



SPRING & SUMMER 2023 SEASONAL PLANNER

**What's in Season:
Our Monthly
Produce Guide**

pg. 14

**New Protein,
Dairy & Specialty
Items We Think
You'll Love**

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**How Indoor
Farms Are
Changing the
Face of Food
Production**

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A NOTE FROM THE EDITOR

Spring is one of our favorite times of year here at Baldor.



MARGARET MAGNARELLI,
VP, MARKETING & COMMUNICATIONS

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OTHERS MIGHT MARK JANUARY 1 as the start of the new year, but for those of us in the food industry, particularly those of us who recognize the benefits of buying local, March and April are the real annual reset.

In the Northeast and Mid-Atlantic, the ground has thawed, the grass is growing in, the trees are blossoming, and we're all coming out of hibernation. We trade in our winter boots and roots for spring's first shoots and sprouts. Ramps, scapes, and asparagus roll in like a breath of crisp, fresh air. Menus shift from shades of comforting brown to fresh green, and it feels like a reawakening. There is nothing like biting into peak produce delivered within hours of harvesting, am I right?

Speaking of new beginnings, you may notice that our biannual magazine has gotten a refresh in terms of design and content. While you'll still find the trusty seasonal planner many of you use to plan menus (page 14), you'll also learn more about how Baldor is working on behalf of customers and the community.

In our reimagined New and Exciting section (page 5), you'll hear from our expert merchants

Editor's Note

about what products we're just bringing in and why. "We're continuing to raise the bar in what we expect from our business partners," says Ken Bower, our Director of Produce Merchandising. "We're sourcing healthy, safe, reliable product from growers and producers who share our same values—of being quality-driven, socially responsible, and bettering the communities around them."

You'll also learn about the growing eco-friendly practices of indoor and vertical farming, and why we think they're important to the future of good food (page 30). You'll meet just a few of the incredible Baldor drivers who help us live up to our promise of "service that delivers" every day (page 44). And you'll get to know Wellness in the Schools, one of the non-profit partners we support through Baldor Cares, our initiative to promote better outcomes for people and our planet. We hope you'll want to help support their mission, too.

Let me know what you think of this issue, what other ways Baldor can help you, and what spring produce gets you most excited. I'm at mmagnarelli@baldorfood.com, and please connect with me on LinkedIn.

You know what I especially love about spring? It marks my third anniversary of discovering Baldor: I placed my first order as a Home Delivery customer just after the pandemic began in March 2020. I fell in love with the food we sell, which is how I ended up joining as head of marketing last year. I'm now excited to help you discover new deliciousness and ensure your personal success—in spring and all year long.

Yours in food,

Margaret Magnarelli

Margaret Magnarelli



Meet the Marketing Team: (back) Donald Bicierno, Michelle Caro, Athena Angelopoulos, Christian Tino (front) Jill Costa, Margaret Magnarelli, Jessica Caceres, Emma Berg



AUTHENTIC
FRESHNESS
THAT IS
UNRIVALED

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The Natalie's way extends beyond offering world-class juice on a worldwide scale for generations to come. It's about the days that are brightened - the lives that are made better - because of the heart and soul we put into each bottle to make the undeniable freshness of Natalie's a reality.

New+Exciting

SPECIALTY
DAIRY
PROTEIN
PRODUCE



It's not easy to get a product into the Baldor catalog.

by BROOKE HERMAN and JILL COSTA

WHILE WE OFFER more than 6,000 products across produce, specialty, meat, fish, and dairy, each has been hand-picked by our merchants for a specific reason. "Taste is always the most important thing, because taste is quality," says Director of Protein Merchandising Kevin Lindgren.

But it doesn't stop there. Once we know a product makes the flavor grade, we work backwards: How did

they get to this taste? What are their production and growing standards? How are they raising their animals or treating their soil? What's their philosophy toward sustainability? How does the brand's ethos align with ours? How does this product fill a gap?

And most important, how does it make chefs' lives better?

"Sourcing matters," says Emily Murphy, Director of Specialty Merchandising.

"When we bring in a new brand, it's because there's a story we believe in, people we believe in, and an opportunity to forge ahead in a new category or shift the category focus. We want to carry the product for our customers and for the people creating."

On the following pages, you'll meet some of our merchants, learn how they're buying with you in mind, and see what new products they're excited about.

What's New in Specialty & Dairy

WHEN IT COMES TO SPECIALTY FOOD AND DAIRY, WE'RE ALWAYS LOOKING FOR ingredients that will help your menus stand out. "We're focused on industry awareness, the current climate, global trends, and investing back into our community's producers," says Emily Murphy, Director of Specialty Merchandising. "We want you to know that when you choose to bring in one of our specialty products, your dollars are being well spent for you and your customers, but also for the committed makers who have made these products their livelihood."



EMILY MURPHY,
DIRECTOR OF
SPECIALTY
MERCHANDISING



FRANKLIN ROMERO,
CATEGORY MANAGER

Even if a particular trend hasn't reached mass appeal just yet, we keep our eyes on the horizon. "We have the ability to allow products to arrive and slowly mature," she says. "Sometimes we bring something in, not expecting it to be an immediate mega hit, but really believing in it, and understanding that in six months or a year, they'll really hit their stride. But, in the meantime, we're excited to support the maker, and to offer the unique product for the customer who's already seeking it out."

This year, Emily and Category Manager Franklin Romero are also celebrating local, small, and unique makers and farmers. "We're committed to finding local gems in our community, that deserve a space at the table, too," Emily says. "Almost always, these are items that are unique, fun, innovative, and produced

sustainably." These are some of this spring and summer's standouts.

1

Nantucket Crisps

While looking for a hardy potato chip that would pair just as well with caviar and crème fraiche—an app we've seen on a lot of European menus right now—as with a sandwich, we met Nantucket Crisps.

They're a small-batch maker who started producing during the pandemic, crafting a wonderfully dense chip that boasts both creative flavors and names—such as Madaket Sweet Onion (code: **CHIPNC4**) and Sconset Sea Salt (code: **CHIPNC**). Not only do these chips taste good, they do good, too, by supporting Whale and Dolphin Conservation, a nod to their namesake town which was once the whaling capital of the world.





CONTINUED, PG 6

2 Rick's Picks

We've known Rick Field for a long time from his booth at the Union Square Greenmarket, so naturally we're thrilled to bring his creative varieties like Kool Gherks (code: CURB3), The People's Pickle (code: CUR2), and Phat Beats (code: CUR) to you. We were looking for a partner in the pickle category who was big enough to serve our customers, but small enough to get creative and do really cool limited edition runs," says Emily. "Rick's Picks is just a really great fit."

3 Little Sesame

Little Sesame is a Middle Eastern eatery in Washington, D.C. known for making hummus the star of its dishes. Their dips were such a hit that founder Nick Wiseman and Chef Ronen Tenne started making them for foodservice and retail. The hummus starts on a regenerative Montana farm where their chickpeas are grown, then goes through a high-pressurized pasteurization process, which preserves the hummus without unnecessary acidity or preservatives.

"On the consumer side, many customers have come to identify hummus by commercial flavors and textures," Emily says. "Little Sesame is pure and clean, with a brighter, fresher flavor than what we're used to. It's a beautiful version

and a good way to expose people to a natural product." Look for the Smooth Classic (code: HUMMUSS) and Caramelized Onion (code: HUMMUSSB) varieties in our lineup.

4 The Mystic Cheese Company

As we've expanded to serve Boston, Washington, DC, and Philadelphia, we've been able to connect with even more regional independent creameries. "The Mystic Cheese Company was a local farmstead operation we'd had our eye on for a while," Franklin notes.

Emily and Franklin are especially excited about Melinda Mae (code: CHEE-SEMC1), a bloomy rind cow's milk cheese, which is a popular European-style square that's difficult to consistently produce well in America. "They're putting up an awesome, consistent product on something incredibly specific and challenging," Franklin says.

5 Origin Milk

In a world full of dairy alternatives, "milk doesn't have to be a four-letter word," Emily remarks. Origin Milk is offering another option: Grass-pastured Guernsey cow A2 milk. A2, which naturally has a different amino acid profile than conventional cow's milk, is often easier to digest than traditional milk. And Origin raises a heritage breed to maximize flavor on regenerative dairy farms where soil biodiversity is a priority. They've increased production with a new Lancaster,

PA home base, allowing them also to create and a new Sharp Cheddar (code: CHEESEOR) in our lineup.

"We believe that, when done correctly, dairy can be good for us and for the planet," Franklin says. "We want to shine a spotlight on Origin as they continue to take all the right steps, from farming to production. It's truly a wholesome product."

6 Perrystead Dairy

"It's time to upset the cream cheese category," says Franklin. And Perrystead Dairy, a funky, award-winning, Fishtown, PA cheesemaker, is just the creamery to do it. Founder Yoav Perry has 15 years of cheesemaking experience and today, he's churning out a small-batch, slow-cultured cream cheese spread that stands out for its schmear-able texture and elevated, tangy flavor.

"We see The Real Philly Schmear (code: DACREAM5) making its mark on brunch menus, but it behaves beautifully in baked goods and buttercreams, as well," Franklin notes. "We were excited to find such a great partner in one of our Philadelphia neighbors."

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What's New in Protein

FOR CENTER-OF-PLATE OPTIONS, OUR TEAM WORKS TO STAY A FEW STEPS AHEAD of the demand. “We analyze trends and focus on what chefs want and need now, but also what they will want five or ten years from now,” says Director of Protein Merchandising Kevin Lindgren. “We’re always looking for brands that truly stand out, either because they’re time and labor savors, the top of their category, or because it’s something we just haven’t seen before.”



KEVIN LINDGREN,
DIRECTOR OF PROTEIN
MERCHANDISING



PETER MISTRETTA,
CATEGORY MANAGER

The common thread is that any new product we bring in must be exceptional both in flavor and story. “These are products that are really a reflection of their environments and the people who commit to raising and harvesting them,” Category Manager Peter Mistretta notes.

