



What's Fresh

Buy Fresh Buy Local of the Quad Cities

Volume 1, #3 September 2009

"A newsletter to connect local growers and consumers"

Quad City Earth Charter Summit

Local food is the theme of the 2009 Earth Charter Summit on September 26th at Augustana College. Local and regional keynote speakers and workshops will focus on how we can create locally sustainable agriculture and healthy food planning on an individual level and at local institutions. The Eagle View Group of the Sierra Club will present: The Economics of a Local Food Supply: How increasing the local food supply will make and keep money in our community. A local/sustainable lunch prepared by the Augustana Food Service which is modeling local and sustainable practices will be included. Kamyar Enshayan, Director of



University of Northern Iowa Center for Energy and Environmental Education, will be the keynote speaker. To register please contact Rachel Griffiths at



rgriffiths@qconline.com (309) 721-3204 or Caroline Vernon at (563) 676-7580. Registration starts at 9 am in the Wallenberg Building and is \$10.00 / \$5.00 for students and includes lunch. Seating is limited. Scholarships are available.

Local Food Supports Local Farms

Less than 1% of Americans now claim farming as their primary occupation. The farmer today gets less than 10 cents of the retail food dollar.

Vendor Spotlight C/W Livestock

Just outside of Bluegrass Iowa and less than 20 minutes from Davenport you can buy some of the most healthy meat available.

Buffalo (Bison) meat has 70% to 90% less fat compared to beef and almost 1/3 less fat than skinless chicken. When cooking your Bison, use high heat only for searing, then turn the heat down. Bison cooks faster than beef so don't overcook! You can visit C/W Livestock at either the Northpark or Freight House Davenport markets on Saturday, the Burlington Market on Thursday from 5 pm to 8pm or stop by and take a tour of their ranch and see the buffalo grazing on 100 acres of beautiful countryside! You can reach them at (563)381-3671 or at www.winterbison.com.



Involtini di Salsiccia

Collaboration is many times the key to success! As a vendor you buy local ingredients because your customers demand the best but are you collaborating with other growers and producers? Geest Farms and The Bakery (Rhonda Groh) have combined talents and come up with a totally new product. Call it by the Italian name of Involtini di Salsiccia or the more common name of Old Country Sicilan Sausage Roll. Either way it makes an excellent addition to any meal!



Featured Market

The East Moline Farmers Market is our featured market this month. With solid support from the city of East Moline it has started off strong. Anyone interested in vending at the EM Market can contact Downtown Business Coordinator, Marcia Lintz. She can be reached at (309) 755-7922 or just visit the market on Thursdays from 2 to 6 pm. Stop by and see what's fresh at the market www.eastmoline.com/farmersmarket.cfm



Welcome our new members!

This month we welcome two new members to Buy Fresh Buy Local. Seeded Earth is new to the Freight House Farmers Market. Sarah Gruemmer started Seeded Earth in the Spring of 2009 with Amber Lohf. Sarah has a 4 year degree in horticulture and Amber enjoys the business end of working with customers. Seeded Earth Growers are located in Taylor Ridge and can be reached at seededearth@gmail.com.



Farmer Ken's Produce from Long Grove Iowa also joins Buy Fresh Buy Local this month. Ken and Janice sell a full line of produce at market. Ken has years of experience growing produce but has only been selling as Farmer Ken's Produce for three years. Stop by and see Ken and Janice at the Freight House market on Tuesdays 2 pm to 6 pm and Saturday from 8 am to 1 pm.



Movie Night!

Fresh!

Quad Cities Chapter of Buy Fresh Buy Local and Progressive Action for the Common Good-Local Foods Initiative will sponsor a showing of the movie FRESH, new thinking about what we are eating, a film by ana Sofia joanes, Friday September 18th. FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Among several main characters, FRESH features urban farmer and activist, Will Allen, a 2008 MacArthur's "Genius Award" fellow; sustainable farmer and entrepreneur, Joel Salatin, made famous by Michael Pollan's book, the Omnivore's Dilemma; and supermarket owner, David Ball, who is creating a new market model for our family farmers. FRESH's focus on these inspiring individuals and their initiatives around the US provides the audience with actionable solutions. FRESH is a call to action. We invite people to come out, watch FRESH, join in discussion and learn ways to act for a local food supply. The event is free, open to the public and include delicious, fresh, local Popcorn. Members of Quad Cities Buy Fresh Buy Local will be on hand and attendees will be able to pick-up a copy of the 2009 QC-BFBL member Directory. The showing will be at the Unitarian Church 3707 Eastern Davenport, Friday September 18th at 7:00pm.



For information call: 563-676-7580

Or visit

www.freshthemovie.com

www.bfblqc.org

www.qcprogressiveaction.org

Local Food Protects Genetic Diversity

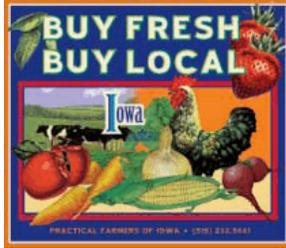
Local farmers that sell direct to you or to your local restaurants and grocery stores grow a huge number of varieties. These old varieties contain genetic material that may someday provide the genes needed to adapt to a changing climate.

