



# ROGERS FOODS NEWSLETTER

Bake | Learn | Share

## Recipes of the Month

SOURDOUGH STARTER  
101 RECIPE

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EASY SOURDOUGH  
BREAD RECIPE

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SOURDOUGH FOCACCIA  
BREAD RECIPE

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**Movember: Celebrating  
Men's Health & the Power  
of a Moustache**

[CLICK HERE](#)

## November is #Movember!

We are jointly sponsoring a \$500 giveaway with other BC companies to show our support for Movember. Our fathers, partners, husbands, brothers and friends are facing a health crisis, yet it's rarely talked about. We CAN'T afford to stay silent. Movember brings to light men's mental health, suicide prevention, prostate cancer and testicular cancer awareness. Join the cause and donate through our Instagram profile. And be sure to enter the contest to win a prize package for the man in your life, not purchase necessary.

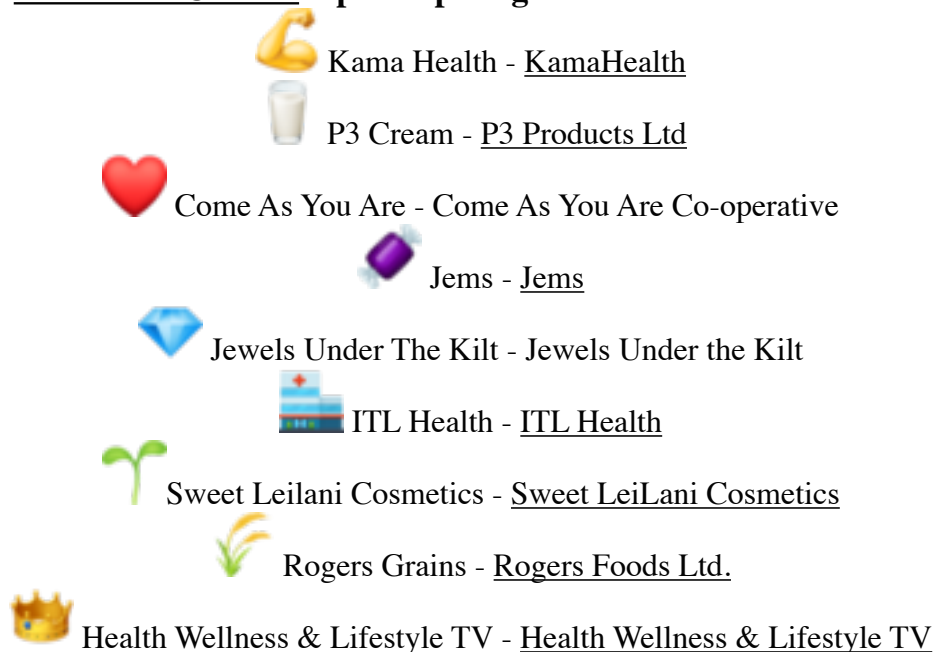


## ENTER TO WIN MOVEMBER "Nice Package" GIVEAWAY!

We're thrilled to announce our participation along with iconic Canadian brands to celebrate Movember! ENTER TO WIN our "Nice Package" giveaway, packed with essential wellness and lifestyle goodies, all in support of men's health.

### HOW TO ENTER:

#### 1. FOLLOW Movember Canada + participating brands:



#### 2. TAG a friend and share a Movember message.

Help us spread the good word! Use the hashtag #NicePackageGiveaway in your posts and stories to be part of the movement. Help us amplify the Movember message and make a real impact for men's health! The GRAND PRIZE winner will receive an exclusive "Nice Package" featuring products and prizes from all these incredible brands WORTH OVER \$500!

### GIVEAWAY RULES:

- Giveaway open from November 1, 2023, 9:00 AM PT to November 30, 2023, 11:59 PM PT.
- Winner will be chosen randomly and notified on December 1, 2023
- Giveaway is open to Canadian residents only, 18+ years of age or older.
- This promotion is in no way sponsored, administered, or associated with Instagram, Inc. or Meta / Facebook.

# SOURDOUGH STARTER 101



Ever heard of sourdough starter? If you've tackled a sourdough bread recipes or maybe wanted to try baking sourdough focaccia bread, often the recipe calls for sourdough starter. What is starter and what makes it so special? We break down the basics on everything you need to know about SOURDOUGH STARTER 101! All you need is flour, water and a little bit of patience. Before you know it, you'll have your very own bubbly, active starter ready to make THE BEST sourdough bread, sourdough focaccia and homemade sourdough pizza crust.

