



OCTOBER FUN FOOD FACT!

October is Vegetarian Awareness Month! This veggie-centric celebration kicks off on October 1st with World Vegetarian Day and comes to a close on November 1st with World Vegan Day. It is estimated that 31% of the worldwide population is vegetarian. Check out the map to discover numbers by country!

SARDINES – Morocco is experiencing a challenging sardine season. The regular season usually starts at the end of May. This year, packers did not receive regular supplies of fish until July. They have also been facing issues packing product according to U.S. specifications, either due to high histamine levels or the size of the fish being too large. We expect shipping delays and out-of-stock SKUs.

ARTICHOKES – Artichoke picking season began in Peru this August. Due to unusually warm weather, the plants have taken longer to bear fruit and varieties are smaller than usual for this time of the season.

Many artichokes have not yet reached the required size for harvesting, but still have to be picked: if left to grow, the artichoke hearts will become fibrous and unsuitable for canning. This will cause cost increases at the farming level. The total crop output now heavily depends on the weather. A potentially shortened season and lower production yields may reduce the harvest by as much as 20 percent.

UPCOMING EVENTS!

AMERICAS FOOD & BEVERAGE | MIAMI, FL
October 26-27, 2015
Miami Beach Convention Center, 1901
Convention Center Drive
www.americasfoodandbeverage.com

STARCHEFS INTERNATIONAL CHEFS
CONGRESS | BROOKLYN, NY
October 25-27, 2015
Brooklyn Expo Center, 79 Franklin Street
www.starchefs.com/cook/events/icc/2015





FOCUS ON CAPERS & CAPERBERRIES

Capers and caperberries are the blossoms and the fruits of a small bush, which grow in the dry regions surrounding the Mediterranean. Caper bushes can also be found throughout Central Asia and the Pacific Rim. Traditionally, these plants were not cultivated, and all caper production came from the wild. Although capers are now being grown commercially, over half of the modern harvest still comes from wild caper bushes.

Capers are the unopened blossoms of the caper bush. They are harvested between May and August before the flower bud blossoms. If the bud isn't picked, the flower will bear a fruit, the caperberry. Both capers and caperberries are harvested by hand. Unprocessed capers and caperberries are hard and bitter, much like olives.

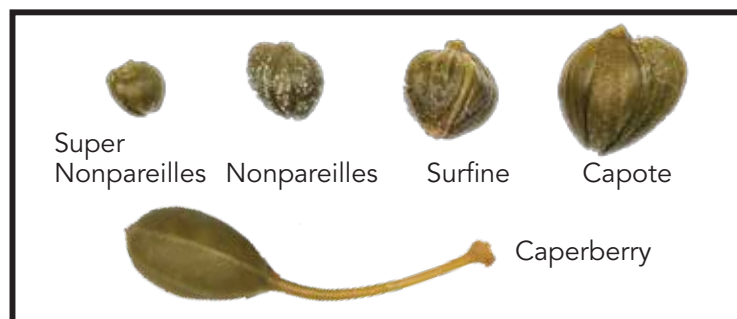
After picking, they are taken to a processing plant where they are graded by size and quality, washed and inspected. They are placed in barrels and soaked in brine for 60 to 80 days. They are then rinsed and repacked in a vinegar and salt solution. Capers are sometimes sold packed in salt: they need to be rinsed and soaked before usage but are said to keep

a more floral taste than their counterparts.

Capers are sold by size – the small sizes are more expensive due to the increased labor to hand-pick them. Capote Capers are most popular in Spain and Italy due to their stronger flavor profile, while nonpareilles have always enjoyed a higher popularity in the United States.

Try these delicious ideas with Roland® Capers & Caperberries:

- Add Roland® Nonpareille Capers in deviled eggs for a delicious bar snack; for dramatic presentation, use a beet-infused brine to pickle the eggs beforehand!
- Whisk chopped Roland® Capote Capers with Roland® Dijon Mustard and Roland® Extra-Virgin Olive Oil for a delicious vinaigrette; serve over a warm fingerling potato salad.
- Whisk Roland® Surfine Capers into a Lemon Picatta sauce: serve with chicken or fish.
- Use Roland® Caperberries in your Martinis for a sophisticated and surprising twist!



