

celebrating local products and discovering local legends

Hannaford Close to Home[®]

Volume 3, Issue 1
Spring 2010



cook locally

some of our favorite
regional recipes

sustainable seafood

the Hannaford promise

- Becky & Tom Loftus,
Blythedale Farm, Corinth, Vermont

Shopping close to home

Good for you.
Good for the planet.
Good for our communities.



NO LOCAL FARMS. NO LOCAL MILK.

Join us in helping local farms.
CONTRIBUTE TODAY!

KeepLocalFarms.org

Hannaford
Close
to Home[®]



For us, Close to Home is as much about the local economy as it is about

great local food and products



It occurred to me as I watched a local landscaping company spreading fresh mulch around the spring flowers in front of the Hannaford where I shop that our Close to Home philosophy is about more than just the great local foods we carry in our stores. It's also about the hundreds of plumbers, painters, carpenters, masons and other tradespeople who help keep our stores in top operating condition every day. Last year, in fact, Hannaford purchased about \$17 million in local services and another \$50 million in store renovations and construction. We're proud to be able to support local economies in this way in addition to bringing in all kinds of great local foods and products to our stores.

Over the winter, our merchandising teams have been busy gearing up for spring and summer. We have lots of new items made or grown Close to Home to share with you, and some of the variety might be surprising. You'll see local products on our shelves that include everything from locally made turkey pot pies, ice creams and prepared frozen foods to beauty care products, green cleaning solutions and even toothpaste.

Customers are always letting us know about their favorite local items, and we love learning about them. Hearing from you helps us discover wonderful foods and products that we may not be aware of yet. We've found Facebook and Twitter are great ways to receive your feedback and product requests—so if you haven't become a fan, or started following us yet, please do. We're also using social media to let you know about new products and programs, like our sustainable seafood initiative, which you can read more about on page 6 of this issue. So get online, keep in touch, and enjoy our third year of Close to Home! ■

Beth

BETH NEWLANDS CAMPBELL

President

Hannaford Supermarkets

Help us stay close to home.

We want to know what you think about our Close to Home program. Send us an email at cth@hannaford.com or follow us on Twitter & become a fan on Facebook.



stay connected with us!





shop

Good for you

“Mother Nature sets the pace in our business. If the sap runs overnight, so do we.”

Eric Ellis, Maine Maple Products, Madison, Maine

ping close to home-

u. Good for the planet. Good for our communities.

Oh-so-sweet Maine maple syrup, succulent roast beef, deli meats, and hot dogs from Massachusetts. Award-winning Vermont cheeses, creamy organic yogurt from New Hampshire. Italian homestyle pasta and pizza sauces from Upstate New York—these are just a few of the items that are made locally and that you can find on our shelves. Read on to learn more about the people we call our “Local Legends,” farmers and small-business owners who love to make great food.

MAINE MAPLE PRODUCTS MADISON, MAINE

Nothing goes better with your morning pancakes than maple syrup from Maine Maple Products in Madison. Owned by two generations of the Larivière family, Maine Maple has been supplying Hannaford with the highest-quality maple syrup for almost 30 years. “Today, it is still one family, small-scale, going into the woods each spring to work the trees,” says Eric Ellis, who runs the Madison packaging facility. “We produce in small batches, making a light, delicate, sweet-smelling syrup for Hannaford. They order as much as 1200 quarts a week from us, and, in turn, all of that filters right down in everything we spend to run this business and provide jobs here and up north.”

BLYTHEDALE FARM CORINTH, VERMONT

When Tom and Becky Loftus started making cheese at Blythedale Farm in Corinth, Vermont, they had a different idea than many small cheesemakers. “We put our heart and soul into our cheeses, using milk from our own Jersey cows who eat only feed we produce. We wanted to make a high-quality cheese,” says Tom, “but at a price your average supermarket shopper could afford, an artisanal cheese for everybody.” Today, Hannaford is their biggest customer, which makes life easier on the

Hannaford close to home® 4



Becky & Melinda,
Blythedale Farm

farm. “They distribute and market our cheese,” Becky says, “so we can stay here and do what we do best, and so their customers can choose to buy a locally made, award-winning Brie or Camembert like ours.”

