

Heirlooms & Hybrids:
Why Seed Breeding Is
the Future of Food

PG. 40

Our Month-by-Month
Guide to the Season's
Best Produce

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Chefs Tell Us About
Their Favorite
Baldor Ingredient

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+
How Pierless
Fish Gets the
Best & Freshest
Seafood from
the Dock to
Your Door
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The background of the cover is a vibrant purple. It features several bowls of fresh produce: a bowl of purple eggplants with green stems, a bowl of purple carrots with green tops, a bowl of purple potatoes, and a bowl of purple cauliflower. The text "2024 FALL & WINTER MAGAZINE" is overlaid on the center of the image in a large, bold, white sans-serif font.

2024
**FALL
& WINTER
MAGAZINE**



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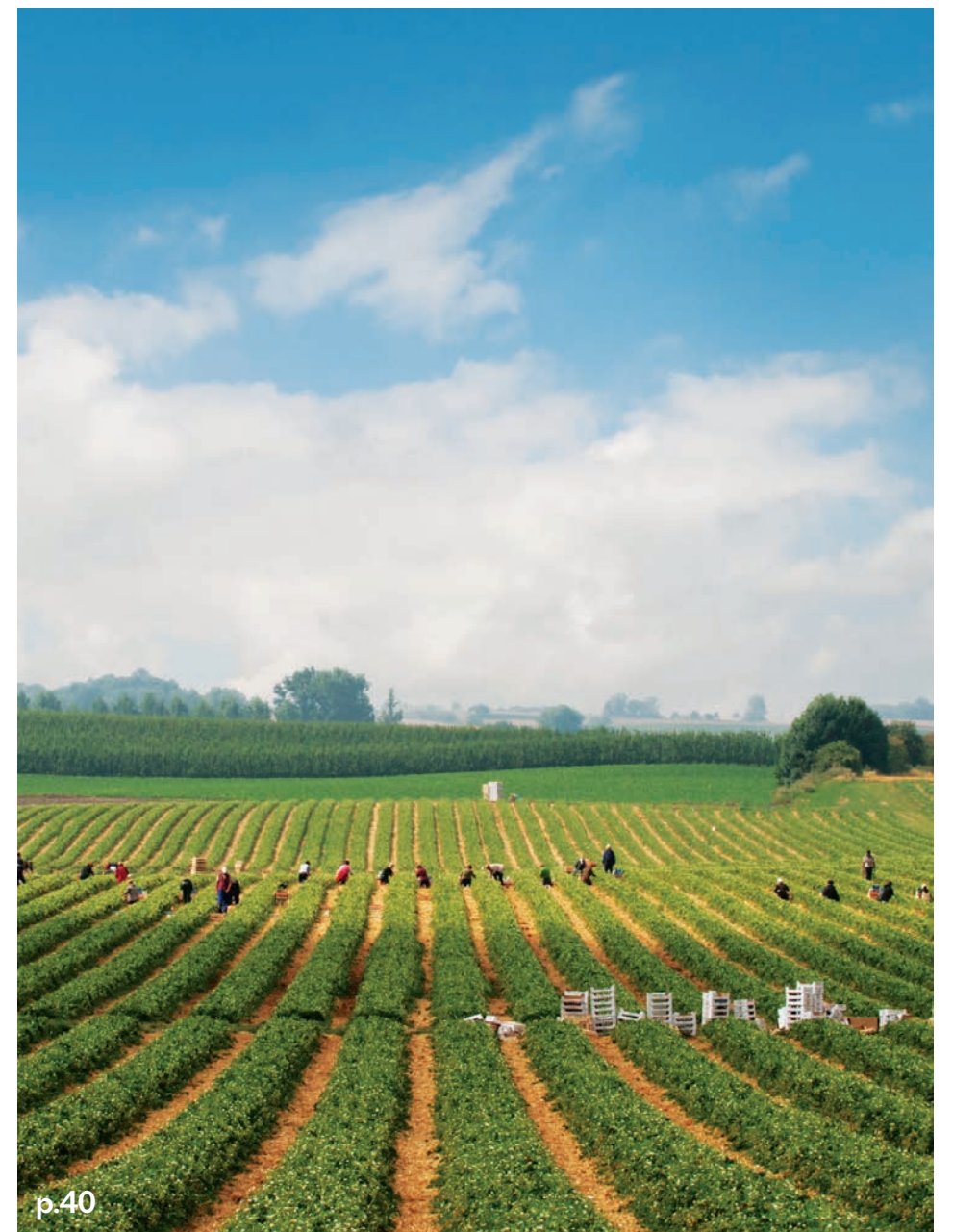
Customer Spotlight

Chefs tell us about their favorite Baldor ingredient

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Nourishing Our Community

Baldor's Thanksgiving Meal Drive is one way we give back to neighbors





EST. 1962
Murray's
CHEESE

MURRAY'S INCOMPARABLE CHEESE DELIVERED TO YOUR KITCHEN BY BALDOR

What sets Murray's apart? Their four caves that offer the ideal environment for cheese to ripen to perfection. Their expert mongers, who select cheeses that are at the exact right maturation. And their impeccable processing, cutting and wrapping each and every piece by hand. Through Baldor, you can shop Murray's 900+ products—from jams and crackers to cured meats and award-winning cheeses—and have them on your menu tomorrow.



Winter is coming, and I can't wait to get my hands on some Kishu mandarins.



TJ MURPHY,
CEO
EMAIL:
TMURPHY@
BALDORFOOD.COM

In this business, you know what to expect with the change in seasons. Still, I get really excited when I hear that my favorites are coming back in stock. What I especially love about working at Baldor is that you've got that predictability, but there's always something new as well. Our Merchandising team travels the globe meeting farmers and producers, looking for ingredients that will inspire you. Just when I think I've tried it all, they come back with something that blows me away, like Tender Belly dry-cured bacon made from heritage-breed pigs and Rey Silo Azul Mama Marisa cheese, named after Jose Andrés's mother. (Discover these and other new products on page 7.) Balancing the expected and the innovative is at the heart of who we are at Baldor. We want to be so reliable that you almost don't realize that we're there. And we want to be continually optimizing, innovating, and inspiring to enable your success and creativity. On that note, I wanted to update you on what we've been up to behind the scenes recently:

- We hired our first Chief Digital & Innovation Officer: Satyan Parameswaran (meet him on page 50). He came to us from UPS where he was president of IT, and his job is to get you what you need even more efficiently.
- We made significant digital improvements—updating our Baldor app, offering order tracking online, and launching a new homepage. We also created an ecommerce site for Pierless Fish so that customers in the NYC-area delivery range can order the full selection as well as custom cuts online. (Learn more about Pierless on page 60.)
- We hosted our biggest BITE yet in April, and it was great to see 3,500 of you there. (See more on page 36.) The event will be back in spring of 2026.
- We opened our new DC-area warehouse in Lanham, MD, in August, with 100K square feet of space that allows us to serve our customers in DC, Maryland, and Virginia more efficiently.
- We grew our catalogue—expanding the Murray's Cheese collection to Philadelphia and Boston (D.C. is next, this fall!), increasing our local selections in Boston and Philly, and multiplying our offerings of disposable goods (think pastry bags, compostable hot cups, bamboo loop skewers) through a partnership with Restaurantware (see page 34).

It's already been a busy 2024, and after some well-deserved summer vacations, our team will be sprinting again this fall, planning for 2025. We work hard here at Baldor. But it's easy to work hard when you love what you do. I'm sure you can relate. As always, please reach out if there's anything I can do to make your job easier.

TJ Murphy, CEO

ILLUSTRATION BY LILY QIAN

Natalie's
ORCHARD ISLAND JUICE CO.

STRAWBERRY LEMONADE
FRESHLY HANDCRAFTED

ONLY 4 INGREDIENTS
WATER, FRESH LEMON, STRAWBERRIES & PURE CANE SUGAR

NO ARTIFICIAL INGREDIENTS
PRESERVATIVES

GOURMET PASTEURIZED 12 FL. OZ. (348 mL)

MARGARITA MIX
FRESHLY HANDCRAFTED

ONLY 3 INGREDIENTS
WATER, FRESH LIME & PURE CANE SUGAR

NO ARTIFICIAL INGREDIENTS
PRESERVATIVES

GOURMET PASTEURIZED 12 FL. OZ. (348 mL)

Natalie's
ORCHARD ISLAND JUICE CO.

**AUTHENTIC FRESHNESS
THAT IS
WORLD-CLASS**

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New+Exciting

BAKERY
DAIRY
GROCERY
PRODUCE
PROTEIN

Loop
HIGH ACHIEVER
COLD-PRESSED JUICE
BEST: GRAPES, APPLES, CANTALOUPE, CRANBERRY, LEMON
100% JUICE
NO SUGAR
NO ARTIFICIAL INGREDIENTS
NO PRESERVATIVES
KEEP REFRIGERATED
MISSION 12 FL. OZ. (355 mL)

Hello! I'm Dried Fruit
HELLO! I'M
DRIED FRUIT
SLICED APRICOTS
NET WT 3.0 OZ (85g)

Hello! I'm Dried Fruit
HELLO! I'M
DRIED FRUIT
SLICED PEACHES
NET WT 3.0 OZ (85g)

Sparkling Apple Juice
Apple Juice
100% Juice - Naturally Sparkling
With the most natural sources of sparkling apple juice naturally grown in the United States

Make room in your cart for these awesome products

by NINA FRIEND

EVERY SEASON, Baldor works to acquire the best of the best across all our categories. Our merchandising team pays attention to what our chef customers are buying, but they

also make sure there's plenty of opportunity for discovery. We want our catalogue to be as vast and varied as the restaurants we serve. Our latest roundup of new and exciting

products spans from French croissants and hard-to-find tropical fruits to "Heritage Elite" ribeye roasts and carbon-neutral milk. Get ready to be intrigued, inspired,

Photographs by FRANK TIU

Baldor Specialty Foods Fall & Winter 2024 7

What's New in Bakery

1

The Ugly Co. Dried Fruits (SPFRUG; SPFRUG2; SPFRUG3)

"We love Ugly Co.'s story, mission, and product," says Emily Murphy, Director of Specialty Merchandising. Founder Ben Moore, a fourth-generation farmer from California's Central Valley, set out to turn discarded "ugly" (imperfect) fruit into high-quality, all-natural dried fruit snacks, all in the name of combating food waste. The company is on track to prevent 12 million tons of fruit from going into landfills.



EMILY MURPHY,
DIRECTOR OF
SPECIALTY
MERCHANDISING

2

Bridor Pastries (BDOR; BDOR2)

Partnering with Bridor seriously ups our pastry game. For more than 35 years, the company has been producing exceptional European-style pastries and breads crafted by experienced pastry chefs, using authentic ingredients and techniques. We're kicking off with their French croissants and *pastel de nata* (Portuguese custard tart), which will make delicious additions to your breakfast and dessert menus.

3

Alimenta Produzioni Piadina and Pinsa (SPBA; SPBA2)

Alimenta, founded in Italy's Romagna region, specializes in pre-baked, frozen piadina—a traditional flatbread that's typically topped with Parma ham, straciatella, and vegetables, then folded over to create a sandwich. They also make pinsa, a Roman-style flatbread that makes an incredible pizza crust—crispy outside and light and fluffy inside. Both are made from 00 soft wheat flour and are incredibly easy to work with.



Scan QR code
for our newest
arrivals.



What's New in Dairy

1

Neutral Milk
(DAMILKN1EA; DAMILKN2EA; DAMILK3EA)
This dairy disruptor (funded by Bill Gates, LeBron James, and Questlove, among others) aims to reduce the carbon footprint of milk production. The milk itself is from pasture-raised cows. To make every carton 100% carbon neutral, the company works with participating farms to help them launch emission-reduction programs and also invests in carbon offsets from dairy projects across the country.



FRANKLIN ROMERO,
DAIRY CATEGORY
MANAGER

2

A Good Egg Pasteurized Shell Eggs and Poached Eggs
(EGGSA1; EGGSA2)
These eggs are salmonella-safe because they're pasteurized—you can cook or eat them any way you like, including raw. They're ideal for schools or hospitals where food safety is particularly important. But they're handy for restaurant kitchens, too, when raw eggs are needed for making real mayonnaise or chocolate mousse. PS: The poached eggs have perfect runny yolks—taste for yourself!