Sourdough starter is used to make your bread rise. Creating starter from scratch isn't hard to do though seems intimidating for beginners. Once you establish your starter, it can be used in a wide variety of recipes. Sourdough starter is more than just a recipe, it's a process of nurturing 2 ingredients that, once combined, form a culture that begins to ferment and cultivate the natural yeasts found in our environment. This 'wild yeast' takes about 7 days (or longer) to make and often uses rye flour or wheat flour to begin the process. It is then fed daily to cultivate and feed the wild yeasts. Your starter is ready to use when it has doubled in size and you see lots of bubbling activity within the culture. Don't be intimidated or overthink the process! It's not as hard as many believe.

## INGREDIENTS

### To Create Your Starter:

- One clean jar (3/4 to 1 litre in size)
- 1/2 cup (60g) of Rogers Foods Whole Grain Whole Wheat Flour or Rogers Foods Dark Rye Flour

### To Feed Your Starter Each Day (Days 3-7):

- One clean jar (3/4 to 1 litre in size)
- \*\*\*1/2 cup (60g) of Rogers Foods Whole Grain Whole Wheat Flour or Rogers Foods Dark Rye Flour or Rogers Foods All Purpose Flour



\*\*\*Whole wheat and rye flours provide more nutrients for your starter and ferment more actively. Working with rye flour makes starter maintenance easier than whole wheat. Rye flour also provides increased fiber and nutrients similar to whole wheat flour, but because of its lower gluten amount it's much easier to stir.

## DIRECTIONS

### Day 1: Make the Starter

Combine 60 g (1/2 cup) of whole wheat flour and 60 g (1/4 cup) of warm water in a large, clean jar.

Mix until smooth until the consistency is very thick and pasty. If measuring by volume, add more water to thin out the texture if needed. Cover with plastic wrap or a lid, and let it rest in a warm spot for 24 hours. You can put your jar on a baking tray and put into the oven with the light on for warmth.

### Day 2: Got Bubbles?

Have any small bubbles appeared on the surface yet? Bubbles indicate fermentation, which is a good sign. It is okay if you don't see anything right away. It's common for the bubbles to appear and dissolve overnight. You do not have to do anything else right now, just keep the starter in its warm spot for another 24 hours.

If you have any brown liquid on top or within the starter, this is called 'hooch' and typically means the starter needs a feeding. It's often a stinky smell and this is normal. This is fine for day 2 but if it appears in the future, pour off the liquid and any starter it is in contact with.

### Day 3: Time to Feed Your Starter

Bubbles or not, it's time to feed your starter.

Discard half of your starter from the jar (you should have about 60 g left). Add 60 g (1/2 cup) flour and 60 g (1/4 cup) of warm water. Mix with a fork until smooth.

The texture should resemble thick pancake batter at this point. Add more water as needed. Cover and let rest in your warm spot for another 24 hours.



**DAYS 4, 5, & 6: Continue Feeding!**

Repeat the same feeding process as outlined on Day 3: Remove and discard half of the starter, and feed it with 60 g (1/2 cup) of flour and 60 g (1/4 cup) of warm water. As the yeast begins to develop, your starter will rise, and bubbles will form on the surface and throughout the culture. When the starter falls, it's time to feed it again. You can measure the rise and fall of your starter with an elastic band or piece of tape. Use either to mark where your starter level is in the jar.

**Day 7: The Final Stretch!**

You will see plenty of bubbles in your starter and it should have almost doubled in size. The texture will be airy, fluffy, and smell pleasant. If this sounds like your starter, you are ready to go and should be transferred into a clean jar.

Now you are ready to make something with your sourdough starter! Try one of our recipes below.

**How to Store Your Sourdough Starter**

Once your starter is established, you have two storage options to consider.

**At Room Temperature:** If you bake often—let's say a few times a week—store your starter at room temperature. This will speed up fermentation, making the starter bubbly, active, and ready to use faster. Room temperature starters should be fed one to two times a day, depending on how quickly they rise and fall.

**In the Fridge:** If you don't bake that often, store your starter in the fridge covered with a lid. You'll only need to feed it about once a week or so to maintain its strength when not in use. When you are ready to make dough, feed your starter at room temperature as needed, to wake it back up. Some people have starter that has been in their family for years! It will last indefinitely as long as you refresh it regularly. This is called heirloom starter.

**Note:** The overall process typically takes 7 days, if the temperature is warm enough. However, it can take up to 2 weeks or more for a starter to become established. Find a warm spot for your starter to rise and use warm water in your feedings (if necessary) to give the fermentation a boost.

