

THE AMERICAN EXPORTER

Summer 2023 | \$5 U.S.D.

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**WISCONSIN AGRICULTURE:
NOURISHING THE WORLD WITH
TRADITION & INNOVATION**

**U.S. BEEF IN EUROPE-
Q & A WITH USMEF**

**NOURISHING THE FUTURE:
BABY NUTRITION TRENDS
AROUND THE WORLD**



A Quarterly Food Magazine
Volume 17, Issue 3

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A close-up photograph of a burger and a drink. The burger is on a sesame seed bun, featuring a beef patty, melted cheese, tomato slices, onion, and lettuce. The drink is a tall glass filled with a light-colored beverage, topped with a thick layer of white foam and chocolate syrup.

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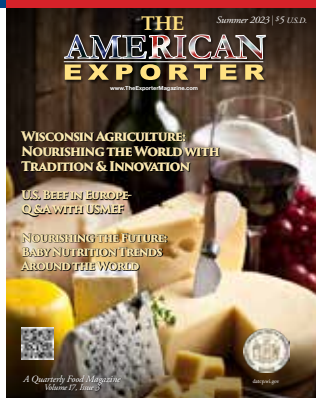


table of contents

THE AMERICAN EXPORTER

Summer 2023

- 6** From the Publisher
What Causes Food Inflation

Features

- 8** Wisconsin Agriculture:
Nourishing the World with Tradition and Innovation
- 14** U.S. Beef
in Europe
- 26** Nourishing the Future:
Baby Nutrition Trends Around the World

Product Highlight

- 32** Harris Woolf Almonds
Leader in innovation and sustainability
- 36** Ag Alumni Seed
Leaders in Hybrid Popcorn

Advertiser's Index

- 31** America's Best Directory
- 38** List of Advertisers
- 39** Buyer's Index



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from the publisher

What Causes Food Inflation?

Over the years, I've focused on food inflation. It definitely is a leading indicator of the US economy. There are several reasons why food inflation makes its appearance. In the industry, food prices are one of the first categories that increase in lieu of upcoming economic downturns. Let's examine the current situation. The common thought for today's food inflation includes the war in Ukraine, shipping costs, and higher costs associated with the production of food items (increased wages).

That begs the question "How much have food prices risen in the past 12 months and how does this compare to general inflation?" According to Forbes Magazine, The Bureau of Labor Statistics reported food inflation has risen at a faster rate than the broader Consumer Price Index over the previous 12 months. General inflation - as measured by CPI-U, which covers all urban areas - rose 3.2% for the 12-month period ending in July, while the cost of food rose 4.9% during the same period.

So which food items have been most effected by inflation? Grain products top the list. Ukraine produces a lot of grain and Russia's invasion hit producers and exporters of grains and oilseeds hard. The effects on cereals and other grain products rose as much as 10.7% in the past year. Also rising substantially were frozen foods such as fruits and vegetables (11.8%) and noncarbonated juices and drinks (16.3%) and margarine increased by 11.3%.

To ignore the effects Covid-19 and the rebound that followed was the most significant reason for rising prices. According to Forbes Magazine, "As we emerged from the pandemic, supply chains were severely disrupted and coupled with the glut of fiscal stimulus from governments around the world, demand remained strong. This supply/demand imbalance was the primary reason for the current round of inflation". There were some bright spots in the cost of certain food prices which fell during the past 12 months. This includes bacon (-10.7%); pork chops (-2.4%); pork roast, steaks, and ribs (-6.8%); chicken (-2.5%); eggs (-13.7%); and fresh whole milk (-4.5%). Prices for oranges and tangerines also fell (-3.6%), as did peanut butter (-1.7%).

So how long can we expect these high costs in our supermarkets. We are reminded that this is a global event and the reasons cited started long before the pandemic such as the cost of shipping, labor, and tariffs. Some of the other generic reasons that have been mentioned are the federal government's excessive spending, a.k.a. fiscal stimulus which continues to push prices higher. Inflation occurs when there is too much demand relative to supply.

Here's where I break from the uniform idea of supply and demand. We have plenty of supply. And we have an equal proportion of demand. In fact, the United States continues to produce too much food! That's why the export industry exists. An industry I've been involved with for 20 years and the growth has been exponential! What's really going on?

As food prices head higher, it's a safe bet the Fed will continue to tighten rates until inflation falls to its 2.0% target. The conventional thought...if the federal government reduces spending, they might not need to go to such extremes in raising rates and reducing the money supply. Yeah...right! That isn't happening. Remember when China and the US were in a bitter trade war? It's still simmering.

And then in 2022 the container shortages caused clogged supply lines and backlogs in US ports. Remember that? The cost of food products as well as many other product categories started with the US/China tariff war in 2019. That war spilled over to the artificially created shortage of containers which was a silent outcrop. This triggered the supply chains to contract and so supply and demand was affected. In my next statement, I will examine the roll of China and the Federal Government in the acceleration of policies and politics that has contributed to inflation. And with that, I will see you at ANUGA in Cologne Germany!

