



Baldor

SPRING / SUMMER
2015



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letter from

TJ

This year, our objective is complete transparency. You'll see this goal in everything we do, from a transactional website with source details and farmer profiles to a mobile market that allows you to sample new items and then buy them on the spot. You'll also see it in the daily Peak Season emails and website category features that exist to keep you up-to-date on our best items of the moment. We've heard your requests for the stories behind the ingredients you buy. In response, we have built a system that creates a direct flow of information between our producers, our customers and Baldor itself.

In the following pages, we wanted to show you the ways that our community of chefs and producers is working with Baldor to simplify their lives, discover new ingredients and make incredible food. It is only because of your input and support that we have been able to design infrastructure that caters to the unique demands of our industry. At the end of the day, we innovate because you challenge us to. Now, we challenge you to use the services described in the following pages to make the best choices for your business and promote what you believe in. Together, we believe that we can build the best possible food system.



Owner and CEO TJ Murphy with his daughter, Nina.

A Few of Our FAVORITE THINGS

TJ Murphy is a man who knows what he likes. Recently, he revealed to us that he spent an entire weekend scouring the five boroughs for a very particular label of preserved cherry tomatoes that he needed for a recipe. When the Marketing Department struggled to brainstorm a location to host a lunch for our newly formed Culinary Council (see page 8), TJ insisted that legendary hole-in-the-wall pizzeria, DiFara, was the perfect place. He was right. We thought we'd share some of his favorite things.

food tech concept

CAVIAR



pizza

DI FARA



cocktails

AGED COCKTAILS



veg

WILD FLOWERING
SPRING ONIONS



burger

ALLSWELL



food charity

EDIBLE
SCHOOLYARD



fruit

HARRY'S BERRIES



pasta

SUNDAY SAUCE
AT RUBIROSA



food market

THE MEAT
HOOK IN BROOKLYN



Introducing baldorfood.com 2.0

A Letter from our Marketing Director, Ben Walker

We began by throwing out the norms of traditional business-to-business digital platforms.

Then, we picked out the best features that currently exist within the e-commerce landscape. The result is an online ordering platform that represents the best of both the b2b, and b2c worlds.

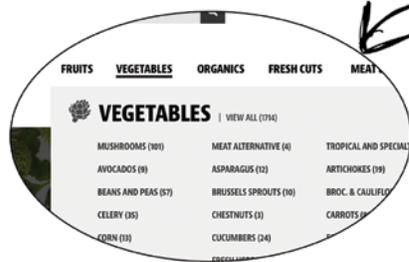
Visual aesthetics played a major role in our site's redesign. We are proud of the product we sell, and we wanted it to be the focal point of baldorfood.com. As you navigate the new site, you will see that our product's beauty and appeal speaks for itself. We have also revamped the user experience by giving our customers as many different methods of browsing and product search they could need - from in-and-out service to lengthy, information packed product searching. For the first time, you'll be able to filter our list of over 4,000 items by attributes like region, category or even farm. You'll also be able to organize your purchasing strategy with our new smartshop feature.

The new website has the food industry in it's DNA. After nearly 25 years in the business, Baldor is too familiar with challenges surrounding pricing, availability and seasonality. With these challenges in mind, we set out to create a website that streamlined the ordering process and created a greater level of information, and ultimately, transparency. The very architecture of the new site is designed to keep up with the volatile and fast-paced nature of our business, and we believe it will introduce a new element of convenience to the way you source ingredients. Enjoy!

For more details on how to set up an online account with Baldor, turn to page 49.

Meet the new baldorfood.com

We've gone
transactional.



1

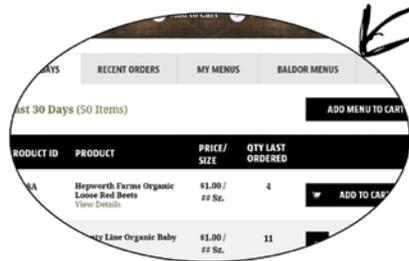
BROWSE CATEGORIES OR FEATURED ITEMS

Navigate through our large
selection of quality products.

2

LEARN ABOUT OUR PRODUCTS

Product cards show you item
details for more informed buying.



3

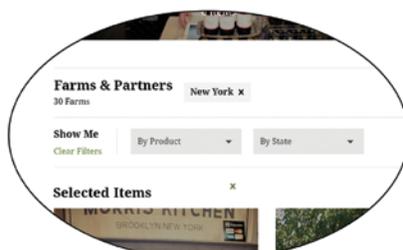
SMARTSHOP

Personalize your shopping
experience by viewing your
own menus, featured items,
and recent orders.

4

SHOP BY FARM

Search by state for regionally
specific shopping. Then browse
our growers' selections.





WELCOME

**CULINARY
COUNCIL
MEMBERS**

APRIL 7

DI FARA PIZZA
Brooklyn, NY

We've got a lot going on these days. Between our refortified local program, our new website and our efforts to combat food waste, we're so busy that we sometimes forget to pull back and really reflect on our efforts. Enter the Culinary Council--for 2015, we've enlisted the help of fourteen chefs to provide feedback on new initiatives and offer tough love when necessary. This advisory board will guide us as we roll out the website, help us onboard new farm partners and suggest projects for general improvement.

As we evolve, we believe that there is no factor more critical to our success than strengthening the dialogue we have with our customers. It is through your requests that we are able to target weaknesses in our customer service strategy and offer such a diverse range of products. Trust us when we tell you that it was not our idea to start selling unripe, green strawberries and celtuce. The 2015 Culinary Council is our attempt to formalize communication with our customers and turn your suggestions into action. As our President Michael Muzyk is fond of saying—challenge us!

the Baldor Culinary Council

John Adler | Franny's
Franklin Becker | The Little Beet
Harold Dieterle | Perilla, Kin Shop
Ryan Hardy | Charlie Bird
Anita Lo | Annisa
Ignacio Mattos | Estela
Liz Neumark | Great Performances
Dave Pasternak | Esca, Barchetta
Francois Payard | Payard
Alex Raij | Txikito, La Vara, El Quinto Pino
Ann Redding & Matt Danzer | Uncle Boon's
Lior Lev Sercarz | La Boite
Bill Telepan | Telepan
Michael White | AltaMarea Group

M day in the life MOBILE MARKET

We wouldn't ordinarily recommend that you get into a van with a stranger. In fact, this whole program sounds a little like the chef's equivalent of the idling vehicle with "free candy" in the back. Allow us to explain:

If you've ever wished you could inspect the porcini and taste the Tristar strawberries before placing an order, The Baldor Mobile Market is our solution. Every week, we load our trusty sprinter van with the season's finest rare, foraged or small farm items and hit the road, visiting chefs throughout the tristate area. Sound too good to be true? You're just gonna have to trust us here.



9:15 A.M.

The Mobile Market's loaded up with goodies and ready to go.



9:30 A.M.

We struggle to make the magic happen without that first cup of coffee.



Chef Matt Lambert of the Musket Room looks pretty excited about that 31ber of domestic chanterelles. He should be—they're some of the last of the season.

10:00 A.M.



Bagel master Dianna Daoheung of Black Seed Bagel poses with a case of Richter's Rhubarb.

10:45 A.M.



11:00 A.M.

Once you start counting Baldor trucks, they're everywhere!

WANT TO SHOP THE MOBILE MARKET?
TURN TO PAGE 49



12:00 P.M.

We lure Chef Ignacio Mattos of Estela into the back of our van... His sous chef Jake Nemmers doesn't look convinced.

Not to fear! Jake and Ignacio snag a box of black trumpet mushrooms.



12:15 P.M.

Chef Jeremiah Stone with a case of Gold Nugget Mandarins outside of his restaurant, Contra. Another satisfied customer.



1:00 P.M.

Joel poses with an armful of Oroblanco grapefruit. Don't worry-we helped him take them into the restaurant.



2:00 P.M.

Chef Joel Hough of Il Buco ponders the remaining assortment on the Mobile Market.



2:15 P.M.

THE SHORT LIST:

Sometimes, understanding the market is as simple as watching what our customers order. For instance, we always know that spring has truly begun when everyone asks for ramps. For this article, we focused on three Baldor orders that really capture the spirit of the season. Now, we just need to pay these chefs a visit and sample what they're making.