# EASY SOURDOUGH BREAD RECIPE



## Ingredients

- 150g/ 5.35 oz bubbly, active sourdough starter (try our starter recipe)
- 250g/ 8.80 oz warm water, preferably filtered\*
- 25g/ .90 oz olive oil
- 500g/ 17.65 oz bread flour (not all purpose flour)
- 10g/ .4 oz fine sea salt
- fine ground cornmeal, for dusting

\*For a more soft and pliable dough, you can increase the water up to 300 g - 325 g total. Please use a cloth lined bowl (instead of the Dutch oven for the second rise).

**\*\*You will need a 5 1/2 or 6 quart Dutch oven for baking**

## **Instructions**

### **Make the Dough**

Whisk the starter, water, and olive oil in a large bowl. Add the flour and salt. Mix everything together using your hands until all of the flour is absorbed. The dough will be dry and lumpy. Cover the bowl with plastic wrap or a clean, very damp kitchen towel. Let rest for 30 minutes or up to 1 hour. After the dough has rested, work the dough in the bowl into a rough ball, about 15 seconds.



## Bulk Rise

Now the dough will need to rise. You will need to cover the bowl with a very damp kitchen cloth. Let it rest in a warm spot to rise. The dough is ready when it no longer looks dense and has doubled in size. This can take anywhere from 3-12 hours depending on the temperature of your ingredients, the potency of your starter and surrounding environment. For example, in the summer rise times can take anywhere between 2-4 hours @ 85° F/ 29° C whereas in the winter, the dough will take about 10-12 hours @ 68° F/ 20° C.

## Optional Step: Stretch & Fold the Dough

During bulk rise, you have the option to perform a series of 'stretch & folds' to strengthen the dough. Start 30 minutes into the bulk rise. Gather a portion of the dough, stretch it upwards and then fold it over itself. Rotate the bowl ¼ turn and repeat this process until you have come full circle to complete 1 set. Do this once or twice spaced about an hour apart. Although this step is not mandatory, it will increase the total volume and height of your bread.

## Cut & Shape the Dough

Divide your work surface in half; lightly flour one side (for cutting) and leave the other half clean (for shaping).

Remove the dough from the bowl, and place it onto the floured surface. Do not punch down the dough; it will gently deflate as you fold and shape it.



Cut the dough in half to make 2 loaves, or leave it whole for a single loaf.

To shape, use a bench scraper to move your dough to the non-floured section (if there is any flour present, it will be difficult to shape- brush away any excess). Starting at the top, fold the dough over toward the center. Give it a slight turn, and then fold over the next section of dough. Repeat until you have come full circle.

Then flip the dough over and place it seam side down. Using your hands, gently cup the sides of the dough and rotate it, using quarter turns in a circular motion. You can also pull it towards you to even out the shape. Repeat this process until you are happy with its appearance.

### **Second Rise**

The dough needs to rise again, but for a shorter period of time. Coat the bottom of your Dutch oven with cornmeal or you can use parchment paper to prevent sticking. Place the dough inside for a second shorter rise, about 30 minutes to 1 hour and cover with the lid of the pot or a very damp cloth. You know the dough is ready when it is slightly puffy but not double in size.

Preheat your oven to 450° F/ 232° C.

### **Score the Dough**

Right before your bread goes into the oven, make a shallow slash about 2-3 inches long (or more) in the center of the dough. Use a bread lame, sharp pairing or a small serrated steak knife. The cut should be about 1/4-inch deep.

### **Bake the Dough**

Place the bread into the already preheated oven on the center rack (lid on) and reduce the temperature to 400° F/ 204° C. Bake for 20 minutes. Remove the lid, and continue to bake (uncovered) for an additional 40 minutes or until deep, golden brown. Keep in mind that all ovens are different; you might have to make minimal adjustments to these temperatures. You can also take the internal temperature of your bread to double check that it is done.

For sourdough, it should read about 205-210° F/ 96-98° C.

When done, remove the bread from the oven, and cool on a wire rack for at least an hour before slicing. Don't cut too soon or else the inside will have a gummy texture!



# SOURDOUGH FOCACCIA

Serves 8-10



## Ingredients

- 50–75 g bubbly, active sourdough starter (try Rogers Foods recipe for starter)
- 375 g water
- 20 g honey
- 500 g Rogers Foods All Purpose Flour (bread flour can be used as well - see notes)
- 9 g fine sea salt
- 2–3 tbsp olive oil, for coating the pan

- **Assorted Toppings (optional):** rosemary, garlic cloves, flaky sea salt, tomatoes, mushrooms, onion, olives etc.

