

# Roland Foods **APRIL, 2014** Market Report

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**NEWS STRAIGHT FROM THE**  
Global Experts in Specialty Foods®

## THE GLOBAL IMPORT BRIEF: WORLD FOOD SUPPLY



**FDA** The FDA continues to detain **MUSHROOM** imports into the U.S. for extended periods of time.

**RED QUINOA** Due to increase in growing areas of white quinoa, **RED QUINOA** land has decreased 40% and farmers' shifts will negatively affect the summer red quinoa crop. Current global supply of exportable red quinoa is substandard quality. Expect to see price increases of 10-20% in the coming months. The **PEPPER** crop in South America is complete and did not meet expectations due to long periods of hot weather and drought. Packers were unable to deliver all of the committed quantities. We expect the new crop to begin at the end of July with shipments arriving by the end of August into September.

**ANCHOVY** The **ANCHOVY** market continues to experience shortages as fish are scarce. Chile and Peru have reported small catches and El Niño is expected to reduce supply further. Although early in the season, catches in Morocco are small and of inferior quality, yet they fetch high prices on the spot market. This highlights the desperation of buyers for any available product.

**SPAIN** As previously referenced, due to abnormally high temperatures, the Spanish **ARTICHOKE** crop yield was low, decreasing supply and significantly increasing prices. Packers have started production, but are not running at full capacity. They hope the upcoming spring crop will be more robust.

**ISRAEL** The Israeli Shekel has steadily gained about 15% in value against the U.S. Dollar over the past year. As a result, expect to see increased prices on Israeli imports like **ISRAELI COUSCOUS, TAHINI & GRAPEFRUIT**.

**SEASIDE** Minimal rainfall in Southeast Asia since January has led to drought and brush fires. The constrained water supply in Thailand, Malaysia, Indonesia and Vietnam has hurt the supply of **COCONUT MILK** raw material along with **PINEAPPLE** and **MANGO**. Most packers are able to accept orders only from existing customers, and have increased offers on new inquiries by 30% above market price. Some packers have closed in the face of raw material shortages, shutting down factories.

## TREND REPORT: THE MANY FACES OF WHEAT

Like a nutrient-packed blast from the past, ancient grains are making a major comeback in the culinary world. But how can these grains be implemented in modern menus?

**BULGUR WHEAT** is a whole grain wheat that is sold pre-cooked and dried. Commonly used in Tabouli and Pilaf, the use of this par-cooked, cracked-kernel wheat dates as far back as 1,000 BC. Bulgur Wheat is rich in nutrients and can be used in any dish as a substitute for rice.

**FARRO**, with its firm, chewy texture and nutty aroma, is a versatile, palate-pleasing grain. Roland® Farro eliminates the soaking and long cook times necessary with whole Farro, because Roland® Farro is pearled, meaning the hull is removed for quicker cook time. Farro can be used in a variety of dishes ranging from soups to cereals, or as a simple side dish. As a substitute for different types of rice, Farro can be used to make a nutritious risotto and can also be used for stuffed peppers.

**TURANICUM**, said to have been discovered in the tomb of an ancient pharaoh, it is more commonly known by the name "Kamut". Turanicum is packed with iron, very low in fat, and is simple to prepare. Being one of the largest grains of wheat, Turanicum has a very chewy and hearty texture. It is a great compliment to softer proteins like fish and works well in cold salads.

**EINKORN WHEAT**, farmed for more than 10,000 years and considered one of the oldest cultivated forms of wheat, it is known for being one of the most nutritious wheat sources available. Studies have found that Einkorn Wheat may be non-toxic to wheat-intolerant people because of its chromosome makeup and low gluten content. Like Roland® Farro, Einkorn Wheat is firm and nutty and can be used as a cereal or in lieu of rice in many dishes. Roland® Einkorn Wheat works great as a substitute for barley in soups because it maintains its shape and firm consistency when kept hot for long periods of time.

## WHITE TRUFFLE & BACON POTATO SALAD

**NOT YOUR GRANDMA'S POTATO SALAD**  
Roland® White Truffle Oil and the smokey-saltiness of bacon elevate this classic, warm-weather comfort food to an on-trend side dish.

### INGREDIENTS

- 10 lbs. red skin potatoes, pre-cooked in salted water, chilled, diced
- 1 lb. bacon, cooked crisp then chopped
- 4 cups high quality mayonnaise
- Juice of 1 lemon
- 1 Tbsp. garlic powder
- ½ cup Roland® Grained Dijon Mustard
- 3 Tbsp. Roland® White Truffle Oil
- ½ cup chopped parsley
- 1 cup diced yellow onions
- 2 cup chopped scallions
- 3 cups diced celery
- 1 tsp. ground black pepper

### PROCEDURE

In a bowl, whisk mayonnaise, lemon juice, garlic powder, mustard, truffle oil and black pepper until smooth.

In a large separate bowl, combine the remaining ingredients.

Mix in sauce and serve chilled. Makes 48 4 oz. servings.



## UPCOMING EVENTS...

**ROLAND FOODS POP-UP RESTAURANT AT THE 2014 NRA SHOW IN CHICAGO, MAY 17-20**  
CONTACT YOUR SALES SPECIALIST TO RESERVE A TABLE AT OUR BOOTH #3460

FOR MORE INFO CONTACT ME,  
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