CHEF: HAROLD DIETERLE
RESTAURANT: PERILLA, KIN SHOP

Ingredients:
FIDDLEHEAD FERNS
WILD SPRING ONIONS
MORELS
ENGLISH PEAS
SHALLOTS
BABY RED MUSTARD



CHEF: PHILIP KIRSCHEN-CLARK
RESTAURANT: CAFE CLUNY

Ingredients:
COUNTY LINE BABY RED RUSSIAN KALE
NASTURTIUM FLOWERS
RUSSIAN BANANA FINGERLINGS
BABY TURNIPS
PERSIMMONS
BLOOD ORANGES
SUGAR SNAP PEAS



CHEF: ALEX RAJ
RESTAURANT: TXIKITO, LA VARA, EL QUINTO PINO

Ingredients:
SHISHITO PEPPER
QUAIL EGGS
LITTLE GEM LETTUCE
EPAZOTE
LEMON THYME
PINK MUSCAT GRAPES



-14-

RED★JACKET

— EST. 1958 • NEW YORK —

Red Jacket Orchards is a third generation, family-owned orchard located in Geneva, NY and run by the Nicholson family since 1958. Today, twin brothers Brian and Mark Nicholson manage the operation with their father Joe, and Mark sits as chairman of US Apple Association in Washington, D.C. They are champions of responsible agriculture and have been supporting sustainability since they opened 55 years ago.

While not organic, Red Jacket Orchards uses integrated pest management techniques to reduce the need for pesticides as much as possible. After establishing themselves as growers of premier apples bred for flavor, going into the business of craft-made, fresh-pressed juice was a natural progression.

The Nicholsons process their own fruit and press the cold mash into juice using the traditional “rack and cloth” method in their L.E.E.D. certified juice processing facility located in the orchard. Red Jacket does not add any enzymes or clarify their juice. Their process does not utilize heat at all until the critical step of flash pasteurization to ensure safety. It’s then bottled cold, and ready for you to enjoy fresh and cold!

All the juices blend Fuji Apple juice with varietal fruit juices like raspberry, strawberry, grape, blackcurrant and cranberry. Red Jacket Orchard “Stomps” blend Fuji Apple with greater amounts of either Apricot or Tart Cherry juice. All of these cloudy, fresh juices have 50% more antioxidant power than clear juices.

Think Big, Support Small

At its foundation, Baldor is a sophisticated logistics company. With warehouses in Boston, New York and D.C. and a fleet of nearly 300 trucks, we're in the unique position to connect regional food systems throughout the Northeast and Mid-Atlantic regions. As a result of our geographical reach, we often make deliveries in the regions where our farms are located. This enables us to backhaul from local farms on existing truck routes, minimizing our carbon footprint and

ensuring that we sell only the freshest product. Baldor also operates one of the most highly respected food safety programs in the country, allowing us to collaborate with our small farm partners on best practices in safe cooling, pest management, and water treatment. Once these farms are approved by our HACCP team, they have the potential to penetrate high volume markets with more rigorous safety standards like institutional food service operations.

NEW ENGLAND

Bella Bella Gourmet Foods / FOIE GRAS
Nodine's Smokehouse / SMOKED MEATS
Pell Farms / BERRIES
Czajkowski Farm / PRODUCE
Swazlowski Potato Farms / POTATOES
Eva's Garden / WILD FORAGED
Green Thumb Farms / POTATOES
Poverty Lane Orchards / HEIRLOOM APPLES

FINGER LAKES

Schoolyard Sugarbush / MAPLE SYRUP
Pederson Farms / PRODUCE
Remembrance Farms / PRODUCE
Buzzard Crest / GRAPES

NEW JERSEY + PENNSYLVANIA

Pete & Gerry's / CAGE-FREE EGGS
Subarashii Kudamono / ASIAN PEARS
Cassaday Farms / PRODUCE
Senat Poultry / HERITAGE BREED CHICKENS
Fralinger Orchards / STONE FRUIT
Paradise Hill Farm / HEIRLOOM CRANBERRIES
Garden State Farmer's Group / PRODUCE
Pontano & Sons / FRESH HERBS
Lancaster Farm Fresh Cooperative / PRODUCE

VERMONT

Grafton Village Cheese / FARMSTEAD CHEESES
Champlain Valley Creamery / FARMSTEAD CHEESES
Vermont Creamery / FARMSTEAD CHEESES
Champlain Orchards / APPLES

WESTERN NEW YORK

North Country / GRAINS
Eden Valley Growers / LETTUCES
Red Jacket Orchards / APPLES & FRESH JUICE

LONG ISLAND

Crescent Duck / WHITE PEKIN DUCKS
W&K Farms / SWEET CORN
Rottkamp Brothers Farm / SWEET CORN
Wells Homestead Acres / ASPARGUS
Satur Farms / PRODUCE
Latham Farms / PRODUCE

CENTRAL NEW YORK

Nettle Meadow Farm / FARMSTEAD CHEESES
Catskill Provisions / HONEY
Lucky Dog / PRODUCE
Fantasy Fruit Farm / BERRIES
Norwich Meadows Farm / PRODUCE
Greater Tater / POTATOES

HUDSON VALLEY

John Fazio Farms / RABBIT
Old Chatham Shepherding Co. / SHEEP'S MILK CHEESE
Hepworth Farms / PRODUCE
Hudson River Fruit Dist. / APPLES, PEARS, PRUNE PLUMS
Locust Grove Fruit Farm / STONE FRUIT, APPLES
Ronnybrook / MILK & YOGURT
Hawthorne Valley Farm / RAW & ORGANIC CHEESES
5 Spoke Creamery / RAW MILK COW'S CHEESE
Coach Farm / GOAT CHEESE
Sprout Creek Farm / RAW MILK CHEESES
Northwind Farms / HERITAGE BREED TURKEYS
Eckerton Hill Farm / TOMATOES

NEW YORK CITY

Lioni Mozzarella / MOZZARELLA
Brooklyn Brine / PICKLES
Grady's Cold Brew / COLD BREW
Kelvin Natural Slush Co. / NATURAL SLUSHIES
Morris Kitchen / CLASSIC & SEASONAL SYRUPS
Twin Marquis / DUMPLINGS
Salumeria Biellese / SALUMI



PRODUCE

Produce is at the heart of what we do. While our offerings now include an extensive specialty line, it will always be our mission to source and distribute the finest produce on the planet. This commitment developed in response to an even greater goal—to offer a superior customer experience. Customer service is at the forefront of every program we design, from our Fresh Cuts unit which supplies restaurants with prepped ingredients to our list of rare ingredients like fresh sassafras.

Over the past few years, the mission of our produce division has been transformed by our commitment to expand our local program and support growers whose protocols for sustainability are in alignment with our own. Today, we work with over 50 local produce farms and have built a transactional website that will create a 100% transparent shopping experience.

AN APPLE A DAY: How First Fruits is Farming for Good

Baldor is proud to represent First Fruits Farm, a 6,000 acre orchard owned by Ralph and Cheryl Broetje. Both Ralph and Cheryl come from farming families in Washington and, in addition to their combined years of agricultural experience, they share the same commitment to social issues. In fact the Broetjes donate up to 75% of their produce profits to ministries worldwide. The self-described “marketplace ministers” have an equal dedication to “profit, people, planet and purpose”.

After visiting Mexico to learn more about the culture of their harvest crew, they became dedicated to improving farm worker conditions. First, they created sustainable work for their staff by planting different apple varieties that needed to be harvested year-round. They then addressed the deplorable living conditions of their crew and invested \$5 million of their own money to design and build an affordable housing development called “Villa Hermosa”. Once they built their on-site packing house and warehouse they realized the women who ran those two operations had nowhere to leave their children during the day. Next, they built an affordable daycare facility for their employees on their acreage with access to nearby libraries, schools, chapels and stores. The Broetjes now fund a community in Pasco, Washington that helps employees navigate a path to home ownership.

First Fruits is a collaborative apple marketing company owned by the growers, Broetje and Congdon Orchards. First Fruits also shares in Broetje’s values of giving back 10% of their profits to non-profits each year. Employees of First Fruits form a committee and approve all charitable giving. Their “Take a Bite Out of Hunger” made a donation to a food bank in the US or Canada for every specially marked bag of apples sold. In addition, their Opal Apple program funds a Youth Make a Difference Initiative where grants are given to non-profits with youths in leadership roles.

Their passion for people and a higher spiritual calling is matched by their strict production standards. First Fruit produces superior pieces of fruit and their picking and packing methods operate at the highest possible level.



