



## A Trend Born Out of Tradition:

# LOCAL FOOD SOURCING



**T**he modern trend of locavore culture (or interest in eating food grown in one's local environment) is nothing new. In fact, it's a return to ancient ways of finding and cooking food. In Medieval times, agrarian culture (using food as the primary source of economy) was the rule, not the exception. Eventually, thanks to the refrigerated railcar and, later, to the boom in truck and air transportation, it suddenly became possible for restaurant chefs and housebound homemakers to find foods from across the country and around the world in their local supermarkets. Recently, however, ideas of "sustainability" and the growing popularity of organic foods, have had cooks from all walks of life rethinking the origins of their ingredients – and finding freshness along the way.

**spotlight**

### Farmer's Foods a Fad?

"Local food has been in the Top Ten of the National Restaurant Association's annual 'Top Trends' for years now," points out Scott Evans, "and locally-sourced proteins and produce were last year's #1 and #2." Evans's Salt Lake City-based PAGO restaurant (see Specialty of the House) has been locally-focused since day one and is among a growing number of foodservice operations built around ingredients from the immediate area. "Luckily," he says, "the industry trends coincide

*Please see "Local Food" on page 4*



## Happiness is...

**A** popular 1965 song by The Ray Conniff Singers concluded that happiness is "different things to different people." Many of the items or situations enumerated in the song (which ranged from a golfer's hole-in-one to a beatnik's beard) had less to do with happiness — a long-term state of mind — than with short-term pleasures and enjoyments. This is not surprising, as many people habitually confuse the two in a futile search for a perpetual state of enjoyment.

### food for thought

by David Rolston  
President and CEO

As referenced by Thomas Jefferson in the Declaration of Independence, the "pursuit of happiness" is less about pleasure than the sense of fulfillment that derives from a life well-lived through the ability to successfully undertake responsibility and perform one's duties. Far from avoiding unpleasantness, the Jeffersonian definition accepts the fact that, though life contains much in the way of adversity, the truly happy person accepts and deals with it.

*Please see "food for thought" on page 5*

### on the menu

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An Interview with

# Betty Carotene

**A**fter previous interviews with such food safety-minded bacteria as *Les Teria* and *Crypt O. Sporidium*, here now is Hot Topics' healthy discussion with Beta ("Betty") Carotene.

## Hot Topics:

Miss Carotene, thank you for joining us.

## Betty Carotene:

Thank you for having me! But do be careful about spelling my name – there's a lot of carotene in carrots, but there's no "carrot" in carotene!

**HT:** That seems like a common confusion, thank you. Now, please tell us a little more about yourself. You're a vitamin, is that right?

**BC:** Actually, no – I'm just a simple orange-colored molecule. I'm part of a group called "carotenoids," and some of us are in Vitamin A, but, like some sports stars, we're free agents. My best quality is that I'm an antioxidant.



**HT:** A lot of us often hear that word, but what does it mean?

**BC:** Well, you know how copper oxidation turned the Statue of Liberty green? Well, a similar thing happens to people's cells after a while – they can get damaged, unless they're protected by antioxidants like myself.

**HT:** So, what other health benefits does Betty Carotene offer?

**BC:** I reduce cholesterol, protect against heart disease and certain types of cancer, and reduce the risk of heart attacks and strokes by about 50%. Also, whether you're human or rabbit, I improve your vision and boost your immune system. I'm a pretty busy molecule.

**HT:** Yes, it seems you're in many places at once...

**BC:** I'll say. But there's plenty of me to go around! A lot of people take supplements of beta carotene, or find me in their fruits and vegetables.

**HT:** Such as?

**BC:** Carrots, of course, but also sweet potatoes, spinach, lettuce, fruits like apricots or cantaloupe, and even herbs, such as parsley. Parsley and I get along very well. In fact, I'm just about to head off to someone's salad right now, and fight off some free radicals!

**HT:** What?

**BC:** That's just another way of fighting oxidation, but it sure sounds more exciting described that way, doesn't it?

**HT:** It sounds intense.

**BC:** Yeah – Betty Carotene is extreme! Well extremely healthy, anyway.

**HT:** Thanks for talking with us, Betty – we hope to see you soon! ■

# A Letter from Billy Booster



Hello again, friends! You know, nobody likes the combination of heat and water quite like a water heater, so I don't have to tell you how EXCITED I am that summer's just around the corner. I'm a real beach "chromer" – always looking for fun in the sun with some friends, and maybe catching a sight of the appliance-of-my-eye, Tina Toaster!

