

(/peanut-
info/)

Boiled Peanuts: From Necessity to Southern Delicacy



When or why Southerners started boiling peanuts no one knows exactly. But good ideas have a way of spreading and, today, Southerners know how great boiled peanuts are. Not only are boiled peanuts called “the caviar of the South,” but they are also the official state snack of South Carolina. From Labor Day on into the holiday season, boiled peanuts are abundantly available at roadside stands, gas stations, ball games, festivals, and anywhere else people gather for fun.

History gives us clues about the origin and growth of the popularity of boiled peanuts.

Colonial Days:

Peanuts were first brought to America (http://en.wikipedia.org/wiki/Boiled_peanuts) by slaves from Africa and the practice of boiling peanuts probably originated here. If there was a surplus peanut crop, field workers would hold a “peanut boil” to celebrate with shared conversation and food.

American Civil War:

Letters and memoirs (<https://whatscookingamerica.net/History/BoiledPeanutsHistory.htm>) from the Civil War tell us Confederate soldiers were without the basics of bread or meat, especially toward the end of the war. Peanuts were an available food and could be carried wherever they went. On the trail, soldiers roasted or boiled peanuts over campfires and added salt as a preservative.

Traditional Folk Song:

“Goober Peas” (http://en.wikipedia.org/wiki/Goober_Peas) The lyrics of this Civil War Southern folk song describe daily life during the Civil War who enjoyed eating boiled peanuts (goober peas). But, “goodness, how delicious, eating goober peas,” as the chorus goes.

Twentieth-Century Popularity:

The first boiled peanut recipe was published in 1899 by Almeda Lambert (http://en.wikipedia.org/wiki/Boiled_peanuts) , Soon entrepreneurship stepped in and a 1925 account (http://en.wikipedia.org/wiki/Boiled_peanuts) from Orangeburg, SC tells of boys selling boiled peanuts as a snack for five cents per bag.

Today, boiled peanut recipes abound on social media. Check out our Pinterest board (<https://www.pinterest.com/peanutfarmers/boiled-peanuts/>) dedicated exclusively to boiled peanuts.

Tags

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Gladstone's Under The Sun

507 Washington Junction Road
Hancock, ME 04640

Contact Us

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Directions to Gladstone's Under The Sun

We are located 2 miles from the center of Ellsworth. Go east on Main Street from the center of town and cross over High Street. Approx 2 miles and you will see Wyman Road on your left just before the railroad tracks. Gladstone's Under The Sun is on the left in a large blue building on the left. We are open Monday to Friday 9 to 4.
Visit our Warehouse Outlet and get a 20% discount.

About Gladstone's Under The Sun

The Caviar of Maine - A complete line of Wild Maine Blueberry products such as Frozen Organic, Dried (they are the only blueberry dryer in the state of Maine. Moist blueberries in fruit juice, Moist blueberries Organic Maple Syrup, Spread, Syrup and Pie Filling. The Caviar of Maine blueberries are low in sugar and have no preservatives or oils added. Maine Munchies - a line of healthy snacks made with All Natural F Nuts, and Dark Organic Chocolate. As a socially responsible company, we strive to develop an international business that works with and promotes local business communities and the healthy aspect of its u and regional agricultural products. We will develop and create the most nutritious foods that honor their special origins and a simpler, more natural way of life. It is with great pride that we deliver only the "Be Under The Sun." Only the finest ingredients are selected for both their health benefits and healing powers in the creation of these delicious and nutritious products." Season: All year Monday - Friday (9 to 5)

Products

candy or confections, jams or jellies or preserves

Features

Co-packer, Distributor

Operation Type: Specialty Foods

Directions

We are located 2 miles from the center of Ellsworth. Go east on Main Street from the center of town and cross over High Street. Go Approx 2 miles and you will see Wyman Road on your left just before the tracks. Gladstone's Under The Sun is on the left in a large blue building on the left. We are open Monday to Friday 9 to 4.
Visit our Warehouse Outlet and get a 20% discount.

What You Will Find at Our Farm

Fruits

- Other Fruit
- Cranberries
- Wild Blueberries

Other Processed Products

- Other Specialty Products
- Jams/Jellies/Preserves
- Candy/Confections/Snacks
- Yogurt

Business Focus - Retail

- Mail Order

Business Focus - Wholesale

- Wholesale to Corporate Gift Sales
- Wholesale to Specialty Food Stores
- Wholesale to Gift Stores
- Wholesale to Consumer Buying Clubs
- Wholesale to Distributors
- Wholesale to Restaurants
- Wholesale to Florists
- Wholesale to Supermarkets
- Wholesale to Jails/Prisons/Other
- Wholesale to Natural Food Stores

Payments Accepted

- Personal Checks
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- Business Checks
- American Express

Business Focus - Other

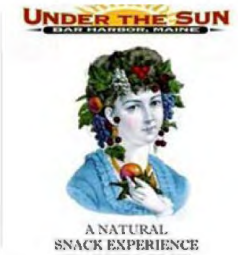
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@wildblueberries

Wild Maine Blueberry Processor - All Natural Blueberry products under the Trademark Name The Caviar of Maine Supporting Local farmers and a healthy lifestyle.

Bar Harbor, Maine USA

caviarofmaine.com

Joined April 2009

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Valentines Day Special 10% off All Gift Boxes and Tins #constantcontact conta.cc/1kfsyyw

The Caviar of Maine @wildblueberries · 17 Dec 2013
10% off Selected Gift Boxes from Gladstone's Under The Sun #constantcontact conta.cc/1bYmo3l

The Caviar of Maine @wildblueberries · 5 Dec 2013
Don't wait till the last minute! Gladstone's Under The Sun has all natural and healthy gifts. #constantc conta.cc/1bjJgKo

The Caviar of Maine @wildblueberries · 15 Mar 2013
Tell the Senate to Stop the Monsanto, Protection Act! bit.ly/Y9VhbA @food_democracy Please RT #stopMonsanto

The Caviar of Maine @wildblueberries · 6 Nov 2012
...ty1-harbin-krasnojarsk.bileteconom.ru

The Caviar of Maine @wildblueberries · 6 Nov 2012
rei1s-moskva-neapolb1.tickettourist.ru

The Caviar of Maine @wildblueberries · 17 Oct 2012
Just joined the Soil Trust, an initiative of @SlowMoney. bit.ly/RyPBIK Join me in funding the new food economy.

The Caviar of Maine @wildblueberries · 27 Aug 2012
Blueberry Researchers Tout New Health Benefit Findings goo.gl/vQ2al

The Caviar of Maine @wildblueberries · 21 Aug 2012
Miracle molecule' in red wine, #blueberries May help improve #mobility, prevent falls in older adults goo.gl/vQ2al

The Caviar of Maine @wildblueberries · 14 Aug 2012

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As the Wild Blueberry harvest winds down it looks like this should be a good year. goo.gl/sksV2 and goo.gl/fxPk0

The Caviar of Maine @wildblueberries · 30 Jul 2012
Maine's wild blueberry growers are expecting their biggest crop in more than a decade. goo.gl/h5ndq

The Caviar of Maine @wildblueberries · 25 Jul 2012
Tomorrow we host a Maine Food Producers Alliance discussion on Take Your Process to the Next Level goo.gl/YyhKe

The Caviar of Maine @wildblueberries · 10 Jul 2012
Spotlight on #Blueberry Business - The Caviar of Maine and Gladstone's Under The Sun Get a rave review goo.gl/vNkhw

The Caviar of Maine @wildblueberries · 9 Jul 2012
Fake #Blueberries - major food companies are selling you sugar and color dyes as blueberries check it out at goo.gl/sksV2

The Caviar of Maine @wildblueberries · 22 Jun 2012
1/3 of the way there / one week to go - Wild Blueberries on the Move [constantcontact conta.cc/KS7d11](http://constantcontact.conta.cc/KS7d11)

The Caviar of Maine @wildblueberries · 20 Jun 2012
Join the growing number of people voting for our company to be in the running for \$250,000 grant to build our business goo.gl/vLkWD

The Caviar of Maine @wildblueberries · 19 Jun 2012
Wild Blueberries on the Move myemail.constantcontact.com/Wild-Blueberri... via #constantcontact Feel free to share with your other friends


The Caviar of Maine @wildblueberries · 18 Jun 2012
Mission: Small Business™: bit.ly/M4m06I We need your help to reach 250 votes by the end of the month Caviar of Maine, Hancock, Maine

The Caviar of Maine followed Chris Collins, Maine Audubon, Resilience Hub and 18 others

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Chris Collins
@CollChris
Itinerant traveler (Asia), who sadly ran out of petrol on the road less travelled

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Maine Audubon works to conserve Maine's wildlife and wildlife habitat by engaging people of all ages in education, observation and action.

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 **The Caviar of Maine** @wildblueberries · 30 May 2012

For story on how blueberries improve Muscle recovery in Athletes visit our Facebook page at goo.gl/vQ2al

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The Caviar of Maine, Wild Blueberry Spread 9-Ounce Jar (Pack of 3)

by Gladstone's Under The Sun

1 customer review



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About the Product

- Made With Wild Maine Blueberries and Fruit Juice
- Healthy Naturally - No Preservatives
- Only 2 grams of sugar per serving
- A Product of Maine
- Made with Whole Blueberries

Customers Also Shopped For

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Sun-Maid Natural California Raisins, 20-Ounce 165	Capri Sun Pacific Cooler Juice Drink Blend, Mixed Fruit, 10 ct, 6 oz 1 \$5.42	Capri Sun Juice Drink, Tropical Punch, 6 oz, 10 pk	Capri Sun Variety Pack - 40 6oz pouches 31 \$25.95	Apterra HEALTHY BREAKFAST Honey Variety Pack - 4 Flavors, 32 Ounce, 4 Count 2 \$19.99	

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3. [Wild Blueberry 77% Off](#) - **Wild Blueberry** - Now on Sale Quick, Limited Time , Save Today! www.xmas-sale-now.com/Wild+Blueberry

Ad feedback

Product Description

Spread made with Wild Maine Blueberries. Low in Sugar. Tastes like sweet, fresh wild blueberries.

Product Details

ASIN: B007A2T0TI

UPC: 850838001058

Average Customer Review: (1 customer review)

Amazon Best Sellers Rank: #577,156 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)
#156 in Grocery & Gourmet Food > Produce > Fresh Fruits > **Berries**

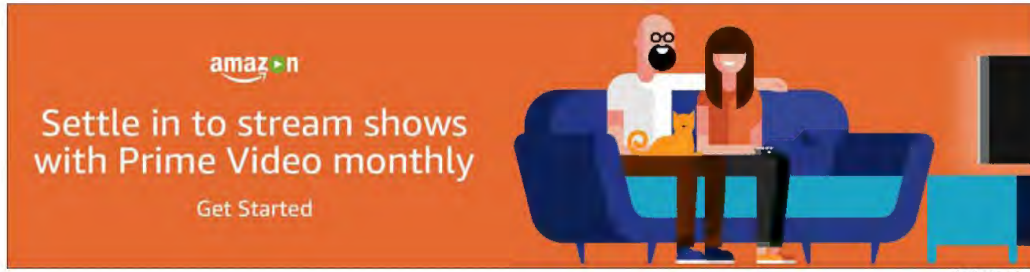
Important Information

Ingredients

Wild Maine Blueberries, White Grape Juice, and Pectin

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1
5.0 out of 5 stars

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4 star	0%
3 star	0%
2 star	0%
1 star	0%

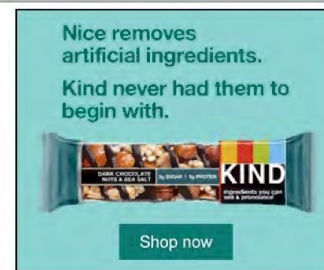
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Top Customer Reviews

YUM!!



By Sarah Sterling on April 30, 2012

Verified Purchase

This product is fantastic. As the label states it's made from wild blueberries--loaded with anti-oxidants--and no added sugar. The natural blueberry flavor is sweet enough and the carb count is low enough for anyone on a low carb diet.

Comment One person found this helpful. Was this review helpful to you? [Report abuse](#)

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The Caviar of Maine, Wild Blueberry Pie Filling 25-Ounce Jar (Pack of 2)

by Gladstone's Under The Sun

1 customer review



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We don't know when or if this item will be back in stock.

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About the Product

- Made With Wild Maine Blueberries and Fruit Juice
- Healthy Naturally - No Preservatives
- All Natural Wild Blueberry Pie Filling
- A Taste of Maine
- Just add Filling to Pie Crust and Cook, Cool, and Eat

Customers Also Shopped For

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Ad feedback

Product Description

Pie filling made with Wild Maine Blueberries. No sugar added. The best blueberry pie you have ever tasted! Tastes like sweet, fresh wild blueberries.

Product Details

ASIN: B007A3JOV6

UPC: 850838001072

Average Customer Review: (1 customer review)

Amazon Best Sellers Rank: #730,034 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)
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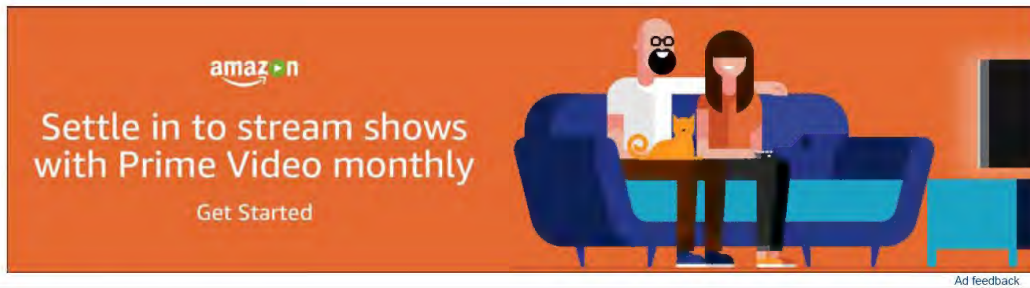
Important Information

Ingredients

Wild Maine Blueberries, White Grape Juice, Pectin, and Calcium

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1
3.0 out of 5 stars

5 star	0%
4 star	0%
3 star	100%
2 star	0%
1 star	0%

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Top Customer Reviews

Item has too much grape in it



By [Brenda C.](#) on April 12, 2013

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Verified Purchase

The pie filling was as described so I knew there was grape juice in it instead of sugar however I found that the grape flavor was so strong that if I closed my eyes I might not be sure what I was eating. It's a good idea - putting the grape in there for the sugar but I think I prefer the sugar so I can taste the blueberries, especially since it was so expensive

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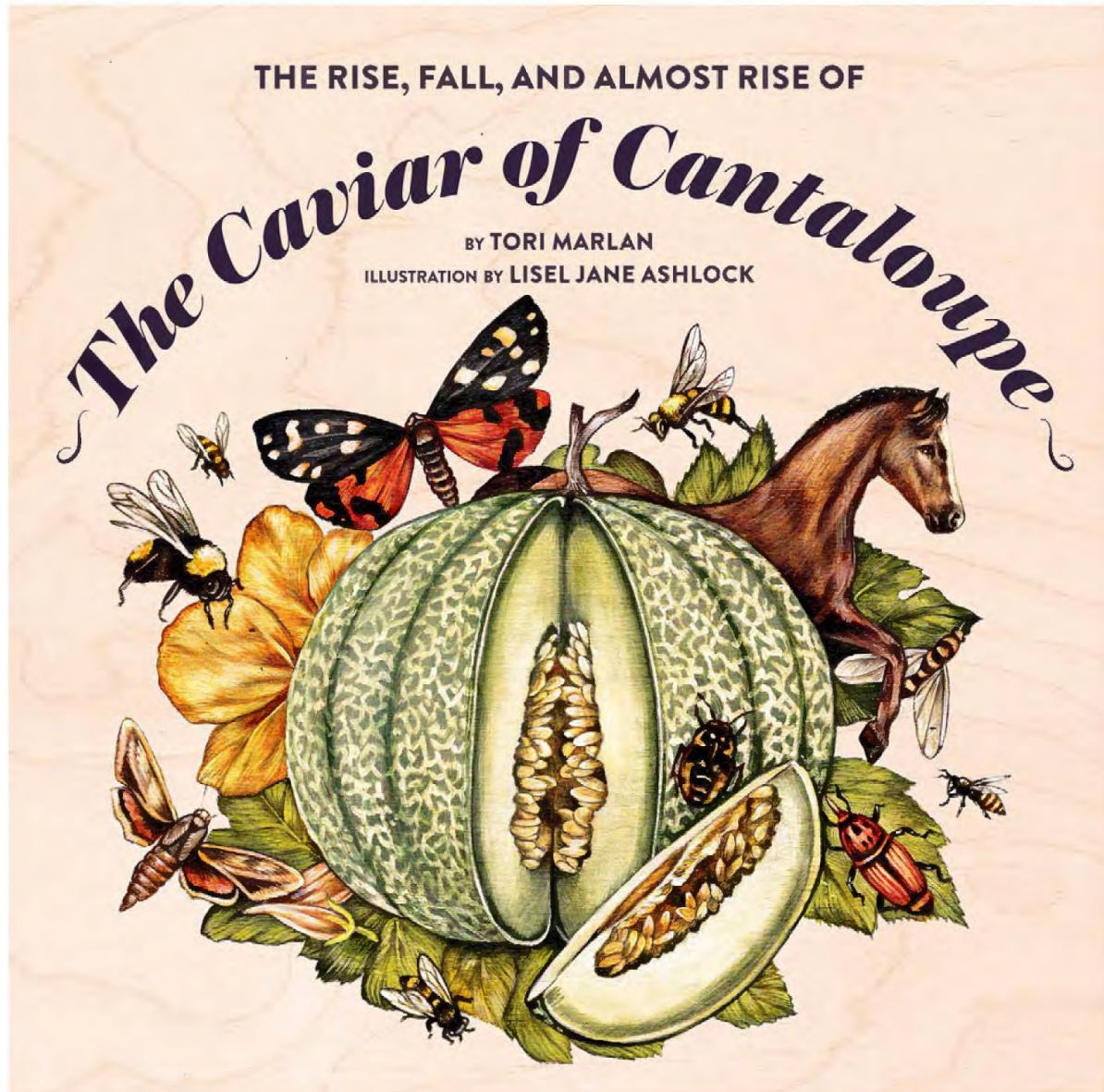
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During the early 20th century, the Montreal melon was a culinary delicacy and an agricultural moneymaker. But as industrial farming took hold, the hard-to-grow fruit went the way of the dodo bird. What one farmer's attempt to revive it says about taste and technology.

 **Tori Marlan**
BuzzFeed Contributor

posted on Jan. 3, 2016, at 7:30 a.m.

It's been a lousy growing season for Ken Taylor's cantaloupes. The weather has been terrible — cool and wet, when it should have been hot and dry — and the leaves on the vines are browning and riddled with small holes from fungal disease.

Standing on his 70-acre organic farm on Île Perrot, about 30 miles west of Montreal, Taylor surveys the damage through a pair of thick-framed glasses. It's late July, and there's not much to see. Finally he spots a tiny cantaloupe. "This is basically what it looks like, off and on, all the way down: one fruit here and there."

Those aren't just any fruit. They're specimens of the Montreal melon — a large and particularly hard-to-grow cantaloupe that Taylor saved from extinction. In the late 19th and early 20th centuries, the Montreal melon was considered a delicacy. Sweet and juicy with hints of nutmeg, it has green flesh like a honeydew, but its exterior is netted, rather than smooth. According to Taylor, it's probably Canada's most famous heritage food.

"There wasn't a Vancouver kiwi or a Halifax oyster," he later said. "It was the Montreal melon!" While he acknowledges that other foods originated in Canada — the Laurentian turnip, for example — Taylor says nothing else had the melon's renown.

"Russian caviar; champagne from Reims, France; and the Montreal melon — those were the three snob foods in the early 1900s," Taylor says.

But when Taylor brought back the melon in the mid-'90s, hoping it could gain traction at that century's end, too, he wasn't motivated by nostalgia. He had something else in mind: that in a world where industrial farming has reduced us to eating a tiny fraction of the fruit and vegetable varieties we used to, genes from the past might be more important to our future than anyone realizes.





Ken Taylor is seen in his greenhouse, Nov. 4, 2015. *Arthur Gauthier for BuzzFeed News*

The Montreal melon would have remained lost to history if not for a simple but gnawing question that popped into food journalist Barry Lazar's mind in 1991. "I live on a street called Old Orchard," he recalled, "and I started to think, *Why is this street called Old Orchard?*"

Lazar plunged into research mode. Orchards had once thrived on the west side of Montreal, and he learned that his neighborhood, Notre-Dame-de-Grâce (NDG), had been considered "the fruit basket of Quebec." One fruit in particular kept coming up in his research: the Montreal melon. The melons, which took a whole summer to mature, were huge, often weighing between 15 and 20 pounds, about the size of a Butterball turkey. They were either pumpkin- or football-shaped, depending on the strain, and grown mostly by two prosperous NDG farming families, the Décaries and the Gormans.

Montreal's soil was rich in minerals, and NDG, located near four racetracks, was rich in horse manure. "We used to get big steaming loads of horse manure, dig a deep trench, and plant the melons on top," Fred Aubin, a then-71-year-old melon farmer's son, told the botanical magazine *Seeds of Diversity* in 2000.

In addition to having ample natural fertilizer, the farmland where the melon thrived occupied the western slopes of Mount Royal, all the way down to the St. Lawrence River, where there was good sun exposure and protection from harsh northwest winds.

54 W. ATLEE BURPEE & CO., PHILADELPHIA.
MUSK MELON—Continued.



The Montreal melon in a Burpee's catalog, 1885. *The LuEsther T. Mertz Library of The New York Botanical Garden*

After Burpee Seeds founder Washington Atlee Burpee encountered the melons at a Montreal market in August 1880, he introduced them to the rest of North America through his popular seed catalogue. Burpee's catalogue described the melon as "remarkably thick ... melting, and of a delicious flavor" and touted it as the "best melon we've ever eaten." Burpee even offered \$50 cash prizes to whoever could grow the largest melons.

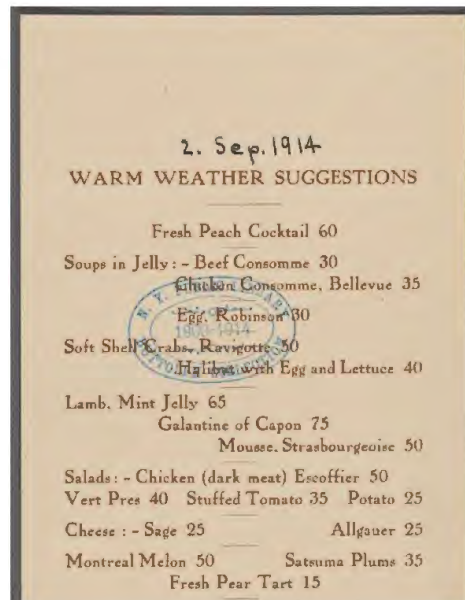
As word of the Montreal melon spread, demand grew. By the early 1900s, local farmers were sending regular shipments by train to New England and New York, where upscale restaurants and hotels put them on dessert menus and sold them for up to a dollar a slice — the equivalent of about \$24 today. Because the melons were so large and thin-skinned, the flesh bruised easily. A woven-basket industry sprang up to protect them during transport, and they were packed in short, fine-stemmed hay.

The city took pride in its namesake fruit, and Lazar says that one was sent every year as a gift to the British throne. The Canadian Pacific Railway offered the melon in its formal dining cars, instructing staff to serve it "on cracked ice in a bread tray," accompanied by a finger bowl.

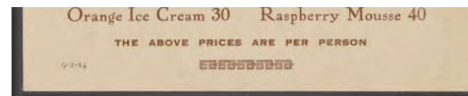
Montreal's famous crop was so profitable that at least one farmer hired an armed guard to protect his fields at night. By 1907 the melons could earn the farmers a couple thousand dollars per acre each season, around \$49,000 in today's dollars. In a 1908 report, the USDA took note of the "melon of unusual excellence," its "fancy prices," and the fact that "even at such prices, the Canadian growers are not able to supply the American demand."

American seed companies started growing their own varieties of the melon, giving them names like Mammoth Montreal, Montreal Market, and Perfect Montreal. According to William Woys Weaver, author of *Heirloom Vegetable Gardening*, the Montreal melon was more widely grown in New England, Canada, and the Upper Midwest than honeydew, cantaloupes, or any other muskmelon, "not only because of its large size but because it yielded the best-flavored melons for short-season gardens."

But the melon's heyday wouldn't last. Like hundreds of fruit and vegetable varieties that thrived during the early



20th century, it didn't survive the mid-century shift to industrial agriculture. It wasn't an easy melon. It required a fair amount of coddling: watering, syringing, ventilating, lifting with a flat stone or shingle to prevent cracking or rot, and turning every few days to ensure uniformity of shape, color, netting, and ripening.



A menu from 1914 showing the Montreal melon. Courtesy New York Public Library

But perhaps its biggest enemy was urban development. Between 1914 and 1930, NDG's population increased tenfold (from 5,000 to 50,000). Residential blocks, schools, and churches were built to accommodate the growth. Cars began replacing horses on the streets, and all but one of the racetracks gave way to development. Gone was the easy access to natural fertilizer for the melon fields, and the Montreal melon, Lazar says, "required a lot of fertilizer."

The area's urbanization continued through the postwar period, and the farmers eventually sold their melon land to developers. The Décaries sold off a large portion of theirs as early as 1923, for \$275,000.

Over the next three decades, the melon quietly disappeared. By the early 1950s, Burpee's seed catalog no longer offered its seeds. Today, the Décarie Expressway cuts across the land where the melons once grew.

Arthur Gauthier for BuzzFeed News

When Lazar wrote about the Montreal melon for the *Montreal Gazette* in 1991, the melon was long gone not only from the city's soil, but also from its collective memory.

Montreal poet and author Mark Abley, who was then a *Gazette* reporter, was riveted by Lazar's discovery. "I just thought, *This is amazing*," recalls Abley, who says his passions include "knowing about weird biological, zoological facts and things." He wondered how such a popular fruit could have disappeared so completely.

Abley had researched endangered species before. He knew about a stick insect, long thought to be extinct, that had been found clinging to a rock on an island in the South Pacific; a fish that had been known only from its fossil record until 1938, when it was dredged up in the Indian Ocean by an angler; and a bird that was thought to have vanished from Bermuda shortly after British sailors arrived in the 1600s but was rediscovered in 1951 and is now the country's national bird. "There's even a particular name for this," he says. "Lazarus species."

It occurred to Abley that someone somewhere might have stored some of the Montreal melon seeds, and if so, then perhaps the melon could make a comeback. Saving the Montreal melon from extinction might have been a long shot, but Abley figured that if anyone could do it, it was Ken Taylor.

At the time, Taylor sold organic heirloom vegetables at his farm on Saturdays. Abley had shopped there on occasion and had been struck by the variety of items on display. He remembers being particularly impressed by the Cream of Saskatchewan melon, because he'd grown up in Saskatchewan and had never heard of it. It was obvious, says Abley, that Taylor had "an unusual interest in plants."

Taylor is a rare breed: a farmer with a Ph.D. in chemistry. At 70, he's well over 6 feet tall, with a prominent chin and white stubble. His land looks nothing like a typical farm — no wide-open fields or neat rows of crops. It's chaotic, shady in parts and overgrown with tall weeds and wildflowers. The crops blend into their surroundings. They're easy to miss.

Taylor bought the first acre of what he now calls Green Barn Farm in 1973. At the time, he'd just become a professor at John Abbott College in the West Island of Montreal — a job he'd go on to hold for 35 years, teaching chemistry, winemaking, and beekeeping until his

retirement in 2005. He'd grown up on a farm in southeastern Quebec, and he missed growing his own food.

The land was all swamp and scrub weed, with a few open wells on it. A dilapidated barn more than a century old sat on the property and was used by the town's mayor as a place to store his boats. Taylor planted hundreds of fruit and nut trees, and over the years he expanded his acreage, started one of Montreal's first CSAs, and renovated the barn house, where he and his wife, Lorraine, held the Saturday market for more than two decades.

Ken Taylor at Green Barn Farm in Montreal. *Arthur Gauthier For BuzzFeed News*

Taylor raised his four children at the farm and did what he could to keep them away from fast foods or foods with corn byproducts or foods imported from countries with different regulatory standards. To satisfy their desire for sweets, he baked them hemp cookies. “They were green,” recalls his son Nick.

Taylor has described himself as someone who never “fit the mold anywhere,” and he has unconventional ideas about food production. He’s eager to share them, and sometimes does so in ways that are pithy and provocative. (“Cantaloupes have killed more people than the Afghan war!”; “Monsanto probably controls your food supply!”; “Canada is a hotbed of planet disrespect!”)

But mostly he talks very seriously — and in painstaking detail — about agricultural problems and their solutions. Nick says a typical conversation with his dad while growing up meant patiently sitting through “fun fact 9,226 about why pears grow better here.” And while he found it hard to bear for the first 18 years of his life, his father’s passion for food production and sustainability eventually rubbed off on him. He now has his master’s degree in plant science, works closely with Taylor, and plans to someday take over for him at the farm.

Though Taylor took on farming simply because he wanted to grow his own food, it has evolved into a mission. He sells seeds, seedlings, and rootstock on the Green Barn Farm website, urging growers to “protect our Canadian genetic heritage.” He also partners with a Montreal CSA, Lufa Farms, to provide items for its food baskets; offers “eco-education” through workshops and seminars; and gives “Taste-n-Talk” tours of the farm.

On the farm these days you can see wandering chickens, edible flowers, a

grape vineyard, a pawpaw orchard, sunflowers, and tree after tree, some 60 feet tall. Depending on the season, they bear black walnuts, chestnuts, mulberries, apricots, plums, peaches, and highbush cranberries, along with more exotic offerings like quince. A shady dirt path leads to a three-acre plot where overgrown weeds obscure rows of low-lying vine crops like squashes and melons. Items you wouldn't expect to find in a northern climate thrive on Taylor's land: bananas, Asian pears, pecans, sumac. "There's really nothing we can't grow here," he says.

The cover of *La Patrie* showing a drawing of the Montreal melon, Aug. 3, 1903. *La Patrie* · Via Flickr · doualrog

Working with perennial plants, which require minimal upkeep and don't need to be replanted every year, he has bred and selected varieties of fruits, nuts, and berries that resist the brutal Canadian winters. And he thinks other Canadian farmers ought to be doing the same.

"Planting seeds and pounding the soil and annually preparing it and fertilizing it and watering it and fighting whatever short-term disease you may have so that you can finish everything up in three months is not a very earth-friendly or sustainable food production system," says Taylor. "But that's basically all we do in Canada."

Part of the problem, according to Taylor, is that the country's agricultural system is designed for exports, not for local markets. In 2012, Canada became the world's fifth-largest agricultural exporter — and spent \$32.3 billion bringing in agricultural and agri-food items from 190 other countries.

"We're a country of agriculture, but we can't feed ourselves," Taylor says. "That's pathetic."

The only hope for food security, according to Taylor, is to disrupt the monoculture of modern farming through small-scale diversity. Diversity is important in farming, because planting only one crop, or one variety of a crop, leaves it vulnerable to disease. The Irish Potato Famine is a case in point. [The Cavendish banana](#), which makes up 99% of the banana export market, is being wiped out by a fungal disease for which there's no cure, and the industry has no other banana variety on deck.

As a food grower, Taylor sees it as his responsibility to restore to his little section of earth the genetic diversity that's been lost from it. "This island used to be full of all kinds of variety of nuts and berries and wild stuff," he says. "Well, that's all gone. We've now got cornfields and soy fields and people, so there's no natural mixing and changing of the genetics." That's important, he says, because "if you take a population

and let them inbreed, eventually none of them are very strong.”

There’s also a critical need for diversity in how food is grown, he says. While CSAs like Lufa Farms — which grows food hydroponically in rooftop greenhouses year-round — are a step in the right direction, most innovation in farming is happening elsewhere in the world, Taylor says. He points to encouraging models such as the old London Underground bomb shelters that have been converted into [subterranean food farms](#) and rely on the Earth’s natural heat, and the [food hubs](#) in Vermont that aid sustainable local-food systems.

In Canada, only 1.8% of the farms are certified organic — and that certification doesn’t even mean much to Taylor. “Organic means you can spray with sulfur and do all these other things I don’t like,” he says, “and if you don’t have enough organic feed for your chickens, you’re allowed to buy non-organic. And if your product is 90% organic, the last 10% can be anything — you can put cyanide in it!”



Arthur Ganshler for BuzzFeed News



Arthur Ganshler for BuzzFeed News

Late-season crops at Green Barn Farm.

Taylor says he always knew better than to douse his own crops with chemicals, but he did experiment early on with an organic spray. He got a splitting headache. His eyes burned. He coughed and hacked. So he went back to farming in the tradition he’d grown up with on his family’s farm. “I put my trust in the natural processes,” he says.

But those natural processes aren’t working so well this season for his Montreal melon crop. Poor weather and fungal disease aren’t the only problems. Looking down at the vines, where plump melons should be growing but aren’t, Taylor zeroes in on some movement around a leaf. “See that? Just one bumblebee. And that’s sad. Should be all kinds. See all the flowers here too? There should be insects jumping along those.”

Without sufficient help from bees, his cantaloupe plants aren’t likely to produce fruit. So Taylor sees the lone pollinating insect as a bad sign. He also sees it as a testament to the folly of conventional farming and the danger it poses to food security. “I think the cornfields are finally impacting our [bee] population here on the island,” he says.

Corn is Canada’s third-largest crop, and most of it is sprayed with pesticides. The corn on the neighboring farm is no exception, and the farmer there has added more sprays than

usual this year, according to Taylor, who laments that agribusiness as usual turns pollinating insects into collateral damage in the effort to kill pests. As Taylor puts it, it's as if "someone robs a bank in downtown Montreal, and you kill the 4 million people in [metropolitan] Montreal just to get that one bad person."

His point — that overkill comes with consequences — is becoming ever more apparent. A growing body of research, including a 2014 [Harvard School of Public Health study](#), has linked the rapid decline in the worldwide bee population, which pollinates a third of the world's crops, to neonicotinoids, a type of insecticide commonly used on cornfields and other industrial crops. The European Union has outright banned them, and the provincial government of Ontario, which produces 68% of Canada's corn, recently placed restrictions on their use. The EPA is [currently reassessing the risk](#) they pose to pollinators.

Taylor believes the problems associated with pesticides extend beyond the fate of bees and the food supply. "They're killing the human population, too," he says, "but that's a slower process and harder to track." Farmers and the public are being misled, according to Taylor. "They're told by the government it's OK to spray, but as a biochemist, I know it's not safe."

He turns his attention back to his vine crops. If the weather cooperates and three weeks pass without any moisture to increase the disease vectors, the Montreal melons could still do OK. But Taylor isn't hopeful. He has seen the forecast; meteorologists are predicting more rain in the next seven days. He can't help but feel that this Montreal melon endeavor has been a colossal waste of time.

"Those cantaloupes?" he says, dismissing them with a flip of a hand. "Phhht."

Arthur Gauthier for BuzzFeed News

Taylor calls what he does “freedom farming.” His philosophy is simple: Tread lightly. Let the land do what it wants and outsmart any pests, animals, or diseases that might threaten the yield. He doesn’t try to make his land conform to his desires; he wants to see what the land desires, what will thrive on it. That means interfering with it as little as possible: no effortful weeding, no spraying. No watering, even. If a crop doesn’t grow, well, then, perhaps it shouldn’t. Weeds are not the enemy. They bring rich nutrients to the ground, and they’re useful near vine crops to prevent crows from having a place to land near his fruit.

Freedom farming, he says, is “the ultimate opposite of control.” He’ll do small things — like use plastic mulch to increase the heat when his vine crops are young, personally squash worms that are eating his leaves, or begin his crops indoors if the weather is too cold. But mainly he sees his role as introducing new genetics.

He doesn’t mean “introducing new genetics” in the Monsanto sense of altering an organism’s DNA and creating a new species of tomato or carrot. He means bringing in or crossing existing species with the larger goal of increasing biodiversity and food security. “I aid and abet some of the natural selection that would go on by bringing in new genetics all the time from all over the world. And if nature doesn’t want it there, it doesn’t grow.”

So when Mark Abley approached Taylor in 1995 with the idea of bringing back the Montreal melon, it wasn’t a hard sell. Taylor figured the melon could have DNA that would be resistant to modern vectors of disease and climate change.

Taylor spent some time in the library, researching the melon’s characteristics in an effort to figure out what it should look and taste like. Its large size and green flesh distinguished it from a run-of-the-mill cantaloupe, as did its taste, which was said to be sweet, though also a bit spicy, with hints of nutmeg.

Over the course of the next year, Abley chased down many leads, trying to find Montreal melon seeds for Taylor to plant. He contacted Heritage Seeds Canada, which preserves rare and heirloom varieties of Canadian plants, and a group in Great Britain that keeps a library of heritage seeds.

Arthur Gauthier for BuzzFeed News

Taylor acquired some seeds on his own by reaching out to seed collectors through his contacts at a group called North American Fruit Explorers. But none of the seeds he planted that year ended up yielding the Montreal melon. Either they didn’t germinate or different kinds of melons appeared, with smooth rinds or salmon flesh.