FIRST FRUITS
MARKETING OF WASHINGTON

SPOTLIGHT
ON THE SMILE:

BROCCOLEAF CAESAR SALAD



-20-

WE'RE BIG FANS OF THE SMILE. WE'D HAPPILY EAT CHEF MELIA MARDEN'S SIMPLE, MEDITERRANEAN-INFLECTED FARE FOR LUNCH EVERY DAY IF WE DIDN'T WORK IN THE BRONX. RECENTLY, WE DISCOVERED THAT MELIA SERVES UP AN INVENTIVE USE FOR ONE OF OUR FAVORITE, NEW LEAFY GREENS. HER CAESAR SALAD TAKES ADVANTAGE OF BROCCOLEAF'S STURDY TEXTURE BY DOUSING IT WITH CLASSIC CAESAR DRESSING AND TONS OF PARMESAN CHEESE. WE'VE FORGOTTEN THAT KALE SALAD EVER EXISTED...

INGREDIENTS:

HOUSE-MADE CROUTONS W/ CAYENNE
CLASSIC CAESAR DRESSING: EGG, WORCESTERSHIRE SAUCE, CAYENNE, ANCHOVY, LEMON, EXTRA VIRGIN OLIVE OIL & FINELY GRATED PARMESAN



B & W is the world's largest producer of both green and red watercress. They refer to watercress as "the original antioxidant powerhouse" since only kale can match it for sheer nutrient density. This potassium-rich green is also loaded with iron that is easily absorbed by the body. Culinarily speaking, the thick, fibrous stems help watercress to stand up to acidic dressings, making it the perfect buffet salad offering.

B & W Wild Red Watercress is a patented variety they originally discovered growing wild in across the south years ago. Now domesticated by B&W, it is greatly sought-after by chefs. Red watercress becomes unavailable when the weather gets too warm as high temperatures leach out the color. B & W grows it across numerous temperature zones in the country to keep those gaps at a minimum. Red Watercress is a stunning garnish for any dish or salad and, like its green cousin, has a juicy texture and bright, spicy flavor.

In addition to perking up any salad, watercress is delicious blanched then pureed into soups and sauces and stir-fried to a crisp-tender turn.

THE FUTURE OF FRESH CUTS



Cathy Kearney is a Renaissance woman. Not only is she the Executive Chef at the Hyatt Regency in Jersey City, but she is also a major supporter of the local food movement and a bee-keeper. We recently caught up with Chef Cathy to get her perspective on the sustainable food movement and the role that a distributor like Baldor can play in making local products more accessible to groups with major buying power like the Hyatt.

We were particularly interested in the potential impact of increasing the local options offered through our processing facility, Fresh Cuts. While we currently carry kitchen-ready ingredients that are 100% traceable back to local farms under our Urban Roots Farmer Series retail line, we have not launched a source specific alternative for our wholesale customers. Cathy uses our Fresh Cuts line for all of her kitchen staples in order to save time, increase profitability and reduce waste. She has come to trust that fully prepped ingredients like leeks, peppers and carrots will arrive in her kitchen at a consistent standard of quality and cut to her specific requirements. In a kitchen that does over 400 covers a day, this level of reliability cannot be underestimated.

As she continues to transition ingredients in her kitchen to local, she will need high quality staple produce sourced from as close to home as possible. Baldor is uniquely positioned to offer her this service. In 2015, we plan to start providing our customers with an array of pre-cut local produce varieties. We hope this plan will make it easier for major institutional buyers, food service providers and hotel groups to support local. Through Fresh Cuts, we'll be able to eliminate the hassle of inconsistent sizing and quality sometimes associated with local produce while delivering all the value and convenience for which this program is renowned. We've got the infrastructure in place to scale this project as big as it can possibly go. We just need more supporters like Cathy at the Hyatt to prove that sourcing regionally can be a logical choice for a business that operates on volume. We're confident that once you experience everything that Fresh Cuts has to offer, you'll have one less excuse to buy local.



Stay-tuned for a full list of processed local ingredients in the upcoming months!



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STONE FRUIT

BERRIES

MELONS

WILD CARD

MAY

HONEY RED
DINO PLUOTS
KINGSBURG

SEASON'S FINEST
BLACKBERRIES
DRISCOLL'S

HONEY KISS
MELONS
SANDSTONE

VERJUS GRAPES
ON THE VINE
VARIOUS

BLACK VELVET
APRICOTS
KINGSBURG

STRAWBERRIES
HARRY'S
BERRIES

CAVAILLON
MELON
VARIOUS

PINK MUSCAT
GRAPES
VARIOUS

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JUN

ORGANIC
SANTA ROSA PLUMS
FROG HOLLOW

STRAWBERRIES
PELL FARM
(LOCAL)

SUMMER KISS
MELONS
SANDSTONE

CHAMPAGNE
GRAPES
VARIOUS

MIDNIGHT VELVET
PLUMCOTS
KINGSBURG

BLUEBERRIES
JERSEY FRESH
(LOCAL)

YELLOW
WATERMELON
VARIOUS

BROWN
TURKISH FIGS
VARIOUS

JUL

DAPPLE DANDY
PLUOTS
FROG HOLLOW

FRESH
HUCKLEBERRIES
FORAGED

TOY BOX
MELONS
COUNTY LINE HARVEST

ORGANIC RHUBARB
HEPWORTH FARMS
(LOCAL)

RASPBERRY SPLENDOR
PLUOTS
SUMMER RIPE

BLACKBERRIES
JERSEY FRESH
(LOCAL)

SEEDLESS
WATERMELON
VARIOUS

ORGANIC DARK ROW
RED CHERRIES
VARIOUS

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STONE FRUIT

BERRIES

MELONS

WILD CARD

AUG

NECTARINES
FRANLINGER
(LOCAL)

TRISTAR STRAWBERRIES
FANTASY FRUIT FARM
(LOCAL)

MIXED HEIRLOOM
MELONS
WEISER FARM

WITCH FINGER
GRAPES
GRAPERY

GREENGAGE PLUMS
RED JACKET ORCHARDS
(LOCAL)

WILD MAINE
BLUEBERRIES
FORAGED (LOCAL)

SUGAR KISS
MELONS
SANDSTONE

RED
CURRANTS
VARIOUS

-24-

SEP

EMERALD
BEAUT PLUMS
FROG HOLLOW

CRANBERRIES
PARADISE HILL
(LOCAL)

CHRISTMAS MELON
NORWICH MEADOWS
(LOCAL)

PURPLE MARS GRAPES
BUZZARD CREST
(LOCAL)

PRUNE PLUMS
HUDSON RIVER FRUIT
(LOCAL)

CAPE
GOOSEBERRIES
VARIOUS

GOLDEN KISS
MELONS
SANDSTONE

ADRIATIC
FIGS
VARIOUS

Brussels Sprouts



Red Russian Kale



Lollipop Kale Sprouts are tiny, fork-sized clusters of pure cruciferous goodness developed by cross-pollinating Brussels sprouts with Red Russian kale through traditional (non GMO) methods. The leaves range from grey-green to purple and are connected by a crunchy, violet core. Thanks to their diminutive size and open, frilly configuration, they can be pan sautéed, steamed, wilted or stir fried whole with no prior prepping. Lollipop Sprouts have a nutty, peppery, bittersweet flavor that is nicely offset by pancetta or bacon which many chefs use as a sauté medium.



Lollipop Kale Sprouts



Home of Color,
Taste & Nutrition®



WHAT SHOULD I DO WITH...



Sassafras?

We asked nearly 30 chefs to brainstorm dishes using this unusual ingredient. While the flavor is familiar to anyone who has tasted rootbeer, the fresh product grows wild and is rarely available for sale.

Sassafras Soda

TRACY OBOLSKY, NORTH END GRILL

Sassafras Sorbet

JOANNA CHUN, BALDOR

Sassafras Dirty Rice

NEAL HARDEN, PICKLE SHACK

Rabbit Gumbo

BILL BRASILE, MINETTA TAVERN

Cucumber Pickles with Sassafras Brine

LIOR LEV SERCARZ, LA BOITE

Scallop Crudo with Avocado, and Julienned Sassafras

WILLIAM TELEPAN, TELEPAN

Cured Foie Gras Terrine with Fresh Mandarin, Walnut Financier and Sassafras Jus

TIM MEYERS, CHARLIE BIRD

Sassafras and Cherry Licorice Glazed Pork Ribs with a Burdock and Kholrabi Slaw

ANTONIO MORA, MALONEY AND PORCELLI

Orange/Pistachio Crusted Foie. Plum Gelee. Sassafras Caramel. Duck. Toasted Sesame.

Beet Root. Tarragon. Sassafras Cherries.

Sassafras, Long Peppercorn Panna Cotta. Orange Marmalade. Mint.

