

Every other January in Lyon, France, at the SIRHA International Hotel, Catering and Food Trade Show, the two most prestigious culinary competitions take place—the **Coupe du Monde (Pastry)** and the **Bocuse d’Or (Savory)**.

This year, Team USA placed in both events. Of special note, is that this is the first time Team USA has ever medaled at the Bocuse d’Or, and it was lead by Philip Tessier of The French Laundry. We are so proud—congratulations Team USA!

	GOLD	SILVER	BRONZE
 LYON 2015 SIRHA SPIRIT	 <b>ITALY</b> Emmanuele FORCONE Francesco BOCCIA Fabrizio DONATONE	 <b>JAPAN</b> Kazuhiro NAKAYAMA Junji TOKUNAGA Shinichi SUGITA	 <b>USA</b> John KRAUS Joshua JOHNSON Scott GREEN
 LYON 2015 SIRHA SPIRIT	 <b>NORWAY</b> Ørjan JOHANNESSEN	 <b>USA</b> Philip TESSIER	 <b>SWEDEN</b> Tommy MYLLYMAKI

**OATMEAL** is so heart healthy, and not just for breakfast anymore. Deciding which oatmeal to use can be challenging because each manufacturer may call it something slightly different, but basically....

**Groats Whole** - the original breakfast oatmeal, whole grain. Hearty, chewy and versatile enough for savory dishes. Looks like farro.



**Groats Steel Cut = Irish Steel Cut = Scottish Steel Cut** - same as above, but cut into smaller pieces so that it cooks faster. Perfect cut for porridge and upscale hot oatmeal. Difference between Irish and Scottish is where it is grown.



**Rolled = Old Fashion = Regular** - are whole groats, dehusked, steamed and flattened by huge rollers. The “go to” for oatmeal cookies, muffins, hot oatmeal and even as décor on bread.



**Thick Rolled Oats** - are slightly thicker and have more texture than regular rolled oats. Ideal for steam-tables or a really rustic look.

**Quick Oats** - are smaller, thinner rolled oats. Great for quick breakfasts.



**Instant Oats** have been cut, rolled, steamed and dried. Least nutritious but most convenient.

See inside page for what we stock.

Oatmeal is the dish, oats are the ingredient.

## Is there such a thing as ethical Foie Gras? Yes.

There is a farmer in Spain that does not force feed his geese. His name is **Eduardo Sousa**. This story was told at a TED talk by chef Dan Barber of Blue Hill back in 2008 and again by This American Life on public radio in 2011 (see back page resources). It is an awesome story...

Eduardo Sousa’s family has been operating the farm and adjacent restaurant since 1812. For years, the family had produced only enough natural foie gras for family and friends. When Eduardo took over the farm several years ago, he decided it was time for the rest of the world to enjoy it too.



Their farm is along the fall migration of geese, in the Extremadura area of Spain, famous for the Iberico pig. Many of the geese would come down and graze on his organic figs, acorns and herbs. They even “communicated” to more geese flying above to come down and stay. Never caged, always free range, the geese naturally gorged themselves to get ready for the long flight. The flight they never took because they stayed.

Continued next page...

## New items now in stock!

Beans Heirloom "Good Mother Stallard" Elegant Beans & Beyond #275655 5 lb

*These LOCAL beans have a nutty, meaty taste and hold their color and shapes - great in soups!*

Cheese Ricotta del Pastaio BULK	Grande Cheesse	#95404	30 lb
Chips Sweet Potato	Jackson's Honest	#476227	36/1.2 oz
Chips Sea Salt & Vinegar	Jackson's Honest	#476226	36/1.2 oz

*The only chips cooked in organic, expeller pressed, coconut oil! And if that was not enough they are from organic & heirloom potatoes cooked kettle style. Yum!!!*

Farro Emmer Organic	Edison Grainery	#418005	4/5 lb
Foie Gras Grade A Duck (Frozen)	La Belle Farm, NY	#404611	1 lb avg
Oats Rolled Organic Finland	Edison Grainery	#83913	4/5 lb
Olives Nicoise "Real" France	Barnier	#37600	5.5 lb tub (new SMALLER size!!)



