



# Tuv Ha'Aretz CSA at the Forest Hills Jewish Center

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## TUV HASHAVUA: Best of the Week

### More Sour to You: Why tart foods are sweeping America by Mark Garrison

If Katherine Alford says sour flavors are having a national moment, pay attention. A vice president at the Food Network, Alford runs its expansive test kitchen in Manhattan's Chelsea neighborhood. Recipes and ideas that make the cut here will find their way into kitchens across America through the network's TV, Web, and magazine content. Alford's job is to stay in front of America's ever-changing palate without alienating a mainstream audience. Right now, Alford is finding that audience increasingly hungry for sour foods.

Alford spears a few pickled carrot slices and cauliflower florets out of Ball Mason jars for me; their tartness is bright and crisp. Years ago, Food Network's pickle recipes used more sugar to mitigate sourness, but the vinegar flavor in these vegetables is unbridled. She then whisks up a lemon vinaigrette for a kale salad, explaining that the current recipe uses more lemon juice than past versions. These days, her audience isn't afraid to pucker. "They're looking for a much more intense sour flavor, whether it's from lemon or vinegar," Alford says.

Alford isn't the only culinary professional perceiving a growing taste for sourness — others in the food world are picking up on the same signals, and companies are swooping in to capitalize on America's growing taste for tartness. Think of thick, sour Greek yogurt, which has expanded from a meager 1 percent market share in 2007 to take over more than one-third of the entire yogurt market this year. And salt and vinegar chips, which used to seem like the kind of thing your weird uncle ate, have also gained a foothold in the American market. Now there's enough demand for sour snacks to inspire a whole array of competing mass market pickle-flavored chips from giants like Lay's and Pringles, which markets its tubes of XTRA Screamin' Dill Pickle chips with a dare: "Brave one bite and you'll be hooked on the aggressive taste that won't quit."

Touting sourness may be new, but that kind of boastful goading isn't. It's the same sort of language marketers have used for years to promote their hot and spicy items. Take Tabasco sauce: In the 1990s, its ad campaigns switched from encouraging people to sprinkle dainty dashes of pepper flavor to urging them to douse their food with heat; 10 years ago, Tabasco's tagline repertoire included, "You always want more no matter how badly you got burned last time." Mary Chapman, the director of product innovation for the food consultancy Technomic, sees the growth of sour as a natural extension of America's desire for big and bold flavors of all kinds. Now that hot and spicy foods are well established, people want to taste what happens when sour flavor is cranked up.

Both sour and spicy flavors have ridden to popularity on a wave of new international cuisines that reflect the nation's growing diversity. Sour flavors

Mark Garrison also reported on the growth of sour foods for the Marketplace public radio program.

This article is adapted from Slate.com.



June 25, 2013 | 17 Tammuz, 5773

### THANK YOU to Our VOLUNTEERS

6/25 Pick-up [B Week]

Carrie Leifer  
Alejandro Quintana  
Meisi Lau

Food Bank Delivery:  
Lenny Fuchs

7/2 Pick-up [A Week]

Anny Sun  
Rhonda Israel  
Onudeah Nicolarkis

Food Bank Delivery:  
David Snyder

CAYUGA PURE ORGANICS (CPO), our grain, bean, and flour farm suffered a devastating fire on May 30, which destroyed the barn housing all of CPO's cleaning and packaging equipment, as well as a considerable amount of inventory. We do not yet know how our shares will be affected this season; if it happens that they are unable to fulfill our orders, all who paid for shares will be refunded. We will keep you updated as information becomes available.

CPO FUNDRAISER: With the upcoming harvest, CPO are having a fundraiser toward replacing lost equipment. We will be donating tzedakah collected through the end of July. For more info, please also check the CSA email this week for links to a video appeal and donation links for the indiego.com fundraiser.



