

# Bringing Home the Harvest

Newsletter of Rural Roots: The Inland Northwest  
Community Food Systems Association

Winter 2002 Vol 4, Number 1

## Taking Stock of Our Roots

By Colette DePhelps Brown, Rural Roots Executive Director,  
Bonner, MT

*After five years of work in the Inland Northwest, we thought it might be nice to take a quick look at what Rural Roots is up to and how we got here...*

**Who are we?** Rural Roots is a regional, sustainable food and farming organization working in the 7 eastern most counties of Washington and 10 northern most counties of Idaho. In a nutshell, Rural Roots works to increase Inland Northwest community members' ability to engage in sustainable small farming and ranching - whether its as a producer, consumer, researcher or student. Rural Roots has 65 members and in 2001 our annual budget was \$160,782 (up from \$3500 in 1999!).

**So, how did Rural Roots get started?** Rural Roots began as the Inland Northwest Community Food Systems Task Force in September 1997 following a series of farm and food system tours and a community food systems workshop sponsored by the Palouse Clearwater-Environmental Institute, UI and WSU. At the community food systems workshop, we went through an exercise of mapping out the current Inland Northwest food system and then the food system as we would like it to be. With the map as our guide, we pooled our collective experience and identified priority actions to create our ideal food system. Then, we decided to form a regional task force to create a network of people in the Inland Northwest interested or working in food and farming systems. The workshop's priorities for action provided the first road map for Task Force's collective community food system/small farm work.



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*Size Doesn't Matter*

**What were some of our early activities?** Between September 1997 and March 1999 the Task Force focused on creating educational opportunities for beginning and existing small farmers in the region and for citizens interested in creating and supporting local food systems. These activities included farm tours and on-farm workshops, classroom workshops, Bringing Home the Harvest Newsletter, a INWCFS Task Force web site and list serve, and a regional small acreage farming conference. We also researched and organized a shared-use commercial kitchen network in Kootenai and Benewah counties and assisted with Eating on the Palouse dinners and workshops in the Moscow-Pullman area which highlighted locally grown food. During this time, the Task Force met about three times a year at the Kootenai County Extension office in Coeur d'Alene.

the newsletter or become a member, now receiving the newsletter is directly linked to membership). Current members receive the newsletter and discounts on Rural Roots sponsored activities such as workshops, tours and listing in the Buying Guide as well as opportunities to meet and network with other farmers and community food system practitioners in the area.

**Who are our leaders?** The Task Force was led by four fabulous women (oops, I'm getting carried away here!) from PCEI and UI. In the summer of 1999, the leadership transitioned to a farmer-community member team with agency/institutional folks becoming leadership team advisors. Rural Roots participants and members saw this transition as an important step to grounding the organization in the Inland Northwest communities it serves.



There was consensus that the organization needed to focus on the regional food system



**When did we become a member organization?** In the fall of 1998, the Task Force decided to become a membership organization and in the winter of 1999 explored names for the organization and voted on and adopted Rural Roots: The Inland Northwest Community Food Systems Association. There was consensus that the organization needed to focus on the regional food system and involving/meeting the needs of both consumers/non-farming community members and farmers. The Task Force's purpose and objectives formed the foundation for Rural Roots vision, mission and goals.

The Rural Roots Leadership Team takes direction from Rural Roots members and meeting participants (whether or not they are official Rural Roots members). We have also gleaned input into our activities and seek to communicate and cooperate with other small farm organizations in the region such as Spokane Tilth, farmers market associations and the NE Small Farm Association. Rural Roots leadership team functions much like a board of directors, but is not a legal board because of our fiscal sponsorship by Pay Dirt Farm School.

Non-profit fiscal sponsorship for Rural Roots was offered by Pay Dirt Farm School, Inc. (Pay Dirt was organized and incorporated by Mary Jane Butters of Paradise Farm Organics). By Spring 2000, Rural Roots had 37 members and over 60 people subscribing to the newsletter (at that time people could opt to subscribe to

To make Rural Roots meetings more accessible to farmers and community members, the Rural Roots Leadership Team decided to rotate meetings between Spokane, Moscow, Sandpoint and CDA and form local Rural Roots chapters. At these meetings we discuss Rural Roots projects/activities and invite participants to

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## Meet a Member!