Speaking of friends, I've been making a lot of new ones around the world – all thanks to social media. If you haven't thought about joining up on Facebook or Twitter, you definitely should. It's not just for kids and booster heaters – a lot of foodservice professionals (chefs and owners, even dealers and manufacturers) use it to communicate frequently and directly with their customers. Here at Hatco we even have a channel on YouTube, with everything from How-To videos to product education featuring our own friendly-faced engineers! (And don't be fooled – the videos called "Billy Shorts" are so called because they last about a minute – not because they feature summer trunks modeled by yours truly!)

On the beach or on the computer screen, keep your eyes peeled for a shiny, smiley booster water heater – I may be coming your way! Or, for more of my thoughts and musings (as well as my recent interview series with Hatco insiders), stop by my blog on the Hatco website. I hope to hear from you, soon!

Best,  
"Billy"

billy@hatcocorp.com 2

**News Flash!**  
Billy's missing!  
See page 3

# the big tickets



## TRADE EXHIBITIONS

### June 2012

- Foodservice at Retail Exchange  
June 25 - 27  
Renaissance Schaumburg  
Chicago, IL, USA  
Booth #321
- Foodtech Catering & Pharmatech Taipei  
June 27 - 30  
Taipei, Taiwan

### September 2012

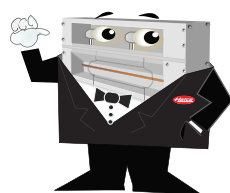
- Hogatec  
September 2 - 5  
Essen, Germany
- Food & Hotel Thailand  
September 5 - 8  
Bangkok, Thailand

## News Flash

**Billy confirmed as missing**  
at the close of the NRA Show  
in Chicago May 8th.



Follow late breaking details  
on Billy's Facebook page -  
**Max Watt** will be temporarily  
filling in for Billy.



**MAXWELL WATT**  
HATCO'S SECRET AGENT IN FOODWARMING

## Local Food From the Heart



**specialty**  
of the house

## PAGO

Salt Lake City, Utah, USA

**T**he name of this “Artisanal, Local, Farm Fresh” restaurant comes from the Spanish word for a single vineyard. “It reflects the broader concept of the restaurant,” explains PAGO owner Scott Evans, “which is to operate completely within our local community. We cook food grown near Salt Lake City and serve it to the people of that same area.”

Evans – an avid snowboarder and 15-year foodservice veteran – spent more than five years putting together a business plan that both reflected his personal beliefs and answered a growing demand for sustainable, local cuisine. Since opening in 2009, PAGO has garnered national attention from the *New York Times*, *Food & Wine*, and *Bon Appétit* for its forward-thinking methods of sourcing and serving up farm-fresh foods. Evans describes how this affects the menu: “We don’t choose our dishes, and then go find sources for the necessary ingredients. We turn that model on its head by finding out what’s available and in season *now*, and then crafting our menu to fit that. As a result, we do as many as ten or more menus in a year. It’s not easy, but it keeps things fresh, and gives guests a reason to come back often.”

And come back they have! PAGO’s 50-seat location (with a 24-seat patio in the warm months) has shown steady growth throughout its short history – even in a tough economic climate. Just as the food on the plate reflects local agriculture, Evans feels the restaurant’s success is an extension of Salt Lake’s contemporary cuisine culture: “Of course, any dish benefits from having the freshest ingredients. But, for many people around here, there’s also an emotional element to eating at a locally-sourced restaurant. I’m glad to see they’re passionate about it – because my passion for this community is the whole reason I opened PAGO to begin with.”

For more information on PAGO – and its new sister restaurant Finca – go to [pagosl.com](http://pagosl.com). ■

### PAGO Burger Makes 8 burgers.

#### Ingredients:

##### Patties

3 lbs (1.4 kg) ground chuck  
1 lb (454 g) ground short rib  
1 lb (454 g) ground brisket

##### Toppings

1 lb (454 g) mushrooms (seasonal variety)  
1 lb (454 g) cured bacon, oven-baked until crispy

8 oz (227 g) red onion, preferably pickled  
12 oz (340 g) kale  
2 oz (59 ml) dijon vinaigrette  
8 oz (227 g) garlic aioli  
8 oz (227 g) gruyere cheese, sliced

8 hamburger buns

#### Instructions:

**Patties:** Mix the three types of ground beef together and form into eight 10-oz patties. Pan sear to desired doneness in rendered beef fat or bacon fat.

**Burgers:** Spread vinaigrette and aioli on top and bottom of hamburger buns. Add patties, and layer other toppings to taste.

