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The popularity of ethnic foods in North America is projected to continue along its current growth pattern. Ethnic food products make up more than 12% of all retail food sales and are seeing 5% annual growth. CAUSES has initiated research and outreach efforts to improve crop production and galvanize relationships between producers and consumers. Our goal is to assist in making these ethnic foods both accessible and affordable while increasing knowledge in nutrition as well as soil and crop management.

Washington, D.C., one of the world’s most diverse cities, has continued to offer its residents a wide variety of the world’s foods and culinary choices. Recent immigrant populations are gradually making their presence felt through the introduction of their ethnic foods.
BUSINESS OPPORTUNITIES FOR AREA FARMERS

1- Many farmers, native born as well as immigrant are looking at high-value crops, alternative marketing strategies, innovative management planning and value-added enterprises.

2- Ethnic and specialty produce presents a significant opportunity for mid-Atlantic farmers as high-value alternative crops and an excellent source of income.

CONNECTING GROWERS TO CONSUMERS
Ethnic products can be produced by farmers in the region and sold through wholesalers, retail grocery stores, farmers’ markets, and restaurants at a substantial profit margin.

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>Wholesale</th>
<th>Normal Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBOMA</td>
<td>$1.25/lb.</td>
<td>3.50/lb.</td>
</tr>
<tr>
<td>GARDEN EGGS</td>
<td>1.25</td>
<td>3.90</td>
</tr>
<tr>
<td>HOT PEPPERS</td>
<td>2.00</td>
<td>5.00</td>
</tr>
<tr>
<td>JUTE LEAVES</td>
<td>2.00</td>
<td>5.00</td>
</tr>
<tr>
<td>HIBISCUS</td>
<td>2.00</td>
<td>4.00</td>
</tr>
</tbody>
</table>

**THEME AND SPECIALTY FOOD MARKET TRENDS**

- Entire aisles devoted to international foods are found not only in neighborhood ethnic grocers, but also in specialty food stores and supermarkets across the country.
- 75% of ethnic food consumption in the United States is now supported by the mainstream population, fueling a $75 billion annual industry that accounts for one dollar of every seven dollars spent on groceries.
- The popularity of ethnic foods in North America is projected to continue along its current growth pattern.
- The Washington Post reported in 2010 that one in five Americans is eating more ethnic food than two years ago. Ethnic ingredients, once known solely as staples for immigrants, increasingly are available to mainstream consumers and provide profit opportunities for importers, manufacturers and retailers.
- Diverse channels, from gourmet food stores to the Internet to supermarkets and local restaurants that sell their own signature lines of food, have all contributed to the booming sales of ethnic foods.

The Center for Sustainable Development

**What is Sustainability?**

Sustainability is an economic, social and ecological concept. It is intended to be a means of configuring civilization and human activity so that society and its members are able to meet their needs and express their greatest potential in the present, while preserving biodiversity and natural ecosystems, and planning and acting for the ability to maintain these ideals indefinitely. Sustainability affects every level of organization, from the local neighborhood to the entire globe.

The Center for Sustainable Development at the University of the District of Columbia (UDC) combines the expertise and experience of Cooperative Extension educators to support, expand and nourish the capabilities of DC residents to thrive. As part of the UDC College of Agriculture, Urban Sustainability, and Environmental Sciences, the Center’s programs use both formal and non-formal education to foster practical skills as well as maintain the District’s natural well-being. Our mission reflects the University’s commitment to building healthy, vibrant and livable communities in Washington, DC.

According to the UDC Sustainability Task Force Report, “UDC will serve as a sustainability leader among institutions of higher education and as a national model for urban sustainability in both campus operations and educational offerings.”

