

July 25, 2011

AMERICAN ROLAND FOOD CORP.

Individual Desserts

Tiramisu



#50416 (12/3.5 oz.)

Lemon Custard Cake



#50466 (12/2.8 oz.)

Chocolate Soufflé



#50456 (12/3.5 oz.)

Whole Desserts

Mixed Berry & Chantilly Cream Cake



#50402 (1/49.4 oz.)



Hot Off the Press!

BABY CORN — THAILAND

There is a short supply of Baby Corn in Thailand, which may be prolonged due to the monsoon season – May to mid-August. Farmers cannot plant corn during this time; otherwise rain washes away the seed or damages the stalk and corn. We will have a better read on the supply by end of August.

BAMBOO SHOOTS — CHINA

The Bamboo crop this year is very poor, and demand from domestic market keeps growing. The raw material price this year has increased about 25%-30%. Labor wages and packaging cost increased 25%, compared with last year. The appreciation of RMB currency, 5.5%-6% against US dollar, is also driving up cost of Bamboo Shoots.

BAMBOO SKEWERS

Continued wet weather and difficult sourcing conditions continue for the raw material used to manufacture bamboo skewers and toothpicks. Work to collect the green bamboo needed is significantly slowed down by wet conditions in the forests of northern Thailand. In addition, the seasonal nature of the work has made it difficult to find workers willing to harvest the bamboo, as they prefer more steady work they can complete year round.

JASMINE RICE — THAILAND

Thai farmers will begin planting Jasmine Rice in late August, after monsoon season. By October, the harvesting and packing will begin. While it is early, some mills are concerned that there may be a 50% increase in price of raw material. We are skeptical if that will materialize, but remain cautious. Meanwhile, we are concerned that with a new government – elections were last week – politics may interfere with the rice market. The new government may increase subsidies to farmers and create a price floor. How that actually impacts the Jasmine market is still up for debate, but it may increase the cost of exported rice.

MUSHROOMS, MORELS & PORCINI

Morels: In North America, U.S. production has been limited; Canada has been able to supply at a marginally higher level although small sizes are unavailable. Morel prices from Europe remain firm, but may increase slightly in a few months.

Porcini: Hot and dry weather in southwest China have limited Porcini production. There are only a few weeks left that could offer significant growth, but some fear that yield may be limited to single-digit percentages. As for Europe, production has also been limited and cannot cover global market needs. If there is no future production, prices and availability will grow increasingly uncertain for 2012.

MUSTARD SEED — CANADA

Price for Dijon Mustard remains firm despite the upcoming crop. Demand for corn, to produce ethanol, continues to inflate the grain market, which attracts farmers to plant corn instead of mustard seeds. This phenomenon also affects pulse production – specialty lentil production in Canada is diminishing, making French Green and Beluga's increasingly difficult to obtain.

Pre-Sliced Desserts



**Mixed Berry & Chantilly
Cream Cake**
#50400 (1/49.4 oz.)



Apple Cream Crostata
#50420 (1/49.4 oz.)



**Torta Della Nonna
Custard Cake**
#50440 (1/49.4 oz.)



**Chocolate Cream
Pear Crostata**
#50430 (1/49.4 oz.)



Black Forest Cake
#50450 (1/42.3 oz.)

Did you know...

All Roland® Frozen products are available to your distributor through DOT Foods.

Hot Off the Press! continued....

PEPPERONCINI – TURKEY

An unusually cold spring in Turkey has delayed the pepperoncini crop this year and recent hail storms caused substantial damage to plantations in the Northern growing regions. Some producers may be adversely affected by the quality and availability of raw material.

STRAW MUSHROOMS – CHINA/VIETNAM

There is an extreme shortage of straw mushrooms. The Vietnam straw mushroom crop is almost non-existent, and China's straw mushroom crop is very short. The price of straw mushrooms has increased drastically.

SUN-DRIED TOMATOES – TURKEY

The tomato crop in Turkey, along with most crops, is late due to an unusually cold spring. The crop suffered some damages due to heavy rains and hail storms in June, but most are predicting a better crop than last year. Raw material prices for drying depend on demand from the tomato paste industry and it is still unclear where pricing will end up. The first days of drying have just started.

Economic & Other News

THAI TINPLATE

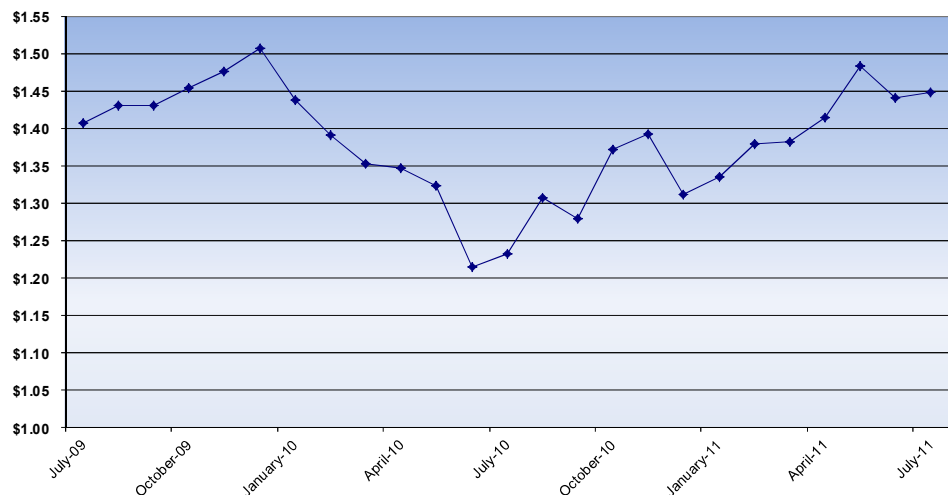
Tin can prices are increasing 8.5 percent in Thailand. All Thai canned products are exposed to this increase.

Currency

On July 22, 2011 the U.S. dollar closed at \$1.4391 against the euro. The graph below shows the trend from July 1, 2009 – July 1, 2011.

US Dollars Needed to Purchase 1 Euro
(Data Source: X-Rates.com)

PAST 24 MONTHS



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