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THE naturalfood EXPORTER

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**Tariffs and the Impacts
on the Food Industry**

**California Almonds;
Exciting Year Ahead!**

**The Fork in the Road for
Sustainable Products**

**Bone Suckin' Sauce®
Launches New Eastern
Vinegar BBQ Sauce**

A Semi-Annual Food Magazine
Volume 10, Issue 1





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From the Publisher



The Great Trade Wars

One could say that the tariff war started with China and will probably end with China. That isn't necessarily what's starting to emerge. The European Union and the United States are now looking to be the new battle. Potential 50% tariffs maybe imposed July 9th on the EU if certain conditions are not up to par with the Trump administration. China is also on deadline. They have until roughly the end of August to come up with favorable deal or tariffs will go back to 145% threshold. The ironic thing is that the administration is making better progress with China than the EU. Either way, the United States will have a vastly different playing field once the negotiations are complete.

There have been many reports that the trade war was really directed at China and that the rest of countries were collateral damage. From the perspective of our magazine and covering the food and agricultural industry for over 20 years, we tend to agree. Well, up to the point until you really see the tariffs imposed by other countries besides China. To put it simply, it's shocking! From 425% tariffs on US dairy products imposed by Canada to beef products being completely banned in certain countries in Europe and Pacific Rim. To hell with tariffs...your banned period. To make matters worse, the trade war of President Trump's first term was directed at China. They were the "big boys on the block" and the tariffs imposed by China versus the United States was basically a left over from the Cold War in which the Soviet Union was our focus. Fast forward some 50 years and a similar Cold War has emerged with the remaining Communist power and make no mistake...China is still rigid in their belief in that orthodoxy.

President Trump's "Liberation Day" started April 9th but the real trade started with China back in 2017, that was the warm up for the big rumble that's going on right now. The good news for the US food and agricultural industry is that this stuff is old hat. China was one of the hottest markets back in the early teens. China was buying everything including chicken, nuts, dried fruit, and grain products just to name a few. Once candidate Trump was elected President in 2016, his administration immediately homed in on China and the trade imbalance. And so began the major trade wars. The food industry was directly in the path. Products like poultry was banned from the China market and US beef was reduced to a trickle. The nut industry along with the rice industry demand from China evaporated overnight! Companies that shipped 80% of their product to the China market saw it reduced to nothing. For the food and agricultural industry, the trade war began and has not ended. Many companies that appear in this magazine have survived the trade war of 2017 and are "veterans" in dealing with this.

So, when China increased their tariffs to 125% this time around, most of the US suppliers we deal with shrugged. They long ago diversified themselves to new markets and refocused on the domestic demand. In this issue, we focused on the impact of tariffs on 2 industries...California Almonds and US Rice. Please take time to read it because it explains the resiliency of the US food producers. They've been through punitive restrictions to container shortages to complete bans. The US food producer is smart and understands not to put their stock in any single market. The 2017 trade war taught them that lesson. If a company strayed from this strategy, they possibly aren't around anymore. We are still early in the true second round of the great trade wars. This is only an overview of what should be a very interest August and September. Next...we will look at the new "hot" trade war emerging with the EU and where we stand on Canada and Mexico. And with that, I'll see you out on the road somewhere!

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Tariffs & U.S. Agriculture

by Lisa Mooney



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President Trump has said he believes tariffs are needed to bring “fair trade,” to both protect U.S. workers and reduce the trade deficit. The tariffs are fluid and evolving every day with deals in the works with many other countries.

Optimism for a shift in US policy grew on May 8 as Trump announced a trade deal with the UK, the first for his administration since imposing — then pausing — sweeping “reciprocal” tariffs against all trading partners in early April.

President Trump said the following day that the US had “many trade deals in the hopper,” and White House economic adviser Kevin Hassett said over 20 more deals were “close to being resolved.” Trump added that the “breakthrough” US-UK trade agreement would boost US export markets for agricultural products, including beef and ethanol.

