



ROGERS FOODS NEWSLETTER

Bake | Learn | Share

Recipes of the Month

CINNAMON RAISIN IRISH SODA BREAD RECIPE

[CLICK HERE](#)

EASY IRISH APPLE CAKE RECIPE

[CLICK HERE](#)

GUINNESS CHOCOLATE CAKE RECIPE

[CLICK HERE](#)

MARCH IS COLORECTAL CANCER AWARENESS MONTH - WHAT IS IT AND WHAT PREVENTATIVE MEASURES YOU SHOULD BE TAKING

[CLICK HERE](#)

March Recipes to Celebrate St. Patrick's Day!

🌻 Welcome to March! As we transition into a month filled with hope and renewal, we're excited to share our latest newsletter. This month, we celebrate St. Patrick's Day with delicious Irish-inspired recipes to brighten your baking menu.

First up is our mouthwatering recipe for Cinnamon-Raisin Irish Soda Bread. With its warm spices and sweet raisins, this classic loaf is the perfect addition to your breakfast table or any gathering with friends. You'll love how easy it is to make; the aroma it fills your home with is simply irresistible.

For a sweet treat, we've included a simple yet delightful recipe for Easy Irish Apple Cake. This charming dessert combines tart apples with a hint of spice and is a wonderful way to welcome spring flavours.

Let's not forget the indulgence of our Guinness Chocolate Cake. Rich, moist, and utterly decadent, it's a wonderful dessert that showcases the unique taste of Ireland in cake form, leaving everyone wanting seconds.

In addition to these recipes, we're honoured to feature an insightful article from Holistic Nutritionist Tammy-Lynn McNabb. March is Colorectal Cancer Awareness Month, and Tammy-Lynn shares her personal experience with this critical health issue that has impacted her family. Her story reminds us of the importance of screenings and awareness and is a testament to the strength and resilience that come through adversity.

We hope this month's newsletter brings delicious flavours and inspiration for health, community, and connection. Enjoy cooking and spending time with loved ones as we celebrate the joys of March together!

CINNAMON RAISIN IRISH SODA BREAD



PREP TIME: 20 MINUTES
COOK TIME: 40-45 MINUTES
TOTAL TIME: 1 HOUR
SERVINGS: 1 loaf

INSTRUCTIONS

3 cups **ROGERS FOODS ALL PURPOSE FLOUR**, plus more for the work surface
1 cup cake flour

1/4 cup granulated sugar
1 1/2 teaspoons baking soda
1 1/2 teaspoons cream of tartar
1 1/2 teaspoons table salt
2 teaspoons cinnamon
4 tablespoons softened unsalted butter
1 1/4 cups buttermilk
1 egg, lightly beaten
1 cup raisins, golden raisins, or currants (or combo of dark and golden raisins)

DIRECTIONS

1. Adjust the oven rack to the upper-middle position and heat the oven to 400 degrees. In a large bowl, whisk flours, sugar, baking soda, cream of tartar, and salt. Work the softened butter into the dry ingredients with a fork, pastry cutter, or fingertips until the texture resembles coarse crumbs.
2. Add buttermilk, egg, and raisins, and stir with a fork until the dough comes together. Turn out onto a flour-coated work surface; knead until the dough becomes cohesive and bumpy, 12 to 14 turns. (Do not knead until the dough is smooth, or the bread will be tough.)
3. Pat the dough into a round ball about 6 inches in diameter and 2 inches high. Place it on a greased or parchment-lined baking sheet or in a cast-iron skillet. Cut a cross into the top.
4. Bake until golden brown and a skewer inserted into the center of the loaf comes out clean, or the internal temperature reaches 170 degrees, 40 to 45 minutes, covering bread with aluminum foil if it is browning too much. Remove from oven and brush with some melted butter; cool to room temperature for 30 to 40 minutes

EASY IRISH APPLE CAKE

PREP TIME: 25 min

COOK TIME: 35 min

NUMBER OF SERVINGS: 20



INGREDIENTS

- 1 3/4 cups sugar
- 1 cup canola oil
- 3 large eggs

- 1 teaspoon vanilla extract
- 2 cups **ROGERS FOODS ALL PURPOSE FLOUR**
- 1-1/4 teaspoons baking powder
- 1 teaspoon salt
- 1 teaspoon ground cinnamon
- 1/4 teaspoon baking soda
- 2 cups finely chopped peeled tart apples
- 1 cup chopped walnuts
- 1-1/4 cups whipped topping

DIRECTIONS

- Preheat the oven to 350°. In a large bowl, beat the sugar, oil, eggs, and vanilla until well blended. Combine the flour, baking powder, salt, cinnamon, and baking soda; gradually beat into the sugar mixture until blended. Fold in the apples and walnuts.
- Transfer to a greased 13x9—in—baking dish. Bake until a toothpick inserted in the center comes out clean, 35-45 minutes. Cool on a wire rack. Serve with whipped topping.

