

Roland Foods

JULY, 2014

Market Report

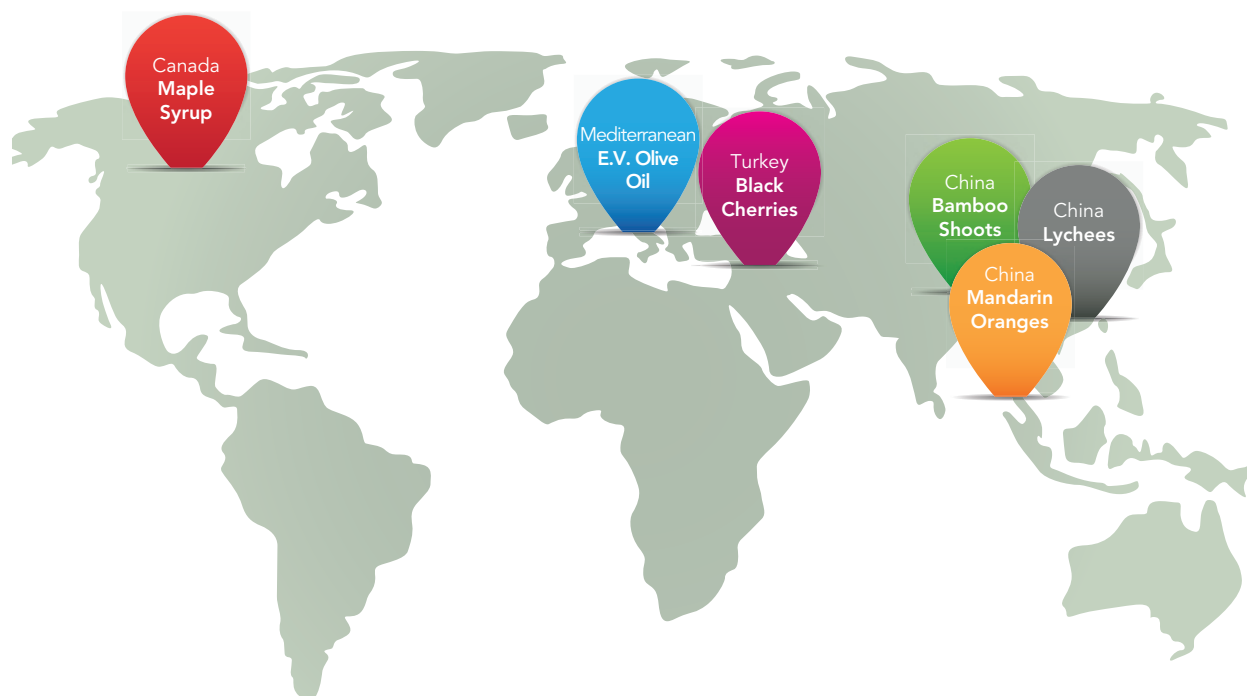
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GLOBAL EXPERTS IN SPECIALTY FOODS®

IMPORT RISING CONCERNS OF
RELATED: **EL NIÑO** FOR 2014/2015

THE GLOBAL IMPORT BRIEF: WORLD FOOD SUPPLY



Canada The new **MAPLE SYRUP** crop just ended in May and the harvest was very good. The harvest, in addition to carryover from old crop, will increase supply.

EXTRA VIRGIN OLIVE OIL market prices have increased in past weeks and are expected to continue increasing in the upcoming months due to the following:

1. Spain has most of the available stock and is trying to push prices higher.
2. There have been more situations of FDA rejections of EVOO containing pesticide residues. Packers must now double check and strictly select raw material ensuring there is no trace of pesticide.
3. Historically, there is an increase in demand of EVOO during summer months.

Pomace Oil prices have also increased due to shorter availability, but the increase is less than EVOO. Also, the US Dollar strengthening against the Euro has helped mitigate the cost increase.

Turkey The **CHERRY** crop is underway in Turkey and has started slightly earlier compared to prior years. As a result of heavy rains and the shorter harvesting period, the cost of raw materials has increased.

