

The Oregonian

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FOODDAY

THE BEST AT THE MARKET, IN YOUR KITCHEN AND ON YOUR TABLE

Fancy a food that's good for you and the planet?

Salt, chocolate and tea dominate the healthful and Earth-friendly offerings at the Fancy Food Show

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Last month I went to San Francisco to attend the Fancy Food Show, a biannual trade show where new and wonderful — and presumably biscotti reigned, which transitioned into the age of flavored vinegars, oceans of which continue to make a strong showing, along with their compatriots — marinades, salad dressings and glazes.

The fanciest aspect of the 2009 show, however, was the overall virtuousness of the food: all-natural, organic, fair-trade, GMO-free, vegan, gluten-free, rich in antioxidants, omega-3s and fiber, sweetened with agave. After a couple of hours of saving-the-planet-through-packaged-food claims, I felt like sneaking out for a Three Musketeers and a cigarette. And I don't smoke.

Clearly the marketers are pinning their fortunes on consumers responding to the siren call of robust health and good stewardship of the Earth (which I'm all in favor of, by the way). But do these good foods taste good, too?

Fortunately, the answer was yes, in many cases. Here's a handful of products I found that are good AND good for you.

fancy — edibles are promoted to distributors, institutions, retailers and the media.

Before I ever went to one of these shows, I might have said that "fancy" food would be lamb chops in frilly paper cuffs, wedding cakes or things on fire in sauté pans, but after tromping through the endless aisles at the Moscone Center (the summer show is held at the Javits Center in New York City), I know that true fancy food is salt, chocolate and tea.

You couldn't turn a corner in the 198,000-square-

foot exhibition space without encountering permutations of those three mainstays of civilization, which have been key players at the last couple of years' shows, either on their own or in combo — Earl Grey-infused chocolate-covered salted caramels anyone?

It seems that fancy is not a constant concept, however. My first Fancy Food Show — about 15 years ago — was all about flavored jelly beans (piña colada!). We then moved into the era where

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Twist natural scrubbers and sponges

After you've consumed all your good-for-you-and-the-planet food, it's time to do the dishes. Twist has a growing line of cleaning supplies that are chemical- and dye-free, made from products such as bamboo, hemp and natural loofah. They're not cheap — averaging **\$3 for a pot scrubber** — but they're a logical choice for shoppers who want organic and sustainable products. And the super-cute marketing shtick makes the notion of dish-washing a bit cheerier.

