

## BASMATI RICE

Product availability is very scarce in the U.S. due to FDA massive rejections. Most of the containers arriving to the U.S. are being sent back to India (due to Pesticide Residues). We have managed to get alternative suppliers for this product; however, shipments of product in 11 lb. Bags (our items #72500 and #72520) will not be available until the middle of May.

Prices in India are up about 75% when compared with last year's crop. Please see chart below.



Indian basmati rice prices are up due to a smaller crop, and higher input costs including electricity, fertilizers, and wages. Planted area for basmati rice was reduced as an increase in the Minimum Support Price (MSP) offered from the Indian government for non-basmati rice, which gave farmers some incentive to switch to growing non-basmati varieties.

In Pakistan, basmati rice prices are up more than 30% year-on-year, supported by higher input costs and reduced plantings of basmati rice in favor of other, higher yielding rice varieties. Over the past three years, there has been a 27% reduction in basmati planted area.

## JASMINE RICE – Thailand

The market price for Jasmine Rice continues to increase due to an unfavorable exchange rate, and to Thai-government price manipulation. First, the Thai Baht has strengthened against the U.S. Dollar, thereby causing exports to USA to be more expensive. Second, Thailand's government likes to artificially prop the price of Jasmine by buying from farmers at 20-30% above market rates. The government does this to (A) curry favor with farmers, who represent a sizable voting constituency and can help the incumbent party come election time, (B) encourage farmers to stay in rural areas and not move to cities, and (C) control world Jasmine Rice pricing similar to how OPEC can dictate global oil markets. Thailand's government normally makes 2-3 high-volume purchases from farmers throughout the year. Market price does subside somewhat in the interim between these purchase periods. Unfortunately for packers/mills, they are not often sure when the government's will make purchases. Hence, the packers/mills often offer at high prices similar to the government, to entice the farmers to sell. Otherwise, the farmers prefer to hold on to their inventory and wait to sell at the high price the government will offer the next time it chooses to purchase.

## QUINOA

Due to the ever-increasing demand for white quinoa, and because the new crop will not begin until June/July, market prices have continued to escalate. We are trying to cover our needs, but we have heard that there is a possibility of a shortage before new product is available. We will report any new information as it becomes available.

## GUAVA

Prices of Guava from Ecuador and Colombia have been on the rise during the first quarter of the year due to shortage of raw material, which is mainly caused by poor weather conditions. Although guava is supposed to be available year-round in these countries, excessive rains have negatively affected its availability. Furthermore, increased demand has contributed to farmers wanting to raise prices offered to packers to profit more.

## ARTICHOKES

### Egypt

This year, the majority of Egypt's artichoke crop went to the fresh market in Italy, leaving only small quantities for tin manufacturers. As a result, canned artichoke exports from Egypt this year will be insignificant.

### Spain

The season in Spain is progressing. Packers' original expectations of a very good crop are now a reality, and even though there was a small freeze in some areas 2 weeks ago, we do not foresee any shortage of raw material at this time.

## TRUFFLES

The supply of Truffles from the new crop is smaller than last year. Most of the raw material was sold by farmers to the fresh market at a higher price, leaving few quantities remaining. We will advise further when we receive more news.

## ESCARGOT

Availability of achatine escargot snails continues to be extremely tight, with late shipments and uncertain supply continuing from last year into 2013. Several factors have contributed to this issue, including dry conditions in harvesting areas, overharvesting of young snails before they are able to reproduce, and alternative products to gather – yielding higher profits for the collectors. As a result, pricing for achatine escargot raw material has climbed rapidly, to the point where the cost is just slightly below the cost of the better quality helix escargot snails. We suggest now is a good time to move to the better quality helix snails (pomatia and lucorum), as pricing is similar and availability of achatines will continue to be problematic.

## SESAME OIL & SESAME BASED PRODUCTS

Continuing increases in demand have again pushed up pricing on sesame seeds, with little availability of raw material offered for sale. Markets are very firm in anticipation of an expected large tender from Korea this month and seasonal shipments being made ahead of the Ramadan holiday, set to begin July 9. Suppliers are working diligently to procure additional raw material, now as there is a possibility of very short inventory levels later this summer into autumn. Expect price increases on sesame seed, sesame oil, tahini and other sesame based products.