### Notes:

- **Choice of Flour:** You can use bread flour or all purpose flour to make sourdough focaccia. Bread flour yields a slightly chewier focaccia with a higher rise. All purpose flour creates a more tender focaccia. If you prefer to use all purpose flour, make the following changes to ensure success: decrease the water to 325-350 g (start small and work your way up)
- **Sourdough Starter, Quantity:** If the weather is cold, use a higher amount of starter to give the dough a boost when doing a long, overnight rise. The recipe has given you a range so you can decide what suits you best.
- **For Baking:** You will need a rimmed sheet pan or a non-stick, (9×13-inch or 10×14-inch pan

### Instructions:

- **Before you begin:** decide when you want to make the dough. The instructions (below) outline a long, overnight rise @ 68-70 F (20-21 C) Alternatively, you can rise the dough during the day. Please refer to the sample schedules in the post above and choose what suits your needs. Make the Dough: In the evening: whisk the sourdough starter, water and honey together in a large bowl (I use a fork for mixing). Add the flour and salt. Mix to combine and then finish by hand to form a rough dough. It will be wet and sticky. Cover and let rest for 30 minutes to an hour. Timing is flexible here. Then return to the bowl and work the dough into a ball.
1. **Bulk Rise:** Cover the bowl of dough with lightly oiled plastic wrap (or transfer the dough to a lightly oiled dough container). Let the dough rise overnight at room temperature, approximately 68-70 F (20-21 C) for about 12+ hours. The dough will double in size (or more) when ready. Note: if the weather is warmer than 68- 70 F

(20-21 C) the dough will rise faster than 12+ hrs. Please adjust your timeframes accordingly.

2. **Second Rise:** In the morning, pour 2 tbsp. of olive oil onto a rimmed sheet pan (or 1 tbsp. olive oil if using a non-stick rectangular pan. Use your hands to evenly coat the bottom and sides. With your oiled hands, remove the dough onto the pan, and then flip it to coat both sides. Cover and let rest for 1 1/2- 2 hours or until very puffy Try using an inverted sheet pan to cover the dough). Preheat your oven to 425 F (220 C). Note: If you rest your dough in a warm spot, usually on top of the oven while it preheats, the dough becomes soft and bubbly.
3. **Assemble the Focaccia:** Right before baking, gently dimple the dough with oiled fingertips. I start at the bottom of the pan and work my way to the top. As you dimple, the dough will naturally begin to stretch outwards. You should end up with a rustic rectangular or oval shape, about 14 x 9-inches (36 x 23 cm) or larger. The dough won't go all the way to the corners and sides of the sheet pan- this is OK. Note: If using a rectangular pan, the dough will naturally fill the shape of the pan.
4. **Add Focaccia Toppings (optional):** Press your preferred toppings into the dough. As the focaccia rises, the dough will puff up. The toppings will pop out if not properly anchored. If using garlic, I keep the cloves wrapped in their papery peels to prevent burning. Remove and discard the peels before eating.
5. **Bake the Focaccia:** Place the dough onto the center rack. Bake for 25-30 minutes or until crisp and golden brown. Remove from the oven and cool on a wire rack before cutting. TIP: To par-bake focaccia dough: Bake or approximately 15-18 minutes @ 425 F (220 C). The crust will be set, very pale in colour and golden underneath. Remove the focaccia from the pan and cool on a wire rack. Once completely cool, wrap in plastic wrap and store at room temperature for up to 6 hrs. To finish, return to the pan and bake for 12-15 minutes.
6. **To serve,** cut the focaccia into wedges or squares and enjoy warm!



Thank you to [www.theclevercarrot.com](http://www.theclevercarrot.com) for all of their amazing tips on creating various sourdough recipes! We tried many and theirs is amongst the best and easiest to follow.



