

Welcome Quinoa to Your Passover Table

By Leah Dobkin

B'Naib'rith 9

free ingredients has changed the landscape of conventional food markets.

Consumers now have many new potential ways to incorporate quinoa into their diet and many new places to buy it. There are signs the food industry is ready to make more quinoa products because of good market growth potential. Quinoa products now can be found in specialty grocery chains, such as Whole Foods Market and Trader Joe's, or online.

"The future is bright for this healthful pure protein as it has become more widely available in regular supermarkets," cookbook author Fishbein said.

Increased availability is making it easier been a long time coming, but quinoa has, once again, become a staple of indigenous peoples and an important source of nutrition and income for local farmers, their families, and communities.

Quinoa's future looks bright as more and more consumers demand that food manufacturers cut out junky ingredients and use more natural and environmentally friendly food products. Europeans developed an appetite for quinoa years ago and consumer awareness is growing in the United States.

Five years ago, only health-food stores would carry quinoa; however, sales have doubled since then. A growing demand for natural foods, whole grains, and gluten-However, quinoa has been rediscovered. Paratroopers in World War II used it as a portable "super food." In the United States, it was introduced commercially in 1982 and, since then, a handful of other importers has jumped on the bandwagon.

Most imports come from small farmers high in the Andes in Bolivia, Peru, and Ecuador, though Bolivia exports significantly larger amounts. Canada and the United States also grow quinoa, but not a great amount.

Perhaps most notable to the rediscovery of this food source is that the descendants of the Incas are not only growing and selling quinoa, but consuming it as well. It's

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for consumers to buy locally and act globally at Passover and year-round. If you serve quinoa, you are providing an affordable, healthy alternative to your family and helping to combat poverty in South America. You are also better able to meet the needs of your guests who are vegetarians, vegans, on gluten-free diets, allergic to dairy, and need an alternative source of protein.

So if the youngest child asks, "Why is this Passover night different from all other Passover nights?" a new answer could be "quinoa."

To obtain the current list of kosher-for-Passover certified quinoa brands in 2010 call Star-K at (410) 484-4110 or OU Kosher at (212) 613-8241. To see kosher-for-Passover quinoa recipes, go to www.bnaibrith.org/magazines.

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A Quest for Quinoa

Here are a few places where you can find more quinoa recipes:

www.quinoa.net

kosherfood.about.com/od/pesach (search for quinoa)

www.andeannaturals.com

www.bhg.com/recipes (search for quinoa)

www.incaorganics.com

The quinoa timbale with grapefruit vinaigrette shown above features fresh vegetables and grapefruit, providing a nutritious, high-protein, and tasty appetizer during the Passover holiday.

Passover By Design: Picture Perfect Kosher by Design Recipes for the Holiday, by Susie Fishbein. Published by ArtScroll Mesorah Publications.