According to CNN online news, on May 11 the U.S. and China agreed to drastically roll back tariffs on each other’s goods for an initial 90 days, de-escalating a punishing trade war and buoying global markets. By May 14 the U.S. will temporarily lower its overall tariffs on Chinese goods from 145% to 30%, while China will cut its levies on American imports from 125% to 10%.

Much is at stake for California’s agriculture industry, which ships nuts, rice, tomatoes and other products around the world. The state is the nation’s top agricultural exporter, with global sales totaling nearly \$24 billion in 2022.

In recent years, Canada has been the top foreign buyer of California’s agricultural exports, including wine, strawberries, lettuce and oranges. The European Union has ranked second, and China has ranked third, providing thriving markets for nuts, dairy products and other commodities.



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U.S. Agriculture Secretary Brooke Rollins said in early April that the White House is preparing a relief plan to support farmers “if necessary.” Details have yet to be made public. “While we believe targeted trade measures can be helpful in protecting California’s production and serve as a useful negotiating tactic,” she said, “we are still waiting to see what measures other countries take as a result of these tariffs as further trade tensions could jeopardize the viability of California agriculture.”

Karen Ross, secretary of the California

Department of Food and Agriculture, said she is deeply concerned about the potential consequences. “California farmers are already very challenged,” Ross said in an interview. “Profit margins are being squeezed considerably. Export markets are hugely important.”

California Almonds

California’s #1 crop is almonds. A huge increase in global prices a decade ago led growers to rapidly plant many new almond orchards. But, due to lower prices the total

acreage of almonds has begun to decline. California produces approximately 76% of the world’s almonds and the largest importers include; India, Spain, The United Arab Emirates, and China.

China, a major market for California almonds, has imposed retaliatory tariffs on U.S. almonds in response to tariffs imposed by the U.S. These tariffs have resulted in lower almond prices and reduced exports. As China has bought fewer almonds, prices for U.S. almonds have decreased, impacting growers’ profitability. Some exporters have shifted their focus to other markets, such as Canada and Mexico, to mitigate the impact of tariffs on China. The uncertainty surrounding trade policies and potential future tariffs poses challenges for almond growers, who plan for long-term investments in orchards.

The Golden State produces 80% of the world’s supply and exports most of the almonds it grows. That makes almonds California’s most valuable food export, making up roughly 20% of the state’s \$23.6 billion in agricultural sales abroad (followed by dairy products, pistachios, wine and walnuts) and 2.5% of California’s overall exports.

During Trump’s first term, China, the top destination of California almonds at the time, imposed a 55% retaliatory tariff that cost the state’s industry hundreds of millions of dollars.

California’s agricultural industry, the largest in the nation, has lobbied Congress and the White House to avoid harm from tariffs, just like other business groups. But it’s also treading carefully to not appear ungrateful for the White House’s promises to “maximize” water deliveries.

The Almond Board’s official statement regarding tariffs at this critical time explains; “the Almond Board of California is closely monitoring recent developments related to trade policies affecting the agricultural sector. Trade stability is critical to California’s specialty crop economy, and ongoing uncertainty poses challenges for growers and rural communities. As one of the state’s leading agricultural exports, California almonds rely on access to more than 100 global markets. Supporting a diverse and resilient export strategy remains a top

