

INTRODUCING

HUMMINGBIRDWHOLESALE.COM



Hummingbird Wholesale now has a website where wholesale customers can check prices and availability, place orders, and learn more about our products and our company.

From now until July 31st, get \$25.00 off your first order through our new website. Just enter the following code in the comments before confirming your order:

IAFO2500

We suggest you build an Order Template to simplify future orders. You can do this by building an order with every item that you order from Hummingbird Wholesale, and then click "Save as New Template." Once you have built a template, you can quickly adjust the quantities on it each time you order rather than building the entire order again.

We are very excited to have a website and we hope you will check it out. Please do not hesitate to continue calling us though, we love to hear from our customers!



OUR MISSION

We endeavor to serve people and the planet by providing the highest quality, most nutritious foods, grown as locally and sustainably as possible, to nourish body, mind and soul.

- ◆ We strive for maximum benefit for customers and farmers, minimum packaging and waste, and great food for living.
- ◆ We value long term relationships with customers and vendors, meeting needs with reliability, care and pride.
- ◆ We practice principles of ecological and social justice in the operation of our business.
- ◆ Like the hummingbird, we seek to sip the nectar of the earth without harming the flower. We are happy to serve you!



HUMMING NEWS JUNE, 2008

INSIDE:

- ◆ **INTRODUCING NEW WEBSITE**
- ◆ **BUY LOCAL: SUPPORT CALIFORNIAN ORGANIC ALMOND FARMERS**

DID YOU KNOW?

APPROXIMATELY 40% OF THE STEAM PASTEURIZED, ORGANIC ALMONDS FROM CALIFORNIA STILL SPROUT, A FIGURE COMPARABLE TO THE RAW ITALIAN ORGANIC ALMONDS WE SELL.

254 Lincoln Street
Eugene, OR 97455

Phone: 541-686-0921

Fax: 541-686-6168

E-mail: info@hummingbirdwholesale.com

BUY LOCAL: SUPPORT CALIFORNIAN ORGANIC ALMOND GROWERS

As many of you know, Hummingbird Wholesale works hard to find local and regional farmers so we can bring you good foods grown closer to home. This approach to sourcing cuts down on the pollution caused by transporting food over long distances, supports our local economies, and allows us to get to know the people who grow our food and the practices they use. California almond growers are one of the groups we have a long history with, whom we have gotten to know well and whom we wish to support in order to increase the sustainability of our business practices. However, recent developments in regulations regarding almonds have made it nearly impossible for us to continue buying almonds from Californian farmers.

On September 1st of 2007, the USDA implemented a mandate requested by the California Almond Board that required all almonds grown in California (the only state that grows significant quantities of almonds) to be pasteurized by one of four approved methods before being sold. The mandate was in response to two incidents of Salmonella contamination, one of which prompted a recall of over 10,000,000 pounds of almonds. The contamination in both cases was traced to large scale packing plants.

The mandate treats Organic and conventional farmers alike. The only exception is on-farm sales of up to 100 pounds of raw almonds per day. One of the approved methods for non-Organic almonds (and the least expensive) is chemical pasteurization using propylene oxide fumigation, a chemical compound that is classified by the Environmental Protection Agency as a probable human carcinogen and banned in Europe for the same reason. Almonds pasteurized under the mandate are not required to be labeled as such, even if chemically treated. Almonds exported outside the USA and almonds imported from abroad are not required to be treated under the mandate.

The need for the mandate is questionable, since Salmonella is a soil borne bacteria and any contamination results from inappropriate handling processes. Foreign almonds are apparently considered safe since they are still allowed to be raw, and foreign consumers are not receiving the same protection apparently considered necessary for the American public.

There has been little public response to the mandate, perhaps because there has been very little coverage by the press. As distributors, we



at Hummingbird are dismayed by the mandate's impact on the Californian Organic farmers. Sales have plummeted as the consumers interested in the benefits of raw foods purchase imported Organic almonds instead. The pasteurization increases the cost of production by 10-35 cents a pound, with the largest costs going to smaller farmers.

We believe the mandate is a result of large corporate almond interests pushing through legal requirements to protect their businesses from the consequences of sloppy handling practices, while requiring all farmers—especially small, organic farmers—to pay the cost. Meanwhile, most customers eating Organic Almonds want to eat *raw* almonds. It is sad that they must come from foreign lands, instead of from nearby California.

The Organic Almonds from California sold by Hummingbird are processed using a vacuum steam process. Approximately 40% of the nuts still sprout, a figure comparable to the raw Italian Organic Almonds we sell. We are working to make Organic Raw Almonds grown in California available to our customers again. In the meantime, we have lowered our price on the Californian Organic Almonds by \$0.20 a pound to provide added incentive for a shift back towards domestic almonds.

To find out more, search “Almond Pasteurization” online or give us a call. Please support the California Organic farmers impacted by this mandate by educating yourself and your customers about this issue.