

Trend Watch

TOP TAKEAWAYS

Smithfield
Farmland[®]
FOODSERVICE GROUP
PORK. SOLVED.

Farm-to-Table Dining Is the Next Big Thing

While farm-to-table is no evolutionary concept, consumers are beginning to pay more and more attention to what ingredients are going into their meals. There has been an upward trend, with consumers wanting transparency and honesty when it comes to the food they are consuming. In the past, it was all about going out for a great meal, but now, consumers want a great meal made with ingredients sourced from local, authentic places. According to a Datassential study, Americans are focusing on the idea of local sourcing and better-for-you ingredients. 84 percent of consumers feel that it is more important for chains to focus on having fresh, local, and organic ingredients show up on menus. And this trend doesn't just apply to chain restaurants, Technomic reported "micro-local" as one of the top ten foodservice trends for 2015.¹

This increasing trend gives the opportunity to chefs across the country to highlight locally sourced ingredients, such as fruits, vegetables, dairy and grains, throughout their menus. Nation's Restaurant News reports that "locally sourced produce" ranked number two in the Top Trends report for 2014. Chefs still have the flexibility to be creative with ingredients they use, and consumers can feel great about knowing where the ingredients come from.

An important point to note is that not every element of a dish needs to be locally sourced. Small items, such as fruits and vegetables from locally sourced farms and gardens are a great way to meet consumer demand for locally sourced meals. This provides a story behind a dish, and a way for consumers to connect to their food on a new level.

Table of Contents

- Top Takeaways
- Data to Note
- Pork in the News
- Out-of-the-Box Thinking

CHECK OUT WHAT THESE FARM-TO-TABLE RESTAURANTS ARE FEATURING ON THEIR MENUS



Savory Waffle

Sweet corn, cornmeal and cheddar waffle with tomato jam, honey basil butter, bacon lardons, sunny-side up egg, maple syrup, powdered sugar, sunflower seeds

Birchwood Cafe, Minneapolis, MN



Pasta Carbonara

House-Cured Pork Belly, Hand-Made Cavatelli, Six Minute Egg, Cacio Pecora Broth

Fruition Restaurant, Denver, CO



Suckling Pig Falafel

Compressed melon, dill yogurt, pickled Jalapeño

Homestead on the Roof, Chicago IL



Smoked Bone-In Pork Chop

Puffed Sorghum Grains, Sorghum Glazed Spring Onion, Lavender Vinegar

Farmhouse, Chicago, IL

DATA TO NOTE



Pulled Pork Potato Skins

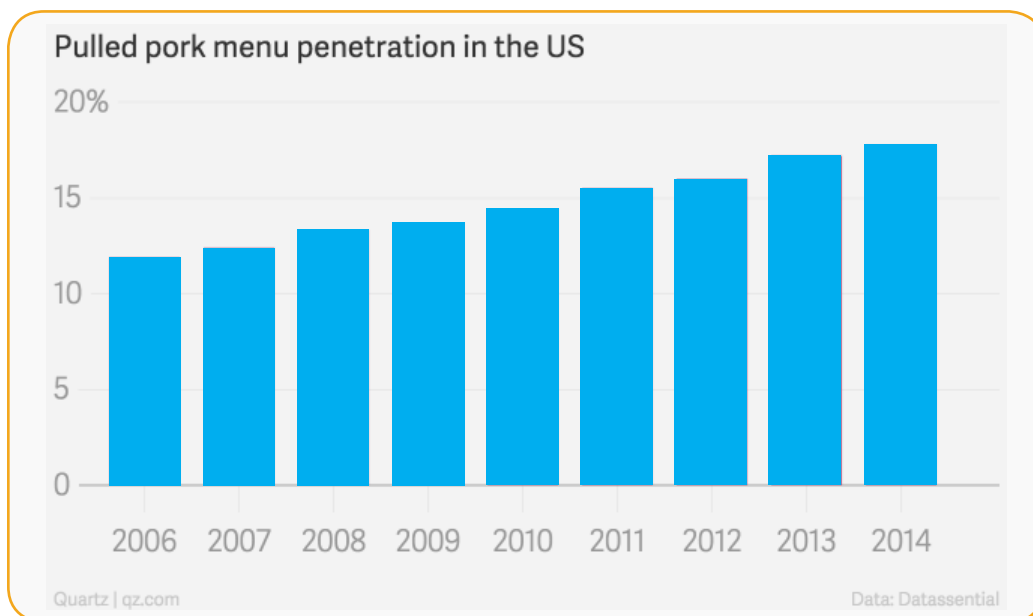
Smithfield
Farmland
FOODSERVICE GROUP
PORK. SOLVED.

Move Over Bacon – There’s a New Favorite in Town: Pulled Pork

Bacon is an all-time American favorite, appearing on 68.4% of menus in 2014. While Americans are still in love with a delicious piece of bacon, pulled pork’s popularity has been surging across the country, from QSRs to fast casual and fast food operations. According to Datassential, pulled pork appeared on 17.8% of menus in 2014, up more than 10.6% from 2005.²

What’s the reason behind this pulled pork craze? Pulled pork’s versatility is one of the main driving factors. With a rise in consumers’ interest in ethnic cuisines, especially Central and South American cuisines, pulled pork marries well with almost any flavor combination. Pulled pork can be used in a sandwich, which has always been popular, but it can also be used in tacos or as a pizza topping.³ As other commodity prices are on the rise, such as beef, pork has remained relatively stable, and more and more chefs are turning to pork, as it is just as versatile and tasty as its beef counterparts.⁴

With a slow and low cooking method, chefs are able to prepare tender, flavorful pork that is perfect for any application. There’s no limit to pulled pork’s versatility, and chefs continue to invent new and creative ways to feature pulled pork on their menus. While bacon might already have established itself in the foodservice marketplace, pulled pork is fighting its way to the top of consumers’ minds.