Continued on page 30

50 YEARS

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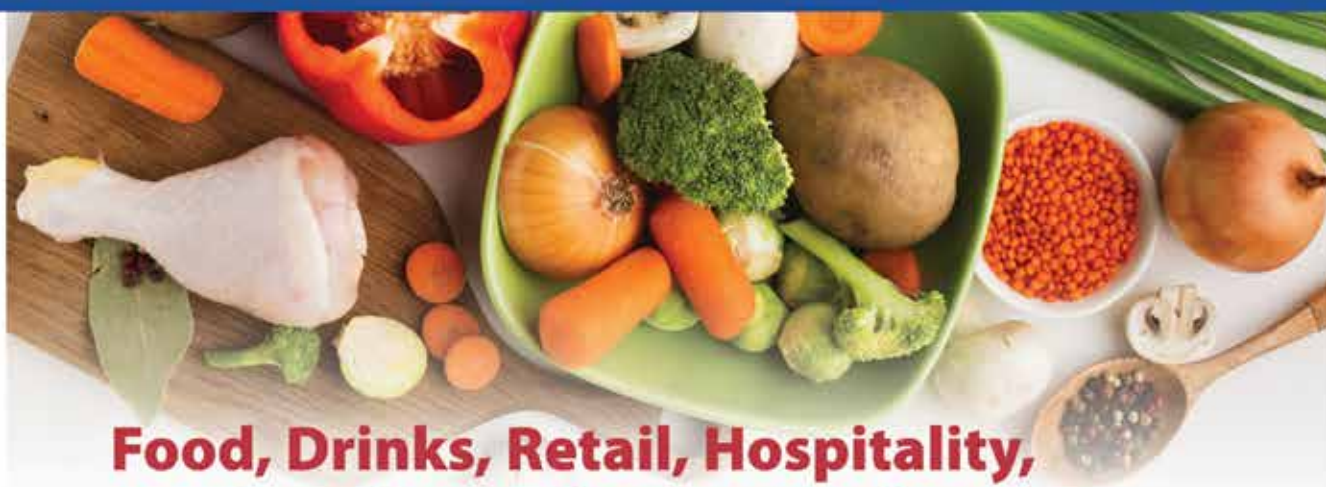
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SaudiFood 2025 | Riyadh - May 12 - 14, 2025

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Africa Food Show | Cape Town, South Africa - June 10 - 12, 2025

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Food & Hospitality Thailand | Bangkok - August 20 - 23, 2025

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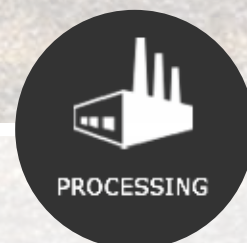
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California Almonds

by Lisa Mooney

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In December the Almond Board of California held its 52nd Annual Almond Conference. Almond Board of California CEO Clarice Turner and industry experts presented a full picture of current global, commercial, and industry trends as well as a range of ambitious new Almond Board initiatives.

Turner is finishing her first year as CEO, and she and Past Chair Alexi Rodriguez detailed how the learnings from this year and from their recent listening tour with growers are being used to help weather continuing challenges, complex economic forces, and changing consumer behavior.

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“The board, our committees, and our team at the Almond Board, are very focused on our four strategic priorities that we established earlier this year: Driving global demand, supporting a favorable trade and regulatory environment, maximizing our industry’s value, and optimizing the almond board’s value”.

During her speech Turner explained the growing momentum that is driving global demand, programs making new strides in marketing, along with innovation and research that will drive even more demand in the future. “You’ll hear why economists and experts see better times coming. The almond industry is celebrating 170 years of the resilience, ingenuity, and grit that made California almonds a global powerhouse—ABC is honoring that enduring spirit that you continue today”.

“Why are we optimistic about the future? Because we are seeing tangible signs of healthy demand. For the first time in our history, we shipped more than 200 million pounds 11 months in a row in the last crop

year. And, in the current crop year we have shipped 200 million pounds twice. Last crop year, the industry sold 300 million pounds more than what was produced. That is the largest swing in our entire history,” Turner explained.

The popular tree nut, considered a specialty crop in the agricultural industry, is the State’s leading agricultural export. In 2022, U.S. almond exports to the world totaled \$4.5 billion. The almond is also heavily rooted in many family trees, as almond farming is a “family-driven” agricultural industry in California. For these family operations in California, overseas markets have become a critical component to their success and bottom line. Approximately two-thirds of California’s almonds are exported.