3

Mauri Formaggi Taleggio
(CHEESE4JJJ; CHEESE4JJJJ)
“Mauri is the only cheesemaker in Lombardy who still uses the traditional cave-ripening method for their cheeses, as they've done for five generations,” explains Franklin Romero, Dairy Category Manager. All of their cheeses, including this Taleggio, have earned the Protected Designation of Origin (PDO) seal: They only use fresh milk that comes from local cows or goats. It's a difference you can literally taste.

4

Helpful Hens Regenerative Specialty Eggs
(EGGSHH1; EGGSHH2; EGGSHH3; EGGSHH4)
This vertically integrated, premium brand produces regenerative eggs across multiple farms in the Midwest and West Coast. Some eggs are pasture-raised, and others are free-range, but all come from humanely raised hens. The company leverages cover crops, diverse plantings, and the natural behaviors of the hens (who aerate topsoil as they graze and dig for grubs) to maintain healthy land.

5

Rey Silo Spanish Cheeses
(CHEESERS1; CHEESERS2)
These artisanal raw cow's milk cheeses come from one of the oldest producers in Europe, located in Northern Spain, in the mountains of Asturias. The cone-shaped Affinage Blanco has a firm center with a brie-like outer edge, and a deep buttery flavor with notes of hazelnuts and herbs. The Azul Mama Mari-sa is a collaboration with chef José Andres: A creamy blue cheese with a velvety mouthfeel and grassy, fruity flavor. He named it after his mother, who taught him to love blue cheese as a child.



Scan QR code
for our newest
arrivals.



What's New in Grocery

1 Lovely Bunch Apple Juice and Sparkling Apple Juice

(JUICE4LB; JUICE4LB1)
Based in Vergennes, VT, Lovely Bunch produces premium apple juice and sparkling apple juice that's just as sophisticated as any dinner-party beverage. The non-GMO juices are Nordic style—unfiltered, crisp, and less sweet than American apple juice. Plus, the company works to repair the food system by partnering with farmers who are practicing regenerative and sustainable growing techniques.



SUZY KANG,
GROCERY CATEGORY
MANAGER

2 Loop Mission Juices

(BEVLM; BEVLM2; BEVLM3; BEVLM5)
This innovative Canadian company turns fruits and vegetables that would usually be thrown away due to imperfections into the most delicious cold-pressed juices. Each bottle contains up to 3 pounds of upcycled produce. "We're carrying a variety of flavors of their juices," says Suzy Kang, Grocery Category Manager. "They're meant to be consumed straight from the bottle, but you could absolutely throw a splash into a cocktail or even use them as a base for sorbet."

3 La Cocina De Senén Spanish Croquettes

(SPPIX; SPPIX2; SPPIX3)
In 2011, Chef Senén González, who owns Sagartoki restaurant in Álava, Spain, founded La Cocina De Senén with the intention of bringing a taste of his tapas to the rest of the world. Pop one of his cod, truffle, and Iberian ham croquettes into your mouth, and you'll be glad he did. These award-winning bites are made with gluten-free breadcrumbs and heat up in the fryer or oven in minutes.



What's New in Produce

1

County Line Harvest (ZLET45A; ZFR3; ZTU1C)

Although Baldor has carried County Line Harvest organic produce for years, this season we're building out a bigger partnership with them and increasing selections. "We're excited about strengthening our relationship with County Line," says Donald Russo, Senior Category Manager for Produce. "They're passionate about being good stewards of the land and providing our customers with the freshest, most flavorful produce possible from their fields in Petaluma and Thermal, California." Expect to see all kinds of specialty lettuces, greens, and vegetables in our inventory.



DONALD RUSSO,
SENIOR CATEGORY
MANAGER, PRODUCE



WHITNEY SMART,
SENIOR CATEGORY
MANAGER, PRODUCE

2

Sunset Flavor Bombs and Bahama Bombs (TO4BBB; ZTO4BC)

Sunset (an arm of the fourth-generation, family-owned company Mastronardi Produce) specializes in greenhouse-grown fruits and vegetables. "They prioritize sustainability but never compromise on flavor," says Whitney Smart, Senior Category Manager for Produce. Their "Bombs"—



ELLIE ROTHSTEIN,
CATEGORY MANAGER,
PRODUCE

on-the-vine tomatoes that burst with sweetness and umami—are a great example of that commitment. This fall and winter, Baldor is carrying Sunset's first-ever Organic Flavor Bombs (the juiciest cherry tomato you'll ever have) as well as their new Bahama Bombs (neon orange tomatoes that are as sweet as candy).

3

Assorted Tropical Fruit (MAM; LO; GU1)

"Baldor has seen a serious increase in demand for tropical fruit—everything from lychee to papaya. We're listening, and leveling up our offerings," says Ellie Rothstein, Produce Category Manager. You'll now find mamey sapote, longan fruit, pink guavas, breadfruit, and mangosteens in our collection, to name just a few—and there's plenty more on the way.



What's New in Protein

1

La Belle Farm Airline Chicken Breast

(MEPO1BA8; MEPO1BA10)
 “As we get into the cooler fall weather and entertaining/banquet season, this is what you want on the plate,” says Peter Mistretta, Protein Category Manager. “Airline” is a specific cut of chicken that includes both the breast and drumette. The skin and bone help keep the meat moist during cooking. And La Belle uses pasture-raised, ABF heritage-breed chickens that are air chilled so the skin gets super crispy.



KEVIN LINDGREN,
 DIRECTOR OF PROTEIN
 MERCHANDISING



PETER MISTRETTA,
 PROTEIN CATEGORY
 MANAGER

2

DemKota Ranch Heritage Elite Beef

(MEBE3MP; MEBE4G; MEBE109P; MEBE189P)
 DemKota sources the highest quality ranch beef from family farms in Aberdeen, SD, and Baldor is partnering with them to produce a specialty line that matches our specific needs. The collection is called “Heritage Elite”—it will showcase a caliber of beef you won’t find anywhere else, and will feature high-end cuts

like ribeye, strip, and tenderloin where flavor is critical. Kevin Lindgren, Director of Protein Merchandising, says that “The standards will be rigorous. We’ll be looking at the size of the cattle, genetics, grading, everything—only 1% of cattle will be a fit for the program.” Beef doesn’t get better than this.

3

The Spotted Trotter Beef Bresaola

(SPMEATSTBRES)

Spotted Trotter’s version of bresaola uses local, pasture-raised beef. The company’s tagline is “New American Charcuterie,” and their goal is to showcase the terroir and ingredients of the US. This bresaola—which develops a deep flavor profile after being marinated in orange, rosemary, and red wine, then fermented and aged for six to eight weeks—does just that.

4

Tender Belly Dry-Rub Uncured Bacon

(MESMTB10)

This delicious bacon is worth your attention. It’s made from heritage-breed pigs that are raised crate-free on 100% vegetarian diets. The pork bellies are rubbed with freshly ground spices, then smoked for hours over cherry wood. No antibiotics, no water solutions, and no added nitrates/nitrites. The best part? It won’t overwhelm your dishes with smoke or other flavors.

→
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 arrivals.



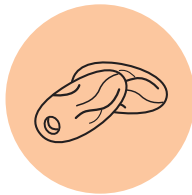


YOUR
MONTHLY
GUIDE

Fall & Winter Produce Guide

→ The start of autumn signals the return of local heirloom and specialty apples and pears, winter squashes with vibrant orange flesh, hardy brassicas, and Concord grapes. These will give way to delicate chicories, bright citrus, black truffles, and roots like turnips and celeriac as we progress into the winter months. Our expert merchants have curated a guide to the very best produce to help you plan your seasonal menus and holiday offerings.

September



INGREDIENT SPOTLIGHT

Fresh Bahiri Dates have crisp, apple-like flesh and low astringency, which makes them edible at all stages of ripeness. Their level of sweetness also depends on ripeness, ranging from fresh cane sugar to deep caramel or butterscotch.

Fruit

SPECIALTY

- Baby Kiwi
- Fresh Bahri Date
- Fuyu Persimmon
- Pomegranate
- Quince
- Red Currant

APPLES

- Ashmead's Kernel
- Blondee
- Cortland
- Ludacrisp
- Macoun
- Mollie's Delicious
- Rambour Franc
- Seneca Crisp
- Sweetango
- Zestar!

BERRIES

- Blueberry
- Cranberry
- Wild Huckleberry
- Wild Maine Blueberry

FIGS

- Adriatic
- Black Mission
- Brown Turkey
- Tiger Stripe

GRAPES

- Concord
- Green Himrod
- Green Lakemont
- Gum Drop
- Holiday
- Mars
- Muscat Finger
- Niagara

MELONS

- Canary
- Crenshaw
- Little Flower Watermelon
- Midnight Watermelon
- Orange Flesh
- Piel de Sapo
- Snow Leopard
- Sugar Cube
- Sugar Kiss
- Summer Kiss

- Sun Jewel
- Sunshine Watermelon
- Tuscan Canteloupe
- Yellow Mini Watermelon
- Yellow Watermelon

PEARS

- Concorde
- Forelle
- Seckel
- Warren

STONE FRUIT

- Black Plum
- Black Pluot
- Emerald Beaut Pluot
- Flavor King Pluot
- Mottled Pluot
- Peacharine
- Prune Plum
- Red Plum
- Red Pluot
- Velvet Apricot
- White Nectarine
- White Peach
- Yellow Nectarine
- Yellow Peach

Vegetables

SPECIALTY

- Agretti
- Celtuce
- Fresh Green Olive
- Purslane
- Tomatillo

BEETS

- Badger Flame

BEANS

- Christmas Lima
- Cranberry

- Green Lima
- Green Romano
- Yellow Romano
- Edamame

BRASSICAS

- Flowers**
- Purple Broccoli
- Buds**
- Red Napa Cabbage
- Leaves**
- Spigariello
- Roots**
- Hakurei Turnip
- Hinona Kabu Turnip

CARROTS

- Kyoto
- Nantes

CORN

- Bi-Color
- White
- Yellow

EGGPLANTS

- Fairytale
- Graffiti
- Hansel & Gretel
- Italian
- Japanese
- Rosa Bianca
- Sicilian Mix
- White

LEAFY GREENS

- Ro-Minis

MUSHROOMS

- Fresh Truffles**
- Burgundy
- Wild**
- Chicken-of-the-Woods
- Hedgehog
- Lobster
- Matsutake
- Saskatchewan Chanterelle



PEPPERS

- Habanada
- Jimmy Nardello 🌿
- Aji Dulce 🌿
- Biquinho 🌿
- Grenada 🌿
- Hatch 🌶️🌶️
- Mixed Fish 🌶️🌶️
- Cayenne 🌶️🌶️
- Sugar Rush Peach 🌶️🌶️🌶️
- Ghost 🌶️🌶️🌶️🌶️
- Carolina Reaper 🌶️🌶️🌶️🌶️🌶️

POTATOES

- Specialty**
- Amarosa Fingerling
- Blue Adirondack
- German Butterball
- La Ratte Fingerling
- Laker Baker
- Magic Molly
- Magic Myrna
- Red Adirondack
- Red Norland

- Upstate Abundance
- Dakota Dawn

RADISHES

- Amethyst

ROOTS

- Fresh Ginger
- Fresh Turmeric
- Rutabaga
- Salsify
- Sunchoke

SQUASH

- Summer**
- Haifa's Finest Cousa
- Zucchini
- Summer Mix
- Zephyr
- Winter**
- Autumn Frost
- Blue Hubbard
- Candy Roaster
- Carnival
- Honey Boat

- Honeynut
- Honeypatch
- Koginut
- Lodi
- Red Kuri
- Scarlet Kabocha

TOMATOES

- Beefsteak
- Campari
- Cherry On-the-Vine
- Heirloom
- Midnight Roma
- Mixed Cherry
- Plum
- Red Cherry
- San Marzano
- Snacking
- Sungold
- Sweet Prince

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



October



INGREDIENT SPOTLIGHT

Broccoli di Ciccio is an heirloom broccoli variety that's native to Italy, introduced in 1890. It's known for its earthy flavor, with nutty and slightly bitter notes. The florets are blue-green, and the long stems are exceptionally tender.

