

MEAT & DAIRY MONTHLY

FEBRUARY 2016 EDITION



DRIVING
HEALTHY
DISTRIBUTION

CHEDDAR CHEESE

Cheddar cheese is second only in sales to mozzarella – and that is only due to the popularity of pizza. In spite of their being over 2000 types of cheese sold commercially, cheddar still accounts for 15% total cheese sales.

HOW IS CHEDDAR CHEESE MADE?

'Cheddar' the noun, denotes a type of cheese while 'cheddaring', the verb describes the process of making cheddar. Cheddar is made by the process of adding cultures and rennet to milk but adds the extra step of cutting the curd into cubes, draining the whey and then stacking, salting and turning the cubes before they are molded and pressed.

WHY IS SOME CHEDDAR WHITE AND SOME IS YELLOW?

Cheddar is naturally an off white color, but powdered annatto seed can color the cheddar orange, as preferred by some consumers. Cheddar can be aged anywhere from 6 months to many years. The longer the aging the sharper and more complex the flavor.



LOCAL CHEDDARS:

- 60011 - Trickling Springs Raw Goat Cheddar
- 60012 - Trickling Springs Raw Organic Cow's Milk Mild Cheddar
- 60017 - Trickling Springs Raw Organic Cow's Milk Sharp Cheddar
- 60120 - King's Creamery Goat Cheddar
- 60125 - King's Creamery Mild Cheddar
- 60125 - King's Creamery Smoked Mild Cheddar
- 60040 - York Valley Aged Cheddar
- 45822 - Maple Hill One Year Organic Cheddar
- 45821 - Maple Hill Stonecreek Organic Cheddar

ORGANIC VALLEY CHEDDARS:

- 45616 - Kingdom Fancy Cheddar
- 45761 - Organic Valley Deli Mild Cheddar
- 45532 - Organic Valley Deli Sharp Cheddar
- 45519 - Organic Valley Raw Milk Mild Cheddar
- 45521 - Organic Valley Raw Milk Sharp Cheddar
- 45762 - Organic Valley Mild Grassmilk Cheddar
- 45763 - Organic Valley Sharp Grassmilk Cheddar
- 65040 - Organic Valley Sliced Mild Cheddar



DELI CHEDDAR:

- 62301 - Andrew & Everett Sliced Yellow Mild Cheddar
- 45451 - Organic Andrew & Everett Sliced Yellow Mild Cheddar
- 62315 - Andrew & Everett Bar Mild Cheddar
- 62306 - Andrew & Everett Deli Bulk Mild Yellow Cheddar
- 62506 - Andrew & Everett Deli Bulk White Sharp Cheddar

FANCY CHEDDARS:

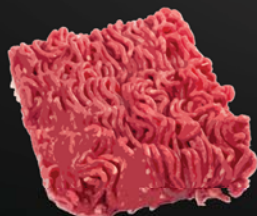
- 60368 - 1 Year Xtra Sharp Celtic Irish Cheddar
- 60374 - Lye Cross Famous English Cheddar
- 60370 - Tipperary Xtra Sharp Irish Cheddar
- 60362 - Xtra Sharp Welsh Cheddar

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

MEAT CHEAT SHEET

[RANKED BY BEST SELLERS]



GROUND BEEF

Ground Beef is produced from trimmings, primarily of chuck or round steak – popular because of the good balance of meat to fat. Pureland beef uses a fat to meat ratio of 85/15. Ground beef has many cooking applications from the ever popular hamburger on the grill to Shephard's Pie, meatballs, tacos, and lasagna Bolognese.



RIBEYE

Ribeyes are sliced from the rib sections of the steer on ribs six through twelve. The ribeye is a very tender cut of meat that has a moderate marbling of fat. This fat content of the ribeye lends it to many different culinary applications including braising, grilling, and roasting.



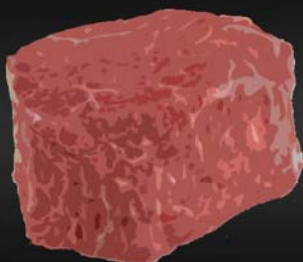
NY STRIP

NY Strip is from the short loin. It consists of a muscle that is seldom used. The meat is tender, though not as tender as the nearby rib eye or tenderloin. Fat content of the strip is somewhere between the two cuts. Common cooking methods include grilling and broiling.