At last year’s conference, ABC introduced a study it had been working on with Deloitte Consulting to assess emerging markets and determine a clear vision forward for target markets. The project evaluated over 100 countries, narrowed

down to 11 key markets, and eventually concluded that the industry should double down on core markets like the U.S. and India, especially after seeing 21% growth in India over the last year. India was already in ABC’s portfolio, but Deloitte’s feedback provided more details on why there needs to be deeper investment within their younger demographic, since 65% of India’s population is under 35. Last year, India removed retaliatory tariffs on U.S. almonds and other products. The impact of removing that trade barrier is already being seen in the export market, and the value of U.S. almond exports to India was expected to reach \$1 billion in 2024. The study also emphasized developing a long-term growth plan for emerging markets including Turkey, Morocco, and Indonesia, and staff has been working to understand these countries and assess what resonates with those audiences.

Health Benefits

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packed with protein, fiber, vitamin E, calcium, copper, magnesium and riboflavin. Between its health benefits and versatility in new food products, almonds have immense potential within the food innovation space. In fact, in 2023, almond ingredients were included in 14,000 new food products.

Seeing that, ABC is investing in ways to continue keeping almonds top of mind for food industry experts. They've partnered up with chefs, high schools, colleges, and the Culinary Institute of America, to explore new opportunities and are capitalizing on the incredible health benefits of almonds, which remains the number one reason why consumers eat almonds.

A new study found regularly eating almonds may aid recovery after exercise by reducing pain and muscle damage, while improving muscle performance. Eating foods that help people recover from exercise by reducing muscle fatigue and soreness may help them better stick to their exercise routines. The study concluded that snacking on two ounces (57g) of almonds for eight weeks modestly reduced pain ratings, helped maintain muscle strength, and reduced muscle damage after exercise.

"Our study provides more insight into the role almonds may play in supporting fitness recovery," said Dr. Mark Kern, PhD, RD, CSSD, professor of exercise and nutritional sciences at San Diego State University. "Almonds contain a wide range of nutrients that we know support exercise recovery including protein, antioxidants and phytonutrients. These nutrients are supplied in a whole food package versus isolated vitamin supplements which may contribute to the almond benefits observed in this study."

One marketing program that has seen consistent return on investment is the Own Your Prime campaign, now in its second year – ABC's partnership with former NFL star Deion Sanders,

also known as "Coach Prime". As his presence gains more traction in mainstream media, so does California almonds.

"He delivered 10 times greater media impressions than any previous ABC spokesperson," said Emily Fleischmann, vice president, global market development at ABC. "We've seen this turn into consumer action. An in-store promotion with Kroger, which is the second largest retail chain in the nation, had a 42% increase in new buyers."

The future looks bright for both California almonds and its farmers. "I

firmly believe that we have the right product in the right place at the right time, and we are well positioned to grow demand around the world for California almonds with new products, new markets, new innovations and new partnerships," Turner concluded..

Sources:

The Almond Board of California

USDA/FAS Website



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The Fork in the Road for Sustainable Products

by Aisha Kabani



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If you've been paying attention to the small-but-mighty war on single-use plastics, you've likely noticed a growing trend—sustainable cutlery making its way to your favorite cafes, restaurants, and even the office lunch room.

But while eco-friendly forks and compostable spoons are working hard to save the planet, their adoption rates aren't without a few twists and turns. Businesses and consumers are standing at a metaphorical fork in the road. Do we continue down a path littered with polypropylene forks that take 500 years to decompose, or do we pivot toward the shinier (and more guilt-free) future of compostable items?

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Ag Alumni Seed

Craig Anderson Named President and CEO of Ag Alumni Seed



The Ag Alumni Seed Improvement Association of Romney, Indiana, has appointed Craig Anderson as its new President and Chief Executive Officer. Anderson succeeds Jay Hulbert, who is retiring after leading the organization through years of growth and innovation.