STONYFIELD FARM LONDONDERRY, NEW HAMPSHIRE

What would rural New England and New York be without their familiar open vistas of green pastures and grazing cows? By buying the milk for their organic yogurt directly from 176 family farms across the region, the folks at Stonyfield Farm in Londonderry, New Hampshire, are ensuring that this dairy farm tradition

not only continues, but thrives. “Hannaford was one of the first supermarkets to sell our yogurt, starting back in 1983,” says Stonyfield area director, Brian Carboneau. “They have a dedication to healthy living in their stores that fits with our values, particularly because local foods are such an important part of reducing our carbon footprint to keep our planet healthy.”



Kristina Drociak,
Stonyfield Farm

Adine & Michael,
Casa Visco



CASA VISCO SCHENECTADY, NEW YORK

Looking for comfort food made close to home? How about Casa Visco's hearty, all-natural pizza and pasta sauces made in Schenectady, New York. A family-owned, family-run company for more than three generations, Casa Visco packs each jar with all the goodness of the family recipes from the old country.

"We're Italian!" says co-owner Adine Viscusi. "Cooking is how we show love for our family—and yours. I wouldn't put corn syrup or sugar in my own family's sauce, so why would I put it in yours? And we cook it like you do at home, too—slowly, in small batches, and using everything fresh, with lots of vegetables from right here in New York."

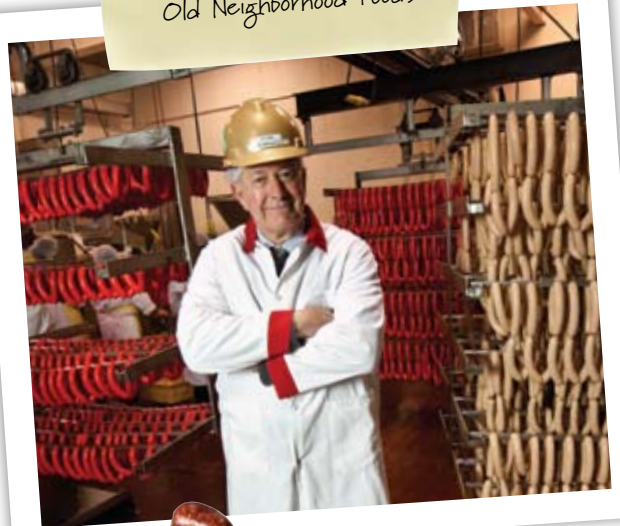
What she particularly appreciates as a local producer is that Hannaford "does an awesome job in educating the consumer and creating awareness of just how many local products there are. They help people understand why buying local is so important and why they can feel good about supporting local businesses like ours."

OLD NEIGHBORHOOD FOODS LYNN, MASSACHUSETTS

While we often think that local means small-scale and rural, you don't have to look farther than the Hannaford deli case to learn otherwise. In inner-city Lynn, Massachusetts, Old Neighborhood Foods has created 350 well-paid jobs for neighborhood men and women making the company's signature roast beef, tasty hot dogs, and many other deli offerings.

It was Tom Demakes' Greek grandparents who started the company in 1914 with homemade sausage in the back room of their corner grocery. "They taught me that, when you're a family business, you take personal ownership of everything you make, and you find good, trustworthy partners for the long term. With Hannaford, we have grown together to where, now, we make a wide variety of products for them right here in Lynn, investing in the community, supporting good causes. It's a big circle, and we're happy to be part of it."

Thomas Demakes,
Old Neighborhood Foods



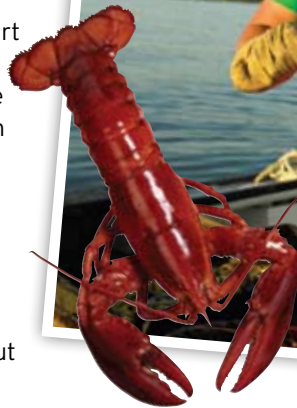
Partners in finding sustainable

seafood solutions

One week we hear about threats to one species of fish, and the next the media tells us another is in trouble. We're told to avoid eating fish from one part of the world because of unsound fishing practices but aren't sure exactly what that means and where those fishing grounds begin and end. With so much conflicting information, it is hard to know what seafood you can feel good about purchasing and putting on your table.

We're going to change that, and here's how. Hannaford is partnering with the Gulf of Maine Research Institute (GMRI) to take the guesswork out of these complicated issues. GMRI, headquartered in Portland, Maine, is a respected marine research institution whose scientists study fisheries questions every day. "Over the next year," says Hannaford Corporate Responsibility Manager George Parmenter, "the institute will be helping us verify that any seafood we sell—from the fresh case, canned, or frozen—is sustainably harvested and fully traceable so that the customer won't have to worry about it."