Checking all these boxes is not an easy feat, which is why it’s so special when we find those few special products that do. The Spotted Trotter, Caviar Star, and Fable—introduced below—are first-rate products with first-rate practices, brands backed by people who genuinely care and who strive to set the bar.

1 Fable

With consumers looking for more plant-forward dining options, our team set out to find a meat alternative worthy of center-of-the-plate status. Enter Fable.

“Fable’s Plant-Based Meaty Pulled Mushrooms (code: FABLE) is a substantial plant-forward, environmentally friendly

product that only set out to be itself—it doesn’t taste like beef, and it was never meant to,” Kevin notes. Made from repurposed shiitake mushrooms, spices, and little else, Fable’s pulled mushrooms are packed with umami flavor. Fable is the perfect pivot for people who want to consume less meat and for the chef who wants to expand their offerings beyond the veggie burger.

“It’s delicious straight up,” says Kevin. “But it’s fantastic in a risotto, really wonderful in tacos, on pizzas, and in braises. We can’t wait to see all the creative ways our chefs will use it.”

2 Caviar Star

There were three factors that attracted us to this North Carolina-based caviar company: flavor, sustainability, and education.

“The beauty and challenge of caviar are that it’s only two ingredients: fish roe and salt,” Peter notes. “Caviar Star’s sourcing is of the utmost importance, and they show an expert hand

with their seasoning, salting just enough that the flavor pops.” Additionally we like that the Leavitt family puts their full effort into each product; for example, their smoked trout roe gets its flavor from real hardwood cold smoke instead of standard liquid smoke additive.

We also appreciate the company’s commitment to sustainable and transparent sourcing. They and their suppliers adhere to strict guidelines to prevent overfishing and ensure the

highest levels of food safety are met.

Lastly, we value Caviar Star’s passion for educating our team and our customers, since such expertise matters even more for a premium item like caviar. “Caviar Star is not just a vendor,” says Kevin. “They’re a true partner.”

Look for varieties like their Smoked Rainbow Trout Roe (code: SPCAVCS-RTS), American Wild Salmon Roe (code: SP-CAVCSWSC), and California

White Sturgeon Caviar (code: SPCAVCSWS), all sourced domestically.

3 The Spotted Trotter

Kevin happened upon The Spotted Trotter at a food show, and after tasting a piece of their coppa (code: SPMEATSTCOPPA) “I was blown away,” he remembers. This cured pork top shoulder is perfectly marbled and marinated in Urfa biber pepper, white pepper,

mace, smoked pimentón, and garlic, resulting in a rich yet surprisingly light mouthfeel.

Kevin describes owner and executive chef Kevin Ouzts as a true artisan, who is committed to sourcing ethically raised meat while honoring traditional slow curing methods. “Time is an ingredient,” says Kevin. When you taste any of The Spotted Trotter’s offerings—including their Calabrian pancetta (code: SPMEATST-CP), Nduja (code: SPMEAT-

STNDUJAS), and bresaola (code: SPMEATSTBR)—you taste Ouzts’ passion for tradition and flavor.

“Spotted Trotter is equally at home on a bar’s charcuterie boards or a Michelin Star menu,” notes Kevin.

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What's New in Produce

AS THE FARMING INDUSTRY CONTINUES TO EVOLVE, DIRECTORS OF PRODUCE Merchandising Ken Bower and Matthew Rendine look to celebrate growers who go the extra mile to provide the best eating experience. “Farmers face so many challenges—be it labor, Mother Nature, technology adoption, and countless other concerns,” says Ken. “So, when we find a grower who is committed in the midst of all of that to keep a delicious tradition alive, we want to celebrate that dedication.”



MATTHEW RENDINE,
DIRECTOR OF
PRODUCE
MERCHANDISING



KEN BOWER,
DIRECTOR OF
PRODUCE
MERCHANDISING

They also listen to what you, our customers, tell us you need. “We’ve been seeing an increase in demand for snacking tomatoes, and our customers were looking for more options,” Matthew notes. That started us on a hunt that led to our new tomato grower, whom you’ll meet here.

Read on for an inside look at two products we’re particularly excited about—NatureSweet snacking tomatoes and Delta Queen Asparagus—and explain how both grower partners are raising the bar both on the farm and on the plate.

1

NatureSweet Tomatoes

When it came to meeting the demand for smaller tomatoes, flavor was the baseline, “but it was also important to us that we found a grower partner that checked all the boxes—flavor, quality, a diverse product line, and great story,” says Matthew. That was

NatureSweet.

NatureSweet’s snacking tomatoes—including varieties like their Cherubs Grape Tomatoes (code: **TO6NS**), Constellation Tomatoes (code: **TO6K2**), and Cherry on the Vine D’Vines (code: **TO5NS**)—are sweet and juicy, with an irresistible crunch. “Their flavor is outstanding,” says Matthew.

Plus, they’re all greenhouse grown from a single source in Mexico, allowing us to offer this program year-round with consistent quality and pricing. Better yet, “NatureSweet is setting the standard in traceability,” Matthew says. “On every unit, you’ll find a code that will tell you

where the tomatoes were grown and which member of their team packed them.” In 2021, they received Fair Trade Certification for safe and healthy working conditions and responsible environmental practices.

As for Matthew’s favorite in the lineup? “They’re all great, but my favorite are the Cherubs.”

2

Delta Queen Asparagus

To understand why Delta Queen Asparagus (codes: **AS7, AS71, AS72**) is so special, we must start with the land. Delta Queen Asparagus is harvested in the Stockton Delta region of California, in what was once a large estuary between Lake Tahoe and the San Francisco Bay that

was reclaimed by the Army Corps of Engineers in the mid-1800s. The rich, peat soil used to create the levees as well as an abundance of water from the Sierra Melt give the asparagus its sweet flavor.

The Stockton Delta region was once home to 65,000 acres of asparagus production, but now just 210 remain, with Klein Family Farms and Greg Paul

Produce being the last commercial grower-distributors. Asparagus is a labor-intensive crop: plants take two years to mature, and stalks need to be trimmed daily to prevent flowering. Many other growers in the region switched to more profitable crops, making this “a dying artform,” says Ken. “We want to celebrate the Klein and Paul families, who are

putting their heart and soul into continuing that legacy.” “Delta Queen ships their asparagus to us the day it’s harvested, which ensures a higher moisture content, a sweeter flavor, and a less starchy texture when it arrives to us and to our customers,” Ken notes. “Whenever we can, it’s important for us to continue to support people like the

Klein and Paul families and products like Delta Queen Asparagus, who are both best-in-class and best-in-flavor.”



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YOUR
MONTHLY
GUIDE

Spring & Summer Produce Guide

→ The return of spring is more than just warmer weather and longer days. It's ramps, strawberries, morels, and green garlic—and best of all, the creative rejuvenation the fresh spring flavors bring. Stone fruit, tomatoes, and local harvests follow soon after as the harbingers of summer, bringing our food closest to home and deepening our connections with the farming community. As you eagerly plan your seasonal menus, our expert merchants have curated a guide of what fruits and vegetables will be in season, so you can highlight all the season has to offer while they're at their peak, as well as a list of produce you can look to year-round to help your menu shine.

March



WHAT TO WATCH FOR

“Harry’s Berries deserve all the hype. These ultra-sweet, red-to-the-core Gaviota and Seascape variety strawberries are picked at peak ripeness and flown to us in New York that same day.”

MATTHEW RENDINE,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Pink Guava
Pink Muscat Grape
Rainier Cherry

BERRIES

Sweetest Batch
Blackberry

CITRUS

Grapefruit

Cocktail
Oro Blanco

Red
Red Globe
Pomelo

Lemons

Meyer
Sorrento
Variegated Pink

Mandarins

Algerian Clementine
Pixie
Sumo Citrus
Sunburst Tangerine
Tango

Oranges

Cara Cara
Mango
Moro Blood
Seville Sour
Tarocco Blood

Specialty

Kumquat
Mandarinquat
Meiwa Kumquat
Minneola Tangelo

Vegetables

SPECIALTY

Fava Leaf
Green Almond
Green Garbanzo
Pea Shoot
Washington State
Rhubarb
Wood Sorrel

ALLIUMS

Green Garlic
Red Spring Onion
White Spring Onion

ARTICHOKES

Heirloom
Purple

ASPARAGUS

White

BRASSICAS

Baby Red Frill Mustard
Casper Kale
Rapini
Romanesco
Spigariello

CARROTS

Kyoto

CHICORIES

Domestic
Radicchio Rosa
Italian

Castelfranco
Escarole
Frisée
Grumolo
Puntarelle
Radicchio del Veneto

Rosa di Gorizia
Tardivo

SPECIALTY GREENS

Bloomsdale Spinach
Wild Watercress

MUSHROOMS

Black Trumpet
Chanterelle
Hedgehog
Morel
South African Porcini
Yellowfoot

POTATOES

Blue Adirondack
German Butterball
Magic Myrna
Red Adirondack



Upstate Abundance

RADISHES

Green Meat
Purple Bordeaux
Daikon

SQUASH

Acorn
Butternut
Delicata
Kabocha
Spaghetti

WILD & FORAGED

Fiddlehead Fern
Miner’s Lettuce
Nettle
Wild Bay Leaf
Wild Fennel
Wild Licorice Root

Wild Onion Flower
Wild Spring Onion

→
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arrivals.



April



WHAT TO WATCH FOR

“When sourcing ramps, sustainability is top of mind for us. We’re proud to work with foragers who harvest strategically, leaving far more than they take, so we can enjoy ramps season after season.”