“We are excited to have Craig joining Ag Alumni Seed,” said Jay Hulbert, outgoing President and CEO. “His extensive experience in the seed industry, strategic leadership, and deep

understanding of growers’ needs will be a tremendous asset as we continue to build on our strong foundation.”

Anderson brings decades of experience in the seed industry, with expertise in business strategy, sales, marketing, and operations. Most recently, he served as Chief Operating Officer at Dryland Genetics, where he designed and implemented a fully integrated seed company model for proso millet, driving market expansion through a streamlined go-to-market approach and strong grower relationships.

Prior to that, Anderson held key leadership roles at AgReliant Genetics, serving as LG Seeds Brand Manager, Vice President of Operations, Vice President of Sales & Marketing, and Chief Operating Officer. He oversaw strategic acquisitions, drove market share growth, and implemented capital investments that improved operational efficiency.

“I’m excited to join Ag Alumni Seed and look forward to working with the team, our partners at Purdue University, and our business collaborators,” said Anderson. “Ag Alumni Seed has a strong legacy of innovation in the seed industry, and I’m eager to explore new opportunities that will drive future growth and success.”

The Ag Alumni Seed Improvement Association was

established in 1938 as a not-for-profit foundation seed association with the mission of taking seed varieties developed at Purdue University, building up inventories, and making advanced genetics available to farmers. Today, Ag Alumni Seed focuses on the research, development, and marketing of popcorn seed for domestic and international markets, as well as contract seed production, conditioning, and a private label licensing program. In addition to popcorn seed, the company works on advanced trait development with researchers at Purdue University.

Anderson’s leadership marks the beginning of a new chapter for Ag Alumni Seed as the organization continues its commitment to innovation and service to the agricultural community.

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A Growing Trend With a Side of Confusion

First, some good news! The market adoption of sustainable cutlery is on the rise. What was once a niche segment is now becoming a viable, mainstream alternative to single-use plastics. And businesses are catching on—cafes, food trucks, and even corporate giants are taking the leap to swap out traditional cutlery for more sustainable counterparts.

Here's the tea, though—while compostable cutlery, such as those made from polyhydroxyalkanoates (PHA), offers a vastly superior option to the traditional polypropylene options (a.k.a., the dinosaurs of the plastics world), it's not exactly a smooth ride for manufacturers or businesses ready to make the switch. To begin with, just slapping “compostable” on your product isn't the free pass you think it is. Certifying bodies have made the designation process increasingly strict, and

while that's important for environmental integrity, the constant rule changes have left manufacturers scratching their heads—and sometimes slowing down production.

PHA vs. Polypropylene—It's Not Even a Fight

Now, why should we care that PHA is outperforming polypropylene by a landslide? Because it's shaping up to be the Usain Bolt of sustainable materials (really fast, really impressive). PHA doesn't just make excellent cutlery—it's also safe for food use and biodegrades in a fraction of the time compared to the plastic leftovers we've been burying in our landfills and oceans. It's even marine-biodegradable, meaning if some of those forks end up in the sea (they shouldn't, but accidents happen), they'll be gone faster than you can say, “Save the turtles!”

Simply put, PHA isn't just superior—it's the MVP of materials in the sustainability space right now.

Compostable... But Complicated

Here's where things get messy—literally. Compostable cutlery is being held to higher standards by those who oversee these certifications. While that's great for ensuring quality and environmental benefit, it creates uncertainty for manufacturers. One week, your eco-spoon meets the criteria. The next, you're told the rules have changed and suddenly, your product is no longer up to par. It's like showing up for a dance competition only to find out they've switched categories from ballroom to hip-hop overnight—it's confusing, frustrating, and can stall adoption until things are ironed out.

Businesses and consumers often find themselves stuck in this loop of misinformation, which doesn't exactly scream “smooth adoption.” Until certifying bodies streamline the process, these hiccups might deter or delay more widespread implementation of sustainable cutlery.