BRIAN P CLARKE, NORTHEAST KINGDOM



COVIBATTING

FOOD WASTE



The Blue Hill team approached Baldor to collaborate on its wastED pop up project. Over the course of about a month, Baldor provided approximately 800 pounds of produce by products for Blue Hill. Fresh Cuts processes about a dozen types of produce and is left with tops, cores, stems, and skins. Items include onion skins, carrot ribbons and tops, celery leaves and pieces, broccoli stems, shiitake stems, mango skins, pineapple skins and cores. Adam Kaye, VP of Culinary Affairs at Blue Hill, explained that the pineapple cores were one of the team's favorite ingredients. He exclaimed they "were fantastic – quite a challenge to work with but so tasty!" Additionally, they liked to work with the broccoli stems because they use them a lot and appreciated having access to a consistent supply in quantity.

At Baldor, we don't want to stop the momentum that Blue Hill has started with Fresh Cuts. Dan Barber, executive chef and co-owner, doesn't want to either. Recently, he expressed his hope to continue using by-products from Baldor beyond the conclusion of his pop up. Baldor wants to grow this program so the company can put its scraps to productive use in the food system and reduce contributions to landfills. Whether those scraps end up back at farms or in the hands of innovative chefs, the company seeks solutions. Kaye encourages other chefs and end users to "identify a couple of waste ingredients as a start and work from there". He argues that, "as purchasers and consumers, we are potentially shortchanging ourselves by not being open to the fact that there are fantastic ingredients out there that we would otherwise consider to be waste or by-product. Examining the whole continuum of food production with an open mind will yield some pretty delicious results". Looking to the future, Kaye doesn't "think it is inconceivable to imaging a product list from a company like Baldor that included pineapple cores and carrot greens alongside apples, potatoes, and lettuce heads. I think chefs are hungry for new ideas and challenges – this is a great way to start". Baldor wants to take this journey with our buyers. We encourage any customers or suppliers to contact us to inquire how we can provide by-product and any other produce deemed second class and put it to constructive use.

DAN BARBER



Back in the mid 80's, when baby root vegetables and tiny cauliflower heads from Babe Farms first appeared on restaurant menus and in specialty markets, they caused quite a stir among the food cognoscenti. These miniscule exotics had been popular in Europe for years but were new to the American table.

Babe Farms' mini vegetables and salad greens debuted just when our nation was on the cusp of a food revolution. The 1980's saw high-end European products imported with ever greater frequency to satisfy the newly polished American palate. At the same time, home-grown, artisan food producers were multiplying exponentially. Will Souza and his founding partners, Frank & Judy Lundberg and Greg & Cherrie Pedigo, established Babe Farms in the midst of this culinary paradigm shift.

After traveling abroad, they secured seeds for a variety of baby lettuces, spicy leaf blends and baby vegetables that they saw in European open-air markets. The coastal Santa Maria Valley of California proved the perfect climate for these varieties. They started out with delicate spring mixes and, over the years, grew into a major supplier of gourmet vegetables, including baby carrots, specialty radishes, baby roots, baby lettuces, specialty greens and organic kales.

Babe Farms has always been a "family style" business; many of the employees from the field and office staff have been with the company for over twenty years. They are also committed to food safety and sustainable farming practices. Cover cropping is a standard practice, commercial fertilizers are excluded from their organic program, and they use compost to increase the quality of their soil.

Babe is still the testing ground for many new varieties of specialty greens. Because of their mild Mediterranean climate, they keep us flush with veggie eye candy year-round.





1



2



3



4



5



6

Leading Lettuce Innovators

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Continuously Improving Post Harvest Treatment



1. HARVEST

Monday through Friday (also Saturday and Sunday at times throughout the year), T&A production crews start harvesting produce when the sun rises, and sometimes until sundown.

2. PACK

Product is only harvested to order and packed directly into containers and boxes in the field. The sales team works very closely with the field taking orders from customers and communicating via phone and an internal online ordering system.

3. LOAD

Product is loaded onto a T&A truck after being harvested and boxed in the field and is then driven over to the cooler where it is then scanned into the system as received and accounted for. Product is usually loaded and driven to the cooler within 2-3 hours. This is a very quick process thanks to hand-held computer devices!

4. COOL

The 4 hour average cooling process starts! T&A has cooling devices that include a Hydro cooler, Vacuum cooler and standard cooler. All cooling devices are portable on trailers and moved between all of their growing regions throughout the year.

5. GRADE

Product is placed in designated areas in their cooler. This way, forklift drivers can easily put custom orders together. Once cooled, T&A conducts random QC inspections to ensure the highest grade product is shipped out to customers.

6. TRANSPORT

A truck checks in with T&A's dispatch office with an appointment and is loaded within 2 hours. This entire process takes an average minimum of 6 hours from harvest to loading- depending on the item and the season. Onto New York it goes! Product is slotted in Baldor's warehouse and distributed to customers in the Baldor network.



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DAIRY + CHEESE

When we last counted, our Dairy and Cheese lines were an astonishing 842 items strong. We know, we know-- you don't think of Baldor as a dairy purveyor. Sadly, one of the most common refrains we hear from customers is something along the lines of "I had no idea that Baldor did non-produce items!"

Well, we think it's high time we got the word out. Not only is our dairy program full service, ranging from heavy cream to pasteurized egg whites, but we are also the exclusive distributor of the historic local dairy Ronnybrook.

Our cheese program is one of the most sophisticated in the area and has a heavy emphasis on local, farmstead styles. For maximum convenience, our website allows you to search the entire line by individual style, farm and geographic location so that you can assemble the ultimate cheese plate according to your preferences. Not finding what you're looking for? We have partnered with iconic retailer Murray's to build a program that allows Baldor customers to order any item from the Murray's catalogue; place your order by 5pm and you can expect it for next day delivery. Now, that's a dairy program.

Guida's Dairy



Guida's was originally founded by brothers Frank and Alexander Guida in 1947. The company was owned and operated by the Guida family until three years ago when they sold the operation to Dairy Farmers of America co-op in order to make capital improvements and keep up with the growing demand for local milk.

The Dairy Farmers of America is a cooperative of 15,000 farmers who, together, own the Guida processing plant. Major upgrades were made to storage tanks, truck fleets, and to the facility itself when they moved in. Guida's now processes over 1 million fluid gallons of New England milk every week, 80% of which comes from Connecticut farms. In just three years it has grown into the 2nd largest dairy in New England and even processes some of the milk for the Organic Valley co-op, one of the most respected names in the certified organic milk category.

Because Guida's is a co-op of dairy farmers, all profits go right back to the farmers. They each maintain impeccable facilities and operate at the highest level of GMP (Good Manufacturing Practices). Guida's milks have an extended shelf because of their uncompromising quality standards and the integrity of their product line, both of which are validated by frequent third party testing and government inspections. Guida's milk is SQF and kosher certified. It is also delivered to Baldor daily.

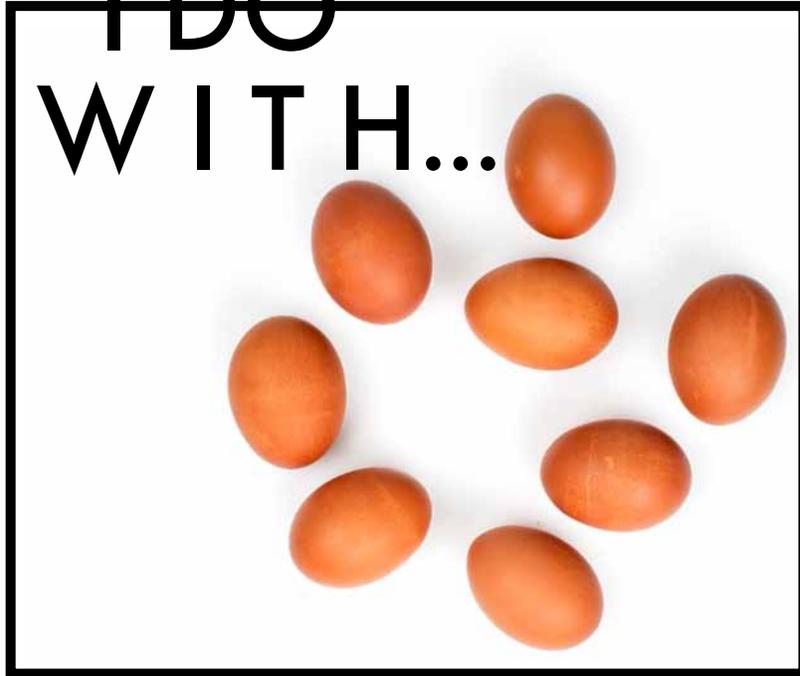
In the words of our Guida sales rep, Peter Atchison,
"We're all about quality, freshness, and all about the farmer."