Sustainable seafood is fished or farmed at a level that doesn't decrease fish populations from one year to the next and in ways that ensure it is available now and for future generations. "People should be able to trust that any seafood they buy from us, aside from being of



Steve Train, Lobsterman,
Long Island, Maine

the highest quality," Parmenter adds, "is not depleting fish stocks or being harvested illegally. We are taking on that job, with GMRI as our independent, third-party scientific partner."

"Over the past year," says Jen Levin, GMRI's sustainable seafood program manager, "we've been working with Hannaford to develop and put into place a sustainable seafood sourcing policy that all of their seafood products will meet. It's an astounding commitment, and way ahead of other retailers, providing all Hannaford customers with choices they can feel confident in." ■

News Bites

Want to shop Close to Home but aren't sure what's local? Check out the online interactive map at hannaford.com. Just run your mouse over your state or region and see what pops up. Coming soon, look for special Close to Home shelf tags identifying the thousands of local products on our store shelves. You can even take home your finds in one of our colorful new Close to Home reusable bags.



zesty roast beef & cheddar wrap



some of our favorite

fresh local recipes

Special recipes made with Close to Home ingredients proudly carried by Hannaford Supermarkets*

THREE CHEESE PENNE SPINACH & SUN-DRIED TOMATO BAKE

made with local ingredients from N.Y.

Active Time: 20 minutes

Total Time: 1 hour 15 minutes

Serves: 6

1/2 cup Hannaford grated Parmesan cheese
1 container (15 ounces) Sorrento part-skim ricotta cheese
1 Nellie's Nest Cage Free large egg, lightly beaten
1/2 teaspoon salt
1/4 teaspoon freshly ground pepper
1 package (16 ounces) Formaggio sun-dried tomato-parsley mozzarella balls, liquid drained and sliced
3 cups Casa Visco Homestyle spaghetti sauce
4 cups Nature's Place organic baby spinach, rinsed
1 box (13.25 ounces) Hannaford whole-wheat penne rigate, cooked according to package directions

Preheat oven to 350°F. In large bowl combine Parmesan, ricotta, egg, salt and pepper. Add mozzarella cheese and sun-dried tomatoes, reserving 1/4 cup for topping. Add Casa Visco sauce and fresh spinach to cheese mixture. Add cooked penne to cheese mixture and toss to coat. Pour into 13 x 9-inch pan. Top with remaining 1/4 cup mozzarella and sun-dried tomatoes. Cover and bake casserole 35 minutes until heated through.

ZESTY ROAST BEEF & CHEDDAR WRAP

made with local ingredients from Mass.

Total Time: 30 minutes

Serves: 4

4 whole-wheat tortillas (6 inch)
1/4 cup Cedar's Garlic Lovers Hommus

1/2 pound Old Neighborhood roast beef, thinly sliced
2 cups shredded lettuce
1/4 cup Cedar's black bean salsa
1 avocado, peeled, seeded, chopped
4 ounces Nature's Place organic cheddar cheese, grated

Place 4 tortillas on clean work surface. Spread each tortilla with 1 tablespoon hummus. Divide remaining ingredients among tortillas. Roll up. Can be made ahead of time. Wrap tightly in plastic wrap. Refrigerate up to 24 hours before serving.

BLYTHEDALE FARMS CRANBERRY-MAPLE BAKED BRIE

made with local ingredients from Vt.

Active Time: 10 minutes

Total Time: 30 minutes

Serves: 6-8

1 round (7 ounces) Vermont Blythedale Farms Brie
2 tablespoons butter
1/4 cup Highland Sugarworks Medium Amber maple syrup
2 tablespoons Hannaford dark-brown sugar
1/4 cup Nature's Place dried cranberries
1/4 cup Nature's Place bulk sliced almonds
1 Nature's Place baguette, thinly sliced and toasted

Preheat oven to 325°F. Melt butter in small saucepan over low heat. Add maple syrup and brown sugar, stir to dissolve sugar. Remove from heat; set aside. Place Brie in small baking dish. Pour syrup mixture over Brie. Sprinkle with cranberries and almonds. Bake 12-15 minutes. Let cool slightly before serving. Serve baked Brie in baking dish. Serve with toasted baguette slices.