A Bright Future With Some Hurdles

The good news is that the future of

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sustainable products is as bright as a freshly cleaned compost bin (stay with me here). Demand for eco-friendly alternatives is growing, businesses are investing more resources into sustainable innovations, and consumers are voting with their wallets. But for this bright green future to become reality, several challenges need addressing.

1. Availability of Materials

First things first—sustainable materials like PHA need to be available in larger quantities at accessible prices. Not every manufacturer has the resources to source eco-friendly materials, making it harder for them to offer sustainable alternatives in large quantities.

2. Consistent Messaging from Certifying Bodies

Certifications are great, but they're useful only when businesses and manufacturers can actually trust the process. Clear, consistent, and achievable guidelines from certifying bodies will be crucial to ensure the process doesn't

feel like trying to decode ancient hieroglyphics. Not only does the article need to be compostable, but the packaging as well.

3. Business Support and Investment

Here's the kicker—businesses HAVE to walk the walk. It's not enough to promote green initiatives in marketing campaigns without actually prioritizing sustainability in their supply chains. The more money and resources businesses invest in sustainable products, the more normalized they'll become. Businesses serious about sustainability need to promote their work in sustainability, invest in small business and make sustainability goals achievable.

4. Willing Manufacturers

Finally, we need more manufacturers willing to take on the upfront costs of producing sustainable goods. Sure, economies of scale often lower costs later, but jumping into sustainable production can feel like an expensive gamble. Hint to businesses reading this—it's time to

support these champions.

Where Do We Go From Here?

The adoption rate of sustainable products like compostable cutlery is a work in progress. We're seeing the shift happen every day, but the hurdles—availability, certifications, and upfront costs—can't be ignored.

For businesses, this is the time to step up—invest in the materials, support sustainable manufacturing, and communicate clearly with your customers about the changes you're making.

One thing's for sure—while the future of sustainable products might still have a few potholes, the momentum behind them is unstoppable.

Disclaimer: Eagle Beverage has recently opened up a world class facility for commercially produced cutlery.

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priority to ensure the long-term success of the industry. We continue to engage with trade partners and stakeholders to encourage open dialogue and constructive solutions that support fair and stable trade.”

U.S. Rice

U.S. rice is shipped to about 120 countries around the world. Currently, the top 5 export markets for U.S. rice are 1) Mexico, 2) Japan, 3) Haiti, 4) Central America, 5) Canada. The top markets specifically for California rice are: Japan, South Korea, Turkey, and the Middle East.

When asked what makes USA Rice desirable to importers Klein explained, ‘the top issues for most importers are likely food safety, sustainability, and reliability. They can be confident that rice coming from the U.S. is safe because production and manufacturing are overseen by rigorous regulatory safeguards on environmental, labor, and food safety standards.’

Klein added, “U.S. rice producers lead the world in sustainable agriculture, receiving the first ever USDA Climate Smart Commodity Grants and with a long track record of

accomplishments. (Between 1980-2015, U.S. rice farmers reduced water use by 52%, GHG emissions by 41%.

Energy use by 34%, soil loss by 28%, and increased land use efficiency by 39% all without the use of GMOs. New 2030 goals have been established to improve on these numbers as well.)”

“With the U.S. rice industry located in northern California and in the mid-south/gulf, U.S. rice has easy access to many ports, rail lines, and river systems. Our proximity to major western hemisphere customers is an added advantage with reduced shipping times and costs.”

For 2024, USA Rice received more than \$6.5 million from USDA-FAS to support the millions more earmarked by the industry for promotion. USA Rice will be exhibiting at the following trade shows for the remainder of 2025: HOFEX in May, America’s Food & Beverage Show in September, Anuga in Germany in October, and Food Hotel China in Shanghai in November, among others.

“USA Rice, partnering with local importers and the USDA Foreign Agricultural Service, maintains robust promotion programs in about 20 key markets including Mexico,

Canada, Central America, Japan, South Korea, United Kingdom, Saudi Arabia, and Jordan to name a few.