KEN BOWER,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Champagne Mango
Haitian Francine Mango
Pink Guava
Pink Muscat Grape

BERRIES

Green Strawberry
Harry’s Berries
Jumbo Blueberry
Sweetest Batch
Blackberry
Sweetest Batch
Raspberry

CITRUS

Grapefruit
Oro Blanco
Red
Star Ruby
Mandarins
Minneola Tangelo
Pixie
Sunburst Tangerine
Tango
Oranges
Cara Cara
Tarocco Blood

Specialty

Kumquat
Mandarinquat
Meiwa Kumquat
Sorrento Lemon

STONE FRUIT

Rainier Cherry
Unripe Green Apricot
Velvet Apricot
Aprium
Yellow Peach
Yellow Nectarine

Vegetables

SPECIALTY

Fava Leaf
Green Almond
Green Garbanzo
Nettle
Pea Shoot
Rhubarb
Wood Sorrel

ALLIUMS

Green Garlic
Japanese Negi Scallion
Red Spring Onion
White Spring Onion
Vidalia Onion

ARTICHOKES

Heirloom
Purple

ASPARAGUS

California
Holland Jumbo White

BEANS & PEAS

Fava Bean
English Pea
Sugar Snap Pea

BRASSICAS

Baby Red Frill Mustard
Broccoli Leaf
Casper Kale
Hakurei Turnip
Hinona Kabu Turnip
Rapini
Romanesco
Spigariello

CARROTS

Kyoto

CHICORIES

Domestic
Radicchio Rosa
Italian
Castelfranco
Escarole
Frisée
Puntarelle
Radicchio del Veneto
Rosa di Gorizia
Tardivo

SPECIALTY GREENS

Bloomsdale Spinach
Wild Watercress



FRESH TRUFFLES
Summer (Italy/Spain)

MUSHROOMS
Chanterelle
Hedgehog
Morel
South African Porcini

St. George
Yellowfoot

RADISHES
Green Meat
Purple Bordeaux
Daikon

WILD & FORAGED
Fiddlehead Fern
Miner’s Lettuce
Nettle
Ramp
Spruce Tip
Wild Bay Leaf
Wild Fennel

Wild Licorice Root
Wild Onion Flower
Wild Spring Onion

→
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Peak Season
arrivals.



May



↓
WHAT TO WATCH FOR

“Stone fruit is one of our most fun categories. Look out for specialty varieties such as velvet apricots, peacharines, and our rotating specialty pluot lineup.”

MATTHEW RENDINE,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Champagne Mango
Haitian Francine Mango
Pink Guava
Pink Muscat Grape

BERRIES

Green Blueberry
Green Strawberry
Harry’s Berries
Jumbo Blueberry
Pineberry
Rosé Strawberry

Sweetest Batch
Blackberry
Sweetest Batch
Raspberry

CITRUS

Grapefruit
Oro Blanco
Red
White Marsh
Oranges
Cara Cara
Tarocco Blood
Specialty
Golden Nugget Mandarin

STONE FRUIT

Rainier Cherry
Red Cherry
Unripe Green Apricot
Velvet Apricot
White Apricot
Black Pluot
Red Pluot
White Peach
Yellow Peach
Peacharine
White Nectarine
Yellow Nectarine

Vegetables

SPECIALTY

Baby Zucchini with Blossom
Bronze Fennel
Chamomile
Fava Leaf
Fig Leaf
Green Almond
Green Garbanzo
Pea Shoot
Pea Tendril
Rhubarb
Wood Sorrel

ALLIUMS

Garlic Scape
Green Garlic
Flowering Chive
Japanese Negi Scallion

Red Spring Onion
Torpedo Spring Onion
White Spring Onion
Italian Red Tropea Onions
Vidalia Onion
Baby Leek

ARTICHOKES

Purple

ASPARAGUS

New Jersey
White
Wild Frech

BEANS & PEAS

Fava Bean
English Pea
Sugar Snap Pea

BRASSICAS

Baby Red Frill Mustard
Bok Choy
Caraflex Cabbage
Casper Kale
Hakurei Turnip
Hinona Kabu Turnip
Rainbow Chard
Rapini
Spigariello

CARROTS

Kyoto

ITALIAN CHICORIES

Castelfranco
Frisée
Tardivo



SPECIALTY GREENS

Bloomdale Spinach

FRESH TRUFFLES

Summer (Italy/Spain)

MUSHROOMS

Black Conica Morel
Blonde Morel

Chanterelle

Pink Oyster

Shiitake

South African Porcini

RADISHES

Green Meat

Purple Bordeaux

Daikon

WILD & FORAGED

Fiddlehead Fern

Miner’s Lettuce

Nettle

Ramp

Spruce Tip

Wild Bay Leaf

Wild Licorice Root

Wild Onion Flower

Wild Purple Onion
Wild Sea Bean
Wild Spring Onion



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arrivals.



June



WHAT TO WATCH FOR

“Local leafy greens are abundant! Our grower partners in New York, New Jersey, and Long Island are harvesting, packing, and shipping everything from escarole to Tuscan kale daily.”

KEN BOWER,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Champagne Mango
Haitian Francine Mango

BERRIES

Local Berries
Gooseberry
Green Strawberry
Harry’s Berries
Rosé Strawberry
Sweetest Batch
Raspberry
Sweetest Batch
Strawberry
Tristar Strawberry

CITRUS

Sorrento Lemon
Tarocco Blood Orange
White Marsh Grapefruit

FIGS

Arizona Black Mission

MELONS

Canary
Cavaillon
Galia
Golden Honeydew
Kiss
Mixed Heirloom

STONE FRUIT

Rainier Cherry
Sweet Cherry
Velvet Apricot
Honey Rich Aprium
Black Pluot
Dapple Dandy Pluot
Mottled Pluot
Santa Rosa Plum
White Peach
Yellow Peach
Peacharine
White Nectarine
Yellow Nectarine

Vegetables

SPECIALTY

Agretti
Baby Zucchini with Blossom
Bronze Fennel
Celtuce
Fava Leaf
Fig Leaf
Green Almond
Green Garbanzo
Local Squash Blossom
Pea Shoot
Pea Tendril
Rhubarb
Wood Sorrel

ALLIUMS

Garlic Scape
Green Garlic

Garlic Chive
Japanese Negi Scallion
Red Spring Onion
Torpedo Spring Onion
White Spring Onion
Italian Red Tropea Onion
Vidalia Onion
Baby Leek

ASPARAGUS

New Jersey
Purple
White
Wild French

BEANS & PEAS

Cranberry Bean
Dragon Tongue Bean

Fava Bean
Romano Bean
Wax Bean
English Pea
Beauregarde Snow Pea
Snow Pea
Sugar Snap Pea

BRASSICAS

Baby Red Frill Mustard
Bok Choy
Caraflex Cabbage
Fioretto Cauliflower
Hakurei Turnip
Hinona Kabu Turnip
Purple Sprouting Broccoli
Rainbow Chard
Rapini

Spigariello
Sprouting Broccoli
Tatsoi

CARROTS

Kyoto

CUCUMBERS

7082
Kirby
Lemon
Little Potato

LETTUCE & SALADS

Baby Head Lettuce
Baby Mix
Little Gem
Specialty
Wild Watercress

FRESH TRUFFLES

Summer (Italy/Spain)

MUSHROOMS

Black Conica Morel
Blonde Morel
Chanterelle
Shiitake

RADISHES

Green Meat

SQUASH

Avocado
Bossa Nova
Centercut
Costata Romanesco
Gold Bar
Green Zucchini
Haifa’s Finest Cousa
Magda Cousa
Patty Pan
Summer Mix
Zephyr



TOMATOES

Caprese Mix
Heirloom
Sungold Cherry

WILD & FORAGED

Fiddlehead Fern
Miner’s Lettuce
Nettle
Ramp
Spruce Tip

Wild Sea Bean

→
Scan QR code
to see our latest
Peak Season
arrivals.



July



WHAT TO WATCH FOR

“It’s melon mania in California this time of year. Toybox melons from Weiser Family Farm are my favorite. Peacock cantaloupes and King of the West honeydew from Turlock Fruit are also ripe for eating.”

MATTHEW RENDINE,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Finger Limes
Haitian Francine Mango
Red Currant
White Currant

BERRIES

Local Berries
Cape Gooseberry
Harry’s Berries
Rosé Strawberry
Sweetest Batch
Blackberry
Sweetest Batch
Raspberry
Tristar Strawberry

FIGS

Black Mission
Brown Turkey
White Adriatic

MELONS

Canary
Cavaillon
Galia
Golden Honeydew
Kiss
Mixed Heirloom
Piel de Sapo
Sugar Cube
Mini Seedless
Watermelon
Orange Watermelon
Yellow Watermelon

STONE FRUIT

Rainier Cherry
Sour Cherry
Sweet Cherry
Velvet Apricot
Candy Cot
Black Pluot
Red Pluot
Greengage Plum
Shiro Plum
Very Cherry Plum
White Peach
Yellow Peach
Donut Peach
Peach Pie Donut
Peacharine
White Nectarine
Yellow Nectarine

Vegetables

SPECIALTY

Agretti
Bronze Fennel
Celtuce
Fig Leaf
Local Squash Blossom
Purslane

ALLIUMS

Garlic Scape
Garlic Chive
Japanese Negi Scallion
Torpedo Spring Onion
Italian Red Tropea
Onion

Vidalia Onion
Baby Leek

BEANS & PEAS

Cranberry Bean
Dragon Tongue Bean
Fava Bean
Romano Bean
Wax Bean
English Pea

BEETS

Badger Flame

BRASSICAS

Fioretto Cauliflower
Hakurei Turnip
Hinona Kabu Turnip
Maine Broccoli
Maine Cauliflower
Rainbow Chard
Red Napa Cabbage
Tatsoi