News at the State Level

Buy Fresh Buy Local - Chapters

by Mallory Smith

This month we start a series of articles profiling the 11 BFBL chapters active in Iowa in 2009. Each article will profile one so that you can tell your family and friends around the state how they can get involved in the program where they live. BFBL Iowa started in Cedar Falls. In fact, that was one of the first locations nationally. In 2002-2004 Practical Farmers of Iowa was part of the project to develop best practices for marketing local foods. The effort was funded primarily by the Kellogg Foundation and had participants in ten states each endeavoring to come up with their own system. Kamyar Enshayan at UNI was selected for the Iowa trial; he was already doing work to encourage more local foods as part of his work and UNI's Center for Energy and Environmental Education. Kamyar is a charismatic and dedicated fellow, the Johnny Appleseed of local foods in Iowa and around the county. The Black Hawk chapter of BFBL is one of our most active and visible. They developed the first local food directory which serves as a pattern for many others, hold farm tours, have BFBL signs for farmers markets and do research. This group documented the economic impact of increased local food sales—information that has their city and county governments enthused and confident about supporting the program.

**Black Hawk County Buy Fresh Buy Local**

Counties: Benton, Black Hawk, Bremer, Buchanan, Butler, Grundy and Tama
 Contact: Andrea Geary UNI-CEEE
 Cedar Falls, IA

Andrea.Geary@uni.edu (319) 273-7883

see also www.niffp.org

Letter to the Editor

“Buy Fresh Buy Responsible”

by Scott Smith

I have been in the produce business most of my life both growing and buying from growers from across the country. Although I think it is great what the Buy Fresh

Buy Local folks are trying to do especially with the new leadership. I think that in this area the consumer is being cheated out of some of the best eating available. Closer is not always better folks and don't fall into that frame of mind because you will only cheat yourselves.

There are a number of things that make for fresh responsibly grown fruits and vegetables. The variety that is being grown, the way it is cared for while being grown, picked, handled, shipped and stored. Then somewhere down the list is where it was grown depending on what you are looking for. Buying from local vendors is nearly always a plus but some folks are a bit closed minded and I know very proud of their product and proud is a good thing. I know because I too have done some growing through the years.

You will not find the good stuff in the super market but at some of the local farmers markets that we are so fortunate to have in the QCA. Not all produce at a farmers market is good either Local or not ask what variety they are selling this week and even why. Ask also if they know the grower but don't ask who the grower is because most of the time we will not answer anyway. If the vendor seems to know what they are talking about you are probably going to be rewarded with some good eats.

Buy Fresh Buy Local Election

Wanting to get involved? Don't like how things are run? Now is your time to speak up! November is election time for the Quad Cities BFBL. Anyone who is a paid member can run for the board. There will be up to six vendor/growers and six supporters chosen. If you were ever interested in being on the board, now is your chance. There are approximately 12 board meetings per year and attendance is expected. Only paid up BFBL members can run but you can still become a paid up member or supporter. All interested persons email bfbqlc@bfbqlc.org. A photo and bio is requested.

Technology Focus

Local Harvest

Of course you know about Local Harvest. Doesn't everybody? But are you updating your information? Have you checked the number of hits on your listing? It isn't enough to just throw a listing out there and forget about it. Customers expect up to date information or they will quickly label your listing as "never correct" and forget about you.



LocalHarvestSM
real food. real farmers. real community

Customers will be asking questions and expecting answers. It is easy to put it out there and forget about it, but it will cost you customers. Visit the Local Harvest website. If you are selling, update your ad and check the number of times customers have viewed it. To check the number of "hits" look on the left side under View, click on Hits. While you are there, check the "User Reviews" and "User Comments". Customers frequently leave messages they expect an answer to. Don't ignore your customers, they will go away!

News Articles

Do you have something that might be helpful to other growers or of interest to our consumers? Please submit your articles and ideas to Phil Crandall or Myra Roelens. Mail to:

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P.O. Box 4512
Rock Island, IL 61201

Buy Fresh Buy Local Newsletter

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2nd Annual Gourd Festival

Spend a "Gourd"geous day in the country at the 2nd annual gourd festival. Enjoy free admission, free demonstration class on gourd growing, safety, tools, cleaning, designing and cutting gourds. How to make bird houses, staining and finishing. Morning sessions are repeated in the afternoon. Visit the vendors and make a day of it with lunch by the Orion Lions Club. First 500 receive "green" bags compliments of Mid American Energy. Two miles North of Orion at Whispering Winds Ranch, 3316 N. 1600th Ave, Orion, IL. Watch for signs. Call (309)526-3332 for more information.



