

February 16, 2012

AMERICAN ROLAND FOOD CORP.

Did you know that February is Heart Health Month?

According to the Mayo Clinic, the following are eight heart-healthy diet tips:

- 1) Limit unhealthy fats and cholesterol (i.e. choose Olive Oil – e.g. 70632 Roland® EVOO)
- 2) Choose low-fat protein sources (i.e. choose Legumes: beans, peas, and lentils - e.g. 46300 Roland® Green Lentils)
- 3) Eat more vegetables and fruits (i.e. choose canned fruit packed in juice or water—e.g. 64014 Roland® Whole Mandarin Oranges)
- 4) Select Whole Grains (i.e. choose Steel Cut Oats—see page 2)
- 5) Reduce the sodium in your food
- 6) Control your portion size
- 7) Plan ahead –create daily menus
- 8) Allow yourself an occasional treat



Hot Off the Press!

CORNICHONS

The Bangalore region of India has had the coldest and longest winter in recorded history for this agricultural area. As a result, the cucumber crop which was anticipated to begin from January 1st, is now several weeks late.

ESCARGOT – SNAILS

Despite many hopeful reports from packers that the Snails in Indonesia would grow in quantity, none of those reports have materialized, and there is an extreme shortage of raw material.

HEARTS OF PALM, CULTIVATED

Price of cultivated Hearts of Palm has increased in general during the last months of 2011, and might continue to increase in 2012. The increase is mainly due to a raw material shortage. In Bolivia, severe drought is expected for the upcoming months, while in Costa Rica and Ecuador there are fewer planted tracts of land as farmers are switching to more lucrative crops. In addition, market demand increased, especially from Brazil, and costs increased for labor and packaging materials, thereby driving price even higher.

MUSHROOMS, CANNED

The Chinese mushroom crop is almost finished. Raw material supply is more stabilized, more factories are resuming their operations, demand is increasing and raw material pricing has risen slowly. In the past month, a great deal of orders from Russia have been placed in China, most of which are for pieces and stems. Thus the supply of P&S is quite tight. Also, in the past 2 days, Fujian province has gone through very cold temperatures, 43°F - 46°F. These conditions are not good for the mushroom growth. The effect of this cold weather will be assessed in the next week or so.

OLIVE OIL

Olive oil prices have softened in general due to (1) a very good crop yield, and (2) an overall weakening of the Euro versus the U.S. Dollar. Moreover, the price for Extra Virgin Olive Oil is at the lowest seen in a long time. There is no expectation that it will decrease further in 2012. Trading on the Euro is the only outside factor that may swing the price in the short term – appreciating 3% against the US Dollar in the last 2 weeks, causing imports to increase in cost.

WATER CHESTNUTS

Currently, the export demand for canned water chestnuts remains low and the bidding prices are low. However, the cost of peeled water chestnuts continues to hike due to rising labor costs. Since production costs are high and margins are low, most factories are reluctant to produce. Realistically, there are water chestnuts available, but no one wants to peel them unless high prices are paid, but global demand also cannot accept current cost levels. This explains why the production pace is slow and there is still a shortage of finished products. Inventory is currently very tight, due to the labor situation prior to the Chinese New Year.

ITALIAN TRUCK STRIKE

Italy has been paralyzed due to a trucker's strike affecting the entire country. Suppliers have had difficulty shipping completed orders to the pier, and have been unable to get empty containers from the steamship lines. We expect shipments to return to normal shortly.

FEATURED PRODUCTS

Wild Lingonberries – Sweden
(2/11 lb. pails)

#62016 In Sauce
#62012 Stirred with Sugar



#62000 Stirred with Sugar
(12/14.3 oz. jar)



Steel Cut Oats



#72056
(12/30 oz.)



#72062 Quick & Easy
(12/24 oz.)

Roland® Wild Swedish Lingonberries

Lingonberries are quickly ripened in the intense summer of northern Sweden, where the summer sun never sets. Lingonberries have a delicious flavor combining sweetness and tartness. Try them on crepes, ice cream, rolls, bread, flan, or as the traditional accompaniment to turkey, duck, capon, or venison. For a unique flavor, mix them with your favorite yogurt or cereals; we recommend our Roland® Steel Cut Oats.