## SWEET DRIED TOMATOES

10/17.64 OZ., ITEM #46844

We have a delay in shipment of Item #46844, 10/17.64 oz., Sweet Dried Tomatoes, due to the Chinese government checking the tomatoes for pesticide. Thankfully, the raw material has been cleared of having pesticides.

## FRENCH WINE VINEGARS

The extreme shortage of grapes this year in Europe has caused wine prices to soar. As a result, and as expected, the increased cost of wine has had an upward effect on pricing for our French Wine Vinegars, on the average of around 30%.

## KALAMATA OLIVES – Greece

We will be able to decrease pricing for Greek Kalamata Olives, as the new crop was greater in size by 35% from last year's crop. Flavor and size will be good. Color, however, will not be as good last year, which was a rich purple; the color for the new crop will be a light purple.

## GRAPE LEAVES

The FDA has systematically been sampling grape leaves from Turkey. The delays have caused disruptions in our usual supply of items #46542 and #46556, which may result in inventory shortages in upcoming months.

## PEPPERONCINI POUCHES

Whole Pepperoncini, Item #45700, 4/80 oz., is now available. These pouches are the same 1600g drained weight as the 1 gallon PET jars and may be more convenient.

## NEW ITEMS



## TWISTS

Our new Twists from Switzerland are in stock and available. The flavor varieties are:

#72850	12/3.5 oz.Box	Swiss Cheese
#72852	12/3.5 oz.Box	Parmesan Garlic
#72854	12/3.5 oz. Box	Alpine Salt
#72856	12/3.5 oz. Box	Spinach Gruyere
#72858	12/3.5 oz. Box	Kalamata Olive

## BARLEY COUSCOUS

ITEM #72066

We are very pleased to announce the addition of Barley Couscous to our Roland Couscous line. This healthy and delicious couscous is imported from Morocco, and is pre-cooked for quick preparation. It is packed in 12/17.5 oz. cartonettes.



## CHERRY TOMATOES, OVEN ROASTED

6/32 OZ. POUCH, ITEM 45926

We are glad to announce that new item, #45926, Oven-roasted Cherry Tomatoes, 6/32 oz., is available. Cherry Tomatoes traditionally are a little sweeter, and that comes through in this product.

## WHITE ANCHOVIES

We are delighted to announce that we have added 4/35.3 oz. trays of White Anchovies, Item #18400, to our product line. These delicately flavored anchovies from Morocco are marinated in vinegar and oil and must be kept refrigerated (35-40 degrees).

## ITALIAN ORGANIC TURANICUM AND BARLEY

These three new grain items are arriving into Pro, ETA March 10.

#72610	12/500g bag	Roland Organic Barley – "Orzotto"
#72612	4/3 lb. bag	Roland Barley – "Orzotto"
#72620	12/500g bag	Roland Organic Turanicum

## EXTRA VIRGIN OLIVE OIL – Greece

We are pleased to announce the introduction of new item, #76638, 4/101 oz. tin, Extra Virgin Olive Oil – of Greek origin.



## SPECULOOS COOKIE BUTTER

Item #65840 – 12/14.1 oz. jar Roland Speculoos Cookie Butter is now available. This delicious cookie spread is made with 57% Speculoos cookies, a traditional Belgian cookie flavored with spices, including cinnamon and nutmeg. The cookies are made into a spreadable paste for use in sandwiches, pastries, baked goods or with ice cream. A nice alternative to Peanut Butter for some applications.

### ROSE BALSAMIC

Currently available in three different pack sizes – #76322 6/16.9 oz., #76320 6/8.45 oz. and #76324 2/5 oz. liter – this pale colored Balsamic is slightly softer than traditional Balsamic due to a slightly lower acidity level. Will produce a light pink vinaigrette, for example.



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



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BOOTH #3460 • MAY 18 – 21

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