Abley didn’t give up. He acquired some “Green Nutmeg” rockmelon seeds from a small company in Tasmania and passed them on to Taylor. They didn’t grow. Abley, though, also learned that the USDA stored some possible Montreal melon seeds in its repository in Ames, Iowa. Taylor planted a dozen of those seeds in summer 1997. Only one bore the Montreal melon’s characteristic thin grayish netting, and though it didn’t grow to 20 pounds, it was about three times larger than the average supermarket melon.

When Taylor sliced it open, he and Abley were thrilled: They saw green. They tasted the melon. “Sweet. Firm. Juicy. Mildly aromatic...Welcome back, Montreal melon,” Abley wrote in the *Montreal Gazette* that fall.

For Taylor, the story of the Montreal melon was really just beginning. He collected the green melon’s seeds, about 200 of them, and then planted them the following year. They

grew beautifully, and for the next generation he selected seeds from the “bigger-fruited” offspring. By 1998, he had stabilized the seed and grown a bounty.

Taylor spread the seeds around. He made them available to community gardeners and donated 2,000 of them to a local historical association. The association made Montreal melon T-shirts and sold \$5 packets of the seeds during a fundraiser. An environmental community organization planted the seeds in a community cantaloupe garden in NDG, the neighborhood where the melon had once flourished; held a melon-tasting event; and donated some of its yield to a local food depot.

Taylor sold the Montreal melon at his Saturday market. “I would charge the same thing I did for the other melons:

A mini Montreal melon. Courtesy Ken Taylor

two or three dollars, instead of two or three hundred,” he says. “So I was charging one one-hundredth what the market value was in its previous history.”

But Taylor couldn’t get rid of the melons fast enough. They didn’t store well, and he ended up throwing a few hundred away. “But I liked the flavor, so I crossed it,” he says. By planting seeds near rows of about 30 different varieties of melon and letting the bees do their work, Taylor wound up with what he calls a “mini Montreal melon” — one that only weighs a couple of pounds but has the same color flesh and a similar taste.

In the years that followed, Taylor, who had tens of thousands of the revived Montreal melon’s seeds, kept giving them away to make sure the melon didn’t disappear again. “All of a sudden the [slow food movement](#) heard about it,” he says. “And [Seed Savers](#) people wanted it, and then a couple of seed companies wanted it, so I sold them a few seeds for next to nothing to spread it around in early 2000.”

That same year, the historical association that had sold the seeds at its fundraiser held a Montreal Millennium Melon Festival. People were encouraged to bring melons they’d planted with the fundraising seeds. An estimated 300 to 400 people turned out to see and taste and celebrate the melons. There were even contests — with Taylor acting as one of the judges — for the best melon poem, the best melon-growing story, and the biggest melon, among other categories. The *Montreal Gazette* referred to the event as “melon mania.”

In 2003, a descendant of one of the original Montreal melon farmers built a (now defunct) website about the melon as a memorial to her father, Fred Aubin, who’d lived on a melon farm as a child and who’d [vouched for](#) the taste of the revived melon before his death. In 2004, Canada’s *National Post* declared that the

Montreal melon had been “rescued from culinary oblivion.” “And then by 2005, nobody was interested in it anymore,” says Taylor.

A newsletter from 2000 advertises a Montreal melon competition. *The Westmount Historian*

Taylor says that, despite the increased media attention, by 2005 he was the only one growing the melon, and he had trouble selling it. Would-be customers,

who were used to supermarket cantaloupe, balked at its green flesh. “People thought something was wrong with it,” he says.

And community gardeners hadn’t had much success with it. “Properly grown and ripened, it’s delicious,” says Taylor, “but it’s not an easy melon. It’s too big and disease-prone. You get beginning gardeners trying to grow a Montreal melon and it turns out not to taste good or it cracks or it doesn’t mature.” None of the melons at the Montreal Millennium Melon Festival, for example, had reached full maturity — the largest had been only six pounds.

Slow Food Montreal members tried to grow the melon for three years, to no avail. To make matters worse, even seasoned growers had trouble — four out of five summers were too cold and wet to produce a good yield, says Taylor. So he put away the seeds in 2009 and concentrated on other, better-growing crops. And, despite all the “melon mania” that had taken place, no one seemed to notice. The melon, as it had mid-century, made a quiet exit.

From time to time, the melon resurfaces — in the odd nostalgic reference (someone recently started selling a beautifully designed [Montreal melon dish towel](#)) or the determined efforts of backyard gardeners. Francey Kaiser, an elementary school teacher, tried unsuccessfully to grow the melons in her school garden in 2014. “They stayed small and the squirrels ate them,” she says. Her mother, a farmer, had more success growing them on her land, and Kaiser brought the biggest one of her mother’s yield to school and shared it with 50 students.

Melons grown at Green Barn Farm in 2015. *Arthur Gauthier For BuzzFeed News*

Taylor hadn't touched the Montreal melon seeds in six years when Lufa Farms approached him at the beginning of last year, asking him to grow the melon for its food basket subscribers. Lauren Rathmell, one of Lufa's founders, says she was taken with the

“story behind it.” (His son, Nick, started as Lufa’s plant science project manager in March.)

Taylor took out 500 seeds and got to work.

The season got off to a terrible start. It was cold through June, and by the time the weather warmed up, some of the seeds he’d given to Lufa to start indoors had grown melons that were too large for him to successfully transplant. And then the rain came. And the fungal disease came. And the bees didn’t.

One afternoon in early September, Taylor stood in his field admiring his watermelons and various forms and sizes of delicata squash. It had been a good summer for many of his crops. Earlier that day, he’d packed up Asian pears, apples, seedless grapes, clover flowers, Kaffir lime leaves, European pears, and plums for Lufa. But no Montreal melons.

“The vines are pretty well dead,” he said. He twisted off a small cantaloupe, the size of a softball, and pushed into it with his thumbs. Its skin gave way, and he tore it open. It was pale and beginning to rot. “You see here, it’s the green flesh, but that’s pathetic. That’s about the worst I’ve ever seen. Not the right shape, not the right size. The fungus even attacked the melon itself. Terrible, terrible.”

He knew what he could have done for a better outcome. “I would have had to put a row cover on,” he said. “I would have had to give it some sort of seaweed coating or some intervention of some kind. I have some kale and clay there. I could have sprayed that on, maybe beat back the fungus a bit.” But he didn’t want to do it. He’s a freedom farmer.

“You know, why bang your head against nature? The reason the Montreal melon died out is not just because it’s big and it’s hard to grow. The climate has changed. And I’m sure the climate was changing back 60-70 years ago as well and caused a lot of people to say, ‘The hell, I can grow an easier melon!’ That cantaloupe melon that everybody buys that’s salmon-color flesh? You throw a seed in, and it’ll grow.”

Taylor didn’t come out and say it, but it was obvious what he was thinking: Perhaps the Montreal melon no longer belongs in Montreal.

“Next year I’ll focus on the things that were successful,” he said, “so Lufa can feed their basket people with food rather than with thoughts and memories.”

It seems too much about the world and the way we practice agriculture has changed for the Montreal melon to

actually thrive again on its home soil. The conditions that made Montreal prime land for cultivating the melon no longer exist. It might as well be just another food we import.

An 1887 ad for the Montreal melon. *Courtesy the Boston Public Library*

But the melon, at least, isn't endangered. Seven seed companies in Canada now sell its seeds. And its story continues to

excite urban gardeners — a local lawyer posted on Facebook in September that he was successfully growing 11, and the following month a woman from a seed exchange organization shared one on air with the hosts of a CBC radio show.

"I think as a backyard garden novelty — that's where its place is," says Taylor. To him it's like a work of art, in the sense that "a work of art is really not that valuable. It's all in the eyes of the beholder."

Taylor, though, did what he set out to do. He saved the Montreal melon for a greater purpose — for its genes. "You never know, maybe in 10 years there may be different vectors of disease that won't bother it, and it'll bother most other genetics in the cantaloupe family," he says.

If, in the future, Taylor is craving the taste of the Montreal melon, he'll just grow the mini one. He's done with the original, he says. "I'm not going to bother with the Montreal melon in the future," he says. "You know, I'm just not interested. I did my job."

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Neatorama   



Main Blog > The Montreal Melon: The Caviar of Cantaloupe

The Montreal Melon: The Caviar of Cantaloupe

Miss Cellania • Monday, January 4, 2016 at 1:00 AM • 4



In the 19th century, a few farming families in Montreal grew a delicious variety of cantaloupe called the Montreal melon. This melon grew quickly to 15-20 pounds, and had a delicious green flesh that became a "snob food" around the turn of the 20th century, on par with caviar and champagne.

As word of the Montreal melon spread, demand grew. By the early 1900s, local farmers were sending regular shipments by train to New England and New York, where upscale restaurants and hotels put them on dessert menus and sold them for up to a dollar a slice — the equivalent of about \$24 today. Because the melons were so large and thin-skinned, the flesh bruised easily. A woven-basket industry sprang up to protect them during transport, and they were packed in short, fine-stemmed hay.

The city took pride in its namesake fruit, and Lazar says that one was sent every year as a gift to the British throne. The Canadian Pacific Railway offered the melon in its formal dining cars, instructing staff to serve it "on cracked ice in a bread tray," accompanied by a finger bowl.

Montreal's famous crop was so profitable that at least one farmer hired an armed guard to protect his fields at night. By 1907 the melons could earn the farmers a couple thousand dollars per acre each season, around \$49,000 in today's dollars. In a 1908 report, the USDA took note of the "melon of unusual excellence," its "fancy prices," and the fact that "even at such prices, the Canadian growers are not able to supply the American demand."

Sadly, the Montreal melon was a victim of the shift to industrial farming in the mid-20th century. The care it required just wasn't scalable. But organic farmer Ken Taylor is trying to bring the melon back from the brink of extinction. [Read about the fussy Montreal melon and its potential future](#) at Buzzfeed.

Tags: [Melon](#), [Cantaloupe](#), [Montreal Melon](#), [Heirloom Crop](#)

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Comments (2)

Newest 2

Edward • 04Jan16 7:57am • 0

Reminds me of the Pecos Cantaloupes.

debraaubin • 05Jan16 8:44pm • 0

Surprised to see my father Fred Aubin quoted, one of the original growers of the melons. Interesting article but not 100% accurate, the final verdict was that the recovered seeds were not 100% Montreal Melon but a hybrid cross with the nutmeg melon. Got a freezer full of seeds, never able to grow one more than 10lbs and even that was a summer of 24/7 effort.

Commenting is closed.



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Abstract

1. Introduction
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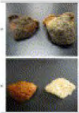
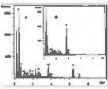
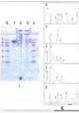


Table 1
Table 2



Food Research International

Volume 38, Issue 10, December 2005, Pages 1125–1134



Characterization of the edible bird's nest the "Caviar of the East"

Massimo F. Marcone
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Abstract

A few species of swiftlets (genus *Aerodramus*) build edible nests that are consumed by humans worldwide, as a delicacy known as the "Caviar of the East" or as a medicinal food. This study reports on the compositional properties of two types of nest, the white nest and the red "blood" nest. The order of composition (from lowest to highest) was found to be identical for both types of nests, i.e., lipid (0.14–1.28%), ash (2.1%), carbohydrate (25.62–27.26%) and protein (62–63%). It was also found that both nests share a common 77 KDa protein that has properties similar to those of the ovotransferrin protein in eggs. This protein may be partially responsible for the severe allergic reactions that sometimes occur among young children who consume edible bird's nest products. It was found that SDS–PAGE electrophoretic fingerprinting might serve as a useful analytical technique for differentiating between white and red nests and for determining if the more expensive "blood" nest was adulterated with the less expensive white nest. Also evaluated were different analytical methodologies for detecting adulterants. Three of the most common adulterants found in retail bird's nests are karaya gum, red seaweed, and tremella fungus, and they are routinely incorporated during commercial processing prior to final sale. Using crude protein determination, it was found that these adulterants (which typically accounted for 2–10% of the finished nest), reduce the overall crude protein content of the genuine white bird's nest by as much as 1.1–6.2%. A modified xanthoproteic nitric acid test for proteins proved to be a rapid, and simple test to detect adulteration in both whole and finely ground nests, and would be suitable in the field where analytical facilities are not readily available.

After simple nitric acid treatment, visual examination and comparison of whole nests adulterated with karaya gum, red seaweed, and *Tremella* fungus against the authentic white nest revealed that levels of adulteration as low as 1.7%, 1.8%, and 3.5%, respectively, could be identified visually. In the case of finely ground nests, the visual detection level was higher for all three adulterants: 1.1% for karaya gum, 1.2% for red seaweed, and 2.0% for *Tremella* fungus. The use of a reflectance colourmeter rendered this test even more sensitive, allowing detection at even lower levels.

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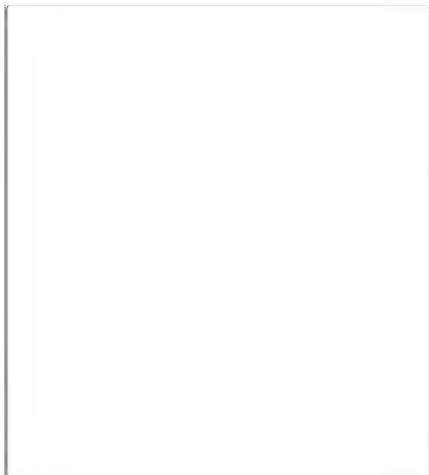
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Bird's Nest: The Caviar of the East

by Chan, Wendy and Lee J. King

Unusual Ingredients

Fall Volume: 2008 Issue: 15(3) page(s): 9, 10, 25, and 26

Yan wo, or bird's nest, is sometimes referred to as 'the Caviar of the East.' Two reasons, their high cost, and because this food is treasured as a delicacy.

Bird's nest health values appeared in one Chinese medical classic at least three hundred years ago. It was discussed before, and since has a solid place in the treatments and therapies of Traditional Chinese Medicine (TCM). The nests are of swiftlets that are edible. The Chinese believe eating these bird's nest influences lung, stomach, and kidney meridians, and improves appetite and complexion. They commonly use them to aid recuperation from debilitating illnesses because of their easily digestible glycoprotein and other nutrients; also because of their as yet undiscovered bio-compounds.



Edible bird's nests are among the most expensive Chinese delicacies and tonics consumed by man. High quality whole clean white nests can come from Sabah, Thailand, and Vietnam and can retail at well over two thousand dollars a pound. For centuries, Chinese royalty, that is their women, has been known to consume bird's nest to enhance beauty and aid in disappearance of fine facial lines. Their ingestion is also believed to make better skin and complexion. In Asia, bird's nest, perhaps more than diamonds, are a woman's best friend.

EDIBLE BIRD'S NEST are exclusively built by small birds known as swiftlets. They belong to the large family of the common swallow, but only nests from three species are edible. The nests are built from the bird's salivary secretion which is abundant, particularly during breeding season.

These nests, often found clinging to the ceilings of caves as high as two hundred feet, are built by both parents expressly for raising their young. When the hatchlings are ready to fly off, the nests, found in

many coastal caves of South East Asia including Borneo, Malaysia, Indonesia, Thailand, and Vietnam, are then abandoned.

Some of most costly edible nests are known as red blood nests. These are commonly misunderstood (and even have been by this magazine's editor). Many think the red is stains of blood from the birds; however, their reddish hue is not blood. It is simply ferrous material, that is iron from chemical interactions of various natural factors such as temperature, humidity and contents of the cave walls where the nests cling.



BIRD'S NEST, THEIR USES AND BENEFITS have been prized for centuries. They have been used as a highly nutritious healthy delicacy and a therapeutic supplement. With their high glycoprotein content, about seventy percent, and their neutral energetic property, bird's nest can be consumed for a long time and by people of all ages.

Bird's nests are considered neither warm nor cool in Traditional Chinese Medicine (TCM). They are said to boost the immune system, strengthen respiratory functions, and nourish internal organs. They are recommended by TCM practitioners as a cure for bronchial problems such as chronic cough and asthma. Some people use them to complement other treatments intended to combat degenerative diseases. Increasingly, they are used for convalescence, post-natal and post-surgical.

Recent scientific findings about bird's nest characteristics highlight the presence of a unique profile of epidermal growth factor (EGF) believed responsible for repairing skin cells and tissue. This EGF is said to be responsible for their therapeutic benefits including enhancing a person's complexion. In addition, edible bird's nests are said to have the ability to rejuvenate and restore youthfulness and make the skin glow. Chinese and other Asian expectant mothers favor regular consumption of bird's nests because the complexion of the newborn is said also to be enhanced.



Because edible bird's nests can be prepared in many ways, in savory soups, desserts with rock sugar, or infused with herbs, many Chinese and others enjoy bird's nest dishes often during banquets and celebrations. When taken regularly, they are believed to improve a person's overall physical health and their mental dexterity.

TECHNIQUES OF HARVESTING edible bird's nests include use of highly trained collectors, sometimes known as 'Spidermen.' Typically, they inherit their jobs and learn skills necessary for these jobs from their fathers. They are reputed to be most agile in scaling dark cave walls.

Harvesting is done in several ways, depending on the cave's location, ground elevation, and other geographic considerations. In caves where the ceilings are low, bird's nests are gathered by hand. In taller

caves, bamboo scaffolds and wooden walkways are built so that harvesters can reach the nests. These collectors can be suspended by rope or vine for security purposes as they scale caves and put the nests collected in small bags they carry with them.

Some swiftlets have found the eaves of abandoned coastal houses favorable for building their nests so some houses are commercially constructed especially for the swiftlet; the express purpose for harvesting nests they make on them.

TECHNIQUES OF PROCESSING are minimal for whole nests with few feathers, that is if they are white and relatively clean. Nests with lots of feathers, known as black nests, need extensive processing in what is considered a cottage industry. Typically this is a long, tedious, and labor-intensive task. Generally, a space in a building close to the where the nests are gathered is transformed into a simple factory. There, workers devote themselves to cleaning, drying, sorting, grading, and packing collected uncooked nests.

First, black nests are washed and soaked with warm water for up to forty-eight hours. Hot water can cause nests to expand and their strands to unravel. Too little water makes it difficult to extract the impurities. Next, tweezers are used to pluck the feathers and other foreign particles from the wet nests. Workers are trained to pick out only impurities and not destroy or remove actual nest strands. Hard corners of the nests are trimmed and removed using scissors.



Once the nests are completely cleaned and trimmed, their long strands put into cup-shaped metal molds; see an illustration of them on this page. This helps them retain their original shape; and they are air-dried without heat. Once dried, they are graded and packed for shipping. Each piece of processed, dried, raw bird's nest usually weighs about three and a half to four grams; that is twelve- to fifteen-tenths of an ounce. To process a batch of black nests from raw to dried and to clean them can require three or four days.

PREPARING RAW BIRD'S NEST can be done in two ways. Premium white whole nests are made to look like a halved cup putting them in to a wire frame to shape them. The more affordable black nests are dried and molded into flat leaf-like pieces. To prepare them, the nest is rinsed quickly and then soaked in warm water to allow it to expand. Then it is either steamed or double-boiled for at least two hours. Tools and types of molded bird's nest are also illustrated on these pages.

There are many recipes that use bird's nests including those serving them as a soup, typically with lean chicken. Sometimes, other ingredients are added to enrich the soup. Many people love bird's nest in dessert. One simple way is to add rock sugar with or without fruit. Some people add pitted dried red dates, lotus seeds, even white fungus. Others add coconut milk or pieces of other fruits such as papaya, mango, or pear.

Today, bird's nests can be pre-prepared and bottled for convenient culinary usage. It is important to purchase reliable brands ensuring that bird's nests are of high quality. Purchasing reputable bottled bird's nest is not only easy but it assures that the contents are made using real high quality edible bird's nests.

CONSERVATION AND SUSTAINABILITY is an important consideration these days. After the hatchlings have matured, their feathered parents abandon the nest. A new one can be built for the next breeding season. When abandoned, the nests are harvested and the swiftlets not harmed. However, because nests are so prized and very expensive, there is a risk of over-harvesting.

To protect these swiftlets and their habitat, most countries where bird's nests are harvested, have laws about collection practices. Sarawak, for example, allows black nests to be harvested only at seventy-five day intervals. In Vietnam, collection is allowed only twice a year. As a result of these and other regulations, the quality of the nests in these places are said to be superior.

In recent years, more commercial swiftlet houses have been built for what is called 'ranching.' These buildings mimic natural cave environments with optimum humidity, light and noise levels carefully maintained and monitored. Workers are trained to manage these homes to avoid harm to the birds by pests and predators. **SWIFTLET CAVES IN THE MALAYSIAN PENINSULA** do not produce a significant number of edible bird's nests. However, the commercialization of farm-raised ones is rising in popularity. As early as the turn of the 20th Century, edible nest swiftlets were discovered in houses in Penang, Malacca, and Kuala Trengganu. In the past twenty years, more pre-war houses were frequented by swiftlets from Indonesia. These birds favor houses near rivers and the sea. On this country's east coast, these birds are found in Kota Bahru and Kelantan shop houses. On the west coast, high concentrations of these birds are now found in areas such as Sitiawan, Alor Setar, Penang, Nibong Tebal and Malacca. Sabah & Sarawak in East Malaysia have been a source of excellent white and black nests for decades. The government regulates all the caves in Borneo.

INDONESIAN CAVES were prime supplier of bird's nests, that is since the discovery of quality edible nests four hundred years ago. However, due to over-harvesting and pollution, the quality of the nests here less than previous ones. These days, black nests from Indonesia tend to be smaller, lacking in long strands, and often unable to withstand cooking while white nests from natural caves are getting scarce. Thus, the focus tends to be on farm-raised swiftlets. For these, the Indonesians are pioneers.

THAILAND CAVES have whole white nests, big and thick, and most can withstand cooking. Nests found in Thailand are yellowish, their color tends to change to red upon exposure to light. Since most of the nests are harvested near coastal caves and islands, these nests have

a seafood taste and aroma. Thailand is not a major producer, but it does produce a rare black nest that has interesting shining hues.

VIETNAM CAVES comply with bi-annual harvesting conservation laws. These have yielded very high quality whole white nests with thick and big strands. The Vietnamese whole white nests are popular, many exported to Hong Kong, China, and the United States.; they command premium prices. Black nests from Vietnam are sold to Sabah and Sarawak for nest pieces.

BOTTLED BIRD'S NESTS are a modern innovation of a classic delicacy. Along with shark's fin, dried abalone and premium sea cucumber, bird's nests are frequently on the menu at exclusive banquets. They reflect the status of the host. Today, while the price has not come down, modern technology in processing and marketing means bottled bird's nests are becoming easily accessible. More individuals are using them as a regular supplement, in desserts, and in other dishes. These bottled bird's nests come in a variety of flavors, some without sugar, some with added herbs or nutrients including ginseng. One popular way is to add some bird's nest to congee or soup. One only needs to warm up the contents in the bottle before consuming or adding to other foods.

The editor advises, that in the next issue, several bird's nest recipes will be provided, and a major book about them and other dried foods written by Chef Tsoi will be reviewed. In the meantime, enjoy the congee recipe that follows, and check the online index listing at www.flavorandfortune.com and cookbooks for other bird's nest recipes.

Wendy Chan, founder of Definity Marketing, a food and beverage business consultancy promoting foreign trade development organizations co-authored New Asia Cuisine and co-founded Savory Productions. Jok-Keng Lee, a registered Traditional Chinese Medicine practitioner (TCM) with the Malaysian Ministry of Health is a Diplomat of the American Association of Oriental Medicine. He operated a Chinese herbal clinic, and authored four books about TCM, and he manages the TCM technical development section of Eu Yan Sang International in Singapore. Information provided in this article is courtesy of Eu Yan Sang; their website is www.euyansang.com

Note: The recipe that follows, recommended by the article's authors, is from *Look and Cook with Annie* by A. Leong, edited by Celine Lin, and published in Hong Kong by Annie & Friends Limited © 2006. It says the recipe is from Annie's Sifu, Chef Lee Yuk Hang. We say it was rewritten for you in the style of others in *Flavor and Fortune*. The editor advises that other bird's nest recipes have appeared in *Flavor and Fortune* in Volume 3 (2): 19; Volume 4 (1): 7 and 22; Volume 7 (1): page 13 and 14; and in Volume 13(3): page 21. Several others will appear in the next issue along with a review of two books about popular dried foods.

Bird's Nest Congee II

Ingredients:

2 ounces bird's nest
1/4 teaspoon salt
1/2 teaspoon minced fresh ginger
1/2 teaspoon sugar
1 teaspoon Chinese Shaoxing wine
1 teaspoon cornstarch
6 to 8 ounces potatoes slivered, then boiled until soft, and drained
2 ounces chicken breast, minced very finely
4 cups superior stock
1 egg white, lightly beaten
1/4 cup Jinhua ham, minced

Preparation:

1. Soak the bird's nest in cold water for two hours, then drain. In a saucepan, bring four cups of water to the boil, turn off the heat, and add the bird's nest. Cover and let this stand overnight.
2. Drain the bird's nest using a fine strainer, then sprinkle the salt onto it. Gently squeeze the bird's nest to remove any remaining water.
3. Inspect the bird's nest to make sure it is clean and free of any feathers; should you find some, use a tweezer to remove and discard them.
4. Put the bird's nest, ginger in a bowl and cover with aluminum foil. Steam overboiling water for thirty to forty-five minutes; remove bowl and stir bird's nest into a large pot.
5. Add sugar, wine, cornstarch potatoes, chicken breast, and superior stock and stir vigorously as it is brought to a boil. Then beat in the egg white, and remove the pot from the heat. Pout the contents into individual serving bowls, and garnish with a teaspoon of the minced ham, and serve.

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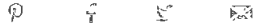


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THE BLOG

The Caviar of Subways: Russia

11/26/2014 02:32 PM ET | Updated Jan 28, 2015



Ana Garcia

Emmy award-winning TV journalist and correspondent to Ina Garcia is now doing a little good along the way.

If you are traveling to St. Petersburg, Russia most everyone will say, you must see The Hermitage Museum, the Faberge Collection and Catherine Palace. Yes, you must, but you should also ride the metro because it's so unexpectedly beautiful.

Nothing could have prepared me for the beauty, majesty and elegance of the metro in St. Petersburg. It's stunning. The platforms are covered in marble and bathed in light from chandeliers.

Ana Garcia at Kirovskiy Zavod station St. Petersburg, Russia



By comparison, I grew up in Queens, New York riding the E, F and 7 trains where the ambiance could have been described as an exposed flickering light bulb reflecting off the backs of scurrying rats.

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The St. Petersburg's metro was built in 1955 at the height of the Cold War. It is one of the deepest subways in the world which is why it doubles as a nuclear bomb shelter. It's always nice to know there's a bomb shelter handy when you're in Russia.



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While the 5 subway lines cover a lot of ground, reading the map and station stops can be challenging if you are not familiar with the Cyrillic alphabet (writing Americans can't read).

Fortunately for me, I hired a private guide, Anna Glushkoff.

She was fantastic, well educated, elegantly dressed and a walking encyclopedia of Russian history. Anna laughed when I told her I wanted to ride the subway.

I love riding mass transit everywhere I travel: light rail in Istanbul, ferries in Bangkok, and the legendary Tokyo subway at rush hour. It's the only way to see how people really live.



I am pretty adventurous and usually do these things without guides, but Russia is tricky because unless you have a blanket visa, your movements are restricted. It's so quintessential Russian.

If you are traveling from the US you will need a visa for Russia. If you plan way, way in advance, which I never do, you should be able to get a blanket visa from the Russian consulate. Emphasis on should.

For many travelers, getting a Russian visa is not easy or cheap. Visa companies can charge more than 400 US dollars in processing fees.

Another option is to get a limited visa from a travel agent in Russia. This visa should be free and will permit you to travel only when accompanied by an approved tour guide.

With tour guide Anna Glushkoff at Hermitage Museum



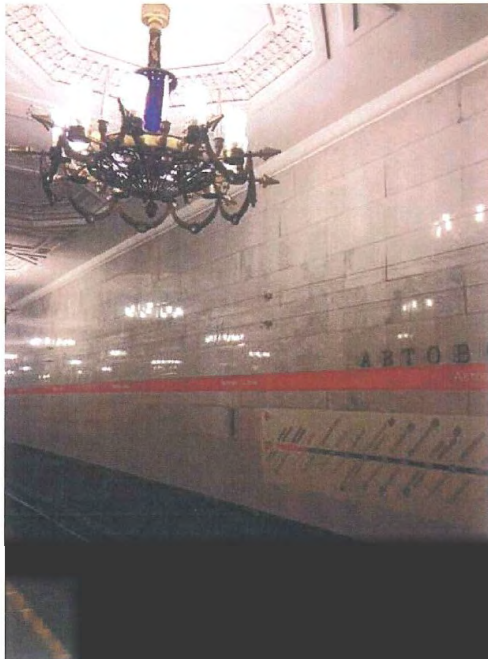
Honestly of all the options, this one was the easiest for me because I traveled to Russia on a cruise ship, the Seabourn Quest.

View of St. Petersburg from Seabourn Quest at dinner



We spent 3 days in St. Petersburg which was the perfect amount of time to see all the major sights. St. Petersburg is on the Neva River and scattered over a series of canals, so a small cruise ship, like the Quest, is perfect.

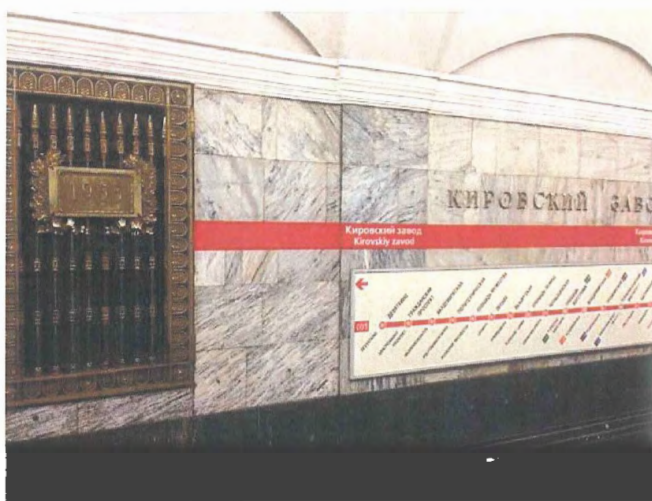
A token for the metro costs 28 roubles which is about 65 cents US. That's a bargain compared to the London Underground and the Paris Metro. I don't care how much you romanticize about Paris, their metro is dirty and not as beautiful.



Avtovo station is the crown jewel with wide chandeliers hanging over the tracks from stunning ceilings decorated with cornice moldings. Tired of waiting for your train, lean on one of the many ornate marble columns.

It's hard to believe that Russia, a country known for its utilitarian approach to all things social has what maybe be the most opulent subway in the world.

It's worth your roubles to check it out.



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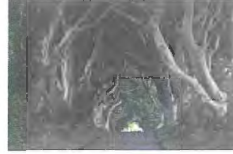
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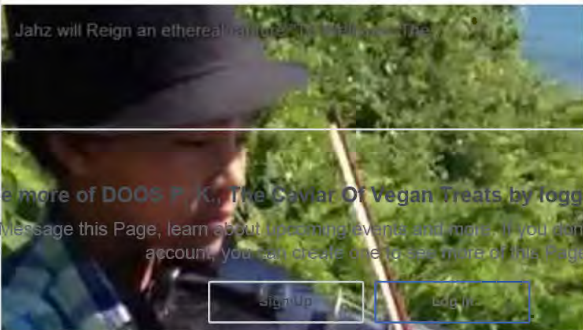
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#2016WorldSeries has the essence of #BostonRedSox #MLBChamps with the #ChicagoCubs #TheoEspien, #JohnLester, & #QuintinBerry vs. #ClevelandIndians #TerryFrancona #CocoCrisp & #MikeNapoli to make N.E. fans joyous :)



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DOOS P. K., The Caviar Of Vegan Treats History is made in the USA yet

again...112 World Series Won by a team who waited 108 years. THE

#CUBSWIN!

November 2 at 9:51pm



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October 24 ·

Everyone have a safe and #HappyHalloween! #DOOSPK is never a Trick always a #SWEETHOT Treat...gives you something very #NutritiousToEat to #DipltInfuseltandDrinkIt for all occasion at any time

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#DOOSPK had a #SWEETHOT time and season at Union Point MA festive venues managed by two great #Women, Nicole & Marissa



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Union Point MA and Cheryl Nicole like this.



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Come join us for some #FallFestival on Saturday. Family & Friends will love to experience this event!me hosted by @UnionPointFarmersMarket



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DOOS P. K., The Caviar Of Vegan Treats Up close & uniquely personal :)

September 18 at 6:44am

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September 11 ·

A day we as Nations United will never forget. How it defines you will always be felt as the United States of America.

NEVER FORGET.
09.11.2001

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I am out of the business, you can hook me up with your wholesaler. Joe... See More

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September 2 ·

A #SWEETHOT jest from a @FranklinFarmersMarket customer getting her DOOSPK treat: "A Firefighter found out his family is having twin boys, decides to call the 1st "Hose-A" & the 2nd "Hose-B"...LOL, cute.

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August 27 ·

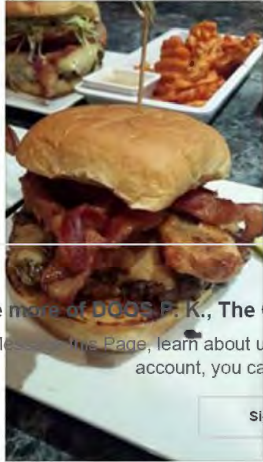
Lady Debra, Market Manager of the #NatickFarmersMarket, the eldest daughter in her family, shows her #MasonicLight In the memory of her beloved Father, Brother Joe Greenburg



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August 24 ·

#SWEETHOT #FlavorfulBite, Fat #Elvis #Burger topped with #Bacon, #PeanutButter & deep-fried #Banana Kings Dedham



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 **Jacqueline Noel** Yum! Nom! My coworker just asked " Where is that ? My response Massachusetts llmbo Too far away! 😂
August 25 at 9:36am

 **DOOS P. K., The Caviar Of Vegan Treats** LOL
1 · August 25 at 10:24am

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August 21 ·

#TheWorldIsMyOyster with the i#SpicyDeliciousness Flava from @DOOSPK! @PilotHouseRestaurantandLounge in Sandwich, I see food to dine for with our distinctive #SWEETHOT #Condiment.



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August 20 ·

A #SWEETHOT thought to enforce for all our #Independence towards #Freedom: #EliminateTheThreat, #SeeSomethingSaySomething when it comes to #HomegrownTerror! We are all #Soldiers when it comes to our Nations & Country!

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DOOS P. K., The Caviar Of Vegan Treats
August 17 ·

The "Leg Work" is done for You, so "Don't Pay An Arm & A Leg" for #NutritiousDeliciousness. Get a "Leg Up" on our #EuphoricKick flava from the spicy #SuperFood of @DOOSPK as a #FRESHhhh #Drink!



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Chris Truini and Bob Barrett like this.

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The caviar of proteins

From [Regional Wrap \(/programmes/regional-wrap\)](#), 9:36 pm on 25 November 2016



Cattle Photo: courtesy Beef and Lamb NZ

Industry leaders from seven top beef-producing nations have been in New Zealand to discuss the trials of farming beef and selling it to the world.

Between them, the members of the International beef Alliance (IBA); New Zealand, Australia, the United States, Mexico, Canada, Paraguay and Brazil produce more than 60 percent of all beef consumed in the world.

Animal welfare, increasing beef consumption, beef farming's impact on the environment and competition from other proteins were on the agenda.

Access to trade and the Trans Pacific Partnership (TPP) were also hot topics.

Beef farmers in the United States are vowing to keep fighting for trade liberalisation despite Donald Trump's announcement he will withdraw his country from the TPP trade deal on his first day in the White House.



I.B.A Photo: RNZ/Carol Stiles

The farmers' industry organisation the National Cattlemen's Beef Association (NCBA) had been lobbying hard for the deal in the hope it would come before Congress and be ratified before the new administration is sworn in January.

The NCBA's Kent Bacus, who attended the IBA, says his organisation will continue to pursue TPP or any other trade agreement that will tear down the tariff and non-tariff barriers to trade that put U.S. beef at a competitive disadvantage.



Cattle Photo: courtesy Beef and Lamb NZ

"It's important our congress understand that if they fail to move forward with TPP then the United States is ceding all of our influence in the South Pacific to our competitors and most importantly to China."

Kent says last year the US exported beef worth \$1.3 billion to its largest market, Japan. It also faced a 38.5 per cent tariff and was only allowed to export animals of a certain age.

"Those restrictions are not based on free market principles or sound science." He says the trade restrictions limit the USA's ability to meet consumer demand in foreign markets.

'Caviar of protein': Old Mill Creek store stocks exotic meat



Beth Kaplan, a co-owner of Blackwing Meats and Old Mill Creek Country Store, talks with Andrew Lawrence, one of the butchers near the store's meat counter. (Angelica LaVito / Lake County News-Sun)

By **Angelica LaVito**
News-Sun

JULY 18, 2016, 1:07 PM

Old Mill Creek Country Store's meat counter looks like a normal meat counter. It displays ground beef and beef steaks, but unlike most others, it also displays ground bison, elk steak, venison striploin and wild boar Italian sausage.

The products shown are just a few of the offerings from its sister company, Blackwing Meats. When husband and wife owners Roger Gerber and Beth Kaplan say they offer everything from tongue to tail, they really mean it.