Fruit

SPECIALTY

- Baby Kiwi
- Italian Chestnut
- Morro Bay Avocado
- Pomegranate
- Quince

APPLES

Classic & Specialty

- Braeburn
- Cortland
- Crab
- Lemonade
- Ludacrisp
- Macoun
- McIntosh
- Rome
- Seneca Crisp
- SnapDragon
- Sugarbee
- SweeTango

Heirloom

- Ashmead's Kernel
- Belle de Boskoop
- Blondee
- Blue Pearmain
- Calville Blanc
- D'Hiver
- Cox's Orange
- Pippin

Esopus Spitzenburg

- Golden Russet
- Hidden Rose
- Lamb Abbey
- Pearmain
- Melrose
- Mollie's Delicious
- Northern Spy
- Rambour Franc
- Shamrock
- Silken
- Zestar!

BERRIES

- Autumn
- Cranberry
- Green Gooseberry
- Huckleberry

CITRUS

- Buddha's Hand
- Etrog Citron
- Kaffir Limes
- Satsuma
- Yuzu

FIGS

- Black Mission
- Brown Turkey
- Tiger Stripe

GRAPES

- Concord
- Green Himrod
- Green Lakemont
- Gum Drop
- Holiday
- Marquis
- Mars
- Moon Drop
- Niagara
- Thomcord

MELONS

- Canary

PEARS

- Anjou
- Bartlett
- Bosc
- Comice
- Concorde
- Forelle
- Hosui
- Red
- Seckel
- Warren

PERSIMMONS

- Fuyu
- Hachiya

Vegetables

SPECIALTY

- Fresh Green Olive

BEETS

- Badger Flame

BEANS

- Christmas Lima
- Cranberry
- Green Lima
- Edamame

BRASSICAS

Flowers

- Broccoli di Ciccio
- Green Sprouting Broccoli
- Purple Sprouting Broccoli

Buds

- On-the-Stalk Brussels Sprouts
- Purple Brussels Sprouts
- Red Napa Cabbage

Leaves

- Casper Kale
- Red Russian Kale
- Spigariello

Roots

- Hakurei Turnip
- Hinona Kabu Turnip

CARROTS

- Kyoto
- Mixed Heirloom

CHICORIES

- Puntarella
- Red Dandelion

EGGPLANTS

- Fairytale
- Graffiti
- Hansel & Gretel
- Italian
- Japanese
- Sicilian Mix
- White

LEAFY GREENS

- Dragon Tongue Arugula
- Ro-Minis

MUSHROOMS

Fresh Truffles

- Burgundy
- White

Wild

- Chanterelle
- Chicken-of-the-Woods
- Fried Chicken
- Hedgehog
- Matsutake



PEPPERS

- Habanada
- Jimmy Nardello 🌿
- Aji Dulce 🌿
- Biquinho 🌿
- Grenada 🌿
- Hatch 🌶️🌶️
- Mixed Fish 🌶️🌶️🌶️
- Cayenne 🌶️🌶️
- Sugar Rush Peach 🌶️🌶️🌶️🌶️
- Ghost 🌶️🌶️🌶️🌶️🌶️
- Carolina
- Reaper 🌶️🌶️🌶️🌶️🌶️

POTATOES

Specialty

- Amarosa Fingerling
- Blue Adirondack
- German Butterball
- La Ratte Fingerling
- Laker Baker
- Magic Molly
- Magic Myrna
- Red Adirondack
- Red Norland

- Upstate Abundance
- Dakota Dawn

RADISHES

- Amethyst

ROOTS

- Burdock
- Celeriac
- Ginger
- Parsley Root
- Salsify
- Sunchoke
- Turmeric

SQUASH

- Autumn Frost
- Blue Hubbard
- Candy Roaster
- Carnival
- Honey Boat
- Honeynut
- Honeypatch
- Koginut
- Lodi

- Red Kuri
- Scarlet Kabocha
- Turban

TOMATOES

- Beefsteak
- Cherry On-the-Vine
- Heirloom
- Mixed Cherry
- San Marzano
- Snacking
- Sungold
- Yellow Beefsteak

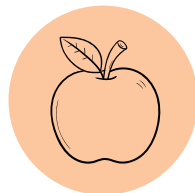
FALL DÉCOR

- Corn Stalks
- Hay Bale
- Heirloom Pumpkin
- Mixed Gourds
- Ornamental Corn
- White Pumpkin

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



November



INGREDIENT SPOTLIGHT

Hidden Rose Apples are grown exclusively in the Pacific Northwest. Their skin is golden, but the interior is a beautiful rose color. Tart and mildly sweet, the flesh keeps its vibrant color and flavor even when cooked.

Fruit

SPECIALTY

- Italian Chestnut
- Pomegranate
- Quince

APPLES

Classic & Specialty

- Braeburn
- Cortland
- Crab
- Evercrisp
- Honeycrisp
- Hunnyz
- Lemonade
- Lucy Glo
- Lucy Rose
- Ludacrisp
- Macoun
- McIntosh
- Opal
- Rome

- Seneca Crisp
- SnapDragon
- Sugar Bee
- SweeTango

Heirloom

- Ashmead's Kernel
- Baldwin
- Belle de Boskoop
- Blondee
- Calville Blanc D'Hiver
- Cox's Orange Pippin
- Esopus Spitzenburg
- Hidden Rose
- Lamb Abbey Pearmain
- Melrose
- Mollie's Delicious
- Northern Spy
- Rambour Franc

Shamrock

- Silken
- Zestar!

BERRIES

- Cranberry
- Sweetest Batch
 - Blackberry
 - Sweetest Batch
 - Blueberry
 - Sweetest Batch
 - Strawberry

CITRUS

Grapefruit

- Star Ruby
- White Marsh

Lemons

- Pink Variegated
- Seedless

Limes

- Kaffir Limes
- Sweet

Mandarins

- Clementine
- Pixie

Satsuma

Specialty

- Autumn Honey
 - Tangerines
- Blood Orange
- Buddha's Hand
- Calamondin
- Etrog Citron
- Green Yuzu
- Kumquat
- Limequat
- Navel
- Yellow Yuzu

FIGS

- Brown Turkey

GRAPES

- Candy Dream
- Candy Snaps
- Carnival
- Concord
- Green Himrod
- Green Muscat
- Holiday
- Jam
- Lakemont
- Moon Drop
- Niagara
- Purple Mars

MELONS

- Dino
- Sugar Kiss
- Honey Kiss

PEARS

- Anjou
- Bartlett
- Bosc
- Comice
- Concorde
- Forelle
- Hosui
- Red
- Seckel

PERSIMMONS

- Fuyu
- Hachiya

STONE FRUIT

- Cherries



Vegetables

SPECIALTY

- Cardoon
- Crosnes
- Sassafras Root

BEETS

- Badger Flame

BRASSICAS

Flowers

- Broccoli di Ciccio
- Green Sprouting
 - Broccoli
- Purple Sprouting
 - Broccoli

Buds

- On-the-Stalk Brussels
 - Sprouts

Purple Brussels Sprouts

Leaves

- Casper Kale
- Red Russian Kale
- Spigariello

Roots

- Hakurei Turnip
- Hinona Kabu Turnip
- Scarlet Turnip

CARROTS

- Kyoto
- Nantes

CHICORIES

Domestic

- Heirloom Mix
- Italian**

Castelfranco

Escarole

Frisée

Grumolo

Puntarella

Radicchio del Veneto

Tardivo

LEAFY GREENS

- Dragon Tongue Arugula
- Ro-Minis

MUSHROOMS

Fresh Truffles

- Burgundy
- White
- Wild**
 - Black Trumpet

- Chanterelle
- Hedgehog
- Matsutake
- South African Porcini
- Yellowfoot

POTATOES

Specialty

- Blue Adirondack
- German Butterball
- La Ratte Fingerling
- Red Adirondack
- Red Norland
- Upstate Abundance

ROOTS

- Burdock
- Celeriac
- Ginger
- Parsley Root
- Red Sunchoke
- Rutabaga
- Salsify
- White Sunchoke

SQUASH

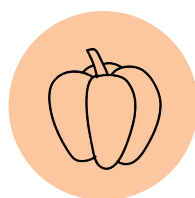
- Autumn Frost
- Blue Hubbard
- Candy Roaster
- Carnival
- Honey Boat
- Honeynut
- Honeypatch
- Koginut
- Lodi
- Long Island Cheese
- Pumpkin Pie
- Red Kuri
- Scarlet Kabocha Turban



Scan QR code to see our latest Peak Season arrivals.



December



INGREDIENT SPOTLIGHT

Koginut Squash is a kabocha-butternut hybrid grown from Row 7 seeds. It has a creamy, smooth texture and intense squash flavor. The peel is also edible, making it very easy to prepare.

Fruit

SPECIALTY

- Italian Chestnut
- Pomegranate
- Quince
- White Pomegranate

APPLES

- Braeburn
- Cortland
- Cosmic Crisp
- Crab
- Envy
- Evercrisp
- Hunnyz
- Lemonade
- Lucy Glo
- Lucy Rose
- Ludacrisp
- Macoun
- McIntosh
- Opal
- Rome
- RubyFrost
- Seneca Crisp
- SnapDragon
- SugarBee

BERRIES

- Cranberry
- Green Gooseberry
- Sweetest Batch
- Blackberry
- Sweetest Batch
- Blueberry
- Sweetest Batch
- Raspberry
- Sweetest Batch
- Strawberry

CITRUS

- Grapefruit**
- Melogold
- Oro Blanco
- Star Ruby
- White Marsh
- Lemons**
- Eureka
- Pink Variegated
- Seedless
- Limes**
- Sweet
- Mandarins**
- Clementine
- Kishu
- Murcott
- Pixie
- Satsuma
- Oranges**
- Heirloom Navel
- Navel
- Specialty**
- Buddha's Hand
- Fukushu Kumquat
- Kumquat
- Pomelo
- Tangerine**
- Autumn Honey
- Tangerines
- Honeybell Tangerine
- Sunburst Tangerine

GRAPES

- Candy Dream
- Candy Hearts
- Candy Snaps
- Carnival
- Jam
- Sweet Sapphire

MELONS

- Dino
- Galia
- Mag

PEARS

- Anjou
- Bartlett
- Bosc
- Concorde
- Red
- Seckel

PERSIMMONS

- Fuyu
- Hachiya
- Kaki

STONE FRUIT

- Cherries

Vegetables

SPECIALTY

- Cardoon
- Crosnes
- Sassafras Root

BEETS

- Badger Flame

BRASSICAS

- Flowers**
- Broccoli di Ciccio
- Green Sprouting Broccoli
- Purple Sprouting Broccoli
- Buds**
- On-the-Stalk Brussels Sprouts
- Purple Brussels Sprouts
- Leaves**
- Casper Kale

- Red Russian Kale
- Spigariello
- Roots**
- Hakurei Turnip
- Hinona Kabu Turnip
- Scarlet Turnip

CARROTS

- Kyoto

CHICORIES

- Domestic**
- Heirloom Mix
- Puntarella
- Italian**
- Castelfranco
- Escarole
- Frisée
- Grumolo
- Puntarella

- Radicchio del Veneto
- Rosa di Gorizia
- Tardivo

LEAFY GREENS

- Dragon Tongue Arugula
- Ro-Minis

MUSHROOMS

- Fresh Truffles**
- Black Winter
- Burgundy
- Wild**
- Black Trumpet
- Chanterelle
- Hedgehog
- Matsutake
- South African Porcini
- Yellowfoot

POTATOES

- Specialty**
- Blue Adirondack
- La Ratte Fingerling
- Red Adirondack
- Red Norland

ROOTS

- Burdock
- Celeriac
- Parsley Root
- Red Sunchoke
- Rutabaga
- Salsify
- White Sunchoke

SQUASH

- Autumn Frost
- Blue Hubbard
- Carnival
- Honeynut
- Honeypatch
- Koginut
- Lodi
- Red Kuri
- Scarlet Kabocha
- Turban



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



January



INGREDIENT SPOTLIGHT

Kyoto Carrots are heirlooms that are traditionally grown in Kyoto, Japan. They're renowned for their vibrant red hue, sweet, fruity flavor, and velvety texture.

