

MEAT & DAIRY MONTHLY

SEPTEMBER 2016 EDITION

Fermented Foods are one of the hottest trends in the Organic and Natural Foods sector today. For years, people did not have an understanding of how vital their gut flora was to their health. That has changed!

New research shows that your gut can contain between 300 and 1,000 species of different bacteria that directly defend against pathogens and metabolize otherwise indigestible compounds in food. The wide spread use of broad spectrum antibiotics and the decrease in the dietary diversity have led many people to believe that part of the solution to improving the composition and diversity of their gut flora is to make naturally fermented foods a regular part of their diet.



New products are coming on the market at a steady clip including probiotic yogurts, cheeses, fermented vegetables, and teas – and these products are a big hit with consumers.

In addition to all the fantastic, organic, produce that is available from Four Seasons, we sell a number of great products that will appeal to the customer looking to enhance their digestive health. Lacto Fermented products are a must have in your refrigerated section.

PRODUCTS:

We carry the complete line of Hawthorne Valley lacto fermented Krauts and vegetables in 11 different SKUs; including their beet kvass, a yeast fermented beverage originating from the Baltic countries and their sauerkraut juice, which contains all the good fermentation bacteria in a drinkable beverage.

**Hawthorne Valley
Farm**



WANT TO LEARN MORE ABOUT OUR MEAT & DAIRY PROGRAM?

Contact your sales rep or merchandiser, OR

Haesel Charlesworth (Dairy & Proteins Buyer) haeselc@fsproduce.com | 717-721-2872

PRODUCTS (CONTINUED)...

We also carry 2 lines of Kombucha teas including Capital Kombucha – a light, fizzy, kombucha with refreshing flavors like Basil Lemongrass and the popular Cucumber Melon. Capital is manufactured in Washington D.C and so local to folks in the Mid-Atlantic region.



The other Kombucha that we carry is Aqua Vitea, manufactured in Vermont. This kombucha has less effervescence and a more traditional vinegary twang than the Capital Kombucha. Popular flavor include Turmeric and Elderberry – ingredients reported to have their own specific health benefits.

MAPLE HILL = CREAMERY =

Don't leave out the new Maple Hill Kefir! It is packed with beneficial probiotics and its sales have been growing steadily with loyal customers that love its tangy flavor and its digestive benefits.



One fermented product group that is often overlooked is dried meats, such as our Primo Naturale line of prosciuttos, salamis and chorizos.



These meats are not cooked, but cured in the traditional way that uses the process of fermentation to create the sausage, which lowers its PH before it is dried and cured or smoked – readying it for consumption.

Traditional salami has also seen an amazing resurgence in popularity as well!

BE SURE TO HAVE A GREAT SELECTION OF FERMENTED PRODUCTS FOR YOUR CUSTOMER AND PLENTY OF SIGNAGE TO POINT OUT THE HEALTH BENEFITS OF THESE PRODUCTS. SALES ARE CONTINUALLY INCREASING ON THESE LINES AND ARE SURE TO GROW FURTHER AS NEW PRODUCTS ENTER THE MARKET.

NEW ITEMS

THE PIGGERY

69139 - Ancho Chili Pork (12/1.5lb)

- * **LOCATED IN TRUMANSBURG, NY (FINGER LAKES REGION OF NY)**
- * **BOUTIQUE ARTISAN PROCESSOR**
- * **70 ACRE FARM**
- * **HORMONE AND ANTIBIOTIC FREE**



SPRINGWOOD DAIRY

45880 - Plain Yogurt (6/32 oz)

45882 - Vanilla Yogurt (6/32 oz)

45881 - Plain Yogurt (12/6 oz)

45883 - Vanilla Yogurt (12/6 oz)

- * **100% GRASS-FED COWS - "SINGLE SOURCE"**
- * **NO SUGAR, ADDITIVES, PRESERVATIVES, OR THICKENERS**
- * **FAMILY FARM IN LANCASTER COUNTY, PA**



GREEN MOUNTAIN CREAMERY

63903 - Greek Cherry Chocolate (Fruit on the Bottom) Yogurt 12/5.3 oz

63904 - Greek Coconut Pineapple (Fruit on the Bottom) Yogurt 12/5.3 oz

63902 - Greek Vanilla Blueberry (Fruit on the Bottom) Yogurt 12/5.3 oz

63905 - Greek Blueberry Cheesecake (Fruit on the Bottom) Yogurt 12/5.3 oz

Made in Vermont with rBST free Vermont milk and the finest ingredients - no artificial colors, preservatives, additives, artificial sweeteners or high fructose corn syrup.

Check out our full line of Green Mountain Creamery yogurts in your order guide!



NEW ITEMS (CONTINUED)

SWARBUSTIN' HONEY

- 60066 - Totally Raw Honey (12/24 oz)
- 60067 - Golden Nectar Honey (12/48 oz)
- 60068 - Black & Gold Honey (12/48 oz)
- 60069 - Totally Raw Honey (12/48 oz)

* FAMILY RUN OPERATION FROM WEST GROVE, PA



GARRETT VALLEY

- 45776 - Organic Turkey Bacon (6/8oz)

* ONLY SELLS MEATS WITHOUT ANY ADDED ANTIBIOTICS OR GROWTH HORMONES - NEVER ADD NITRATES, NITRITES, PRESERVATIVES, OR ARTIFICIAL INGREDIENTS



VENDOR SPOTLIGHT: HAWTHORNE VALLEY

Hawthorne Valley Association was founded in 1972 as a local food hub and educational non-profit. Their initiatives include a 700-acre Biodynamic farm, K-12 Waldorf School, on farm educational programming for children and adults, entrepreneurship classes for beginning farmers, and a natural food store.

Their Certified Organic Sauerkraut and other Lacto-Fermented Vegetables is made from regional produce and is always unpasteurized and loaded with probiotics. All the proceeds from the sale of our kraut go to support our educational and cultural programming and our work to support sustainable agriculture and healthy food systems.

To learn more please visit them at www.hawthornevalley.org and www.instituteformindfulagriculture.org.

