bus for 2nd Stop (Arevalo's, Sponsored By Lawrence Equipment, You Will Each Receive a Bag
- The bags contain the following:
 - Lab coat (XL or XXL)
 - Shoe covers, Hair Net, Beard Net (*)
 - A Pen
 - Rotation Schedule
 - Arevalos GMP Policy formed that needs to be signed by each attendee – IMPORTANT
- Each Bag Has Been Marked, On The Outside, With a Color Sticker - Yellow, green, or Orange (top corner of the bag) - and size of the lab coat: XL or XXL
- You Will Rotate Through Instructional Sessions & Lunch Based On Color Code
- You May Swap Colors While Still On Bus But Not After
- After 3rd Stop at JC Ford, on Bus Back To Hotel, Please Complete Evaluation Form & Give To Staff Member Upon Arrival At Hotel, In Order To Receive Your Certificate In The Mail



Companies Active in TIA

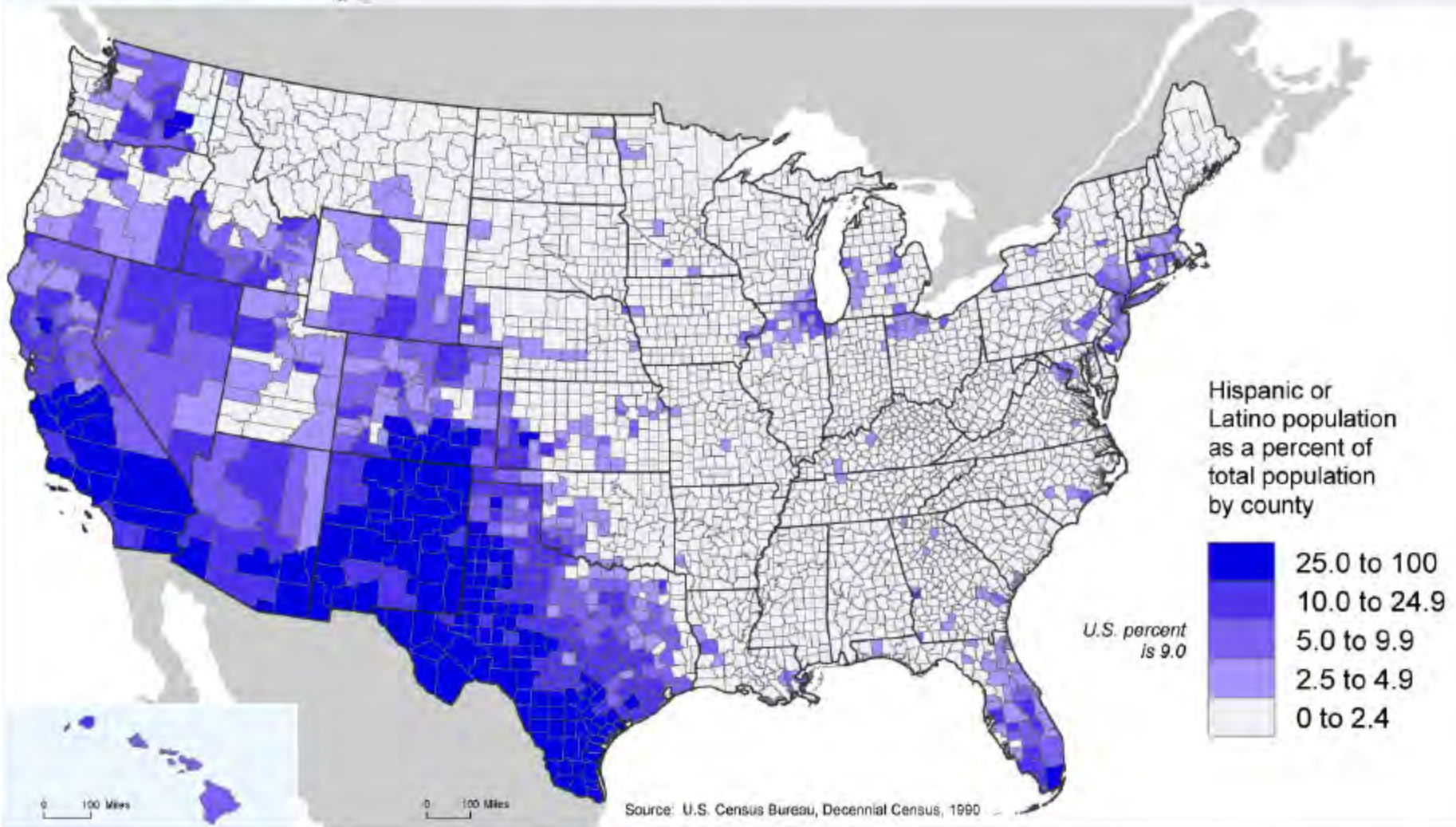


Percent of Population 1980 Hispanic or Latino

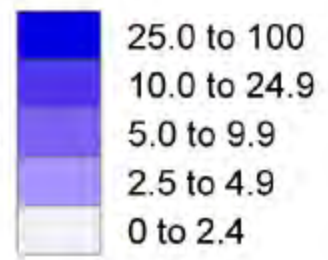


Source: U.S. Census Bureau, Decennial Census, 1980

Percent of Population 1990 Hispanic or Latino



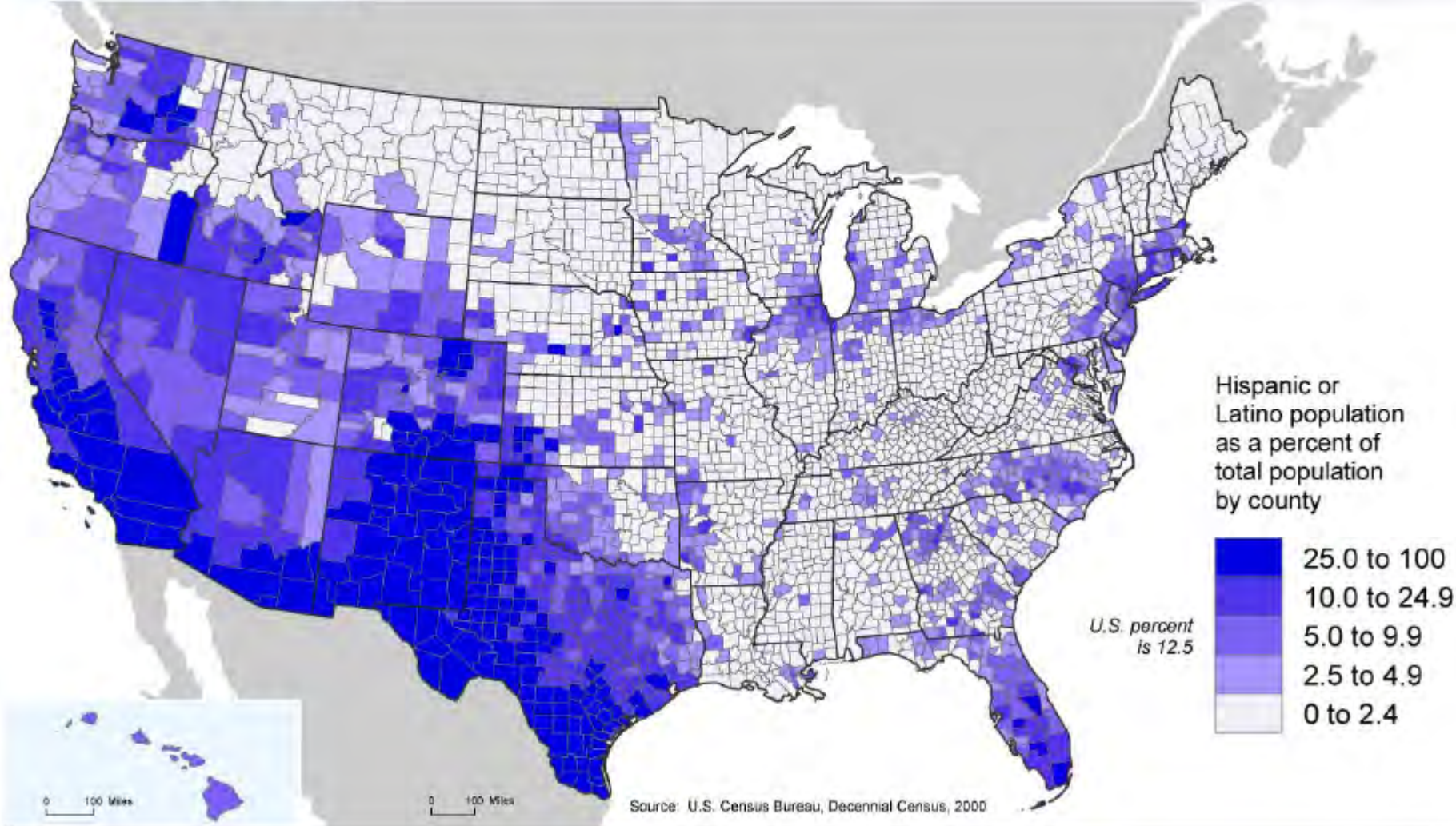
Hispanic or Latino population as a percent of total population by county