Pumpkin Cannon Festival

Watch the pumpkins fly for 1,000s of feet, attempting a new world record. Two weekends at 2:00pm October 3rd or 4th and again October 24th and 25th at Country Corner two miles North of Alpha IL on route 150. Call (309) 629-2359 or visit countrycomr@winco.net for more information.

Go Green

Subscribe to this newsletter on the Buy Fresh Buy Local website at:

www.bfblqc.org

Click on the subscribe to our newsletter button. Then fill out your information and be sure to confirm your subscription by checking your email for confirmation.

Become a supporter of Buy Fresh Buy Local

Visit www.bfblqc.org and click on the "Join Us" button. For a \$10 donation you receive a static



cling for your car window and you help promote local growers and producers bring you the best and most healthy food available!

Crop Diversity Down 75%

As farmers strive to increase production and profits, loss of traditional varieties has suffered. Communities that lose locally-bred varieties and the knowledge of how to grow them risk becoming dependent on outside sources of seeds and chemicals needed to grow and protect them. You need only to drive into the country to see row after row of identical corn or soy beans. Loss of traditional varieties that are bred to cope with local climatic conditions can impact the ability to survive periods of drought. As this growing year is winding down and you are thinking about what to do different next year, consider growing an heirloom variety. Seed banks can help in time of change but because of the sheer numbers they are unable to conserve the full range of crop genetic diversity.

In a study of seed stock available in 1903 versus that available in 1983, the Rural Advancement Foundation International found that we have lost nearly 93% of lettuce varieties, over 96% of sweet corn, about 96% of field corn, more than 95% of tomato, and almost 98% of asparagus.

—Andrew Kimbrell, 2002

Is our weather changing?

Speaker Ray Wolfe with the National Weather Service will be speaking about the basis for

climate change at the QC Botanical Center on September 20th from 2-4



QUAD CITY
BOTANICAL
CENTER

pm. Ray Wolfe has been a meteorologist with the National Weather Service since 1985 and a Master Gardener for Scott County since 1999. The cost of the program is \$5 for non-members of the QC Botanical Center, members are free. RSVP to Megan at (309) 794-0991 or email her at megan@qcgardens.com.

Become a Master Gardener

University of Illinois Extension is offering Master Gardener classes starting January 15, 2010. Classes are on Fridays, January 15th through March 26th from 9:00 am to 3:30 pm. The cost for the training is \$175 and includes a comprehensive horticulture textbook. Classes are taught by University of Illinois Extension educators. Visit <http://web.extension.uiuc.edu/rockisland/> or call (309) 756-9978 for more information.

Thumbs Up!

This month our thumbs up goes to the anonymous customer that refused to buy from a vendor until they displayed their 2009 Buy Fresh Buy Local sign. You show a confidence in BFBL that we hope to justify!



Take the Buy Local Challenge by pledging to spend just \$10/week or more on local food and make a difference in your community!



Apple Pie Bars



Adapted from *Food and Wine Annual Cookbook*
and www.myfirstkitchen.net

CRUST:

6 tbsp. softened butter	3 tbsp. granulated sugar
3/4 c. all-purpose flour	1/8 tsp. salt

FILLING:

1 1/2 tbsp. butter	1/8 c. brown sugar
3 apples, peeled, cored, and thinly sliced (Granny Smith is best)	1 tsp. cinnamon
1/16 tsp. freshly ground nutmeg	1/4 c. water

TOPPING:

3 tbsp. chopped walnuts	1/2 c. oats
1/4 c. all-purpose flour	1/4 c. brown sugar
1/4 tsp. cinnamon	1/8 tsp. baking soda
1/8 tsp. salt	6 tbsp. cold butter, cut into cubes

Preheat the oven to 375 degrees. With an electric mixer, beat the butter and sugar together on medium speed for about two minutes until the mixture is light and fluffy. Turn the mixer to low, and slowly add the flour and salt until a soft dough forms.

Cut a piece of parchment paper to cover the bottom of a square 8x8 baking dish. Spoon the dough into the dish, and gently press it to cover the bottom of the dish. Put the dish into the oven, and let it bake for 20 minutes until the crust is golden. Let the crust cool on a cooling rack while you do everything else.

In a skillet (cast iron is best for this), melt the butter and the sugar over low heat for a minute or two. Add the apples, turn the heat to medium-high, and cook for about ten minutes. Make sure you stir every minute or so; you don't want the apples to burn.

Add the cinnamon, the nutmeg, and a pinch of salt, and cook another ten minutes until they're golden brown. Turn off the heat, add the water so the apples don't burn while they hang out in the pan, and let them cool in the pan.

Mix all topping ingredients except butter together in a bowl. Then add the cold butter, and work it into the dry mixture with a fork or a pastry cutter until mixture is coarse.

Spoon the apples onto the crust, and then spread the topping on top. Gently press the topping into the apples. Put the dish back into the hot oven, and bake for an hour. Let cool on a rack for a few minutes before cutting into the bars.

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.