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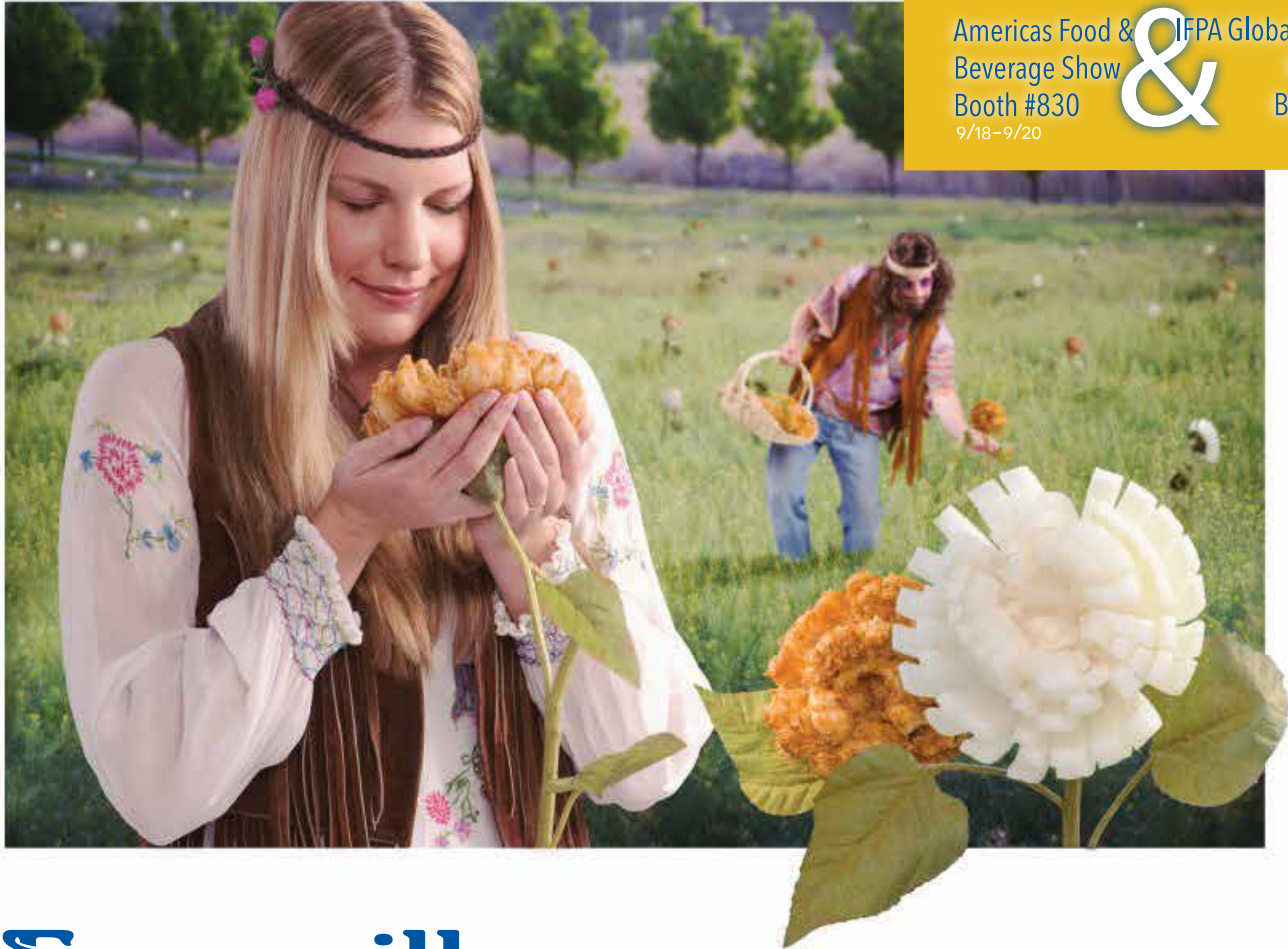
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Wisconsin Agriculture: Nourishing the World with Tradition and Innovation

Wisconsin stands tall as a state with a rich history and a diverse range of products that contribute significantly to the nation's agricultural exports. From dairy products to cranberries, ethanol to wood, and meat to vegetables, the agricultural landscape of Wisconsin is a testament to the dedication and passion of its farmers and businesses.

The Heart of Dairy Excellence: At the core of Wisconsin's agricultural prowess lies its dairy industry. Affectionately known as "America's Dairyland," Wisconsin leads the nation in cheese production, churning out more cheese than any other state. The state is also a major producer of milk, butter, and other dairy products. Wisconsin's dairy farmers take immense pride in their heritage, often passing down the legacy of agriculture to their children, creating a longstanding tradition of producing high-quality, safe, and sustainable dairy products that is deeply ingrained in their way of life.

*Stop by the Wisconsin
Department of Agriculture booth
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Wisconsin's status as a dairy powerhouse is undeniable. With over 1.28 million dairy cows and more than 6,000 dairy farms, the state continues to lead the nation in cheese production, accounting for a quarter of the total U.S. cheese output. Renowned for its artisanal cheese varieties, Wisconsin's cheese makers have won countless awards for their craft and their iconic cheese curds are loved by locals and visitors alike.