The promotions run year-round and include paid and earned media, social media programs, trade shows, restaurant and retail partnerships, in-store demonstrations, cooking school and contest sponsorships, and much more. We often work in tandem with the importers in these overseas markets, to ensure that the promotional activities are effectively moving U.S. products.”

While rice is not grown in Canada and there is no locally grown option, some consumers are choosing products that are not from the U.S. where and when possible, creating additional opportunities for Thai and Indian rice that are already popular.

In response, U.S. rice marketing efforts in Canada in 2025 will focus on the attributes of rice that have attracted customers for years and remain unchanged, namely the grain’s nutritional value, versatility, accessibility, and sustainability commitments.

“We are evaluating media partnerships, influencer collaborations, and sampling campaigns and will proceed with creators

Continued on page 34

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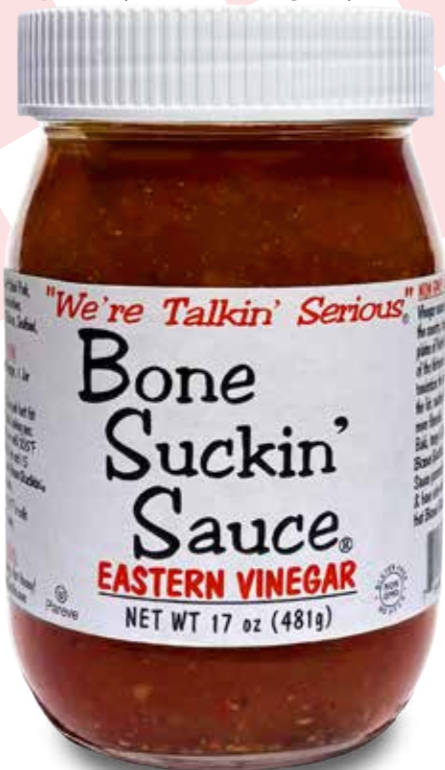
Bone Suckin' Sauce®

Launches New Eastern Vinegar BBQ Sauce

Get ready to offer your customers an authentic taste of American culinary heritage! Bone Suckin' Sauce®, a name synonymous with irresistible flavor and unmatched quality, is proud to unveil its newest creation: Bone Suckin' Sauce® Eastern Vinegar BBQ Sauce.

This sauce is a bold, tangy, and flavorful journey back to the roots of American barbecue. Vinegar-based sauces are the oldest in American barbecue, with a rich history dating back to the colonial era in the coastal plains of North Carolina. Our Eastern Vinegar BBQ Sauce is a true testament to this legacy, crafted with the same Ford family passion and commitment to quality that has made Bone Suckin' Sauce® a beloved brand worldwide.

We've captured the authentic flavors savored for generations, delivering a sauce that not only tantalizes the taste buds but also naturally tenderizes meats for an exceptionally flavorful, less greasy result.



Why Your Customers Will Crave Bone Suckin' Sauce® Eastern Vinegar BBQ Sauce:

- **Authentic Eastern North Carolina Flavor:** A genuine, bold, and tangy vinegar-based profile that's true to its historic roots.
- **Versatile Culinary Star:** Perfect for traditional pulled pork, ribs, and pig pickings, but also fantastic on BBQ sandwiches, brisket, lamb, potatoes, chicken, seafood, and wild game.
- **Natural Tenderizer:** The prominent vinegar base naturally breaks down fats, making meats incredibly tender and flavorful.
- **Comprehensive Clean Label:** Non-GMO, Gluten-Free, Kosher & Pareve, Dairy-Free, No High Fructose Corn Syrup
- **Trusted Brand Legacy:** From the makers of the award-winning Bone Suckin' Sauce®, a brand celebrated by Health Magazine, Food & Wine, Newsweek, Bon Appétit, and more.
- **Made in the USA:** Proudly crafted in North Carolina, USA.