Fruit

SPECIALTY

- Italian Chestnut
- Pomegranate
- Quince
- Red Currant

APPLES

- Braeburn
- Cortland
- Cosmic Crisp
- Crab
- Envy
- Evercrisp
- Hunnyz
- Ludacrisp
- Macoun
- McIntosh
- Opal
- Rome
- RubyFrost
- Seneca Crisp
- SnapDragon
- SugarBee
- Wild Twist

BERRIES

- Sweetest Batch
 - Blackberry
 - Blueberry
 - Raspberry
- Sweetest Batch
 - Strawberry
 - White Strawberry

CITRUS

Grapefruit

- Cocktail
- Melogold

- Oro Blanco
- Star Ruby
- White Marsh
- Lemons**
- Pink Variegated
- Seedless
- Limes**
- Sweet
- Mandarins**
- Algerian Clementine
- Clementine
- Daisy Mandarin
- Kishu
- Minneola Tangelo
- Murcott
- Page
- Pixie
- Satsuma
- Sumo
- Tangerine**
- Autumn Honey Tangerine
- Honeybell Tangerine
- Sunburst Tangerine
- Oranges**
- Heirloom Navel
- Mango Orange
- Navel
- Specialty**
- Bergamot
- Buddha's Hand
- Fukushu Kumquat
- Limequat
- Mandarinquat
- Meiwa Kumquat
- Pomelo
- Seville Sour Orange
- Ugli Fruit

GRAPES

- Candy Dream



- Candy Snaps
- Jam
- Pink Muscat

MELONS

- Galia
- Mag
- Orange Candy

PEARS

- Anjou
- Bartlett
- Bosc
- Red
- Seckel

PERSIMMONS

- Fuyu
- Kaki
- Sharon Fruit

STONE FRUIT

- Cherries

Vegetables

SPECIALTY

- Crosnes

BRASSICAS

Flowers

- Broccoli di Ciccio

Buds

- Baby Brussels Sprouts
- On-the-Stalk Brussels Sprouts
- Purple Brussels Sprouts

Leaves

- Casper Kale
- Red Russian Kale
- Spigariello

Roots

- Hakurei Turnip

- Hinona Kabu Turnip
- Scarlet Turnip

CARROTS

- Kyoto

CHICORIES

Domestic

- Dandelion
- Puntarella

Rosa

- Winter Chicory Mix

Italian

- Castelfranco
- Escarole
- Frisée
- Grumolo
- Puntarella

- Radicchio del Veneto
- Rosa di Gorizia
- Tardivo

LEAFY GREENS

- Bloomsdale Spinach
- Dragon Tongue
 - Arugula
- Ro-Minis

MUSHROOMS

Fresh Truffles

- Black Winter
- Burgundy

Wild

- Black Trumpet
- Chanterelle
- Hedgehog

- South African Porcini
- Yellowfoot

POTATOES

Specialty

- Blue Adirondack
- Magic Myrna
- Red Adirondack
- Red Norland

ROOTS

- Burdock
- Celeriac
- Chervil Root
- Galangal
- Lotus
- Parsley Root
- Red Sunchoke
- Rutabaga
- Salsify
- Sunchoke

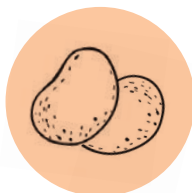
SQUASH

- Calabaza
- Lodi
- Red Kuri
- Sweet Delica

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



February



INGREDIENT SPOTLIGHT

Magic Myrna Potatoes, also known as Alaskan fingerling potatoes, have pale yellow flesh and pink skin with yellow spots. They have a creamy texture and earthy flavor with a surprising sweet-potato finish. They were developed by a potato disease control specialist in Alaska, and he named the variety after his wife.

Fruit

SPECIALTY

- Baby Kiwi
- Greengage Plum
- Pomegranate

APPLES

- Aura
- Braeburn
- Cortland
- Cosmic Crisp
- Crab
- Envy
- Evercrisp
- February
- Hunnyz
- Ludacrisp
- Macoun
- McIntosh
- Opal
- Rome
- RubyFrost
- Seneca Crisp
- SnapDragon
- SugarBee
- Wild Twist

BERRIES

- Harry's Berries
- Sweetest Batch
- Blackberry

Sweetest Batch

- Blueberry
- Sweetest Batch
- Raspberry
- Sweetest Batch
- Strawberry
- White Strawberry

CITRUS

Grapefruit

- Cocktail
- Oro Blanco
- Red
- Star Ruby
- White Marsh

Lemons

- Seedless
- Sorrento

Limes

- Rangpur

Mandarins

- Algerian Clementine
- Clementine
- Gold Nugget
- Minneola Tangelo

Page

Pixie

Red MandaRosa

Sumo

Tango

Oranges

Mango Orange

Navel

Sanguinelli Blood

Tarocco Blood

Specialty

Bergamot

Honeybell Tangerine

Kumquat

Limequat

Mandarinquat

Pomelo

Seville Sour Orange

Sunburst Tangerine

Valentine's Pomelo

GRAPES

Candy Dream

Candy Snaps

Jam

Pink Muscat

MELONS

Mag

Orange Candy

PEARS

Anjou

Bartlett

Bosc

Red

Seckel

Vegetables

BRASSICAS

Flowers

- Broccoli di Ciccio

Buds

- Baby Brussels
- Sprouts

On-the-Stalk

Brussels Sprouts

Purple Brussels Sprouts



Leaves

- Casper Kale
- Red Russian Kale
- Spigariello

Roots

- Hakurei Turnip
- Hinona Kabu Turnip
- Scarlet Turnip

CHICORIES

Domestic

- Dandelion
- Rosa

Winter Chicory Mix

Italian

- Castelfranco
- Escarole

Frisée

- Grumolo
- Puntarella
- Radicchio

del Veneto

Rosa di Gorizia

Tardivo

LEAFY GREENS

- Bloomsdale Spinach
- Dragon Tongue Arugula
- Red Leaf Spinach
- Red Watercress
- Ro-Minis

MUSHROOMS

Fresh Truffles

Black Winter

Wild

- Black Trumpet
- Chanterelle
- Hedgehog
- South African Porcini
- Yellowfoot

POTATOES

Specialty

- Blue Adirondack
- Magic Myrna
- Red Adirondack
- Red Norland

ROOTS

- Burdock
- Celeriac
- Galangal
- Lotus
- Parsley Root
- Rutabaga
- Salsify
- Sunchoke

SQUASH

- Calabaza
- Lodi
- Red Kuri
- Sweet Delica

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



Year-Round

Fruit

SPECIALTY

Cherimoya
Dragon Fruit
Gold Kiwi
Passionfruit
South African Baby
Pineapples
Star Fruit

APPLES

Gala
Honeycrisp
Lady

BERRIES

Blackberry
Blueberry
Cape Gooseberry
Raspberry
Stemerry
Strawberry

CITRUS

Finger Lime
Key Lime
Meyer Lemon
Mandarin

FIGS

Black Mission

GRAPES

Cotton Candy

MELONS

French Orange
Cavaillon

PEARS

Asian

Vegetables

SPECIALTY

Baby Artichoke
Italian Fennel

BEETS

Chioggia
Golden
Mixed
Red

BEANS

Dutch Runner
English Peas
Yellow Wax

BRASSICAS

Flowers

Carnival Cauliflower
Caulilini
Florentino
Orange Cauliflower

Purple Cauliflower

Romanesco
Cauliflower

Buds

Caraflex Cabbage
Lollipop Kale Sprouts

Leaves

Bright Lights Chard
Mizuna
Mustard

Stems

Green Kohlrabi
Purple Kohlrabi

CARROTS

Baby French
Baby Mixed Rainbow
Baby Peeled
Baby Rainbow Peeled
Mixed Heirloom
Thumbelina

CHICORIES

Domestic

Castelfranco
Chicory
Escarole
Frisée
Radicchio
Trevisano

Imported

Belgian Endive
Friseline
Spanish Frisée

EGGPLANTS

Holland Eggplant
Holland Graffiti Eggplant

LEAFY GREENS

Chard

Green
Rainbow



Red

Lettuce & Salads

Artisan Mix
Baby Chard Mix
Baby Green Oak
Baby Green Romaine
Baby Green Tango
Baby Lolla Rosa
Baby Mix
Baby Mustard Mix
Baby Red Oak
Baby Red Romaine
Baby Romaine
Little Gem
Red Little Gem
Winter Salad Mix

Specialty

Atlantic Harvest Mix
Baby Watercress
Green Dandelion
Mache
Peppercress
Red Dandelion
Red Frill Mustard
Red-Veined Arugula

Swiss Chard

Upland Cress
Watercress
Wild Arugula

MUSHROOMS

Beech
Chefs Mix
Exotic Blend
Hen-of-the-Woods
Maitake
Oakwood Shiitake
Oyster
Pioppino
Pom Poms
Royal Trumpet
Shiitake

PEPPERS

Mini Veggie Sweet
Shishito 🌿
Cubanelle 🌿
Italian Long Hot 🌿
Anaheim 🌿
Poblano 🌿

Jalapeno 🌶️🌶️

Red Fresno 🌶️🌶️

Serrano 🌶️🌶️

Thai Bird 🌶️🌶️

Habanero 🌶️🌶️🌶️

POTATOES

Chipperbec
Creamer
GPOD
Kennebec
Marble
Norwis Frying Potato
Purple Peruvian
Red Chile
Russian Banana
Sweet Potatoes
Beauregard
Fingerling
Garnet
Okinawa
Purple

RADISHES

Black

Year-Round Produce Guide

French Breakfast
Green Meat
Mixed Purple Radish
Purple Daikon
Purple Ninja
Watermelon

ROOTS

Celery Root
Horseradish
Parsnip
Turnip
Yucca

SQUASH

Summer

Baby Zucchini
Imported Gold Bar
Patty Pan
Squash Blossoms

Winter

Acorn
Butternut
Delicata
Kabocha
Spaghetti

TOMATOES

Beefsteak
Cherry On-the-Vine
Cocktail Mix
Heirloom
Mixed Cherry
Plum
Red Cherry
Red Grape
Flavor Bomb
Honey Bomb
Lolli Bomb
Sugar Bomb

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





Supplies On Demand

We know that gloves, straws, plastic wrap, coffee cups, and to-go containers may not be the most glamorous part of the foodservice industry, but they are essential to your business. Which is exactly why we're expanding our disposables line: You asked for a wider range of products that meet the same standards of quality as any food item we carry—and we're happy to deliver. This is just a sampling of our offerings; scan the QR code below to browse the full collection of 500+ items.

Kraft Shopping Bag
SPDIS99

Fiber Take-Out Box & Lid
World Centric
SPDISWC9 +
SPDISWC91

Plastic Wrap Food Film
SPDISA

Compostable Hot Cup & Lid
World Centric
SPDISWC6 +
SPDISWC61

Powder-Free Nitrile Blue Gloves
Eagle
SPDISEGB

Compostable Wrapped Cutlery
World Centric
SPDISWC4

Popcorn Bag
Restaurantware
SPDISRW10

Clear Cold Cup & Lid
World Centric
SPDISWC8 +
SPDISWC81

Small Bread Bag with Side Window
Restaurantware
SPDISRW3

Bamboo Loop Skewers
ASIA1C

Compostable Clamshells
World Centric
SPDISWC2

Piping Bag Roll
SPPIPR

Kraft Wrapped Straws
World Centric
SPDISWC55

Natural Palm Leaf Plate
Restaurantware
SPDISRW1

Deli Container with Lids
SPDIS1A

→ Scan the QR code to shop all items.



BITE 2024: A Look Back at a Delicious Day

Photographs by David Chow



Couldn't make it to BITE? Scan the QR code to watch our panels on using your menu for storytelling (led by Kwame Onwuachi), seed breeding, dessert creation, and global flavors. Plus, get inspired by keynote speaker Danny Meyer.

