

MEAT & DAIRY MONTHLY

DECEMBER 2015 EDITION



DEALING WITH BAKING SEASON SHORTAGES ON BUTTER AND EGGS

It's Butter Season! Cookies, cakes, family meal recipes for the holidays all call for butter, and there is a growing number of Americans that are choosing organic butter and sustainably-raised eggs for all of these special recipes.

Yet, just as baking season approaches and demand surges, prepare for shortages in these commodities. Why? The organic and natural sectors will be hit in a disproportionality high way precisely because of their sustainable farming methods. Here's the scoop:

As the daylight hours grow shorter and the temperatures fall, cows have lower butter fat production. A cow has a natural lactation curve that follows the birth of its calf and it affects the amount of butterfat present in the cow's milk. This, in turn, affects the production of cream and butter than can be produced from a cow's milk.

The same seasonal factors influence cage free/free-range eggs during the winter. The hens follow the natural egg production cycle in a more natural way because the chickens are not confined to cages in artificial light environments. This causes a drop in the production of eggs with the waning daylight and lower temperatures.

BUYER TIPS:

Organic Butter

1. Bring in extra butter ahead of holiday demand before supplies become short.
2. Butter can be frozen at home for up to 12 months. Perhaps, you could recommend to your customers to Buy One - Freeze one.
3. Be flexible with your Butter SKUs. Be ready to add a SKU that has adequate supply if your customary SKUs are not available, or include a diverse range of brands and pack sizes to ensure you always have organic and natural butter in stock.



Cage Free/Free Range

1. Diversify your offerings. You can't stock up on eggs due to shelf life. Update your SKUs in size, color, brand, and pack style. Be ready to take a size that may not be your usual one to keep your shelves full during the tight supply time.
2. Consider Jumbos. Isn't it better to have a jumbo egg SKU where you ordinarily stock a large egg than an empty shelf? Many of your customers will be more concerned about having a free range or organic egg than the size or color of that egg!



THE PIGGERY'S STORY

The Piggery is a family-owned butcher shop featuring pork & house-made charcuterie from their Trumansburg, NY-based farm as well as pork from their farm partners.

They are a pastured small-scale operation and work with other farms raising their animals the same way.

Because The Piggery needs plenty of pork while still wanting to give their pigs lots of space to roam, they've partnered up with a few other local producers that also pasture their animals and stay away from antibiotics, hormones, confinement facilities, and G.M.O. feed.

They are honored to be able to support these small operations while they raise their herds in a sustainable and humane way.



WANT MORE INFORMATION ON OUR MEAT & DAIRY PROGRAM?

Contact your sales rep or merchandiser,
or Haesel Charlesworth (Dairy & Proteins Buyer)
haeselc@fsproduce.com | 717-721-2872

Content from: <http://www.thepiggery.net>



Garrett Valley is a family owned business thriving off of our uncompromising passion to meet the ongoing needs & expectations of our customers with quality, integrity and customer values.

- All Natural Hams
- No Artificial Ingredients
- Minimally Processed
- Animals Humanely Raised
- Animals Fed A Vegetarian Diet
- No Nitrates, Nitrites, or Preservatives
- No Use Of Antibiotics or Growth Hormones



Always in Good Taste... Naturally!



NEW AT FOUR SEASONS!

MAPLE HILL ORGANIC 100% GRASS FED RAW MILK CHEESE

- 45820 OG Dharma Lea Dutch, Gouda Style Cheese, Aged 3 Months (8/7 oz)
- 45822 OG One-Year Cheddar Cheese, Aged 12 Months (8/7 oz)
- 45821 OG Stone Creek Cheddar Cheese, Aged 6 Months (8/7 oz)

- * 100% GRASS-FED CERTIFIED ORGANIC SMALL FARMS NEAR STUYVESANT, NY
- * HANDCRAFTED BY GRAFTON VILLAGE CHEESE



BILINSKI'S

- 44928 Organic Kale and Balsamic Chicken Sausage (8/12 oz)
- 44949 Organic Lime and Cilantro Chicken Sausage (8/12 oz)

- * FAMILY OWNED SINCE 1929
- * 75-85% LOWER FAT THAN PORK SAUSAGE



GARRETT VALLEY

- 61141 Holiday Spiral Sliced Ham (4/9 lb)

- * HAND CRAFTED PRODUCTS
- * ALL NATURAL, ABF, VEGETARIAN GRAIN FED, AND ORGANIC PROTEINS



THE PIGGERY

- 69148 Pork Bone Broth (6/22 oz)
- 69147 Turkey Bone Broth (6/22 oz)

- * BOUTIQUE ARTISAN PROCESSOR LOCATED IN THE FINGER LAKES REGION OF NEW YORK
- * HORMONE AND ANTIBIOTIC FREE



SWARMBUSTIN' HONEY

- 60070 Bee Pollen (12/8 oz)
- 60071 Honey Sticks with Dispenser (480 units)
- 60073 Mountain Crème Honey (12/1 lb)
- 60074 Golden Nectar Honey (12/12 oz Honey Bear)
- 60075 Black & Gold Nectar Honey (12/12 oz Honey Bear)
- 60076 Fall Wildflower Nectar Honey (12/12 oz Honey Bear)
- 60077 Golden Nectar Honey Pint (12/1.5 lb)
- 60078 Black & Gold Nectar Honey Pint (12/1.5 lb)
- 60079 Fall Wildflower Nectar Honey Pint (12/1.5 lb)
- 60080 Beeswax Block for Home Use (1 lb)

- * FAMILY RUN OPERATION FROM WEST GROVE, PA



WHAT IS BONE BROTH AND WILL MY CUSTOMERS BE INTERESTED IN IT?

Bone Broth is quite simply a rich stock made from roasted bones of poultry, pork, beef or any meat animal. If this sounds like stock to you, you are not alone. There are some diverse opinions on the fine differences between stock and bone broth – principally, it seems to be a matter of cook time.

A traditional broth mixture contains vegetables, aromatics, and roasted bones that still have some amount of meat attached to them. This is simmered for a relatively short time – approximately an hour – then strained to produce a light, flavorful soup.

A stock is simmered for a longer time in order to release more of the collagen and gelatin from the bones. When a stock is refrigerated, it becomes an aspic-like jelly because of the gelatin contained within. A bone broth is sometimes cooked the length of a stock, but is more often simmered for longer – as long as 24 hours – to release the maximum amount of nutritious minerals, collagen and gelatin in the bones.

Bone Broth has been blazing across the culinary scene as a source of collagen and several other nutrients including glycosaminoglycans (GAGs) some of the best known of which are glucosamine, chondroitin, and hyaluronic acid. These are considered helpful for joint and skin health by aficionados of bone broth. The collagen in bone broth is also thought to be beneficial for one's skin, hair, and nails and the gelatin is an easy to digest source of protein.

Throughout human history, cultures have simmered bones and vegetables to create hearty soups that seem especially nourishing in the winter, when the mercury is falling and the daylight hours are short.

Meat companies, like The Piggery, are capitalizing on this trend and offering convenient pre-made bone broth products for consumers to easily enjoy at home. You may find, as the winter months progress, that this is an item of interest for you customers.



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