ADVERTISING

"When people ask us if we have tongue, we say, 'Don't give us any lip,'" Gerber said.

As Americans grow increasingly health-conscious, alternatives to unhealthy foods have become more popular. Some people who love beef but not the calories and saturated fats have turned to exotic meats for a substitute.

Bison has become a common alternative to beef. It tastes nearly identical but contains less fat and calories. Demand for it has grown in the double digits for the past six years, according to the National Bison Association. Blackwing distributes between 10,000 and 15,000 pounds of it per week.

"I do tell people that bison is a much better alternative than higher-fat beef products," said Colleen DeBoer, a clinical dietitian at Northwestern Medicine Lake Forest Hospital and Northwestern Medicine Grayslake Outpatient Center.

Gerber and Kaplan live and encourage healthy lifestyles. They began distributing ostrich meat in 1997 from a kosher farm in South Dakota. The farmer convinced them to get into the bison business, and they continued to expand. They now offer beef, bison, elk, venison, antelope, lamb, pork, wild boar, chevon goat, ostrich, emu, chicken, turkey, pheasant, guinea and Cornish hen, goose and quail, and Muscovy, Pekin and Rouen duck.

Blackwing's supplies more than 3,600 retailers and restaurants including the Signature Room on the 95th floor of the John Hancock Building. The company also fills online orders nationwide, and it opened Old Mill Creek Country Store in April so local customers could buy their meats in person.

Gerber and Kaplan ran the business out of their garage and caretaker's home at their Antioch house before they opened the 24,000 square foot retail store, processing center and office.

"People come from Chicago. People come from Deerfield, and Deerfield has a magnificent Whole Foods right on Deerfield Road," Kaplan said. "They all come because the pricing and they can't find the meats we have at Whole Foods."

New customers who come into the physical store may have never tried or even heard of some of the products and are sometimes afraid to try them.

"Fear is the unknown. And part of the problem is because they've never either eaten or prepared bison, elk, venison, antelope, wild boar, it's gotta be mystical and mysterious," Gerber said. "The fact of the matter is they're part of the venison family or they're part of the bovine or they're a hog. There's not much difference, beside maybe you cook it a little faster."

Mikki Markowicz drove past the store all the time on her way from her Lake Geneva home to her clients in the Chicago suburbs. She decided to stop in one day to see what was going on inside.

Since that first visit, Markowicz has tried all of the exotic meats. Her favorite is bison, though she loves them all.

"I'm in here every week," Markowicz said.

She loves to cook and has prepared the different meats for her friends and relatives. So far, "everybody loves it."

The only exotic meat that flopped at Blackwing is alligator, according to Gerber.

"It's garbage," Gerber said. "It tastes like rubber."

Bison is the most popular of Blackwing's exotic meats. Though the company got its start selling ostrich meat, ostrich farms have dwindled over the years, causing the price to skyrocket.

"Ostrich is the caviar of protein," Kaplan said. "We used to sell it to restaurants, but we can't supply it."

Blackwing still sells ostrich, but elk has replaced it as an accessible high-protein, low-calorie red meat option. Some elk can taste gamey, but Kaplan said the elk Blackwing sells "flies out the door."

"If it didn't have a label on it, you would think it's beef," Kaplan said.

For now, Gerber and Kaplan are focused on making the new store successful. They are interested in expanding in the future, Kaplan said, and they already have offers on property in Chicago.

Angelica LaVito is a freelance reporter for the News-Sun

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Travel +

Live TV



Ultimate Japan Wagyu beef guide

by Brandi Goode, for CNN

🕒 Updated 4:09 AM ET, Tue February 10, 2015



Photos: The ultimate guide to Japanese beef

Wagyu beef – Wagyu's most striking characteristic is pervasive marbling. Achieving evenly distributed fat is a slow process. Wagyu cows are typically bred for upward of 30 months.

1 of 8

Story highlights

Wagyu, which means "Japanese cow," is considered the caviar of beef in Japan

The striking characteristic of Wagyu beef is its pervasive marbling

Wagyu beef and Kobe beef are not the same thing

This story, and several others on Japanese food, complement the CNNGo TV series. This month's show features a culinary journey through the country, including a visit to the home of Kobe beef and a meeting with the founder of famous Ichiran ramen shop. See more of the show here: www.cnn.com/cnngo

(CNN) — After sushi and ramen, Japanese beef is on the list of must-eats for many visitors to Japan.

But other than knowing that it tastes great and costs a lot, many tourists turn up with little knowledge of what to expect from Japanese beef.

Considered the caviar of beef in Japan, Wagyu (which literally means "Japanese cow") refers to specific breeds of cattle that come from a direct, traceable and pure bloodline.

There are four Wagyu breeds: black (accounting for more than 90% of Wagyu beef), brown/red, shorthorn and polled.

In recent years, efficient marketing efforts have elevated Wagyu to near-divine status among foodies.

But they've also led to confusion about what Wagyu is and what separates Wagyu beef from the even-more heralded Kobe beef.

Here's help for beef eaters visiting Japan.

What is Wagyu beef?

For more than 200 years during the Edo Period (1603-1867), Japan's isolation from the outside world ensured the purity of its livestock, which over time became more and more homogenized.

When the country opened to world trade in the subsequent Meiji Era, Wagyu breeding accelerated.

Unlike cattle in other countries, which are often bred for a range of traits, Wagyu were and are raised with one goal in mind: supreme flavor.

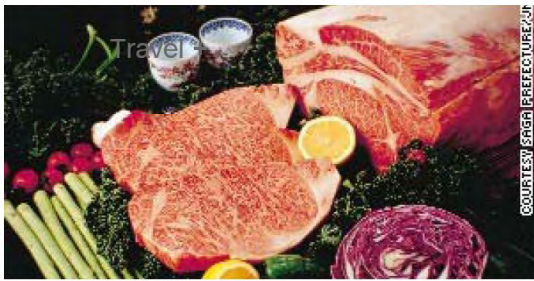
"Genetics is everything," says Jason Morgan, owner of [The Meat Guy](#), a Nagoya-based meat importing business.

Wagyu's striking characteristic is its pervasive marbling.

Achieving optimum and evenly distributed fat is a slow process.

Wagyu are typically bred for upward of 30 months.





The marbled texture of Saga beef, from Kyushu, gets high marks in Japan and abroad.

By contrast, most United States Department of Agriculture (USDA) beef comes from cattle that's about 22 months old.

The fattening period is longer than it is on most Western ranches.

Wagyu cows eat plentifully and frequently.

Japan's lack of vast pastures means Wagyu tend to live a sedentary life, which also contributes to generous marbling.

[MORE: Adventures in ramen: Japan's ever-changing soup scene](#)

Wagyu grades

Japan has a sophisticated numbering system for tracing each piece of beef produced.

The National Livestock Breeding Center (NLBC) maintains records on each cow's ancestry, birthplace, ranch location, fattening days and other details.

Restaurants can usually provide a 10-digit tracking number for any steak upon request, which has a code that links directly to the NLBC database.

In addition, the Japan Meat Grading Association gives each carcass a score based on its yield (A-C) and level of marbling, firmness, color and overall quality (1-5), with A5 being the highest possible mark.

Most Japanese Wagyu beef is in the A4-A5 range.

Wagyu yields and pricing

All the care that goes into raising Wagyu cows translates into consumer prices that are typically higher than in many Western countries.

Visitors to Japan should expect to pay anywhere from ¥5,000 (\$46) to upward of ¥15,000 (\$138) per person for a meal of authentic Wagyu beef.

At the Oak Door Steakhouse at the Grand Hyatt Tokyo, meat designated F1 (a mix of two pure breeds, such as Wagyu and Angus) is more popular than pure Wagyu beef because it's cheaper yet still yields good quality.

"Eating Wagyu is considered an investment," says Troy Lee, chef de cuisine at Oak Door. "F1 is the most-consumed beef in Japan.

"For most families, Wagyu beef is a delicacy reserved for special occasions."

Wagyu cows have a high yield of prime cuts.

"In the United States, you can only use three of four cuts for steaks, whereas in Japan you can get high-quality beef from nearly all parts of the cow," says Morgan.

The emphasis is on quality, not quantity.

NLBC figures put the total Wagyu population at around 1.7 million cows as of December 2012, compared to roughly 33 million beef cattle in the United States. Live TV

[MORE: CNNGo in Japan: Wagyu, ramen, sake](#)

How to eat Wagyu beef

Most chefs recommend Wagyu steaks be cooked a little longer than those from Western countries -- medium-rare or even medium. Otherwise, "they can be like eating a stick of butter," says Lee.

Steaks aren't the only way to enjoy Wagyu.

Traditional preparation methods include sukiyaki and shabu-shabu, one-pot dishes that render out more of the fat than grilling.



Sukiyaki: mix, simmer, dip in raw egg, emit murmur of satisfaction☑

sesame or citrus juice.

Wagyu beef myth: Fatty means unhealthy

Health-conscious eaters may be wary of the web of fat (called "shimofuri") woven through slabs of Wagyu.

However, pure Wagyu contains mostly monounsaturated fatty acids (aka "the good fats") rich in Omega-3s.

One study from the Japan Livestock Industry Association says Wagyu has up to 30% more unsaturated fat than Angus cattle.

You may have heard about the fifth "primary taste" on top of sweet, sour, salty and bitter: umami, a term and concept that originated in Japan, which describes a subtle sweetness and aroma.

The presence of unsaturated fats is what makes Wagyu beef so full of umami goodness.

Wagyu cows are rarely, if ever, given antibiotics.

Sukiyaki simmers thinly sliced beef in a pot with vegetables, usually bathed in a sauce made with soy sauce, sugar and sake.

A raw egg is served with the dish, used for dipping the beef after it's extracted from the broth.

Shabu-shabu is a light and healthy meal made with strips of meat even thinner than those used for sukiyaki. The beef strips are briefly cooked in a simmering kombu kelp broth.

Finally, there's beef tartar or "nigiri Wagyu sushi," though this is a relatively rare preparation in Japan.

No matter how it's prepared, virtually all restaurants in Japan have a signature dipping sauce or sauces, which often contain miso,

One of the primary purposes of administering antibiotics, says Morgan, is to make an animal more feed-efficient. **Travel +** Live TV

This philosophy runs counter to the goal of Wagyu ranching, which is to raise fat, hungry cattle.

[MORE: Secrets from Japanese master: How to make sushi](#)

Myth 2: Japanese cows drink beer and get massages

While it's true that the Matsusaka Cattle Council's website advocates using beer to stimulate a cow's appetite in humid summer months and massages for uniformity of fat and improved circulation, it cites no actual case studies.

At best, these techniques may be used sporadically by small-scale farms.

Some ranches may use sake to enhance the luster of an animal's coat and Japanese TV programs have depicted ranches with prongs in cattle pens that animals rub up against to simulate a massage.

But we remain skeptical.

While it's amusing to entertain notions of Wagyu cows happily guzzling beer while receiving rubdowns, there's no evidence to suggest such practices have ever been commonplace.

The Kobe Beef Marketing and Distribution Promotion Association states that neither massages nor the feeding of beer or sake to cows is part of its standard rearing methods.

"How's he going to feel a massage through his leather jacket, anyway?" asks Morgan.

Myth 3: Wagyu beef and Kobe beef are the same thing

A common misperception is that all Wagyu beef is Kobe beef.

In fact, only .06% of beef consumed in Japan bears the Kobe distinction, and only 3,000 cattle each year are certified as Kobe grade.

It wasn't until February 2012 that the first Kobe beef shipment was sent outside Japan -- to Macau.

The first (small) export to the United States was in November 2012.

Wagyu beef types are named for the region in which the cattle are raised, including, confusingly, Kobe.

For the impressive level of marbling in its Wagyu beef, the Kansai region produces the three "king" varieties: Matsusaka, Kobe and Ohmi.

However, beef from other areas can be equally tasty, says Lee of the Oak Door.

Kumamoto Wagyu, for example, comes from the rare Japanese brown breed and is a good choice for those seeking a leaner cut.

Although many ranching outfits in Australia and the United States are now raising Wagyu crossbreeds, only four facilities in Japan are certified to export Wagyu beef to the United States.

So, the easiest and tastiest place to get authentic Wagyu beef remains Japan.

Just one more reason to visit.

[Oak Door Steakhouse](#), Grand Hyatt Tokyo, 6-10-3 Roppongi, Minato-Ku, Tokyo; +81 3 4333 8784
Travel + Live TV



Mom: Daughter cooked to death in sweat lodge



When in Rome



Who will be Donald Trump's real first lady?



Europe is handing Putin a win -- and Trump a headache

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The Wow of Wagyu

by Susan Z. Ritz

Published Spring 2012 in [Vermont's Local Banquet](#)

On an early January morning in Springfield, the snow-covered pastures of Spring-Rock Farm sparkle in the sun and a small herd of cattle dot the fields like black velvet buttons. From a distance, it's hard to tell that these animals are anything out of the ordinary.

They are, however, Vermont's first herd of 100 percent Wagyu cattle, a Japanese breed that is prized for its succulent, heart-healthy, high-end cuts of beef, found in the world's foremost restaurants and steakhouses. According to Spring-Rock owner and farmer Sheila Patinkin, they are the caviar of the beef world, yielding filets and steaks so tender you can cut them with a fork. The magic, Sheila explains, is in the intramuscular fat, which delivers not just superior taste and texture, but also a good dose of Omega-3 fats, the fatty acids found in salmon and nuts that are essential to brain development and the prevention of cardiovascular disease. It's no wonder that discerning chefs and diners alike are willing to pay top dollar for the famed Wagyu (also known as Kobe) beef, which is attracting the attention of a few Vermont niche farmers like Sheila and her neighbor Mary Beth Fischer.

....

Six years ago, after her husband unexpectedly passed away, Sheila Patinkin returned home to family and friends in Vermont from Chicago, where she had lived for more than 30 years. A pediatrician who went to medical school while raising four children, she knew little about farming but a lot about hard work and determination. When she found a farm for sale just down the road from her alma mater, Springfield High, she immediately felt at home. Originally known as the Fletcher Farm, it was established in the 1790s in the Parker Hill settlement and is now listed on the National Register of Historic Places. Today it consists of 100 acres straddling the Springfield-Rockingham line (hence the farm's name, Spring-Rock), with idyllic views of the Connecticut River and New Hampshire beyond. A large lilac bush planted in 1790 by Mrs. Fletcher, the original owner, still flourishes just outside the kitchen window of the restored farmhouse.

Once on her new land, Sheila, now an energetic 59, began to look for ways to make her new farm both economically and environmentally sustainable. "I thought maybe raising sheep would be fun.

They would look beautiful, not big and intimidating,” she laughs. Then she met her neighbor Mary Beth Fischer, an experienced farmer and livestock handler. Mary Beth, who has raised Simmental and Angus since 1983 and now also has her own herd of half Wagyu, convinced the newcomer that cows were the way to go. Sheila's father-in-law had raised Red Angus on his farm in Illinois, so she was not unfamiliar with cattle, but she wanted to explore the idea further.

She took a trip to visit a cousin on his ranch in Montana and he enthusiastically suggested that she invest in Wagyu, a breed he himself was raising. “I spent the whole day touring his farm, asking a thousand questions. Then he served me a Wagyu hamburger and I thought, wow, these are really good! I’d eaten a lot of different kinds of beef on my father-in-law’s farm, but always thought beef was beef. These were completely different.”

Back home she discovered that Wagyu, which means Japanese cow, were originally bred in the late 1800s in Japan as draft animals, crossing Asian and European cattle including Holstein, Simmental, Swiss and Angus until the breed was well established and closed to outside bloodlines in 1910. The breeding produced an animal with the high endurance and quick energy needed to pull carts and plows or serve as pack animals. Their power derived from the deep intramuscular monounsaturated fat that makes them so highly sought after today.

Sheila's cattle are rich chocolate brown, deep-chested, and small-rumped, resembling their distant cousins the Holsteins. Their stature makes them good breeders that give birth easily to relatively small calves with an average birth weight of 65 pounds. “Also,” Sheila says, “unlike most American and European breeds of cattle, the Wagyu have gentle, docile temperaments. Out West you never handle the beef cows except to castrate them. They’re totally wild. My animals you can get up close to, touch them. They’ve gotten even more friendly over the years.” Mary Beth, who began breeding her own herd of half Wagyu-half Angus just before Sheila, thinks it is more a chicken and egg thing. She believes the cows are quieter because they are handled so often on small farms. Touching does seem to be a key ingredient for the Japanese farmers who are said to massage their Wagyu with beer and sake to develop the shiny, healthy coats that signal superior meat to the Japanese market.

As Sheila learned more about the breed, she also discovered that acquiring stock was no easy task. Except for a few bulls released to the U.S. in the 1970s and again in the 1990s, Japan has slammed the door shut on exports of livestock, embryos, and semen of this breed they consider a national treasure. Today, there are only 200 registered U.S. breeders, mostly in the Northwest and Texas, with a total of only 3,000 to 5,000 head of cattle compared to the U.S. Angus herd that totals 30 million. Most of the western Wagyu are actually crossed with Angus (the USDA allows beef with 50 percent Wagyu to be sold as American Wagyu or American Kobe). Because there are so few, a full-blooded heifer for breeding can cost between \$5,000 and \$13,000, and some go for as much as \$30,000, as compared to \$2,000 to \$3,000 for an Angus breeder. Low supply, high demand, and the superior quality of the meat all play into the high price that customers pay for Wagyu on their plates. Sheila plans to sell her 100% Wagyu beef for prices ranging from \$6 to \$8 a pound for hamburger up to \$50 a pound for high-end steaks, considerably less than Wagyu is advertised for online, but certainly more than you would pay for conventional prime Angus.

Eventually, Sheila bought one steer from Washington State, but her herd really began in 2009 when she acquired 13 embryos and implanted them in Jersey surrogate mothers. “They’re great mamas. They raise the babies as their own and even have milk left over for us to use on the farm,” she explained. After adding another herd from Washington, she now has 28 heifers. This year they produced a crop of 19 calves, including a set of twins. Ideally, she’d like to grow her herd to 24 head,

giving her one a month to sell to restaurants, a female to sell as livestock, and a couple of heifers left over for breeding.

Using this three-pronged strategy of selling embryos, livestock and meat, Sheila, with the help of her assistant, seventh generation cow handler Phil Ranney, hopes to make Spring-Rock Farm economically self-sustaining by 2013. Their success will rest on both nature and nurture. “The ‘wow’ in the meat comes from how we breed and how we feed,” Sheila says. As a pediatrician, she specialized in genetics, and this has helped her choose embryos and semen for artificial insemination from cattle that have consistently yielded the well-marbled meat and gentle temperaments that make Wagyu such a valuable breed. Currently, she is building her own embryo stock, which will be advertised for sale this year. By selling embryos and calves and sharing her own expertise, Sheila hopes to build a vibrant and profitable Wagyu community in northern New England.

....

Raising livestock for sale as meat is another challenge. Sheila and Phil have restored the farm’s neglected 10 acres of pasture through carefully planned rotational grazing, slowly replacing buckthorn and milkweed with a rich cover of clover and legumes. Initially the cattle are grass fed, but as they get closer to slaughter, at two and a half or three years, they are put on a diet of grains and corn for the final six months to improve the marbling of their meat. “We don’t need to feed them beer or sake like they do in Japan,” Sheila says. “Here we have good pasture and I’m learning more all the time about the best grain mixtures to get the highest grade beef.”

A chart of marbling scores on the barn door shows just how the meat will be graded according to fat content. The chart is from Australia, where most of the world’s Wagyu are presently raised. “The USDA only recognizes three levels of prime marbling,” Sheila notes, pointing to the chart’s first two pictures of bright red beef slabs. “But Australians have 12 grades.” She moves her finger up the chart to a piece of pinkish meat deeply interlaced with an intricate network of white Omega-3 fat. This is grade eight, and Sheila hopes her particular methods of breeding and feeding will yield this grade or above.

Finding restaurants to buy the beef, however, has been more of a challenge than she imagined. “It’s amazing with all the hoopla going on about direct farm-to-table, it’s really hard to get their attention.” Because Sheila is selling very high-quality, expensive 100 percent Wagyu, her search for markets has concentrated on New York City rather than the local Vermont market. After many frustrating cold calls to New York’s three-star Michelin restaurants, she is finally in discussion with a network of chefs who are showing preliminary interest in her product. Chef Mike Anthony of Grammercy Tavern recently committed to trying half of her first steer. The other half will be carved in the kitchen of Chef Greg Lang at the Killington Grand Resort Hotel on March 21st, where an educational carving session with a butcher is planned.

Sheila looks forward to the day she can sell her high-end beef locally. In the meantime, to promote sales of Wagyu in Vermont, she is helping neighbor Mary Beth Fischer market her half Wagyu, half Angus cattle in Vermont. Mary Beth had been able to sell her grass-fed Angus and Simmental to local customers but had yet to break into Vermont restaurants with her Wagyu. The two farmers thought lower-priced (\$6 a pound hanging, for retail) but still excellent above-prime cuts of 50 percent Wagyu would do the trick. The women held a Wagyu tasting for a number of Vermont chefs a couple of years ago, using steaks, roasts and burgers from out-of-state producers because they didn’t have their own product yet. A year later Mary Beth finally got an order from The Inn at Essex’s new executive chef Shawn Calley, who had found her card in a drawer not quite emptied by his predecessor. Since then he has ordered two sides of her beef and proudly offers it to customers in his restaurants. In the

informal Tavern, he serves up pub-style Wagyu steak and chips, burgers, and shepherd's pie. He serves the finer cuts in his high-end restaurant Amuse, where he offers only locally raised meats. "I walk around with the beef before I cook it, show the diners what they are eating to educate them about the marbling. I cook it right in front of them and they come away saying it was amazing."

That doesn't surprise Sheila and Mary Beth. They already know they have a superior product and they are proud to bring the wow of Wagyu to Vermont farmers, chefs and diners alike.

Susan Z. Ritz is a freelance writer, creative writing teacher, and community activist who lives with her husband in Montpelier. She tries to eat locally as much as possible and is grateful that she lives in the midst of such abundance.

802-885-7812

P.O. Box 834, 150 Lower Parker Hill Road, Springfield VT 05156

farm@vermontwagyu.com

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Blizzard Warning, Winter Storm Waming

Celebrating wild rice: The caviar of all grains

By Shannon Geisen, Forum News Service on Oct 10, 2016 at 2:06 p.m.

9



Nothing is more Minnesotan than wild rice and hotdish.

Local chefs are challenged to combine the two for prizes—and glory—on Saturday, Oct. 22.

ADVERTISING

A wild rice hotdish contest will be part of Park Rapids' first-ever celebration of the official state grain.

TRENDING

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This Week's Circulars



The Nemeth Art Center, in partnership with the White Earth Nation, Park Rapids Downtown Business Association and Park Rapids Lakes Area Chamber of Commerce, is organizing the "Take a Walk on the Wild Side" Wild Rice Festival.

Food, music, art and presentations are slated for 10 a.m. to midnight Oct. 22 at Armory Square. The hot dish competition will run from noon to 2 p.m.

Award-winning, professional chef and author Amy Thielen will serve as judge.

Winner of the Judge's Award receives a cash prize, while the People's Choice Award recipient earns a gift basket.

Other tasty ingredients may be used in the casserole, but all entries must contain wild rice. Entries will be scored based on taste and texture. In the case of a tie, appearance will be evaluated.

"Wild rice has more protein, a lot more flavor and an important North American backstory: let's start eating more wild rice," Thielen said.

First, buy the right stuff, she advises.

"Real wild rice isn't black; it comes in shades of brown and brunette: golden brown to copper brown, grayish ash to light childhood blond—but it's never shiny ebony black, the color that most people associate with wild rice. That's not real rice: that's paddy rice. It's not gathered via canoes and parched over wood, as wild rice should be, but instead planted in rows and cultivated like a farm crop," Thielen said.

Wild rice, or "manoomin" as the Anishinaabe call it, is the only grain native to North America.

The low-calorie, antioxidant-rich grain isn't rice at all; it's actually a semi-aquatic grass that grows in freshwater lakes, rivers and creeks in about two to four feet of water. It has been a staple for Native American people for 400 years.

Minnesota has more acres of natural wild rice (*Zizania palustris*) than any other state in the nation, according to the Minnesota Department of Natural Resources. The grain has been historically documented in 45 of the state's 87 counties.

Wild rice has a higher protein content than most cereal grains, making it nutritious for both wildlife and humans.

Most notably, "rice from different bodies of water looks and tastes different because each one grows its own variety," Thielen said. "Some rice is long and elegant like basmati, some is short and full like coffee beans."

Festival attendees will have the opportunity to stock up on authentic wild rice, learn how it's harvested and processed, plus discover the "terroir"—French for "taste of its place," explains Thielen—of different strains of local wild rice.

HOT JOBS jobsHQ

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<p>SENIOR COURT CLERK State Of Minnesota - Ninth Judicial District Beltrami County - Bemidji, MN The Ninth Judicial District seeks</p>
<p>Maintenance Vehicle Equipment Specialist GREAT OPPORTUNITY! Maintenance Vehicle Equipment Specialist Diagnoses and repairs diesel and</p>
<p>Route Sales - \$43,700 1st year potential Full-Time with Advancement Potential! FRITO-LAY, INC., a fortune Top 25 Company & leader in the snack</p>
<p>Wiring and Installation Tech I J. Carlson Services is expanding again! JCS offers excellent benefits; health insurance, dental, 401k, paid</p>

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EMPLOYERS

List a job for as low as \$99.95.

Hotdish competitors are responsible for bringing their own equipment and supplies needed for holding, displaying and distributing samples. Plasticware, sample cups and napkins will be provided.

The entry fee is \$10. Register at the Park Rapids Chamber of Commerce by Oct. 20.

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Backstory: Harvesting the caviar of grain

Across the lakes of Minnesota, the soft swish of wild rice against harvest boats is the sound of an ancient but fading tradition.

By **Amanda Paulson**, Staff writer of The Christian Science Monitor | OCTOBER 4, 2006 Save for later

PINE RIVER, MINN. — The wild rice harvest in Minnesota is ending, and Dave Starry is generally pleased. He and his nephew, Derek Starry, managed to shake loose about 4,000 pounds of rice into their flat-bottomed boat over the course of 20 days.

Still, they can't stop thinking about the rice that got away. It was a dry summer, and lake levels were low — meaning rice had lots of shallow water to flourish, but the ricers couldn't navigate the shallows to reach it.

"You could see it standing there and wanted it so bad you could taste it," says Dave, a third-generation logger who grew up ricing. "It was a bumper crop, but a lot we couldn't get to."

Recommended: **Could you pass a US citizenship test?**

Not unlike natives of this region 2,500 years ago, Derek poles their canoe-like boat through shallow water as Dave bends stalks over and beats them with two wooden rods called "flails" or "knockers" to shake the rice loose.

Ricers like the Starrys are a rarity these days. In the 1960s, when prices were high, it wasn't unusual for 15,000 people to buy permits from the state's Department of Natural Resources. This year, the DNR sold about 1,000.


It's exhausting, sweaty work, for little reward — about \$1 a pound, the same price it fetched 40 years ago, before the rise of cultivated wild "paddy" rice pushed prices down. But wild rice



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Could you pass a US citizenship test? Find out.

is valuable to more than the harvesters, and it's been getting increasing focus lately from environmental groups in the state.

PHOTOS OF THE DAY | Photos of the day 02/08

"There's a lot of pressure on wild rice habitat," says Rod Ustipak, who coordinates a rice management program run by the DNR and Ducks Unlimited. Vacationers, he says, want deep clear lakes, not realizing they're an ecological wasteland. They're also impossible for rice grass to grow in.

Mr. Ustipak – a ricer himself – spends much of his time monitoring shallow lakes that seem to be filling in, often from beaver dams or plugged-up culverts, which he or his management team unplug. At the same time, he works through the courts to get certain lakes protected as "game lakes," or to reset legal elevation water levels.

Wild rice, a different genus than traditional rice, is the basis of the food chain in Minnesota's lakes. Many waterfowl eat the kernels, which also decompose and feed invertebrates upon which other birds depend.

"If we didn't have the management program in place, that whole thing would be open water," says Ustipak, pointing out at a lake he monitors, teeming with coots, wood ducks, trumpeter swans, sora rails, and mergansers – and, of course, massive stands of wild rice. "There wouldn't be anything out there except a few odd ducks."

But while he mainly wants to conserve the wild rice habitat for such species, Ustipak hopes to encourage interest among human ricers as well. Ricing is the cultural center of many Ojibwe tribes in the state, and Ustipak sees it as a key to helping to convey the value of the ecosystems.

"You think of these people harvesting rice here 2,500 years ago – it was their lifeblood," he says as he paddles a canoe through Whitefish Lake. "We've gotten so far from the land." He guesses that only a couple hundred thousand pounds of rice will be harvested this year, far from the 3 million pounds often harvested in the '60s and '70s. And native communities worry that the ricing traditions are dying out among young people.

Still, Ustipak is gratified to see so much habitat returning – last year, 8,500 acres of Big Rice Lake were restored to productive habitat – and says that he appreciates the days he can get out and do his own ricing more each year.

"There's nothing else quite like it – the soft swish of rice on the boat, out there with your ricing partner," he says. "Now since there's so few of us, we value each other more."

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Wild Rice History

A brief history about Wild Rice and the Gourmet House family of products ...

Wild Rice, often called the Caviar of Grains, is technically not rice at all. Native Americans considered this water-grass seed a rare gift and called it Mahnomen/Manoomin (the good berry).

With "Hand-Harvested" Wild Rice, the Chippewa and Sioux Indians gather the grain by poling their canoes through the rice stalks growing naturally in the lakes and river; and gently tapping the heads with long, smooth flailing sticks to knock the mature seeds into the bottom of the boat. This is known as hand-harvesting and represents less than 5% of total Wild Rice production. All other Wild Rice is known as "Cultivated". Hand harvested Wild Rice is organically grown.

Wild Rice is often used as a side dish with wild game, duck, pheasant, pork and seafood, especially salmon. It is also used in soups, salads, stuffings and dressings. It blends well with other rice like white or brown, and goes well with mushrooms, cranberries, cherries, apricots, nuts and honey. Wild Rice is indigenous to the Great Lakes region, specifically Minnesota, Wisconsin, Manitoba, and Saskatchewan, Canada.

Wild Rice packs a nutrition punch. It is Sodium, Fat and Cholesterol Free and high in Phosphorous and Potassium.


All Wild Rice is produced from the same seed; the way it is processed and parching results in different products. Wild Rice comes from the field with a 40% moisture content (White Rice is 20%). Parching is part of the drying process, which gives Wild Rice its characteristic smoky, roasted, puffy flavor. At Gourmet House, we use a traditional roasting method.

All Gourmet House products are 100% natural with no additives or preservatives. All are Kosher Certified.

Wild Rice is America's oldest Grain and it is the only cereal grain native to North America. Wild Rice has at least a 10 Year shelf life.

Gourmet House® is Minnesota's Leading processor, manufacturer, marketer, and exporter of wild rice.

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HEALTH

COCAINE – THE CAVIAR OF STREET DRUGS



Cocaine is often insinuated as the “caviar of street drugs,” and it is an expensive way of getting high. Its notoriety is often propagated in movies and by celebrities who can afford this expensive and illegal drug. Classified as a high-abuse and high-dependency risk by the federal government, the reality of this drug hits after the high.

Cocaine has an extremely negative impact on the brain, heart, and emotional wellbeing of an individual such that the users become psychologically and emotionally dependent on the drug. The abuse of cocaine can lead to long-term life-threatening and devastating effects.

Cocaine is an illegal street drug often referred to as "blow" "crack" and "coke" on the streets. It is a recreational drug made by purifying an extract obtained from the leaves of the *Erythroxylum Coca* plant. The two major forms of cocaine are made using different processes. Powdered cocaine, known as coke or blow, is often snorted. It is highly soluble in water. Thus, it can be injected intravenously. Crack cocaine, or "rock," is made through a chemical process that creates a freebase form of cocaine that is smoked. The high or immediate effects produced by cocaine wear off between 30 minutes and two hours after use. When injected or smoked, it causes a faster but shorter high than snorting it.

Cocaine acts on the reward centers of the brain. Stimulating this area with cocaine can produce a strong craving to use more and more of the drug. Repeated use of cocaine causes tolerance where one needs higher and higher doses to achieve the same effect. It then leads to dependence, and finally addiction. No amount of cocaine is regarded as safe.

Statistics of Cocaine Abuse

The statistics of cocaine abuse are staggering. In 2014, about 14 percent of American adults reported having tried cocaine, while one in every 40 American adults reported using cocaine in the past year. Young men aged 18 to 25 have the highest rates of using cocaine, and 8 percent of this population reported using blow in the past 12 months.

Co-occurring Disorders

Drug addiction, especially cocaine, often co-occurs with mental illness. Some of these disorders that occur together with cocaine addiction include:

- Depressive disorders
- Bipolar disorder
- Schizophrenia

- Other substance abuse
- Alcoholism
- PTSD
- Antisocial personality disorder
- ADHD
- Gambling disorder

Symptoms of Cocaine Abuse

The symptoms of cocaine addiction and abuse vary depending on the individual, the level of physical dependency, and the frequency of use. The most common signs of cocaine abuse include:

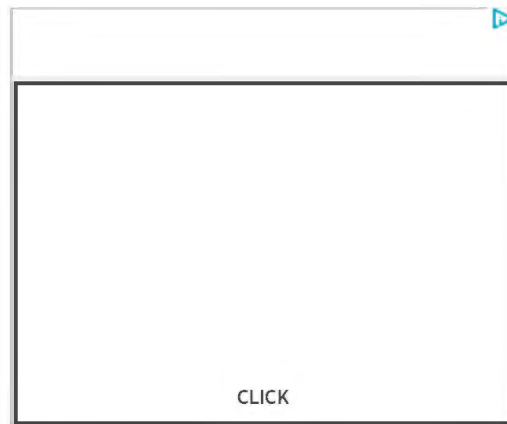
- Depression after a binge abuse cycle
- Euphoria
- Anxiety
- Marked mood swings
- Feeling superior to other people
- Lying about drug use
- Increased alertness and energy
- Sudden need of money
- Financial problems
- Withdrawing from family, friends and loved ones
- Engaging in risky sex
- Restlessness
- Bizarre, violent behavior
- Possession of drug paraphernalia
- Hypertension
- Tachycardia
- Damage to nasal passages

- Increased libido
- Dilated pupils
- Constriction of blood vessels
- Loss of the sense of smell
- Difficulties swallowing
- Chronic running nose
- Hoarseness
- Delusions
- Hallucinations
- Paranoia
- Irritability

Long-Term Effects of Cocaine Abuse

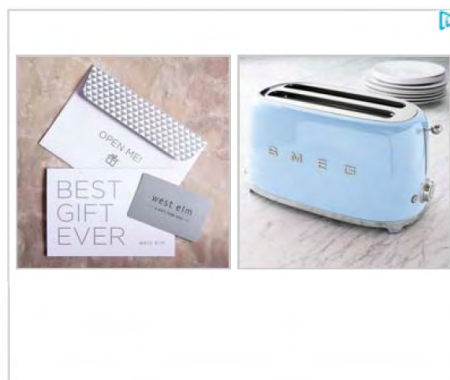
Many [treatment programs in Chester PA](#) will warn you that cocaine can produce many adverse effects after using it for extended durations. These include:

- Heart attack
- Cardiac arrhythmias
- Strokes
- Seizures
- Permanent lung damage
- Perforation of nasal cavities
- Ulcers
- Perforation of the stomach and intestines
- Rhabdomyolysis
- Decreased sexual function
- Blood-borne diseases (for example HIV/AIDS and Hepatitis C)
- Skin infections and abscesses
- Death



Cocaine Withdrawal Symptoms

After a person uses cocaine frequently over a long duration, psychological and physical dependence and addiction develops. When the individual is physically dependent on cocaine, he or she develops withdrawal symptoms when he or she stops using the drug suddenly. This is the main reason addicts continue to use the drug despite its negative effects. The withdrawal symptoms can be quite unpleasant. The following are the withdrawal symptoms of cocaine:

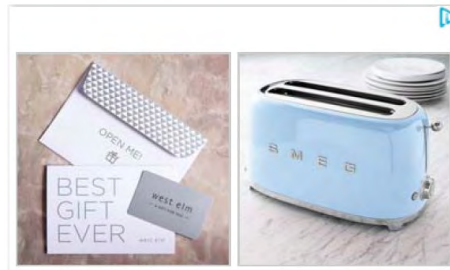


- Exhaustion and fatigue
- Anhedonia (inability to feel pleasure)
- Concentration difficulties
- Depression
- Anxiety

- Craving for the drug
- Aches and pains all over the body
- Tremors and shaking
- Chills

These withdrawal symptoms often resolve after about two weeks. While they may be unpleasant, withdrawal symptoms are not often medical emergencies. However, some individuals may suffer from suicidal thoughts.

Cocaine abuse and addiction are serious problems that should be handled with the help of a qualified medical practitioner. There are many places where you can seek help with cocaine-related problems, and you can find them by searching websites such as the [Detox Local](#) for a center near you. If you or someone you care about suffers from addiction, seek professional help as soon as possible.



ABOUT SARAH MURPHY

I'm Sarah, a passionate healthcare professional and nurse advocate. All Things Nurses is my place to share health & wellness information and news about the nursing industry.