Cranberry Harvest: Beyond dairy, Wisconsin is equally famous for its cranberry harvest. The state's cranberry growers diligently cultivate this tart fruit, making Wisconsin the top cranberry-producing state in the U.S. The sight of flooded cranberry bogs during the harvest season is a visual delight for visitors. Additionally, Wisconsin is a significant producer of potatoes, sweet corn, peas, and green beans, contributing to the nation's vegetable supply.

Wisconsin's cranberries have gained international acclaim and are a vital agricultural export. The state's growers employ innovative cultivation techniques, ensuring the highest quality cranberries are harvested and processed for global distribution.

Meat and Poultry: The livestock industry is robust in Wisconsin, with cattle, hogs, and poultry being significant contributors. Wisconsin's commitment to humane and sustainable animal husbandry practices ensures high-quality meat and poultry products for consumers worldwide.

Wood Products and Sustainable Practices: Wisconsin's abundant forests provide a steady supply of timber, making it one of the leading producers of wood products in the country, providing lumber, paper, and wood pellets.

Wisconsin's vast forested areas provide ample opportunities to produce wood and paper products. The state's lumber industry plays a pivotal role in supporting

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the construction and manufacturing sectors.

Wisconsin's farmers and ranchers are committed to sustainability and preserving the environment. Their pasture and rangeland management practices support healthy habitats for wildlife, pollinators, fish, and a wide variety of native plants and insects. This sustainable approach not only benefits the ecosystem but also ensures the long-term viability of Wisconsin's agriculture.

Sustainability and environmental consciousness are at the heart of Wisconsin's agriculture. The state's corn growers play a critical role in the biofuels industry, producing ethanol as a cleaner alternative to traditional fossil fuels. Ethanol production not only supports sustainable energy practices but also bolsters the agricultural economy.

The Melting Pot of Wisconsin

Agriculture: Wisconsin's agriculture is a melting pot of diverse offerings,



encompassing both traditional and modern practices. Its farmers are skilled in leveraging the state's unique geography and climate to produce an impressive array of agricultural products.

Wisconsin's agricultural landscape is characterized by innovation and adaptation to changing times. From family-owned farms employing modern technologies to agribusinesses exploring new markets and products, Wisconsin's agricultural sector thrives on the

spirit of innovation.

The allure of Wisconsin's agriculture extends beyond its products. The state's rich farming heritage and scenic landscapes draw tourists seeking authentic farm experiences. Agritourism ventures, such as farm stays, pumpkin patches, corn mazes, and apple orchards, provide an up-close look at rural life and foster a connection between consumers and the source of their food.

Continued on page 20

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U.S. Beef in Europe

by Lisa Mooney

In an interview with Scott Reynolds, Assistant Vice President, Marketing Programs for USMEF he explained the exciting growth in the European market and how U.S. Beef has set itself apart from the competition.

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1. Why is Europe an emerging market for U.S. beef products?

Europe is an important developing market for U.S. beef because of the many opportunities within high-end foodservice in Europe that is a natural fit for the high-quality product that the U.S. produces and supplies. Thanks to the U.S.-E.U. Trade Agreement signed in 2019, buyers in Europe have increased access to duty-free, high-quality beef from the U.S. with the phased-in tripling of the United States' share of the hormone-free beef import quota. On a per-pound basis, the European market is the highest value market for U.S. beef producers and buyers from Europe purchase a wide variety of cuts from the carcass. It's also important to point out that in several countries throughout Europe, beef consumption has been gaining steam over recent years and therefore represents increased opportunities for growth.

2. What selling points make U.S. beef appealing to businesses and consumers in this region?

U.S. Beef is in demand by consumers primarily because of the high-quality that U.S. grain fed beef is known for world-wide. Grain finished beef results in a marbled product that lends to an unmatched richness in flavor, tenderness, and juiciness that consumers love. It's also important to point out that the third-party USDA grading system ensures that when chefs choose to feature U.S. beef on their menus, they can expect consistent results every single time, with every single cut prepared.

3. Which meat cuts or products are most popular in Europe?

U.S. beef is versatile! High-quality middle meats are very popular with white tablecloth dining. Cuts like the ribeye, New York strip, and tenderloin really highlight the eating characteristics that highly-marbled beef accentuate. However, cuts perhaps less well known, such as the flatiron, top sirloin cap, and short ribs are also very popular as well because it brings together the superb flavor and tenderness that U.S. beef is known for but at a price point lower than that of the popular middle meats. American style barbeque is also gaining more popularity in Europe as well. Cuts like the brisket, top round and tri-tip are perfect for these low and slow smoking techniques.



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4. What types of marketing activities are being held in this area? Are they in person or virtual?