TOP SIRLOIN

Top Sirloin steaks come from the loin of the carcass. Top sirloin steaks differ from sirloin steaks in that the bone and the tenderloin and bottom round muscles have been removed. Top sirloin steak is usually served grilled, broiled, sautéed, or pan-fried. It can also be cut into strips for stir fry or fajitas.



TENDERLOIN

Tenderloin Steak is cut from the short loin and sirloin, an area that is beneath the ribs and next to the backbone. Because of the placement of this muscle, it does very little work and is consequently very tender – hence the name tenderloin. This is the mostly costly cut of beef owing to its relatively small size in relationship to the carcass and its desirability. Tenderloin is used in the preparation of carpaccio, filet mignon, Chateaubriand, and beef Wellington.



CHUCK BROIL

Chuck Broil cuts come from the heavily muscled shoulder area of the steer. It is one of the most affordable cuts of beef and due to the fact that it contains a large amount of connective tissue, which will dissolve during cooking, it is particularly suited to slow cooking, braising and pot roasting.



LONDON BROIL

London broil is not necessarily a cut, but more of a preparation style. Pureland uses top round, which is cut from the powerful rear leg of the steer. This is a very lean cut of meat and is well suited to marinating and grilling – short cooking times at high heat with a medium to rare temperature is recommended.

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PURE LAND AMERICA



Pure Land America products are NEVER treated with or fed antibiotics, hormones, growth promotants or genetically modified organisms (GMO's). Our team of organic ranchers and organic farmers ensures consistently healthy and flavorful cuts of meat and ground beef.

KEY BENEFITS:

- No Antibiotics
- No Added Hormones
- GMO Free
- Certified Gluten-Free
- USDA Certified Organic
- CCOF Certified Organic
- Rich in Heart-Healthy Omega-3s
- Less Total Fat than Conventional Beef

ITEM #	DESCRIPTION	PK/SZ	UPC	COST	UNIT	SRP	GP%
69165	Organic Beef London Broil	6/24 oz	79357304180	\$87.14	\$14.52	\$21.99	34%
69000	Organic Beef New York Strip Steak Boneless Fresh	8/10 oz	658533137252	\$88.00	\$11.00	\$15.99	31%
69001	Organic Beef Rib Eye Steak Fresh	8/10 oz	658533137269	\$84.50	\$10.56	\$15.99	34%
69002	Organic Beef Top Sirloin Steak Fresh	10/8 oz	658533137276	\$73.27	\$7.33	\$10.99	33%
69003	Organic Beef Ground Brick 85/15 Fresh	12/16 oz	793573041807	\$73.84	\$6.15	\$8.99	32%
69005	Organic Beef Tenderloin Steak Fresh	10/8 oz	658533137290	\$139.50	\$13.95	\$19.99	30%
69166	Organic Beef Chuck Broil	6/23-32 oz	N/A	\$7.80	\$7.80	\$11.99	35%

ORDER TUESDAY BY NOON FOR DELIVERY THE FOLLOWING WEDNESDAY.



PHONE: 1.800.422.8384

FAX: 1.717.721.2597

WEB: www.fsproduce.com



MCLEAN NATURAL MEATS

Starting with the farm, McLean believes in the value of practicing gratitude. ‘We live in a busy world that encourages distraction and disconnect,’ says McLean. As a daily reminder, Mclean even added the slogan “Embrace Food With Gratitude™” to all food packaging.

For McLean, gratitude starts at the farm. Meat is sourced from farms that demonstrate higher standards for animal husbandry. No animal is raised in a cage or a pen. No animal travels more than 3 hours to slaughter. No animal is administered antibiotics or hormones. And all animals are fed a 100% vegetarian diet plus have access to fresh air and natural sunlight.