CARROTS

Kyoto

CORN

Bi-Color



White
Wild Violet
Yellow

CUCUMBERS

7082
Kirby
Lemon
Little Potato
White

EGGPLANT

Fairytale
Graffiti
Hansel & Gretel
Italian

Japanese
Sicilian Mix
White

LETTUCE & SALADS

Baby Head Lettuce
Baby Mix
Little Gem
Specialty
Flower Power
Spicy Greens Mix

FRESH TRUFFLES

Summer (Italy/Spain)
Winter (Australia)

MUSHROOMS

Black Conica Morel
Chanterelle
Shiitake

PEPPERS

Mini Bell
Mini Veggie Sweet
Patchwork
Rainbow Bell
Jimmy Nardello 🌿
Shishito 🌿
Cubanelle 🌿
Italian Long Hot 🌿
Hatch 🌶️🌶️
Serrano 🌶️🌶️

Habanero 🌶️🌶️🌶️
Scorpion
Trinidad 🌶️🌶️🌶️🌶️
Carolina
Reaper 🌶️🌶️🌶️🌶️

RADISHES

Green Meat

SQUASH

Avocado
Bossa Nova
Centercut
Costata Romanesco
Eight Ball
Gold Bar
Green Zucchini
Haifa’s Finest Cousa
Magda Cousa
Patty Pan
Summer Mix
Tetra
Zephyr

TOMATOES

Campari
Early Girl
Fiorentino Costoluto
Golden Rave
Green
Heirloom
Jewel Box
Plum
Red Grape
San Marzano
Sunchocola Cherry
Sungold Cherry

→
Scan QR code
to see our latest
Peak Season
arrivals.



August



WHAT TO WATCH FOR

“This is the best time for great-eating local tomatoes from the best growers in our region—Eckerton Hill, Hepworth, Lady Moon, Taproot, Lancaster Farm Fresh, Tranquility Farms, and Latham to name a few.”

MATTHEW RENDINE,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Champagne Mango
Haitian Francine Mango
Red Currant
White Currant

BERRIES

Blueberry
Rosé Strawberry
Sweetest Batch
Blackberry
Sweetest Batch
Raspberry
Tristar Strawberry
Wild Huckleberry
Wild Maine Blueberry

FIGS

Black Mission
Brown Turkey
Tiger Stripe
White Adriatic

MELONS

Canary
Cavaillon
Crenshaw
Galia
Golden Honeydew
Kiss
Mixed Heirloom
Snow Leopard
Little Flower Watermelon
Mini Seedless
Watermelon

Orange Watermelon
Yellow Watermelon

STONE FRUIT

Sour Cherry
Sweet Cherry
Velvet Apricot
Emerald Beaut Pluot
Flavor King Pluot
Greengage Pluot
Red Raspberry Pluot
White Peach
Yellow Peach
Donut Peach
Peacharine
White Nectarine
Yellow Nectarine

Vegetables

SPECIALTY

Agretti
Baby Artichoke
Bronze Fennel
Celtuce
Fig Leaf
Fresh Ginger
Purslane

ALLIUMS

Garlic Chive
Japanese Negi Scallion
Torpedo Spring Onion
Italian Red Tropea Onion
Vidalia Onion

BEANS

Calypso
Christmas Lima
Cranberry
Dragon Tongue
Fava
Flageolet
Jacob’s Cattle
Maxibel
Romano
Wax

BEETS

Badger Flame

BRASSICAS

Hakurei Turnip
Hinona Kabu Turnip
Maine Broccoli
Maine Cauliflower
Tatsoi

CARROTS

Kyoto

CORN

Bi-Color
White
Wild Violet
Yellow



CUCUMBERS

7082
Kirby
Lemon
Little Potato
Suyo Japanese
White

EGGPLANT

Fairytale
Graffiti
Hansel & Gretel
Italian
Japanese
Sicilian Mix
White

LETTUCE & SALADS

Baby Head Lettuce
Baby Mix

LITTLE GEM

Specialty
Flower Power
Spicy Greens
Mix

FRESH TRUFFLES

Summer (Italy/Spain)
Winter (Australia)

MUSHROOMS

Chicken-of-the-Woods
Lobster
Porcini
Saskatchewan
Chanterelle
Shiitake

PEPPERS

Habanada

Mini Bell
Mini Veggie Sweet
Rainbow Bell
Jimmy Nardello
Shishito
Aji Dulce
Cubanelle
Biquinho
Italian Long Hot
Padron
Grenada
Hatch
Jalapeño
Red Fresno
Serrano
Mixed Fish
Aji Limon
Cayenne
Aji Rojo
Sugar Rush

Peach
Habanero
Fatali
Ghost
Scorpion
Trinidad
Carolina
Reaper

POTATOES

Blue Adirondack
Red Adirondack
German Butterball
Kennebec
La Ratte Fingerling
Magic Molly
Red Norland
Russian Banana
Fingerling
Upstate Abundance

SQUASH

898
Avocado

Bossa Nova
Candy Roaster
Centercut
Costata Romanesco
Eight Ball
Gold Bar
Green Zucchini
Haifa’s Finest Cousa
Honeynut
Magda Cousa
Patty Pan
Summer Mix
Tetra
Zephyr

TOMATOES

Black Velvet
Brad’s Atomic Grape
Brandywine
Campari
Casare’s Canestrino
di Lucca
Early Girl
Fiorentino Cosoluto
Golden Rave
Green
Heirloom
Jewel Box
Magic Mountain
Midnight Roma
San Marzano
Sunchocola Cherry
Sungold Cherry
Sweet Prince
Yellow Beefsteak



Scan QR code to see our latest Peak Season arrivals.



Year-Round



WHAT TO WATCH FOR

“We’re so proud to work with year-round growers who are truly best in class.”

KEN BOWER,
DIRECTOR OF
PRODUCE
MERCHANDISING

Fruit

SPECIALTY

Ataulfo Mango

AVOCADOS

Hass

BERRIES

Blackberry

Blueberry

Cape Gooseberry

Raspberry

Strawberry

CITRUS

Clementine

Finger Limes

Key Limes

Limes

Moro Blood Oranges

MELONS

Cantaloupe

Honeydew

Vegetables

SPECIALTY

Baby Fennel

Sea Bean

Squash Blossom

Tomatillo

ARTICHOKES

Baby

Globe

BEETS

Baby

Chioggia

Golden

Mixed

Red

BRASSICAS

Buds

Caraflex Cabbage

Flowers

Broccoli

Cauliflower

Caulilini

Florentino

Broccoli di Ciccio

Broccoli Rabe

Carnival Cauliflower

Green Cauliflower

Orange Cauliflower

Purple Cauliflower

Romanesco

Leaves

Baby Green Kale

Baby Lacinato Kale

Bok Choy

Collard Green

Mizuna

Mustard

Swiss Chard

Roots

Baby Turnip

Stems

Green Kohlrabi

Purple Kohlrabi

CARROTS

Baby French

Baby Mixed Rainbow

Mixed Heirloom

Mixed Rainbow

Thumbelina

CUCUMBERS

Kirby

Persian

CHICORIES

Domestic

Radicchio

Castelfranco

Frisée

Dandelion

EGGPLANT

Holland Graffiti

LETTUCE & SALADS

Baby Head Lettuce

Baby Green Oak

Baby Green Tango

Baby Lolla Rosa

Baby Red Oak

Baby Red Romaine

Little Gem

Artisan Mini Head

Baby Iceberg

Red Gem



Specialty

Baby Watercress

Watercress

Red Watercress

Savoy Spinach

Wild Arugula

Baby Arugula

Salads & Mixes

Arcadian Mix

Artisan Mix

Artisan Romaine

Hydro Boston Lettuce

PEPPERS

Rainbow Bell

Mini Veggie Sweet

Shishito 🌿

Cubanelle 🌿

Italian Long Hot 🌶️

Jalapeño 🌶️🌶️

Red Fresno 🌶️🌶️

Serrano 🌶️🌶️

Habanero 🌶️🌶️🌶️

POTATOES

Chipperbec

Creamer

GPOD

Kennebec

Marble

Norwis Frying Potato

Purple Peruvian

Red Chile

Russian Banana

SWEET POTATOES

Beauregard

Garnet

Hannah

Okinawa

Purple

RADISHES

Baby French

Breakfast

Easter Egg

French Breakfast

Purple Ninja

TOMATOES

Beefsteak

Cherry On-The-Vine

Heirloom

Mixed Cherry

Plum

Red Cherry

Red Grape

MUSHROOMS

Beech

Chef Mix

Exotic Blend

Hen-of-the-Woods

Maitake

Oakwood Shiitake

Oyster

Pioppino

Pom Pom

Royal Trumpet



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to see our latest
Peak Season
arrivals.





AEROFARMS

(Left) Beds of Baby Arugula sprouting under custom LED lighting arrays

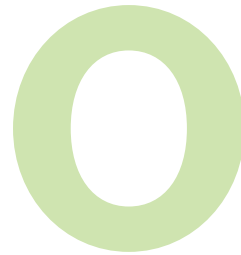
(Right) Co-founders Mark Oshima and David Rosenberg in AeroFarms' 70,000-square-foot Newark, NJ headquarters



The Farms of The Future

Join us for a look inside the growing field of indoor agriculture.

By Mahira Rivers



ON ANY GIVEN DAY OF THE YEAR, the growing room at AeroFarms in Newark, New Jersey is a pleasant 75 degrees. The air is thick with humidity, and the steady hum of fans thrums loudly in the cavernous space. Metal towers in the middle of the room contain rows of grow

beds, stacked as high as the eye can see, with sun-bright LED lighting hovering over the racks.

This is not some experimental laboratory; it's a farm. Each rack is packed with leafy baby lettuces and micro-greens, all gearing up for a trip to the salad bowl.