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#### WEBSITES:

- FHJC: [www.fhjc.org](http://www.fhjc.org)
- Hazon: [www.hazon.org](http://www.hazon.org)
- Golden Earthworm: [www.goldenearthworm.squarespace.com](http://www.goldenearthworm.squarespace.com)
- Facebook: [www.facebook.com/tuvFHJC](http://www.facebook.com/tuvFHJC)
- Yahoo Listserv: [groups.yahoo.com/group/TuvForAllFHJC](http://groups.yahoo.com/group/TuvForAllFHJC)
- Twitter: [twitter.com/#!/tuvfhjc](https://twitter.com/#!/tuvfhjc)



**[B] WHAT'S IN THE BOX?**

Fennel

Red Romaine Lettuce

Green Boston Lettuce

Swiss Chard OR Toscano Kale

Parsley

Baby Carrots

Garlic Scapes

Strawberries

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have gained acclaim as more Asian cuisines – particularly Thai food – have expanded their reach. Thai food purists may grouse, correctly, that the cuisine has been debased as it has spread. But even an inauthentic Thai menu is bound to offer sour dipping sauces and spicy soups punched up with lime juice.

Sour foods are also growing because of what they aren't: Sweet. With public health officials and influential food polemicists in open warfare with soda and corn syrup, the opposite of their flavor profile sounds an awful lot safer to many consumers. "Sugar in so many ways has become demonized," explains Kazia Jankowski, associate culinary director at Sterling-Rice Group, which advises various global food companies. "Taking that tart flavor and bringing it forward connotes that sense of 'OK, this isn't a sugar-laden product.'" Her firm put sour food at the top of a recent list of culinary trend predictions. A key reason Jankowski's clients are doing more with sour foods is that consumers perceive them as healthier, not just because of sugar fears, but also the potential health benefits of the helpful bacteria involved in the fermentation that creates those tart flavors.

Fermentation has become a popular DIY pastime, too, and this Portlandia-mocked obsession is also growing the market for sour flavors. From Pinterest-loving Mormon mommy bloggers to Grizzly Adams beard-rocking hipsters, pickling

has a legion of fans with missionary zeal. Kombucha, the mildly fizzy fermented tea, has grown so far beyond its crunchy origins that I saw bottles of it in rural Virginia gas stations on a recent road trip. And kimchi, fermented cabbage, has spread from Korean kitchens to Los Angeles taco trucks to Michelle Obama's recipe repertoire for White House garden produce.

Chefs are helping drive that kind of growth. With high-end restaurants now expected to put as much thought into their beer selections as their wine list, stocking sour beers is a way to stand out and open doors to new and interesting pairings. "I make sour beers for a living, but I don't go home and slam four pints," says Andy Parker, whose Avery Brewing Company business card bears the title "barrel herder." "I break open a really good sour beer when I have friends over for dinner. They're very good for food pairings."

At a recent tasting event, even some diehard hopheads who had come for Avery's imperial IPA seemed impressed. The last bottle of sour was drained well before the party ended, leaving many in the crowd thirsty for more.



▪ **GARLIC ! TODAY IS THE FINAL DAY: 6/25**

From Yiddish Farm in Goshen, NY ([yiddishfarm.com](http://yiddishfarm.com)) – an optional, extra garlic share is available for \$30 for three deliveries (1 lb each in Aug, Sep, Oct; there will be 8-10 heads per pound).

**SIGN UP by 6/25.** Make checks out to **Yiddish Farm Education Center** and bring them to the pick-up by 6/25.

[tinyurl.com/xtragarlictuv](http://tinyurl.com/xtragarlictuv)

▪ **REFRIGERATOR SPICY PICKLED CARROTS WITH GARLIC (SCAPES) & THYME | 4 Pints**

Based on recipe from *A Homemade Life*, Molly Wizenberg

4 cups apple cider vinegar

4 cups water

1/2 cup sugar

Several sprigs of fresh thyme

6-8 large cloves garlic, smashed OR  
4-6 garlic scapes, cut to the same length as the carrots

3 tps black peppercorns, cracked

3 tsp red pepper flakes

4 tsp salt

4 tsp brown mustard seeds

1 1/2 pounds small (finger-sized) carrots, or standard carrots cut down into sticks about 1/2 inch wide and 2 inches long

In a medium saucepan, combine the vinegar, water, sugar, garlic (scapes), and spices. Bring to a boil over medium-high heat, then reduce to a simmer and cook, stirring occasionally, for 10 minutes. Remove the pan from the heat, and let cool for 5 minutes.

Pack the carrots (and cooked garlic scapes, if using) standing vertically, in 4 clean, sterile mason jars. Pour the warm brine over the carrots, evenly distributing the spices. The carrots should be completely covered by the brine.

Wipe the rims, apply the lids and rings and refrigerate for at least 3 days to a week before serving.