GUINNESS CHOCOLATE CAKE

PREP TIME: 25 min

COOK TIME: 45 min

NUMBER OF SERVINGS: 12



INGREDIENTS

- 1 cup Guinness (dark beer)
- 1/2 cup butter, cubed
- 2 cups sugar
- 3/4 cup baking cocoa
- 2 large eggs, room temperature, beaten
- 2/3 cup sour cream
- 3 teaspoons vanilla extract
- 2 cups **ROGERS FOODS ALL PURPOSE FLOUR**
- 1-1/2 teaspoons baking soda

TOPPING

- 1 package (8 ounces) cream cheese, softened
- 1-1/2 cups confectioners' sugar
- 1/2 cup heavy whipping cream

DIRECTIONS

- Preheat the oven to 350°. Grease a 9-in. springform pan and line the bottom with parchment paper; set aside.
- Heat the beer and butter in a large saucepan until the butter melts. Remove the pan from the heat and whisk in the sugar and cocoa until blended. Combine the eggs, sour cream, and vanilla into the beer mixture. Combine the flour and baking soda and whisk them into the beer mixture until smooth. Pour the batter into the prepared pan.
- Bake until a toothpick inserted in the center comes out clean, 45-50 minutes. Cool completely in a pan on a wire rack. Remove the cake from the pan and place it on a platter or cake stand.
- In a large bowl, beat cream cheese until fluffy. Add confectioners' sugar and cream; beat until smooth (do not overbeat). Frost the top of the cake. Refrigerate leftovers.
- If you want this as a double-layer cake, double the ingredients to make 2x9 inch cakes.



WELLNESS CORNER

with Rogers Foods Registered Holistic Nutritionist Tammy-Lynn McNabb, RHNP

MARCH IS COLORECTAL CANCER AWARENESS MONTH.

WHAT IS IT AND WHAT PREVENTATIVE MEASURES YOU SHOULD BE TAKING

March holds a special place in the hearts of many as it marks Colorectal Cancer Awareness Month. This month poignantly reminds us of the pressing need for education, advocacy, and action regarding colorectal cancer (CRC), a condition affecting millions worldwide. Understanding CRC, its causes, and the nutritional practices that can help mitigate risk is vital to promoting a healthier future for ourselves and our loved ones.

Colorectal cancer, a condition that often goes unnoticed until critical stages, has profound implications not only for patients but also for their families. My journey with this disease began when my father was diagnosed with late-stage colorectal cancer while I was several months pregnant with my first child. By the time we learned of his condition, a tumour the size of an orange had taken root in his colon, altering the course of our family's life in ways we never expected. Witnessing his battle with this formidable illness was both a harsh and enlightening experience that highlighted the importance of early detection and preventive measures in combating this disease. My father was fortunate that the tumour was contained and did not breach the colon wall. He has been well for the last 20 years!

In sharing my father's story, I recognize the urgency of maintaining a healthy colon and the necessity of regular screenings. While colorectal cancer screening can be daunting, awareness and proactive health practices can significantly impact outcomes. Engaging in a balanced diet, staying active, and participating in routine screenings are vital steps I commit to, not only for myself but also in honour of my father's journey. By prioritizing these measures, I take charge of my health and foster a proactive approach to colorectal cancer—because early detection truly saves lives.

What is Colorectal Cancer?

Colorectal cancer includes cancers of the colon and rectum, which are components of the digestive system. It usually starts as small, noncancerous clusters of cells known as polyps, which may develop into cancer over time. Symptoms can include changes in bowel habits, rectal bleeding, abdominal discomfort, and unexplained weight loss. However, many individuals may not exhibit symptoms in the early stages, making regular screenings essential.