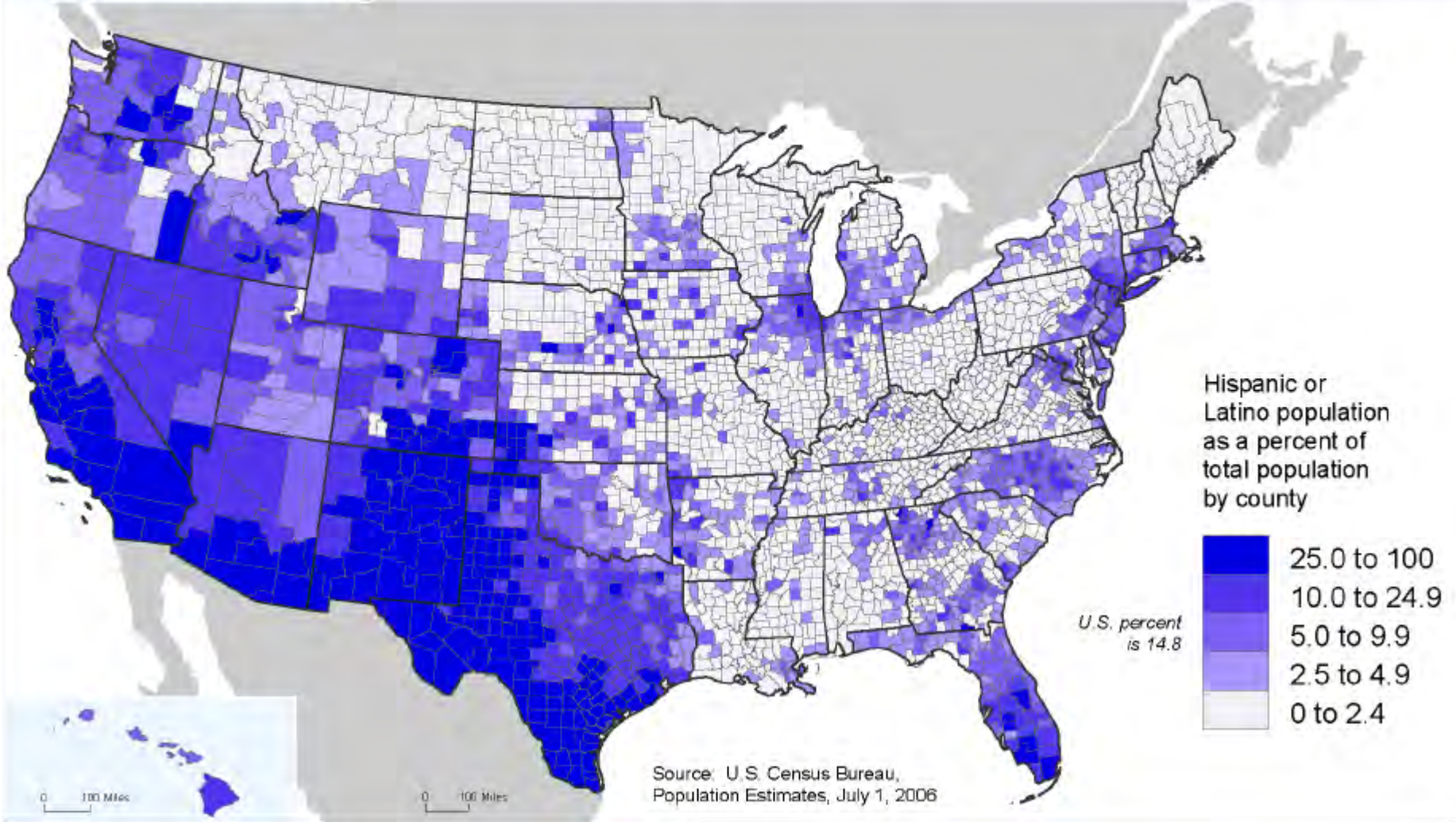
U.S. percent is 9.0

Source: U.S. Census Bureau, Decennial Census, 1990

Percent of Population 2000 Hispanic or Latino



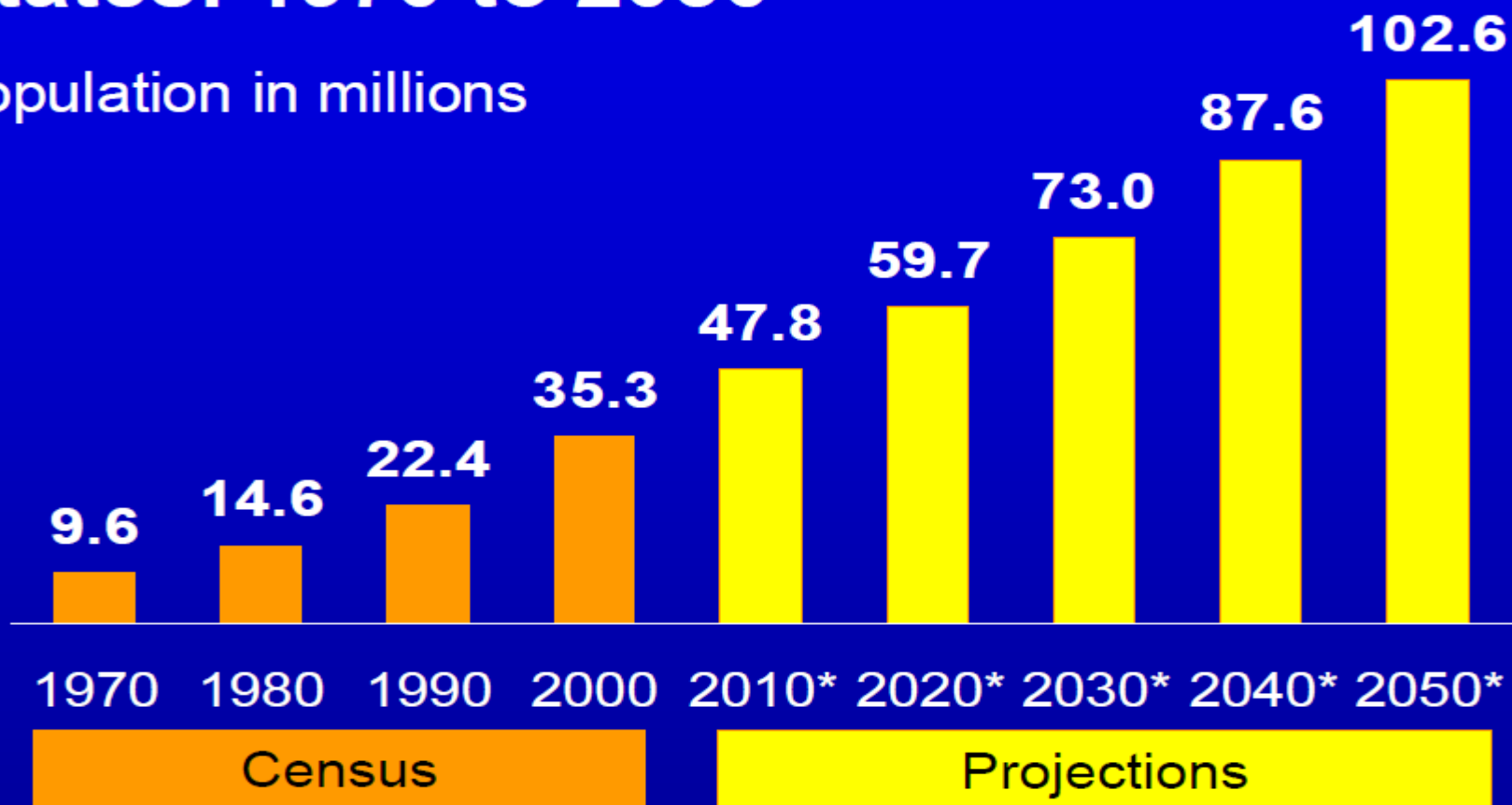
Percent of Population 2006 Hispanic or Latino



THE DEMOGRAPHIC DRIVER of U.S. TORTILLA SALES

Hispanic Population in the United States: 1970 to 2050

Population in millions



*Projected Population as of July 1

U S C E N S U S B U R E A U

TRACKING

- US Dept Of Commerce Assigned NAICS Code 311830 to Tortilla Manufacturing
- Several Major Players Are Conglomerates Therefore Under Other Codes
- Majority Of Tortilla Sales Not Seen By IRI
 - Relatively Small Portion Of Tortillas Are Sold Through Chain Retailers
 - Conversely, Relatively Large Portion Of Tortillas Are Part Of Other Product (Burritos, Wraps) So Not Recorded As Tortilla Sales
- Traditional Preference For Fresh-Onsite Tortillas Makes Those Manufactured In Restaurants Untrackable

Non-Demographic Drivers:

- Tremendous Growth Among Non-Hispanic Buyers
- Healthier Eating Alternatives To Bread
- Greater Variety
- Availability Of More Options
 - Kosher
 - Organic
 - Gluten Free
 - Etc