Why Stock Bone Suckin' Sauce® Eastern Vinegar BBQ Sauce?

- **Meet Surging Consumer Demand:** Capitalize on the growing desire for authentic regional flavors AND clean ingredients. Consumers are actively seeking products with transparent, "kitchen cupboard" ingredient lists.
- **Premium Offering, Premium Appeal:** The high-quality ingredients, rich heritage, and trusted Bone Suckin' Sauce® name justify a premium shelf presence and attract discerning customers.
- **Leverage Existing Brand Loyalty:** Benefit from the strong, established Bone Suckin' Sauce® customer base eagerly awaiting new, authentic offerings.
- **Attractive Packaging:** Presented in classic pint glass jars and convenient half-gallon containers, designed to stand out.



Bone Suckin' Sauce® is the award-winning Western North Carolina style tomato-based barbecue sauce & marinade based in Raleigh, NC, USA.

Bone Suckin' Sauce® is the serious barbecue, grilling & marinating sauce for land & sea! Use amply for that Bone Suckin' Flavor®! Bone Suckin' Sauce® is Non-GMO, Gluten Free, Kosher, Dairy Free and contains No High Fructose Corn Syrup. Rated #1 for Newsweek and A+ Health Magazine.

Bone Suckin'® Sauce also makes Seasonings, Mustards, Wing Sauces, Hot Honey & Steak Sauce that are: Non GMO, Kosher, Pareve, Dairy Free, Gluten Free & No High Fructose Corn Syrup.

Phil Ford, a Raleigh, NC, USA based real estate appraiser and father of four, created his sauce in 1987 while attempting to replicate his mother's BBQ recipe. In September 1992, Phil's brother, Lynn Ford, and Lynn's wife, Sandi, expressed interest in partnering to bring the sauce to market. Sandi's experience of savoring every drop led to the sauce's name, and it officially debuted in November 1992.

Ford's Gourmet Foods – a fourth generation, Raleigh-based family business – distributes the North Carolina produced product, as well as many other N.C. brands, such as Fire Dancer Jalapeño Peanuts, Southern Yum Pecan Brittle & more.

Ford's was awarded the 2024 North American Agricultural Marketing Officials Marketer of the Year Award. The annual award recognizes an agribusiness company in North America who has demonstrated industry leadership, stand-out creativity and innovation in brand development and marketing.

Ford's Gourmet Foods was also Awarded the Export Achievement Certificate by the United States Department of Commerce.

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who are aligned with USA Rice messaging to kick start our 2025 promotional activities," said Asih Grigsby, USA Rice senior director of international promotion for the Western Hemisphere. "We are using paid media and direct meetings to demonstrate to the trade and retail sector that we are dedicated to serving their market, but we recognize that at the moment, consumers have indicated a willingness to go without U.S. products or to pay more for alternatives, so we're moving carefully."

In addition to issues with consumer sentiment around U.S. products, in response to the Trump Administration's 25 percent tariffs on Canadian steel, aluminum products, and other non-USMCA-compliant products imported into the U.S., Canada is retaliating against U.S. products, including a 25 percent tariff on U.S. rice.

"We are working closely with the U.S. government to resolve issues with Canada that led to the retaliation against U.S. rice," said Karah Janevicius, USA Rice director of international trade policy. "Many Canadian companies rely on U.S. rice whether it's for foodservice, retail, or for further processing into pet food or alcohol, and it's unfair that agricultural products like rice are caught in the crosshairs of this unrelated trade friction."

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Bone Suckin'® Chicken

Ingredients:

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- Whole Chicken, Quartered or Eighths

Instructions:

- Preheat oven to 350° F. Place chicken on a lined baking sheet and bake for 45 minutes.
- Coat both sides of chicken with Bone Suckin' Sauce®.
- Return to oven and bake 20 more minutes or until chicken internal temperature reaches 165° F. *(Can also be done on the grill.)*



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