Because U.S. beef is a unique and premium item in Europe, much of our marketing efforts focus on education. It is very important that importers, distributors and food service operators understand what sets U.S. beef apart from beef from other origins. It's important that they understand the value opportunities that putting U.S. beef on their menus affords.

Every year, USMEF organizes seminars with importers, distributors, chefs, retail buyers, culinary media and influencers to talk about the uniqueness of U.S. beef, the different attributes and applications of well known cuts as well as lesser known alternative cuts. We bring in accomplished chefs to talk about the proper way to prepare various items depending on the exact characteristics of the individual cut, and we do cutting demonstrations to show attendees how to fabricate individual items from larger sub-

primals with the goal of maximizing value.

We also share information about the U.S. beef production industry, highlighting the great care that is placed on consistency, food safety and sustainability. These types of training opportunities have been held in countries all throughout Europe, from Spain to Latvia and from Sweden to Greece. These seminars also provide a great opportunity for USMEF to plan joint marketing activities with our partners throughout Europe that import U.S. beef. We have supported U.S. beef restaurant promotions, retail campaigns, and are active in the digital space by partnering with imports and distributors on their own U.S. beef ecommerce and digital initiatives, by leveraging influencers and by creating our own digital content to be shared through USMEF's own social media channels.

5. Will USMEF be participating in any future trade shows in this area?

USMEF has a strong presence at trade shows like ANUGA and SIAL and will also be at some of the most important regional shows including Tutto Foods in Italy and Gastronomord in Sweden. USMEF also participates in regional shows in partnership with local distributors like Reaton Professional Days in Latvia, Bidfood Expo in Czech Republic, EuroGastro in Poland, Sirah in France, and Gastronomic Forum in Spain.

6. Please provide any additional information or insight you would like to add.

Over 90% of beef cattle operations are family-owned, and 78% of beef farmers and ranchers intend to pass their operation on to future generations. According to USDA data (2019), 62% (well over half) of the beef cows in the U.S. reside on ranches of fewer than 200 cows. More than quarter (27%) are on ranches with fewer than 50 cows. Range and pasture lands in the U.S. are located in all 50 states. Livestock grazing is the primary use of approximately 29 percent of all U.S. land including grassland, pasture and rangeland. Often, the land cattle graze on is not suitable for growing other food products, as it is too rocky, arid, or steep. Cattle grazing supports the ecosystem by helping to maintain biodiversity, provide wildlife habitat, enhance carbon sequestration, and contribute to nutrient cycling.

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The U.S. Meat Export Federation (USMEF) is made up of a diverse group of members that includes cattle, hog and sheep producers, oilseed producers, grain farmers, packers, processors, traders and supply and service companies – all working together to increase exports of U.S. beef,



Our presence at ANUGA, the world's largest trade fair, is an example of how we demonstrate to our partners in Europe our desire to maintain the U.S. share of the high-quality beef market by promoting the reliability of the product and securing access to new and existing markets around the world.



Visit our booth at ANUGA 2023 to learn more about U.S. red meat and about USMEF activities and programs planned in your market and other international markets. You can also visit www.usmef.org to discover how USMEF is helping put U.S red meat on the world's table.



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Chippewa Valley Bean: Legacy of Quality and Respect

In the heart of Wisconsin, Chippewa Valley Bean stands as a testament to family-oriented values and dedication to quality. Founded by Russell and Nancy on their traditional livestock farm in 1858, the business transitioned its focus to dark

red kidney beans in 1969. Chippewa Valley Bean nurtures a sincere relationship with its growers, ensuring premium quality for their kidney beans.

With a belief in family, pride, and respect for the land, the company has thrived for over 54 years. The next generation, including Cindy Brown,

Ruth Anne Hofland, and Brian Doane, along with long-time business partner Bob Wachsmuth, are major stakeholders in the company. Their commitment to maintaining this family tradition ensures a promising future for Chippewa Valley Bean.



Croix Valley Foods: Small Kitchen to Global Recognition

In the northwoods of Wisconsin, Croix Valley Foods was born in 1996 when the family opened a steakhouse and began serving meals with their homemade steak sauce. The growing demand for their

unique product led to the inception of the company in 2009, offering their Original Steak Sauce and expanding to include marinades, barbecue sauces, dry rubs, and Bloody Mary seasonings.

Their journey from a tiny kitchen operation to a shiny new 20,000 square

foot production facility in Hudson is a testament to their dedication to quality and innovation. As one of the fastest-growing BBQ brands in the country, Croix Valley products can be found across the globe, winning awards and acclaim for their exceptional flavors.



Van Holten's Pickles: A 125-Year Legacy

In 1898, Dutch immigrant Jerry G. Van Holten started his dream of becoming a vinegar distributor in Milwaukee, Wisconsin. The business expanded to include sauerkraut and pickle products. In 1939, the Van Holten family developed the original Pickle-In-A-Pouch, a snack loved by many, even today.

Van Holten's Inc. has taken the individually-pouched pickle to new

heights, offering a range of flavors to suit every palate. As a 125-year-old family-owned business, Van Holten's prides itself on its results, but more importantly, on its culture of mutual respect and a work-life balance for its associates. With products finding widespread acclaim around the world, Van Holten's Pickles continues to be a snack of choice for many on-the-go adventures.