ON APRIL 24, WE HOSTED OUR biannual BITE event at Pier 36 in Manhattan. It was a spectacular day thanks to the 3,500 chef customers who came hungry for inspiration and the 200 farmer and producer partners who shared mouthwatering samples and appetizing ideas. From the bottom of our Baldorian hearts: Thank you to all of you who stepped away from the kitchen to come play with us. We saw you on the tomato swing, tossing cornhole bean bags in The Yard, winning prize tickets at cheese plinko and cashing them in at the Bodega, buying your Baldor x @TheSussmans gear, dancing to the drumline, watching our Pierless Fish team butcher a 100-lb tuna, drinking your Partners coffee, spooning up

Salt & Straw ice cream, and getting fresh ink to make the day permanent (a few of you even chose the Baldor truck!). We saw you enjoying so many delicious bites from Jurgielewicz's seared duck breast to Row 7's roasted purple sweet potatoes, Natalie's speakeasy cocktails to Driscoll's paletas crafted by La Newyorkina. We saw you feeding on ideas from our incredible speakers—like Danny Meyer, Kwame Onwuachi, Fariyal Abdullahi, Zac Young, and more. We saw you smiling and laughing and eating and drinking and just having a pretty awesome day; we did too.

Didn't make it to BITE this year? We'll be back in spring of 2026, and we promise that it will be bigger, better, and more delicious than ever.



Baldor BITE



Clockwise, from top left: Attendees watch a 100-lb tuna carving; a classic NYC bodega stocked with Baldor retail products; sampling some non-alcoholic sparklers; octopus on the grill; Eli Sussman promoting his limited-time merch collab; and the ultimate BITE souvenir—a tattoo.



Ocean Mist Farms, in Castroville, CA, grows many different vegetables but they're renowned for their artichokes. A set number of chokes are allowed to flower in order to harvest seeds.



WHAT'S
NEXT

The Future of Good Food Starts with a Seed



Plant breeders have the power to shape how our food tastes; here's how they're using that power for good.

By Mahira Rivers

S **STANDING ON THE LAWN OF NORWICH MEADOWS** Farm in Norwich, New York, Michael Mazourek rummages through a cardboard box filled with four-ounce mason jars of dried beans. The contents look a lot like, well...beans, but these varieties aren't for sale—at least not yet. Each jar, labeled with a number and tasting notes, holds an experiment that Mazourek has been working on for the last decade. Number 15, for example, contains a dark brown bean that tastes something like buttered corn when cooked. Number one, a paler, pinto-like variety, has floral undertones.

Mazourek is a vegetable breeding specialist and professor at Cornell University's School of Integrative Plant Science, about 60 miles west of Norwich Meadows Farm. Part of his job is to research and develop commercially viable plants with new and unique characteristics, like better yields or more interesting flavors. "It's surprising how few plant breeders like to eat their crop," he muses before adding that in his own work, "taste is the guiding principle."

Mazourek shares his seed trials with Zaid Kurdieh, the grower/owner of Norwich Meadows Farm, a Baldor supplier and chef favorite for organic, flavor-driven produce. In a nearby nursery, the two are trying to create a cucumber that will maintain its crisp and aromatic characteristics, while also being disease resistant, to avoid a repeat of the 2004 downy mildew blight.

genetics, at least, not the seeds themselves). Heirlooms like the Jimmy Nardello pepper are prized because they retain the same flavor and appearance as the earliest saved seeds. And because they are rare and nostalgic—like an actual heirloom—they tend to command high prices.

Heirlooms are very special, but also can be limited: Plants are often adapted to a specific environment, so their seeds

As much as we think the story of good food starts on a picturesque farm, the quality of what we cook and eat typically begins with a seed.

And yet, for all their importance, seed breeders are a part of the food supply chain that has, until recently, been largely overlooked, and sometimes given a bad name by industrialized GMO farms. But it's something worth paying attention to: "If chefs and foodservice professionals really care about flavor and nutrition, they need to care about what goes into growing those ingredients," says Matthew Rendine, Director of Produce Merchandising at Baldor. At Baldor, we think it's important to demystify the science behind plant breeding so that you can be a more informed buyer for your food business.

The good news is that there are plant breeders out there like Mazourek who are after the same things as growers like Kurdieh and chefs like you—phenomenal ingredients, environmental resilience, and the next big thing in flavor.

A Seed Primer

To understand seed breeding, you first need to understand types of seeds and how they're different from one another.

Let's start with the classics: Heirloom seeds are old varieties that have remained unchanged for around 50 years (the ge-

Norwich Meadows Farm has a cult following among chefs because their produce is so flavorful. Below, a jar of Dr. Mazourek's hybrid pole-bean seeds. "Trial" seeds like these are started in a greenhouse then are transported to a field where they will continue to be inspected for qualities like taste, color, and disease resistance.





Driscoll's has been growing high-quality berries for over 100 years in California and in fields all over the world. Their hybridized seeds have produced uniquely flavored berries like Tropical Bliss and Rosé.



will only thrive in a similar growing ecosystem. An heirloom bred to survive the desert-like conditions of the Middle East might produce a weak, unproductive, or poor-quality plant grown anywhere else. Similarly, Kurdieh notes the challenges of growing melons in his upstate NY climate.

Then there are heritage seeds. This term is a bit less concrete. Heritage seeds tend to be associated with certain cultures rather than specific geographies or genetic traits. “When we talk about heritage grains, that means a lot of different things to a lot of different people,” says Amber Lambke, founder and CEO of Maine Grains, which produces flours and grains. At its gristmill in Skowhegan, Maine, the company processes wheat, oats, rye, and other grains grown from a range of hybrid, heirloom (or, in the grain world, “ancient”), and heritage seeds.

Heirloom and heritage are usually the purest seed types—with each generation of plant growing exactly as the one

prior. Where things start to get more creative in the plant breeding world is with hybrids.

A hybrid seed is the product of cross pollination between two different plants, sort of like a newborn baby who is a mix of their parents. This process can happen naturally in the field, the result of wind or a passing insect, but it can also happen with a little human intervention, like manually in a greenhouse. Per the USDA, “hybridization allows breeders to enhance biological characteristics more predictably and more quickly than natural selection or chance mutations.”

That brings us to the next level of seed breeding, which veers into the world of sci fi: GMOs, or genetically modified organisms. You’ve almost certainly heard of GMOs but may not have considered where they fit into the seed breeding spectrum. While hybrids are made in nature or with minimal intervention, GMOs manipulate genes in ways that

can’t be replicated in nature. According to the Non-GMO Project, “via genetic manipulation in a laboratory, scientists can sidestep the slow, natural process of hybridization and do things that hybridization would never be capable of.” Scientists use gene editing technology to combine genetic material from unrelated organisms in a lab, like corn and soil bacteria for example.

Modern Science Built on Ancient Practices

Plant breeding started as a simple field practice over 10,000 years ago when humans began selecting seeds based on favorable characteristics, like fruit size and productivity. With the discovery of hereditary genetics in the 1800s, plant breeding became more intentional as favorable traits from two different plants could be deliberately combined into an entirely new plant. Cross breeding, as it is called,

has given us beloved hybrid foods like the grapefruit (a pomelo and orange cross) and broccolini (a broccoli and *gai-lan*, or Chinese broccoli, cross).

It wasn’t until the 1920s that the true potential of cross breeding was revealed, however, when new varieties of hybrid corn produced bigger and better yields, even during the dust bowl years of the Great Depression. And the discovery of how DNA was structured in 1953 marked the start of modern-day plant breeding. With this new information, scientists were able to target genes in a lab, which led to the advent of biotechnology and GMOs.

“Seed breeding is about constant evolution,” says Dan Barber, chef and co-owner of Blue Hill at Stone Barns, Family Meal at Blue Hill, and founder of Row 7, a company dedicated to exploring the culinary potential of new plant varieties. “You can’t possibly produce food without manipulation. The question is, when you’re manipulating foods,



Ocean Mist is celebrating their 100th anniversary this year, and you can literally see how far they've come: Back in the day, there was just one season for their heirloom artichokes. With the creation of their Gold Standard variety, they can now grow and harvest year round.

are you doing it for the benefit of the environment? Our health and our pleasure?"

In many situations, the motive is less beneficial for humans and planet and more beneficial for business, which is why GMOs have gotten a bad rap.

While genetic modification technology has not been proven to be inherently bad or unhealthy, it is often used to fuel big agribusiness agendas, like breeding enhanced chemical resistance into seeds. Farmers become dependent on these companies for both the seeds and the chemicals to grow their crops, but this is a superficial solution that doesn't address the conditions of the soil or the lack of biodiversity of the seed supply, which ultimately exploits both the environment and farming communities. "The conversation quickly becomes political," says Lambke. "Does it support the kind of seed-sharing system and financial economy that we believe in?" For most small farms, the answer is no.

And, according to a report from the National Family Farm Coalition, just four chemical companies control 43% of the world's commercial seed supply. "It's one of the most dangerous parts of our food system," noted Barber in this year's Baldor BITE seminar on plant breeding. "Control is in the hands of people who don't care about flavor and nutrition, they care about yield and profitability."

Baldor's farm partners are working to reverse this trend. Their approach is based on the earliest principles of plant breeding: Cultivating something new, and ideally better, that

benefits both people and the environment. Our suppliers employ breeders who replicate a natural process, just in a more targeted and accelerated way.

"The old ways of growing and farming are new again," said Emily Murphy, Director of Specialty Merchandising at Baldor. "For our customers, that translates to a sustainable, safe, and dynamic food source." And it all begins with taste.

Breeding for Flavor

For the last hundred years, the plant-breeding industry has prioritized yield and shelf life, which means flavor and nutrition have been put on the backburner. "Flavor is under siege," says Barber, a self-proclaimed "flavor evangelist" and vocal advocate for rethinking agriculture and its relationship to the kitchen. When Barber officially launched Row 7 in 2018, he sought to unlock the power of plant breeding from the perspective of a chef, which meant finding ingredients that could pull their weight in a kitchen.

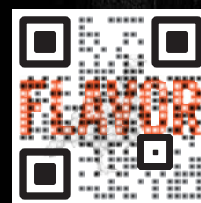
With the help of the country's best plant breeders, Row 7 has produced signature crops like the Badger Flame Beet—famously sweet without that vegetal afterbite—and the effortlessly buttery Robin's Koginut Squash (developed by Michael Mazourek, in fact). Today, Row 7 is actively working with dozens of plant breeders across the world to come up with the next kitchen hit.



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Trusted by top chefs and adored by families, Joyce Farms' holiday turkeys are in high demand for a reason. They transform holiday meals into unforgettable eating experiences. Always raised with nothing added ever, these turkeys promise consistently exceptional quality, and a "wow" factor that will keep your guests coming back year round.

Let the unique, nostalgic flavor of our pasture-raised Heritage Black Turkeys, or the pure, clean taste of our all-natural Naked Turkeys inspire your culinary creativity this holiday season!



NO ANTIBIOTICS



NO GROWTH STIMULANTS



NO ANIMAL BY-PRODUCTS



NOTHING ARTIFICIAL





Both Row 7 and Maine Grains are envisioning a future of delicious, nutritious food that starts with seeds. They are working with vegetables and grains that are good for the palate and the planet.



On the other hand, growing consumer interest in novel taste experiences is also driving a market for never-seen-before foods. According to a recent study from food-and-beverage specialists Innova Market Insights, three in five consumers say they are interested in foods that provide new aromas, tastes, textures, colors, and sensations. Almost three quarters say they are adventurous eaters. This affinity for discovery has spurred an interest in the recent designer fruit fad, which, thanks to plant breeding, has produced things such as grapes that taste like cotton candy.

To capitalize on this trend, California-based Driscoll's—a fourth-generation family business and the nation's top berry producer—launched a limited-edition line of specialty berries in 2018. After decades of delivering high-quality commodity strawberries, Driscoll's premium line of berries achieved a new strategy of delivering unexpected yet delicious flavors “to continually delight our consumers,” says Melissa MacFarlane, Director of Global Genetic Deployment. In 2019, Driscoll's released a line of Rosé Berries with peach and floral notes inspired by the popularity of rosé wine. More recently, in 2022, Driscoll's released its Tropical Bliss strawberry, with notes of pineapple and passionfruit.

The company employs a team of agronomists, breeders, and sensory analysts known as the Berry Innovators who collaborate on cultivating new specialty berries. “We want to create more excitement in the category,” says Rose Palacios, Director of Shopper Marketing at Driscoll's. “We get a lot of organic social media coverage because people post about how much they love it.”

Innovations in the produce aisle may be the buzziest arena for plant breeding, but some companies have spent

decades breeding to produce consistently available ingredients that deliver on flavor. Before launching the specialty berry line, for example, Driscoll's plant breeders were tasked with developing seeds that could produce consistently sweet and durable berries year-round.