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English 105 Popular Science

THE CAVIAR OF STREET DRUGS

By: Elizabeth Sigarto



Thousands of years ago, indigenous South American people chewed coca leaves for both nutritional and narcotic effects, due to the cocaine within them. However, it took until 1859 for cocaine to actually make its first true appearance, when German scientist Albert Niemann isolated it from an extract of coca leaves. It was not until the 1880's that cocaine actually increased in popularity within the medical community. In its refined form, cocaine is a powerfully addictive stimulant of the central nervous system, affecting most importantly the brain. Once the drug finds its way to the brain, it has a wide range of effects and consequences.

The high and duration of cocaine effects varies, depending upon the method of ingestion. Inhaling cocaine through the nose causes the drug to be absorbed through the nasal tissue, whereas dissolving it in water and injecting it sends it straight to the blood stream. Any method of ingesting cocaine eventually affects the central nervous system, stimulating the neurotransmitter dopamine in the brain and giving off senses of pleasure.





A visual representation of cocaine blocking dopamine receptors.

Normally, dopamine is naturally released in the brain as a response to potential rewards, such as the smell of delicious food. After dopamine completes its neurotransmitter cycle, it is recycled by the body, and its signal is shut off between firing neurons (Volkow K 2013). Cocaine disrupts the natural processes associated with the neurotransmitter dopamine by preventing it from being recycled, causing congestion in the junctions between neurons. This disruption of the healthy cycle of dopamine in the body is what disrupts normal brain communication and creates cocaine's characteristic high. Not only does cocaine affect the neurotransmitters in the brain, it also constricts brain blood vessels, potentially causing strokes, even in young people with low risk factors of stroke. With repeated exposure to the drug, the brain's reward system experiences long-term changes which can lead to addiction, as well as the cocaine user possibly pursuing ever higher and more dangerous dosages in order to achieve the elusive effect of the first high of the drug.

Cocaine mainly affects three parts of the brain systems: the prefrontal cortex dependent system, the amygdala dependent system, and the insula system, which translates interceptive signals into feelings of desire (Ma L 2015). The prefrontal cortex plays a role in memories that teach us ways of taking care of ourselves, encouraging performance of the same healthy activities again and again, for example, eating. In a cocaine user's brain, the drug is treated as one of the repetitive actions needed for health maintenance. The insula and amygdala dependent systems translate selected signals into conscious feelings of desire, as well as controlling the decision-making processes related to reward (Ma L 2015). Decision-making processes in cocaine users are also affected by changes in white matter of the brain, an area which carries nerve impulses between neurons. Worse treatment outcomes are consistently predicted due to these changes in white matter that occur with drug use. An imbalance in the prefrontal, insula, or amygdala can contribute to loss of control and compulsivity in cocaine usage. Adding to the greater compulsivity of cocaine users, their cravings for the drug are strengthened by the connection between the insula and the dorsolateral prefrontal cortex. All of the altered brain connectivity pathways affect behavior, memory, and the treatment outcomes for a cocaine user, making treatment for users of this drug extremely difficult. It is speculated that changes in brain connections could be due to the effect of cocaine's changes to neurotransmitters.

Cocaine blocks the reuptake of monoamines, dopamine, serotonin, and norepinephrine, resulting in prolonged extracellular levels of these chemicals (Grewen K 2014). Most importantly, dopamine deals with motivation and pleasure in the human mind, and serotonin relates to mood, sexual desire, memory and learning. Although there has been considerable research conducted on the primary effects of cocaine on the user brain, only limited research has explored prenatal brain effects.

The use of cocaine while pregnant can cause an infant to have smaller total brain volume, as well as a reduction in the corpus callosal area, which divides the right and left brain hemispheres. Children who were exposed to cocaine in the prenatal stage show signs of poorer performance on tasks tested at school age later in life. This poorer performance at school ages is observed as lower working memory challenges and brain maturation issues, and is almost always directly linked to the prenatal cocaine exposure.

From MRI results, it was seen that prenatal cocaine exposed infants had a slightly smaller frontal gray matter volume, but a larger cerebral spinal fluid volume in the prefrontal cortex. Yet, the overall brain volume of prenatal cocaine-exposed infants did not deviate significantly from non-cocaine exposed infants. Prenatal cocaine exposed infants showed smaller gray matter and larger cerebral spinal fluid volume not only when compared with drug-naive infants, but also when compared with infants exposed to other drugs in the womb such as alcohol, marijuana, nicotine, and opiates (Grewen K 2014).

In the end, it was concluded that prenatal cocaine exposure does indeed harm human brain development, impacting structure, form, and function. Despite the severe effects of prenatal cocaine exposure, very few imaging studies, such as MRIs and EEGs, have been conducted to show the lifetime repercussions of cocaine on an infant's brain.



Behavioral changes such as aggression and poor decision making are associated with cocaine usage.

The way cocaine alters the human brain makes users who are addicted to the drug especially difficult to treat. Cocaine can permanently alter the brain's normal methods of processing chemicals such as dopamine and serotonin, creating a never satisfied, increasing need for the drug in order for the brain to feel "normal." "Impaired cortical-striatal connectivity and default mode network may be predictive of treatment outcomes in cocaine-dependent subjects" (Ma L 2015). In the end, due to the brain altering nature of cocaine, the severity and amount of exposure a user faces determines the likelihood of a drug-free future.

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Cocaine, 'caviar of street drugs,' remains in high demand

Jun 20, 2013



Marie McIntosh
News Engagement Specialist

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FIND OUT MORE ABOUT THE BORDER

Crossing the Line: Drugs, corruption and the rise of the U.S. Border Patrol

From snake-oil patent medication to Wall Street boardrooms, cocaine is a drug with a distinct hold on America's consciousness. The highly processed powder extracted from the coca bush has a steep street value, and Mexico's cartels have become experts at moving it to satisfy a consistently high demand.

The data we obtained from U.S. Customs and Border Protection shows that, compared with marijuana, the volume of cocaine seized is smaller – 233,000 pounds between 2005 and 2011 compared with 17 million pounds of marijuana. The median seizure sizes are higher, too – pounds of the stuff with each bust – which means border agents are catching more smugglers than recreational users.

Our map shows that San Diego-area ports are seizing the most cocaine, and the data shows an upward trend in the pounds captured. Although cocaine has been referred to as the "caviar of street drugs," the amount seized did not decrease during the recession years in the U.S.

The data does not answer every question, though. Is demand going up, or are agents just getting better at finding cocaine smugglers? Unfortunately, there's no concrete data on the amount of cocaine that gets past border checkpoints.

Another interesting factor in the cocaine trade is the role gang territories play. Western Mexico, south of the California border, is home to the Sinaloa cartel, one of the largest and most powerful gangs trafficking in illegal drugs. Ports near Laredo, Texas – the area with the second-highest seizure amounts – is just across the Rio Grande from Nuevo Laredo, Mexico, home base of the violent Zetas. These groups operate like corporations.

A New York Times Magazine story illustrates Sinaloa's cocaine supply chain and logistics for getting drugs over the border:

"The Sinaloa cartel can buy a kilo of cocaine in the highlands of Colombia or Peru for around \$2,000, then watch it accrue value as it makes its way to market. In Mexico, that kilo fetches more than \$10,000. Jump the border to the United States, and it could sell wholesale for \$30,000. Break it down into grams to distribute retail, and that same kilo sells for upward of \$100,000 – more than its weight in gold. And that's just cocaine. Alone among the Mexican cartels, Sinaloa is both diversified and vertically integrated, producing and exporting marijuana, heroin and methamphetamine as well."

And consider this description of the Zetas' business practices outside the drug market from a New York Review of Books article:

"The Zetas are an enforcement enterprise, with franchises that specialize increasingly in kidnapping, extortion, holdups, and human traffic. On Mexico's southern border they lie in wait for the freight trains used by US-bound migrants from Central and South America – and apparently, from as far away as China as well. If the *pollero*, or people smuggler who guides the migrants in their passage through Mexico, does not have an arrangement with the Zetas, the helpless migrants are kidnapped, beaten up, raped, extorted."

These gangs touch every flashpoint on the border, and while cocaine smuggling is a slice of their businesses, they stand to make a lot of money from selling it to U.S. markets.

For more information, check out our map of border drug seizures and user guide for more information.

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"Wish there was one in Colorado!"
 Reviewed July 21, 2013

I have been going to Tailens since 1986 and seen it grow and be renovated (twice in Crans). Montana shop is my favorite. It's one place where time has stood still while the world outside its doors has changed - not necessarily for the better. This place is heaven for anyone who loves pastries, bread, chocolate and great coffee to...

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By [Dawn Lerman](#)

The caviar of hummus, with gusto!

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Rachael Hartley

(The Noshier via JTA)-If you are looking for a light, healthy appetizer to brighten your table, this sweet potato hummus is bursting with flavor. Because of its high protein and fiber content, it will help control your appetite and mood. My 450-pound ad-man dad named it the caviar of hummus-exclaiming that it was almost illegal for something so nutritious to be this delicious.

"All the gusto without all the Jewish guilt," my dad complimented, paraphrasing his award-winning slogan for Schlitz beer and my culinary skills when I was 11.

While my dad spent his days cooking up great marketing campaigns, I spent my time after school reading recipes and exploring the many ethnic food markets in Manhattan-finding tasty ways to please my dad's palate while helping him conquer his struggle with obesity.

This easy-to-prepare delicacy has survived my dad's many fad diets-Atkins, Weight Watchers, I Prayed Myself Slim-and was a staple in his 200-pound weight loss.

Sweet Potato Hummus

Yield: 6 servings

Ingredients:

1 large sweet potato (about 9 ounces)

1 (15-ounce) can chickpeas, drained and rinsed

5 tablespoons olive oil (plus additional, as needed, for thinning)

2 tablespoons tahini

2 tablespoons fresh lemon juice

2 garlic cloves, peeled

1 teaspoon ground coriander

1 teaspoon ground cumin

1/4 teaspoon kosher salt

Pinch of nutmeg

Directions:

Position the baking rack in the middle and heat the oven to 425 F. Wrap the sweet potato in foil and bake in a shallow baking pan until it can be easily pierced with a knife, about 45 minutes. Transfer to a cooling rack and allow the potato to cool completely.

Peel the skin off the sweet potato and transfer to a food processor fitted with a blade. Add the chickpeas, olive oil, tahini, lemon juice, garlic, coriander, cumin, salt, and nutmeg, and process until smooth. If the hummus is too thick, add a little extra olive oil or water and process until the desired consistency is reached.

Recipe reprinted with permission from "My Fat Dad, A Memoir, of Food Love and Family with Recipes" by Dawn Lerman.

The Noshers food blog offers a dazzling array of new and classic Jewish recipes and food news, from Europe to Yemen, from challah to shakshuka and beyond. Check it out at www.TheNoshers.com.

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MEDIA

Tribe, Purveyor of Hummus, Hopes to Narrow Sabra's Lead With New Campaign

Advertising

By ANDREW ADAM NEWMAN JUNE 26, 2014

HUMMUS, the dip made with chickpeas, is believed to have been eaten for millennia, but it has flown off deli section shelves in recent years as if it were a novelty. Sales in the United States of refrigerated flavored spreads, a category dominated by hummus, grew 21 percent, to \$695.5 million, for the 52 weeks ending May 18, according to IRI, a market data firm.

Sabra, the brand owned by PepsiCo and the Israel-based Strauss Group, dominates the category, with a share of 63 percent, but now the No. 2 brand, Tribe, with 7 percent of the market, is hoping to narrow that gap with an advertising campaign.

The campaign introduces a tagline, "Tribe: You're either a member or you're not," in television commercials that will be introduced in the Boston market on Sunday and in New York on July 4.

The commercials are shot in the style of a National Geographic documentary, complete with British-accented voice-over. The twist: rather than remote hunter-gatherer cultures or wildebeests, the footage is of modern couples in prosaic situations.

One new commercial, called "Mating," opens with the sound of tribal drumming and a woman smiling amorously as she enters a bedroom, where her husband uses his laptop in bed. She climbs into the bed and closes his laptop. "Mating between married tribe members is a joyous but rare occurrence — so rare, in fact, that the male may be puzzled by the female's advances," the voice-over begins. "But, much like riding a bicycle, his instincts soon take over."

He peels off his shirt, they begin to kiss and the screen briefly goes dark. The next scene shows him entering the bedroom with a tray of hummus and pita chips.

"When mating is complete, hunger ensues, so the male and female share hummus and pita chips in bed," the voice-over, by Gary Milner, continues. "It is not unusual for the snacking to take longer than the mating itself."

Another spot, "Courtship," follows a couple on a picnic. "This occurs largely at the urging of the female," the voice-over explains. "The male, although fond of grasslands, prefers those with fairways and greens." A third, "Gathering," shows two couples visiting a third couple at their home. ("When visited by tribes from neighboring villages, the females perform a ritual greeting known as an 'air kiss.'")

The commercials are by DeVito/Verdi in New York, with the agency's Wayne Winfield serving as writer and creative director. Nick Losq directed, and production is by Bully Pictures.

Print ads on the subways in New York and Boston also feature the tagline about being a Tribe member or not, but take a different direction from the National Geographic documentary spoof. Instead, the ads feature tongue-in-cheek block-letter headlines about the quality of the dip, like "The caviar of hummus" and, "So good, it even makes your finger taste better."

Barbara Lippert, a longtime advertising critic at Adweek and now a columnist for MediaPost.com, said she was impressed with the print ads.

“The print is very snappy and smart and funny, and has a sort of New York attitude,” she said.

She said she was less impressed with the commercials, pointing out that DSW and PlayStation have both spoofed such documentaries in recent years.

“The idea of observing humans like they were gazelles on the savanna in a documentary has just been done to death,” said Ms. Lippert, who also found the depictions of women in the picnic and bedroom spots problematic. “It’s kind of like dirty-uncle humor that’s making fun of women for being too bossy and never wanting to have sex,” she said.

Tribe Mediterranean Foods, which is based in Taunton, Mass., is owned by the Israel-based Osem Company, in which Nestlé holds a majority ownership stake.

Adam Carr, the chief executive of Tribe, said that hummus was consumed in about 23 percent of United States households, about half the penetration rate of salsa. When he joined the brand two years ago, he set out to gauge how consumers were engaged both by Tribe and the broader hummus category.

“Notwithstanding the growth of the category, we heard from consumers that they found the category boring to shop,” said Mr. Carr, adding that many consumers who regularly bought Tribe and other brands could not even recall their names.

“They talked about the brands they bought based on the color of the lid — ‘I buy the green one’ or ‘I buy the red one,’” he said. “But they had a hard time talking about the attributes, the personality, and about what those brands mean to them.”

Ellis Verdi, president of DeVito/Verdi, said incorporating the name of the brand into the tagline would help build recognition among shoppers.

“Advertising that ties itself to a brand name is absolutely ahead of the other things you can be doing,” Mr. Verdi said.

Because Tribe research suggests that even consumers who enjoy hummus find its marketing bland, Mr. Verdi said that it was all the more important for the commercials to be memorable.

“As an underdog, it’s a pretty good thing to have a differentiating voice,” he said.

The brand will be monitoring the response to the campaign in New York and Boston, with the possibility of expanding it to other markets, and Mr. Verdi said he would certainly not object to it reaching a broader audience.

“For a hummus campaign,” he said, “it’s not chopped liver.”

A version of this article appears in print on June 27, 2014, on page B7 of the New York edition with the headline: Purveyor of Hummus Seeks to Conquer Larger Market Share.

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Wings are now the caviar of chicken

By Sarah Miller (<http://grist.org/author/sarah-miller/>) on Jan 31, 2013

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That will be \$7 million please. Kham Tran (<http://www.khamtran.com/>)

For better or worse, the Superbowl is upon us. Domestic violence will go up (<http://www.theatlantic.com/health/archive/2012/10/study-domestic-violence-increases-after-major-sporting-events/263570/>). People will tweet about Beyonce. And — most importantly — Americans will eat shitloads of wings.

We will pay dearly for the pleasure of chomping into those spicy, tender vittles, however, because chicken wings are now wholesaling for \$2.10 a pound (<http://blogs.smithsonianmag.com/smartnews/2013/01/americans->

buy-so-many-wings-theyre-now-the-most-expensive-part-of-the-chicken/). That's right, wholesaling — that price that means nothing to you because it's some fraction of what you will pay for them, which is about \$2.52 a pound, up from a little less than \$2 last year (<http://news.msn.com/rumors/rumor-there-will-be-a-chicken-wing-shortage-during-the-super-bowl-1>).

A little perspective: So every year during Superbowl season there's a rush on wings, duh. And the industry tends to be prepared for it, and indeed, every Superbowl season there's a big uptick in wing consumption that should surprise no one, except for maybe, like, people who live off the grid and brag about not having TVs and basically knowing nothing (http://en.wikipedia.org/wiki/Nevada_County,_California).

But here's the thing that's just crazy, and why, in addition to some inflation, the prices have gone up so much: As much as people historically loved wings at Super Bowl season, they are loving wings more and more. According to the National Chicken Council, this year will set a new record: Americans will stuff themselves with 1.23 billion wings this weekend (<http://www.nationalchickencouncil.org/americans-to-eat-1-23-billion-chicken-wings-super-bowl-weekend/>).

“If laid out end to end,” the council's website says, “they would stretch from Candlestick Park in San Francisco to M&T Bank Stadium in Baltimore 27 times.”

What I have to say about this is a) holy shit; b) gross (I hate wings. My hatred of wings pre-dates any new anti-meat feelings by many, many years (<http://grist.org/food/what-we-dont-want-to-know-about-chicken-and-fish/>)); and c) that said, I am so in the wrong business and about to devote myself full time to figuring out how to breed a chicken with four wings. Or maybe even six.

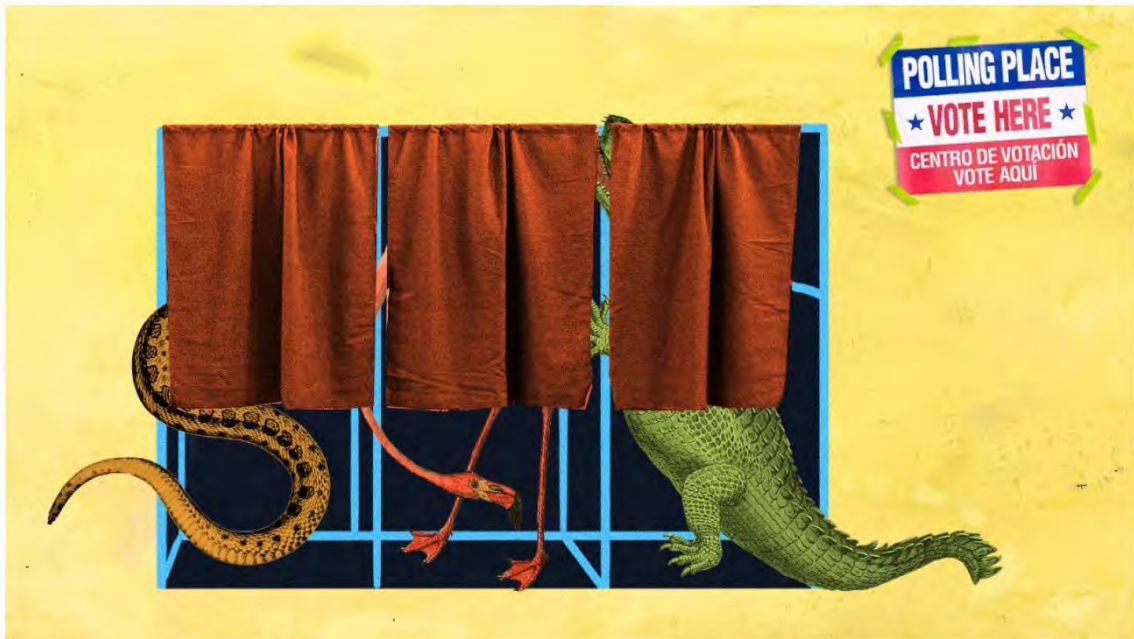
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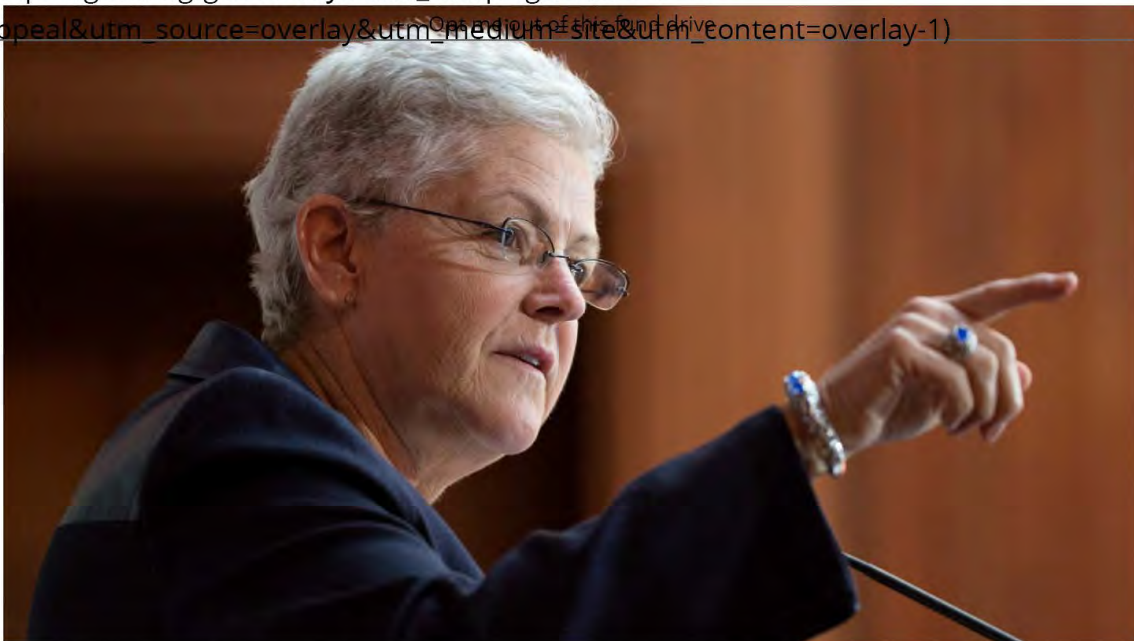
Floridians voted Republican on Nov. 8, and at the same time they rejected an anti-solar ballot amendment.



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A DRINK AND A NOD

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Private water firms have screwed over cities and citizens around the world, including Flint, Michigan.

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6 Types of Salt and How to Use Them

Knowing the difference between Kosher and sea salt can make a world of difference in your dishes. Here, six easy-to-find varieties, with tips on when and where to sprinkle them.

By Maureen Callahan



Kosher Salt

Use it for: All cooking. Kosher salt dissolves fast, and its flavor disperses quickly, so chefs recommend tossing it on everything from pork roast to popcorn.

Origin: Either the sea or the earth. Widely sold brands include Morton and Diamond Crystal, which are made using different methods. Kosher salt got its name because its craggy crystals make it perfect for curing meat—a step in the koshering process.

Texture: Coarse. Cooks prize crystals like these; their roughness makes it easy to pinch a perfect amount.

To buy: Look in your local supermarket. Kosher salts cost about \$1 a pound. If you don't mind a few



Photo by Con Poulos

clumps, buy Diamond Crystal; it has no anticaking agents, which can leave a chemical aftertaste.

Crystalline Sea Salt

Use it for: Adding a pungent burst of flavor to just-cooked foods. These crystals will complement anything from a fresh salad to a salmon fillet.

Origin: Coasts from Portugal to Maine, California to the Pacific Rim.

Texture: Fine or coarse. The size of the irregular crystals affects how fast the salt dissolves. It varies in color, depending on the minerals it contains (iron-rich red clay, for example, gives Hawaiian sea salt a pinkish hue). These natural impurities can add subtly briny, sweet, or even bitter flavors to the salts.

To buy: Check gourmet shops or on-line (thespicehouse.com stocks Hawaiian sea salt). Expect to pay \$2 to \$15 or more a pound. Many markets sell La Baleine, a relatively inexpensive brand (\$3 for 26.5 ounces).

Flaked Sea Salt

Use it for: Bringing a complex flavor to steamed vegetables or shellfish. Take a pinch, crush the crystals between your fingertips, and let them fall on freshly cooked food. This salt will add a hint of briny flavor.

Origin: England's Essex coast is where the most popular brand, Maldon, is harvested.

Texture: Soft, sheer, pyramid-like flakes. This is the fastest-dissolving of all of the salt grains.

To buy: Search specialty-food stores and the Internet. You'll pay \$6 for 8.5 ounces at chefshop.com.

Fleur de Sel

Use it for: A special-occasion table salt. Spoon it into a salt cellar to be pinched, then sprinkled over food just before eating. Delicately flavored, it adds a perfect hint of saltiness to freshly sliced tomato or melon.

Origin: Coastal salt ponds in France. The caviar of sea salt, fleur de sel is hand harvested. Conditions have to be just right (lots of sun and wind) for it to "bloom" like a flower on the surface of the water.

Texture: Crystalline, which means that fleur de sel melts slowly in the mouth. Its earthy, pleasing flavor lingers on the tongue.

To buy: Search specialty-food stores and the Internet (try chefshop.com). From \$11 for 4.4 ounces to \$45 for 35 ounces.

Rock Salt

Use it for: Making ice cream and deicing. Rock salt is paired with ice in old-fashioned hand-cranked ice cream makers to regulate the temperature. You can also use it to deice your sidewalks and driveway in the winter months.

Origin: Mined from deposits in the earth, rock salt is not sold for use directly on food. It's usually packaged in an organic, unprocessed form.

Texture: Large, chunky, nonuniform crystals. Minerals and other harmless impurities can give it a grayish color.

To buy: It's sold in supermarkets and hardware and home stores for less than \$1 a pound.

Pickling Salt

Use it for: Brining pickles and sauerkraut. It will also brine a turkey, but beware: Pickling salt is far more concentrated than the more commonly used kosher salt, so you'll need to use less.

Origin: Like table salt, pickling salt may come from the earth or the sea. But unlike table salt, it isn't fortified with iodine (a nutritional need for humans) and doesn't contain anticaking chemicals, both of which would turn pickles an unappetizing color. Virtually 100 percent sodium chloride, it's the purest of salts.

Texture: This variety is fine grained, like table salt.

To buy: Many supermarkets sell it in large boxes or bags, but it can be hard to find in cities. It costs less than \$1 a pound.

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The premier brand for Premium Adult Beverages FLÖH Spirits, LLC, is located in Cleveland, Ohio. The brand's first release, FLÖH Vodka, has quickly taken its crown as the Caviar of Vodka. FLÖH's close attention to detail regarding its proprietary production process, taste, and the sleek bottle design are all a reflection of the value that FLÖH places on its customers, vendors, and employees.

Jacques Evans, CEO and Founder of the FLÖH Brand, set out to fulfill a niche in the Adult Beverage industry in an effort to change the way people see vodka. Evans believes everyone deserves a chance to celebrate life in opulence, FLÖH uses its combination of superior taste, quality, and luxury

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THE MOTHER OF SKIN®



Neomist: the cream-serum who wanted to revolutionize my skin

Lola Loves Beauty a testé notre CREME-SERUM qu'elle définit comme le caviar de la cosmétique.

Ce blog vous fait un compte rendu bien détaillé sur ses impressions et sur les effets ressentis.



Neomist, it's a bit the **caviar of cosmetics**, the **luxury product** happens in one **setting** which shows up as a **Perfume ultra custom** and that is the result of **10 years of research in the biotechnology sector** of the **Neovix Biosciences laboratory** created in France 25 years ago by 3 friends from different backgrounds who want to push **innovation cosmetics** a little further away.

The product created is a **cream-serum** created with a **wpe® technology (water emulsion plant)**, a **new innovative texture** the basis proposed for solvent-free and alcohol-free perfume used by Hermes and Filorga. It is a **ultra fine texture, not sticky and light** composed of **hyperactive and light cosmetics**, who promise a **absolute comfort**, all with the **100% natural ingredients** one product at a time **Super concentrated, sustainable and innovative.**



So initially, we're a little lost, is it a serum I have to pair it with a moisturizer? Is what this product replaces a moisturizer? What is a day care, at night, the two? What type of skin?

And well in reality, it is a **cream-serum enough "universal".**, because its innovative texture is both. **hyperhydratante** but also **anti-aging**, and it is generally known that he must start anti-aging quickly enough (before 30 years ideally for **prevent the occurrence of the first wrinkles**).



Niveau type de peaux, et bien toutes sont concernées, que vous ayez la **dry skin, mixed, greasy, this cream is supposed to adapt to all**. Son fonctionnement permet de **faire pénétrer 100% des actifs** Thanks to its texture in small "rain" which settles as a **dew on the face** (~~full of poetry today!~~) while protecting the skin and being very moisturizing. Basically, this cream is applied as a perfume on the face, the **micro Super concentrated are deposited on the face**. For my part, I still slightly mass to unify the product on the skin.

2 to 4 pressures are recommended for the face, but honestly, even with a small face, two seem really too just to well implement on the cheeks and forehead.

LA TECHNOLOGIE WPE®

Le brevet wpe® (Water Plant Emulsion), secret des produits de la marque neomist est le fruit de 10 années de recherche du laboratoire Neovix. Elle a permis de créer une nouvelle forme, jusqu'alors inconnue dans la cosmétique : une crème liquide fluide possédant l'efficacité d'un sérum. Cette formulation donne naissance à un produit non collant, pénétrant très rapidement dans l'épiderme et procurant un confort et une efficacité exceptionnels* : la première crème-sérum du marché.

Le wpe® est une microémulsion d'huile et d'eau, utilisant en très faible quantité un émulsifiant biologique végétal. Elle permet d'obtenir une concentration très élevée en actifs naturels, sous la forme de gouttelettes de dimensions microscopiques, les Ultradrops®, en ne faisant appel à aucun procédé chimique d'encapsulation. Le diamètre moyen de ces Ultradrops® est de 0,5 micron, soit 20 fois plus petit qu'une cellule. Nous comprenons alors que leur pénétration dans l'épiderme soit ainsi étonnamment facilitée.

At the level of usage at the beginning, I was a little **puzzled** This texture is so innovative, that it's hard to get used to this beauty routine. I was putting on hand to apply it on the face, but as she is little liquid it was **difficult to spread**, or then I destroy her directly on the face) ~~all schuss, I'm a bit like that sometimes~~) to then spread it. Really, this texture is **Special**.



Its smell is **tres, very nice, very feminine, fragrant and very "chic"**., she feels really the product 'high-end' and rest long enough on the skin (if we didn't cover her back, of course).

I think it's about comfort, **the downside of this product**He may be thought universally for all skins, my dry skin has actually lack of comfort at times, especially in the driest areas like the cheeks, it is a product that**suitable rather for combination to oily skin** According to my opinion.

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ARTICLE

The Caviar of Condiments Under Threat

With a drop in the abundance of bee colonies, the scarcity of honey has left consumers in a sticky situation—the price is being driven way up.



KATIE WORKMAN 09.15.09 4:46 PM ET



Honey was never considered a luxury food. It was something to drizzle on a biscuit or in your tea, and of course in the Jewish culture to dip an apple into on Rosh Hashanah to bring in a sweet new year. But then bees started mysteriously vanishing, and now honey has taken on a kind of mythical status. Honeybee-colony losses nationwide are now about 30 percent a year, and though that's an improvement over past years, the effects are dramatic.

“While the drop in loss is encouraging, loss of this magnitude is economically unsustainable for commercial beekeeping.”

“While the drop in loss is encouraging, loss of this magnitude is economically unsustainable for commercial beekeeping,” said Jeff Pettis, research leader of the Agricultural Research Service Bee Research Laboratory in Beltsville, Maryland.

Honeybees 101: Bees create honey from the nectar of flowers (their food source), and the act of collecting the nectar is critical to the pollination of plants. Beekeepers create artificial hives for bee swarms to nest in, and encourage overproduction of honey within the hive for harvesting.

Beekeepers earn money by charging farmers to have their hives on their land, as the bees provide the necessary pollination for the crops. In 2009, because of the scarcity of bees, the price of a single hive has climbed to about \$180 from \$60 in 2004. And in 2006, American beekeepers had to import bees for the first time in almost a century. The cost of pollination for farmers now can exceed the cost of fertilizer, water, or labor, and that cost is naturally being passed on to the consumer. This is one of the major factors contributing to the spikes in food prices.

The other huge issue is that much of the food that we eat that is good for us—oh, and by the way, the same kind of food most livestock eat, too—depends on pollination to exist, which means we depend on bees. Besides honey production, honeybees are bred commercially for their ability to pollinate 90 crops, including many fruits and nuts. Soon, this reduction in bees will start to affect the supply of healthful food, something our increasingly diabetic, high-blood-pressure-riddled, overweight culture can ill afford. The line from A to B to C to D is kind of a straight one that could have far-reaching implications. Fewer bees = more expensive food = less healthful food = bad news for our diets and our health.

Why, why, why? Still no answer, but maybe we're getting a little closer. The overall thinking is that this whole phenomenon signals a major environmental imbalance. Many blame our increased use of chemical pesticides and herbicides, which honeybees ingest during the pollination process. And to prevent mite destruction, commercial beehives are also regularly fumigated with chemicals. Another theory is that genetic modification may be creating pollen with less nutritional value. And it well may be the sum of all these parts is just too much for the bees. Supporting this notion is the fact that organic bee colonies, free of chemicals and genetically modified crops, are not suffering the same kinds of losses.

Other theories involve the recent increase in electromagnetic waves as a result of growing numbers of cellphones and wireless communication towers, which may affect the bees' innate ability to navigate. And our old friend global warming may be adding to the situation, since warmer temperatures encourage the growth of various mites, viruses, and fungi that are enemies of the hives.

Understandably, a lot of attention is being devoted to the issue, especially on the part of major food companies that depend on honey, or just plain-old pollination, for their products. Häagen-Dazs ice cream has an entire media campaign focused on awareness of the bee disappearance epidemic. Meanwhile, prices are rising. Think about it: Milk comes from cows, which need to eat food that is pollinated, so prices are up. Eggs come from chickens, which need to eat things that are pollinated, so prices are up. Fruits also need to be pollinated, and

fruit prices are also up. And there's been a hike in the price of sugar. On its Web site, Häagen-Dazs explains that to offset rising costs without drastically raising prices, it is reducing carton sizes from 16 fluid ounces to 14 fluid ounces, and the 32-ounce containers are now 28 ounces. The federal government plans to spend up to \$80 million to fund research in connection with honeybee depopulation syndrome. A study published in late August in the Proceedings of the National Academy of Sciences underscored the consensus that a collection of culprits is probably involved.

Meanwhile, we have to sit tight, and stay tuned. And if you're Jewish, or invited to a Rosh Hashanah dinner this week, when you dip your apple, take an extra moment to appreciate this gift from the bees.

Lamb Shanks with Figs and Honey

by Nigella Lawson

There is something pleasingly biblical-sounding about "figs and honey." But since there is no mention of beekeeping in the Bible, it is thought that the honey—as in land of milk and honey—was in fact a syrup made by boiling down dates. This is still used by Sephardic Jews, and indeed, if you can get some from a Middle Eastern store, you could use it here for the honey, replacing, likewise, the dried figs with dried dates.

Honey-Roasted Root Vegetables

by Joey Altman

Reducing the honey to a caramelized glaze and using it as the sole cooking medium results in vegetables with a rich, creamy texture and an earthy flavor with a hint of sweetness.

Broiled Chicken with Honey and Lemon

by Helen Nash

This chicken is ridiculously simple and delicious. Soy, mustard, and honey make an amazing glaze.

Honey and Cardamom Cookies

by Jane Lawson

Cardamom is making its way into more and more dishes, both sweet and savory, and it's about time this underutilized spice got a little love.

Plus: [Check out Hungry Beast for more news on the latest restaurants, hot chefs, and tasty recipes.](#)

Katie Workman is the editor in chief and chief marketing officer of [Cookstr.com](#), a Web site devoted to great, tested recipes from chefs and cookbook authors. Katie is on the board of

City Harvest, and actively involved in Share Our Strength. She lives in New York City with her husband and her two boys, ages 6 and 9.

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Dinner Last Night: Farro

I've been lucky enough to have lunch at The Inn at Pound Ridge by Jean-Georges for the past couple of days. The food has been – no surprise – fantastic. Jean-Georges never stints; after a whole array of appetizers (homemade ricotta with strawberries and olive oil, asparagus with morels, pizza...) we've had fabulous halibut (yesterday's with a saffron sauce), and then no fewer than three delicious desserts. So at dinner, I've wanted to keep it light.

Last night I opened the cupboard and discovered a forgotten bag of farro. It looks like any other grain, but it packs a punch: nutty, robust, and instantly satisfying. To me it's the caviar of the grain family.

But this was not any old farro; this was the finest strain of ancient Italian farro, slowly roasted (<http://ruthreichl.com/wp-content/uploads/2015/05/481>) to coax out even more flavor. As the farro bubbled on the stove, I inhaled the scent of corn. Was there barley in there too? It was wonderfully round and slightly smoky.

And while I'll admit I was tempted to eat it plain, I decided to do something more. I began pawing through the larder, seeking out crunch and zing.

The result was extremely satisfying. Without further ado, I pass the recipe on to you.