If a warehouse complex amid industrial sprawl in New Jersey is what farming looks like in the 21st century, then AeroFarms' co-founders Marc Oshima and David Rosenberg—clad in button-down shirts, wielding MBAs, and looking like they'd be equally suited to running a tech start-up—are the next generation of farmers. And yet, despite the futuristic look and feel of their towering indoor racks and computer-driven systems, Oshima and Rosenberg have a familiar goal: They are focused on nurturing seeds into plants that present the perfect mix of taste and texture.

"The ideal outcome is when a customer opens a package and they are delighted," says Rosenberg. He and his partner are out to produce the highest-quality greens they can—with that standard encompassing not only flavor and freshness, but also consistency and reliability. For an increasing set of pioneering farmers like Oshima and Rosenberg, the quest for the best begins, and ends, indoors.

The Lay of The Land

Baldor looks to get ahead of shifts in agriculture and food production that we think will benefit our customers and our planet, which is why we currently work with more than 20 indoor farms, including AeroFarms, Bowery Farming, Heron Farms, Intergrow Greenhouses, Gotham Greens, Little Leaf, Gilbertie's, GoodHealthy, Fresh Origins, and Koppert Cress—and that's a number that our merchandisers expect to increase as technology improves. "It's still a new way of farming," says Matthew Rendine, Director of

Produce Merchandising at Baldor. "Compared to our entire category of produce, indoor farming is still a small percentage. But it is definitely on the uptrend year over year."

In fact, market analysis firm Grand View Research reported in 2021 that the size of the global indoor farming market was \$40 billion, and predicted it to have an annual growth rate of 13.5% between 2022 to 2030. By 2030, they anticipate "that this will emerge as a significant trend." That's pretty impressive given that indoor farming is a relatively recent approach to agriculture, with early forms dating back only to the early 1900s.

Initially, indoor farming meant growing horizontally, as with an outdoor farm, just behind the diffused glass walls of a greenhouse; increasingly it means vertically, in windowless warehouse-like factories. The modern indoor vertical farming system came into its own around 1999, the concept credited largely to Dickson Despommier, a professor of Public and Environmental Health at Columbia University who was motivated by a desire to build a more sustainable model of agriculture to feed the growing world population.

There are many variations on the theme of indoor farming, but what typically unites them is a tightly regulated climate and environment, backed by sophisticated technology. This is why most modern indoor farming is commonly referred to as controlled-environment agriculture, or CEA.

farming is commonly referred to as controlled-environment agriculture, or CEA.

CEA often utilizes more sustainable growing technologies like hydroponics, the soil-free method of growing plants in nutrient-enriched water, or aeroponics, in which crops are grown in the air instead of in soil or water. AeroFarms, one of the earliest vertical farms, utilizes this latter technique, growing its greens with an advanced misting system and LED lighting, instead of soil and direct sunlight, while other Baldor suppliers like Bowery Farming and Heron Farms operate hydroponically.

Technical advancements towards the end of the 20th century, such as the development of rockwool, a soil-less growing medium, and the use of LED lighting in agriculture, have paved the way for indoor and vertical farming's rapid growth. But the surge in popularity over the last 25 years is best explained by an indoor farm's ability to do more with less, itself a response to environmental pres-



INTERGROW
Hydroponic nutrient delivery and specialized light fixtures allow Intergrow to produce up to 30 times more tomatoes than a conventional farm, year-round.



tures. Natural resources like water and arable land are less abundant and more expensive than ever, explains Dr. Eric Stein, the Executive Director of the Center of Excellence for Indoor Agriculture in Pennsylvania. Growing plants indoors requires less of each.

“If we can lean into a system that helps us reduce the amount of water being used, that is a long-term benefit,” says Ross Shepard, Director of Retail and Foodservice Sales at Bowery Farming. Bowery cites up to 20 million gallons of water saved each year and says it is 100 times more productive than a traditional farm growing comparable crops.

It’s for all of these reasons that Dr. Stein wrote in a research paper published in 2021, “indoor farming is becoming an essential part of food production.” His organization predicts that steady growth over the next decade could potentially have significant positive impacts on the environment, from less soil erosion to reducing carbon emissions.

The Great Returns of Growing Local

Optimizing crop production with controlled agriculture is not just about natural resource management, however. A major benefit of indoor growing is being able to harvest local product year-round, regardless of the seasons.

At the AeroFarms facility in New Jersey, the harvest room lies across the hall from the grow room. The icy cold air, a stark contrast to the muggy humidity a few feet away, is deliberate. “We harvest right in the cold chain,” says David Rosenberg. “It’s a much better way of keeping shelf life.” The cooler air slows the plants’ respiration, which helps to preserve freshness. The cut greens are packaged on the spot. “We’re in the distribution center within hours instead of days,” Rosenberg adds.

Like AeroFarms, many indoor farms are built purposefully close to urban centers in order to shorten the supply chain, both in terms of time and space. Not only does this reduce food miles, an important environmental benefit, but it also builds freshness and reliability into the business model. Crops can be harvested at their peak and then in a customer’s kitchen within 24 hours, regardless of what supply chain woes might be affecting the market that day. That gives them better flavor and longer shelf life.

“About 90% of our stuff is picked, packed, and shipped in the same day,” says James Williams, Key Account Manager at Intergrow Greenhouses, which operates three greenhouses dedicated to tomatoes in upstate New York. This allows for Intergrow’s tomatoes to fully ripen on the vine, reaching their maximum flavor potential. And because the trek from the vine to the end customer is short, the freshness lasts longer. “When our tomatoes are delivered, you can smell the vines because they’ve just been detached from the plant,” Williams adds.

With indoor farming, the benefits of growing locally ar-

en’t confined to the sweet but short growing season in the Northeast and Mid-Atlantic. In fact, indoor farming challenges the notion of seasonality altogether by offering a year-round supply of peak-season produce. For businesses providing either a consistent supply of great-tasting tomatoes or using the most pristine ingredients available at the time, indoor farming also aims to take the question out of seasonal sourcing.

In the marshy waters along South Carolina’s coastline, for example, sea beans—grass-like succulents often used as a garnish or to lend a pop of briny saltiness to a dish—typically grow for just a few months of the year. When the season is over, around August, customers usually have to wait for next year’s harvest. Sam Norton is hoping to expand the sea bean growing season at Heron Farms, his hydroponic vertical farm based in Charleston. Using a one-of-a-kind system that feeds local sea water into the hydroponic grow beds, Norton can replicate wild sea beans indoors, at any time of the year.

In addition, for farmers like Norton and others, indoor supply means less exposure to external influences like volatile weather. “Our biggest competitor in this industry is Mother Nature, because something like weather can come in and really knock out a crop,” says Matthew. As climate change continues to worsen, we’ve just begun seeing the impact that weather and natural disasters like fires

and hurricanes can have on making crop supply more unpredictable—in the last year alone, we saw shortages of Idaho potatoes, mustard, hot peppers, and lettuces among others. Indoor farms replace unpredictable weather with greater control and resiliency.

Laser-Focused on Flavor

In a conference room back at the AeroFarms warehouse in New Jersey, Marc Oshima lines up a selection of the company’s packaged greens, like micro arugula and baby kale. The plastic trays have color-coded seals indicating the product’s place along AeroFarms’ proprietary FlavorSpectrum, which ranges from sweet and earthy (cool blues) to more robust with notes of umami or anise (deep purples). Printed at the bottom of each seal is the promise, “bursting with flavor.”

Taste, both flavor and texture, is a top priority for Baldor in deciding whether to bring on any partner, so you can be sure that it applies equally to our portfolio of indoor farm suppliers. While each farm approaches this differently, deliciousness is a carefully calibrated pursuit. AeroFarms, for one, has a team of plant scientists, research and development specialists, and chefs working together to produce greens that taste like refined versions of themselves. Baby watercress, for example, have uniquely tender shoots and leafy green tops that deliver a heightened zesty peppery taste with a clean finish.

“We can be very precise about the choices we make... If your main goal is to get great flavor, you can make that happen.”

JAMES WILLIAMS,
INTERGROW GREENHOUSES

HERON FARMS

Heron Farms’ Sea Beans are grown using brackish water from a nearby marsh. They recapture freshwater from the growing sea beans to grow other fresh water crops.



At Bowery Farming, which also specializes in baby lettuces and microgreens, each plant has a corresponding recipe of “ingredients” like LED lighting and nutrients that are designed to yield a specific taste. “These are things we can control inside of our facility to let chefs work their magic,” says Shephard. Bowery’s signature Crispy Leaf lettuce delivers frilly pale-green leaves with a snapping crunch and perfect tenderness—an excellent blank canvas for any salad.

Other controlled environment growers that Baldor partners with have similarly exacting processes. “We’re trying to create the oyster of the plant world,” says Sam Norton of Heron Farms. His company uses a precise algorithm to cultivate succulent, salt water-rich sea beans with uniformly tender shoots, which can be tough and woody when grown in less-than-ideal conditions.

At Intergrow Greenhouses, inputs such as specially selected seeds, natural sunlight, supplemental LED lighting, and a hydroponics-based nutrient solution are precisely combined to produce optimal juicy vine-ripened cherry tomatoes or crisp and meaty beefsteaks with a favored mix of sweetness and acidity. “The feedback we enjoy the most is how pleasant the eating experience is and how great that flavor is,” says Williams.

“The stereotype years ago was that greenhouse-grown has no flavor,” says Williams, referring to past thinking that indoor-grown tomatoes are bland, grown for size and durability instead of flavor. “But we can be very precise about the choices we make. If your main goal is to get size and yield, you can make that happen. If your main goal is to get great flavor, you can also make that happen.”

The Future is Bright

The future of indoor farming is as bright as the LED lights nourishing every seedling at the AeroFarms warehouse.

One emerging area of interest is nutrition. On top of taste and product consistency, indoor farming can potentially yield more nutritious, healthful ingredients. “You can customize the nutrient density through the lighting, nutrient loads, and so on,” explains Dr. Stein. As such, baby lettuces and microgreens often contain higher concentrations of vitamins and minerals than similar conventionally farmed produce, with the potential for even more enhancements in the future.