The same is true for Ocean Mist Farms in Castroville, California, one of Baldor's oldest purveyors and a supplier of meaty Globe artichokes. Ocean Mist is celebrating its 100th anniversary this year, commemorating the company's earliest harvests of heirloom Italian artichokes. But in 1991, breeders began developing a Gold Standard varietal that could be harvested year-round, which reshaped the artichoke market in America. More recently, though, breeders have also started breeding for unique, limited-edition varietals to pique consumer interest, like the eye-catching purple artichoke or the Frost-Kissed varietal with browned leaves and a nuttier flavor.

Environmental Benefits

While flavor is the most exciting byproduct of seed innovation, what is perhaps more urgent is the environmental benefit of climate resiliency. As the climate crisis worsens, reliability and resilience are starting to look like the same thing when it comes to farming. Farms need to invest in practices that can withstand increasingly unpredictable and extreme weather events to grow plants with any consistency. Investing in organic and regenerative methods is one solution, but plant breeders who can develop seeds that are adaptable to change are just as important.

According to the research and advocacy organization Farm Action, 75% of the world's food is derived from

just 12 plants. There are over 7,000 varieties of apples, and yet the average grocery store carries a dozen at most. Cultivating this adaptability in plants requires biodiversity, which our current monocrop culture has actively inhibited, reducing the diversity of foods that are grown and, as a result, available to eat. A single disease could wipe out a significant source of our food, which means our supply chains are vulnerable.

“We really rob ourselves of resilience at the regional community level if we put all our eggs in one basket,” says Lambke of MaineGrains. When we cultivate biodiversity, we not only have an innately more resilient system, but we also increase the chances of finding a plant with the genetic material to withstand extreme weather. Plant breeders can then build this resilience into new varietals, crossing or selecting seeds that show promise in draught conditions and cold snaps.

The great news for chefs is that resilience and flavor often go hand in hand—a plant that is well-adapted to a healthy, organic microenvironment is more likely to taste better. And the same micronutrients that make food taste good—like bright colors or bold aromas—usually mean more health benefits. “And flavorful almost always goes hand in hand with healthy,” says Kurdieh, who has been working with Mazourek to grow a chili pepper varietal with less heat so that more people can eat or cook with it and reap those health benefits (peppers are high in Vitamin C).

“When we cultivate biodiversity, we not only have an innately more resilient system, but we also increase the chances of finding a plant with the genetic material to withstand extreme weather.”

**AMBER LAMBKE,
FOUNDER AND CEO,
MAINE GRAINS**

The Movement is Growing

Just ten years ago, plant breeders were hardly known beyond their immediate academic or corporate circles. But that seems to be changing. “There's more interest today than before, when the conversation was just about profit and productivity,” says Mazourek.

Chefs have been pivotal in driving that interest. Take the success of Culinary Breeding Network, founded by Oregon State University professor and agricultural researcher Lane Selman. The event connects breeders with chefs, encouraging greater collaboration to come up with, say, a new varietal of densely nutritious, texturally delightful lettuce to wow guests with on menus.

But there's still opportunity to grow and expand the reach of plant breeders developing seeds for good. The challenge isn't demand—who wouldn't want to present their customers with a new, improved, or better-tasting ingredient? The challenge is working against existing systems that favor the old way of growing, which prioritized shelf life and stability over taste and innovation. With bigger platforms than ever before, chefs have the influence to advocate and bring awareness to the issue. For this reason, “chefs gotta have a seat at the table,” says Barber, who has been leading by example with Row 7.

Perhaps most importantly, people who work in the food and beverage industry generally care deeply about flavor and quality. This is why Baldor supports purveyors who are dedicated to finding the best-tasting ingredients, while also caring about the planet and resiliency of our food system.

Luckily, we're able to work with the best of the best. “Partnering with companies that invest in seed breeding allows us to work directly with the source: Growers who are continuously working to produce more flavorful fruits and vegetables but who are also developing new varieties that can adapt to a changing

climate,” said Donald Russo, Senior Category Manager for Produce at Baldor.

But what really separates our suppliers is that they care about what you care about: Flavor. “Harnessing evolution is very powerful,” says Mazourek after a long day surveying his various seed projects scattered around Norwich Meadows Farm. “We're breeding for the stuff that excites us, the stuff we want to eat.”

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.

MEET
THE
TEAM

The Big Cheeses

There are two things that the Executive Leadership Team at Baldor is obsessed with: Great food and great customer service.

INTERVIEWED BY CHERYL BROWN

AS YOU MAY KNOW, BALDOR was born out of the Balducci's grocery store in New York's West Village, one of the first gourmet markets in the U.S. Chefs would routinely shop at the store, and so in 1991, Andy Balducci and partner Joe Doria created a division to serve the hospitality industry. They combined their two names to create Baldor (get it?) and put Andy's son-in-law Kevin Murphy in charge.

While no longer affiliated with Balducci's, Baldor remains a family company, helmed by TJ Murphy, Kevin's son. We've grown a lot in just a few decades: Today we serve 16 states plus Washington, DC, and 16,000 customers.

TJ and our leadership team together chart our course for Baldor's future, with the aim of continuing to provide a small-company experience with the logistics excellence of a larger enterprise. Our leadership represents all aspects of our business—finance, HR, revenue, merchandising, technology and innovation, and operations—and is a mix of veterans who've been with us for decades and newer talent from big companies we can learn from. All this collective experience is singularly focused on keeping us aligned to our mission: delivering quality ingredients, innovative solutions, and seamless experiences that ensure your success. Get to know our Executive Leadership Team on the pages that follow.

TJ MURPHY

Role: Owner & Chief Executive Officer

Time at Baldor: 20+ years

What made you want to take over Baldor when your dad passed?

This company was my dad's legacy; it felt right to keep it in the family. But I also felt confident that I could move the business forward. I'd worked at Baldor since high school and done so many different jobs: picking orders in the warehouse, receiving inbound products, driving, dispatching, selling to customers, sourcing products, and more. Walking a mile in all those shoes gave me insight into how the entire company worked. I also had the opportunity to shadow my dad for a year after his cancer diagnosis and he taught me the human element of business—how to develop trust with people, how to build relationships.

What do you love most about Baldor?

I love impacting people's lives through food. When I was young, we ate dinner at my Italian grandparents' house on the weekends. It was a 5-hour affair: There would be antipasti with cocktail hour. You'd have pasta, then take a break. You'd have a meat course, then take a break. Then a salad course, then dessert, then coffee. I thought it was normal that everyone ate that way.

Fast forward to my early 20s, I'm working at Baldor. I was in Parma on business, we were in a small town, eating at a small, family-run restaurant. Suddenly it was like being back at my grandparents' table—dishes kept appearing, people were laughing and enjoying their food. And that's the moment I made the connection: Baldor helps restaurants create these wonderful hospitali-

ty experiences for people who might not have that at home.

How has the company changed since you've been here?

Well, what hasn't changed is the culture—we always have and always will put our people first. Business-wise, I think what's changed is that we went from being a part of an existing industry, part of the wheel, to actually changing the industry itself. We're redefining how we can get food from point A to point B more efficiently, how we can make our customers' and vendors' lives better, how we can scale. We've recognized that this industry deserves as much attention, advancement, and innovation as anything else—and we're committed to positive change.

What excites you about the company's future?

We're still just scratching the surface on what's possible to drive solutions and make us a better company for our customers, vendors, and employees. We're putting the right people in the right places, building out the team with VPs and directors but also with people on the ground like drivers and warehouse positions. I feel like with the right team, on every level, we can continue to take steps forward. The bar is higher than I ever could have imagined.

If you could be a fruit or vegetable, what would you be?

Broccoli rabe. First, because I associate it with my grandmother. She taught me that the right preparation brings out its best side. How my grandmother handled broccoli rabe taught me about people. Not everyone is what they seem to be on the surface. With a little nurturing you can bring out something different.

Photographs by JOSE CEDENO



REGINA PICCIANO

Role: Chief People Officer

Time at Baldor: 9 months

Where were you working before you came to Baldor?

Most of my experience has been in consumer goods—companies like Coca-Cola and Diageo—with a couple of detours into banking and insurance. Most recently I was at Southern Glazer’s Wine and Spirits, which is one of the largest distributors of wine and spirits in the US. I guess I have a passion for distribution, whether it’s soda, wine, spirits, and now produce!

What attracted you to Baldor?

When you work at large companies, you build a tool kit around the various functional areas of HR, including talent acquisition, learning and development, org design, and change management. Baldor is in a huge growth period right now, hyper focused on their people, so I was excited to flex my tool kit here. At the end of the day, companies that thrive and sell themselves are the ones that invest in their people, products, and brands.

What is something surprising you’ve learned since you’ve come here?

First, we just get stuff done. It’s awesome, from both a logistics and an operational standpoint. We don’t necessarily have the same level of infrastructure as other large corporations, and it doesn’t matter, nothing stops us. Second, Baldor really is a great

place to work. The company won the official “Great Place to Work” certification in 2023, and truly earned it. I was impressed with the people when I started and continue to be impressed the longer I’m here. Everyone is genuinely proud to work at Baldor. People are smiling, they’re happy. They’re proud to wear that T-shirt or jacket or hat with the logo on it. That’s a culture you can’t put a price on.

Where do you see the company in five years?

This organization is going to grow bigger and better, so, from an HR perspective, we’re going to build out that road map for growth—more structure, process, and governance so we can grow in a very responsible way. We’ll always maintain the family-company feeling. At the end of the day people are the foundation of this organization, and the foundation is solid.

If you could be a fruit or vegetable, what would you be?

I would be an orange. First, oranges are full of Vitamin C, which is essential for overall health. The segments inside represent how HR has different components for different groups and departments of the business, and the rind holds them all together. Plus, the whole HR team is sweet and vibrant—who doesn’t like that?



GENE MAYER

Role: Chief Operating Officer

Time at Baldor: 20 years

You’ve been at Baldor a long time—what’s kept it fresh?

I got hooked on the promise to deliver, plain and simple. It’s so important to be a true partner to our customers, to communicate and help them solve problems in real time.

I’ve also been very lucky to see the business through a lot of different lenses. When I joined the company, I was VP of Sales for four years, so I heard directly from customers about their needs. Then I was running purchasing for five years and learned about the vendor side of things and supply chain. Then I moved to operations, where I’m immersed in inbound and outbound logistics, warehouse management, and new business ventures. So when TJ comes to me and says, “What do you think about this or that?” I feel like I have a good understanding of how all the areas of the business will be impacted.

What do you love most about Baldor?

Our willingness to do whatever it takes, which I guess could be a good thing and a bad thing! The adrenaline and commitment pull you in—you get very passionate about finding a new product or navigating a complex supply issue. There’s this sense of urgency and excitement that can make it feel like you’re like splitting an atom, but you’re just figuring out how to get cheese on the truck.

How has Baldor changed during your 20 years here?

We all knew the old-school, pull-yourself-up-by-your-bootstraps way of doing business. But when our founder, Kevin Murphy, passed away ten years ago and TJ stepped up to become CEO, things really started to evolve. The people placing orders with us are between 25-35 years old, and TJ was building the company during those same years of his own life. I think that’s given us relevance—a fresher perspective. These customers grew up with

technology, they expect an efficient process, and that expectation makes us look at every touchpoint to reduce friction and improve things.

What excites you most about the company’s future?

Customer behavior is ultimately what triggers new projects or new products. And chefs are always changing their cooking methods and ingredients, so they’ll ask “Oh, have you thought of this product line?” or “Could you do this for us?” I’m excited to see what changes are coming down the road, and

ready for the challenge of finding the right vendors to meet the need.

If you could be any fruit or vegetable, what would you be?

An avocado. Avocados snuck up on everybody in the last decade, becoming an important resource for lots of things. That’s kind of like me at Baldor, a guy in sales who became COO. Plus, whenever I’m cooking with my wife, whatever we’re making is always better with a little avocado.





SATYAN PARAMESWARAN

Role: Chief Digital and Innovation Officer

Time at Baldor: 7 months

Where were you working before you came to Baldor?

Before Baldor I was with UPS [United Parcel Service] for almost 26 years. I had several different roles, but for the last five years there I was

the President of Operational Technology, running their worldwide-operations technology for 220 countries, responsible for helping them deliver anywhere from 16 to 20 million packages every single day. I also supported the call centers, which had 22,000 people working across the globe, as well as their automotive fleet of 140,000 trucks.