WHAT SHOULD

I DO

WITH...



Platine Noire Eggs?

We source Platine Noire eggs from Pete & Gerry's farm in New Hampshire, where they are laid by heritage breed Marans hens. These eggs are a pasta-maker's dream with the deepest orange yolks we've seen. Rumor has it that the color comes from the hefty quantity of marigold in the hens' diet. Unlike the saffras featured on page 26, the question we had was not so much "how should I use them?" as it was "what is the ideal dish to highlight their perfection?"

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Wood-Fired Pizza with Ricotta, Nettles, Morels, Pecorino and Farm Egg on Top

RACHEL GREENSPAN, AUTOSTRADA PIZZA

**Braised Organic Dandelion Greens with Poached Platine Noire Eggs
and a Lemon-Shallot Reduction; Ravioli Gnudi**

**Avgolemono Vegetarian Style with Carrots, Onions,
Celery, Spinach, Beaten Platine Noir Eggs and Lemon Juice**

CLAIRE LAPIA, CLAIRE'S CORNERCOPIA

Spaghetti alla Carbonara

JOSH BERNSTEIN, SPUNTINO WINE BAR

Brown Butter-Crisped Spaetzle Made with Platine Noire Eggs

STEVE FARLEY, ARTISANS BREWERY & ITALIAN GRILL

**Poached Platine Noir Eggs over Grilled Asparagus with
Roasted Garlic Bechamel and Shaved Aged Gouda**

**Pickled Platine Noire eggs in Cider Vinegar and Beet Juice served
with a Kimchee Slaw and Toasted Chickpeas and Beet Chips**

MARILYN SCHLOSSBACH, LANGOSTA LOUNGE

**Grilled Koji-Marinaded Berkshire Pork Loin with Braised Radishes,
Smoked Avocado and Dashi Warmed Egg Yolk**

ANITA LO, ANNISA

**Manhattan Custard Served in a Platine Noire
Egg Shell with Salted Cumin Biscotti**

PAUL VIGGIANO, CONSULTANT



sovena

Olive oil for the world

With clients ranging from international chains to gourmet specialty outlets, Sovena USA is a leading supplier of private label olive oil and foodservice oils. Our Soybean oil, Tutino's Canola and Grapeseed oils, Gem olive oils, and Tri-Fri oils are all supplied through Sovena USA.

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Lakeside

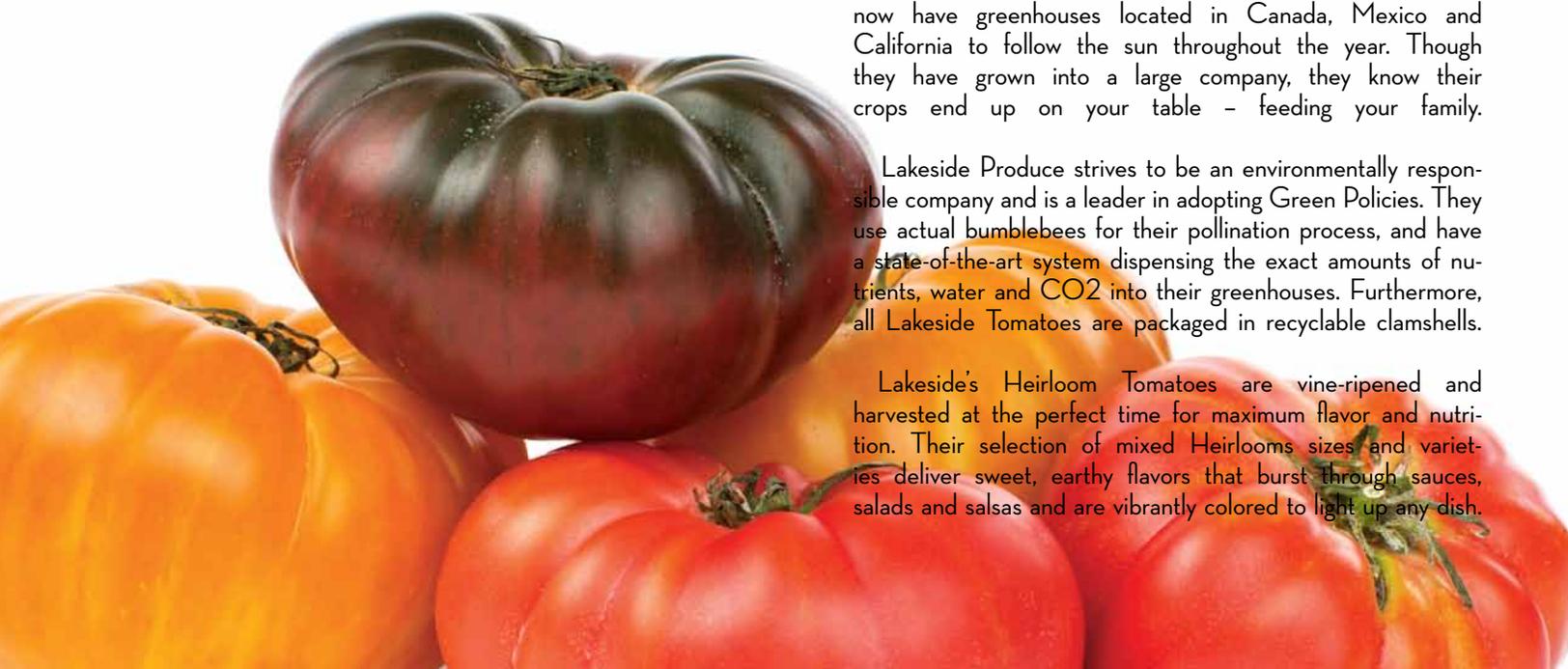
“Passionate about Produce Perfected”

Baldor's produce buyers love working with Lakeside Produce because fourth generation owner Chris Cervini is always accessible and personally oversees every aspect of his operation.

Since 1943, this company has been dedicated to growing, shipping and marketing top-quality vegetables. As the family has grown so has Lakeside's business and they now have greenhouses located in Canada, Mexico and California to follow the sun throughout the year. Though they have grown into a large company, they know their crops end up on your table - feeding your family.

Lakeside Produce strives to be an environmentally responsible company and is a leader in adopting Green Policies. They use actual bumblebees for their pollination process, and have a state-of-the-art system dispensing the exact amounts of nutrients, water and CO₂ into their greenhouses. Furthermore, all Lakeside Tomatoes are packaged in recyclable clamshells.

Lakeside's Heirloom Tomatoes are vine-ripened and harvested at the perfect time for maximum flavor and nutrition. Their selection of mixed Heirlooms sizes and varieties deliver sweet, earthy flavors that burst through sauces, salads and salsas and are vibrantly colored to light up any dish.



BALDOR'S PARTNERSHIP WITH MURRAY'S CHEESE



+



[A PERFECT PAIRING]

-36-



Founded in 1940 by Murray Greenberg, Murray's is proud to be a Greenwich Village-based business and part of the neighborhood's rich food history. The main thing that makes Murray's special is their passion for cheese. Rob Kaufelt bought the store in the early 90s and began traveling the globe, finding new cheeses that no one had ever heard of and bringing them back to the US. He and his team travel regularly both in Europe and across the US in search of the new and great artisan cheeses being produced from California to Vermont and from Athens to Wales, and everywhere in between.

Baldor's partnership with the iconic temple to all things cheese began in order to bring their exclusive house-aged cheeses as well as accompaniments such as dried figs, candied walnuts, membrillo paste, select crackers, honeys and jams. Do you have a fantasy cheese that you can't find anywhere on the market? If so, give us a call! Murray's will custom-age cheese for Baldor's clientele as well.