**GRANDE**  
CHEESE COMPANY

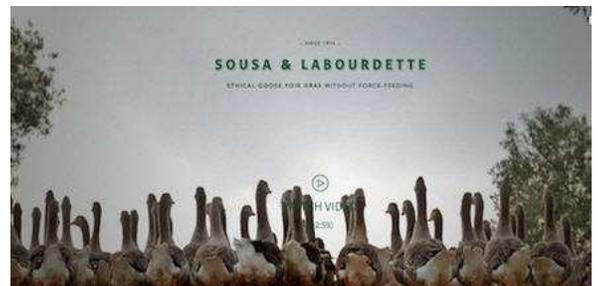


## Ethical Foie Gras continued...

In the fall of 2006, he turned the foie gras world upside down by being awarded the Coup de Coeur award at the SIAL (Salon International d'Alimentation) in Paris—think of it as a SOFI award from the Fancy Food Show. He won for his organic Iberian goose foie gras. The first time a non-French company won for foie gras. In disbelief, the French thought he cheated and sent spies to check on him.

Soon after, he met and partnered up with Diego Labourdette, who has a PhD in Ecology & extensive experience with migratory patterns of European birds from the far north to the wetlands of Andalucia and Extremadura in Spain (where, coincidentally, Eduardo's farm is). Now, Sousa & Labourdette foie gras is available thru pre-order direct (not in US) and seasonally in the family restaurant.

You can find out more about **Sousa & Labourdette** at [www.sousa-labourdette.com](http://www.sousa-labourdette.com). There are videos and links to other press regarding ethical foie gras.



*Going back to Dan Barber, he actually tried to mimic growing ethical foie gras at his farm in NY, but couldn't.*

Congratulations to the **2015 Good Food Awards Winners** and their food communities for leading the way towards a tasty, authentic and responsible food system. Chosen from 1,462 entrants, these 146 companies are creating vibrant, delicious, sustainable local food economies. Here is a list of our winning vendors!!



CHARCUTERIE—Fra'Mani Handcrafted Foods (Salame Nostrano, BiRite #312417)

CHEESE—Bellwether Farms (Whole Jersey Milk Ricotta, BiRite #96501) & Marin French Cheese (Petite Breakfast Cheese, BiRite #90829)

CHOCOLATE—Guittard Chocolate Company (Collection Etienne 45%)

OILS—La Tourangelle (Roasted Pistachio Oil, BiRite #986086 & Roasted Walnut Oil, BiRite #984996)

## Brief Foie Gras History—

There are Egyptian inscriptions going back 4,500 years that show the seasonal act of gavage (force feeding). During the Roman Empire, when foie gras became very popular, the process of gavage was done year round. Centuries later, the Ashkenazi Jews continued this tradition because the poultry fat was nutritious and conformed to Jewish law. Eventually, many Jews



moved to France and Germany settling along the Rhine river. In 1788 the governor of Alsace traded a pate de foie gras with King Louis XVI for some real estate in Picardy. This is how the French became associated with foie gras.

Thru today's gavage, duck livers are fattened up to eight times their normal size. On their own, duck/geese liver will double in size for the migration south. When the ducks are left alone, the liver will return to its regular size.

*La Belle Farm, Inc*  
*Ferndale, NY 12734*



**La Belle Farm is one of only three Foie Gras Producers in the United States.** Located on a 43 acre farm in Sullivan County, NY, the company has been in operation for 10 years producing superior quality Foie Gras.

It currently produces 130,000 ducks per year for high quality Foie Gras and proposes to expand to 182,000 ducks per year. La Belle Farm also produces distinctive tasting Foie Gras that stands out from both U.S. and foreign competition. La Belle Farm customers seek this product as it provides them with a point of differentiation in the marketing of their own menus and product lines.

La Belle Farm's team, for two years researched and developed the Foie Gras production process. During research and development, the La Belle Farm team traveled to Europe, where they studied the industry in order to develop a unique product.

Using the Crossbred Moulard Duck, they refined their foie gras producing process to yield great taste while at the same time rendering off less fat than others in the market. All products are processed and packaged in the company's U.S.D.A. inspected plants to ensure the highest quality and freshness.

