

## JTM KICKING SALT OUT OF ITS SCHOOL PRODUCTS

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JTM Food Group is laying the smack down on salt.

At the 2010 School Nutrition Association's annual conference, JTM announced its "Assault on Sodium," a pledge to reduce sodium in its 150 school menu products by an average of 25 percent by 2012. At the upcoming 2011 convention, the Harrison-based family-owned food processing company will announce it has already reached, and surpassed, that goal.

JTM reduced sodium in its school products by an average of 35 percent.

"The JTM Research and Development team has been working nonstop since we made our pledge in 2010, and we're excited about the positive impact our sodium reduction will have with our customers and the hundreds of thousands of students we reach every year," Brian Hofmeier, senior director of School Sales for JTM Food Group, said in a news release.

Now, JTM is planning to kick it up a notch with "Assault on Sodium" Level 2. (Kind of sounds like a '80s action sequel.) The company wants to reduce sodium in all of its school menu products by an average of 45 percent by 2013.

As an aside, shouldn't it be "Assault on Salt?" I like the sound of that better. Or even, "Salt Assault."

But I digress.

JTM will debut more than a dozen new products at the upcoming conference, including breakfast sausage sandwiches on slider buns, a mac and cheese with sodium reduce more than 50 percent, and a variety of turkey items ranging from meatballs to chili.

Retail sales make up about 10 percent of the company's revenue, with large portions of its business coming from the U.S. military, schools and restaurants.

JTM now employs 350 people and has targeted revenue of \$150 million by 2015.

Author/From the desk of Tom Demeropolis