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P.O. Box 1138, Clarcona, FL 32710 407-522-1502 <http://www.orlandoorganics.com>

Candy Makers Target Fitness Market

Apparently energy-packed sports drinks aren't enough. Now there are vitamin-laced jelly beans and ginseng-stoked chews.

The nation's candy makers are targeting fitness enthusiasts seeking to boost athletic performance or quickly grab a jolt of energy.

Industry insiders and analysts who gathered this week in Chicago for North America's largest candy trade show say the odd pairing of candy and fitness might just make economic sense.

Consumers are scooping up more than \$3 billion a year in "energy" gels, bars and drinks, and the crowded, \$25 billion confection industry must continue to innovate if it's going to sweeten the bottom line.

And when you consider that more than 60 percent of adults say they exercise, the new products stand a good chance of catching on, said Harry Balzer, vice president of a consumer marketing firm that tracks the food industry.

"Americans are explorers, they like new things," said Balzer of the NPD Group. "As long as you don't upset my expectations of taste, that's the most important thing."

At the All Candy Expo in Chicago, Jelly Belly Candy Co. of Fairfield, California, introduced "Sports Beans."

Each one-ounce serving has Vitamins C and E plus 120 milligrams of electrolytes to boost energy and prevent dehydration.

"We felt there was an opening in the market for a non-bar, non-chocolate functional prod-

uct," said Bill Kelley, Jelly Belly vice chairman. "This has the energy component, electrolytes and it tastes good" in lemon-lime and orange flavors.



The new beans are expected in stores later this summer.

BestSweet Inc. of Mooresville, North Carolina, signed up stock-car racing star Dale Earnhardt Jr. to endorse its new XLR8 Energy Chews made with caffeine, ginseng, and guarana.

"Over time, more and more candy will contain something of additional value, vitamins or additives," said BestSweet's Steve Berkowitz.

He said three of the taffy-like candies provide a boost equivalent to drinking one can of the immensely popular Red Bull energy drink.

Schuster Marketing Corp.'s sugar-free Blitz Energy Gum has 100 milligrams of caffeine, about the same as a freshly brewed cup of java.

Steve Schuster, president of the Milwaukee-based company, said the caffeine-rich, vitamin-fortified gum is part of a natural evolution from its sugar-free, low-calorie offerings especially as the United States struggles with obesity.

But some question whether marketing candy as part of an active lifestyle makes sense.

"I don't think that (the new products) belong in the candy aisle," said Cynthia Sass, a registered dietitian and spokeswoman for the American Dietetic Association.

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June 28-30, 2005

Harvest Blend Regular

- Celery
- Jumbo Carrots
- Vidalia Onions
- Zucchini
- Spinach
- Romaine Lettuce
- Gai Lan
- Green Bell Pepper
- Haas Avocado
- Valencia Oranges
- Bananas
- Tommy Atkins Mango
- Kiwi
- Spring Ray Nectarines

See the web site for details on our other options. Produce bag contents are subject to change based on availability.

You Don't Say

"Chopsticks? You do not sew with a fork, and I see no reason why you should eat with knitting needles." - *Miss Piggy's Guide to Life*

"I have no truck with lettuce, cabbage, and similar chlorophyll. Any dietitian will tell you that a running foot of apple strudel contains four times the vitamins of a bushel of beans." - *S.J. Perelman*

Happy Birthday To Us



It's the third anniversary of Orlando Organics.

We thank each of you for helping to support a family-owned and operated business!

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"I'd like to see some research that shows they do what they claim to do, a track record. A lot of these products may not have that."

Sass said many people, from serious athletes to couch potatoes, don't really need the stimulants and other substances found in many energy products.

"People need to realize if they haven't been sweating and need to replace electrolytes, you don't really need these products," she

said. The use of stimulants is an even greater concern because they can cause dangerous increases in a person's heart rate and blood pressure, she added.

But Larry Graham, president of the National Confectioners Association, said candy makers are simply answering consumer demand.

"Manufacturers are looking for new ways to build healthful benefits into their candy," Graham said.

Recipes

Gai Lan, Three Ways

Prepare the gai lan by trimming the cut ends, washing, then separate the leafy, thinner-stalked half from the larger stem half by cutting approximately in half. Blanch the vegetable, adding the thicker stemmed portion to the water about 1 minute before the thinner stemmed/leafy portion. After about another minute remove the vegetable and, if not cooking option 1 below, shock in ice water. When cold, drain and sauté.



Option 1: Chinese Broccoli with Oyster Sauce

If planning to serve immediately with oyster sauce, do not shock, but cook the vegetable just a little longer in the boiling water, then remove to a platter. Drizzle 1/4 cup oyster sauce all over the vegetable and serve immediately.

Option 2: Chinese Broccoli Sautéed with Garlic, Chinese-Style

Heat 1/3 cup peanut oil in a wok and add the 6 cloves of peeled, sliced garlic and the blanched gai lan. Stir fry until the vegetable is heated through and the garlic is lightly golden. Drizzle with soy sauce and 1 tsp sesame oil and serve.

Option 3: Chinese Broccoli Sautéed with Garlic, Italian Style

In a very large skillet (or wok), place 6 cloves of garlic, peeled and sliced, and 1/3 cup olive oil and bring up to heat, adding gai lan and a sprinkle of salt while the garlic is still white. You can either briefly sauté it to keep the vegetable crisp-tender, or lower the heat and cook it until wilted, like Broccoli Rabe.

Cheesecake Tart with Nectarines

Make this the day before you want to serve it! Start by preheating the oven to 350 degrees. Butter a 9-inch springform pan. Make the crust, by blending the following in a food processor:

- 6 graham crackers
- 1 1/4 cups crushed amaretti (Italian almond cookies)
- 3 tbsp sugar
- 3 tbsp melted unsalted butter

Press the crust into the bottom of the springform pan and about 3/4 of the way up the sides. Bake 10-15 minutes until crisp, and allow to cool completely.

Next, make the filling by using an electric mixer to beat until smooth:

- 1 1/2 cups mascarpone cheese
- 1/2 cup sugar
- 2 large eggs
- 1 tbsp lemon juice
- 2 tsp lemon zest
- 1 tsp vanilla extract
- 1/4 tsp almond extract
- 3 tbsp all-purpose flour
- 1/4 tsp salt

Pour the filling into the cooled crust and bake 30 minutes until golden. Cool completely in pan, remove pan and chill tart overnight. Right before serving, slice 3 nectarines into a bowl and toss with 2 tbsp sugar. Let stand a few minutes to let the sugar dissolve, then pile the nectarines on the tart and serve immediately.

Mango Zucchini Pinon Muffins

- 3 cups white flour
- 1 cup wheat flour
- 1 cup brown sugar, packed
- 1 1/2 cups sugar
- 4 tsp baking soda
- 4 tsp cinnamon
- 1 tsp nutmeg
- 1 tsp allspice
- 1 tsp salt
- 2-3 medium zucchini, grated
- 1 mango, peeled and puréed
- 6 eggs
- 1 cup vegetable oil
- 4 tsp vanilla
- 3/4 cup pinon nuts, toasted



Preheat oven to 350F degrees. Combine flour, sugars, baking soda, cinnamon, nutmeg, allspice and salt. Add the zucchini and toss to coat and separate. Add mango puree, eggs, oil and vanilla and stir well to blend. Stir in the pinons.

Pour batter into muffin cups that have been well-greased or lined with papers. Bake at 350 degrees for 25-30 minutes or until tops spring back when touched. Let muffins cool at least 10 minutes before removing from pan.