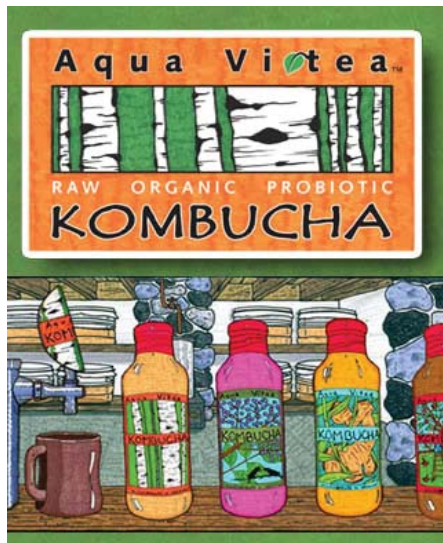
Once the farms are selected, McLean moves on to recipe development. Their steadfast manifesto is “keep it clean.” For McLean, this means **no allergens**, **no GMO ingredients** and **no chemical preservatives**, not even celery extract (a common natural nitrite added to deli meats).

The Vision of Mclean Natural Meats is to support a world where all food is produced humanely, from the working conditions for employees and the treatment of animals to the conservation of land, air and water. In this Vision, both government and industry would embrace new standards of sustainability and safety in our global food production. This long term thinking is the driving force behind the Mclean team and their passion to deliver the best quality products.

To learn more visit www.mcleanmeats.com



AQUA VITEA ORGANIC KOMBUCHA



Aqua Vitea’s mission is to offer the finest quality products that are regionally produced with a positive effect on individual and community health and well being, contributing to a holistic lifestyle.

Founder’s Story:

“In 2005 my wife and I moved to Salisbury, Vermont from Portland, Oregon. Oregon was our home for nine years as Katina pursued medical degrees in Naturopathy, midwifery, and acupuncture.

During my time in Oregon, I became a brewer for The Lucky Labrador Brewing Co. Although an ideal job, I struggled to maintain a healthy lifestyle and strived to find a way to integrate the two. Fortunately, I was in a unique position to be learning about brewing and fermentation at work while being exposed to the philosophy of Naturopathic medicine at home. Katina taught me about functional foods (using food as medicine) and the governing role of the digestive system on a persons overall health.

As soon as I learned about Kombucha from the Nourishing Traditions cookbook and the Weston A. Price foundation, I knew I had found a way to brew, and sustain a healthy lifestyle while integrating both of our skills. So I began brewing Kombucha and experiencing many of its wonderful health effects first hand. I shared my surplus with friends, co-workers and classmates and was amazed by its popularity with both the naturopathic and beer drinking crowds alike. The more I learned about the benefits of Kombucha the more passionate I became about brewing it and making it available to my community.



Also during this time we became very involved with the local food movement and developed strong community ideals. We believe it is the responsibility of an individual to provide a component that will strengthen their community. For an individual or business to achieve success they must share a symbiotic or mutually beneficial relationship with their community. Furthermore, the health of the community depends on the health of its individuals, and an individual’s health begins with food.

For Katina and me, this dedication has translated into Aqua Vitea Kombucha and Salisbury Natural Family Health, which allow us the opportunity to educate and offer people alternatives to bring their lives into a healthy balance.” - Jeff Weaber

NEW ITEMS

NATURAL BY NATURE



45708 Organic 2% Milk Quarts (12/32 oz)



45709 Organic Whole Milk Quarts (12/32 oz)

AQUA VITEA ORGANIC KOMBUCHA

Turmeric Sunrise



Blood Orange



Hibiscus Ginger Lime



Ginger



Elderberry



Cranberry



Black Currant



Original



- 44967 Organic Original Kombucha (12/16.9 oz)
- 44966 Organic Black Current Kombucha (12/16.9 oz)
- 44961 Organic Blood Orange Kombucha (12/16.9 oz)
- 44965 Organic Cranberry Kombucha (12/16.9 oz)

- 44964 Organic Elderberry Kombucha (12/16.9 oz)
- 44962 Organic Ginger Kombucha (12/16.9 oz)
- 44963 Organic Hibiscus Kombucha (12/16.9 oz)
- 44960 Organic Turmeric Kombucha (12/16.9 oz)

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