China There are almost no **MANDARIN ORANGES** remaining from China. Some packers are peddling 11 oz. mandarins from 2011 and 2012 at low prices, but there are shortages of Mandarins in 15 oz., 30 oz., & #10 tins. In those pack formats, packers ask a premium for the few remaining stocks of whole mandarins, while broken mandarins are completely gone.

China The Chinese **BAMBOO SHOOT** crop has just started and packers expect the new crop to be similar to last year or slightly better. We should have a firm idea soon. The earliest that a new crop is expected to arrive in the U.S. is at the end of August. In the meantime, there is a supply shortage and spot market prices are high.

China Suppliers report that the quality of **LYCHEE** for the new crop is better than last year, but the supply is slightly smaller. Weather held steady during the blossoming/flowering period but rainstorms knocked many lychee off trees after blossoming.

TREND REPORT: HOT & SPICY GRILLING

It's summertime! Grilling is hot and side dishes are cool as we melt into the foods of this season. Hot and spicy are still trending large, with **SRIRACHA** crossing the ingredient border and becoming as mainstream as ketchup. **ROLAND FOODS** has several items that will cause an uptick to a summer grill and salad menu.



CHIPOTLE PEPPERS IN ADOBO

CHIPOTLE PEPPERS IN ADOBO SAUCE is a lively ingredient with many potential applications. Chipotle peppers are vine-ripened red jalapeños that have been smoked and dried. The peppers are packed in an adobo sauce comprised of tomato paste, vinegar, garlic and onion. If the whole peppers are going to be pureed or chopped, the

CHIPOTLE PEPPER PASTE might be a better option. A teaspoon or two adds a delicious bit of heat and smoke to a recipe. Our **CHIPOTLE PEPPERS IN ADOBO SAUCE** AND **CHIPOTLE PEPPER PASTE** are imported from Peru.



ROLAND FOODS CHEF RECIPE:

CHIPOTLE BBQ PINEAPPLE CHICKEN

INGREDIENTS SERVES: 4

- ½ fresh pineapple
- 1-2 Tbsp. Roland® Chipotle Paste (adjust according to desired heat level)
- ½ cup tomato sauce
- 2 Tbsp. Roland® Apple Cider Vinegar
- 1 tsp. ancho chili powder
- 1 tsp. ground cumin
- 1 lime (juice only)
- Roland® Fine Sea Salt (to taste)
- ground pepper (to taste)
- 1 whole chicken (cut up and on the bone)
- corn tortillas (grilled)

PROCEDURE

1. Peel pineapple, remove core and chop. Put pineapple in a blender or food processor and process until smooth.
2. Place pineapple and remaining ingredients in a medium saucepan, bring to a simmer. Cook mixture on a low simmer stirring constantly, so it doesn't burn. Add ¼ - ¾ cup of water to thin sauce as needed.
3. Reduce mixture until it is thickened (about 20 minutes) and set aside.
4. Grill chicken pieces until 90% cooked, then baste chicken with Chipotle BBQ Sauce on both sides & continue cooking chicken until it reaches 165°F internally. Serve with grilled corn tortillas.

PAN-ASIAN SAUCES & DIPS



Our **PAN-ASIAN** ingredients can easily enhance those summer season menus. Cold noodle dishes with **SESAME OIL**, **HOISIN** or **SATAY** sauces give new definition to a summer side dish. Our **CHAR SIU** or **GARLIC CHILI** sauces are perfect for grilling with pork, chicken or beef. If dipping sauce is needed don't forget about our authentic hot and sweet **THAI SWEET CHILI SAUCE**.

FOOD ITEMS TRENDING NOW

COCONUT MILK



All things **COCONUT** have become very trendy of late. At the beginning of this trend was **COCONUT MILK** and Roland Foods has a product rich with coconut flavor. Produced by steeping grated coconut meat and then squeezing it to release the liquid called "milk", we import a **LITE COCONUT MILK** as well as our regular milk. The difference between the two is in the percentage of total fat and saturated fat. The **LITE COCONUT MILK** is 3% total fat and 10% saturated fat; the regular **COCONUT MILK** is 13% and 35%, respectively. Both work splendidly in any recipe.