And in terms of food safety, CEA is on the cutting-edge of traceable, food-safe produce. Indoor farms are largely shielded from bugs and animal waste runoff. At AeroFarms and Bowery Farming, this allows for OU Kosher certification. It also means significantly less use of pesticides, herbicides, and fungicides. Coupled with the right protocols, the risk of contamination is greatly reduced.

Fewer pesticides in agriculture’s ecosystem are not just better for the environment but are also timesaving in the kitchen. AeroFarms and Bowery Farming both promote their greens as ready-to-eat out of the package, no washing necessary. “By having a cleaner product, we’re able to make that claim. Removing that processing step is great for food service,” says Shepard of Bowery Farming.



BOWERY FARMS
Bowery’s proprietary operating system, Bowery-OS, uses artificial intelligence to analyze billions of data points and constantly improve their growing process for each unique crop.



Ultimately, indoor grown produce is a premium product and it is priced to reflect that. But in return, indoor farming guarantees consistency, taste, freshness, and so much more. “In a sense, indoor farming offers a higher quality product,” says Dr. Stein, even when compared to organics.

But there are still some hurdles to cross. Most notably, growing indoors is extremely energy-intensive and the cost of powering an indoor farm is a driver of the category’s premium pricing. That, and high energy costs make it difficult for farms to commercially expand into new categories. For now, due to the cost-prohibitive nature of growing anything that requires more LED lighting, the selection of indoor farmed produce is limited to baby lettuces, microgreens,

and a few fruits like strawberries and tomatoes.

That said, the indoor-farming industry has come an incredible distance in just the last two decades, and we’re eager to see where the next several years take us.

As supply chain disruptions and climate-related events increasingly impact traditional methods of agriculture, we know that consistency, quality, and sustainability are top-of-mind concerns for you. So “we’re happy to have found dedicated innovators in the indoor agriculture space who can deliver against our customer needs, while also aligning to our commitment to flavor,” notes Matthew Rendine, Baldor’s Director of Produce Merchandising. While it’s still nascent compared to traditional farming, we’re finding that there’s a lot to like about the great indoors.

Mahira Rivers is a restaurant critic and freelance journalist based in New York. She writes about restaurants and food culture at large for publications such as The New York Times, New York Magazine, and Food & Wine. She also writes a column for Resy on trends in the restaurant industry, informed by her experience as a former Michelin Guides inspector; her work there was nominated for a James Beard Media Award in 2022.

→
Scan QR code to see our lineup from our Indoor Farming grower partners.



BEHIND
THE
BRANDS

From their Passion to Your Plate

While it's true that growers and producers catch our merchants' attention first with flavor, it's their stories that captivate us. In this issue's partner spotlight, you'll meet five of our (many) favorites and learn about the people and processes that make their products deserving of a place on your menu.



Jeff Lundberg and
Judy Lundberg-Wafer

BABÉ FARMS

Delightful baby veg from a delightful family farm

By Elizabeth Weinstein

IN 2005, JUDY LUNDBERG-WAFER, co-owner of Babé Farms, found herself at a turning point. Her husband, Babé co-founder Frank Lundberg, had recently passed away, and their business partners had sold their stakes in a farm that had gained a reputation for supplying chefs with wondrous yet little-known specialty veg. Many in her position might have pursued retirement. But Judy says she never even considered it: "So many people were depending on us, and they were all like family."

Judy is a warm, maternal figure, so it feels right that she's built a business on baby vegetables, like baby leeks, baby fennel, and Thumbelina carrots. In addition to cultivating millions of baby vegetables, Judy reflects that "it feels like I've raised some of our employees. Now, many of their kids work for us." Judy's own son, Jeff Lundberg, spent years learning every job from pulling weeds to driving tractors before becoming President and CEO in 2014.

Babé occupies 1000 acres in California's Santa Maria Valley, about seven miles inland from the Pacific Ocean. The farm receives consistent morning fog and mild weather. This Mediterranean-style climate allows for year-round farming, and unlocks what may be Babé's biggest strength: their dedicated team.

"I'm very proud of the relationships we have with our employees," Jeff says, "Probably 50% of our people have been here over five years." Their experienced team includes quality control reps in every field. "We've established a sense of brand loyalty among chefs. They trust the Babé Farms label and know they can expect a quality product," Jeff notes.

This shared focus on quality explains why Babé and Baldor have been strong partners since the 1990s. "Babé' Farms' commitment to growing safe, reliable produce while prioritizing responsible growing practices that are respectful of both the land and their workforce makes them a great fit for us and our customers," says Ken Bower, Baldor's Director of Produce Merchandising. "We are honored to offer their products to our customers."



Scan QR
code to shop
Babé Farms'
products.





KOPPERS CRESS

Enchanting
Microgreens for
Fairy Tale Menus

By Elizabeth Weinstein

THEY SAY THAT GOOD THINGS come in small packages, and Nicolas Mazard, General Manager of Koppert Cress USA, couldn't agree more. He and his team grow hundreds of varieties of microgreens in greenhouses on the North Fork of Long Island. Anyone who dismisses microgreens as mere garnish, Mazard asserts, is missing out. Koppert Cress's petite greens, flowers, and herbs are undoubtedly gorgeous, but they also deliver unique and concentrated bursts of flavor, texture, and sensation.

Nicolas chooses what to grow based on flavor alone, working closely with chefs, seed suppliers, and other farmers to find unusual and heirloom plants from around the world that will punch far above their weight. The resulting edible landscape he has created, Nicolas enthuses, "is like the baby of Willy Wonka and Indiana Jones."

Indeed, there is magic in what Nicolas and his dedicated team are creating. "Koppert Cress grows extraordinary products that, not only enhance the visual aid of the plate, but inspire creativity in the kitchen with their flavors" notes Baldor Director of Produce Merchandising Matthew Rendine.

Mazard seems to live to delight and surprise, and he loves to share the stories of his favorite plants. Among his marvels is the Living Affilla Cress (**code: MICRO2**), a sweet pea tendrils. He calls the exceptionally flavorful green a "goldmine of excitement," and the embodiment of spring. Affilla Cress offers this dynamic, vegetal flavor year round. The elegant tendrils are able to withstand the temperatures of a hot plate, making it one of the hardest-working microgreens in the kitchen. As a living cress, Affilla arrives nestled in a clean growing medium, which means they can last up to two weeks in the walk-in and the fresh flavor will be the same from first to last tendril.

When chefs tell Mazard how much they enjoy creating with Koppert Cress' fantastical flavors, he basks in their excitement. "It's like having people tell you you're beautiful multiple times a day. You never get tired of hearing it."



WONDER MEATS

Keeping tradition
alive for the perfect
burger bite

By Elizabeth Weinstein

WHEN STEVE REALBUTO decided to expand Wonder Meats' operations from the small Manhattan butchershop his father Santo opened in 1971 to a manufacturing facility in Carlstadt, New Jersey, he knew he had to uphold his father's legacy. He made a vow: "Never become so modern that you lose touch of the old-fashioned ways."

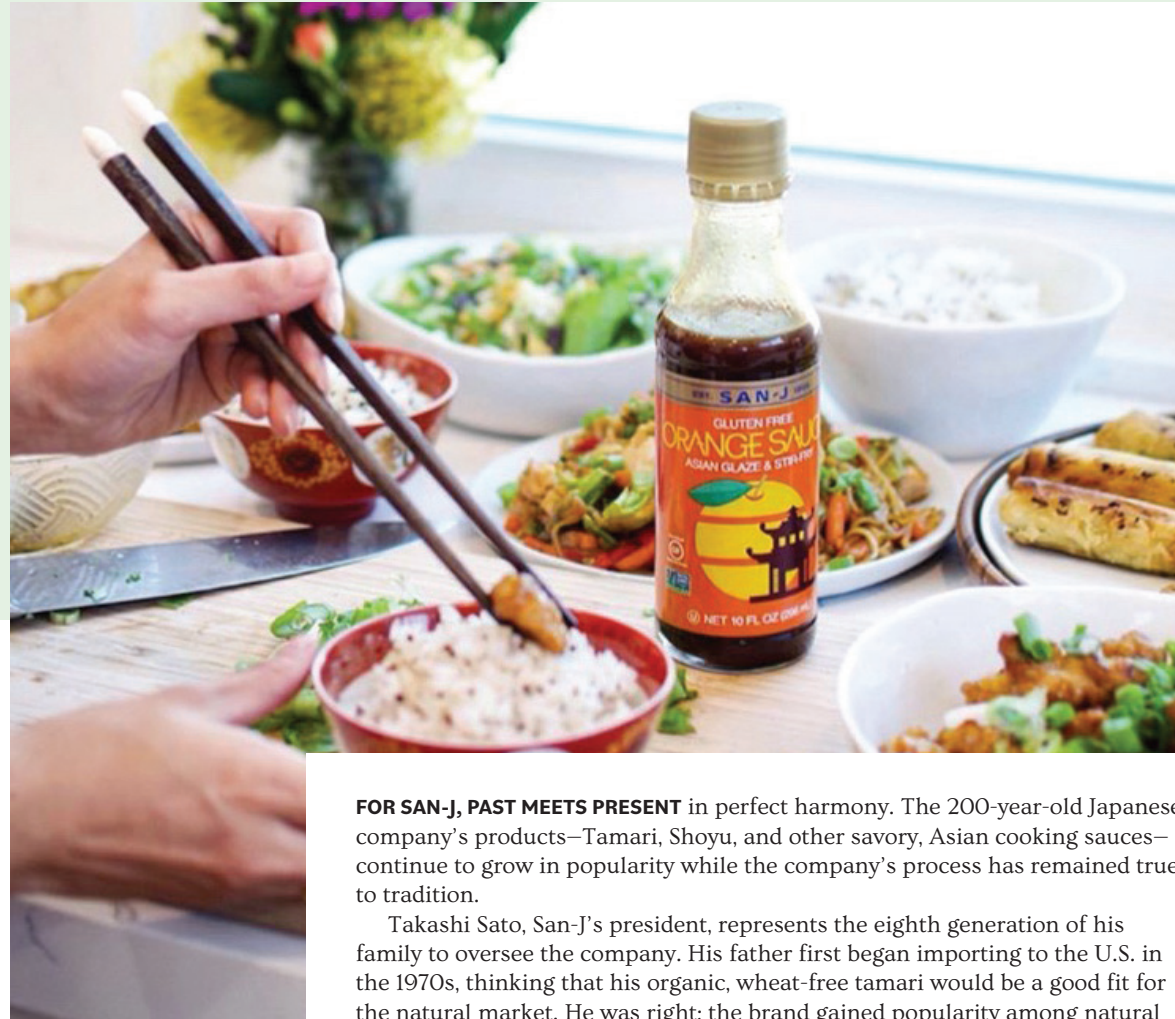
To that end, Steve has solidified Wonder Meats' status as a paragon of burgers, continuing to source the highest-quality beef—fresh, domestic whole muscle—and employ the same machinery his father did, which utilizes an old-fashioned bowl chopper in small batches. By comparison most meat manufacturers use equipment that grinds beef in batches of several thousand pounds, which Wonder Meats' Vice President of Sales Ty Walter says results in "inconsistently sized, overly compressed, hockey-puck style burgers."