**Note:** Whenever possible, source vegetables and beef from local farmers or farmers’ markets. For possible vendors near you, see [www.localharvest.org](http://www.localharvest.org).

with my personal philosophy about what to eat and where to get it.”



Evans’s philosophy also brings together two of the main reasons for the popularity of locavore culture in foodservice: healthy eating and supporting others. “With Pago,” he notes, “we wanted to move away from the industrial agriculture that’s so common in the industry, and get back to basics – while simultaneously spreading the food purchases out to our nearby community.” Like many, Evans believes part of the reason local foods are “trending” among both consumers and the chefs who serve them is simple: eating fresh and healthy is easier when you know exactly where your food comes from.



Photo courtesy of Braise Restaurant & Culinary School

### Farm to (Dining Room or Restaurant) Table

For cooks in the home, one of the most popular ways of sourcing local ingredients has been CSAs – or Community Supported Agriculture. As Erin Barrett explains, “In a CSA, consumers buy a share in a local farm, which acts as a kind of membership or subscription, guaranteeing subscribers weekly boxes of fresh vegetables during the growing season.” Barrett operates LocalHarvest.org, the largest online directory of CSA and locally-sourcing farms. Local Harvest

helps connect individuals, as well as restaurants, with the small-scale farmers looking to “go to market” in the twenty-first century.

“The share purchased upfront is literal ‘seed money’ for the farmers,” Barrett continues, “and once the crops grown from those seeds are harvested, they reappear, weekly, on shareholder’s doorsteps – boxed up and ready to eat.” Members of CSAs are saved the trouble of shopping for their produce and, in return, small-scale local farmers can connect with customers in their area.



In the case of foodservice professionals, CSAs are one possible route for sourcing local ingredients – but the need has also given rise to a separate, similar system: RSAs, or Restaurant Supported Agriculture. Chef Dave Swanson, of Braise Restaurant in Milwaukee, Wisconsin, is at the forefront of the movement, having organized his own RSA to supply Braise with the local, fresh ingredients he needed. In 2010, he asked Jeff Joslyn to take over operations of the RSA and Braise’s Home Delivery system.

Like Scott Evans of Pago, Joslyn highlights the importance of establishing relationships with farmers, in order to better meet the needs of a given locally-sourced restaurant. “One of the benefits, but also one of the restrictions, of working with local farmers,” he mentions, “is that initially you receive what the farmers are growing – and only what they’ve decided to grow. But as the relationship develops, you can work with the farmers to grow exactly what you’d like – including many heritage items.” Scott Evans adds, “After I built partnerships with certain farms, I was able to negotiate more about

pricing, and about product availability. The initial limitations of the CSA model are pretty easy for a restaurant to overcome, once the farmers know you’re a reliable consumer of – and bill-payer for – their produce and proteins.”



Photo courtesy of Braise Restaurant & Culinary School

### Ingredients to Get Started

Building those necessary relationships does take some time – especially for restaurants that are used to ordering all they need from a single large distributor. According to Evans, it’s possible (and beneficial) to ease into it: “I discovered many of my suppliers through local farmers’ markets. I just visited the booths that carried products I needed, and struck up a conversation. People new to the idea might want to begin with a handful of produce ingredients – or a particular beef, chicken, or other meat farmer – and see how things go. The quickest difference they’re likely to see is in the immediate improvement in taste.” Joslyn agrees, “The advantage of local sourcing is undeniable when it comes to flavor. Fresh always tastes better. It’s as simple as that.”

Another way to “find the freshness” in your area is LocalHarvest.org. Barrett’s directory has “over 25,000 members – from individual farms and CSAs to farmers’ markets, grocers, and wholesalers. Our database is searchable by area, products, or providers’ names. We also offer a newsletter and a blog, as well as forums for farmers and buyers to talk about how – and what – they’re finding, raising, and cooking local, frequently organic, ingredients.”

### Loving Your Local(e)

While the abrupt transition for a restaurant from corporate supply chains to local sourcing can seem daunting, both Evans and Joslyn insist that the benefits are many. Says Evans, “One of the reasons I pursued this style of getting



Farm dinner, photo courtesy of Braise Restaurant & Culinary School

ingredients was customer demand. In many medium-to-large cities, there's an increasing interest in buying local – whether it's clothes, goods for the home, or the food that they eat.”