La Belle has worked with Cochection Mills and their nutrition experts to produce a natural product free of hormones, vaccines and unnatural alterations. The selection of feed is very important in raising a healthy animal and La Belle strives to produce a natural stable diet while giving flavor and producing high growth rates. **BiRite #404611, Grade A (Frozen), 1 lb average.**



First, if you have never heard or seen a “**Ted Talks**” conference, you are really missing out. They do talks on everything—from food to politics to humor and science. They are educational, motivating and insightful. You can find them at [www.ted.com](http://www.ted.com) or on [youtube.com](http://youtube.com). Just go on line and enter “food” and you will see over 400 talks on just food alone. Just search “Dan Barber” to find the one from November 2008.

Ira Glass and his merry story tellers of **This American Life**, can be found weekly on most public radio stations. I usually listen to it at 12 noon on Saturdays on 88.5 KQED. The stories are always interesting—some funny, some serious. You can find the audio for Dan Barber's foie gras story at “**#452: Poultry Slam 2011**” on [www.thisamericanlife.org](http://www.thisamericanlife.org).



## Oats & Oatmeal Stocked—all sold by case:

*\*\*special order, check with your rep for lead-time*

Number	Pack	Size	Brand	Description
276005	4	4 lb	Harry's	Oatmeal Prepared Fresh Steel Cut RTU
83632	12	2.8 oz	Umpqua Oats	Oatmeal Rolled/Old Fashion "Kick Start Cup"
83604	3	16/1 oz	Quaker	Oatmeal Rolled/Old Fashion Instant IND
83620	64	1.5 oz	Quaker	Oatmeal Rolled/Old Fashion Instant Variety Pack IND
83616	12	30 oz	American Roland	Oats Irish Steel Cut Groats
83615	12	28 oz	McCann's	Oats Irish Steel Cut Groats
984574**	1	25 lb	Bob's Red Mill	Oats Irish Steel Cut Groats Cert Gluten Free
83950	1	50 lb	Giusto's	Oats Irish Steel Cut Groats Organic
984431**	1	25 lb	Bob's Red Mill	Oats Irish Steel Cut Groats Quick
984429**	6	28 oz	McCann's	Oats Irish Steel Cut Groats Quick & Easy
83945	1	50 lb	Giusto's	Oats Irish Steel Cut Groats Scottish
991905**	1	50 lb	Giusto's	Oats Rolled/Old Fashion
84206	12	42 oz	Quaker	Oats Rolled/Old Fashion
84230	12	42 oz	Unipro	Oats Rolled/Old Fashion
83930	1	50 lb	Alberta Oak Milling	Oats Rolled/Old Fashion #5 Canada
83940	1	50 lb	Quaker	Oats Rolled/Old Fashion Buckeye Hot Oak
83910	1	25 lb	Bob's Red Mill	Oats Rolled/Old Fashion Cert Gluten Free
83954	1	50 lb	Giusto's	Oats Rolled/Old Fashion Organic
83913	4	5 lb	Edison Grainery	Oats Rolled/Old Fashion Organic Finland
83906	12	42 oz	Quaker	Oats Rolled/Old Fashion Quick
83908	12	42 oz	Unipro	Oats Rolled/Old Fashion Quick
83925	1	50 lb	Alberta Oak Milling	Oats Rolled/Old Fashion Quick
992256**	1	25 lb	Giusto's	Oats Rolled/Old Fashion Quick Baby
982191**	1	25 lb	Bob's Red Mill	Oats Rolled/Old Fashion Quick Cert Gluten Free
84226	12	47 oz	Quaker	Oats Rolled/Old Fashion Thick Steam-table



Suggestions & Comments?

Cecily Costa, Gourmet Brand Specialist at [ccosta@birite.com](mailto:ccosta@birite.com) or (415) 656-0187 x428



If you would like a PDF copy of our Specialty Catalog (Grocery, Pastry & Frozen and/or Cheese & Charcuterie), please contact me directly to be added to our quarterly e-mailing.

NOTE: Any prices quoted in this newsletter are for NEW purchases (outside of 90 days) and not available to contract customers, which may or may not have a lower price. Ask your rep for details.

Thanks to my Editors—Jennifer Wilder-Smith, Director of Marketing & Stephenie Andrews, MarketSmart