In Conclusion: Wisconsin's agriculture is a powerhouse of diverse and high-quality products, driven by dedication to its consumers and people. Companies like Chippewa Valley Bean, Croix Valley Foods, and Van Holten's Pickles exemplify the state's commitment to tradition, innovation, and sustainable practices that ensure a bright future for Wisconsin agriculture in the international market.

Wisconsin's agricultural success is deeply rooted in its farming communities, where family-owned and operated farms form the backbone of the industry. These farmers are not only caretakers of the land but also stewards of sustainability and environmental preservation. They understand the importance of maintaining a balance between

Continued on page 24

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Continued from page 21

agricultural production and preserving the natural resources for future generations.

In recent years, the emphasis on sustainable and organic practices has gained momentum in Wisconsin's agriculture. Many farmers are adopting eco-friendly methods such as crop rotation, cover cropping, and integrated pest management to reduce the use of chemical inputs and promote soil health. Additionally, the concept of farm-to-table and locally sourced produce has garnered significant attention, with consumers increasingly seeking out products that have a traceable and sustainable origin.

The Wisconsin agricultural community is not just focused on meeting local and national demands but is also actively engaged in the global market. With the state's abundance of agricultural products, Wisconsin has emerged as a key player in international trade. Dairy products have found a strong demand overseas, with Wisconsin's cheese gaining recognition for its unparalleled quality and taste.

Furthermore, Wisconsin's agricultural exports play a crucial role in strengthening the state's economy. The agricultural sector contributes significantly to job creation and economic growth, supporting not only farmers but also various agribusinesses involved in processing, packaging, and distribution.

As the world faces challenges related to climate change, food



security, and sustainable agriculture, Wisconsin's agricultural community continues to evolve and innovate. Research institutions and agricultural organizations in the state are at the forefront of developing cutting-edge technologies and practices to address these global challenges. Whether it's in the realm of precision farming, genetic research, or sustainable resource management, Wisconsin's agriculture is committed to making a positive impact on the future of farming.

Wisconsin's agriculture is a testament to the state's rich farming heritage, its commitment to sustainable practices, and its innovative spirit. From dairy products to cranberries, ethanol to wood, and from meat to vegetables, Wisconsin's agricultural exports nourish not only local communities, but also the global population. As the world embraces a more interconnected and sustainable future, Wisconsin's agricultural community stands ready to play a significant role in nourishing and enriching the lives of people far beyond its borders.

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Website: <http://www.cvbean.com>

Croix Valley Foods

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Nourishing the Future: Baby Nutrition Trends Around the World

by Courtney Ferris

Raised on a prune farm in Northern California, Courtney has since lived in Italy and Japan and currently writes from Southern California, where she is a mother to three kids under four.

Nutrition is a cornerstone of healthy growth and development for children, and this fact holds particularly true during the critical stages of infancy and toddlerhood. During these formative years, children's nutritional needs are distinct from those of adults, with a particular focus on the first two years when infant nutrition has the potential to lower mortality, reduce the risk of chronic disease, and provide a foundation for better development overall, according to the World Health Organization (WHO). It's essential to provide young children with the right balance of nutrients to support their rapid physical and cognitive development. Across the globe, cultures and traditions influence what infants and toddlers are fed, but there are common threads that weave through the diverse tapestry of baby food. This article explores infant and toddler nutrition practices from different corners of the world and delves into the flavor, nutrition, and packaging trends that are shaping the baby food industry.

Infant and Toddler Nutrition: A Global Perspective

Infant and toddler nutrition practices can vary significantly from one region to another, influenced by cultural traditions, economic conditions, and the availability of resources. However, the universal goal remains the same: to ensure that children receive the nutrients they need to grow and thrive.

1. Breastfeeding as the Gold Standard

Regardless of geographic location, breastfeeding is widely recognized as the optimal source of nutrition for infants during the first six months of life. Breast milk provides an ideal combination of essential nutrients, antibodies, and bioactive compounds that support a baby's immune system and overall development. According to the WHO, "breastfeeding is so critical that it could save the lives of over 820,000 children under the age of 5 years each year." At the end of the day, fed is best, as undernutrition is associated with 45% of child deaths across the globe, says the WHO, and formula provides

a simple albeit costly solution in situations where breast milk is not an option.

2. Complementary Feeding Around the World

Around the age of six months, infants typically start receiving complementary foods in addition to breast milk or formula. The choice of complementary foods can vary widely between cultures. For example:

- **Rice cereal in Asia:** In many Asian countries, rice cereal is a common first food for babies. It's easy to digest and can be modified with various ingredients like vegetables, fish, or meat as the child grows.
- **Mashed Potatoes in Europe:** In parts of Europe, like Germany, potatoes are often introduced as one of the first solid foods. These are usually prepared with butter or cream for added calories and pureed with meat and vegetables.
- **Corn in South Africa:** According to American-based Amara Organic Food, an organic baby food brand known for its unique flavor profiles and dehydrated baby food products, corn porridge and fish are traditional first dishes in South Africa.
- **Avocado in North America:** In the United States and Canada, mashed avocado and sweet potato has become a trendy choice for baby's first food due to its healthy fats and creamy texture, but rice or oat cereal mixed with breastmilk or formula remains the most popular first food.