What attracted you to Baldor?

First, Baldor's growth trajectory over the past few years is impressive, and to maintain the company's people-first culture at the same time is a tremendous achievement.

Also, I felt like it was time for me to explore something different, and farm-to-table is a very interesting field, especially when you carry

the right products like Baldor does. Consumers everywhere are becoming more and more focused on eating healthy and high-quality food.

What's something surprising you've learned here?

This business has very tight timelines—restaurants serve breakfast, lunch, and dinner at the same time every day, so there's a regular demand and an immediate need, and yet produce is fragile and product cycles change. There are so many variables in getting food from here to there, far more than I imagined. We are always figuring out better ways to operate and create contingencies. Some things are not in our control, but many things are.

Where do you hope to see the company five years from now?

We will be a bigger company. We will be in more geographies. Most importantly, the growth is going to be sustainable and scalable. We will have rigorous processes and innovative technologies that will help us to grow and then maintain the growth in the right way.

If you could be a fruit or a vegetable, what would you be?

A plantain tree, even though I know it's not a fruit nor a vegetable. Every part of the plant—roots, leaves, fruit—is edible and useful, nothing goes to waste. When it dies, you don't have to plant another one, the next offspring comes out of the old plant. It's very efficient. I want to be a whole, useful partner to Baldor.



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What do you love most about Baldor?

We're fast. When changes need to be made in any part of the business, we can pivot on a dime without any red tape. We're a family company; there's no board of directors that could take months to reach a decision. Everyone who can push through important initiatives is right here at the office. For example, when Covid hit and we needed to find ways to support the business, residential home delivery was put on the table. We had all the right players in the room to say "yes, let's do it," and we ran with it.

What excites you about the company's future?

That it's wide open. The expansion opportunities are incredible. Also, while the growth trajectory of the business has been amazing, the efficiencies and processes haven't always kept up. I'm excited that we're starting to embrace that side of things, which is why we've brought in a lot of new team members—they will help us drill down on how to make things run as smoothly and effectively as possible.

If you could be a fruit or vegetable, what would you be?

I'm vegan and I love all fruits and vegetables, so this one is hard! This might sound boring, but I think I would be an apple. It's dependable yet versatile—it works well in all kinds of dishes—kind of in the way I've been part of the core leadership team here at Baldor and worn a lot of different hats.

EILEEN MANITSAS

Role: Chief Financial Officer

Time at Baldor: 20 years

You've been at Baldor a long time—what's kept it fresh?

There's never a dull moment. I originally came from public

accounting—I was constantly working with different clients and new projects, there was always something new and exciting happening. I thought that switching over to work for a single private company would be boring. But it's been the exact

opposite! Between regional expansions, growing our product line, moving our Bronx HQ to a bigger facility, and spinning off Fresh Cuts, I've been a part of so many things that you don't typically get to touch in an accounting career.

BEN WALKER

Role: Chief Revenue Officer

Time at Baldor: 11 years

You've been at Baldor a long time—what's kept it fresh?

Baldor marries what I've always loved about startups—high growth, a high sense of urgency, and limited bureaucracy—with the prestige of a well-respected, stable brand that is consistently growing. My role has changed six times in 11 years. I continue to be jazzed every day when I get up. I get to connect the best chefs in the world to the best farms and producers and get to see the results at the best restaurants. I mean, where else can you do that?

What do you love most about Baldor?

I love what the brand represents: pure hustle. It's in our DNA. We're from the South Bronx. We never say no to our customers. We bend over backwards to get them what they need. We represent the highest quality products in our industry. We do it differently. We do it with style. We're loud, and we're disruptive, and we've created this cool brand that's been recognized by all our partners. I think being able to work for a brand that you identify with and believe in is awesome.

How has the company changed since you've been here?

We've become more organized. We've brought in a lot of new talent from other industries and organizations who know best practices. We're starting to lean away from the traditional man-

agement model of just a few people running the business to a more collaborative, dynamic, modern organizational structure, which has been hugely helpful.

But what hasn't changed is the passion and dedication of our employees. We have a "never settle" attitude that our legacy employees have passed along to the new generation Baldorians, so it's still going strong.

What excites you most about the company's future?

There isn't anyone like us in most markets, so we're being asked to aggressively expand. That's the greatest honor and response to the hard work we've done over the last few decades. I think all these new people, the new organizational structure, and new investments have put our business in the perfect position for geographic growth. I'm

excited to see Baldor in more places across the country.

If you were a fruit or vegetable, what would you be?

An onion. It's a kitchen staple because it's so versatile—it can be used in almost any recipe and can unite the flavors. I'm like that too, you can throw me in this role or that project and I help bring it all together.





ROBERT GHISOLFI

Role: Chief of Staff

Time at Baldor: 3+ years

Where were you working before you came to Baldor?

I worked at Samsung Electronics America, where I supported the CEO. Over the years, I developed skill sets in many different areas, including strategic planning, project management, and organizational design. I also used to run strategic planning and market intelligence departments and functioned as Chief of Staff to several CEOs.

What attracted you to Baldor?

The opportunity to work with a strong company

that was experiencing rapid growth and with a talented and passionate leadership base had a lot of appeal to me. In some ways, Baldor reminded me of Samsung in the early 2000s, when they were trying to break away from the pack and take a dominant position in the US market. I realized I had the ability to leverage the skills I'd developed over the past two decades to support that growth.

What's something surprising you've learned since you've been here?

It was a pleasant surprise to see how passionate individuals are about the company and the environment that Kevin [Murphy, Baldor's former owner] and TJ built here. Not just leadership, but every-

one. There's something kind of magical happening—the passion is very real and very deep.

This is a place where employees are viewed as true partners, as family members, even. That's an environment that's difficult to create yet it's so powerful. It's what motivated people to stick together during the pandemic and take care of one another. Our people take pride in their work. When they see our trucks on the street, they know that's our team, and when they see items on a restaurant menu, they know they played a part in getting those items there.

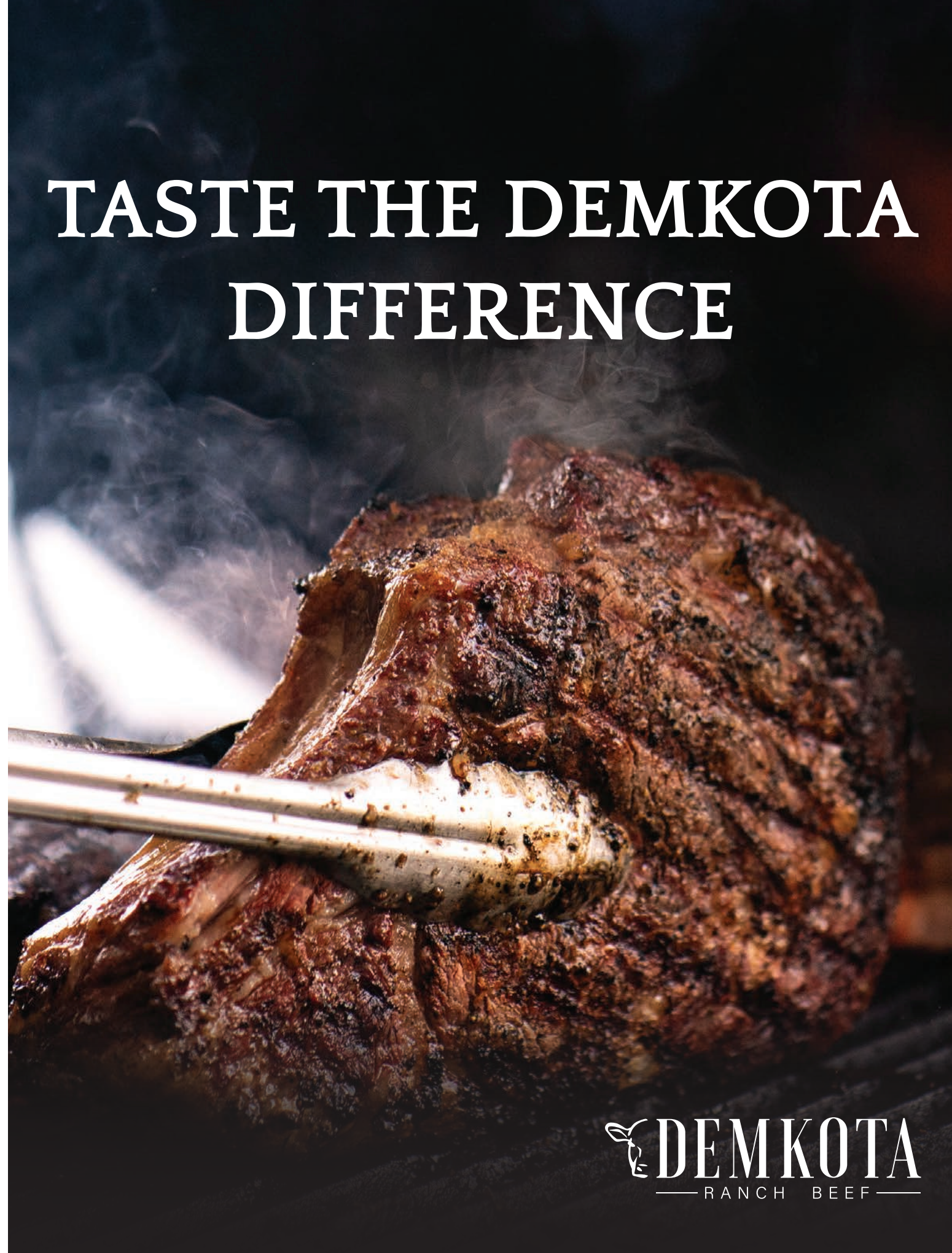
Where do you see the company in five years or hope to see it?

Over the next five years you'll see the company grow—our geographic reach will expand, and our product assortment will continue to grow and diversify. We're making investments to achieve that growth. But that's not the most interesting part of the story. The really interesting part will be watching the company grow while sticking to the core value that makes Baldor special: Prioritize our partners above all else. That includes our customers, our suppliers, and our employees.

If you were a fruit or vegetable, what would you be?

A carrot. It improves "vision"—literally and figuratively.

TASTE THE DEMKOTA DIFFERENCE





A LOOK
INSIDE

Getting Hooked

How Pierless Fish gets the best and freshest fish from the dock to your kitchen door

By Cheryl Brown

Photographs By Frank Tiu

FOUNDED IN 1999 and acquired by Baldor in 2020, Pierless Fish has proudly supplied New York City's top chefs and restaurants with the highest quality fish and shellfish for over 20 years. From the very beginning, their focus has been on excellence in sourcing, handling, butchering, and delivery. It's no small feat to get over 100 orders a day processed and delivered to you within 12 hours—it requires a team of skilled handlers to scale, cut, portion, and pack overnight. It's an impressive operation, and here's your chance see what it's like, from start to finish.

Production team member Freddy Ataupillco holding a 30+ lb Long Island striped bass, the fish in Pierless's logo.

A Look Inside

1

Intake

Products arrive on a rolling schedule throughout the day—some local fisherfolk like Green-Walk Trout Hatchery (PA) and Deepwater Oyster Co. (Long Island) bring their seafood to Pierless themselves. Pierless is proud of their relationships with local fishers and actively seeks out partners who maintain ethical and responsible harvesting practices.



2

Receiving/Inspection

This is where every single case of seafood is inspected for quality. Here, Mike Lettas—Pierless sales manager, former chef, and Baldor's go-to fish guy—and Golfredo Gomez, Pierless production and purchasing manager, are checking a case of Boston mackerel. As with all fin fish, they're looking for bright red gills, clear eyes, and pliant flesh that springs back when touched, all signs of freshness.



3

Tuna Room

“The big three”—tuna, swordfish, and halibut—have a dedicated processing room. And “big” is an understatement: Bluefin tuna can range from 200 to 500 lbs; swordfish 100+ lbs; and halibut 40+ lbs. They're kept in huge, ice-filled bins until they're ready to be cut. Big-fish butchery is a specialized skill, and Andres Romero has been handling these fish for Pierless for over 10 years. He's breaking down tuna into loins, then portioning into steaks.



