

# Spotlighting local foods

Jeannine Otto, Field Editor

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SPRINGFIELD, Ill. — When it comes to salsa, Derek Zinck, likes it hot. But sweet.

“I like the hot one better. It’s got a little bit of a sweet taste at the beginning then you’ll get a little jalapeno kick at the end of it,” he said.

Zinck was manning the Reinneck Ranch booth on Ag Day, Aug. 16, in the agriculture tent at the Illinois State Fair.

Reinneck Ranch and its featured Salsa Rose were among nine Illinois businesses featured in her Illinois State Fair tent by Lt. Gov. Evelyn Sanguinetti.

“Today is such an important day because we can get to know the importance of Ag Day and the fact that agriculture is not only about farming. You will know that it’s also about entrepreneurs, people wanting to start their own businesses in small towns all over the state of Illinois,” said Sanguinetti in her speech during the Ag Day awards breakfast in the Orr Center.

The businesses featured included KSI Conveyors of Cissna Park, Wilson’s All-Natural Pet Products of Cuba, Reinneck Ranch of Mascoutah, The Diggins Uncle Joe’s Sauces of Ina, Willow City Farm of Springfield, Linda’s Salsa of Monmouth, Voss Pecans of Carlisle, No Kid Hungry Illinois of Chicago and Oakland Noodle Co. of Oakland.

James and Hope Reinneck founded Reinneck Ranch, and their Salsa Rose is named after their daughter, Jada Rose. Salsa Rose comes in mild and hot varieties. They also make Zesty B&B Pickles and hickory-smoked meat stick snacks.

For Ralph Voss of Voss Pecans, being tapped by Sanguinetti to show off his business was an opportunity to get fairgoers tuned in to pecans.

“They called us, and they wanted to feature some local businesses. She saw us at the Illinois Products Expo and wanted us to be here, so we’re displaying here today. I thought it was a good way to get people familiar with our product,” he said.

Sanguinetti said featuring the Illinois food businesses was a good way to get fair guests familiar with the products being grown and produced in their own backyard.

“Every year, we come to the fair to find out what’s growing on our farms and what’s cooking in our kitchens,” she said.



Derek Zinck talks salsa, specifically Reinneck Ranch Salsa Rose, with a prospective customer during Ag Day at the Illinois State Fair. Reinneck Ranch, of Mascoutah, was one of the Illinois businesses featured by Lt. Gov. Evelyn Sanguinetti in her tent.