Farro Salad

1 bunch lacinato kale, stemmed and snipped into short strips

1 1/2 cup uncooked farro

2/3 cup hazelnuts or almonds, toasted and roughly chopped

1/2 cup pepitas, toasted

1/3 cup sheep's milk feta or ricotta salata, crumbled

1/3 cup dried cherries

Dressing:

1 tablespoon harissa

1/3 cup red wine vinegar

1/4 cup olive oil

1/2 teaspoon salt

Big grind of pepper

Pinch of sugar

Bring three cups or so of salted water to a boil. Add the farro, bring to a boil, cover, and set to simmer. Let cook until just past al dente, around 15-20 minutes. Drain and cool until the farro is just warm enough to absorb the dressing without wilting the greens.

Make the dressing. Taste and adjust for seasoning. If you have a low spice tolerance, go easy on the harissa – most varieties can be quite hot.

Throw the kale, nuts, fruit and cheese into a large bowl, and give everything a good toss. Add the cooled farro. Dress to taste; you should have a bit of remaining dressing to use on leftovers.

This keeps well, in the refrigerator, for several days. Add a bit more dressing each time you serve it.

Serves 4.



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Posted on [September 28, 2015](#)

The Caviar of Zinc Supplements



Written by

Marine Healthfoods Ltd.

Posted in

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Capsules, Fatigue, immunity, Oyster Extract, Oysters, Pills, powder, Sexual Health, Zinc Deficiency, Zinc Supplement

There are many, many zinc supplements on the market. So much so that buying the right one can be a very time consuming affair and with so many brands, how do you know which the right one for you is. However, as with all purchasing decisions, there is quality and there is quantity. There is fast food and there is gourmet food. There are synthetic zinc supplements and there is Oyster Extract Powder.

Despite all the marketing blurb, there is only one science of zinc supplementation, and this is it. Zinc is the most ubiquitous element in the body. It is required in and therefore controls over 300 enzyme reactions in the body. It maintains everything from immunity

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and sexual health to gene expression and neurobiology. Zinc deficiency has been shown to cause a diverse range of conditions from fatigue to poor sexual health, prostate issues, lowered immunity, macular degeneration and many, many more. Having adequate zinc intake is vital to our over all general health and mental and sexual well being. Too much or too little has been shown to have adverse affects on our health. This is a very important point for people taking zinc supplements.

Most zinc supplements give significantly higher amounts of zinc than our body needs. This interferes with the absorption of other key elements such as copper, calcium and iron. This can cause an imbalance in the body's biochemistry interfering with the many biochemical pathways in the body. There is however one source of zinc that is perfectly balanced for our needs. Balanced by nature, just as nature intended. It not only has zinc in abundance but also each and every one of the 59 trace elements our body needs. This is the caviar of zinc supplements; this is oyster extract powder.

Oysters contain 10 times more zinc than the next highest source which is red meat. However this zinc, unlike the synthetic versions on the market, is to be found bound in amino acids and other large molecules which makes it very bio available. In order for zinc to be absorbed it has to first bind to such ' transport molecules '. This is not no easy for the synthetic supplements, but in oyster extract powder the job is already done.

Beware, not all oyster extract powders are the same. The cheaper brands from Korea, China and New Zealand tend to be mainly glycogen starch. Not many of us are starch deficient. The zinc content can be as low as 0.1g per kilogram of powder in such brands. Brands such as OysterMax™ have over 3.0g of zinc per kilogram of powder and are therefore 30 times more potent in terms of zinc concentration. To explain this more succinctly, there is the extracted meat of over 50 large oysters in a bottle of OysterMax™. There is the meat of 4 or 5 large oysters in some other brands. With this you can start to understand the price and quality difference issues.

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This 3.0g potency level means 4 capsules (1g of powder) will provide 3mg of zinc. This is a safe supplemental amount of zinc. The high zinc oyster extract powder products are, by default, also more potent in all the other trace elements. This is because these high zinc extracts are mainly protein in nature and all these elements are bound to the amino acids in the proteins and ready for absorption. Combined with the rest of your daily food intake a supplemental amount of zinc of this order should be sufficient to ensure adequate supply. The beauty of oyster extract powder is that you have the peace of mind of knowing that each and every other trace element your body needs is there too. Athletes, sexually active people and those feeling fatigued or stressed can safely up their intake knowing that they will not upset the body's delicate biochemical balance. Oyster Extract powder is balanced in levels of all trace elements the way nature intended.

Be careful to ask your supplier how potent their oyster extract powder is before you make a purchase. Ask the geographical source of the oysters, the quality of the water the oysters were grown in and how much zinc is contained in each gram of powder. If it is less than 1.5mg it can be considered a cheap brand. If it is over 3mg you are buying caviar. Think before you zinc!

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Quinoa

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Territorial Masquerades

Scattered notes and commentary on politics and geography.

Quinoa: The Caviar of the Andes?

Posted on [January 15, 2013](#) by [Teo Ballvé](#)



A [story from The Guardian](#) discusses how increasing global demand for quinoa (a grain-like superfood) has brought riches as well as problems for producers in Bolivia and Peru. On the upside, the tripling of quinoa prices has given some of the poorest farmers in South America a badly needed source of income. On the downside, demand from abroad has also sparked local land conflicts and could threaten local food security. What amazes me about this story is how quickly the tables can turn.

In 2007, I wrote about Bolivia's struggling quinoa farmers in an article titled, "[Pachamama Goes Organic: Bolivia's Quinoa Farmers](#)" (photo gallery below). Back then, the country's main quinoa-growers' association (Anapqui) was desperately trying to promote the so-called "caviar of the Andes"—nationally and internationally. The market, as [Karl Kautsky](#) once noted, "proved to be even more moody and unpredictable than the weather," but "at least the weather's perfidiousness could be prepared for."

My article also tied in Bolivia's growing geopolitical relationship with Venezuela and Cuba. The narrative begins with some quinoa farmers trying to get funds from the government donated by oil-rich Venezuela, and while traveling in the remote region I was continually asked if I was a Cuban doctor (the island sends doctors abroad on humanitarian missions). The story also touched on quinoa's political history in Bolivia and a GMO patent battle. The article's nutshell paragraph:

Most of the Aymara and Quechua residents of the southern altiplano—the poorest region of South America's poorest country—survive on the meager income provided by growing quinoa and herding llamas. Anapqui has worked to lessen this daily struggle for more than 20 years, and its efforts are beginning to pay off. Thanks to a sympathetic government and rising quinoa demand, the prospects for campesinos are beginning to look a little brighter.

Back when I first reported the story, there was even talk about including quinoa into school lunches as a way of increasing national demand, improving nutrition levels, and reviving Andean culinary traditions.

A few quotes from my article show how much has changed:

Indeed, the racist stigma within Bolivian society of quinoa as a third-rate "Indian" or "rural" food remains a hurdle in boosting domestic consumption. For centuries, quinoa languished as a subsistence crop in the countryside, with a small portion going to urban areas and Peru.

...

"Some leaders are really radical, classist, and combative, and they don't want anything to do with government institutions, foundations, outside technicians, or engineers," explains Soto. But with the election of President Evo Morales, who was born in a community near Challapata, many growers are finally willing to work closely with the government.

Most people agree that the quinoa industry still needs more help from the government in boosting domestic consumption, since the "culinary colonialism" initiated with the Spanish conquest has had lasting effects. Wheat and wheat flour imports have long dwarfed quinoa production, and Bolivians still consume much more rice, bread, and pasta than they do quinoa or other native grains.

...

But with demand outpacing worldwide supply, expanding Anapqui's production capacity is the most urgent challenge, says David Schnorr, head of the U.S.-based Quinoa Corporation, one of Anapqui's main buyers.

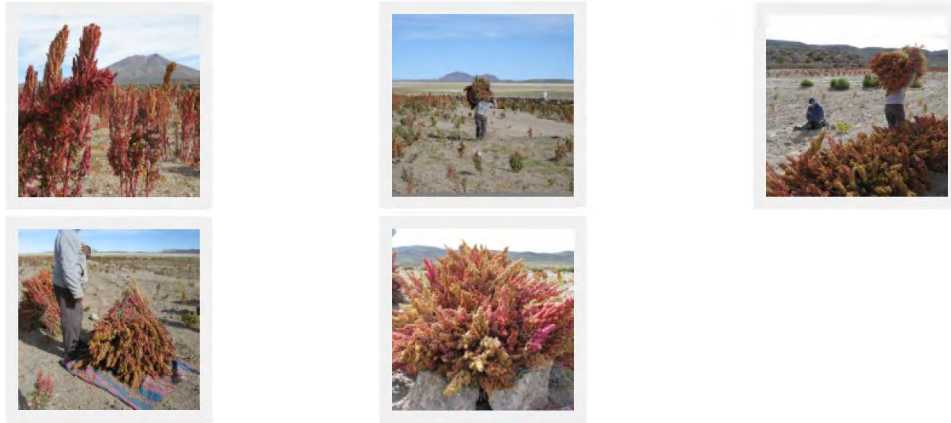
"The problem I see with building a larger market for quinoa in the United States is the availability of the product and the farming-processing infrastructure of the countries producing quinoa," Schnorr says.

...

The debate surrounding ALBA [a regional integration effort led by Cuba and Venezuela] does not seem to bother most Anapqui members, who are happy to get more assistance, even if it comes without the promised new markets. And the ALBA funds—not to mention the Cuban-sponsored health and education programs—should help the southern altiplano's socio-economic revitalization, which began with organic production in the 1990s.

Click on an image for gallery view:





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MENU

Black Beluga, the Caviar of Lentils

🕒 August 26, 2014 📌 Appetizers, Mains or Sides, This and That, Vegan 🍴 Beluga, Eggplant, Lentils, summer, Vegan, Vegetables, vegetarian

Striking in appearance, black beluga lentils are said to be the caviar of lentils. Tiny, round and black jewels, they glisten when they're cooked and look a lot like beluga caviar, the most prized of all caviar varieties. Unlike many lentil varieties that tend to disintegrate and become a bit mushy when cooked, beluga lentils hold their shape pretty well, which makes them great for salads, pilafs, or these starters that I recently served for dinner one evening. Here, I've put them on a bed of roasted eggplant dressed with a savory cashew cream sauce.



Beluga Lentils with Roasted Eggplant Canapés

2 medium eggplants, cut in ½-inch slices
 ½ cup olive oil, divided
 1 tablespoon thyme leaves
 salt and pepper
 1 cup black beluga lentils
 2½ cups water
 2 bay leaves
 4 thyme sprigs
 2 tablespoons red wine vinegar
 1 tablespoon dill, chopped
 1 tablespoon parsley, chopped
 1 tablespoon cilantro, chopped
 3-4 small carrots, julienned
 1 teaspoon brown sugar
 1 tomato, diced (or use ½ cherry tomatoes)

Savory Cashew Cream Sauce

1 cup [cashew cream](#)
 2 tablespoons olive oil
 3-4 garlic cloves, crushed
 sea salt

Preheat oven to 400F.

Place the slices of eggplant on a baking sheet lined with parchment paper. Use a small sharp knife to make two incisions. Brush well with olive oil. Sprinkle with thyme leaves, salt and pepper. Roast until browned, but not too soft, about 20 to 30 minutes. When done, allow to cool then move to serving tray.

Rinse lentils and drain. In a saucepan combine lentils with water, bay leaves and thyme. Bring to a boil. Reduce heat and simmer until tender, about 15-20 minutes. Drain.

In a large bowl, combine hot lentils with 3 tablespoons olive oil, vinegar, and salt and black pepper. Stir, taste and adjust seasoning, adding more salt if necessary. When the lentils are cool, add the dill, parsley and cilantro and gently stir. Set aside.

In another saucepan, sauté carrots in olive oil, a pinch of salt and brown sugar until softened. Add tomatoes. Sauté for about 30 seconds then remove from heat.

To make the sauce: Whisk together cashew cream, olive oil, and garlic and salt. Taste and adjust seasoning.

To assemble: Spread a small dollop of savory cashew cream sauce on eggplant slice. Add a layer of carrots (formed a little nest), followed by a spoonful of lentils. Garnish with tomato and herbs.

Notes: I also tried putting the carrots directly on the eggplant, followed by lentils then topped with savory cashew cream sauce, garnished with tomatoes.

Canapés are usually eaten with the fingers and often in one bite. Here, the roasted eggplant becomes soft and perhaps a little challenging for some to eat with fingers. For a more hearty base, sliced bread (like a baguette) could also work nicely as an added base with this recipe.

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15 THOUGHTS ON “BLACK BELUGA, THE CAVIAR OF LENTILS”

 **Silly Apron** REPLY
August 28, 2014 at 5:29 pm
Look healthy and tasty...yum!


 **Petit World Citizen** REPLY
August 26, 2014 at 9:07 pm
Thanks Asmael It was also fun to make. My little one liked helping out too!


 **Fae's Twist & Tango** REPLY
August 27, 2014 at 3:17 am
Anything with eggplants attracts my attention. Beautifully created canapes. Yum indeed!

 **Petit World Citizen** REPLY
August 27, 2014 at 8:55 pm
Hi Fae, I'm glad and honored to have been able to grab the attention of a wonderful cook as yourself!! Thank you for your kind words.

 **Natalie Tamara** REPLY
August 27, 2014 at 6:10 am
These are beautiful and so creative. What perfect little appetisers 😊

 **Petit World Citizen** REPLY
August 27, 2014 at 8:53 pm
Hi Natalie, thank you for your kinds words. I'm happy to hear you like them!

 **Shanna Koenigsdorf Ward** REPLY
August 27, 2014 at 11:52 am
It's almost like a caprese with the gorgeous stacking. I love your combination of flavors and textures. So elegant and appealing to the eye, too. I never argue with black beluga lentils or a perfectly cooked slice of eggplant!

 **Petit World Citizen** REPLY
August 27, 2014 at 8:58 pm
Your words are so lovely and kind. Thank you Shanna! I'm glad I could bring together two things you like in one small stacked bite!

 **huntfortheverybest** REPLY
August 27, 2014 at 5:03 pm

i love lentils. i have not had these. will have to try them!



Petit World Citizen

REPLY

August 27, 2014 at 9:05 pm

Yes, definitely, you should try them. They're a little similar in texture to Puy lentils that also remain firm when cooked, but beluga much darker and a little smaller in size. I hope you enjoy them as much as we do!



Thalia @ butter and brioche

REPLY

August 27, 2014 at 9:26 pm

I definitely need to get my hands on some of those lentils, they look and sound delicious.



Petit World Citizen

REPLY

August 27, 2014 at 9:42 pm

Great, I hope you find them soon! So glad you like the looks of these! Thanks for stopping by and commenting!



Brooke Ridgeway

REPLY

August 29, 2014 at 4:58 pm

What a delicious looking recipe and beautiful presentation.



Petit World Citizen

REPLY

August 29, 2014 at 6:10 pm

Hi Brooke, thanks for your visit and comment. Happy to know you like this!

[Pingback: Hearty and Rustic Vegetarian Chili with Moist Cornbread | Petit World Citizen](#)

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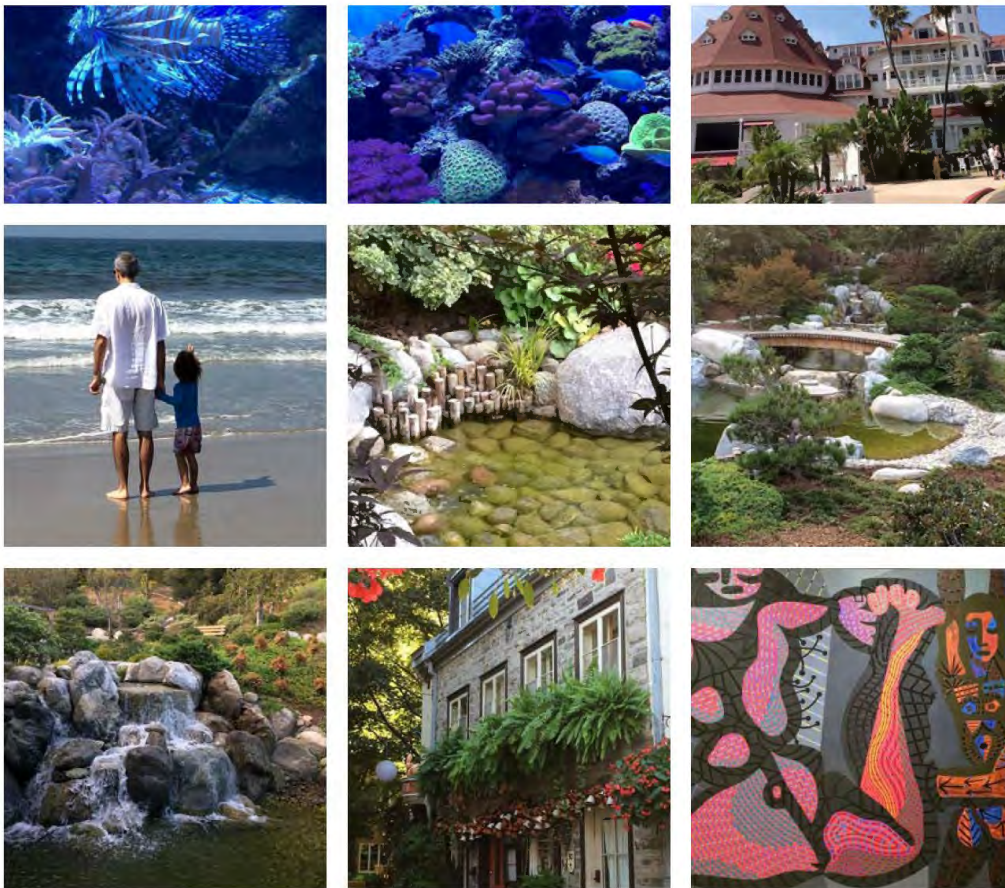


I'm Martine. Welcome to my site about the art of living well. I'm a global public health professional who loves to travel and cook and to me, cooking is one of the most interesting ways to bring the world home. It's also a wonderful metaphor for life as it requires an open mind, patience, flexibility and humility. I enjoy developing and sharing whole-food, plant-based recipes inspired by a love and appreciation of different cultures, healthy lifestyles, and cuisines from around the world. My greatest inspiration? My little guy you see in the photo above. I aspire to raise a happy, healthy and kind "petit" citizen of the world.

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[GFF \(Gluten-free friendly\) »](#)

[Root Vegetable Gratin \(Vegan\)](#)

November 19, 2016 – 7:36 am | [No Comment](#)

While I personally follow a omnivorous diet, I nonetheless believe in making it a plant-centric one. We do Meatless Mondays in my house, and on days we do eat meat of some kind, it's limited ...

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The Caviar of Lentils

Submitted by [Tamara](#) on April 16, 2009 – 11:32 am [2 Comments](#)





This sure beats a Lean Cuisine! Salmon with Beluga Lentils and Spinach... for one.

Lentils seem to have a reputation as poor man's food; a high-protein staple that fills you up on the cheap. But no one would dare to characterize **Beluga lentils** in this way. Even when cooked, they stay firm and maintain their regal, caviar-like appearance (hence the name), which makes them perfect for salads, appetizers and standalone dishes.

My husband is off tonight taking a Szechuan Chinese cooking class (!), which means one thing: Salmon for dinner. You see, despite his many virtues, Alex is not a huge fan of fish, which means I have to sneak off and get my fish on anytime he's out of town or is otherwise engaged during the dinner hour. And when considering what to pair with Salmon, beluga lentils were the first thing that popped into my head. **Salmon and lentils are a classic French bistro combo**, and I've had a bag of belugas in the pantry and a single 4 oz fillet of quick-frozen wild salmon waiting patiently in the freezer for exactly this occasion. Oh, when the cat is away, how the mice come out and play...

They may look like caviar, but they're as easy as pie...

Lentils are a perpetual favorite, since they can cook up from dry in about 30 minutes. The ratio of beluga lentil:water is 1:4, so 4 cups water to 1 cup of lentils would serve 4 people. If you want them al-dente and firm to toss into a salad, cook them for 12-15 minutes. If you want them a little softer to serve as a side dish, cook for 20-30 minutes. As with all dry beans, save the salting until the end of the cooking process, or else you'll slow it down.

Since I was just cooking for myself, I decided there was no need to make a big huge production. To make beluga lentils for one, I just diced up a quarter of an onion and minced a garlic clove and sauteed them for about 3 minutes in 1 tsp olive oil in my little saucepan. Then, I added 1/4 cup of dried beluga lentils (rinsed), a bay leaf and 1 cup of water. I brought them to a simmer, covered and cooked for 20 minutes. Then I added salt/pepper to taste and simmered for another 5 minutes until the lentils were tender to my liking. I removed the bay leaf, and voila! You can multiply this recipe by as many times as you need to to serve more than just yourself.

I also decided to steam a side dish of spinach right in that same lentil saucepan so as to avoid dirtying up another pot. (The problem with cooking for one is that you can't pawn off the dirty dishes on someone else. Best to be economical, then.)

Salmon and Beluga Lentils: A luxurious pairing. Nutritionally speaking.

Belugas are royalty in the lentil kingdom for their nutritional value, as well. **They are even higher in protein than many other lentil varieties (which are hardly anything to sneeze at themselves): 13g per 1/4 cup dry, versus 8g for the same size serving of standard green lentils.**

Also, 1 cup of cooked Belugas (1/4 cup dry) contains a whopping 9g of fiber. That's ~35% of the recommended intake for women and ~25% of the recommended intake for men. That same serving size contains 13g of protein and 20% of the daily value for iron—whose relatively poor bioavailability will be greatly enhanced by our genius pairing with the fish. All for a modest 170 calories. The high fiber content is what makes [beans in general](#)—and belugas in particular—a very smart carbohydrate choice for people with diabetes, and a very smart overall choice for people with high cholesterol, heart disease or anyone looking to feel fuller on fewer calories.

Belugas and salmon, served atop a bed of spinach, may possibly be the most satisfying and nutritious combinations you can eat for under 500 calories. Assuming you eat your belugas as I did—accompanied by a 4oz fillet of salmon pan seared in 2 tsp of olive oil and 2 cups of spinach, steamed—this modest little meal contains about 450 calories, 36g (!) of protein, 40g carbohydrate (of which 11g is fiber—mostly the cholesterol-lowering kind), a full day's worth of heart-healthy omega-3 fatty

acids, a full day's worth of Vitamin A, and about 30% of the daily value for iron. As I mentioned earlier, the presence of the fish will help you absorb the relatively large amount of iron in the lentils and the spinach, which would normally not be very bioavailable. This is *a lot* of food and *a lot* of nutrition for not a lot of calories. It is beyond me why any body builder would waste their time with protein shakes or muscle bars when they could eat something this nutrient-dense and delicious to the same effect. And if you're on a cholesterol-lowering diet, then this is a filling, satisfying meal that was practically made for you.

Oh, and did I mention that the entire meal took me 30 minutes, start to finish? Now *that's* a luxury!

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[May 26, 2010 at 6:40 pm](#)

[...] Beluga Lentil Salad: substitute the chorizo that the recipe calls for with 1 tsp of dried, powdered chipotle. Hard-cooked eggs are optional (I usually leave them out). This is a fantastically delicious, sophisticated bean salad with a substantial kick to it owing to the roasted poblanos and the powdered chipotle I substitute. (To read more about my favorite variety of lentils–belugas– check out this previous post.) [...]

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Friday, July 20, 2012

Braised Beluga Lentils – Black Ops and the Caviar of Beans



Braised black lentils, also known as Beluga lentils, since they resemble the most prized of all caviar varieties, is one of my favorite side dishes. That alone would have ensured an eventual appearance on this blog, but it was the suspiciously large number of recent requests that were responsible for today's post.

I love a good conspiracy theory, so I'm assuming there was some kind of funny business going on...I mean, this could have been the work of some shady international consortium. Was "Big Lentil" responsible? They usually say, "follow the money" in these situations, but I'm not sure how to do that, so I'll just move on.

This recipe is very straightforward, and as I say, when the lentils are tender, you are done. You'll need to keep any eye on things after the 25-minute mark, adding a splash of stock if needed. It's always easier to add than reduce, so don't be afraid to adjust as you go. Also, be sure to add enough salt. Under-seasoned beans are bad beans.



One thing I forgot to mention, you might want to pour the cup of lentils on to a plate to check for little rocks. Nothing ruins a great lentil eating experience more than shattering a molar, so it's worth the two minutes to check. Other than that, not much can go wrong.

By the way, if all the requests for this recipe were the work of some clandestine organization, well, you got what you asked for...now, please leave me alone. I hope you give these a try soon. Enjoy!

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Ingredients for 2 large portions:
1 tbsp olive oil
1 tbsp butter
1/2 cup diced onion
1/2 cup diced carrot
1/2 cup diced celery
6 springs fresh thyme
salt and pepper to taste
1 cup black lentils
1 3/4 – 2 cups chicken stock, more as needed
1 tbsp champagne vinegar, or to taste
2 tbsp chopped Italian parsley

[View the complete recipe](#)



Posted by Chef John at 4:09 PM
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29 comments:

Anonymous said...

AHA! The lentil recipe emerges!

Thanks, Chef John! I'll be putting this on my "must try" list!
July 20, 2012 at 5:12 PM

Vinny from NH said...

FREAKISHLY SMALL WOODEN SPOON APPEARANCE! My day is complete.

July 20, 2012 at 6:04 PM

Anonymous said...

I must confess. I was one of the people that kept asking you. Thanks so much for posting this. Can't wait to try it.

July 20, 2012 at 6:16 PM

Anonymous said...

Enjoy your videos very much, thank you. If possible please explain the principle of adding vinegar/acidity here (to this recipe) and in general to any other. Thanks again, Scott.



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July 20, 2012 at 6:53 PM

Murphy said...

Chef John:

Is it possible you could make this into a dip?

July 20, 2012 at 7:03 PM

Chef John said...

Sure! You can make anything into a dip!

July 20, 2012 at 7:40 PM

Daniel said...

Hey John,
Perfect! thank you for this great post on braised belugas! Was going to serve this next to a pork tenderloin and like cherry tomato salad... and was thinking of adding in some south tirelean bacon bits to the veggies... what you think? Or will that make this too ham and beans. I have also in the past stirred in a table-spoon of dijon mustard to other types of lentils... think that works well with this as the acid at the end? or makes it too overpowering?

thanks in advance and greets from Vienna

July 21, 2012 at 4:10 AM



Chris K. said...

This recipe video reminded me of that classic horror film, "The Creature From The Black Legume."

...too much?

July 21, 2012 at 9:03 AM

Chef John said...

Daniel, taste is subjective, but sounds good to me!

Chris k, it's never too much!

July 21, 2012 at 9:54 AM

Sandra from Montreal said...

Yay! So happy to see this recipe today! I think these will be really nice served with the "beer butt" chicken and grilled veg we're planning on serving tonight. Thanks again, Chef John.

July 21, 2012 at 11:17 AM

steven said...

Chef John, how many kinds of vinegar do you have? It seems like a new one appears in every recipe!

July 21, 2012 at 3:22 PM

Bradlea said...

Chef John, this looks delicious. My boyfriend and I are going to be in the Bay Area starting Tuesday, please let me know when you're going to cook dinner for us ;D



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Chef John's Bio
Chef John



July 21, 2012 at 5:41 PM

jccraia said...

Talk about conspiracy theories Chef... About the time you merged up with AllRecipes I noticed that videos don't play on Foodwishes anymore... I find myself forced to pump up your numbers on YouTube... Not that I have a problem with that, just wondering why... ?

July 21, 2012 at 5:44 PM

Phong Hong said...

Ahhh...the black lentil beckons and I am heeding it's call!

July 21, 2012 at 7:39 PM



Bob Walters said...

Yeah, like "jccraia" I can't run videos directly from the blog either even though I used to be able to; however, they do still work with YouTube. I've tried all the recommended fixes for Windows 7, Firefox, etc. but no luck.

July 21, 2012 at 11:33 PM

Anonymous said...

This looks great, but I need to know if that pun was intended: It's too time(thyme) consuming?

July 22, 2012 at 12:22 AM

Anonymous said...

tried commenting before but it didn't show. waaaaaaa. Hey CJ, can you use any other lentils in this dish, as I have never seen black lentils here in Australia.. love your videos!

Annie

July 22, 2012 at 12:36 AM



Chef John said...

Any lentils work, just different cooking times.

July 22, 2012 at 11:41 AM



Krista said...

I couldn't find any black lentils so I used regular lentils and followed the recipe exactly. It worked great and was tender between 30-35 minutes. I didn't have champagne vinegar, so I used lemon instead. My husband, children, and sister-in-law really enjoyed the dish. I look forward to making it again!

July 22, 2012 at 8:00 PM



Locomotive_breath said...

Hi Chef

Even without making this dish I know it is going to be a winner. I have been making these and other lentils ever since I started cooking. I'm Indian, so lentils are an integral part of my diet. Although I'm not a vegetarian, I often base a meal around lentils as the primary source of protein. So kudos for giving the humble

Eliza Charbonneau

Elizabeth Martin

Rendon Sabina

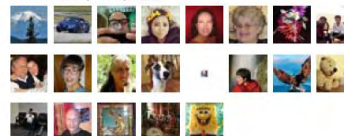
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legume a place in the spotlight.

Q: Will pressure cooking the lentils for this dish impact the taste adversely? I always use the pressure cooker for cooking lentils and meats...another Indian thing, but sometimes I avoid the pressure cooker to preserve the integrity of the grain and not have it all turn to (very tasty) mush.

Thanks a bunch for your videos. I have a backlog of your dishes that I want to make and that is something I always look forward to.

Shantanu.

July 23, 2012 at 10:11 AM

Anonymous said...

I made this last night with red lentils, and it turned out AWESOME. I accidentally overcooked them, but the flavor was excellent.

July 31, 2012 at 4:39 AM

happy_jim said...

Chef,
Thanks so much for this recipe. Fabulous and stupendous. I made it with French green lentils because I could not find Beluga lentils. It was still marvelous. I've got to get one of those freakishly small wooden spoons though.
Your recipes are always fun. I can hear you in my head while I am cooking. (scary sometimes)
The comment about the videos - I have not trouble watching either on the blogspot, allrecipes or youtube. I am using firefox browser though. Maybe that is the key.

Jim

July 31, 2012 at 2:02 PM

Berit said...

I made this with prepared turkey broth, and it was fabulous! A friend who dropped by before going to his martial arts class while I was cooking it couldn't resist eating some (thereby forfeiting his chance to go to class--must be done on an empty stomach).

There you have it--Braised Black Belugas: Better than Brazilian Jiujitsu!

I told him, "Better luck next Thyme!"

(No, I didn't.)

August 8, 2012 at 9:16 AM

Anonymous said...

Does it matter if you use fresh or dried lentils?

September 12, 2012 at 10:53 AM

Jacquelyn James said...

Chef John,

What can I sub the champagne vinegar with? That stuff is expensive lol

September 22, 2012 at 7:23 AM



Jeff Hardwick said...

There it is! Finally found a video recipe for black lentils. I have heard a lot that this caviar delicacy is truly delicious and anyone will crave for it.

And I think I am getting on of those :D Thanks Chef John.

<http://www.sensationcaviar.com>

April 22, 2013 at 9:58 AM

Aholibama Zepeda said...

Great recipe! I loved having it for dinner today. I had to mention it on my blog. Thanks! <http://thesonomaplate.blogspot.com>

August 6, 2013 at 7:46 PM

Joy Messer said...

Will this dish work well cold or at room temperature? Thank you!

July 9, 2015 at 11:23 PM

ja ha said...

I actually went out and bought a freakishly small wooden spoon. I love it.

December 3, 2016 at 10:52 AM

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Questions and Answers – What are Flageolet Beans?

Question:

I recently came upon a recipe that calls for flageolet beans but couldn't find them in my local supermarket – do they go by another name? Can I substitute another bean? Any help would be appreciated.



Answer:

Flageolet Beans – The caviar of beans. Flageolets are tiny, tender French bush type beans that are very popular in French cooking. The flageolet has an inedible green pod about 3-inch long and small, light-green, kidney-shaped seeds. Fresh flageolets are occasionally available in the summer. They range from creamy white to light green.

Flageolets are removed from the pod when tender and just maturing. This bean of French origin is grown in the fertile soil of California. Its versatile flavor compliments lamb, as well as fish and chicken. If you can not find them, substitute navy beans instead.

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Kobe Beef: The Caviar of Meat

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Everyone has heard about Kobe beef at least once while venturing out to their favorite steak restaurant. It's definitely one of the best you can find in Japan. If you are a meat lover, you know it's considered the epitome of fine dining.

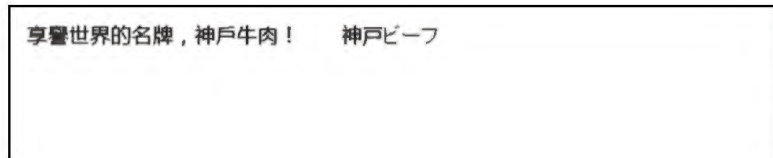
But what is, exactly, Kobe beef, and how is it prepared? With the name being tagged on meat left and right outside of Japan, the meaning behind it can become a little vague. Well, it comes from the black colored Tajima-ushi breed of Wagyu cattle, and raised through a strict protocol in Hyogo Prefecture.

In modern Japan, the raising of wagyu cattle is a relatively new tradition. Buddhist influences and cultural factors actually banned beef and meat consumption for more than a thousand years in Japan!

During the Meiji Restoration, things slowly started to change as the new leaders of Japan wanted to encourage the adoption of Western habits, while weakening the power of the Buddhists. But it wasn't until after World War II that, as the economic situation was improving, families were able to afford beef more often.

The uniqueness of Kobe beef started to be known worldwide in the 1980's and 1990's, with the help of the Kobe Beef Marketing Distribution Promotion Association, which was formed in 1983 to define and promote the trademark.

<https://www.youtube.com/watch?v=51u7o-vhFJE>



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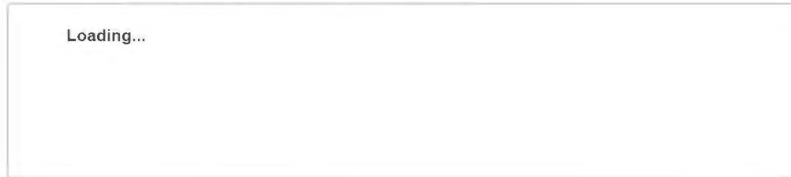


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The Cooking Frog's Blog

What's cooking today?

The Caviar of the poor, it's eggplant!

Posted on [February 25, 2011](#)

I have been thinking about old family recipes, traditions I could pass on. This one came from my Aunt Marie-Paule, born in the Savoie region and a pharmacist in Paris for most of life. She bought her own small community pharmacy and did not have much money left after the payments, but she liked good food, was a fabulous cook and this was one of her favorite rants, "le caviar du pauvre". La pauvre, it was her! The name caviar came from the eggplant or aubergine seeds, which create an illusion of the eggplant being a roe like fish caviar.



You need three eggplants, fresh and firm. They will peel well with a Y-shaped potato peeler. Once peeled, slice them but do not remove the seeds. Spread the slices on a cookie sheet, salt, sprinkle with thyme and drizzle with olive oil, and roast for an hour at 340. Layers are okay, just turn the slices over half way. Do not let them burn (use foil protection if necessary) but brown is good.

Chop 1/4 cup parsley, 1/2 sweet onion, 4 cloves garlic with 3 tbsps olive oil, the juice of half a lemon, hot sauce to taste, 10 black olives and the cooked eggplant in the food processor. Make sure to stop before it is puréed, so you can feel the eggplant seeds, the caviar!

I bought a jar of caviar d'aubergine, recette méditerranéenne, when I was last in France, they seem to use the same ingredients, but the texture was too fine and it was not nearly as good as made from scratch. Because they sold it at the price of real caviar, or almost, I guarantee you that the result is well worth the trouble of roasting a few eggplants.



Caviar d'aubergine in petit pot Le Creuset

Eat cold with rustic bread or make a bruschetta. This yields about two small mason jars.

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4 Responses to *The Caviar of the poor, it's eggplant!*


[Marion Renk-Rosenthal](#) says:



December 23, 2011 at 09:17

I am so glad I just came across your blog! I'm invited to several American holiday parties and I will bring along your vegetable recipes to get away from ham and turkey 😊. Finally, great European dishes without the heavy cream from my mom's recipes. Merci beaucoup! Bonne Fetes!

[Reply](#)



molecularsheep says:

July 1, 2011 at 07:15

Eggplant is probably one of my favorite foods and unfortunately I am an outlier with this feeling amongst my friends, and with that being said I only ever really see it fried as in a parm. This is something that I will have to definitely try for myself. That being said, what bread did you use? It looks like sourdough.

[Reply](#)



Veronica says:

February 25, 2011 at 19:56

ça me donne envie!!

[Reply](#)



jerome says:

February 25, 2011 at 19:06

brilliant

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The 'caviar of cruising'

SHIRLEY SINCLAIR | 20th Feb 2013 11:58 AM



WOW FACTOR: The pool and whirlpools are a popular spot on Seabourn Quest.

Shirley Sinclair

THE ultra-luxurious ship dripping in marble, timber finishes and plush burgundy carpet sent me swooning on Valentine's Day.

By the time the canapes and champagne cocktails were served by impeccably dressed waiters in the Deck 10 Observation Bar (with panoramic views of the Brisbane skyline and riverscape), my heart was aflutter.

If only I could have stayed on to be romanced at dinner and receive one of the 500 roses commissioned from a Brisbane wholesale florist to mark Cupid's special day.