Kevin Lindgren, Baldor's Director of Protein Merchandising, praises the "steak-like texture" of Wonder Meats' burgers affirming, "Our customers love their consistency. Each burger is the same size, same thickness, same weight. They cook at the same speed. It simplifies things for the kitchen and saves on labor. We also love how Wonder Meats prioritizes freshness. Every burger Baldor customers request is chopped to order."

Wonder Meats offers a wide array of patty products, from two-ounce sliders to half-pounders, from smash-style burgers to pub-style rounds. Ty's favorite is the Chef Special, a Baldor-exclusive made from a proprietary blend of cuts. The buttery and rich American Wagyu burger and the Grass-Fed burger, made with beef sourced from Joyce Farms, offer discerning chefs more choices. The Super-Flat Brisket Blend has an extra beefy boost from the inclusion of the primal cut.

In recent years, Steve has brought several other companies into the Wonder Meats family. Baldor also carries a number of these products, including Nation's Best Deli Meats, B & M Philly Steaks, and Lindee Corned Beef.





SAN-J
Brewing Tamari
for eight
generations
By Elizabeth Weinstein

FOR SAN-J, PAST MEETS PRESENT in perfect harmony. The 200-year-old Japanese company's products—Tamari, Shoyu, and other savory, Asian cooking sauces—continue to grow in popularity while the company's process has remained true to tradition.

Takashi Sato, San-J's president, represents the eighth generation of his family to oversee the company. His father first began importing to the U.S. in the 1970s, thinking that his organic, wheat-free tamari would be a good fit for the natural market. He was right; the brand gained popularity among natural grocers before breaking into the mainstream.

In 1987, The Sato family opened the first-ever tamari plant in the United States, in Henrico, VA, where they began brewing with non-GMO American and Canadian soybeans. "We are totally dedicated to the authenticity of the product and transparency of ingredients," says San-J Marketing Manager Lisa Newcomb. To help consumers see San-J as a trusted brand, the company has earned gluten-free, non-GMO, and organic certifications.

In contrast to other processed, aggressively salty soy sauce-style products on the market, Sato says San-J "relies on the power of fermentation" to produce amazing flavor "without shortcuts." The brewing process for Tamari and Shoyu takes up to six months, and there are no artificial preservatives, colors, or additives. San-J's Tamari is made only from soybeans and touts a nuttier aroma and a rich umami punch that stands up well to heat. Their Shoyu is made from a mix of soybeans and wheat, with a slightly sweeter, more delicate flavor in comparison. Because San-J operates with the Japanese "just in time" manufacturing principle, Victor Adler, San-J's Director of Food Service Sales, Eastern Region, says that "nothing's ever in the warehouse longer than one month."

However, it's extremely unlikely anyone will ever have their Tamari, Shoyu or Asian cooking sauces on the shelf for long. "With fermented foods increasing in popularity and San-J's versatile umami flavor profiles, the opportunities to incorporate their sauces into any cuisine are endless," notes Baldor's Director of Specialty Merchandising Emily Murphy.



**SCHALLER
& WEBER**
European
tradition meets
modern
Manhattan
By Jill Costa

NESTLED IN THE YORKVILLE NEIGHBORHOOD of Manhattan's Upper East Side, you'll find Schaller & Weber's butcher shop in the same storefront that Ferdinand Schaller opened in 1937.

One of the last remaining German businesses in the area, Schaller & Weber is both a conservator and innovator of the European butchering techniques that Ferdinand learned in Stuttgart. "Our products and history are based in German and Alpine tradition but with an updated feel," notes Jeremy Schaller, President and third-generation owner. "We've modernized without losing touch with our roots."

Their foray into deli meats started nearly 100 years ago with Black Forest Ham. "Ferdinand actually invented [it] as we know it in the United States today," Jeremy says. "In Germany, it was made by slow dry-curing, but he found he could make it faster by cooking it and dipping it in pigs' blood, though today we use molasses."

Their French Bistro ham also draws from European techniques that highlight the nuance of the meat instead of burying it in salt and sugar. According to Baldor's Director of Protein Merchandising Kevin Lindgren, "It's equally at home in a premium sandwich, in a deli case, and on a charcuterie board. That's incredible versatility and value for a specialty meat product."

Their deli line also includes nods to their Manhattan base, including Corned Beef and Pastrami made in a true New York style. "Often, competitors will use top round because it's lean and inexpensive, but ours is fatty, delicious, hand-rubbed brisket," says Vice President Jesse Danes. "It's special, and customers love it."

"Schaller & Weber shines through their old-world techniques and clean ingredients," notes Kevin. "It's especially exciting when they apply that approach to something unexpected, like their New York Corned Beef and Pastrami."

Through their growing product line—which also includes non-European sausages and meat-and-cheese snack trays—Schaller & Weber continues to connect with the modern palate. "It gives us a niche and bridges the generational gaps," Jeremy explains, "which also helps reintroduce people to our more traditional products, especially the younger generation."



In the eyes of our customers and our team, Baldor drivers are legends. They wake up early, deliver late, navigate through busy city streets and venture out to the far corners of the East Coast to make sure our customers receive the food they need to serve their communities.

“Our drivers are among Baldor’s greatest assets,” says Ben Allen, Senior Director of Transportation. “Every day, they deliver quality ingredients with the utmost professionalism and commitment to enhancing our customers’ experience. They understand the importance of customer service and know that our job isn’t done until the last order is delivered. With camaraderie and teamwork, they make it happen.” • BY JILL COSTA

Hitting the Road for Baldor

MEET
THE
TEAM

HUMBERTO PENA

Years with Baldor: 29 years

Route: formerly Stamford, CT; now Westport, CT

How did you start your career with Baldor?

I met Kevin [Murphy, Baldor’s founder] while working at a tennis club. He offered me a job at Baldor, and I started as a part-time handyman, helping around the warehouse and doing some carpentry. One day we were short on drivers, so I started driving the minivan that we used to deliver second runs.

Little by little, I took on more routes and stops, going wherever they needed me. After driving part-time for six months, I was about to leave around noon to head to my other job, when Kevin stopped me to ask where I was going. I told him, and he insisted that I stay and be full-time. I’ve been a driver for Baldor full-time ever since.

When I started, we were still in our first warehouse in Long Island City, Queens. We only had room for two small trucks at the time!

What is your favorite Baldor memory?

I’m a soccer fan, so one year, I made a Baldor soccer team. We’d play in a league in Flushing with teams from Columbia and the surrounding areas. When we’d play, everyone would come out to watch us. Kevin was excited to support us; he helped us buy uniforms and enter a tournament, and even came to one of our 8 a.m. games.

What is something you’re most proud of from your time at Baldor?

Baldor is a big company now, but we started as a family business. Kevin himself was always behind you. If you were late because your car was broken, he’d help you fix your car. He’d come to deliveries

with me, in uniform with the hand truck and all. I was proud to work with him.

I’m also proud of my relationships with my customers. For more than 20 years, my route was in Stamford, Connecticut, but during the pandemic, I switched to Westport. When I drop off my customers’ orders, I’ll bring them right into the walk-in and check that the quality is good. Even if it’s so-so, I send it back, because I want to make the customer happy. I’m proud that the customers trust me.

What is your delivery hype-up song?

I usually listen to Peruvian music when I go to do my exercises each morning at 1:30 a.m., before heading to Baldor at 3 a.m. Our music has its roots in Africa, with lots of winds and flutes. It will definitely make you move!



FELIX ROSADO

Years with Baldor: 18 years total

Route: The Bronx, formerly downtown Manhattan

How did you start your career with Baldor?

I started my career working at Hunts Point Market, before driving for another food company. Eventually they relocated to another state, so I had to leave my job there to stay close to home in The Bronx. On the day I left my job there, I was doing a delivery for the Market to Baldor when I met Kevin [Murphy, Baldor's founder] in the warehouse. He saw me in my old uniform and asked what I was doing at Baldor. When I explained what had happened, he offered me a job on the spot, and I went right over to Eddie Valera [Baldor's Senior Transportation Manager] to get started. That was my first day at Baldor, in May of 2001 when we were still at Barry Street. Kevin was good people.

What is your most impactful Baldor memory?