The Canadian Cancer Society recommends that average-risk adults aged 50 to 74 undergo a stool test (FIT) every two years. If the test yields a positive result, follow-up should involve a flexible sigmoidoscopy or colonoscopy. Early detection through screening can significantly increase the chances of successful treatment, which is why awareness and education about colorectal cancer are essential during this dedicated month.

What Causes Colorectal Cancer?

Understanding the causes of colorectal cancer can be somewhat complex, as it results from a combination of genetic, environmental, and lifestyle factors. Although some individuals may have a genetic predisposition to colorectal cancer- such as those with familial adenomatous polyposis or Lynch syndrome- many cases stem from lifestyle choices.

Several factors that increase the risk of developing colorectal cancer include:

1. **AGE:** The risk of colorectal cancer increases significantly after age 50.
2. **FAMILY HISTORY:** Having a family history of colorectal cancer can elevate one's risk.
3. **LIFESTYLE FACTORS:** Poor diet, physical inactivity, smoking, and heavy alcohol use can all contribute to increased risk.

4. **PRE-EXISTING CONDITIONS:** Individuals with inflammatory bowel diseases, such as Crohn's disease or ulcerative colitis, are also at an elevated risk.
5. **DIET:** A diet high in red and processed meats and low in fruits, vegetables, and whole grains may increase the likelihood of developing colorectal cancer.

Guidelines for Colorectal Cancer Screening

The recommended screening guidelines for colorectal cancer (CRC) may differ slightly among various health organizations. However, age thresholds and recommendations are typically based on individual risk factors, including family history. Here are some key points:

1. **General Population:** For individuals at average risk, screening for colorectal cancer is generally recommended to start at age 50. However, this guideline has been updated by several organizations, including the American Cancer Society and the U.S. Preventive Services Task Force (USPSTF), to begin at 45 years old to address the rising incidence of colorectal cancer in younger individuals.
2. **Family History:** If an individual has a first-degree relative (parent, sibling, or child) diagnosed with colorectal cancer, screening typically begins 10 years before the age at which that relative was diagnosed or at age 40, whichever is earlier.

For individuals with a family history of multiple relatives affected by colorectal cancer or specific hereditary conditions, such as Lynch syndrome or familial adenomatous polyposis, screening may need to commence even earlier and involve a more intensive strategy. In these situations, individuals should seek advice from a healthcare provider for personalized recommendations.

3. **Screening Methods:** Several screening methods are available, including:
 - **Fecal Immunochemical Test (FIT or iFOBT):** A test in which a stool sample is collected and returned to the doctor or lab to examine for small amounts of blood in the stool.
 - **Colonoscopy:** A thin, flexible, lit tube with a small video camera located at its end is inserted through the anus to view the inside of the entire colon and

rectum for polyps and cancers.

- **Flexible Sigmoidoscopy:** A thin, flexible, lit tube with a small video camera located at its end is inserted through the anus to view the inside of the lower part of the colon and rectum (usually around the lower two feet) for polyps and cancer-related growths.

Less Common Screening Tests That May Be Available At Select Hospitals And Clinics

- **CT Colonography (Virtual Colonoscopy):** A less invasive test using special x-ray equipment to produce pictures of the colon and rectum. A screening alternative for individuals at higher risk of complications with standard colonoscopy, such as elderly patients.

If you are at a higher risk of developing colorectal cancer, you will likely participate in more frequent screening and begin at an earlier age. Discuss your risk factors with your doctor to develop an appropriate screening plan.

Individuals must discuss their personal risk factors and family history with their healthcare provider to determine the most appropriate screening strategy tailored to their needs. Regular screening can help detect colorectal cancer at an earlier, more treatable stage.

Nutritional Information to Mitigate Risk

Nutrition is vital in maintaining overall health and can help reduce the risk of colorectal cancer. Here are some dietary recommendations that can contribute to lower cancer risk:

1. **Fibre-rich foods:** A diet high in fibre is associated with a reduced risk of colorectal cancer. Foods such as fruits, vegetables, whole grains, beans, and legumes are excellent sources of fibre. Fibre helps maintain a healthy digestive system and aids in regular bowel movements, which may decrease the duration of harmful substances remaining in the colon.