3. Local Flavors and Cultural Influence

The flavors and ingredients used in baby food often reflect the local cuisine and cultural preferences. In India, for instance, baby food might incorporate spices like turmeric, cumin, and cardamom, reflecting the rich culinary heritage of the country. From my own experience, while shopping for baby food in Japan, store bought baby food pureed often includes ingredients like miso and fish, which rings true to the traditional Japanese diet.

Cultural practices also influence the timing of introducing certain foods, though it's most common to introduce baby food between four and seven months in most countries. These

cultural variations can have an impact on a child's taste preferences and long-term dietary habits.

Trends in Flavor, Nutrition, and Packaging

As our understanding of infant and toddler nutrition evolves, so do the trends in baby food. In recent years, there has been a growing emphasis on providing nutrient-rich, diverse, and convenient options for parents and caregivers. Here are some notable trends in flavor, nutrition, and packaging:

1. Flavor and Texture Exploration

One of the most exciting trends in baby food is the expansion of flavor profiles and textures. Gone are the days when baby food was limited to bland rice cereal. Today, parents have access to a wide range of flavor combinations and textures that mimic the diversity of adult cuisine. For example:

- **Combination Blends:** Many baby food brands now offer blends of fruits, vegetables, grains and probiotics, introducing babies to a variety of flavors in a single serving.
- **Spices and Herbs:** Some baby foods incorporate gentle spices and herbs to expose infants to different tastes early on.
- **Textural Variations:** Beyond purees, there are now options for chunkier textures and finger foods, helping babies transition to self-feeding.

2. Organic and Natural Ingredients

Parents are increasingly seeking baby foods made with organic and natural ingredients. This trend aligns with a broader societal shift toward healthier and more sustainable food choices. Organic baby foods are often free from synthetic pesticides, herbicides, and genetically modified organisms (GMOs). They are also less likely to contain additives or preservatives.

Since releasing its 2019 report exposing heavy metals found in 95% of baby foods tested, non-profit Healthy Babies, Bright Futures has sounded the alarm on toxins in baby food – which is largely the result of contaminated soil and water. In response,

Continued on page 30

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Continued from page 26

brands like Little Spoon, an organic baby food subscription company, advertise their products as “heavy metal tested”.

3. Nutrient-Dense Superfoods

Nutrient density is a key consideration in modern baby food. Superfoods like kale, quinoa, chia seeds, Greek yogurt, and blueberries are finding their way into baby food pouches and jars. These nutrient-dense ingredients provide essential vitamins, minerals, and antioxidants to support a baby’s growth and development.

4. Allergen Introduction and Avoidance

The approach to introducing common allergens has evolved in recent years. Instead of delaying the introduction of allergenic foods like peanuts and eggs, many experts now recommend early introduction to reduce the risk of allergies. Baby food manufacturers are responding to this by offering products that include allergenic ingredients in controlled amounts, with clear labeling to guide parents. In fact, one such company Ready, Set, Food! has gone so far as to create a complete food line around the idea of early allergen introduction.

5. Sustainable Packaging

Sustainability is a growing concern for parents, and this extends to the packaging of baby food products. Single-use plastic containers and pouches have come under scrutiny due to their environmental impact. As a result, many brands are transitioning to eco-friendly packaging options, such as glass jars, recyclable pouches, and biodegradable materials.

6. Personalization

Personalized nutrition is a trend that is gradually making its way into the baby food market. Some companies offer customized baby food blends based on a child’s specific nutritional needs or dietary preferences, such as vegan diets or food allergies. In Japan, sometimes the only label I recognized on the baby food aisle was the symbol for “seven-free”, which meant the pouch was free from the top seven most common allergens.

Challenges and Considerations

While there are exciting developments in infant and toddler nutrition, there are also challenges and considerations that parents and caregivers need to navigate:

1. Cost and Accessibility

Access to nutritious baby food can be a

challenge in certain regions or for families with limited financial resources. High-quality organic baby foods can be more expensive, making them less accessible.

2. Food Safety

Ensuring the safety of baby food products is paramount. Contaminants, such as heavy metals like arsenic and lead found in some baby foods, are a major concern among parents. Vigilance in selecting reputable brands and staying informed about product recalls is crucial.

3. Flavor Development and Food Preferences

Early exposure to a variety of flavors can help develop a child’s palate and food preferences. Parents may need to be patient and persistent in offering diverse foods, even if a child initially rejects them.

Conclusion

Infant and toddler nutrition practices are shaped by a complex interplay of culture, tradition, and evolving trends in nutrition science. Regardless of where they are in the world, parents and caregivers share the common goal of providing the best possible nutrition to their children.