* please note: not all products sold in all Hannaford locations

cranberry-maple baked brie



mixed berry granola crunch crumble

MIXED BERRY GRANOLA CRUNCH CRUMBLE made with local ingredients from Maine

Active Time: 15 minutes

Total Time: 1 hour 15 minutes

Serves: 6-8

8 cups Wyman's quick-frozen mixed berries

3 tablespoons quick-cooking tapioca

1/4 cup Maine maple syrup

1/2 teaspoon grated lemon zest

1 3/4 cups Hannaford all-purpose flour

1/3 cup Hannaford dark-brown sugar

1/3 cup Hannaford granulated sugar

1 teaspoon ground cinnamon

1 teaspoon ground ginger

1 cup butter, melted

1 cup Grandy Oats Classic Granola

Maple's Organic cardamom-ginger gelato

Preheat oven to 350°F. Toss mixed berries with tapioca, maple syrup and lemon zest. Set aside. In a large bowl, whisk together flour, sugars and spices. Stir in butter; coarse crumbs will form. Blend granola into crumb mixture. Pour fruit filling into a 9-inch pan. Pour crumb mixture evenly over fruit. Bake until topping is light golden, about 55 minutes. Let cool slightly. Serve with a small scoop of Maple's organic cardamom-ginger gelato.

CITRUS-GLAZED SALMON made with local ingredients from N.H.

Active Time: 20 minutes

Total Time: 35 minutes

Serves: 4

1 tablespoon fresh lemon juice

1/2 teaspoon grated lemon zest

1 tablespoon fresh orange juice

1/2 teaspoon grated orange zest

1/2 teaspoon salt

1/4 teaspoon freshly ground pepper

1 tablespoon McClure's honey

1/4 cup olive oil

4 (6-ounce) salmon fillets

2/3 cup Stonyfield Organic low-fat plain yogurt

4 cups Taste of Inspirations herb spring mix

1 orange, peeled, cut in half and thinly sliced



To make citrus vinaigrette: Combine lemon juice, lemon zest, orange juice, orange zest, salt, pepper and honey in small bowl. Whisk in olive oil; set aside.

Preheat broiler to high heat. Line broiler pan with aluminum foil. Place salmon fillets on pan, drizzle each with 1 teaspoon citrus vinaigrette. Broil salmon 4 inches from heat for 8-10 minutes or until opaque. Meanwhile, mix yogurt into bowl with remaining vinaigrette. Remove salmon from broiler and let cool slightly. Place 1 cup salad mix on each serving plate; place several orange slices over salad on plate. Top with salmon. Pour citrus-yogurt dressing over salmon and serve.

citrus-glazed salmon



a chat with Oakhurst Dairy

"My grandfather started selling milk to Hannaford back in the 1920s," says company president Stan Bennett proudly, "and they're very important to us because we share so many values, like keeping it close to home. We bought milk from Maine family farms back then, and we still do today—85 of them. That helps maintain thousands of acres of open agricultural land and keeps our farm communities healthy."

When Bennett points to the company's motto on a carton of milk, "The Natural Goodness of Maine," he knows what he's talking about. Oakhurst has some of the highest quality standards—and freshest milk—in New England. "Our milk comes from cows who eat, drink, and breathe the Maine environment, so we have an interest in keeping it healthy. And who drinks the most milk if not our kids? Any organization that benefits the health, well-being, and education of kids is important to us."

Bennett is particularly excited about the Tidewater Farm Regional Learning Center on the Presumpscot River in Falmouth, Maine, a project Hannaford also supports. With its planned hiking trails, outdoor and agricultural education, and community organic gardens, it is just one more way Oakhurst and Hannaford "are together making that important connection between the people in a community and where their food comes from," Bennett says. ■

A photograph of two men, John and Bill Bennett, standing in a dairy processing facility. They are both wearing white hairnets and smiling. The man on the left is wearing a light blue button-down shirt and jeans, holding a gallon of Oakhurst Dairy milk. The man on the right is wearing a dark blue vest over a light blue button-down shirt and glasses, also holding a gallon of Oakhurst Dairy milk. The background shows industrial equipment and overhead lights.

“Our milk comes from cows who eat, drink, and breathe the Maine environment, so we have an interest in keeping it healthy...”
- John & Bill Bennett, Oakhurst Dairy, Portland, Maine