ROLAND
FOODS
CHEF
RECIPE:

CREAMY **COCONUT** SOBA NOODLE SALAD with marinated flank steak

INGREDIENTS

- 2 pounds flank steak
- 12.8 oz. Roland® Buckwheat Soba Noodles
- 1 bunch green onions, cut thin on a bias
- 2 Tbsp. cilantro, chopped
- 2 Tbsp. basil, chopped
- ½ seedless cucumber, seeded & sliced on a bias
- ¼ cup red cabbage, sliced thin
- Roland® Black Sesame Seeds, garnish
- Roland® Fine Sea Salt, to taste

Coconut Dressing

- 14 oz. Roland® Classic Coconut Milk
- ¼ cup peanut butter
- 1 Tbsp. honey
- 2 Tbsp. Roland® Rice Wine Vinegar
- 2 Tbsp. Roland® Sriracha
- 3 Tbsp. Roland® Soy Sauce
- 1 Tbsp. Roland® Fish Sauce
- 1 Tbsp. garlic, minced
- freshly ground black pepper, to taste
- Roland® Fine Sea Salt, to taste
- 1 lime (juice only)

SERVES: 6-8

Marinade

- ¼ cup Roland® Soy Sauce
- 3 tbsp. Roland® Rice Wine Vinegar
- 2 Tbsp. Roland® Sriracha
- 2 Tbsp. sherry wine
- 1 Tbsp. honey
- 1 Tbsp. garlic, minced
- 1 Tbsp. ginger, minced



PROCEDURE

1. Whisk together all marinade ingredients and put into a large ziplock bag. Place steak in the bag and marinate for 6-8 hours refrigerated. Flip steak over every couple of hours.
2. Drain steak from marinade mixture. Grill until medium rare; let rest for 15 minutes before slicing. Cut in half lengthwise and then cut in thin strips. The flank steak can be prepared the day before if necessary.
3. Cook the soba noodles in salted boiling water for about 5-7 minutes or until they are done. Strain the noodles under cold water and set aside.
4. Take all of the coconut dressing ingredients and place into a food processor. Mix until the dressing is smooth and creamy. Adjust seasoning with salt & pepper.
5. In a large bowl, place the cooked soba noodles, cut flank steak, green onions, cilantro, basil, cucumber, and red cabbage. Pour the dressing on top and mix all together. Adjust seasoning with salt and pepper.
6. Garnish with green onions and black sesame seeds.

IMPORT RELATED Rising Concerns of El Niño

Concerns of an El Niño effect on agricultural and seafood products are a possibility in 2nd half 2014 and into 2015.

AGRICULTURE

El Niño affects water temperature and weather along the equator from South Asia/Southeast Asia to the Americas. If El Niño occurs, India, Thailand, Vietnam, and Indonesia are expected to experience higher temperatures and less rain. This could reduce the harvest of tropical fruits and vegetables that are heavily dependent on rainfall. In South America, temperatures are expected to be warmer than normal, but reports are unsure if the region will experience more dryness or more wetness. Either extreme would negatively affect the supply of artichokes, peppers and asparagus.

SEAFOOD

Three factors could adversely affect seafood supply in affected areas due to El Niño.

1. Ocean Temperature and Current Change - If ocean temperatures and currents change, this can change the direction that fish normally travel, making it difficult for fishermen to follow established patterns.
2. Typhoons and Hurricanes - The greater frequency of typhoons & hurricanes means vessels would be delayed in catching and returning.
3. Salt Concentration - Unexpected drought can cause water near the mouth (estuary) of rivers to have higher salt concentration due to less fresh water coming downstream from the river. Conversely, if El Niño brings excessive rain, too much fresh water will flow into the ocean and dilute the salt concentration near shorelines. In both examples, shellfish – clams, oysters – that normally grow along shorelines will be in short supply.

**SPOTLIGHT
RECIPE
IDEAS****ROLAND® CHIPOTLE PEPPER PASTE**

- Chipotle Relish, made with mayo, chipotle and sweet green relish
- Pulled chicken or beef in a pita with a chipotle green onion yogurt sauce
- Chopped salad with chipotle Russian dressing
- Blend chipotle with whipped cream cheese for an exciting spread
- Forget the Tabasco®! Try a Mexican Bloody Mary with chipotle

This information is intended for the general knowledge of our customers and contains material compiled from other sources which has not been independently verified.

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