In addition, Evans has seen an increase in employee satisfaction: “Just as we discovered a whole subset of fiercely loyal diners, the emotional investment of our servers and managers reflects the simple fact that people

take pride in working in a restaurant that supports the community they live in. This not only increases employee retention, but actually improves service in the dining room. So many great conversations take place on the dining room floor between wait staff and guests who are both excited about the mission of Pago.”

That excitement about investing in local food can be seen across the country – from

the National Restaurant Association's survey down to the success of local farmers' markets in your own area. And while locavore culture has a history that extends back to the Middle Ages, it also has a clear future, both for cooks in the home and professional chefs. Now may be the time for you to “Think globally, and eat locally.” ■

*“food for thought” from page 1*

In a 2009 article in “Bloomberg Businessweek,” Marshall and Kelly Goldsmith referenced a survey on satisfaction, both at home and at work. The results discovered that “there is an incredibly high correlation between people's happiness and meaning at work and at home. In other words, those who experience happiness and meaning at work tend also to experience them outside of work. Those who are miserable on the job are usually miserable at home.” As a result, their advice was that companies should concentrate less on making employees happy than on encouraging them to find meaning in their lives and work. I believe it goes further than that.

Without a doubt, there is a dispositional factor involved here. Although we can all be elated by good news (a raise, a compliment, achieving a goal) and discouraged by bad news (loss of a job, serious illness, or the death of a loved one), there are some people who always seem to be enjoying life and others for whom it seems to be a burden. Except in cases such as clinical depression, which can be aided by medical treatment, there doesn't seem to be a large amount that can be done, especially in the context of the workplace. Long before the

emergence of psychology or the introduction of Prozac®, no less a figure than Martha Washington observed, “The greater part of our happiness or misery depends on our dispositions and not our circumstances.”

Despite the difficulties and confusion involved, I personally believe that there is something that people in our industry can look to as a source of the fulfillment and satisfaction that results in real happiness, and that is to maintain an awareness of the “big picture.”

By its very nature, the foodservice industry is much more than just a business. We cater to our fellow man's most basic need. Our activities supply employment and opportunity for individuals in fields as diverse as agriculture, metalworking, textiles, communications, medical and scientific research, and book publishing, to name but a few. We are as diverse as the world's population; at four-star restaurants our people create meals that are works of art; and through charities, food pantries and organizations like Second Harvest, we strive to meet the needs of the least fortunate. Our services are in demand in celebration of life's happiest events. Likewise, when disaster strikes,

our products, services and people are among the first on the scene. At a time when technology has obsoleted multiple industries and professions, we remain one of the few areas in which the less skilled can achieve the first rung of the ladder that, combined with ambition and hard work, ultimately leads to success. The list could go on. Whatever your job or position in this industry, you are part of a great team engaged in a truly noble endeavor.

The great humanitarian Albert Schweitzer once observed that “the only ones among you who will be really happy are those who will have sought and found how to serve.” In our industry, the very name implies service.

You have every right to be happy.

Sincerely,

David Rolston  
drolston@hatcocorp.com

## product profile

Quality and Versatility Run in the Family for



# Glo-Ray® Warmers



**T**he extended family tree of Hatco products has proud roots that go back over 60 years. In that time, one line of products has stood out as having the genetic markers of foodwarming excellence: Glo-Ray! For nearly every application, there's a bright Glo-Ray product to meet your needs!

A few of the many stars of the Glo-Ray family include:

- **Strip Heaters:** Warmers in the Glo-Ray Metal Sheathed, Ultra-Glo® Ceramic, Infrared, Infra-Black®, Narrow, and *Designer* lines come with an array of choices including single or dual warmers, standard or high watt, a choice of lengths, and a range of *Designer* colors, depending on the model.

- **Merchandisers:** Curved Glass, Heated Glass, *Designer* colors, and Heated Display Cases are just a few of the technologies and solutions Glo-Ray has to offer. Many of the merchandisers offer a range of configurations – as well

as the added benefit of thermostatically-controlled heat – to present your product for purchase at peak quality.

- **Portable Warmers:** Turn up the heat wherever you need it – in the kitchen or the dining room. From Carving Stations to Portable Heated Shelves – and the newest family addition, the **Glo-Ray Fry Station** – these warmers offer Nothing less than the best® while helping you and your product *look* your best!

In the Family Album of Hatco's many products, there are no black sheep – just Infra-Black technologies. Maintaining the family tradition of excellence, Glo-Ray products are the building blocks of high quality foodwarming, adaptable to *your* operation's needs. For more Glo-Ray information, contact your Hatco representative, or visit [www.hatcocorp.com](http://www.hatcocorp.com) today! ■