## WELLNESS CORNER

Rogers Foods Registered Holistic Nutritionist, Tammy-Lynn



## MOVEMBER: CELEBRATING MEN'S HEALTH & THE POWER OF A MOUSTACHE

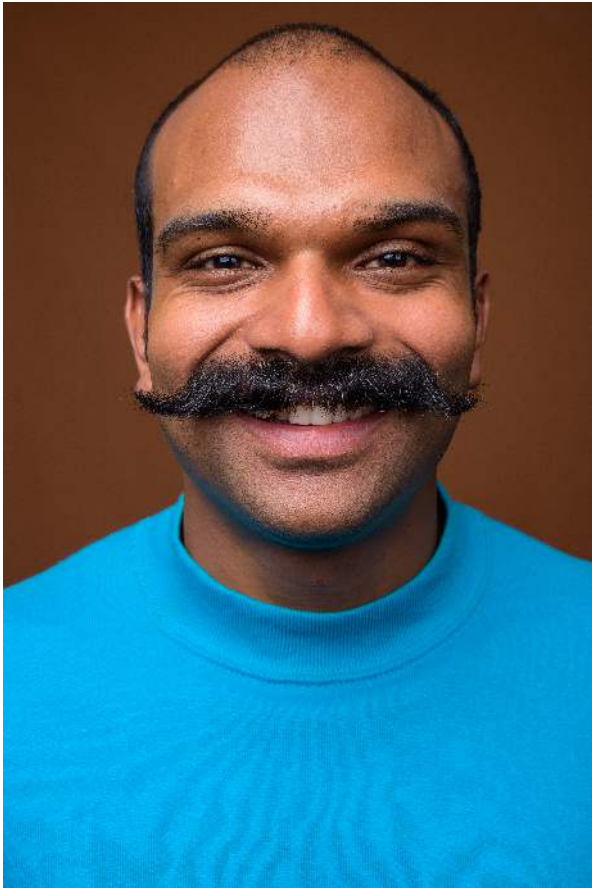
The month-long celebration where men grow moustaches to raise awareness about men's health issues, has become a global phenomenon since its inception in 2003.

Founded in Melbourne, Australia, by a group of friends aiming to raise funds and awareness for prostate cancer, Movember has grown into a major movement, addressing not only prostate cancer but also other men's health issues such as testicular cancer, mental health, and suicide prevention.

**History of Movember** - Movember's humble beginnings date back to a conversation between a group of friends discussing the state of men's health at a bar in Adelaide, Australia. Inspired by a friend's mother fundraising for breast cancer, Travis Garone and Luke Slattery decided to create a similar campaign targeting men's health issues. They convinced 30 friends to join the cause, each starting with a clean-shaven face on November 1, 2003, and committing to growing and grooming their moustaches throughout the month. Their goal was simple: to start conversations about men's health and encourage men to take better care of themselves.

However, they soon realized the impact of their moustaches went beyond mere discussions. The moustaches became a symbol of a movement, and people were eager to learn about the cause behind these adventurous facial hair choices. This

newfound attention presented a unique opportunity for the founders to educate others about men's health.



In 2004, the movement officially became a charity organization, and the first official campaign was launched across Australia. The funds raised were donated to the Prostate Cancer Foundation of Australia (PCFA). Participants, known as "Mo Bros," sought donations from family, friends, and colleagues, and by the end of the month, their moustaches served as a visual reminder of the cause and the funds they had raised.

As the years went by, Movember caught the attention of men around the world. Word spread across borders, and numerous countries started adopting the campaign, leading to the establishment of the Movember Foundation in 2006. The foundation aimed to further expand the reach of Movember and address a broader

range of men's health issues. The key focus areas soon included testicular cancer, mental health, and suicide prevention. Additionally, the foundation collaborated with various health organizations to fund research and develop initiatives designed to improve men's health globally.

Movember's success can be attributed to several factors. First, the campaign cleverly leverages the power of the moustache, a symbol of masculinity and manhood, to strike up conversations about typically taboo subjects. By encouraging men to grow moustaches and embrace their appearance, Movember helps fight societal stigmas surrounding men's health concerns. The second critical aspect of Movember's success is its ability to create a sense of community. Participants, including Mo Bros and "Mo Sistas," rally together in their commitment to raise funds and awareness. They form teams, organize events and fundraisers, and use social media platforms to

share their stories and encourage others to join. This sense of unity is a powerful tool for sparking change and encouraging men to prioritize their health.

Lastly, Movember's visible impact has contributed to its growth. Over the years, the campaign's efforts have funded groundbreaking research, leading to significant advancements in screening, treatments, and support services. Whether it be the establishment of innovative mental health programs or the funding of projects that focus on reducing the rate of suicide among men, Movember's initiatives have had a lasting impact on men's health.

Movember has come a long way from its humble beginnings as a conversation among friends. With its focus on men's health issues and the power of the moustache, Movember has been successful in raising awareness, sparking conversations, and fostering a sense of community. As the movement continues to grow globally, Movember is making vital strides in improving men's overall well-being and challenging societal norms surrounding men's health.

Join Rogers Foods as we celebrate Movember! There is a giving link on our social media platforms and also a contest for \$500 in gifts for Mo Bro in your life!