#72060
(12/32 oz. Bag)



#72058
(6/72 oz. Zip Bag)



#72064
Quick & Easy
(12/32 oz. Bag)



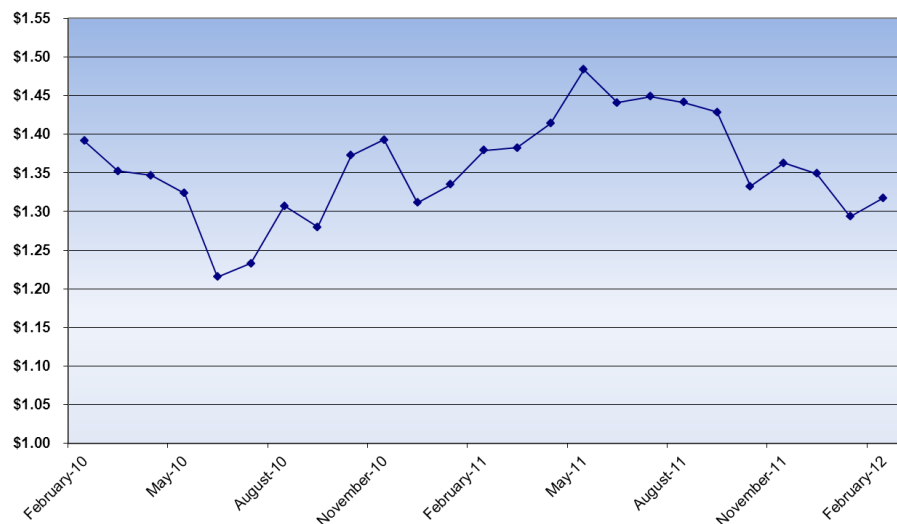
#72068
Quick & Easy
(6/72 oz. Zip Bag)

Currency

On February 13, 2012 the U.S. dollar closed at \$1.3254 against the euro. The graph below shows the trend from February 1, 2010 – February 1, 2012.

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

PAST 24 MONTHS



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Since you asked... answers to commonly asked questions

What is a Caper?

Capers and caperberries are the olive-green unopened blossom and fruit of a small Mediterranean bramble-like shrub in the *Capparaceae* family. Caper production comes from cultivated and wild bushes in the dry regions surrounding the Mediterranean including Spain, Italy, Morocco, France and Turkey.

Capers are available in several sizes; from the tiniest super-nonpareilles to nonpareilles, surfines, capotes and finally caperberries. The smaller capers are considered to have the finest, most delicate flavor. The small capers are harvested from May to August. The buds are picked almost daily by hand, before they begin to open and turn into a flower.

The buds that have blossomed will be left to grow into the caperberry, a fruit the size of a small olive. Caperberries are usually the size of a grape and are processed much the same way that the tiny capers are. Caperberries are cured the same way as most commercial capers. They are milder in flavor than the bud. You can find them sealed in jars with their stems still attached.

After the capers and caperberries are harvested, they are taken to a processing plant where they are graded by size, washed and inspected for quality. Then they are placed in barrels and covered with a brine solution. The capers will cure in the brine for about 60-80 days. Then they are rinsed and repacked into glass jars that contain a mixture of vinegar and salt. When first harvested, capers are acidic. The curing process helps to remove some of their natural bitterness. The salty brine preserves the caper and helps bring out its flavor. The "soaking" of the capers during the curing process slightly softens them, making them ready to use right out of the jar. If your recipe has salt added, you might want to rinse the capers in water and drain before using them.

Try this at home -

Lemon Chicken with Capers

Ingredients:

- 1/4 cup flour
- 1/4 teaspoon black pepper
- 1/2 teaspoon paprika
- 2 skinless, boneless chicken breasts, pounded to 1/4-inch thickness
- 5 teaspoons pure olive oil
- 1 lemon, sliced thin
- 1/2 teaspoon sugar
- 1/4 cup chicken broth
- 2 tablespoons lemon juice
- 1/2 cup Roland® Marsala Cooking Wine
- 2 tablespoons Roland® Capers, drained
- 1 tablespoon minced cilantro for garnish

Preparation:

Combine the flour, pepper, and paprika in a bowl or plate. Press the chicken breasts into the mixture, coating them evenly all over and shaking off any excess. In a heavy skillet, heat the olive oil over moderately high heat for 1 minute. Add the chicken breasts and cook about 3 minutes on each side; do not overcook. Transfer the breasts to a heated platter. Add lemon slices with 1/2 teaspoon of sugar to the pan and slightly brown on each side. Remove and set aside. Add the chicken broth to the skillet, scraping up any browned bits on the bottom. Add the Marsala Wine. Stir in the lemon juice and capers and heat. Pour the sauce over the breasts. Top with browned lemon slices and chopped cilantro.



AMERICAN ROLAND FOOD
CORP.

71 West 23rd Street
New York, NY 10010

Kristin Vaill
Regional Sales Manager
National Accounts

Scottsdale, Arizona

Phone: (732) 392-4443

Fax: (732) 626-6180

E-mail: kristin.vaill@rolandfood.com

We are on the web:
www.rolandfood.com