Also on the Production team, Maricela Bedoya hand cleans 50-75 lbs of shrimp every day.



4

**Inventory/
Picking Room**

The rest of the seafood is brought into this room, where the team reviews all the customer order forms for the night and starts gathering the products for each restaurant. Some team members have been with Pierless for so long that they've learned the preferences of certain chefs; they can tell by sight alone if a product is going to meet the chef's standards.

The inventory room is organized in four sections: **Shellfish**—think Kumamoto and Merasheen Bay oysters, local live wild scallops, and wild-caught shrimp from the CA gulf. **Fin fish/wild fish**, like red snapper, sea bream, and fluke. **Trouts/salmonoids** (pink-fleshed fish like char, sea trout, and brook trout); the beauties to the right are Palamino and rainbow trout. And **specialty/odds and ends** such as uni, squid, crabs, and botarga.



Fun Fact

Pierless uses **flake ice** to pack their seafood. It has more surface area than traditional ice so provides faster and more uniform cooling, with no sharp edges that can damage flesh.



5

The Processing Room

What happens in this room is what sets Pierless apart from other companies: gutting, scaling, and cutting are all done by hand, nothing is machine processed. The same is true with shelling/deveining shrimp and cleaning squid—everything is done manually. It's labor intensive but maintains the integrity of the seafood and yields the absolute best results.

Gutting and scaling happen first. Team members work swiftly and efficiently because the butchers are waiting on them.

Cutting happens at two stations: One team is filleting and portioning bigger fish like salmon and striped bass. The other is working with smaller fish such as branzino, daurade, and black sea bass and doing the more delicate work of pin-boning, butterflying, and pocket cutting. Alejandro Tlapanco, who's been with Pierless for over 15 years, demonstrated some of these cuts so we could see the work up close.



6

Outbound Room

Orders are packed based on the need of the customer: Whole fish are packaged loosely with plenty of flaked ice. Butchered fish is packaged in individual trays, sealed for freshness, and labeled with the restaurant's name. Tags are hand-tied onto shellfish bags. All the orders are loaded into delivery trucks that are kept at 34°F (just above freezing)

to maintain the quality of the product.

7

Delivery

The proof that Pierless delivers the best and freshest fish? The caliber of restaurants they serve across metropolitan New York, from white-tablecloth meccas like Restaurant Daniel and Le Bernardin to fun, funky, downtown establishments like Frevo and Corima.



HOW TO GET PIERLESS FISH

If you're in the NYC Metro area, you can order the full Pierless catalogue (including custom butchery) on Pierlessfish.com. Those outside the area can purchase a limited selection of products via the Baldorfood.com website, though we will be working to expand the full catalogue to all regions next year.

→ Scan QR code to see the latest catches.



CUSTOMER
SPOTLIGHT

What's Your Favorite Baldor Ingredient?

We know that just one ingredient can make or break a dish, whether it's a pantry staple or a specialized product. So we asked chefs from Portland, ME, to Richmond, VA, to tell us about something that's mission critical to their menus right now.

Interviewed by Nina Friend

Jake Stevens

Chef-Owner

Leeward Restaurant, Portland, ME

“One of our most popular dishes is ragù Bolognese, we serve it with rigatoni, dandelion greens, and Parmigiano Reggiano. The base of the sauce is Joyce Farms grass-fed ground beef [MEBNGGR]. Joyce's commitment to animal welfare and regenerative agriculture is a huge selling point, not to mention the great flavor. It's beef we can feel good about purchasing and showcasing for our clientele.”



Masako Morishita

Executive Chef

Perry's, Washington, D.C.

“My food is a modern twist on what I grew up eating in Japan—comfort food that incorporates non-traditional ingredients. My garlic edamame dumplings, for example, are topped with loads of parmesan, lemon, and micro chives [MIC97C]. The micro chives have tiny, edible black seeds attached—they're beautiful and delicious.”





Chad Williams

Chef-Owner

Friday Saturday Sunday, Philadelphia, PA

“

Spruce tips [SPRUCE] are the green shoots that sprout from the tips of spruce tree branches. They're foraged in the spring, but we preserve them for use in the fall and winter. They're super citrusy and herbaceous, with a flavor that's a little bit reminiscent of lemongrass. We make oils with them, pickle them, candy them, they're a beautiful addition all over the menu.”



Fariyal Abdullahi

Executive Chef

Hav & Mar, New York, NY

“

The restaurant is sea-food centric, but my dishes often nod to my Ethiopian roots. Diners are always interested in learning about the more unusual ingredients, like the Sweet Drop Peruvian peppers [VEG1M3]. These peppers are my favorite right now because they've got so much sweet-and-sour flavor. I use them in my Snapper & Coconut dish, the Bacalao Rice, and the Grand Lobster Jubilee.”

Jeremy Salamon

Executive Chef

Agi's Counter, Brooklyn, NY

“

Dill is by far the most critical ingredient on our menu. We're an Eastern European restaurant, so dill [D69] is used for breakfast, lunch, and dinner. We bake it into biscuits, make oils and dressings with it, and use it as garnish. We've even made a dessert out of dill!”



Matt Rodrigue

Executive Chef

Fiorella, Philadelphia, PA

“

I depend on Baldor's partnership with Murray's Cheese for all kinds of different cheeses, from the Moliterno we use in our sformato to the Fiore Sardo and sheep's milk ricotta in the pea agnolotti. The relationship fills a huge void in Philadelphia restaurants' access to the larger universe of amazing cheeses.”





Ange Branca

Chef-Owner

Moon Rabbit,
Philadelphia, PA



Curry leaves

[CURRY] are a staple in any Malaysian pantry, and they're key in our Ayam Goreng Berempah, a fried chicken dish that's covered in spices and curry leaves. The leaves give the chicken a delicious flavor and aroma, especially when you bite into little pieces of them."

Kevin Tien

Chef

Moon Rabbit, Washington, D.C.



Italian Castelfranco radicchio [R51] is a critical ingredient in one of my most popular dishes, Vietnamese Cumin Lamb. The lightly bitter taste pairs perfectly with the brown-butter beet purée, the glazed roasted beets, and the chargrilled lamb shoulder. It's absolutely delicious."



PHOTO: KERRI SITRIN (BRANCA)

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This page: Garrison Avenue turns into Thanksgiving Central the Saturday right before the big holiday. At right, event leads Eileen Manitsas, Donald Russo, TJ Murphy, and Candice Diaz take a short break to pose, while employees and their families hand out bags and boxes.

BALDOR CARES

Nourishing Our Community

We know it's a privilege to be surrounded by good food and believe it's our responsibility to share it with the communities around us who need it. Our annual Thanksgiving Meal Drive is one way we do that.

By Brooke Herman • Photos by Lenny Estrella

IT'S A SATURDAY IN LATE NOVEMBER. Baldor team members have set up shop on Garrison Avenue in the South Bronx. Spread over the block are stations for turkeys, for pantry supplies, and for produce and bread. Roughly 850 Hunts Point families are walking among the stations, with volunteers helping to load their carts and wagons with all the ingredients needed for a spectacular holiday feast. (And we mean a feast: See the list on page 76 for the lowdown on what each family gets.) The air is crisp, the

energy is high, people are laughing and high-fiving, and everyone is expressing an attitude of gratitude. It was almost 10 years ago when Eileen Manitsas, Baldor's CFO, first got the idea to host this community event. Eileen—who has been at Baldor for 20 years now—had always volunteered at food pantries and understood the impact that food insecurity has on communities. The Hunts Point neighborhood around our HQ is particularly impacted, with about 50% of its residents living below the poverty line.

"I saw a lot of challenges in our own neighborhood," she recalls. "Between us and the other distributors surrounding us, there's so much food right here, but just a few blocks away it's a completely different story. Families are really struggling to get dinner on the table." She proposed the idea of a small Christmas event, and Baldor CEO TJ Murphy immediately gave it the green light. Eileen reached out to The Point—a non-profit community development corporation dedicated to



youth development, culture, and the economic revitalization of the Hunts Point neighborhood—to be a co-host and for help with getting the word out in the community. They were more than happy to lend their support. Maria Torres, President, CEO, and co-founder of The Point, reflects back on that initial conversation. "We loved the idea because we're always excited for the opportunity to make connections between the residential community and the local businesses in Hunts Point. We're a peninsula of sorts—the Bruckner Expressway cuts us off from the rest of the Bronx on the west, and we're surrounded by the Bronx and East Rivers on the other sides. It's a close, shared space, and we need to work together for our collective success. We're happy to support projects that are inclusive and beneficial to the entire community."

The day of the giveaway is honestly community magic. Neighbors line up early, Baldor volunteers bring their kids, and teens from The Point help out at the tables.

As with all first-time events, much was learned in the process: We quickly discovered that Christmas wasn't the ideal time for a food event. People didn't want to stand outside in the cold, and many families have specific recipes they like to prepare, handed down by parents and grandparents, using ingredients from different cultures all over the globe. The next year Eileen and The Point targeted Thanksgiving instead, and they had a win.

Eileen kept it going on her own for a couple of years but as the event grew, she needed logistics support. That's when Donald Russo, Senior Category Manager on our Merchandising team, got involved. Donald had been working at Baldor for only a few months when he was tapped to manage the tactical aspects of ordering, receiving, and loading. He would reach out to vendor partners for donations, identify which items we needed to purchase ourselves, keep track of all donations once they landed in our warehouse, and determine the best way to pack the boxes, bags, and trucks to maximize space without damaging the food. "We wanted to figure out what a healthy but lavish Thanksgiving spread should look like, as well as making it special when everyone goes home and unpacks their boxes," Donald says. "Over the years, we've gotten



In the warehouse, Team Baldor works the assembly line, packing pies and other Thanksgiving staples into boxes.



the mix down to a science—we know how to pack it, and we know what items the community expects to see.”

There was still one thing missing, however: The opportunity to get more Baldor employees involved. Enter Candice Diaz. Her official title is Retail/Wholesale Inside Sales Manager, but to her colleagues she’s fondly known as “the people coordinator,” which is exactly what was needed.

Candice strengthened Baldor’s relationship with The Point (they’re critical to the event’s success, working with the NYPD to sort out permits, street closures, parking, etc.), got employees excited about volunteering, and mapped out the who-is-responsible-for-what plan for the months leading up to the event as well as wrangling volunteers and welcoming recipients on the day of the giveaway.

The Friday before the event, roughly 60 employees bundle up, head down to the warehouse, and stand along conveyor belts to pack 850 boxes with everything from carrots and celery to Brussels sprouts and spinach. Everyone turns it into a game, to see if this year they can set the record for fastest pack time. It’s like the pre-party for the main event the next morning.

The day of the giveaway is honestly community magic. Neighbors line up early, Baldor volunteers bring their kids, teens from The Point help man the tables, and Councilman Rafael Salamanca from District 17 always comes out to show his support. He knows this event often fills the gap for families who might otherwise worry about the Thanksgiving meal.

“I represent an extremely low-income community, in which many families struggle to put food on the table,” Salamanca told the *Bronx Times* newspaper. “This is what it’s all about, giving back. And that’s what Baldor is doing today.”

Eileen is proud to have this event as a key part of her Baldor legacy. “I love that it’s become the heart and soul of Baldor’s community involvement. We fed 200 families that very first year and now we’re up to 850—maybe next year we can hit 1,000. And in 2015, we added the Back-to-School Drive, held every August. It would be amazing if we could host one event every quarter. And the big dream? Open a community food pantry, supported by all the companies in Hunts Point. How wonderful would that be?”



THE LIST

This is the list of all the items that each family takes away from the Thanksgiving Drive:

- 1 (9- to 12-lb) turkey
- 2 lb yellow onions
- 1 qt milk
- 2 ears corn
- 3 lb yams
- 5 lb russet potatoes
- 2 lb carrots
- 1 lb Brussels sprouts
- 6 oz broccolini
- 10 oz fresh spinach
- 6 oz turkey stuffing mix
- 1 loaf bread
- 1 package celery
- 6 oz mushrooms
- 1 package artisanal lettuce
- 1 package spring mix
- 1 pack mixed herbs
- 1 lemon
- 2 oranges
- 1 large pineapple
- ½ gallon apple cider
- 3 lb apples
- 1 apple pie

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Thanks to our partners, who fill our neighbors’ hearts and stomachs, every year:

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