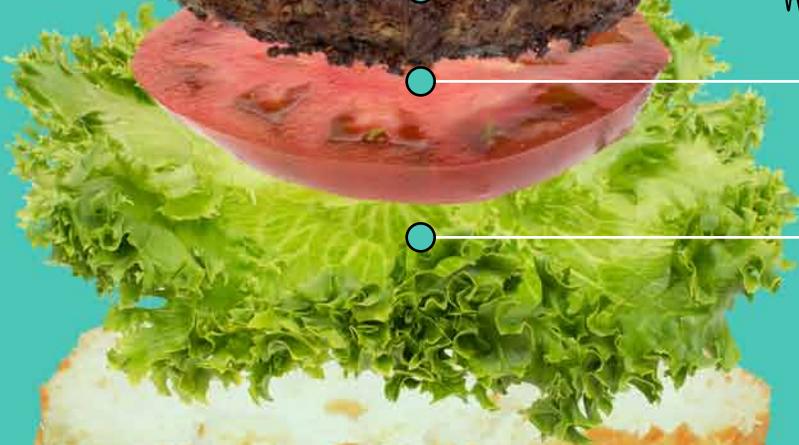
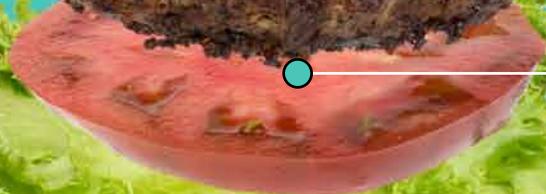
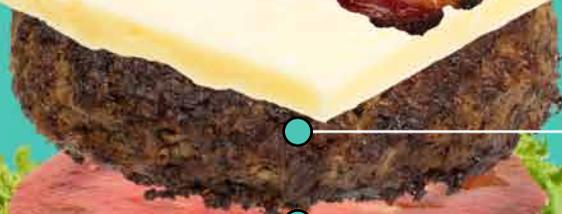
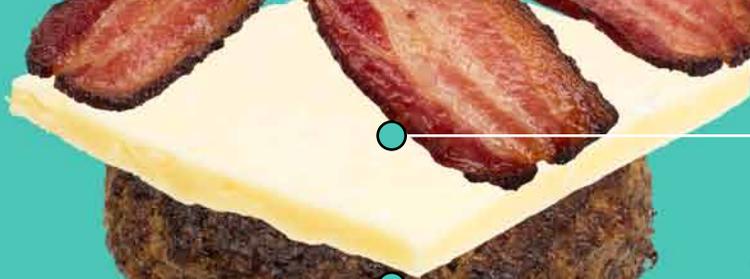
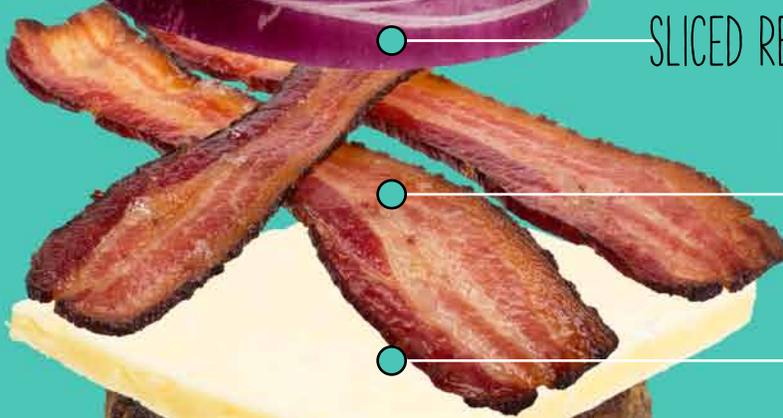
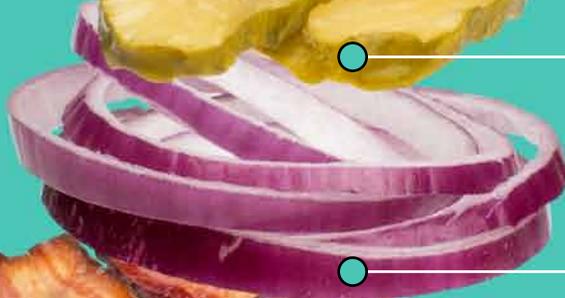
For more information and a full list, contact your sales rep or call the Baldor office to set up an account. More contact information on page 49.



M E A T

Baldor's Meat Program is run by two CIA graduates with years of combined experience working both in professional kitchens and the wholesale meat business. As industry veterans, they have tailored this program to the unique demands of a chef. Their dual emphasis has been on quality and convenience. They source the highest quality proteins from humanely raised animals and support family-owned farms whenever possible. The program also operates with 100% transparency, giving customers critical information in an industry where provenance and farming practices are everything.

CHEESEBURGER



BROOKLYN BRINE
HOP PICKLE
CHIPS

SLICED RED ONION, FRESH CUTS

NODINE'S APPLEWOOD
SMOKED
SLICED BACON

GRAFTON 2 YEAR
AGED CHEDDAR

WONDER MEATS BURGER

LAKESIDE
HEIRLOOM TOMATO

MANN PACKING
BETTER BURGER LEAF

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BALDOR
TAKES
BURGER
MAKING
VERY
VERY
SERIOUSLY!

IN PARADISE

WHAT SHOULD I DO WITH...



Boneless Veal Shank?

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For our final segment of this feature, we wanted to know what you would do with a tougher cut of the tenderest meat known to man. The boneless veal shank cubes from famed veal label Plume de Veau are delicious, but only if you cook them right. But, after reading your responses, we're sure you will.



Braised Boneless Shank with Garlic, Onion & Pepper
MARILYN SCHLOSSBACH, LANGOSTA LOUNGE

**Boneless Shank and Veal Sweetbread Pot Pie
with fava beans, morels and English peas**
ANITA LO, ANNISA

**Boneless Shank Tacos Braised with
Salsa Verde with Crema and Queso Fresco**
ARIANE DUARTE, ARIANE KITCHEN & BAR

**Mezzaluna Ravioli Filled with Braised Boneless Shanks
served with a Bone Marrow Emulsion and Gremolata**
JOSH BERNSTEIN, SPUNTINO WINE BAR

Rich Man's Meatloaf with an array of Dried Fruits and Nuts
PAUL VIGGIANO, CONSULTANT

Port Wine Braised Boneless Shank
STEVE FARLEY, ARTISANS BREWERY & ITALIAN GRILL

Boneless Shank Stew, Veal Meatballs & Veal Ragù
HAROLD DIETERLE, PERILLA + KIN SHOP

Spezzatino of Boneless Shank with Lemon, Rosemary and Pine Nuts
JULIA DELLA CROCE, PRINT & BROADCAST JOURNALIST

