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Natural News

Gluten-Free Market Trends

Gluten-free has been described by consumers as: “a mainstream sensation, embraced by both out of necessity and as a personal choice toward achieving a healthier way to live.”

Sales in the category have doubled in the last 5 years and are expected to double again in the next 3 years to \$5.5 billion by 2015. Well over 15% of consumers are eating gluten-free as part of a healthy lifestyle not just due to dietary restrictions. To read more, visit:

<http://thegluten-freeagency.com/gluten-free-market-trends/>

The Next Truth in Labeling: Humane Certification of Value-Added Products

Consumers have gotten more into the habit of checking the labels of milk and eggs for natural certifications, cage-free notations, and organic logos, but few, if any, have thought to seek out those icons on a loaf of bread or bacon-laced chocolate bar.



The certification, regulated by Humane Heartland, is available to farmers and producers alike. But it is not for the faint of heart. Achieving and maintaining humane certification is a rigorous process. The application can take months, with auditors inspecting every aspect of the farm and manufacturing process. To read more, visit: <http://www.specialtyfood.com/news-trends/featured-articles/article/next-truth-labeling-humane-certification-value-added-products/>

Ten Reasons for Restaurants to Go Organic

Organic restaurants present awesome opportunities for organic farmers, restaurant owners, organic handlers and the organic community as a whole. That said, maybe you're not sure if you should go organic at your restaurant. If you're on the fence, here are ten of the best reasons why you should consider transitioning to organic food at your restaurant.

- 1.) Organic food is growing in popularity
- 2.) Organic restaurants can be profitable
- 3.) Organic food is environmentally responsible
- 4.) Organic food is more appetizing than conventional food
- 5.) Organic food can help maintain a sustainable atmosphere
- 6.) Organic food options are varied
- 7.) Organic food allows menu creativity
- 8.) Organic food supports the local community
- 9.) Organic restaurant marketing is easy as pie
- 10.) Organic restaurants may increase staff productivity and morale

For more details, visit:

<http://organic.about.com/od/organicrestaurantsfoods/tp/Ten-Reasons-For-Restaurants-To-Go-Organic.htm>

Featured Product: POM Wonderful



POM Wonderful grows all of its pomegranates in California's San Joaquin Valley. With more than 15,000 acres of orchards in Central California, POM Wonderful is the largest grower and producer of fresh pomegranates and pomegranate juice in the United States. POM Wonderful grows, handpicks and juices its own pomegranates. By managing the entire production process from tree to bottle, POM Wonderful guarantees that its products come from only one source—100% California-grown POM Wonderful pomegranates. To view learn more, visit POM Wonderful at: <http://www.pomwonderful.com>



A Big Bet on Gluten-Free

The Girl Scouts recently introduced a gluten-free chocolate chip shortbread cookie to their annually anticipated line of sweet treats.

Vodka companies vie over which one of them was the “first” to introduce a gluten-free version of their products.

And, Trader Joe's recently joked in an advertising flyer promoting gluten-free foods that it was selling “Gluten Free Greeting Cards 99 Cents Each! Every Day!” — even though it then went on to say the cards were not edible.

Makers of products that have always been gluten-free, including popcorn, potato chips, nuts and rice crackers, are busy hawking that quality in ads and on their packaging.

Consumers are responding with gusto. The portion of households reporting purchases of gluten-free food products to Nielsen hit 11 percent last year, rising from five percent in 2010.

In dollars and cents, sales of gluten-free products were expected to total \$10.5 billion last year, according to Mintel, a market research company, which estimates the category will produce more than \$15 billion in annual sales in 2016.

To read more, visit:

<http://www.nytimes.com/2014/02/18/business/food-industry-wagers-big-on-gluten-free.html?ref=business&r=0>

March Recipe: Irish Potato Candy

Ingredients:

1/4 cup butter, softened
 1/2 (8 ounce) package cream cheese
 1 tsp. vanilla extract
 4 cups confectioners' sugar
 2 1/2 cups flaked coconut
 1 tbsp. ground cinnamon

Directions:

In a medium bowl, beat the butter and cream cheese together until smooth. Add the vanilla and confectioners' sugar; beat until smooth. Mix in the coconut. Roll into potato shaped balls and roll in the cinnamon. Place onto a cookie sheet and chill to set. If desired, roll potatoes in cinnamon again for darker color.

Servings: Five dozen