I was doing a delivery downtown on September 11 when the World Trade Center attacks happened. I watched the Twin Towers come down. I had only been working for Baldor for a few months at that point. I made my way to 1st Avenue to try to get back up to The Bronx, and the traffic was so slow with everyone trying to get out of the city.

The thing that stuck with me the most, though, was that when I got back to Baldor afterwards, Kevin gathered all the drivers into a meeting, and promised ev-

eryone that we wouldn't lose our jobs. He said we would figure out how to make deliveries. Kevin kept his promise, and every single one of us kept our jobs.

What is something you're most proud of from your time at Baldor?

There are two chefs at Fordham University and the Bronx Zoo that I've become very close friends with over the years. I've been working with them for more than five years. We call each other during the holidays and exchange Christmas gifts. They're beautiful friendships

that I cherish.

What is your delivery hype-up song?

I usually either listen to Christian music or salsa. I love dancing salsa like crazy, and if you're dancing salsa, you're dancing with me! (laughs)



MARCOS CASTILLO

Years with Baldor: 19 years

Route: Mainly Westchester County, New York

How did you start your career with Baldor?

After driving at another company for eight years, I applied for a driver position with three companies, one of which was Baldor. One of my cousins was a Baldor customer in the city - his sales rep was Bryan Patmore [Director of Retail Sales]. When I mentioned that I knew Baldor in my interview, I got the job. I really identified with the

people here. I became part of the Driver Committee and would work closely with Kevin [Murphy] and Michael [Muzyk, Baldor's President]. They had a sense, not of company, but of family.

What is your most impactful Baldor memory?

Every time I talk about this, I have the deepest feeling. One day while on my route, I found out that my brother had passed away. I called the office to let them know, and they sent two drivers to me—one to pick me up and one to finish my route. I called Michael to let him know I

would be out for a few days, and he told me not to worry about it and to take all the time I needed. It meant a lot to me.

What is something you're most proud of from your time at Baldor?

I'm proud every time I put on this uniform. When you have the kind of feeling like how we treat employees, like we're not just robots, that's something I'm proud of. I think of the relationship I have with the people that I work with—and it makes me proud every time.

T.J. [Murphy, Baldor's CEO] will see me in the parking lot after my route, greet me, and shake my hand. It's like I'm talking to a friend instead of my boss.

I'm proud also about building relationships with our customers. When they bring problems to me, I work with management to make sure they're taken care of.

What is your delivery hype-up song?

Before I start my route, I listen to a prayer. Driving can be dangerous, and I put my life in God's hands.



As you know, Baldor is committed to delivering to you the highest-quality food. While flavor is a major factor in that, it's not the only factor. We're committed to sourcing food that's not just better for the plate, but also better for the planet and better for people.

Join Us in Committing to Buying Better



The Baldor Local Pledge

We prioritize produce grown in our region as much as possible. Local produce is better for the planet because it reduces emissions, better for our communities because it supports businesses in the area, and better for your table because food arrives fresher. In addition to actively sourcing local growers, we have created the Baldor Local Pledge to give you a friction-free way to join us in this commitment. When you opt in, you allow us to substitute local for items in your order if the price is within 10% of your original choice.

→
Join us in buying local



The Baldor Cage-Free Commitment

With consumers increasingly concerned with animal welfare, we have been growing our offerings of cage-free eggs—including brands like Vital Farms, Happy Egg Co., and Handsome Brook Farms. These farms respect their hens and give them room to roam, which typically results in a richer egg with a yellower yolk. Because buying cage-free eggs is a win-win for purpose-driven farmers, quality-focused chefs, and conscious consumers, we started the Baldor Cage-Free Commitment. Sign up and every time you add eggs to your order, our team will ensure the ones you get are cage-free. (Prices are sometimes lower and generally less volatile.)

→
Commit to better eggs



The Baldor Peak Season Promise

We believe in eating by the seasons to the extent possible. Buying fruit and veg in peak season often means we can buy locally (versus sourcing in other regions or countries, which adds emissions and reduces freshness); it means we (and you) get better prices because of plentiful supply; and it means better flavor because items are picked at maximum ripeness. We're committed to educating our customers about what's freshest when; you can learn more through this magazine's seasonal planner (page 15) and you can see our peak offerings in real time at baldorfood.com/peakseason.

→
Take a peek at what's peak



JOHNNY SEVERINO

Years with Baldor: 2 years

Route: Midtown Manhattan

How did you start your career with Baldor?

Before Baldor, I was driving for a company in Long Island. I had some friends that worked for Baldor, and they suggested I come work here. I've been here two years, and so far so good! I enjoy working with food.

What is your favorite Baldor memory?

Now that I've been doing

my route for two years, I've become familiar with all the chefs. We like to bond over sports, and we'll talk about life while I'm making the delivery. It's been great getting to know them.

What is something you're most proud of from your time at Baldor?

I've gotten to know my customers so well that I can tell when something is missing from their order. I can tell just by looking at their invoice before I even get there, so when I see the chef, I'll let them know and help them find

a solution. I always make sure I check everything before it comes off the truck to make sure everything looks great. Some customers will even call me and ask for help when they need it. My customers really appreciate it, and I'm proud of that.

What is your delivery hype-up song?

I actually like to listen to jazz on the radio. It's very calming!

Have a story of a Baldor driver to share? Email us at marketing@baldorfood.com



Through Wellness in the Schools' Labs program, public school students learn more about how to make healthy choices and healthy meals.

Wellness in the Schools: Bringing Food Education to NYC Students

This nonprofit works to transform cafeteria menus and teach kids healthy habits.

By Brooke Herman

NORTH AFRICAN GUMBO with cinnamon. Roasted garbanzo adobo. Braised cabbage salad over rice.

These nutritious, delicious, chef-crafted, vegetable-forward entrees are debuting on menus this year—but not at some plant-based chain du jour. Instead, they'll be offered in public school cafeterias across New York City's five boroughs.

For Nancy Easton, Founder and Executive Director of Wellness in the Schools, a nonprofit that Baldor is proud to support, these special meals are a hard-fought dream come true.

Early in her career, working as a teacher on New York's Lower East Side, Easton observed firsthand the impact inadequate nutrition has on students.

"I'd see kids eating big bags of chips and sodas for breakfast," she recalls. Not only did they struggle to pay attention in class, they couldn't keep up during athletic activities.

Easton knew something had to change, and she knew exactly where to start. "I started with schools because so many children were getting all three meals at school," says Easton. "The fact that children spend so much time at school made it an opportunity."

The nonprofit Wellness in the Schools (WITS) was founded in 2005, with a mission to teach children healthy habits and eliminate obesity related diseases.

"We use both top-down and bottom-up approaches," Easton told us. "At the top, we work with school dis-

tricts to enact systemic policy changes and help them create menus that are more veggie-focused, scratch-cooked, and culturally relevant. We're also 'on the ground' in schools, enlisting chefs and coaches to connect directly with students by educating, nourishing, exercising, and playing," Easton explains.

One of WITS' signature programs, WITS Labs, is a cooking class that gets students into the kitchen, where they learn about foods, food preparation, and nutrition. "In the Labs, students learn about the recipes served in their cafeterias and the ingredients that go into those recipes—most of which are donated by Baldor!—as well as the basic cooking skills that go into preparing the dish, like how to chop peppers," says Easton. "They leave the

Lab and get to enjoy the dish in the cafeteria for lunch, bringing the lesson full circle."

What began as a small group of parents with Easton at the helm inside one classroom at one NYC school has grown tremendously over the last 17 years. To date, they've cooked more than 11 million meals for over 95,000 students at 190 schools in five states. They've also introduced Coach for Kids, a program focused on movement, and Green for Kids, which provides gardening experiences.

The organization also has some serious chef cred behind its efforts: Michelin-winning chef Bill Telepan, Executive Chef at The Metropolitan Museum of Art, serves as the organization's culinary director. And many of our customers volunteer to cook at the annual gala.

Like Easton, we at Baldor believe in the regenerative power of fresh produce and wholesome ingredients, and through our Baldor Cares initiatives, we want to put nutritious foods into as many hands and stomachs as possible. Our relationship with WITS began around 2017 when we were introduced by a mutual friend. As a community

partner, we are pleased to support the important work that Wellness in the Schools does by donating the produce for WITS Labs throughout New York City. "Teaching children about healthy eating and agriculture is one of the best investments we feel we can make in our community," says Benjamin Walker, SVP of Sales, Marketing, and Merchandising at Baldor. We're also proud to provide financial support to help support WITS' other activities.

Easton has worked tirelessly with districts for years to help meet their goals to include more scratch-cooked recipes on their menus. In that spirit, last September, in partnership with Mayor Eric Adams and NYC's Department of Education Chancellor David C. Banks, WITS announced the launch of WITS Chef Council and Chefs in the Schools. With this initiative, 10 volunteer chefs have shared their skills and cultures to create 100 plant-forward recipes—including the dishes noted earlier—that will be available in all 1,200 NYC public schools beginning this fall. All schools will receive hands-on training to teach staff how to prepare the new recipes. "It's an honor and testimony," Easton says.



HOW YOU CAN HELP WITS

It's hard to not be inspired by WITS' mission and Easton's passion. If you'd like to get involved, there are many ways to offer support:

For Chefs

- **Adopt a School:** Chefs with passion and expertise are always needed to support the Cook for Kids and WITS Labs programs. Chefs can "adopt-a-school," where they'll be assigned a school to visit two to four times each year to teach and create with the students.

- **Cook at the WITS Annual Gala:** The WITS Gala is one of the biggest fundraisers for the organization and helps fund many of their initiatives throughout the year. Chefs can volunteer to donate their time to serve their signature dishes at the event.

For Retailers

- **Hosting a Fundraiser:** Stores have created limited time offers in which all proceeds from sales of a specific item during a specific time period are donated to WITS. You can also host an all-day fundraiser in which all proceeds on a particular day can be donated to support WITS.



Scan QR code to learn more about WITS.





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