With or without a partner, the 450 passengers onboard Seabourn Quest would have loved spending the day in the summer splendour of south-east Queensland on Thursday before heading back to the arms of the \$300 million ship.

Seabourn Quest is on its maiden visit to Australia as part of the current 116-day world tour from Fort Lauderdale to Venice, and selected media and travel agents toured the ship that is part of a fleet described as the "caviar of cruising".

It features spacious all-suite accommodation with ocean views, open bars throughout with your favourite drinks for free in the mini-bar, gourmet dining to rival some of the world's best restaurants, and crew members at your beck and call in the relaxed atmosphere of a floating "club".<EP>I imagined myself soaking up the ecstasy of a jacuzzi, lolling in a pool under cloudless skies, and being served room service, course by course, at my suite table.

Tales of watching whales frolicking outside from the treadmills in the fitness centre, ordering a seven-course degustation dinner in the intimate 45-seat Restaurant 2, meeting newfound friends for coffee and cake in Seabourn Square and catching a world-class show or lecture in the Grand Salon only made me lust even more.

The allure of shouting friends an after-dinner aperitif (after all, they're free) in the comfortable surrounds of the Seabourn Club, dining under a chandelier in The Restaurant and sprawling on heated timber lounges in the Serene area of The Spa (the largest at sea on a luxury vessel) was SO-O-O tempting.

My love affair was sealed with thoughts of the "Seabourn touches" - including Caviar in the Surf (a silver-service barbecue on select cruises where the crew dons full uniform and takes to the waves to deliver champagne and caviar on surfboards), Massage Moments (therapists from The Spa knead away any remaining stresses with complimentary massages on deck), and Personal Shopper (a private luxury car and driver ferries the passenger and their savvy local guide on a sophisticated shopping excursion to designer boutiques, antique shops, art galleries or wherever is desired).

Seabourn director of sales Australia Tony Archbold wanted to "dispel the misconception that you have to be filthy rich to come onboard", likening passage costs to the popular European river cruises.



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He said the Seabourn fleet attracted a wide range of guests including movie stars, captains of industry, nobility and tradies who all mixed together and were on a first-name basis once part of the "Seabourn club". The talk of the travel agents was the latest addition to Seabourn Quest's voyages: four sailings to Antarctica within the next year.

Passengers will be issued with their own ice jacket and be able to pre-order rental clothing such as ice shoes.

Planning is well under way and the aim is for five ice landings per passenger using Zodiac craft on the sailings in November (21 days) and December (24 days) this year and January (two 21days) next year.

And love surely is a personal steward running a warm bath in your suite on your return on a cold Antarctic night.

Contact a travel agent, call 1300 987 323 or visit seabourn.com



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TRAVEL

The 'caviar of cruising'

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IOMA PARIS LAUNCHES MA CRÈME: THE CAVIAR OF SKINCARE

MIKE HAMMER (HTTP://WWW.DOWNTOWNMAGAZINENYC.COM/AUTHOR/MIKE/) * JUNE 26, 2014



The Ioma Paris Beauty Diag Machine

According to Ioma Paris Founder and Chief Executive Officer, Jean-Michel Karam, the phrase “one size fits all” does not apply to skincare. The brand’s revolutionary and innovative technology offers customers products that are precisely individualized — and it is highly unlikely that two customers will receive the same formula. On June 24th at The New York Palace Hotel, Karam and his team debuted Ioma’s newest invention, Ma Crème. Karam says that Ma Crème is “the ultimate in personalized skin care. No one has gone this far before.”



Ioma Ma Crème Day Cream and Serums

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Guests tasted caviar and sipped Dom Perignon as Karam described his newest cream and the technology behind the formula. The event also gave attendees the opportunity to use Ioma's Beauty Diag Machine in order to determine which formula would best address their own personal skin needs. The machine examines skin on a microscopic level and reveals what cannot be seen by the naked eye.



Ioma Ma Crème Night Cream and Serums

The Beauty Diag, which is offered at every Ioma Paris skincare counter, rates skin on moisturization, trans-epidermal-water-loss, fine lines and wrinkles, redness, bacterial activity, sebum, and pigment spots. The higher the score in a particular category, the more that area is in need of care. Then, based on the machine's diagnosis, an individual formula is prepared by a brand representative. There are over 40,000 different possible formulas for Ma Crème alone.



Ioma Paris Founder and Chief Executive Officer, Jean-Michel Karam

Ioma Paris is offered throughout Europe and also has several locations in department stores throughout the US. In New York, it can be found at Saks Fifth Avenue. Karam said that Ioma is looking to expand even more in the US over the next few years. "We're really looking to understand the American consumer," he said. "We are looking at a much wider expansion in the US."

-Elizabeth Sutherland

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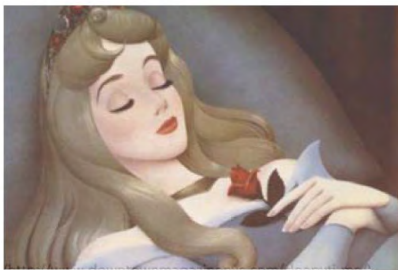
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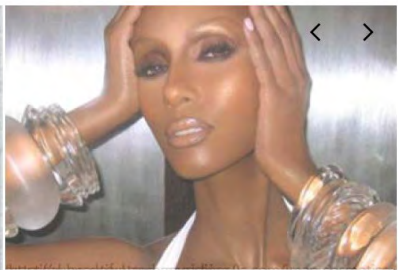
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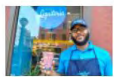
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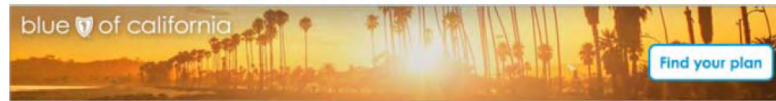
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JUNE 4, 2013

THE CAVIAR OF SKINCARE, RG-CELL



You must agree, skincare technology has come a long way. Fortunately, we are given an abundance of information about the newest technologies, helping us choose the most appropriate skincare to suit our individual skincare needs. Timeslip Solutions has recently introduced a new technologically advanced, concentrated restorative serum, *RG-Cell*. What is so unique about *RG-Cell* is that it contains a unique blend of stem cell activators designed to target and protect your skin and fight visible signs of aging. *RG-Cell* is suitable for all skin types, a definite plus in my book.

With just a few drops a day, I am on my way to beautiful, more youthful looking skin. I love the fact that with only one drop of *RG-Cell*, I am able to cover my entire face. I am currently using *RG-Cell* once daily, right after washing my face. You can apply *RG-Cell* twice daily (AM and PM) if you are experiencing problematic areas on your skin, such as scarring or injured skin which needs healing quickly.

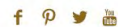
As stated on their website rg-cell.com, "*RG-Cell Concentrated Restorative Serum is the perfect, powerful proprietary blend of skin conditioning messenger molecules which penetrate to the deepest layers of the skin structure. They awaken our old dormant stem cells, teaching them new tricks on how to differentiate.*"

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proliferate and migrate to areas of imperfect and aging skin. This renewal process protects, conditions and restores our skin thereby, delaying the onset of age related skin damage."

Recently patented Technology effectively guarantees that that RG-Cell penetrates deeply into the skin, reaching the basal layer where the stem cell resides. RG-Cell founder, Dr. Luiza Petre states that "The formula awakens dormant stem cells, teaching them new tricks on how to differentiate, proliferate and migrate to areas of imperfect and aging skin". "By stimulating fibroblast production of collagen, skin's firmness and elasticity increases while the appearance of fine lines and wrinkles are reduced for smoother, radiant and more youthful-looking skin."

RG-Cell contains all natural ingredients and you can find the entire list at rg-cell.com/rg-cell-ingredients. What caught my eye was that RG-Cell contains CAVIAR. Caviar is rich in vitamins and absorbs well without any allergic reactions. Caviar also stimulates the regeneration of the skin, possess antioxidant qualities and protects against harmful UV damage. Research and Scientific studies can be found at <http://rg-cell.com/research/>.

Studies have concluded the following:

** Ingredients have been scientifically shown to reduce fine lines and wrinkles over time —*

75% of clients reported reduced redness and less irritation to applied areas of dried, damaged skin IN JUST 5 DAYS

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Denniston's "Caviar" Of Coal? - The Westport Story, part 3

Monday, 5 August 2013, 1:02 pm

Article: [The Westport Story told by Scoop](#)

Westport: Past, Present And Future - Part 3

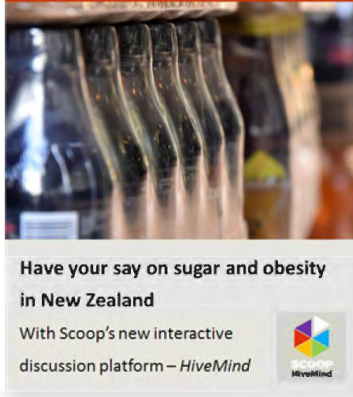
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Some of the "caviar of coal" on the Denniston Plateau is clearly visible on the surface. (Note however that these pockets of coal, having been oxidised, are degraded in their value.)

Introduction: One way or another it's a fact that the past, present and future of Westport and the Buller District is inextricably linked to the ground-covered seams and coal-fields on the lofty cloud-draped plateaus directly outside the township's front door. On the cusp of a weather bomb that hit New Zealand on June 20, Scoop Amplifier paid a 3-day visit to this enduring part of the nation to begin to gain some on-the-spot perspectives into just how steep a battle the majority of Coasters are facing to find ways to tell the story of their intertwined environmental and economic prospects.



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Denniston's "Caviar" Of Coal - The Westport Story, part 3 The West Coast's coking coals – a history and the science behind their use

By Peter Kerr

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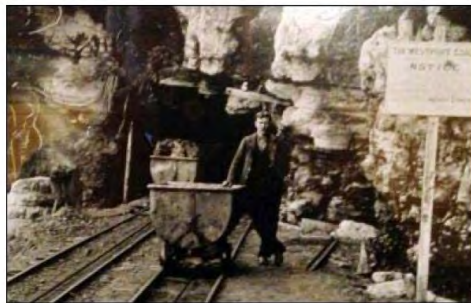
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A miner at the portal of the Banbury Mine at Denniston in the late 19th Century (image source : on the Wall of a Westport pub)

HISTORY : Coal In New Zealand - Introduction

New Zealand's first settlers, the Maori, were aware of, and used, coal.

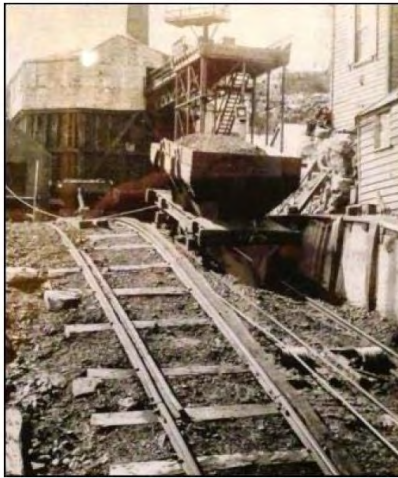
It is said that Tainui Maori (Waikato region) knew that waro (coal) had heating properties and used it for cooking.

The first European use was probably at Shag Point on the Otago coast, where whalers used coal heating trypots as they rendered blubber.

Various small coal deposits were mined throughout the country, and with Great Britain's growing industrialisation, in the 1870s it was imagined that a thriving coal industry could do the same for New Zealand.

At this time it was known that some of the West Coast's bituminous coals were a quality resource, and a number of mines, including the 600m high Denniston plateau were opened during the decade.

The completion of the cable railway known as the Denniston incline in 1879, a 1.5km long railway over a very steep gradient created a feat sometimes known as 'the eighth wonder of the world'.



Top of the Denniston incline as it looked when it was operating in the first part of the 20th Century.

West Coast's coals gain fame

However, it was an event over three thousand kilometres from New Zealand that cemented the reputation of the West Coast's high quality coals.

Amateur historian Gary Blair says that the region's bituminous coal was extensively transported around the country.

Gary's the author of a historic fact-based novel set in 1855-61 called 'Empire under the Long White Cloud'.

Some of the Coast's coal ended up in Wellington.

"In 1889, a British warship the Calliope, took on Westport coal at Wellington before heading for Apia in Samoa," says Gary.

"The light cruiser Calliope had both sails and powerful engines, and her job as part of Britannia's showing of the flag, was to show a presence to American and German warships also hanging around Apia. There were three American and three German navy vessels showing off their imperialist ambitions along with Britain.

"The harbour was small, primitive and surrounded by reefs, perhaps fit for four ships. But on March 14 there were seven warships and six merchant vessels in the V-shaped port when what was to become a tropical storm began.

"Winds of up to 185kph blew, ships were dragging their anchors, some were crashing into each other, some had attempted to beach themselves.



[The HMS Calliope](#) - ([Source Wikipedia](#))

“On March 16, the Calliope’s Captain Kane ordered maximum pressure from the boilers which had been kept fired over the previous two days.

“She barely managed to avoid the other hapless ships and the reef entrance at its narrow opening, but eventually broke through and to safety at sea.

“When the Calliope came back on March 19, it was to incredible destruction of the other ships, and the death of over 100 seamen.

“The Calliope’s engineer, Henry George Bourke, attributed her survival to the quality of the coal. This made Westport’s coal reputation, and not long after, the British Admiralty stationed a coal-purchasing agent in Westport.”

Gary says the fame of the Calliope lived on for many years in New Zealand.

“Generations of New Zealand schoolchildren read in their school magazines about Calliope’s battle with the sea gods and how ‘the fine Westport coal, the best in the world’, tipped the scales in her favour,” he says.

Such was the reputation underpinned by this performance that for many years after, the generic term ‘Calliope Coal’ applied to the West Coast’s bituminous resource.

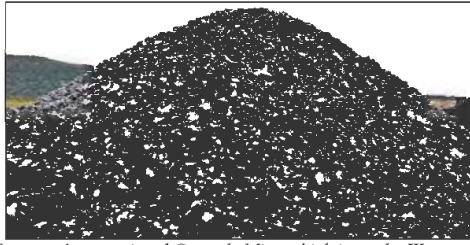
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The top of the Denniston incline as it is if you visit today

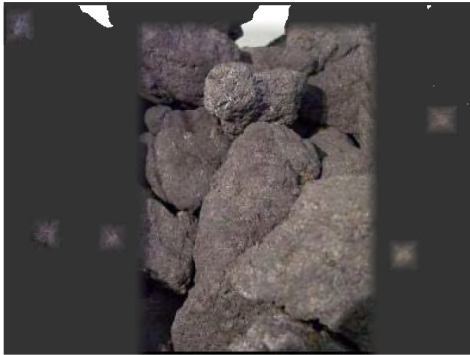
West Coast’s ‘caviar’ coals an essential element in steelmaking



A pile of coal from Bathurst Resource's operational Cascade Mine which is on the Western edge of the Denniston Plateau.

Metallurgical coke, made from bituminous coals such as the West Coast's, are desirable in the blast furnace conversion of iron ore to iron. They are sometimes referred to as the caviar of coals for their special steel enhancing properties.

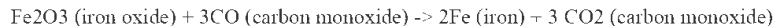
As Jakarta-based managing director Peter Gunn of Coal Marketing International explains, coke, which is coal heated in the absence of air, has to perform three important functions in a blast furnace – which in effect is a giant chimney in which iron ore is reduced to iron.



Raw Coke (Source : [Wikipedia](#))

Firstly the coke must act as a source of carbon in what is a reduction process.

The actual chemical reaction is:



“Secondly, the coke has to provide permeability for the materials in a furnace,” says Gunn. “If the gas isn’t able to move up the furnace, the reaction stops. The coke has to remain unreactive at temperatures below 1,100° Celsius, something only a few very special coking coals can achieve. This property is known as Coke Strength after Reactivity, or CSR.”

Coke and iron ore are feed into the top of the blast furnace in alternate layers and to these layers is added limestone, a source of lime that is used to flux (melt) ash associated with the coke and iron ore.

“The final main requirement for the coke is as a fuel, once it reaches the bottom of the blast furnace, it is combusted, and becomes a source of energy for the whole reaction,” he says.



Coke Ovens at smokeless fuel plant Abercrombie - (Source : [Wikipedia](#))

To be used in iron and steelmaking, first the coal, usually as a blend of different types and prices, are mixed and fed into coke ovens. Typically these exist as a battery of up to 30 ovens six to seven metres tall, one metre diameter, often situated adjacent to a steelmaking plant.

The coal blend is crushed to less than 3 mm, fed into the coke ovens and heated in the absence of air to between 1100 - 1300° for between 24-36 hours. This heating drives off volatile matter such as short and long chain hydrocarbons out of the coal, all of which are collected and

used elsewhere.

The end result is a hard, grey pumice-like lump of carbon, strong enough to support iron ore or sinter and perform the actions Gunn describes above.

Coke-makers often have 20 to 30 years' experience in what is as much an art as a science, attempting to add a quality aspect to the coke in order to make the steelmaker's blast furnace as efficient and productive as possible.

Many of the West Coast's bituminous coals can help contribute to these coke qualities Gunn says.

Most of these West Coast coals have extremely low ash contents and in the steelmaking process ash is simply an inert component that adds nothing to the actual production of iron and requires heat and limestone to melt and remove from the molten iron as slag. This process is highly endothermic and wastes heat and reduces blast furnace efficiency.

"The higher a coal's ash content, and therefore the resultant coke's ash content, the more limestone that has to be added at the blast furnace to flux the ash and the lower the overall productivity of the blast furnace. The limestone is broken down to calcium oxide and releases CO₂ in the process," he says.

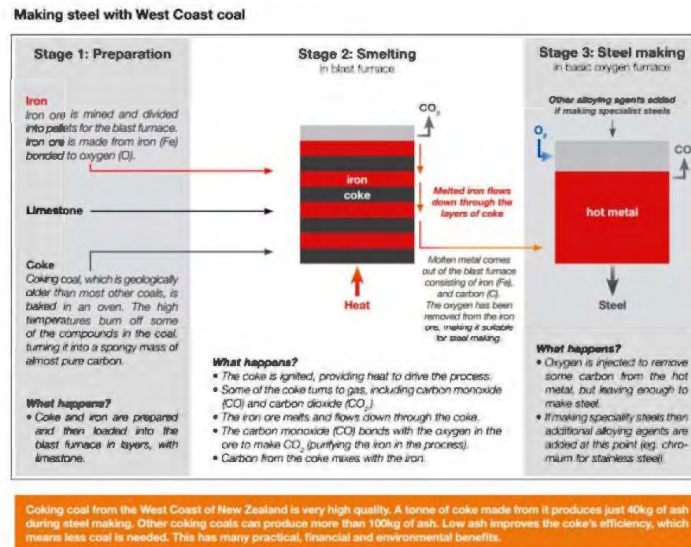


Diagram : Making steel with West Coast Coal - (source : [Solid Energy](#))

Most of the West Coast's bituminous coals have a 2-4% ash content. Countries such as India or China have their own, cheaper, coals, but these can have up to 25% ash. A blast furnace operator never wants more than 11% ash in their coke, and preferably about 8-9%.

"The West Coast coals are particularly used to trim the ash in blends mostly. The other great advantage they have is low phosphorous, which if present in steel causes it to crack and be brittle," says Gunn.

"Across the West Coast, you find a range of bituminous coals with slightly different characteristics. For example, there are ultra low ash coking coals from Stockton and the Waimangaroa Valley, there are low sulphur and low ash coking coals from the Greymouth Coalfield, and there are high CSR hard coking coals from the Mt Davy-Roa area, Stockton area and the Whareatea West area has potential as well. Denniston's Escarpment mine will produce a semi-hard coking coal by virtue of its very good ash chemistry and appropriate rank. The Pike River mine can produce a very highly fluid coal that has low ash content and virtually no phosphorus. All of these coals can be used in the coke making process and can be described as being boutique type coals that can be used in small amounts to optimise a coke oven blend"

"All in all, the West Coast coals are used to fine tune a coke oven blend that is most suited to the end iron and steel being produced. It is unlikely that a pure West Coast coal would be used as it is rare to get all the coke properties required from just a single coal."

Gunn can't see that using only recycled steel is going to be a feasible solution to supplying the world's demand for steel, in even the medium term future. (Recycled steel can use a different manufacturing process, reducing the quantity of CO₂ produced).

"One of the major uses of steel is as a structural steel used in reinforcing concrete, and as a consequence is it not feasible to knock down a building simply to get its steel. At the same time, the Western world uses about 250 -300 kilos of steel per person a year," he says.

"In places like India or Indonesia, the equivalent is about fifty kilos. When the world's developing countries are considered, it is clear that they're going to have an enormous ramp up in their quality of living and as a consequence their use of steel will undergo a commensurate growth. It is going to be a long time before they reach a plateau and start recycling."

Gunn says that even in a mature country such as the United States, 50% of its new steel comes from recycling; showing that even in the US there is still a need for new steel that has to be made from iron ore (via the blast furnace route).

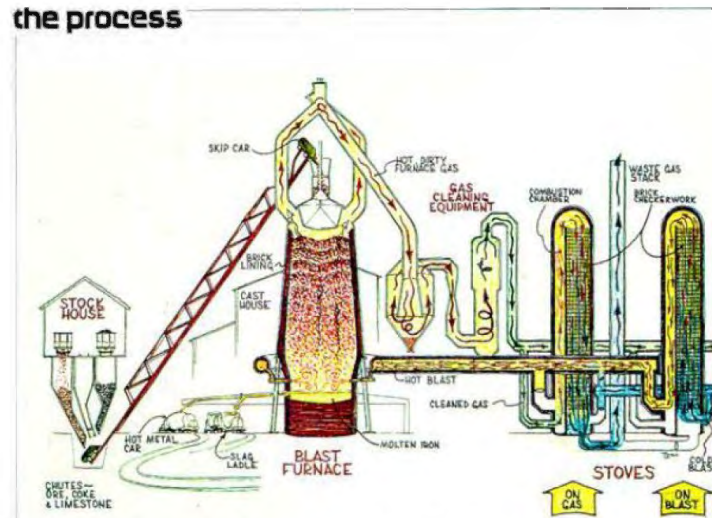


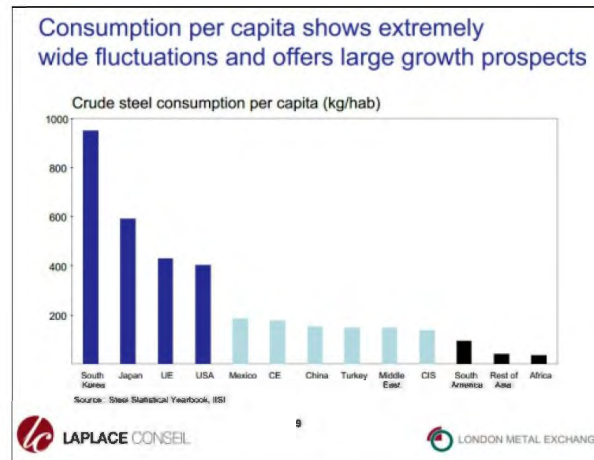
Diagram: The carbon-steel production process - how a blast furnace works. (Source : Steel.org)

At the same time, the manufacture of car parts, for example, requires very high quality steel, and steelmakers prefer to use precise mixtures of iron ore, coke and other ingredients to obtain their desired products.

“At today’s level of technology, in the mature economies such as Europe, USA, Canada, Japan, Korea, Taiwan, Australasia, even sophisticated steelmakers aren’t able to use just recycled steel to produce exactly what they want,” he says.

Gunn says that there is no redeeming story for the use of coal in steelmaking. Iron ore is most economically reduced to iron through the use of carbon as the reductant. The inevitable by-product of this process is carbon dioxide. The carbon dioxide that results from steelmaking contributes to carbon dioxide in the atmosphere.

“But the use of New Zealand coal in coke making can allow for a more efficient steel making process. Carbon dioxide production is reduced because West Coast coals have low ash content and this can result in less slag production. Use of these coals if used to reduce overall ash of a coke oven blend, would provide overall benefit to the planet due to reduced energy consumption per tonne of hot metal produced compared to other coking coals.”



Per capita use of steel in developed and developing economies (Source - [LaPlace Conseil](http://LaPlaceConseil.com) & [London Metal Exchange](http://LondonMetalExchange.com))

SIDEBAR : Charcoal not yet an alternative to coke in steelmaking

It is sometimes put forward that charcoal, able to be made by recyclable, renewable processes, could substitute for coal and coke in iron and steelmaking.

However, it could only do so on a limited basis, and certainly not on the industrial scale required by the modern world says Coal International Marketing’s managing director, Peter Gunn.

“Charcoal could provide the required source of carbon and energy while at the same time having very low levels of ash,” he says.

"But it doesn't have the strength to support the large quantity of iron ore that enters a blast furnace. As soon as you put any weight on it, it crumbles and breaks."

"In the 16th century, England had to pass laws to prevent the country becoming completely denuded of trees due to the production of iron."

"Unless we can figure out a completely new path to make iron with charcoal, it is simply a pipe-dream to think we could currently go down this charcoal track and produce steel at anywhere close to today's cost."

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A steel production blast furnace in operation

West Coast coals – a geologist's perspective

It is often unrecognised how unique New Zealand's West Coast coals are says Simon Nathan, geologist, emeritus scientist at GNS, and the author of numerous books about geology and fellow geologists.

One unusual feature is that bituminous, sub-bituminous and lignite coals all occur within a relatively small area. Having the geologically high-ranked bituminous, medium-ranked sub-bituminous and low-ranked lignite in close proximity occur hardly anywhere else in the world Nathan says.

"The other unusual feature of the bituminous coking coals of the West Coast is how young they are compared to others," he says.

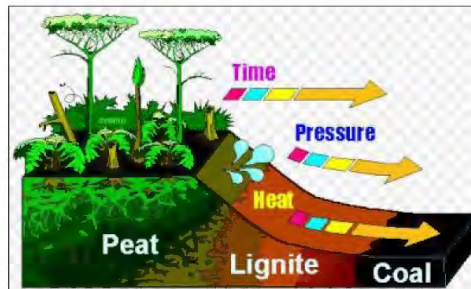


Diagram : How coal forms (Source <http://egeology.blogfa.com/page/coal.aspx> Egeology)

"Other global high-ranked bituminous coals usually date from the Carboniferous period, about 300 to 350 million years ago. The West Coast's bituminous coals are much younger, formed mainly in the late Cretaceous and early Tertiary periods, 30 to 70 million years ago."

During their formation, the Coast's original vegetation was deposited in small basins that were very deeply buried, transformed by pressure and temperature to bituminous coal and then uplifted, often to the tops of mountains – another unusual feature.

Sandstone above the coal has been welded into a hard rock, which protects the coal from erosion, meaning that it is often available for mining.

“Some of these bituminous coal seams are up to 30 metres thick, which, if you remove the overburden, makes them especially suitable for open-cast mining,” says Nathan.

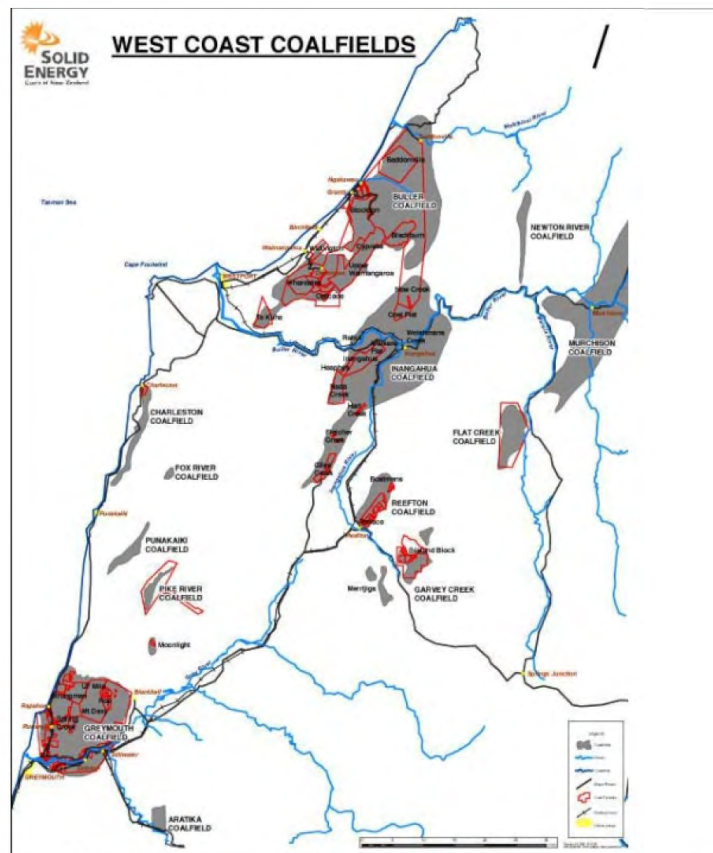
“This coal’s formation has also given them some highly prized properties for use in smelting. They have very low ash, and very low sulphur and phosphorous. These bituminous coals also swell very well during coke making: another highly valued property.”

Nathan says the thickness of some of the Coast’s bituminous coal seams provided challenges for many of the early English coalminers brought out to mine it.

“They were used to mining underground seams, say one to two metres thick. Being able to stand up properly in a mine was a great thing,” he says.

“When the underground mines were operating till the mid-20th century, they could only mine to a thickness of about three metres. Much coal was wasted as it couldn’t be extracted because the seams couldn’t be buttressed any further.”

He says companies such as Bathurst are now looking to go back and open cast mine areas that were previously worked underground by removing the overburden to reveal the bituminous coal.



West Coast coal fields (Source : http://www.mineralswestcoast.co.nz/westcoast_coal.aspx Minerals West Coast)

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(continuing story...)

This story is being published in four parts starting July 31st 2013.

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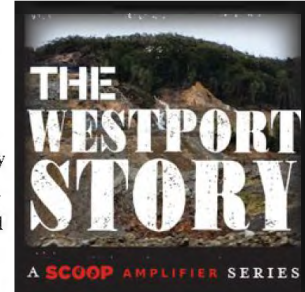
[The Westport Story as told by Scoop Amplifier](#)

Westport : Past, Present, Future - A Four Part Series

One way or another it's a fact that the past, present and future of Westport and the Buller District is inextricably linked to the ground-covered seams and coal-fields on the lofty cloud-draped plateaus directly outside the township's front door.

On the cusp of a weather bomb that hit New Zealand on June 20, Scoop Amplifier paid a 3-day visit to this enduring part of the nation to begin to gain some on-the-spot perspectives into just how steep a battle the majority of Coasters are facing to find ways to tell the story of their intertwined environmental and economic prospects. One month later, Scoop is publishing a series of feature articles to better inform a wider audience about the lie of the land in Buller, to provide a deeper factual background, and to outline who's saying what about the role of coal mining.

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- WellSouth - [Local food and drink retailers promoting eating guidelines](#)

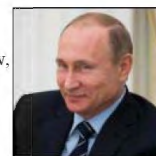


[Gordon Campbell: On Vladimir Putin's Wonderful, Fabulous, Very Good Year](#)

Safe to say that no-one, but no-one has had a better 2016 than Vladimir Putin. What an annus mirabilis it has been for him. Somehow, Russia got away with directly interfering in the US election process, such that a friendly oligarch is about to take up residence in the White House, rather than a genuine rival. [More>>](#)

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We all supposedly agree that the media is going to hell in a tabloid handbasket, but the trends to the contrary can be a bit harder to spot. In his 1970s book *The Right Stuff*, Tom Wolfe had mocked the way the media instinctively acts as what he called The Victorian Gentleman. [More>>](#)



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I wasn't a close friend of Helen Kelly's. But her passing has moved me to tears more than once in the past two weeks. I feel honoured to be one of the many who worked with her and was helped by her. [More>>](#)

[Postnatal Depression: 'The Thief That Steals Motherhood' - Alison McCulloch](#)

Post-natal depression is a sly and cruel illness, described by one expert as 'the thief that steals motherhood', it creeps up on its victims, hiding behind the stress and exhaustion of being a new parent, catching many women unaware and unprepared. [More>>](#)



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OPERATION CHRYSALIS

[The State of NZ News Media - A Public Conversation](#)

by The Scoop Team



In 2015 Scoop published a series of reflections on the state of the news media in New Zealand. The series kicked off with [an article from Scoop Editor Alastair Thompson](#) starting at the beginning of modern journalism and concluding with [five starting points for the conversation](#), plus a suggestion about [a place to start looking for a solution](#).

Readers of Scoop are invited to participate actively in a public conversation about issues raised in the editorial services in [Scoop's Online Community Hosted by Loomio.org](#).

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Learn To Preserve

Yes, you can do it...it's easier than you think!

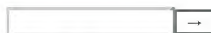


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I have attempted to share safe preserving methods however you alone are responsible for your health & safety in your own kitchen or location. Be aware of current safety recommendations. Please see "Full Disclaimer"

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Tuesday
Jul 26 2011

Red Huckleberries, the caviar of the jam world

TUESDAY, JULY 26, 2011 AT 5:27PM

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First of all, I didn't expect them to be so easy-to-find*.



Second, I didn't expect them to be so perfectly lovely to look at. Such brilliant red. They practically glow, even in the shade.

No photo enhancements here - this is the real deal.



Third, I didn't expect them to taste so complex baked in a fairly simple tart.

60 minutes after picking them we were baking **Wild Berry Tartlets** at the Strawberry Hill Center on Bainbridge Island.

The flavors? Fantastic.



And last of all, but certainly not least, I didn't realize that Red Huckleberries would look a lot like caviar. Preserving them with sugar and a touch of orange zest brought out even more of their pure flavors.



The tiny seeds you see? Tender and not noticeable at all when you eat them.

It's easy to see why people who forage are so wild (pardon the pun) about it. Walking along a trail in one of our spectacular forests and discovering "free food" just ripe for the pickin' is a quintessential Pacific Northwest experience. As if your walk in the woods isn't wonderful enough, you're often rewarded with a bonus of **antioxidant-rich** berries.

Wild preserving has added a very exciting dimension to my passion for "putting up". With a reputed 13 varieties of huckleberries in Washington state I think I have a lot of tasty experiments in my foraging future.

Okay so maybe not THAT easy-to-find...I had help. Thanks to Langdon Cook for leading the way to the Red Huckleberries. You can find out about more foraging field trips by following his blog, **Fat of the Land.*

Update on Wednesday, July 27, 2011 at 1:37PM by
Brook Hurst Stephens

Elisa Rathje, from **Apple Turnover -
Homemade Stories**, wrote a
wonderfully informative post about
Red Huckleberries, which she sent
me shortly after I published my own
post. Our timing was eerily in sync,
even though we are separated by 200
miles, and have never met.
I just have to share her words and
photos!

Enjoy ~

You can follow Elisa on Twitter:
@HomemadeStories

And yes Elisa, great minds DO think
alike.

Brook Hurst Stephens | **Post a Comment** |
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The most expensive coffee - Kopi Luwak

Discovering cat poop coffee

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MOST EXPENSIVE COFFEE

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Kopi Luwak – The most expensive coffee

BY MOSTEXPENSIVECOFFEEINC ·
DECEMBER 25, 2015

How much would you pay for a cup of joe? What if I told you that the world's most expensive coffee comes from cat droppings.

Yes the cat poop coffee also known as civet coffee or kopi

PREVIOUS STORY



World's rarest and most expensive
animal poop coffees

luwak is considered the 'caviar of coffee' and costs a whopping \$600 a pound!



Wild asian palm civet cat eating coffee berries at night. The cat poops out the undigested coffee beans which is then washed, roasted and used to make kopi luwak, the most expensive coffee in the world.

What is Kopi Luwak?

Kopi means coffee and Luwak means the civet cat. So kopi luwak simply translates to coffee from the civet cat. But most prefer the exotic name kopi luwak as opposed to cat poop coffee and you can see why!

Civet cat, a relative of the weasel that happens to look a bit like a cat, would eat ripe berries and excrete the seeds.

Sotheby's ESTD 1826
Collectors gather here.

A close-up photograph of a variety of high-quality gemstones. There are large, vibrant emeralds, deep blue sapphires, and several brilliant-cut diamonds. The stones are set in gold or platinum, and some are part of jewelry pieces like earrings or pendants.

EXPLORE MORE EXPENSIVE COFFEES



Here's the most expensive coffee in the world –

The asian palm civet cats spend their nights in the coffee plantations eating the berries. They are known to be picky eaters and select only the ripest, sweetest and most perfect berries.

When the berries reach the digestive tract of the civets, fermentation occurs. The digestive enzymes improve the flavor profile of the beans. Now it can't digest the stones – or coffee beans of the cherries. So it poops the beans out along with the rest of its droppings.

Individuals looking to get in on the \$100-600/lb. kopi luwak action comb the forest floors for bean-rich droppings. They are then cleaned, washed and then roasted to produce the kopi luwak brew described as smooth, chocolaty and devoid of any bitter aftertaste.

Being wild, hard to collect, variable in age and quality, and very rare, kopi luwak is not a commercially viable crop and that is what justifies its hefty



Elephant poop coffee (aka black ivory coffee)



Kopi Luwak – taste profile



Coffee is not bad for you!!



Organic Brazilian bird poop coffee – Jacu bird coffee



Now what in the world is monkey poop coffee?



How to brew kopi luwak – world's most expensive coffee?



How to tell if your kopi luwak is fake or real



Asian palm civet – The cat producing the most expensive coffee



The origin of kopi luwak – the most expensive coffee in the world



price tag and makes it the most expensive coffee in the world.