CALIFORNIA DROUGHT

Consider three facts. California produces nearly half of all the fruits, vegetables and nuts grown in the United States; more than 400 kinds of different farm products. Agriculture uses 80% of all the water used in the state. The Golden State is going through its worst drought since 1895. It would be logical to conclude that the local agriculture economy must have been disastrous these last years. And yet, in 2014, California farmers sold \$54 billion worth of produce, a record high.

This staggering figure can be explained by two reasons, prices are at an all-time high; and farmers have been prioritizing the most profitable (and resource-intensive) crops such as wine grapes, pistachios and almonds. Their prices have been exceptionally high, supported by a strong demand from China and the rest of

Asia. With shrinking water supplies, farmers have had to tap new sources. In normal times, farmers rely on surface waters for 60% of their crop-irrigation; this resource is, however, the most fleeting during extended periods of droughts.

With heavy restrictions on the usage of surface waters, farmers have turned to underground sources (known as "groundwater") to irrigate their fields. This solution is unsustainable as stocks of groundwater are not given a chance to recharge. This intensive use is also leading to land sinking. Moreover, not all farmers possess access to this precious resource, making for a very unbalanced farming landscape. While certain regions such as the San Joaquin Valley are suffering a severe economic crisis, others are thriving. An exceptionally strong El Niño episode could replenish water reserves – but scientists predict that the future of California will undoubtedly be hotter and drier.

TRENDING

Vegetarian, Vegan and Flexitarian Diets

October is Vegetarian Awareness Month. A 2012 Gallup survey stated that the number of vegetarians in the U.S. has remained stable since 1999. 5% of all Americans (16 million people) consider themselves vegetarian; half of them are vegans, a rapidly growing sub-group. Moreover, according to a Harris Interactive survey, more than a third of all Americans eat as many vegetarian meals as meat-friendly ones per week; as such, flexitarian diets are on the rise. Vegetables and grains are more frequently taking the center of the plate, meats and fish are eaten only occasionally.

American consumption of meat and poultry has gone down 12.5% since 2005. High prices, food safety incidents and a fear of GMO and pesticide-laden products can partly explain this historic shift. The public perception of vegetarian and vegan food has also shifted; these diets are no longer part of "hippie" counterculture. Influential public figures have been defending meat-free diets as being healthy, eco-friendly, and flavorful. The success of Meatless Monday, launched in 2003, perfectly illustrates how vegetarian meals transitioned from being a niche market to a mainstream concept.

Supermarket aisles and restaurant menus have been quick to catch up on consumer demand. Fine-dining restaurants are focusing on veggie-centric menus; fast-casual restaurants all boast vegetarian or vegan-friendly options. All-vegan supermarkets are opening in Berlin, London, and California. Veggies and grains are here to stay!



**Harissa
Spiced Hummus**

[Click on the above link to see the recipe!](#)

Eating more beans and lentils are a great way to reduce your meat intake.

Other great vegetarian options include:



French Beluga Lentils
46304 and 46326



French Green Lentils
46302, 46300, 46324



French Red Lentils
46306



**Red Wine
Beluga Lentils**

[Click on the above link to see the recipe!](#)

PRODUCT SPOTLIGHT: CHICKPEAS

- High in fiber, iron, B-6 and Magnesium, chickpeas are an easy solution for a delicious meatless meal!
- Spoon roasted chickpeas over soups and salads to add some crunch to your lunch.
- Deep-fry chickpeas and roll them in the spice mix of your choice for an addictive snack.
- Roughly puree Roland® Chickpeas and blend them with a mix of vegetables for a delicious vegetarian burger.
- Open a can of Roland® Chickpeas to make the hearty Pasta e Ceci, a rustic Italian pasta sauce.
- Dare to make Calcionni al Cioccolato, sweet fritters stuffed with a smooth paste of chickpeas and chocolate!



Chickpeas
46332

FOR MORE INFORMATION CONTACT: **KRISTIN VAILL**, CCSP REGIONAL SALES MANAGER, NATIONAL ACCOUNTS
P 732.392.4443 | F 732.626.6180 | E kristin.vaill@rolandfood.com

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

©2015 ROLAND FOODS, LLC | www.rolandfoods.com | 71 West 23rd Street New York, NY 10010 | 800.221.4030