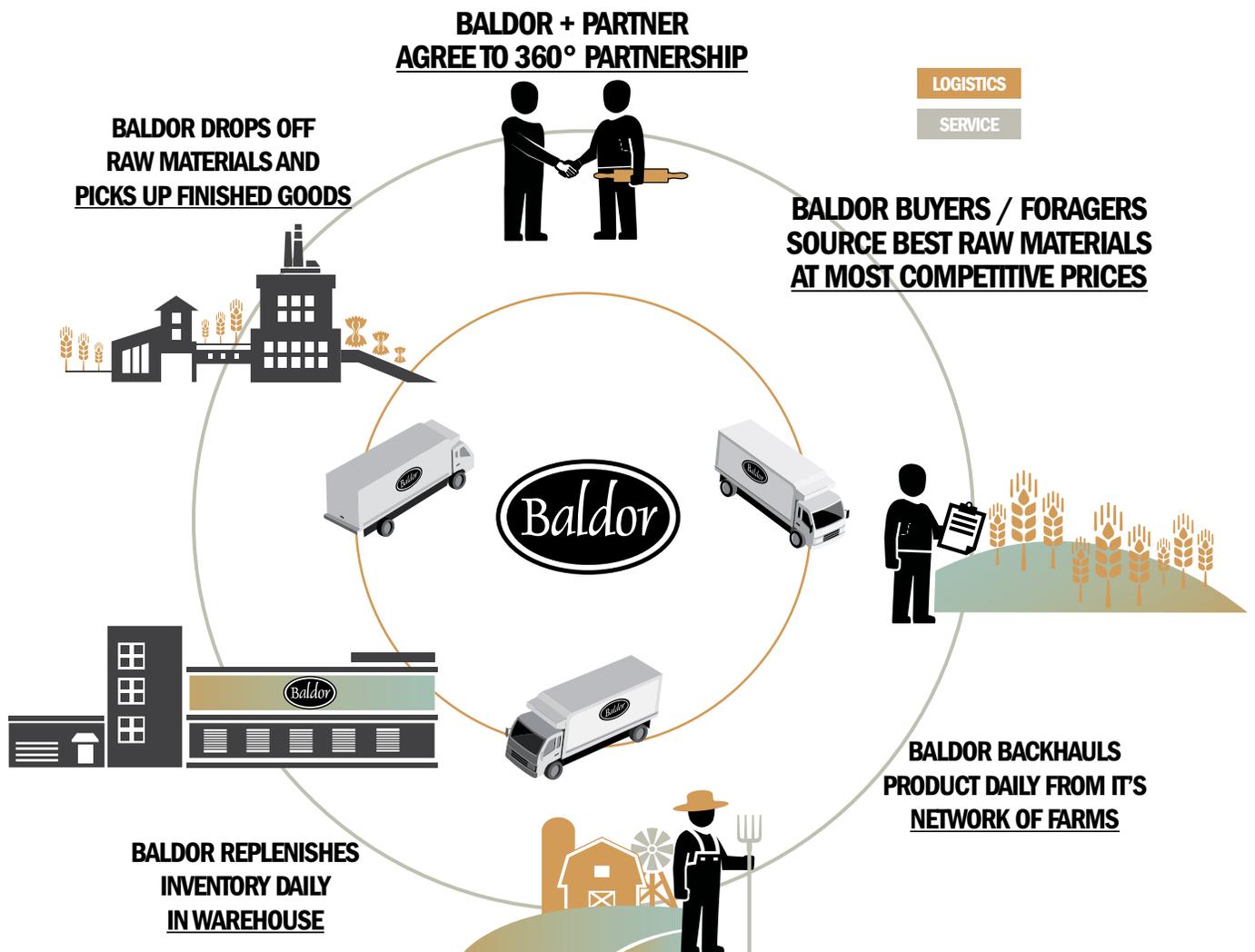


SPECIALTY + GROCERY

Whether you're searching for a 63% single-origin chocolate or a deveined lobe of foie gras, chances are that you'll find it in our specialty & grocery department. This category really reflects both the breadth and the connoisseurship that define all of our non-produce programs. It's kind of like one of those great little gourmet boutiques that's stuffed to the gills with dependable staples alongside rare delicacies: always worth a browse to discover that one item you didn't know you couldn't live without.

360°

PARTNERSHIP



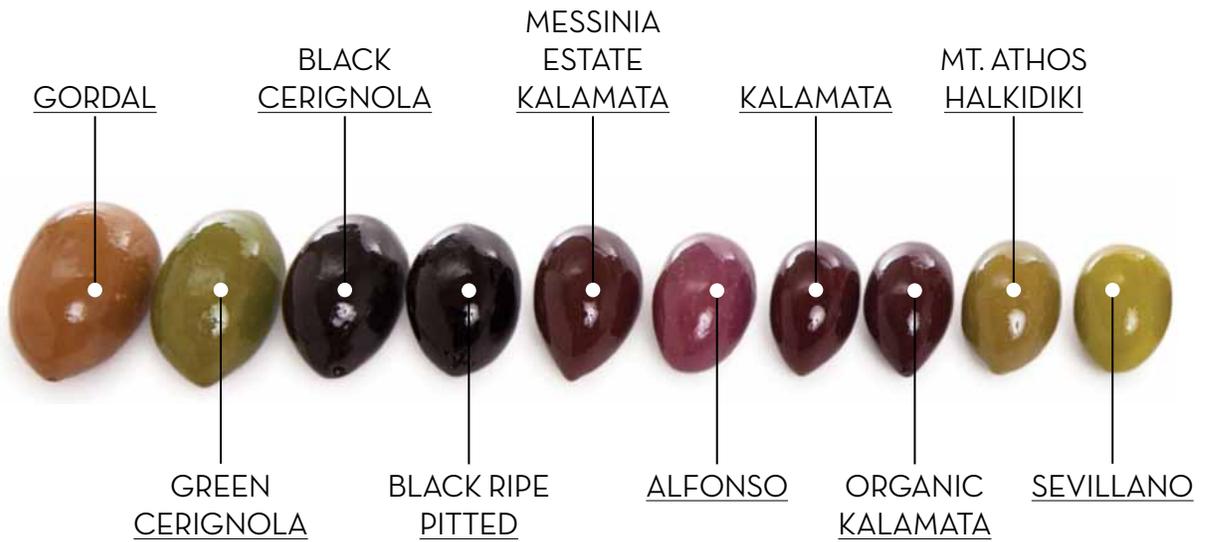
SALES & SERVICE BACKED BY LOGISTICS

Baldor provides a key service as the operational facilitator of our local products' life cycles. Not only do we champion small artisanal producers by distributing their offerings to over 6,000 customers, but we also play an integral role in the manufacturing of the products themselves. Since excellent finished goods begin with the finest raw materials, our involvement starts with the selection of the best ingredients. Baldor is able to provide these resources to our local makers at the most competitive prices possible in order to support a cost-effective production process. We then collect the finished goods at the time that raw materials are delivered and distribute them throughout our network of foodservice and retail sectors.

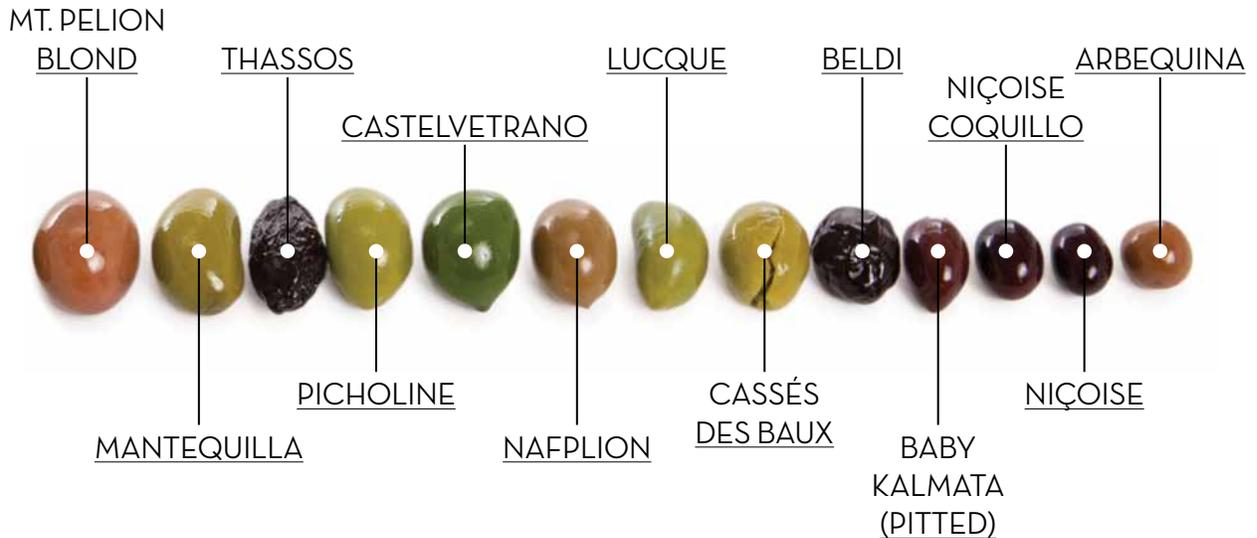
The Baldor 360° degree partnership travels on as a self-sustaining loop of collaboration.

OUR Olive Family

For an incredible array of olive varieties, Baldor believes that Food Match is the best game in town. Since 1996, they've been sourcing from the most reputable growers to ensure consistency and quality in every batch.



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SIMPLY EFFICIENT

SMARTSHOP

SIGN UP NOW

It's 10:45pm. Service is winding down. You're trying to place the produce order so that you can get home. But, the vendor's phone line is backed up and you wait on hold until you're sure that you're going to grow old and die before you can put your order through.

We built Smartshop to create the opposite experience. This technology allows you to place an order in under 60 seconds flat. Through Smartshop, you can browse your recently ordered items, replicate a previous order, or save a personalized menu for future use. The interface allows you to choose your preferred express shopping method so that you can get in and get out, fast. Easy as that.

SMARTSHOP EMPOWERS YOU TO:

- Build and save personalized menus
- Replicate recent orders
- Shop directly from curated Baldor menus like Peak Season and our local list
- Access bookkeeping information
- Run usage reports
- And much, much more

TO START USING SMARTSHOP, REGISTER TO ORDER ONLINE WITH BALDORFOOD.COM TODAY!



THE BEST

PEAK SEASON PRODUCE

SHOP NOW

-46-



As Ferris Bueller once said, "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." The same thing can be said of produce. With over 4,000 products available, it is easy to overlook our best items.

We created the Peak Season program to keep you informed on the can't-miss produce of the moment. This list is curated daily, so you can enjoy the best varieties of the season before they're gone. Our Peak Season email updates and web features will guarantee that you never miss the summer's best apriums or the first shipment of ramps ever again.