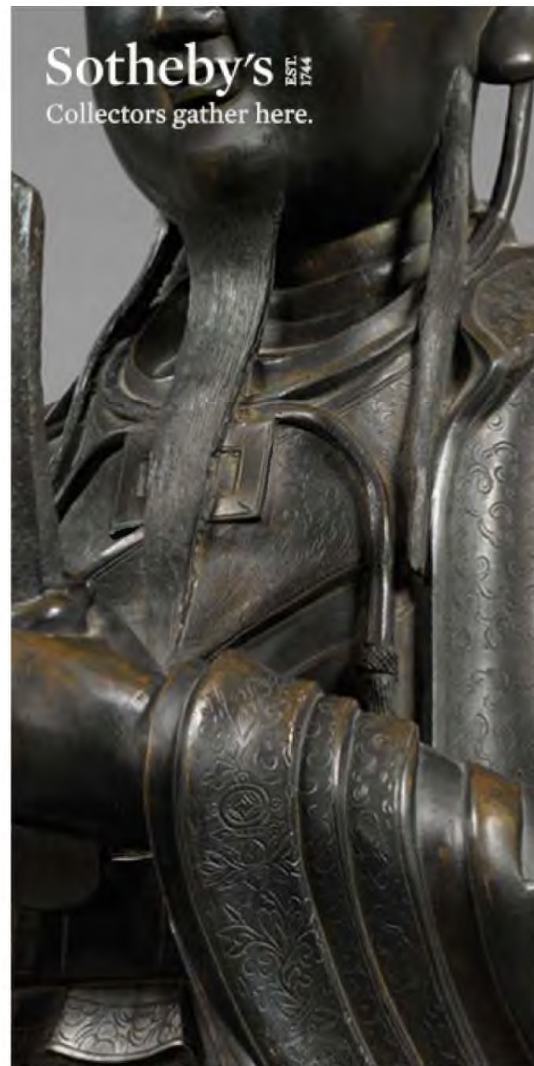
Kopi Luwak – The most expensive coffee

Whoever thought of using cat poop for coffee?

How many of you ever thought of cleaning out your cat's litter box and use that to brew your morning cup of java? Well turns out that back in the 18th century when Indonesia was occupied by the Dutch, they established coffee plantations in the islands of Java and Sumatra. They prohibited the local farmers from using the coffee beans for their own use. The local farmers wanted a taste of this coffee and they found an alternative for using these beans. Yes! That's how the



Kopi Luwak – The most expensive coffee



YOU MAY ALSO LIKE



civet coffee (aka kopi luwak) was discovered. It became so popular that the dutch plantation owners wanted a taste of it too, and make it the most expensive coffee even during the 18th century.

What is all the hype surrounding civet coffee?

The kopi luwak rose to popularity after Oprah mentioned it in her show. Jack Nicholson also consumes it in his movie 'Bucket List' and it has since made it several people's bucket list.

Is it on your bucket list? If so, are you ready to shell out \$75 to try the most expensive, unique and highly coveted cat shit coffee ?

Tags: animal coffee asian civet
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MOST EXPENSIVE COFFEE
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➤ Most Expensive Coffee


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The most expensive coffee – Kopi Luwak 
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Creamed Spinach “The Caviar of Side-Dishes” | Rouxbe Recipe

by Dawn, Co-founder of Rouxbe · February 4, 2011

I never understood why a side of creamed spinach was so expensive when I ordered it in a restaurant...that is until I made it myself. Now, I would say that a really good creamed spinach is worth every penny because it takes a fair bit of work to make. It's not a side that you'd make for a quick weeknight meal; rather, it is one that is left for the weekend or a special occasion. I suppose that is why it is often served at fancy steak houses.



There are many ways to make creamed spinach. The spinach can be left whole, it can be chopped up or it can be pureed, which is my preference. The creaminess can come from adding **bechamel** or some reduced cream. Again, I prefer the latter.



Although creamed spinach goes particularly well with a delicious grilled steak, it also goes well with many other proteins such as fish or chicken.

If you have not tried it already or if you have never had a really good creamed spinach, you might want to try this recipe for [Creamed Spinach](#).

Have a great weekend ya'll.

Ciao for now

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dawn

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Tags: side dishes, side-dish, sides, spinach, vegetable, vegetarian

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KRONENBOURG (FRANCE)

A lager with a noble history, characterized by its fine taste.

Its golden hues and delicate bitterness come from selecting the best hops (the Strisselspalt), and the unique know-how of one of the French master brewers, for over 300 years. Strisselspalt is also named the caviar of hops by the expert master brewers around the world for its low bitterness and aromatic qualities. Its specific soil and culture technique requirements makes it a rare and quite unique to the Alsace Region and Kronenbourg recipes. 5% alcohol by volume



KRONENBOURG 1664

A lager with a noble history, characterized by its fine taste. Its golden hues and delicate bitterness come from selecting the best hops (the Strisselspalt), and the unique know-how of one of the French master brewers, for over 300 years. Strisselspalt is also named the caviar of hops by the expert master brewers around the world for its low bitterness and aromatic qualities. Its specific soil and culture technique requirements makes it a rare and quite unique to the Alsace Region and Kronenbourg recipes. 5% alcohol by volume.

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Carnaroli Rice

[[PURCHASE INFO](#)]



Carnaroli rice: Carnaroli rice, like [arborio rice](#), is grown in the Piedmont and Lombardy regions of northwest Italy. A short grain, plump Italian white rice, Carnaroli is considered one of the best rices to use in [risotto](#). Carnaroli has a larger grain than the other Italian white rice varieties, but still cooks to a creamy texture with a firm body. Widely considered the finest of the risottos rice varieties, carnaroli has been nicknamed "the caviar of rice". It is slightly more sensitive with regard to cooking time and can absorb large amounts of liquid, but carnaroli's creamy texture and improved flavor keep it a favorite for chefs everywhere risotto is popular.

Carnaroli rice is usually more expensive than other Italian rices. It is more difficult to grow and harvest, the plants break easily, are more disease prone, and the

grains of rice break more during processing. The quality or variety of short grained Italian rice may not be as important in risotto as the cooking technique. Carnaroli is more forgiving when cooked, it absorbs more liquid and seems to reach the creamy al dente texture easily.

Carnaroli Rice Facts:

- Carnaroli is a plump, short grained Italian white rice
- Carnaroli is known as the "Caviar of rice"
- It is the rice of choice in Italy for [risotto](#)
- It is grown in northwest Italy
- Carnaroli has a larger grain than the other Italian white rice varieties
- It contains mre starch than most other rice varieties
- Carnaroli, arborio, and Vialone Nano are rices suitable for [risotto recipes](#)

Nutritional data per 100g:

- Alanine - 0.395 g
- Arginine - 0.568 g
- Ash - 0.49 g
- Aspartic acid - 0.640 g
- Calcium, Ca - 11 mg
- Carbohydrate, by difference - 81.68 g
- Copper, Cu - 0.171 mg
- Cystine - 0.140 g
- Energy - 1548 kj
- Energy - 370 kcal
- Fatty acids, total monounsaturated - 0.200 g
- Fatty acids, total polyunsaturated - 0.198 g
- Fatty acids, total saturated - 0.111 g
- Fiber, total dietary - 2.8 g
- Folate, DFE - 7 mcg_DFE
- Folate, food - 7 mcg
- Folate, total - 7 mcg

- Glutamic acid - 1.328 g
- Glycine - 0.310 g
- Histidine - 0.160 g
- Iron, Fe - 1.60 mg
- Isoleucine - 0.294 g
- Leucine - 0.563 g
- Lysine - 0.246 g
- Magnesium, Mg - 23 mg
- Manganese, Mn - 0.974 mg
- Methionine - 0.160 g
- Niacin - 2.145 mg
- Pantothenic acid - 0.824 mg
- Phenylalanine - 0.364 g
- Phosphorus, P - 71 mg
- Potassium, K - 77 mg
- Proline - 0.321 g
- Protein - 6.81 g
- Riboflavin - 0.055 mg
- Selenium, Se - 15.1 mcg
- Serine - 0.358 g
- Sodium, Na - 7 mg
- Thiamin - 0.180 mg
- Threonine - 0.244 g
- Total lipid (fat) - 0.55 g
- Tryptophan - 0.079 g
- Tyrosine - 0.228 g
- Valine - 0.416 g
- Vitamin B-6 - 0.107 mg
- Water - 10.46 g
- Zinc, Zn - 1.20 mg



Carnaroli Risotto

Where to buy: [Carnaroli Rice](http://carnaroli-rice.com/)



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Macanudo

Caviar · 4 × 36

★★★★★ (12 Reviews) | [Write a review](#)

Appropriately named, Macanudo is considered by many, as the "caviar" of the mild premium cigar. This little nugget is the perfect smoke to savor with that first cup of coffee in the a.m. It is available in boxes of 50.

Quantity

Pack Size Box of 50

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Retail Price \$174.50

JR Price **\$127.75**

You Save \$46.75

Add to cart

DEAL Buy a box, get a Macanudo Cooler, valued at \$31.99, absolutely free!

Length **4**

Ring **36**

Shape **Parejo** 

Wrapper Type **Connecticut**

Binder **Mexico**

Filler **Dominican Republic / Mexico**

Origin **Dominican Republic** 

Strength **Mellow**

Wrapper Color **Light Brown / Natural**

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Construction



Flavor



Consistency



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Submit review

★★★★★ 5.00

1 out of 1 found this review helpful.

MAC

Was this review helpful [Yes](#) / [No](#)

warman on 06/17/16

The Macanudo caviar is a nice mild smoke that delivers sweet creamy roast flavor with great construction and amazing consistency

★★★★☆ 2.75

4 out of 4 found this review helpful.

LITTLE MAC HAS LITTLE TO OFFER !

Was this review helpful [Yes](#) / [No](#)

pin twister on 08/09/15

These small cigars are not a great value and have almost nothing in common with their other lines . My hope was this cigar would be close to the Monte half corona , which it is not . For the money there are many other superior choices out there .

★ ★ ★ ★ ★ 2.50

3 out of 3 found this review helpful.

NOT A GOOD BUY

Was this review helpful [Yes](#) / [No](#)

Icarpenter on 09/09/15

Not as good as I had hoped. I probably will not buy this one again.

★ ★ ★ ★ ★ 4.50

1 out of 1 found this review helpful.

GOOD SMOKE

Was this review helpful [Yes](#) / [No](#)

Smoked on 01/22/16

This mac is a well balanced and smooth creamy cigar the construction is perfect the flavor however was to much on the mild side for me

★ ★ ★ ★ ★ 3.00

2 out of 2 found this review helpful.

GOLFERS SMOKE

Was this review helpful [Yes](#) / [No](#)

WoodyFRMC on 06/30/16

This is the golfers smoke. A smoke that is okay to relight several times. Not a fan of smoking this for enjoyment but more for active life.

★ ★ ★ ★ ★ 4.75

1 out of 1 found this review helpful.

GOOD

Was this review helpful [Yes](#) / [No](#)

Willydunc on 06/29/16

Good cigar. It burned well and it was tasty. Everything you would want in a cigar.

★★★★★ 4.00

1 out of 2 found this review helpful.

LIGHT ON FLAVOR

Was this review helpful [Yes](#) / [No](#)

memgim on 12/24/15

Not a huge fan of Maconudo cigars. There very well made but seriously lacking in the flavor department.

★★★☆☆ 2.00

NO

Was this review helpful [Yes](#) / [No](#)

Dave on 07/20/16

I have to say in my opinion stay away far away everyone practical are bland and just a waste of money

★★★★★ 4.00

0 out of 1 found this review helpful.

SIMPLE

Was this review helpful [Yes](#) / [No](#)

NuclearSmiles on 03/20/16

Simple cigar in my opinion nothing I would get again but worth a smoke for just a smoke

★★★★★ 4.00

GOOD

Was this review helpful [Yes](#) / [No](#)

Jonathan on 07/13/16

This was okay and did not mind it at all still and enjoyable experience but nothing too special

★★★★★ 4.25

PERFECT ANYTIME CIGAR

Was this review helpful [Yes](#) / [No](#)

Red Jesus on 07/16/16

I love the macanudo caviar's. I buy them at local fuel station, they have a huge 8 foot by 8 foot humidifier and buy them in a 3 pack for about \$13 bucks a pack, but I love them I find some cigars are too rough and too long to smoke and they leave you feeling light headed and with a bad aftertaste but not these small Mac's great tasting from start to finish with no bad after taste also I love the fact that they burn evenly all the way through

★★★★★ 3.50

AVERAGE

Bjewell on 10/31/16

Was this review helpful [Yes](#) / [No](#)

Slight vein and little to no tooth. Smooth construction. Hay like flavors with a slight earth. Ash was good. For me this was an average cigar.

Showing 1 - 12 of 12 reviews

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Texas caviar

From Wikipedia, the free encyclopedia

Texas caviar is a salad of black-eyed peas lightly pickled in a vinaigrette-style dressing, often eaten as a dip accompaniment to tortilla chips.^{[1][2]} Texas caviar was created in the U.S. state of Texas around 1940 by Helen Corbitt, a native New Yorker who later became director of food service for the Zodiac Room at Neiman Marcus in Dallas, Texas.^{[3][4]} She first served the dish on New Year's Eve at the Houston Country Club. When she later served it at the Driskell Hotel in Austin, Texas, it was given its name, "Texas caviar," as a humorous comparison to true caviar, an expensive hors d'oeuvre of salt-cured fish roe.^[5]

See also

- Hoppin' John, a black-eyed pea dish served for good luck on New Year's Eve, as Texas caviar originally was
- Bean salad
- Tex-Mex cuisine
- Food portal

References

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- Bond, Courtney (January 2014). "Texas Caviar: A tasty get-rich-quick scheme". *Texas Monthly*. Austin, Texas. Retrieved 23 February 2014.
- Harris, Joyce Senz (19 June 2010). "Try some Texas Caviar: Black-eyed pea salad a regional treat". *The Dallas Morning News*. Dallas, Texas. Retrieved 23 February 2014. "She pickled the peas in a vinaigrette marinade and served them for New Year's Eve at the Houston Country Club. Only later, when she took her pickled black-eyed peas to Austin's Driskill Hotel, did the dish get the nickname of Texas Caviar."

Retrieved from "https://en.wikipedia.org/w/index.php?title=Texas_caviar&oldid=738745019"

Texas caviar



Dish of Texas caviar, served with basket of tortilla chips

Type	salad or dip
Place of origin	United States
Region or state	Texas
Associated national cuisine	American cuisine
Creator	Helen Corbitt
Main ingredients	black-eyed peas · vinaigrette
Ingredients generally used	red onion · chili pepper · bell pepper · tomato · cilantro · scallion · garlic
Similar dishes	börülce salatası · bean salad

Cookbook: Texas caviar Media: Texas caviar

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Tennessee Caviar



By spatchcock (<http://www.food.com/user/10033>)

★★★★★ (2)



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TOTAL TIME

8 hrs

PREP 8 HRS

COOK 0 MINS



GREAT for a casual get-together or picnic! Made this this summer during the tour de France.

INGREDIENTS

Nutrition

SERVINGS 8-10

UNITS US

- 1** (15 ounce) can black-eyed peas (<http://www.food.com/about/black-eyed-pea-540>), drained
- 1** (11 ounce) can corn (<http://www.food.com/about/corn-229>), drained (white corn if you can get it)

1

medium tomatoes (<http://www.food.com/about/tomato-151>),
chopped

1 medium green pepper (<http://www.food.com/about/sweet-pepper-150>), chopped

2 -4 green onions (<http://www.food.com/about/green-onion-363>),
sliced

$\frac{1}{3}$ cup chopped fresh cilantro
(<http://www.food.com/about/cilantro-16>)

1 cup picante sauce

2 tablespoons cider vinegar
(<http://www.food.com/about/cider-vinegar-525>)

2 garlic cloves (<http://www.food.com/about/garlic-165>),
minced

DIRECTIONS

Combine the peas, corn, tomatoes, green pepper, green onions, cilantro, picante sauce, vinegar and garlic in a bowl; mix gently.

Chill about 8 hours.

Drain.

Serve with tortilla chips.

 [Submit a Correction \(http://www.food.com/recipe/edit.php?rid=41050\)](http://www.food.com/recipe/edit.php?rid=41050)

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(0:17)

Reindonuts




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REVIEWS ★★★★★ (2)

Most Helpful



This is a fabulous dip that is perfect for our football weekends. I have taken it to our tailgate party or if we stay at home and watch the games on TV. I made one batch as written and then I made another batch with 1 jalapeno pepper chopped up for those who like more fire. Thank you melismak.

 **Gail Blue Eyes** (<http://www.food.com/user/49360>)
November 11, 2002

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review by Gail Blue Eyes
(<http://www.food.com/user/49360>)
11/11/2002



This is a fabulous dip that is perfect for our football weekends. I have taken it to our tailgate party or if we stay at home and watch the games on TV. I made one batch as written and then I made another batch with 1 jalapeno pepper chopped up for those who like more fire. Thank you melismak.



review by Sunflower (<http://www.food.com/user/39733>)



10/31/2002



I have had something similar to this at a friend's party so I was very happy to find it posted here. It was delicious, just as I expected. Great mix of colors and flavors. I served with tortilla chips. Thanks melismak

Like 5 • Comment



created by spatchcock
(<http://www.food.com/user/10033>)

9/24/2002

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South Georgia "Caviar"



Recipe courtesy of Paula Deen (/chefs/paula-deen.html)



South Georgia "Caviar"

Total Time:
18 min
 Prep: 10 min
 Inactive: 8 min

Yield: 15 servings
Level: Easy

Ingredients

- 2 (15-ounce) cans black-eyed peas, drained
- 1 (15-ounce) can whole kernel corn, drained
- 1 (10-ounce) can diced tomatoes and green chiles (recommended: Ro-Tel)
- 2 cups chopped red bell pepper
- 1/2 cup chopped fresh jalapeno peppers
- 1/2 cup chopped onion
- 1 (8-ounce) bottle Italian dressing
- 1 (4-ounce) jar chopped pimentos, drained

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Directions

In a large bowl, combine all of the ingredients and stir gently to combine. Refrigerate mixture overnight. Serve with corn chips.

Recipe courtesy of Paula Deen

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Food Network Sites

Mississippi Caviar

By mailbelle (<http://www.food.com/user/461724>)

★★★★★ (1)

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TOTAL TIME

2 hrs **15** mins

PREP 2 HRS 15 MINS

COOK 0 MINS

Black-eyed peas, black beans, corn, tomatoes, onions and peppers in a zesty dressing. A cool salsa in the hot summer!

INGREDIENTS

Nutrition

YIELD
8 cups

UNITS
US

- 1** (15 ounce) can black-eyed peas
 (<http://www.food.com/about/black-eyed-pea-540>), drained
- 1** (15 ounce) can black beans
 (<http://www.food.com/about/black-bean-192>), drained
- 1** (15 ounce) can whole kernel corn
 (<http://www.food.com/about/corn-229>), drained
- 2** large tomatoes (<http://www.food.com/about/tomato-151>),
 seeded and diced

-
- 1 medium onion (<http://www.food.com/about/onion-148>), diced

 - 1 medium green bell pepper (<http://www.food.com/about/sweet-pepper-150>), diced

 - 3 tablespoons minced garlic (<http://www.food.com/about/garlic-165>) (about 8 cloves)

 - ½ bunch cilantro (<http://www.food.com/about/cilantro-16>), chopped (about 1/2 cup)

 - 1 jalapeno pepper, seeded and finely chopped

 - 1 lime, juice of (<http://www.food.com/about/lime-260>)

 - 1 teaspoon italian seasoning

 - 1 (2/3 ounce) package Italian salad dressing mix (such as Good Seasons)

 - ½ cup extra-virgin olive oil (<http://www.food.com/about/olive-oil-495>)

 - ½ cup red wine vinegar (<http://www.food.com/about/wine-vinegar-493>)

DIRECTIONS

Combine first 11 ingredients (peas through Italian seasoning) in a large bowl. Stir well.

Combine dressing mix, oil and vinegar. Pour over pea mixture. Stir well. Chill at least 2 hours.

Serve with tortilla chips. Makes about 8 cups.

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REVIEWS ★★★★★ (1)

Most Helpful



This is my absolute favorite version of Mississippi Caviar! The only suggestion I have is to use the Zesty version of italian dressing mix. I had to use it once because I didn't have the regular and found that everyone in my family liked it better.
This is one of those recipes that everyone requests when I'm invited for a gathering or



mwelsh9 (<http://www.food.com/user/2173582>)

February 05, 2012

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Lulu's Lower Alabama Caviar



By Megohm (<http://www.food.com/user/291235>)

★★★★☆ (7)



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TOTAL TIME

12 hrs **15** mins

PREP 15 MINS

COOK 12 HRS



Here's a recipe for the famous dip served at Lulu Buffett's restaurant in Mobile and Gulf Shores, Alabama. I found the recipe online somehow, and I'm really glad I did. It tastes fantastic and is really simple to make.

INGREDIENTS

Nutrition

SERVINGS 10

UNITS US

3 (15 ounce) cans black-eyed peas (<http://www.food.com/about/black-eyed-pea-540>), rinsed and drained

¼ cup chopped red onion (<http://www.food.com/about/onion-148>)

3 tablespoons chopped green bell peppers
(<http://www.food.com/about/sweet-pepper-150>)

3 tablespoons chopped red bell peppers
(<http://www.food.com/about/sweet-pepper-150>)

3 tablespoons chopped yellow bell peppers
(<http://www.food.com/about/sweet-pepper-150>)

½ cup quartered cherry tomatoes
(<http://www.food.com/about/tomato-151>)

¼ cup chopped parsley (<http://www.food.com/about/parsley-171>)

¼ cup balsamic vinegar

¼ cup olive oil (<http://www.food.com/about/olive-oil-495>)

2 tablespoons granulated sugar
(<http://www.food.com/about/sugar-139>)

salt and pepper




DIRECTIONS

Combine black-eyed peas, onion, peppers, tomatoes, parsley, vinegar, oil and sugar. Season with salt and pepper.

Marinate for 12 to 24 hours before serving.

Serve with crackers or tortilla chips.

 [Submit a Correction \(http://www.food.com/recipe/edit.php?rid=174883\)](http://www.food.com/recipe/edit.php?rid=174883)

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REVIEWS ★★★★★ ☆ (7)

Most Helpful



This is SO GOOD. We can't stop eating it, and even my picky teenager likes it. Thank you so much for posting!



Loralieva (<http://www.food.com/user/1033569>)

July 31, 2011

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review by Loralieva (<http://www.food.com/user/1033569>) 

7/31/2011



This is SO GOOD. We can't stop eating it, and even my picky teenager likes it. Thank you so much for posting!

Like • Comment



review by sandikinhadley (<http://www.food.com/user/871162>) 

2/25/2009



This is excellent anyway you decide to eat it. Just gets better and better. Problem is it doesn't last that long!

Like • Comment



review by Parrot Head Mama (<http://www.food.com/user/111342>) 

7/1/2008



Super good, super healthy and very filling. A definate keeper, I loved everything about it. Thanks for posting.

Like • Comment



review by Lt. Amy (<http://www.food.com/user/330937>) 

4/17/2008



Very good. I had forgotten how good black-eyed peas can be until I made this recipe the other day. This recipe makes many servings. I

only had two cans of black-eyed peas and we still had enough for dinner for 5 with lots of left-overs.

Ad by cheryls.com

review by melanie.clardy

<http://www.food.com/user/100500>



Arizona Coyote Caviar

This zesty dip is made with black beans, black olives, green chiles, garlic, cilantro, spices, cream cheese, and salsa.



serves/makes:

8

ready in:

2.5 hrs



Reviews

ing

1/4 teaspoon crushed red pepper
 2 teaspoons chili powder
 1/4 teaspoon salt
 1/4 teaspoon cumin
 1 teaspoon black pepper
 1 package (8 ounce size) cream cheese, softened
 2 green onions, diced
 salsa, heat as desired

directions

Mix all ingredients except cream cheese, green onions, and salsa. Cover and refrigerate for 2 hours.

Spread cream cheese on round serving plate. Spoon bean mixture around edges, along with salsa. Sprinkle with green onions. Serve with tortilla chips or melba crackers.

added by

12345hillarychef (<http://recipebox.cditchen.com/162354/aboutme.html>)

nutrition

Nutritional data has not been calculated yet.

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Dip - Kentucky Caviar Recipe

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This recipe for Dip - Kentucky Caviar, by Mrs. Scott, is from *A Matter of Taste*, one of the cookbooks created at FamilyCookbookProject.com. We help families or individuals create heirloom cookbook treasures.

Contributor: Mrs. Scott
Added: Saturday, September 8, 2007

Category: [Appetizers & Snacks](#)

Ingredients: 2 cans black-eyed peas, drained and rinsed
1 can shoe peg corn, drained
1 can Rotel tomatoes with chilies, drained
1 can black olives, drained and sliced
1 bunch green onions, chopped
1 red or green bell pepper, chopped
8-ounces Kraft House Italian dressing

Directions: Mix ingredients and add Kraft House Italian dressing. Allow to set overnight. There will be too much dressing, so drain. Serve with tortilla chips.

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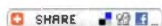
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CAROLINA CAVIAR

SUBMITTED BY PIKAPP_128
UPDATED: SEPTEMBER 28, 2015

0/4 

REVIEWS (0)

0%

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Great as a dip, or on it's own

SAVE RECIPE

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YIELD: 1 Large Bowl

INGREDIENTS

• 2 Tomatoes

- 1 Large Onion
- 1 Bunch of Cilantro
- 2 Cans of Black Eyed Peas
- 2 Cans of Shoepeg Corn (or sweet white corn)
- 1 Bottle Italian Dressing
- Salt and Pepper
- Optional Chili Pepper



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PREPARATION

1. Dice the tomatoes, onion, and cilantro, put in large bowl. 2. Add black eyed peas and corn. 3. Put in spices, and the pout bottle of dressing over the top. 4. Mix and eat

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DECLARATION OF SABRINA SIERRA

I, Sabrina Sierra, declare as follows:

1. I own a company called Nature's Pet Cuisine. Our business is a brick and mortar company located in Brea, California. I make this declaration based on my own personal knowledge, and I could and would competently testify to the matters set forth in this declaration if called as a witness.

2. Nature's Pet Cuisine sells only holistic pet products. Most of our sales consist of Canine Caviar and Feline Caviar products which are manufactured by the company Canine Caviar. We have been representing Canine Caviar and selling Canine Caviar's products for over 19 years. In addition to selling pet food products, we also kennel dogs and sell products to our kennel customers.

3. We educate our customers on Canine Caviar's products, and my company has created a large demand for their outstanding quality and healthy products. We currently do over \$150,000 in annual wholesale sales of Canine Caviar and Feline Caviar products.

4. In addition to our brick and mortar store, we have an e-commerce site at <http://naturespetcuisine.com>. We also are involved in several events on a regular basis including:

- a. OC Marketplace, Costa Mesa, California (Saturdays and Sundays)
- b. Irvine Great Park Farmers Market, Irvine, California (Sundays)
- c. Huntington Beach Street Fair, Huntington Beach, California (Tuesdays)
- d. Rose Bowl Market, Pasadena, California (monthly)
- e. San Francisco Market (two days each month)
- f. Carlsbad Street Fair, Carlsbad, California (twice a year)
- g. Pet Expo in Orange County, California (annually)

5. We have had tens of thousands if not hundreds of thousands of customers over the years. Over all of these years and with all of these customers, no one ever has asked if there actually is "caviar" in any of Canine Caviar's products, either kibble, canned food or treats. Not a single customer ever has expressed a concern over the ingredients in Canine Caviar's products. None of our customers ever has mentioned to us that the name Canine Caviar is misleading or deceptive because its products do not contain caviar. Our customers understand the word "caviar" in "Canine Caviar" is a metaphor for the high quality of Canine Caviar's products.

Executed this ⁴⁶7 day of December 2016, at Brea, California.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of her own knowledge are true and all statements made on information and belief are believed to be true.



Sabrina Sierra

DECLARATION OF BOB VELLA

I, Bob Vella, declare as follows:

1. I have worked in the pet food industry for approximately 40 years. I make this declaration based on my own personal knowledge, and I could and would competently testify to the matters set forth in this declaration if called as a witness.


2. For the past six years, I have worked as an independent contractor working as the National Sales Director for Canine Caviar. Prior to working for Canine Caviar, at various times I have worked as a distributor and sales representative for pet food companies, and for a number of years I owned a pet store. For approximately ten years I was a syndicated radio talk show host for a program on pets and pet foods. The show was carried by approximately 100 radio stations, and we had over a million listeners.

3. As National Sales Director for Canine Caviar, I work with both wholesalers and retailers and also deal with consumers who purchase pet food. My sales team and I deal with thousands of customers. We work with 22 distributors and approximately 3,800 pet stores which sell Canine Caviar's products. I was familiar with Canine Caviar's products for many years before I began working with them as an independent contractor.

4. During all of these years working with Canine Caviar and even before, and having dealt with wholesalers, retailers and pet owners who purchase pet food, I never once have been asked anything to the effect of "Where is the "caviar" in Canine Caviar's products?" No one at any level in the distribution chain from distributor to consumer has ever expressed concern or confusion to me over the ingredients in Canine Caviar's products. In my experience, everyone who knows Canine Caviar knows there is no caviar in Canine Caviar's products and that the ingredient formulations in its products consist of "pet food," not human food like caviar. No one in the distribution chain has ever expressed to me that they have been misled or deceived by the presence of the word "Caviar" in the name "Canine Caviar." Rather, wholesalers, retailers and consumers view the word "Caviar" in the name "Canine Caviar" as reflecting that the product is in the upper echelon of pet foods. Some people have expressed to me that they think "Canine Caviar" is a catchy phrase. No one I ever have encountered has expressed the view that "Canine Caviar" is confusing, misleading or deceptive. No one even has asked if there actually is any "caviar" in Canine Caviar's products, which is not surprising because consumers who purchase pet food do not have familiarity with caviar as an ingredient in pet food and thus do not expect pet foods to contain caviar. In my experience, no one at the wholesale, retail or consumer level believes they are purchasing a product that contains caviar when they purchase Canine Caviar's pet food products.

Executed this 6 day of December 2016, at Bakersfield, California.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.



Bob Vella

DECLARATION OF GARY WARD

I, Gary Ward, declare as follows:

1. I am vice president and one of the owners of Canine Caviar Pet Foods, Inc. ("Canine Caviar"). I make this declaration based on my own personal knowledge, and I could and would competently testify to the matters set forth in this declaration if called as a witness.

2. I have worked at Canine Caviar ever since the company was founded in 1996. The company was incorporated in 1998. We have been using the name "Canine Caviar" since that time.

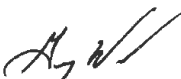
3. In my work with Canine Caviar, I deal with distributors, retailers, and consumers. I am in regular contact with people in all aspects of the distribution chain of our products on a day-to-day basis and also when I attend pet food conventions and other events in the pet food industry. We sell our products to approximately two dozen distributors and thousands of pet stores.

4. During the approximately 20 years I have been working with Canine Caviar, no one ever has raised any issues or concerns or even made any inquiries about whether our pet food products contain "caviar." None of the people who have reported to me over the years ever have told me any wholesaler, retailer or consumer purchaser of our products has felt confused, misled or deceived over the fact our products do not contain "caviar" even though the word "Caviar" appears in our name.

5. We use very high quality ingredient formulations in our products. We are in a niche in the pet food industry that caters to pet food consumers who want the finest quality ingredients in the pet food they purchase. Based on my 20 years at Canine Caviar and the thousands of distributors, retailers and consumers with whom I have engaged in business, I can say with a high degree of confidence that the consumers who purchase our products do so because of the high quality ingredients we use, not because they believe the products contain caviar. In my experience, all of the distributors, retailers and consumers who are familiar with Canine Caviar know the word "Caviar" in our name "Canine Caviar" reflects the high quality ingredients we use in our products, not that our name reflects we use "caviar" as an ingredient.

Executed this 6th day of December 2016, at Riverside, California.

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.



Gary Ward

DECLARATION OF BRIAN ZEIGLER

I, Brian Zeigler, declare as follows:

1. I have worked in the pet food industry for the past approximately 20 years. I make this declaration based on my own personal knowledge, and I could and would competently testify to the matters set forth in this declaration if called as a witness.

2. I am one of the co-owners and the Sales Manager of a pet products distribution company called Zeigler's Distributors, Inc. My father bought the company, and I co-own the company with my brother Eric. My company distributes pet food products and other pet products such as treats and accessories in Pennsylvania, New Jersey, Virginia, West Virginia, Maryland, Delaware and the District of Columbia. We distribute to approximately 1,200 independently owned pet stores in this region. In addition to retailers, we distribute to breeders and kennels.

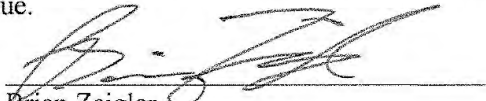
3. We distribute a number of pet foods, including pet food products from Canine Caviar Pet Foods, Inc. ("Canine Caviar"). Most of the Canine Caviar product we distribute goes to retailers. Some of our Canine Caviar product is sold to breeders. The breeders we sell to are direct consumers of the products we distribute. We have been selling Canine Caviar pet products for the past approximately eight years.

4. We sell approximately \$1 million in Canine Caviar product each year.

5. I never have heard from anyone in the pet industry or anyone we have sold Canine Caviar products to that they feel the name "Canine Caviar" is confusing, misleading or deceptive because the product does not contain actual caviar. I never have heard from any sales representative or customer that anyone believes Canine Caviar's products actually contain caviar. I never have heard of anyone actually asking if Canine Caviar's products contain caviar. Based on my experience, the sales representatives, retailers and consumers of Canine Caviar's products understand there is no caviar in Canine Caviar's products and that the "Caviar" in the name "Canine Caviar" reflects Canine Caviar's products are high quality pet food. In my experience, caviar is not a common ingredient in pet foods, and consumers who purchase pet food for their pets do not have an expectation that pet food contains caviar and do not shop for products that contain caviar.

Executed this 7 day of December 2016, at Lebanon, Pennsylvania

The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his own knowledge are true and all statements made on information and belief are believed to be true.



Brian Zeigler

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: the Trademark Application of

Canine Caviar Pet Foods, Inc.

Serial No.: 85/710,350

Mark: CANINE CAVIAR

Response to Final Office Action Mailed June 7, 2016 and Request for Reconsideration

Withdrawal of Disclaimer

Applicant hereby withdraws its disclaimer of the term “CANINE.”

THE ADDITIONAL EVIDENCE BEING PRESENTED WITH THIS REQUEST FOR RECONSIDERATION

Applicant respectfully submits the new evidence being submitted in support of this Request for Reconsideration establishes that Applicant’s applied-for mark is not deceptive and that the Examining Attorney should permit the mark to proceed to registration.

The new evidence consists of the following:

Declaration of Robert E. Broyles, with exhibits

Declaration of Gary Ward

Declaration of Brian Zeigler

Declaration of Bob Vella

Declaration of Sabrina Sierra

Declaration of Professor Robert A. Leonard, with exhibits

Declaration of Lindsay J. Hulley, with exhibits

OVERVIEW OF THE NEW EVIDENCE

Following are the highlights of the information contained in the declarations being submitted with this Request for Reconsideration.

Declaration of Robert E. Broyles

The Declaration of Mr. Broyles, who has worked in the pet food industry for nearly 50 years and who is intimately familiar with the regulations governing pet food ingredients as established by the United States Food and Drug Administration and the Association of American Feed Control Officials (AAFCO), establishes that:

- Caviar is not a common ingredient in pet food.
- The presence of caviar as an ingredient in pet food essentially is non-existent.
- Because of the essential non-existence of caviar as an ingredient in pet food and because consumers who are in the market for pet food do not have the mindset to look for pet food with caviar as an ingredient, no reasonable consumer purchasing Applicant's goods would be misled into believing they are purchasing a product made with caviar.
- The fact caviar is not listed as an ingredient in the AAFCO handbook – considered the bible for pet food companies and the FDA which polices the pet food industry – establishes that caviar is not a common ingredient in pet food and that if caviar is an ingredient in some pet foods, on the whole it is a very uncommon ingredient.
- Because there is no existing ingredient definition for “caviar” in the AAFCO handbook, the only proper way to list “caviar” as an ingredient if it were used in a pet food product would be to identify it as “Fish By-Products.”
- Because caviar is not a common ingredient in pet food and because it is so expensive, it is not surprising that no pet food manufacturer ever has sought to have “caviar” become an accepted ingredient definition in the AAFCO handbook.
- The “Caviar” in “Canine Caviar” denotes the quality of the product, not its ingredients, and the “Caviar” in “Canine Caviar” in effect is saying Applicant's pet food is “the caviar of pet food.”
- Because of the essential non-existence of caviar as an ingredient in pet food, reasonable purchasers would not believe or expect they would be purchasing goods made with caviar when purchasing Applicant's goods.

Declarations of Gary Ward, Brian Zeigler, Bob Vella and Sabrina Sierra

Mr. Ward is one of the owners of Canine Caviar Pet Foods, Inc. and is vice president of the company and has been with the company for over 20 years. Mr. Zeigler has worked in the pet food industry for approximately 20 years and is one of the owners and the Sales Manager of a pet products distribution company called Zeigler's Distributors, Inc. which distributes pet food products generally in the mid-Atlantic region of the country. Mr. Vella has worked in the pet food industry for approximately 40 years and is the National Sales Director for Canine Caviar Pet Foods,

Inc. Ms. Sierra owns a brick and mortar pet food company named Nature's Pet Cuisine in Brea, California, which sells holistic pet products.