- **Dr. Allen L. Sessions, Former President**

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*Source: www.WordIQ.com
Jamma Jamma/Huckleberry (sp. Solanum scabrum)

Huckleberry occurs as a cultivated vegetable in Africa from Liberia to Ethiopia, and south to Mozambique and South Africa. It is very common in lowland as well as highland regions in West and East Africa. Jamma Jamma is a type of leafy green vegetable that is prepared in much the same way as mustard and collard greens. Other local names for Huckleberry are: Ogunmo (Nigeria), Mnavu (Democratic Republic of Congo), Ewa (Southern Nigeria), Nsugga (Uganda), and Jamma Jamma (Cameroon).

Jute Leaf (sp. Corchorus olitorius)

Jute leaf is grown in tropical Africa as a wild or cultivated vegetable. It is a leading leaf vegetable in Cote d’Ivoire, Benin, Togo, Nigeria, Cameroon, Sudan, Kenya, Uganda and Zimbabwe. Jute Leaf is part of the mallow family of plants. It is also cultivated as a leafy vegetable in the Caribbean, Brazil, India, Bangladesh, China, Japan, Egypt and the Middle East.

Waterleaf (sp. Talnum triangular)

Waterleaf is a leafy vegetable grown in West Africa, the West Indies, South and Southeast Asia, and the warm regions of North America and South America. Common names include caruru, Surinam purslane, Philippine spinach, Ceylon spinach, Florida spinach, potherb, fameflower, Lagos bologi, and sweetheart.

ETHNIC AND SPECIALTY FOOD AND DIETARY AWARENESS

Several ethnic and specialty products provide high concentrations of nutrients. Additional health benefits of these foods include improvement of cognitive thinking in children, research to evaluate the specific nutritional values of ethnic foods is ongoing.

LOOKING TOWARD THE FUTURE

Ethnic food markets will continue to grow due to changing demographics, as well as the increased access to information that younger consumers enjoy. According to U.S. Market for Emerging Ethnic Foods, future contenders for consumer popularity include Caribbean and African cuisines. Value-added ethnic selections at specialty food stores will include varieties of packaged meal kits, grilling sauces, spice blends, frozen entrees and prepared foods. Easy preparation and simple cooking methods are in demand.
Celosia argentea (aka Avuvo, Lago Spinach, quail grass, Soko, feather cockscomb) is widespread across northern South America, tropical Africa, the West Indies, South East and Southeast Asia where it is grown as a native or naturalized wildflower, and is cultivated as a nutritious leafy green vegetable.

Garden Egg (sp. Solanum aethiopicum)
Garden Egg is also known as African eggplant, mock tomato, ngogwe or nyanya chungu. The leaves are eaten as a leaf vegetable and are more nutritious than the fruit. The fruit of the plant is eaten both raw and cooked. Garden Egg is one of the most important vegetable crops grown in West Africa, especially in Ghana.

Gboma (sp. Solanum macrocarpon)
Gboma is also known as African Eggplant, Aubergine and Scarlet eggplant. Gboma is grown in many West African countries and probably occurs in all coastal countries. It is also widespread in Central and East Africa (Malawi, Zambia, Zimbabwe and Mozambique). Several fruit cultivars can also be found in South America (Suriname) and the Caribbean.

It looks like a strange cross between a tiny eggplant and a green tomato. Gilo is originally from Africa and was brought to Brazil with the slave trade. It is still grown in West Africa where in some countries it is known as “Garden Egg.”

Sawa Sawa (sp. Hibiscus sabdariffa)
Sawa Sawa means “sour leaf” in Sierra Leone, West Africa. The hibiscus sabdariffa is a shrublike plant that has many branches. It is a broad annual that has deep green leaves that are about six inches in width. The leaves consist of five slender lobes that are edible as a green leafy vegetable in salads or cooked as greens alone or in combination with other vegetables, meat or fish. The flowers are traditionally used for tea in Asia and Africa.

Scotch Bonnet is a type of Habanero, considered one of the hottest peppers in the world. Scotch Bonnet peppers are among the most intensely hot of all peppers, with a Scoville heat rating that starts out around 150,000 and can climb as high as 300,000 in carefully cultivated specimens. Scotch Bonnet peppers are grown in Jamaica, the Caribbean, and Guyana, but used primarily in Latin American cuisine.