



THE SCOOP

The Bi-monthly
Newsletter of the
New Jersey Bakers
Board of Trade

Happy Cream Cheese Brownie Day!

(Yes, there really is such a thing)

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Slow winter sales giving you the blues? February and March are full of product marketing opportunities for bakeries to take advantage of, besides the holidays of Mardi Gras (King Cakes and Fastnacht) and St. Patty's Day (Soda Bread, Irish Potatoes and everything green). Cream cheese brownie day is but one example. Congress passes hundreds of resolutions honoring various products on certain days. They present an opportunity to drive traffic to your store. Find the day that fits your product menu and build a social media promotion around it. Here is a list of National Days upcoming in February and March.

FEBRUARY

10- Cream Cheese Brownie

16- Almond

20- Muffin
Cherry Pie
(Happy Birthday George Washington)
21- Mardi Gras
Sticky Bun
22- Supermarket Employee Day
(Honor a Baker?)
23- Banana Bread
Dog Biscuit (for our pet bakers)
26- Pistachio
27- Strawberry
(Yes- Strawberry Day really is in February)

MARCH

1- Peanut Butter
2- Banana Cream Pie
4- Pound Cake
6- Oreo Cookie
White Chocolate Cheesecake
14- Pi(e)
17- Corn Beef and Cabbage
(No Soda Bread??)
28- Black Forest Cake
Something on a Stick
(Cake Pops anyone?)
April Fool's- Sourdough Bread (no foolin')

For a list of all the days:

<https://www.thereisadayforthat.com/calendars/2023>

NJBBT Member News

As the industry starts to return to some semblance of normalcy, we are pleased to announce that we are planning a member meeting in April. Dawn Foods has graciously offered to host the meeting at their distribution center in Piscataway. Once we finalize the date and time, we will send out an email to register. We are also working on a new, members only area of the web site. If you have not renewed your membership for 2023, please go to www.njbbt.org/membership . Annual dues for individuals are twenty-five dollars.

SKILLS COMPETITIONS ARE COMING IN MARCH!

As we do every year, NJBBT is supporting future bakers by supporting the NJSkills Baking & Pastry and Wedding Cake Decorating Competitions. This year's competition will be held on

Saturday, March 25, 2023 at Gloucester County Institute of Technology in Sewell, NJ. We are always looking for new judges to assist with the competition. If you are interested in judging or just observing the competition, please email Jim Usilton at info@njbbt.org.

MARKET REPORT

Courtesy of U.S. Wheat Associates and United Nations Food and Agricultural Organization

Wheat futures continue to trend lower on a record US wheat crop.

March '23 wheat futures ended the week little changed. Soft red winter futures were up 9 cents on the week, closing at \$7.57/bu.

Hard red winter futures were up 4 cents, at \$8.73/bu. Hard red spring futures were unchanged at \$9.22/bu.

International wheat prices fell for a third consecutive month in January, by 2.5 percent, as global supplies increased with larger than previously estimated production in Australia and the Russian Federation. Read more here:

<https://www.uswheat.org/wheatletter/wheat-prices-trend-lower-even-as-uncertainty-continues/>

Vegetable Oils were down 2.9% from the previous month and down nearly 25% from the previous year. The continued decrease was driven by world lower prices of palm, soy, rapeseed and even sunflower seed oils.

Dairy was down 1.4% from December to January, hitting its lowest price in the last 12 months. World butter prices fell for the seventh consecutive month. However, cheese prices rose slightly as market demand began to return. For more info:

<https://www.fao.org/worldfoodsituation/foodpricesindex/en/>

**CONTACT
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