OAT BRAN

*Bran & Germ,
Retail Products*



WHEAT BRAN

*Bran & Germ,
Retail Products*



WHEAT GERM

*Bran & Germ,
Retail Products*

2. Fruits and Vegetables are packed with essential vitamins, minerals, and antioxidants that can help fight cell damage. Aim to include a variety of colours on your plate—leafy greens, cruciferous vegetables (like broccoli and cauliflower), berries, and citrus fruits—all of which contribute to better health.

3. Lean Proteins: Choose lean protein sources like chicken, fish, beans, and legumes instead of red and processed meats. Research indicates that high consumption of red and processed meats is linked to an increased risk of colorectal cancer.

4. Healthy Fats: Include sources of healthy fats like avocados, nuts, seeds, and olive oil. These fats help decrease inflammation and promote overall health.

5. Limit Added Sugar and Processed Foods: High sugar intake and processed foods can lead to weight gain, obesity, and other health issues that increase the risk of colorectal cancer. Choosing whole, unprocessed foods instead can positively impact health.

Bran Muffins are rich in dietary fibre, which aids digestion, promotes regular bowel movements, and helps maintain a healthy colon.



6. Hydration: Staying hydrated is crucial for a well-functioning digestive system. Aim for at least eight glasses of water daily, and consider herbal teas and other hydrating beverages.

7. Physical Activity: Although not strictly nutritional, having a consistent exercise routine is essential for lowering cancer risk. Strive for at least 150 minutes of moderate aerobic activity or 75 minutes of vigorous exercise each week.

8. Limit Alcohol Intake: If you consume alcohol, keep it to moderate levels—up to one drink per day for women and two drinks per day for men. Excessive alcohol consumption has been linked to increased cancer risk.

Colorectal Cancer Awareness Month is a vital opportunity to raise awareness about the importance of prevention, diagnosis, and treatment. By understanding colorectal cancer, recognizing its risk factors, and adopting healthier dietary practices, we can significantly reduce our risk and that of those we care about.

This month encourages everyone—regardless of age or family history—to take action by speaking to healthcare providers about screening and to consider lifestyle changes that promote a healthier lifestyle. The more we share this vital information, the more empowered we become. Together, let's make a difference in the fight against colorectal cancer!

References:

1. Colorectal Cancer Society Canada <https://www.colorectalcancercanada.com/screening/colorectal-cancer-screening/>
2. Colorectal Cancer Awareness Month - <https://www.canada.ca/en/public-health/news/2019/02/colorectal-cancer-awareness-month--march-2019.html>
3. Colorectal Cancer Awareness - <https://colorectalcancer.org/get-involved/advocate/colorectal-cancer-awareness-month>
4. Colorectal Cancer Alliance - <https://colorectalcancer.org/get-involved/advocate/colorectal-cancer-awareness-month/dress-blue-day>
5. Colorectal Cancer Canada - <https://www.colorectalcancercanada.com/blog/march-is-colorectal-cancer-awareness-month/>



🇨🇦 Support Local, Support Canada! 🍁

Hey, Canadian shoppers! Have you noticed how unpredictable the border tariff negotiations have been? It's been a very concerning situation for all, but choosing Canadian-made products is a simple way to make a difference. Not only does it support Canadian businesses, but it also helps send a message that we are Canadian Strong! How can you make a difference? Looking for more Canadian products on the retail shelves in your grocery store is a great start.

By choosing Canadian brands, you're contributing to our communities and helping Canadian businesses thrive, especially in these taxing times.

We're incredibly grateful for your support; it truly makes a difference! Thank you for buying Canadian and backing companies like Rogers Foods. Let's keep Canada strong and continue to support one another. 🍁❤️

PROUDLY CANADIAN. Rogers Foods has been dedicated to milling quality flour and cereal products from Canadian grain for over 60 years. With mills in Armstrong and Chilliwack, British Columbia, we produce wholesome cereals and the highest quality flour and grain products for home and commercial bakers. Supporting Rogers Foods means you are supporting Canadian farmers and businesses.

THANK YOU!

#SupportLocal #BuyCanadian #RogersFoods #ShopLocal #CanadaProud #LocalEconomy
#CanadianMade #ThankYouCanada #KeepItCanadian #ShopCanadian #CanadianProducts
#MadeInCanada



Rogers Foods has been proudly milling quality flour and cereal products from Canadian grain for over 60 years. With mills in both Armstrong and Chilliwack, British Columbia

www.rogerfoods.com