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Harris Woolf Almonds, a Certified B Corporation™, is a vertically integrated, grower-owned processor of almonds and value-added almond products. Think of us as your big friendly independent almond processor—striving to be at the forefront of almond innovation, grower relations, and supply chain transparency. With over thirty



years of partnerships between our founding family farms, our grower base, and the world's most recognized food & beverage companies, Harris Woolf Almonds products continue to help build some of the world's most recognized plant-based brands.

Founded in 1989, Harris Woolf Almonds is a partnership between two diversified family farms located in California's Fresno County. The Harris and Woolf families have carried their passion for farming into almond processing and, along with our other growers, have become one of California's largest almond processors.

Our products include natural almonds, inshell almonds, almond protein powder, oil, and paste. The flagship ingredient solution of Harris Woolf, our natural almonds are tried, true, and continuing to grow in global appeal. Here at HWA, we have broad access to numerous cultivars and sizes, as well as expertise in meeting custom specification needs. Our products are plant-based, with taste.

There's broad utility to a number of industries with our line of value-add almond products.

- **Our defatted almond protein powder** is a vegan, keto-friendly, plant-based ingredient that elevates protein blends, sports nutrition products, and a wide array of other food and beverage products. The appeal of this product is rapidly growing in the bakery industry as it can be used as a flour replacement or enhancement. Its appealing roasted almond flavor sets it apart from other plant-based protein options.



- **HWA almond paste** is a key ingredient in a variety of applications including non-dairy milk, yogurt, and ice cream, baked goods, fillings, and more. Improve the formulation of a current product or discover a key ingredient for something new with almond paste.

- **Harris Woolf almond oil** is made wholly from 100% food-grade almonds that can be traced right back to the farm. This product can be utilized in both culinary and cosmetic settings. HWA produces the highest-quality almond oil for a clean, reliable ingredient solution.

Food safety is critical for consumers, the environment, and Harris Woolf Almonds. Our food safety and quality teams go above and beyond to ensure our products adhere to all food safety standards. We're proud to uphold the signature Harris Woolf Almonds quality that is globally recognized.

HWA products are:

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Organic offerings are also available for a selection of our products.

We take a lot of pride in what we do – and that comes from our commitment to use resources efficiently. A lot of people think that when you focus on sustainability, it comes at the expense of the bottom line. But what we've learned is that a lot of these things work in tandem.

Today, nearly all HWA growers have switched from traditional irrigation methods to more sophisticated water-saving technologies like drip irrigation. We realize how important it is to



protect and conserve the environment upon which we depend. That's why 75% of our growers will be participating in the California Almond Stewardship Platform (CASP) by 2025.

Bees are invaluable to the almond industry. They pollinate blossoms which then turn into almonds. HWA and our grower base partner with organizations like Pollinator Partnership and Xerces Society that are devoted to the health of bees and other invertebrates. These non-profit organizations have helped our

Continued on page 38

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A close-up photograph of a fresh salad, featuring green leafy vegetables, purple onions, and dark olives, serving as a background for the title text.

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Food and Hotel Hanoi 2023 | Hanoi – November 21 - 23, 2023

Gulfood 2024 | Dubai – February 19 - 23, 2024

Food, Hotel & Tourism Bali 2024 | Bali – March 6-8, 2024

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Advertiser's Index

Ag Alumni Seed www.agalumniseed.com	p. 36
ANUGA www.anuga.com	p. 13
Bascom www.maplesource.com	p. 38
Chase Pecan www.chasepecan.com	p. 14
The Cheesecake Factory www.thecheesecakefactory.com	p. 44
Crain Walnut Shelling, Inc. www.crainranch.com	p. 21
Farmer's Rice Cooperative www.farmersrice.com	p. 28, 29
Farwest Rice www.farwestrice.com	p. 30
Harris Woolf Almonds www.harriswoolfalmonds.com	p. 32, 33
Hilltop Ranch www.hilltopranch.com	p. 43
Horizon Nut Company www.horizonnut.com	p. 12
Idaho-E Oregon Onion Committee www.USAOnions.com	p. 7
Magic Seasonings (Chef Paul) www.chefpaul.com	p. 17
Morrison Farms www.morrisonfarms.com	p. 24
Oak Overseas www.oakoverseas.com	p. 37

Pacific Valley Foods www.pacificvalleyfoods.com	p. 27
Pecana Purely Americana www.pecanmilk.com	p. 5
Preferred Popcorn www.preferredpopcorn.com	p. 16
Red River Commodities www.redriv.com	p. 10
RPAC Almonds www.rpacalmonds.com	p. 22, 23
Rufus Teague www.rufusteague.com	p. 15
Sacramento Packing www.sacramentopacking.com	p. 40
Setton International www.settonfarms.com	p. 41
Sysco Int'l Food Group www.sysco.com	p. 2, 3
Taylor Brothers www.taylorbrothersfarms.com	p. 42
Touchstone Pistachio Co. www.touchstonepistachio.com	p. 25
US Meat Export Federation www.usmef.org	p. 18, 19
Valley Pride Ag Co www.valleyprideag.org	p. 34, 35
Wilbur Packing www.wilburpacking.com	p. 11
Wisconsin Dept. of Ag www.datcp.wi.gov	p. 9

Harris Woolf...Continued from page 32
growers develop pollinators habitats in their orchards, which provide nutrition and shelter for these helpful pollinators. Pollinator health is a top priority for our company which is why we've pledged that 75% of our grower based will be Bee Friendly Farming certified by 2025.

