



# What's Fresh

Buy Fresh Buy Local of the Quad Cities

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*"A newsletter to connect local growers and consumers"*

## Member Spotlight

### Miss Effie's Country Flowers and Garden Stuff

**C**athy and Cliff Lafrenz are the owners of Miss Effie's Country Flowers and Garden Stuff in rural Donahue in Scott County. Miss Effie's Country Flowers and Garden Stuff was founded in 2002 as one of the first U-pick flower farms in Iowa. Starting with a 20' x 20' bed of cutflowers, Miss Effie's has grown to almost an acre of gardens to browse through and cut your own bouquet. There are 90 varieties of flowers being grown so the selection changes daily. Even though the farm is only open from June to October (depending on weather) Cathy stays busy teaching cooking classes at the Freight House Farmers Market and Scott Community College Adult education classes. Passionate about eating locally all year round, she preserves almost 700 jars of produce a year and loves to teach the art of canning. Currently she has been teaching introduction to cheese making by making a 30-minute mozzarella cheese. Farm fresh eggs from 80 heritage breed hens are available from the farm. Check out their website <http://misseffiesflowers.com> or read Cathy's articles on food issues at <http://blogforiowa.com>



Today, Americans spend about 10% of their disposable income on food, in many countries it's more than 50%.

## Technology Focus

### Social Media Marketing

**S**ocial media marketing can reap big results for small business. Learn how to engage new and prospective customers using a variety of social media networks. If you're not using social media to expand your business, you're missing the hottest trend in marketing. Cost \$25 Monday Feb 8<sup>th</sup>, 6:00 - 8:30PM, class number 77552. Call the Iowa Small Business Development Center at (563)336-3401 or see them on-line at [www.eicc.edu/sbdc](http://www.eicc.edu/sbdc) to register.

### Pay Dirt Farm School

**W**ith entrepreneurial drive, a practical business plan, and some marketing savvy, you can run a successful small farm business that brings your products to your target audience. The demand for fresh, local, organic, naturally raised, or sustainably produced small-farm products is on the rise. With seasoned producers as your guide, discover how you can make the most of these opportunities at the new 4 week "Pay Dirt Farm School" hosted by the University of Illinois Extension in Rock Island County Thursdays, January 14, 21, 28 and February 4, 11, 18 from 5:30 - 8:00 p.m.



<http://web.extension.uiuc.edu/rockisland/>

## Go Green

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## Apple and Spice Muffins



From dLife.com

1 1/4 cup white all purpose flour  
1/2 cup cornmeal  
1/3 cup sugar  
1 tsp low sodium baking powder  
1 tsp ground cinnamon  
1/2 tsp baking soda  
1/4 tsp salt  
1/4 tsp ground ginger

2 large apples , shredded with a cheese grater  
(equal to 1 3/4 cups)  
3/4 cup low fat buttermilk  
2 tbsp vegetable oil  
1 Eggs, large, raw , lightly beaten  
1 cooking spray  
2 tsp sugar  
1/4 tsp ground cinnamon

Preheat oven to 400°.

Mix together flour, cornmeal, 1/3 cup sugar, baking powder, 1 teaspoon cinnamon, baking soda, salt, and ginger. Form a well in the middle of the mixture.

Mix together apple, buttermilk, oil, and egg. Stir into the well of flour mixture to make a batter.

Spoon batter into a muffin tin coated with cooking spray. Mix together the remaining 2 teaspoons of sugar and 1/4 teaspoon of cinnamon. Sprinkle on top of the muffins.

Bake for 20 minutes or until lightly browned. Serve warm.

This month's recipe is brought to you by Emily Oman. Emily is a student at the University of Wisconsin Stevens Point. Emily also volunteered to fill the slot of BFBL food editor. If you have your own recipe of how you use local foods, contact Emily at (715) 587-3140.