Each of these declarations focuses on how consumers and others in the pet food industry perceive the name "Canine Caviar." Collectively these declarations establish:

- None of these witnesses has encountered anyone in the pet food industry – whether consumers, retailers or wholesalers – who ever has felt the name "Canine Caviar" is confusing, misleading or deceptive because Applicant's goods do not contain caviar.
- None of these witnesses has encountered anyone in the pet food industry who believes Applicant's goods contain caviar.
- None of these witnesses ever has heard anyone ask if Applicant's goods contain caviar.
- None of these witnesses has encountered anyone at any level in the distribution chain from distributor to consumer who ever has expressed concern or confusion over the ingredients in Applicant's goods.
- Sales representatives, retailers, distributors and consumers of Applicant's goods understand that Applicant's goods do not contain caviar and that the "Caviar" in the name "Canine Caviar" reflects Applicant's goods are high quality pet food.
- Caviar is not a common ingredient in pet food, and consumers who purchase pet food for their pets do not have an expectation that pet food contains caviar and do not shop for products that contain caviar.

Declaration of Professor Robert A. Leonard

Professor Leonard is a forensic linguist who received his Ph.D. in linguistics from Columbia University in 1982 with research specialties in Semantic Theory and Sociolinguistics. He currently is a tenured Professor of Linguistics at Hofstra University and is the Chair of Hofstra's Department of Comparative Literature and Languages, the department which includes Linguistics and several foreign language degree programs. He is the founding Director of Hofstra's Institute for Forensic Linguistics, Threat Assessment, and Strategic Analysis, and he also is the Director of the Forensic Linguistics Capital Case Innocence Project, which is a joint venture with Hofstra Law School. He has been qualified as an expert witness in linguistics in numerous cases and has testified in a number of trademark cases, including testifying on behalf of Apple in the case *Apple Inc. v. Amazon.Com, Inc.*, which previously was pending in the United States District Court for the Northern District of California.

Professor Leonard's declaration establishes that:

- CANINE CAVIAR presents as a unitary mark by virtue of the alliteration of "Canine" and "Caviar."

- “Caviar” has more than one common definition. The word has undergone a semantic shift – also referred to as a metaphorical expansion – from its traditional meaning “fish eggs.” It subsequently has become understood to mean fish eggs eaten by humans as a “delicacy” and then more recently has become understood to mean something of “high” or “superior” quality and “the best of its kind” without any association with fish eggs. This metaphorical expansion is documented by dictionary definitions, USPTO trademark applications, current popular culture references in online sources and other materials, disambiguation references in Wikipedia, and collections of English language usage known as “English language corpora.”
- Because of this semantic shift in the word “caviar” and the extensive metaphorical use of “caviar” in numerous contexts to mean something of “high” or “superior” quality or “the best of its kind,” consumers encountering the CANINE CAVIAR mark are likely to apply this metaphorical meaning and read CANINE CAVIAR as the equivalent of “luxurious food for dogs” rather than the nonsensical “dog eggs” or the unlikely “actual fish eggs for dogs.”
- The mark “CANINE CAVIAR” creates incongruity and incoherence. The reasonable consumer will interpret “CAVIAR” as metaphorical to mean something akin to “luxurious food for dogs” rather than the nonsensical “dog eggs” or the unlikely “actual fish eggs for dogs.”
- With the alliteration between CANINE and CAVIAR, the semantic shift in meaning of “CAVIAR” from “fish eggs” to “the best of its kind” without even any association with fish eggs, and the incongruity in the mark CANINE CAVIAR, a scientific linguistic interpretation of the meaning of CANINE CAVIAR is that it refers to “luxury dog food” rather than “dog eggs” or “dog food containing caviar.”

Declaration of Lindsay J. Hulley

The Declaration of Ms. Hulley, who is attorney for the Applicant, establishes that the Examining Attorney has not provided substantial evidence that Applicant’s Mark is deceptive.

THE EXAMINING ATTORNEY’S POSITION.

In the Office Action, the Examining Attorney refused registration under Trademark Act Section 2(a), 15 U.S.C. § 1052(a), on the ground “the applied-for mark consists of or includes deceptive matter in relation to the identified goods.” The Examining Attorney cited three cases in support of his decision, viz., *In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988); *In re Phillips-Van Heusen Corp.*, 63 USPQ2d 1047, (TTAB 2002) and *In re Organik Technologies Inc.*, 41 USPQ2d 1690, (TTAB 1997).

Relying principally on *In re Budge* and *In re White Jasmine, LLC*, 106 USPQ2d 1385, 1291-92 (TTAB 2013), the Examining Attorney set forth the three-prong test for determining whether a mark is deceptive:

- (1) The applied-for mark consists of or contains a term that misdescribes the character, quality, function, composition, or use of the goods and/or services;
- (2) Prospective purchasers are likely to believe that the misdescription actually describes the goods and/or services; and
- (3) The misdescription is likely to affect a significant portion of the relevant consumers' decision to purchase the goods and/or services.

As to the third prong of this test, the Examining Attorney cited *In re Spirits Int'l, N.V.*, 563 F.3d 1347, 1353, 1356, 90 USPQ2d 1489, 1492-932, 1495 (Fed. Cir. 2009), for the proposition that “the test for materiality incorporates a requirement that a ‘significant portion of the relevant consumers be deceived.’”

The Examining Attorney's refusal to register Applicant's Mark is based on his determination that all three of these criteria have been met and that the applied-for mark therefore is deceptive. The Examiner reached this determination based on his findings as to each part of the three-prong test as follows:

Prong 1

The word CAVIAR in the applied-for mark “indicates the goods contain caviar or are caviar.” The types of goods Applicant sells “may contain caviar or be caviar.” The term CAVIAR in Applicant's mark therefore “merely describes the applicant's goods,” and Applicant's goods do not contain caviar.

Prong 2

Because Applicant's goods do not contain caviar, “Consumers would be likely to believe this misdescription in the mark, because the evidence shows that it [is] plausible that the goods would possess such a feature or characteristic because caviar may be used as an ingredient in the applicant's goods or be a product for pets, including dogs. Specifically, this evidence shows that animal foodstuffs, pet foods, and edible pet treats may contain caviar or be caviar.”

Prong 3

A misdescription “would be material to the purchasing decision of a significant portion of the relevant consumers when the evidence demonstrates that the misdescription would make the product or service more appealing or desirable to prospective purchasers.” The Examining Attorney further stated that because caviar is considered a delicacy and because it is a “more expensive and desirable ingredient and/or product . . . the misdescription is likely to affect a significant portion of the relevant consumers' decision to purchase applicant's goods.”

After noting that Applicant initially had disclaimed the term CANINE in the applied-for mark as being merely descriptive, the Examining Attorney noted “CAVIAR is also merely descriptive of the applicant's goods.” After concluding the term CAVIAR is merely descriptive, the Examining Attorney stated that because the “evidence shows that the applicant's goods may contain caviar or be caviar, consumers would believe that the applicant's goods contain caviar or

are caviar” and that because the misdescription is “material” because of “the desirability and expense of caviar as an ingredient or product,” the word CAVIAR “is deceptive.”

The Examining Attorney rejected Applicant’s position that caviar is not “a common ingredient in the applicant’s goods.” The Examining Attorney contended “applicant’s argument is not compelling” because caviar is a “fish product” and consumers are “used to seeing fish products as food for animals” and, therefore, “having caviar, a fish product, as an ingredient will not seem uncommon.”

SUMMARY OF APPLICANT’S POSITION

The word “Caviar” in the applied-for mark does not misdescribe the “character, quality, function, composition, or use” of Applicant’s goods because the use of caviar as an ingredient in pet food essentially is non-existent. Consumers purchasing Applicant’s goods thus would not reasonably believe they are purchasing goods which contain caviar. At the same time, because of the increasingly popular metaphorical meaning of “caviar” as something of “high quality” or “the best of its kind,” the word “caviar” in “Canine Caviar” accurately suggests the “character” and “quality” of Applicant’s goods.

Even if for the sake of argument only it could be said the word “Caviar” in the applied-for mark is misdescriptive, it is not plausible that reasonable consumers would believe Applicant’s goods contain “caviar” because “caviar” is not a common ingredient and in fact is a rare ingredient to include in pet food, caviar would be very expensive if included as an ingredient in pet food, and consumers of pet food products do not have the mindset to look for pet food with caviar as an ingredient.

Even if for the sake of argument only it could be said the word “Caviar” in the applied-for mark is misdescriptive, such a misdescription would not be material to the purchasing decision of a significant portion of the relevant consumers because “caviar” is not a common ingredient in pet food and in fact is a rare ingredient in pet food and, because of how expensive caviar is, any consumers who might believe the product contains caviar would recognize that at most the product would contain minimal or nominal amounts of caviar. At the same time, as to the preponderance of purchasers who would understand the word “caviar” in the applied-for mark to mean “high” or “fine” quality pet food, such purchasers in fact would be purchasing a product of high or fine quality. The evidence from the declarations of Mr. Broyles, Mr. Ward, Mr. Vella, Mr. Zeigler and Ms. Sierra who work in the pet food industry as well as the declaration of the linguist Professor Leonard establish a significant portion of the relevant consumers would not believe they are purchasing goods made with caviar.

In light of the evidence from Professor Leonard which discusses the alliterative qualities of CANINE CAVIAR, the semantic shift that has taken place with the word “caviar,” and the incongruity present in CANINE CAVIAR, Applicant respectively disputes the Examining Attorney’s contention that seeing the words “Canine” and “Caviar” together will “immediately” tell a purchaser the goods “are caviar for canines or food that contains caviar for canines.” The fact “caviar” has a metaphorical meaning and the fact there is incongruity in the applied-for mark establishes that a consumer encountering the applied-for mark perform will need to reflect and try to make sense of what the mark actually is referring to. To the extent there is any immediacy with

CANINE CAVIAR, it would be to mean “dog eggs,” which Professor Leonard concludes is a nonsensical meaning.

“Caviar” does not describe the contents of Applicant’s goods but, rather, is suggestive of their quality. The extensive evidence included with Professor Leonard’s declaration establishes the metaphorical extension of “caviar” into dozens if not hundreds of other uses other than fish eggs. See Declaration of Lindsay J. Hulley (“Hulley Decl.”) ¶2, Exhibit A. A “metaphor” by definition is suggestive. The online English Oxford *Living* Dictionaries defines “metaphor” as a “figure of speech in which a word or phrase is applied to an object or action to which it is not literally applicable.” Hulley Decl. ¶3, Exhibit B. The online Merriam Webster Dictionary defines “metaphor” as “a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them (as in *drowning in money*).” Hulley Decl. ¶4, Exhibit C. Because a metaphor by its very definition references at least two different things, a person encountering a metaphor must engage in some degree of reflection in order to decipher what the intended meaning is and thus is unable to “immediately” associate the word or phrase in question with the object it is describing. With the metaphorical extension of “caviar” to mean high quality or the best of its kind, the consumer performer must reflect on the meaning of “caviar” when encountering the applied-for mark.

Given the alliteration of the two words in the applied-for mark, given that caviar is not at all a common ingredient in pet food and in fact is a rare ingredient, and given that caviar has undergone a metaphorical expansion to encompass dozens if not hundreds of other meanings besides “fish roe,” a reasonable purchaser will not “immediately” believe Applicant’s goods are completely or substantially composed of caviar and will have to engage in some degree of mental pause and some measure of imagination in order to reach a state of coherence in determining what the applied-for mark might refer to.

In contrast to the cases relied on by the Examining Attorney where consumers were going into the market place with mindsets to purchase such things as car seat covers made from lambskin (*In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988)), clothes made from silk (*In re Phillips-Van Heusen Corp.*, 63 USPQ2d 1047, (TTAB 2002)), clothes made from organic cotton (*In re Organik Technologies Inc.*, 41 USPQ2d 1690, (TTAB 1997)), and white tea (*In re White Jasmine, LLC*, 106 USPQ2d 1385, 1291-92 (TTAB 2013)), consumers of pet food products, in marked contrast, do not have the mind set to go into the market to purchase pet food products which contain caviar.

THERE IS NO SUBSTANTIAL EVIDENCE THAT CAVIAR IS A COMMON INGREDIENT IN PET FOOD

The Examining Attorney has taken the position that caviar is a common ingredient in Applicant’s goods. Applicant respectfully submits the evidence made of record by the Examining Attorney does not substantiate this position.

In the Office Action dated June 7, 2016, the Examining Attorney cited five examples of pet food products to contend caviar is a common ingredient in pet food. The evidence in fact reveals that only one of the products appears to be available to American consumers.

Evanger's Seafood And Caviar Dinner

As indicated by Mr. Broyles' declaration, this essentially is a lone wolf product as far as a pet food containing caviar is concerned. Mr. Broyles' declaration establishes this product contains very little caviar; the label on this product is out of compliance with regulations because "caviar" is not a defined ingredient in the AAFCO handbook; if "caviar" is used as an ingredient in a particular pet food product, it should be described under the AAFCO handbook as "fish by-products"; and using the words "caviar" and "dinner" in the name of this product run afoul of the percentage requirements in the AAFCO handbook for pet food ingredients.

Green Dog Gold Food

The Examining Attorney provided evidence in the form of an article about a U.K.-based dog food company that offered a "limited edition, ultra-luxury dog food priced at £200 for a 2kg pack." See Office Action dated June 7, 2016, Page 29: <http://www.petfoodindustry.com/articles/4352-holistic-petfood-company-green-dog-food-launches-ultra-luxury-pet-food-line>. This evidence does not substantiate the Examining Attorney's position that caviar is a common ingredient in dog food sold in the United States. The company is based in the United Kingdom, and the Examining Attorney did not provide evidence its products are available in the United States. Even if the company has marketed its products in the United States, it no longer is offering pet food products containing caviar. See Hulley Decl. ¶5; Exhibit D.

Ifex Snackfish Dog Treats

The Examining Attorney provided evidence in the form of a screenshot from a purported Internet-based pet food seller offering "Ifex Snackfish Dog Treats Whitefish Caviar." See Office Action dated June 7, 2016, Page 32: <http://sooperdeals.com/products/q/Ifex-Snackfish-Dog-Treats-Whitefish-Caviar-176-oz-6-pk/cat/Pet-Supplies/>. This evidence should be disregarded because the web address identified in the evidence does not actually link to a webpage where the dog treats are available for purchase but, rather, links to "Visit Store." This "Visit Store" link redirects to <http://www.shareasale.com/notactive.html?287479>, to a webpage that states: "The link is not currently active." See Hulley Decl. ¶ 6; Exhibit E. It thus is unclear whether this product ever was actually offered for sale.

A Google search for "Ifex Snackfish Dog Treats" reveals other results, but they appear to be for an identical product which does not include the term "caviar." http://www.crazyhenry.com/index.php?option=com_cmsshopbuilder&view=category&catid=99:dog-treats&id=27146-ifex-snackfish-dog-treats-whitefish-bones-353-oz-6-pk See Hulley Decl., ¶ 7; Exhibit F.

The identical packaging of the "Ifex Snackfish Dog Treats" reveals the treats contain whitefish and salmon, but the word "caviar" does not appear on the packaging. See Hulley Decl., ¶ 8; Exhibit G. This evidence thus fails to support the Examining Attorney's position because it is unclear this product contains caviar. Even if the product did contain caviar, it no longer appears to be commercially available.

Beluga Caviar Shop

The Examining Attorney provided evidence that Beluga Caviar was offered for sale as food for dogs. See Office Action dated June 7, 2016, Page 36: <http://www.beluga-caviar-shop.com>. This evidence should be disregarded because there are no images of the purported product and this website no longer is operational. See Hulley Decl., ¶ 10; Exhibit H.

Omni Pro Salmon & Caviar

The Examining Attorney provided evidence that a company named OmniPro offered pet food which contains caviar. See Office Action dated June 7, 2016, http://www.omnipropetcare.com/product_canned_cat_caviar.html. This evidence should be disregarded because the omnipropetcare.com website no longer was operational at the time of filing this Response and Request for Reconsideration, and it is unclear whether its canned “salmon & caviar” pet food is available for purchase. See Hulley Decl., ¶ 11; Exhibit I.

In contrast to this paucity of evidence supposedly establishing that caviar is a common ingredient in pet food, the declarations of Mr. Broyles, Mr. Ward, Mr. Zeigler, Mr. Vella and Ms. Sierra establish clearly that caviar is not a common ingredient in pet food and that its use as an ingredient in pet food is very rare and essentially non-existent.

APPLICANT’S MARK IS INCONGRUOUS

The presence of incongruity in a mark strongly indicates the mark is suggestive rather than merely descriptive. *In re Tennis in the Round Inc.*, 199 USPQ 496, 498 (TTAB 1978). Marks that are comprised of words that are merely descriptive by themselves should not be penalized as merely descriptive if the result is an incongruous word combination “whose import would not be grasped without some measure of imagination and ‘mental pause.’” *In re Shutts*, 217 USPQ 363, 364–5 (TTAB 1983); TMEP 1209.01(a).

In *Tennis in the Round*, the Board found the mark to be suggestive for tennis facilities. The association of the applicant’s mark with “theatre-in-the-round” created incongruity because the applicant’s services had nothing to do with theatres. 199 USPQ 498.

Based on similar reasoning, the Board held the mark AMERICAN BARRISTER was incongruous because “American” means “of or relating to the United States of America or its people, language or culture” whereas “Barrister” refers to a lawyer in England or Wales. The mark was held to be incongruous, suggestive and nondescriptive because it required imagination, thought or perception to deduce what services the mark denoted. *In Re Robert J. Olejar*, WL 4702456, at *3 (TTAB 2016).

As a third example, the mark GRAPE RANCH was held to be nondescriptive for wine because the term RANCH is commonly associated with farms raising livestock and is not a term commonly associated with wine. Despite a few instances where “grape ranch” was used to describe grape-producing vineyards, the Board found the mark to be incongruous and nondescriptive. *In re Jack D. Whiteman*, WL 2543637 (TTAB 2006).

As in *Tennis in the Round*, the constituent words of Applicant's Mark – CANINE and CAVIAR – are not terms that are commonly associated with one another. As in AMERICAN BARRISTER where the first word in the mark modifies the second to create an incongruous meaning, the literal interpretation of CANINE CAVIAR to mean “eggs of a canine” is clearly an interpretation which most people would find completely at odds with reality. (See Leonard Decl., ¶ 39.) And as in GRAPE RANCH, where the second word would rarely be used in connection with the first word to describe goods, and notwithstanding one existing instance where “caviar” is used in connection with dog food, CANINE CAVIAR does not describe an ingredient and is used only to denote Applicant's Mark.

Applicant's Mark is incongruous just like these other marks. The words “Canine” and “Caviar” do not really belong together. “Dog food” and “caviar” are very different sorts of goods and close to polar opposites. Phrases such as “tastes like dog food” and “you must be on dog food” denote low-quality food. Caviar in contrast is considered a delicacy. The incongruity created by the constituent words cannot be resolved without some degree of mental pause and some measure of imagination. As noted by Professor Leonard's declaration, the incongruity creates “incoherence.” In order to create coherence in the mark, the word “CAVIAR” would be interpreted as metaphorical to mean something akin to “luxurious food for dogs” rather than the nonsensical “dog eggs” or the unlikely “actual fish eggs for dogs.” (Leonard Decl., ¶ 4.)

APPLICANT'S MARK CREATES A UNITARY IMPRESSION

A mark is considered “unitary” when its overall commercial impression is distinct from the impression created by its components. The test for unitariness evaluates whether a mark's elements are so integrated that they cannot be regarded as separable. See *In re EBS Data Processing*, 212 USPQ 964, 966 (TTAB 1981); *In re Kraft, Inc.*, 218 USPQ 571, 573 (TTAB 1983); TMEP 1215.05. No disclaimer is required of a unitary mark because it has no unregistrable component; rather, a unitary mark is an inseparable whole. *Dena Corp. v. Belvedere Intern. Inc.*, 950 F.2d 1555, 1560, 21 U.S.P.Q.2d 1047 (Fed. Cir. 1991).

Several factors are considered when evaluating whether words are part of a unitary mark. TMEP §1213.05. A unitary phrase will have “some degree of ingenuity in its phraseology as used in connection with the goods; or [say] something a little different from what might be expected to be said about the product; or [say] an expected thing in an unexpected way.” *Ex parte Mooresville Mills, Inc.*, 102 USPQ 440, 441 (Comm'r Pats. 1954); TMEP §1213.05. Phrases must be analyzed on a case-by-case basis to determine whether their meaning and commercial impression indicate an inseparable whole. A unitary phrase derives its meaning when viewed as a whole, with the combination of the components creating a distinct commercial impression that is independent of its constituent elements. *Dena Corp.*, 950 F.2d at 1561, 21 USPQ2d at 1052; TMEP §1213.05(b).

CANINE CAVIAR creates a unitary impression for a number of reasons. It has a distinct meaning formed by the combination of its two constituent words. The term CANINE means “of or like a dog; relating to or characteristic of dogs.” Hulley Decl. ¶ 12, Exhibit J. The term CAVIAR can have multiple meanings, such as “processed salted roe of large fish,” “something considered too delicate or lofty for mass appreciation,” or “something considered the best of its kind.” Hulley Decl., ¶ 13, Exhibit K. When evaluated in its entirety, the phrase means “the best dog food of its kind.” Any other meaning would be difficult to parse. See Leonard Decl., ¶ 39. Applicant's Mark

is suggestive of its high-quality goods, but instead of simply saying something literally akin to “high quality pet food,” Applicant is expressing this concept in a novel, unexpected and ingenious way.

The unitariness of Applicant’s Mark also is established by Professor Leonard who concluded CANINE CAVIAR presents as a unitary mark by virtue of the alliteration of “Canine” and “Caviar.”

THE MOST PLAUSIBLE MEANING OF APPLICANT’S MARK IS A SUGGESTIVE ONE

A mark that connotes two meanings – one possibly descriptive, and the other suggestive of some other meaning or association – is described as suggestive, as the mark is not “merely” descriptive. 2 McCarthy on Trademarks and Unfair Competition, § 11:19 (4th ed.). As established by Professor Leonard’s declaration, Applicant’s Mark has at least three distinct meanings.

The mark SUGAR AND SPICE was found to be nondescriptive of bakery products despite the fact that both sugar and spices are used in such goods. The Court held that because the mark conjured an impression of nursery rhymes, consumers would understand the double entendre and view the mark as nondescriptive. *Application of Colonial Stores, Inc.*, 394 F.2d 549, 552 (C.C.P.A. 1968).

The most likely interpretation of Applicant’s Mark is the one Applicant asserts, viz., that the mark is suggestive of “high quality pet food.” This interpretation is strongly supported by the declarations of Professor Leonard, Mr. Broyles, Mr. Ward, Mr. Vella, Mr. Zeigler, and Ms. Sierra. Another possible meaning is “fish roe for dog consumption,” which is the interpretation the Examining Attorney argues is the one consumers would most likely ascribe to Applicant’s Mark. According to Professor Leonard’s declaration, such an interpretation is significantly less likely. (See Leonard Decl., ¶39(b)). Moreover, there have been no reports over the entire course of the approximately twenty-year history of Applicant’s company that any consumers have believed Applicant’s goods contain caviar. (See Ward Decl., ¶ 4, Sierra Decl., ¶ 5, Vella Decl., ¶4, and Zeigler Decl., ¶ 5). An expert in pet food formulation who previously worked at a well-known pet food company also has expressed the view that consumers would not view Applicant’s Mark as indicating its goods contain caviar. (Broyles Decl., ¶ 8.) “Fish eggs for dogs” or the essentially absurd “eggs of a canine” simply are unlikely interpretation of Applicant’s Mark. (See Leonard Decl., ¶ 39(a).)

Because Applicant’s Mark could be interpreted in at least three different ways, it must be considered non-descriptive. Interpretation of course often is subjective, but any doubt as to the descriptive nature of a mark must be resolved in Applicant’s favor. “To the extent that any of the examining attorney’s arguments and evidence raise doubts about the merely descriptive character of applicant’s mark, such doubts are to be resolved in applicant’s favor. . . .” *In Re Jones Inv. Co., Inc.*, WL 273242, at *4 (TTAB 2009) (citing *In re Atavio*, 25 USPQ2d 1361 (TTAB 1992); *In re Morton-Norwich Products, Inc.*, 209 USPQ 791 (TTAB 1981); and *In re Gourmet Bakers, Inc.*, 173 USPQ 565 (TTAB 1972)).

APPLICANT'S MARK REQUIRES IMAGINATION TO INTERPRET

“[If] a mark requires imagination, thought, and perception to arrive at the qualities or characteristics of the goods, then the mark is suggestive.” *In re Nett Designs, Inc.*, 236 F.3d 1339, 1341, 57 U.S.P.Q.2d 1564 (Fed. Cir. 2001) (citing *In re Gyulay*, 820 F.2d 1216, 1217, 3 USPQ2d 1009, 1009 (Fed. Cir. 1987)).

The perception of the relevant purchasing public sets the standard for determining descriptiveness. *Nett Designs*, 236 F.3d at 1341 (citing *In re Bed & Breakfast Registry*, 791 F.2d 157, 160, 229 USPQ 818, 819 (Fed. Cir. 1986)). Any competent source suffices to show the relevant purchasing public's understanding of a contested term or phrase. *Id.* A term may possess elements of suggestiveness and descriptiveness at the same time. *Id.*

Applicant has presented evidence to establish that the most likely interpretation of its Mark is “high-quality dog food.” This interpretation requires some level of imagination, thought or perception. The consumer must go through a process of semantic evaluation to reject two implausible interpretations, one being “fish eggs for dogs” – which is implausible because caviar is too expensive to be a likely ingredient and because consumers do not have the mind set to expect caviar to be used as an ingredient in pet food – and the other being “dog eggs” – which is implausible because dogs do not lay eggs. By going through this process, the consumer arrives at the most plausible definition, which is “high quality dog food.” Arriving at this result requires imagination, thought, and perception to determine the qualities or characteristics of the goods.

PROSPECTIVE PURCHASERS ARE UNLIKELY TO BELIEVE “CANINE CAVIAR” DESCRIBES AN INGREDIENT IN APPLICANT'S GOODS

Applicant has carefully reviewed the Examining Attorney's evidence and has visited websites to determine whether pet food products purportedly containing caviar are available for sale. As mentioned previously, only one website actually sells pet food containing caviar.

Applicant has provided evidence in the form of a declaration from Mr. Robert Broyles, a pet food formulation expert with nearly 50 years of experience in the pet food industry, who has worked extensively with product formulations and the guidelines and requirements for ingredients based on the AAFCO handbook and the regulations adopted by the Food and Drug Administration. This evidence establishes caviar is not a common ingredient in pet foods. (See Broyles Decl., ¶¶ 10-11.) It actually is “quite a rare ingredient in pet food,” and no pet food manufacturer has ever submitted an application to AAFCO to request that caviar be listed as an ingredient in the AAFCO handbook. (Broyles Decl., ¶12.)

Applicant respectfully submits this evidence from a highly experienced pet food professional, which establishes caviar is not a common ingredient in pet food, should be given greater weight than the Examining Attorney's position that caviar is a common ingredient in pet food, particularly given there is no substantial evidence to support the Examining Attorney's position.

Applicant also has provided evidence that consumers are unlikely to interpret Applicant's Mark as denoting that its products contain caviar. (See Leonard Decl., *supra*.) Applicant also has provided evidence from its Vice President Mr. Ward, its National Sales Director Mr. Vella, and

others with extensive experience in the pet food industry to establish no one ever has received a complaint from a customer who believed Applicant's goods contain caviar as an ingredient, let alone even an inquiry as to whether Applicant's goods contain caviar. (See Declarations of Mr. Ward, Ms. Sierra, Mr. Vella and Mr. Zeigler, *supra*.)

Applicant respectfully submits its evidence is substantial and that it rebuts the Examining Attorney's limited evidence that caviar supposedly is a common ingredient in pet food. Because "caviar" is not a common ingredient in pet food, consumers are unlikely to believe Applicant's Mark misdescribes its goods.

This matter is similar to *In re Ricko Dewilde*, WL 3090446 (TTAB 2013). In *Dewilde*, the Examining Attorney refused registration under Section 2(a), and the TTAB reversed. The goods at issue were sweatpants and sweatshirts, which the TTAB described in its opinion as "activewear." The applied-for mark was HYDZ, which the TTAB noted is "the phonetic equivalent of the word "hides."

Inasmuch as the goods contained no leather or other material from an animal hide, the Examining Attorney felt the term misdescribed the goods. The Examining Attorney contended prospective consumers would believe the applied-for mark would indicate applicant's products were in fact made of leather. The applicant disagreed, contending consumers would not want such products if they were made out of leather and that "members of the relevant consuming public have substantially no experience in the marketplace with sweatpants or sweatshirts made of leather or leather substitutes." (Emphasis added.)

The TTAB concluded the second prong of the *Budge* test was not satisfied because "the examining attorney has failed to demonstrate that members of the consuming public 'are conditioned to encounter and purchase activewear made from leather.'" The TTAB further concluded that, "we find that the record supports applicant's position that the relevant, prospective purchasers would *not* believe that the term HYDZ describes the material composition of applicant's goods." (Italics in original.)

Precisely the same thing is true with Applicant's applied-for mark. As established by the extensive evidence Applicant has presented, members of the pet food purchasing public are not in any way or to any degree "conditioned" to expect pet food to contain caviar (see, e.g., Broyles Decl., ¶16), and just as in *Dewilde*, consumers "have substantially no experience in the marketplace" with pet food products made of caviar.

Applicant respectfully submits that just as in *Dewilde*, the Examining Attorney has unsuccessfully demonstrated that members of the consuming public are conditioned to encounter and purchase pet food products containing caviar.

APPLICANT'S MARK IS UNLIKELY TO AFFECT A SIGNIFICANT NUMBER OF CONSUMERS TO PURCHASE APPLICANT'S GOODS

The Examining Attorney has taken the position that Applicant's Mark is deceptive because caviar is a desirable and expensive ingredient. The evidence provided to support this position includes an article from a U.K.-based website describing a U.K.-based dog food company that offered a limited edition dog food containing caviar. (See Office Action dated June 7, 2016, page

29). Applicant respectfully submits this evidence should be disregarded because it does not demonstrate that customers in the United States would view caviar as a desirable ingredient. Moreover, while the website appears to be offering U.K. consumers a pet food product containing caviar at a cost of approximately £250, the product is currently listed as “out of stock.” (Exhibit D.)

The Examining Attorney also provided an online article from approximately ten years ago presumably written by a student who stated, “Yes, that’s right, there are specialty pet stores that sell actual caviar for dogs.” (See Office Action dated June 7, 2016, page 34). This article does not provide any links or any additional information regarding the purported pet stores that sell caviar for dogs. This evidence thus is not probative of whether a significant number of consumers would likely purchase Applicant’s goods because they believe they contain caviar.

Applicant has presented evidence to establish that consumers are unlikely to purchase pet food with appreciable amounts of caviar because it would be too expensive. (See, e.g., Broyles Decl., ¶15.) And because caviar is not an approved pet food ingredient, there are no standards for caviar as an ingredient for pet food and consumers likely would hesitate to purchase pet food containing caviar because the “caviar” could consist of ordinary fish eggs or even fish guts. (Broyles Decl., ¶14.)

The Examining Attorney’s evidence that a significant number of consumers are likely to purchase Applicant’s goods because they believe they contain caviar simply is not probative because the evidence does not establish consumers likely hold that belief. On the other hand, Applicant has presented evidence that consumers would not likely want to purchase pet food containing caviar because it would be too expensive and because of the lack of quality standards for caviar as an ingredient in pet food.

THE INSTANT MATTER IS MARKEDLY DIFFERENT FROM THE CASES THE EXAMINING ATTORNEY RELIES ON

The declaration of Mr. Broyles, Mr. Ward, Mr. Vella, Mr. Zeigler and Ms. Sierra establish that consumers who purchase pet food do not go into the market looking for pet food which contains caviar. This fact sets the instant matter significantly apart from the cases the Examining Attorney has relied on to deny Applicant’s request to register its mark:

- *In re Budge Mfg. Co.*, 857 F.2d 773, 8 USPQ2d 1259 (Fed. Cir. 1988): Consumers know automobile seat covers frequently are made from lambskin, and consumers often want to purchase automobile seat covers made from lambskin. In light of this, a mark for a seat cover product called “LOVEE LAMB” made of synthetic materials understandably was found to be deceptive.
- *In re Phillips-Van Heusen Corp.*, 63 USPQ2d 1047, (TTAB 2002): It is entirely understandable, given how common silk is used as a material, that the mark “SUPER SILK” for a product which did not contain any silk was found to be deceptive.

- *In re Organik Technologies Inc.*, 41 USPQ2d 1690 (TTAB 1997): In the same vein, the proposed mark “ORGANIK” for non-organic cotton when consumers are familiar with and regularly shop for clothes made from organically grown cotton understandably was found to be misdescriptive of the applicant's goods.
- *In re White Jasmine, LLC*, 106 USPQ2d 1385, 1291-92 (TTAB 2013): Given the large market for white tea products and consumers’ ready familiarity with white tea, the mark “WHITE JASMINE” for tea which did not contain any white tea understandably was found to be misdescriptive.

In these instances, consumers had the mind set to go into the market to look for car seat covers made from lambskin, clothes made from silk, clothes made from organic cotton and white tea. In marked contrast, consumers of pet food products do *not* have the mind set to go into the market to purchase pet food products which contain caviar.

CONCLUSION

For the reasons set forth herein, Applicant respectfully requests that the Examining Attorney reconsider his position and withdraw the Section 2(d) refusal and approve Applicant’s application for publication in the *Official Gazette*.

The Examining Attorney is invited to contact the undersigned with any questions concerning this matter.

Respectfully submitted,

RUTAN & TUCKER, LLP

Dated: December 7, 2016

By: /Lindsay J. Hulley
Lindsay J. Hulley
611 Anton Boulevard, Suite 1400
Costa Mesa, California 92626
(714) 641-5100
lhulley@rutan.com
Attorneys for Applicant

DECLARATION OF LINDSAY J. HULLEY

I, Lindsay J. Hulley, declare as follows:

1. I am a partner with the law firm of Rutan & Tucker, LLP, counsel for applicant Canine Caviar Pet Foods, Inc. ("Applicant"). I am admitted to practice in the State of California. I make this Declaration in support of Applicant's response to the Office Action issued on June 7, 2016 against Serial No. 86/710,350. I make this declaration based on my own personal knowledge, and if called upon as a witness, I could and would competently testify thereto.

2. Attached hereto as Exhibit A is a true and correct copy of a webpage showing the definition of the word "metaphor," which I caused to be downloaded from <https://en.oxforddictionaries.com/definition/us/metaphor> on December 7, 2016.

3. Attached hereto as Exhibit B is a true and correct copy of a webpage showing the definition of the word "caviar," which I caused to be downloaded from www.merriam-webster.com/dictionary/metaphor on December 7, 2016.

4. Attached hereto as Exhibit C are true and correct copies of various webpages and articles discussed in the Declaration of Robert A. Leonard, which I caused to be downloaded from the Internet on December 7, 2016.

5. Attached hereto as Exhibit D is a true and correct copy of a webpage showing a pet food product that is no longer offered for sale, which I caused to be downloaded from <http://www.greenpantry.co.uk/shop/britishbanquet/> on December 7, 2016.

6. Attached hereto as Exhibit E is a true and correct copy of a webpage resulting from clicking on the "Visit Store" link, which I caused to be downloaded from <http://www.sharesale.com/notactive.html?287479> on December 7, 2016.

7. Attached hereto as Exhibit F is a true and correct copy of a webpage depicting the pet food identified in the Office Action Dated June 7, 2009, which I caused to be downloaded from <http://www.crazyhenry.com> on December 7, 2016.

8. Attached hereto as Exhibit G is a true and correct copy of a webpage depicting the pet food identified in the Office Action dated June 7, 2009, which I caused to be downloaded from http://www.onlynaturalpet.com/images/products/192001_250.jpg on December 7 2016.

9. Attached hereto as Exhibit H is a true and correct copy of a webpage showing the current suspended status of a webpage identified in the Office Action dated June 7, 2016, which I caused to be downloaded from <http://www.beluga-caviar-shop.com/cgi-sys/suspendedpage.cgi> on December 7, 2016.

10. Attached hereto as Exhibit I is a true and correct copy of a webpage showing the current inactive status of a webpage identified in the Office Action dated June 9, 2016,

which I caused to be downloaded from <http://23.253.230.158/?u=4&d=omnipropetcare.com> on December 7, 2016.

11. Attached hereto as Exhibit J is a true and correct copy of a webpage showing the definition of the word “canine,” which I caused to be downloaded from <http://www.dictionary.com/browse/canine> on December 7 2016.

12. Attached hereto as Exhibit K is a true and correct copy of a webpage showing the definition of the word “caviar,” which I caused to be downloaded from <http://www.merriam-webster.com/dictionary/caviar> on December 7, 2016.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed this 7th day of December, 2016, at Costa Mesa, California.

/Lindsay J. Hulley/
Lindsay J. Hulley