We've set a few other goals for 2025, too. By 2025, 50% of energy usage will come from renewable sources. To accomplish this, we're developing large solar projects at both of our facilities. Additionally, we're committed to reducing Scope 1 and Scope 2 greenhouse gas emissions by 25%. We've partnered with a third-party agency to see how this is possible. Our solar projects will also help accomplish this goal.

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Contact: Arnold Coombs

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Contact: Ben Bennett or Joe Wilson

Web Site: www.mopecans.com

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Web Site: www.glparking.com

Contact: Adriana Alcala -
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Contact: Anna Zuniga,

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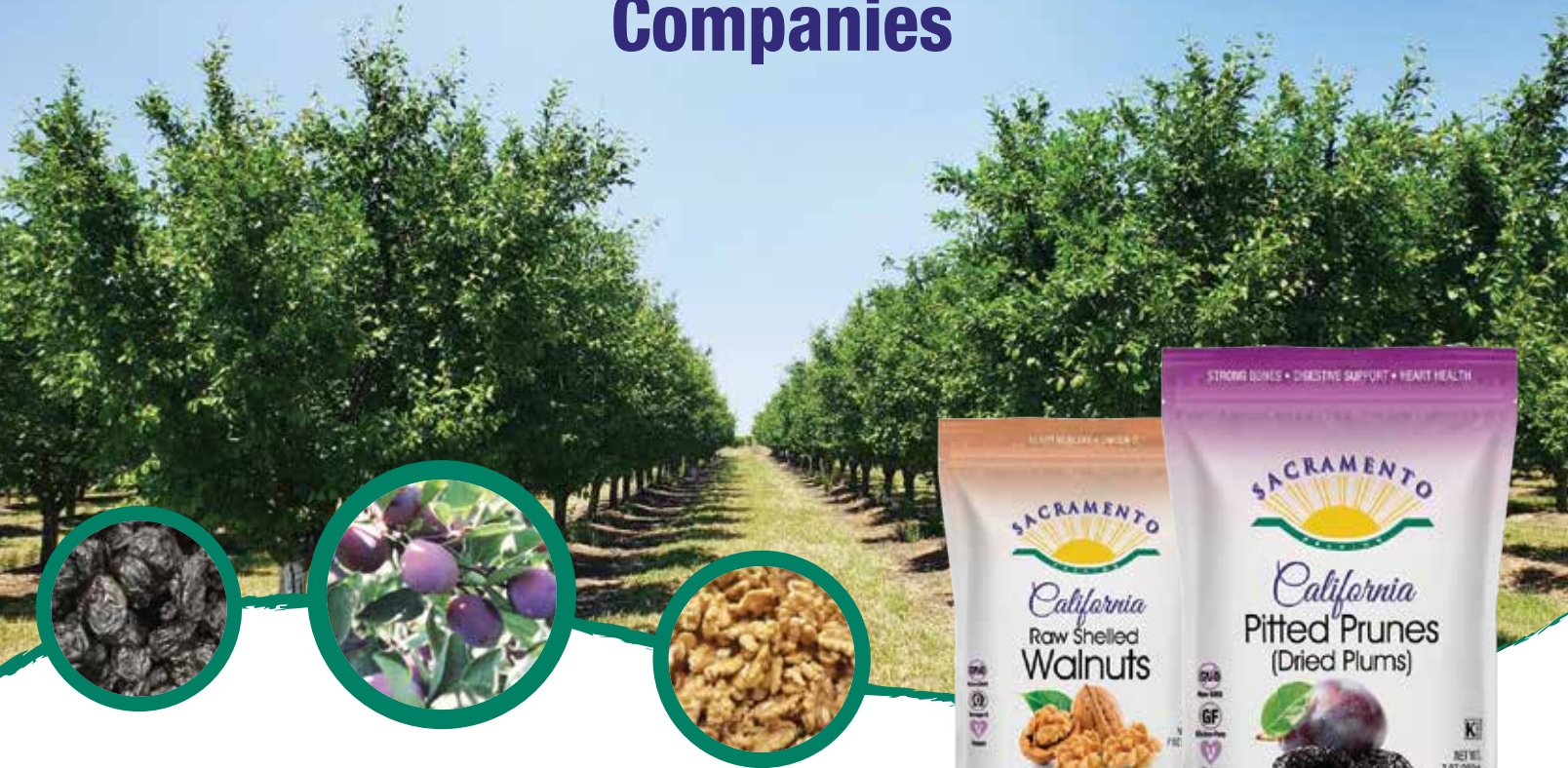
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