PORK IN THE NEWS



Pizza di Quattro

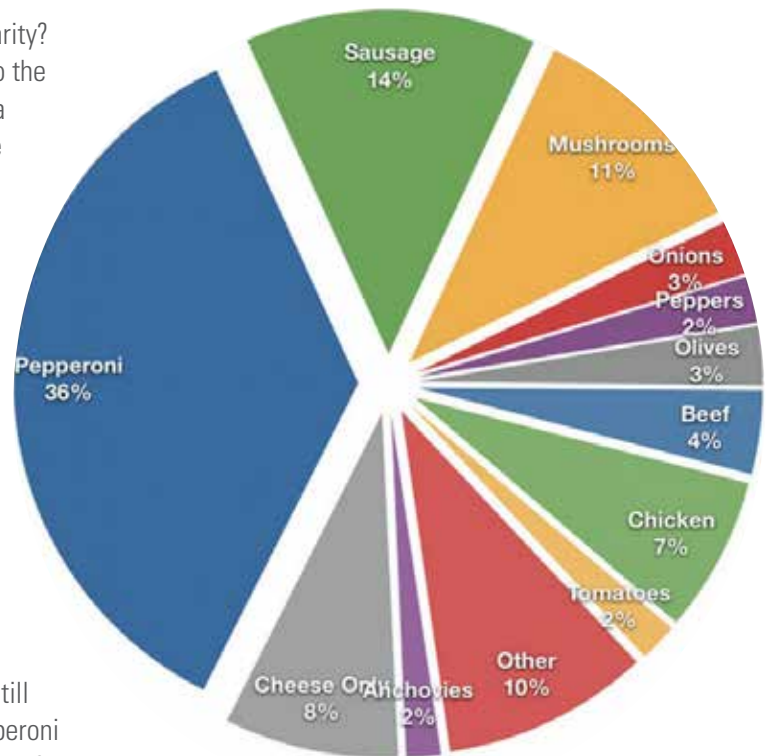
Smithfield
Farmland[®]
FOODSERVICE GROUP
PORK. SOLVED.

Pizza Continues to Win Over a Slice of America's Heart

Pizza has always been a staple in the American diet, and a few years ago, many people thought pizza couldn't get any more exciting than pepperoni and sausage. Although those toppings are classic, there has been a resurgence in the pizza industry, making it one of the hottest trends to re-emerge on the restaurant scene. Nation's Restaurant News reports a 6.4% growth, and in the last quarter of 2014 for same-store growth and it has since only continued to grow into 2015.⁵

What's the reason behind this surge of pizza popularity? A large portion of this hot trend can be attributed to the rise of fast casual pizza concepts. No longer is pizza only a take-out or delivery option, consumers have begun visiting fast casual pizza joints on their lunch breaks. Fast casual concepts have made pizza easily accessible throughout the day, with quick cooking times and customizable pizza toppings; it's a consumer's haven. And with consumers' increasing interest in fresh, natural ingredients, pizzerias have put an emphasis on quality over quantity when dealing with their pies.⁶

With all this consumer demand for pizza comes stiff competition among pizza joints. Pizza chefs need to think creatively to make their pies stand out from the rest. While creative toppings help catch the consumer's eye, traditional toppings are still the most popular choices consumers return to. Pepperoni is the most popular topping ordered, with 36 percent of consumers adding it to their pizzas, followed by sausage.⁷



5 NACS Online, "The Resurgence of Pizza," [http://www.nacsonline.com/News/Daily/Pages/ND0430155.aspx?utm_content=NACS%20Daily%20043015%20newsarticle5%20\(The%20Resurgence%20of%20Pizza%20\)&utm_source=NACS%20Daily&utm_campaign=NACS%20Daily%20043015&utm_medium=email&utm_term=513389&src=newsarticle5#VaahXfIVikp](http://www.nacsonline.com/News/Daily/Pages/ND0430155.aspx?utm_content=NACS%20Daily%20043015%20newsarticle5%20(The%20Resurgence%20of%20Pizza%20)&utm_source=NACS%20Daily&utm_campaign=NACS%20Daily%20043015&utm_medium=email&utm_term=513389&src=newsarticle5#VaahXfIVikp), April 30, 2015
6 Pizza Today, "What's hot? Pizza trends for 2015," <http://www.pizzatoday.com/departments/in-the-kitchen/whats-hot-pizzeria-trends-for-2015/>, March 16, 2015
7 Business Insider, "Here's a Pie Chart of the Most Popular Pizza Toppings," <http://www.businessinsider.com/the-most-popular-pizza-toppings-chart-2013-10>, October 10, 2013

OUT-OF-THE-BOX THINKING



Eggplant and Pepperoni Topped Pizza

Smithfield
Farmland[®]
FOODSERVICE GROUP
PORK. SOLVED.

Chefs Spice Up Their Pizzas with Pork

Chefs aren't just using traditional toppings anymore, now the pizza dough serves as a plain base, and chefs are using innovative and out-of-the-box ingredients on top. Pork is trending as a pizza topping – its versatility enables it to take on any type of flavor combination. Whether its bacon, pulled pork, pork belly or even bacon jam, pork is becoming a must-have on pizza menus.



Delia

Spicy bacon marmalade, roasted grape tomatoes, arugula and house-made mozzarella

Cane Rosso, Dallas, TX



Eggs Benedict Pizza

Canadian bacon, spinach, mozzarella, poached eggs, hollandaise

Simmzy's, Long Beach, CA



Magnum

Roast pork, bacon and pineapple with mozzarella and tomato

World Pie, Bridgehampton, NY



Pulled Pork and Mango

Otto, Portland, ME