FOR MORE INFORMATION ON RECEIVING DAILY PEAK SEASON EMAILS, TURN TO PAGE 49.



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In the 1930's, an enterprising young couple, Carmelo and Filomena Ippolito, launched their business as wholesalers of fresh fruit and vegetables in Hamilton, Ontario. In time, their son joined the organization, and today no less than four generations of Ippolitos have helped the business in its evolution to North America's largest Brussels sprouts supplier. Branded as Queen Victoria Farms, they grow over 1500 acres of local spinach within a one hour radius of their Burlington, Ontario plant. The Queen Victoria label may seem like an odd choice for their brands of vegetables but during WWII, when the Ippolitos first started packaging in clear, cellophane bags, they wanted a name that showed the quality of their product and supported their loyalty to their new Canadian homeland. We source excellent and reliable fennel, romaine, romaine hearts, iceberg, leeks, spinach, brussels sprouts and artichokes from Ippolito growers.



A Few of Our Favorite Things

p. 4 BE92A Harry's Berries
ON96F Wild Flowering Spring Onions

The Short List (Harold Dieterle)

p. 11 FIDDLE Fiddlehead Ferns
ON96F Wild Spring Onions
MU96C Morels
SH2 Shallots
LETT7 Baby Red Mustard Greens
PS3 English Peas

The Short List (Philip Kirschen Clark)

p. 12 KA3A County Line Baby Red Russian Kale
FL2 Nasturtium Flowers
ZPOT99Q Russian Banana Fingerlings
TU1 Baby Turnips
PER3 Persimmons
OR902 Blood Oranges
PS1 Sugar Snap Peas

The Short List (Alex Raji)

p. 13 PE994A Shishito Pepper
EGGS Quail Eggs
LET4.51 T&A Little Gem Lettuce
EP Epazote
TH7 Lemon Thyme
GRA94A Pink Muscat Grapes

Spotlight on The Smile: Broccoleaf Caesar

pg. 20 ZBR6 Organic Broccoleaf

Summer Fruit Faves

p. 23 BE92A Harry's Berries Strawberries
BE6A Driscoll's Season's Finest Blackberries
PL8BB Kingsburg Honey Red Dino Pluots
APR1B Kingsburg Black Velvet Apricots
ME1J Sandstone Honey Kiss Melons
ME12B Cavaillon Melon
GRA8D Verjus Grapes on the Vine
GRA94A Pink Muscat Grapes
ZPL5 Frog Hollow Organic Santa Rosa Plums
PL8G Kingsburg Midnight Velvet Plumcots
BE996F Pell Strawberries
BE4AA Jersey Fresh Blueberries
ME1N Sandstone Summer Kiss Melons
ME2B Yellow Watermelon
GRA9 Champagne Grapes
F5A Brown Turkish Figs
ZPL5A Frog Hollow Dapple Dandy Pluot
PL61B Kingsburg Raspberry Splendor Pluots
BE99 Fresh Huckleberries
BE7AA Jersey Fresh Blackberries
ME9K County Line Toy Box Melons
ME2A Seedless Watermelon
ZRH1 Hepworth Organic Rhubarb
ZCHR Organic 9.5 Dark Row Red Cherries
N3B Fralinger Nectarines
PL01A Red Jacket Orchards Greengage Plums
BE1K Fantasy Fruit Tristar Strawberries
BE5A Wild Maine Blueberries
ME9K Weiser Farm Mixed Heirloom Melons
ME1K Sandstone Sugar Kiss Melons
GRA7A Witch Finger Grapes
BE997 Red Currants
ZPL5E Frog Hollow Emerald Beaut Plums
PL40 Hudson River Fruit Prune Plums
BE996K Paradise Hill Cranberries
BE9A Cape Gooseberries
ZGRA6 Buzzard Crest Purple Mars Grapes

Q&A - What Should I Do With? (Sassafras)

p. 26 EVA237 Sassafras Root

Q&A - What Should I Do With? (Platine Noire Eggs)

p. 34 EGGS9B Platine Noire Eggs

Intro Page - Meat

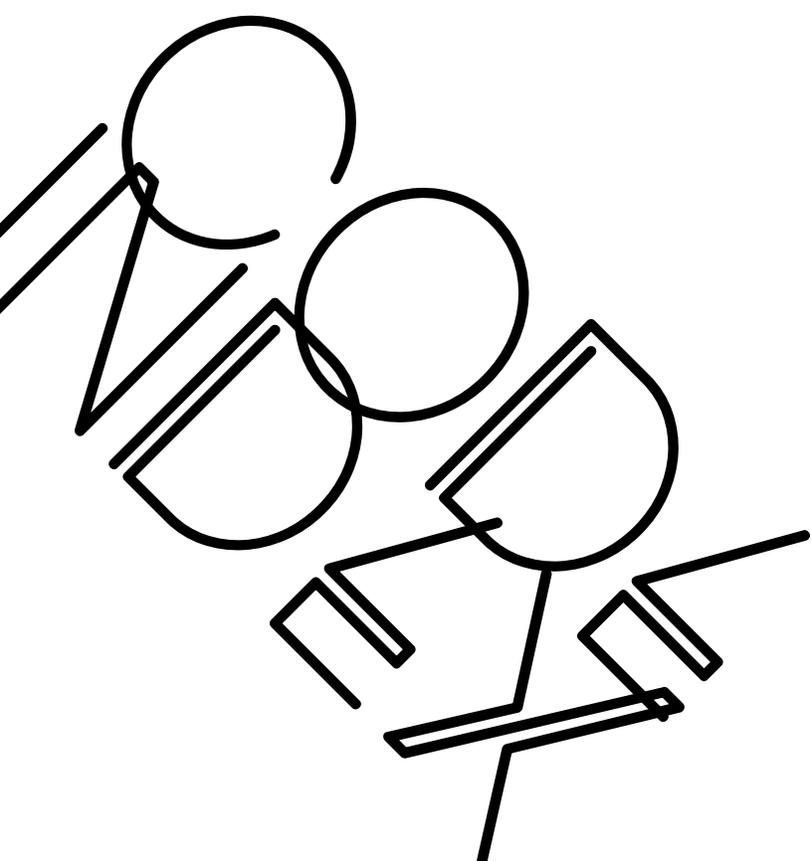
p. 37 MEPKW10 Whole Suckling Pig (10 To 15 Lb)

Cheeseburger in Paradise

p. 39 CR5 Mann Packing Better Burger Leaf
CUBB Brooklyn Brine Hop Pickle Chips
DACHEESE8J Grafton 2 Year Aged Cheddar
HE Heirloom Tomato
ON997 Sliced Onion
MESMND1 Nodine's Applewood Smoked Sliced Bacon
MEBE3UA8 Beef Hamburger Chef Special (8 Oz Patty)

Q&A - What Should I Do With? (Veal Shanks)

p. 40 MEVE22 Plume Du Veau Center Cut
Veal Hindshanks (12 Lb Avg.)



MORE INFORMATION

BECOME A CUSTOMER

Welcome aboard! Give us a call or send us an email via the contact information listed below and we'll get you set up with an account.

PEAK SEASON & WEEKLY NEWSLETTER

Want to get your hands on the hyper-seasonal produce featured here? Opt in to our daily Peak Season emails to receive a curated list of the best items of the moment and never miss a new product launch again by signing up for our weekly newsletter. Register for both by going to baldorfood.com and scrolling to the bottom of our homepage!

NEWS FROM THE FARM

Don't forget to check out our YouTube channel for "News from the Farm" reports every Wednesday. Our buyer Patrick Ahern will guide you through weather updates, shortages and the best buys of the week. It's the next best thing to having your own, personal produce expert.

WEB ORDERING

Like the sound of the online ordering experience described on page 5? We thought so. Get set up for online ordering by contacting your sales rep or reaching out to the office at info@baldorfood.com!

MOBILE MARKET

If you're interested in receiving a visit from the Mobile Market, you've come to the right place. Email us at marketing@baldorfood.com and we'll get your restaurant on the schedule.

CONTACT

GENERAL INQUIRIES

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DC (301) 317-7744
Boston (617) 889-0047

info@baldorfood.com

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Baldor Specialty Foods
Baldor Food

marketing@baldorfood.com





Baldor

At Baldor, we take pride in delivering exactly what you need, exactly when you need it. We stop at nothing to provide great food and logistics that give our customers an edge.

**QUALITY YOU CAN TRUST.
SERVICE THAT DELIVERS.**