### Meet Mary Jane Butters

By Brooke Davidson, Communications Coordinator, Pullman, WA

Mary Jane Butters likes to feed people. And people like to be fed by Mary Jane. Perhaps it's this simple combination that has led to the success of Paradise Farm Organics- but more likely it's Mary Jane's love of food, community, and farming and her seemingly insatiable desire for new projects.

Mary Jane, an organic producer and marketer and Rural Roots member, grew up gardening in Ogden, Utah. She now nurtures and lives off her 40 acres in Moscow, Idaho. She grows a

lot of garlic, which is shipped around the country, and also produces wheat and a variety of veggies, such as carrots, potatoes, and squash. She is eager to share the farming experience with apprentices and others who sometimes show up, looking for

some wisdom or a working vacation. One of her goals is to be a model farm for farmers who are turning towards organic production.

Her *Paradise Farm Organics* line includes 60 dried products, fresh salad mixes and garlic. They are sold by mail order and can also be found at the Moscow Food Co-op and at other health food stores across the USA. Even people in the backcountry are being fed by Mary Jane, as she has contracted with Mountain Safety

Research to provide organic backpacking meals. And to think it all started with a falafel mix.

Mary Jane recently pushed her creativity and love for organics even further by the creation of her magazine/catalog, "MaryJanesFarm." The 116-page publication debuted in December 2001. Its attractive, personal design, with an adorable Mary Jane at age 5 gracing the cover, leads the reader through quick-prep recipes, letters and articles from her friends and cus-

tomers, and order forms for her products. It was created mostly by local hands and hosts no commercial advertising. It is a joy to read, but has it helped her business? Mary Jane says "definitely." Her sales have increased noticeably and she has

received lots of positive feedback. It's even being distributed in Seattle. "My idea is working," she says.

Not only has Mary Jane succeeded in her own business ventures, but she has impacted Rural Roots as well. Her first connection with the organization was a casserole from Colette DePhelps, Executive Director, after Mary Jane's home burned down a few years ago. As their relationship fostered, she learned of



Photo courtesy of "MaryJanesFarm"

Colette's budding idea for Rural Roots and offered non-profit fiscal sponsorship under Pay Dirt Farm School, Inc. (which was organized and incorporated by Mary Jane). It's just another way she serves the farming community and those who benefit from it.

Any new projects on the horizon? Of course! A bed and breakfast and an "Adopt an Acre" program are now in the works. Not to mention her musings of honeybees, and a small dairy.

With all her on-going projects and accomplishments, you may think Mary Jane thinks of nothing but food and farming. Not so. She's a voracious reader who subscribes to 55 magazines. She also enjoys embroidery, sewing, and her children - who, when not excelling in college and high school, gladly contribute to the farm.

**"It needs to be a labor of love"**

Only looking at Mary Jane's enthusiasm and success, one may think it has been an easy path for the business-woman. This is far from the truth. "I liken it to jumping off a cliff," she says, "and hoping a rope will appear." Paradise Farm Organics has had to reinvent itself many times. Being flexible, yet determined is key. For this reason, she tells farmers, "Just because it's hard, doesn't mean it's wrong." For Mary Jane, it's all about desire - for the land and the people. "If a farmer just wants to accomplish something - to say they're an organic farmer - that's not enough," she says, "It needs to be a labor of love." Mary Jane Butters can be contacted via e-mail at [maryjane@maryjanesfarm.org](mailto:maryjane@maryjanesfarm.org). 🌿



## A Visit to Paradise Farm Organics

*By Theresa Beaver, Cultivating Success Coordinator, Moscow, ID*

The first sensation for the students of the Cultivating Success Small Acreage Farming and Ranching Overview course who toured the Paradise Farms processing plant in Moscow last fall was the delicious smell of spices.

While standing there being enticed by the fragrance, the students learned from Nick Ogle the story of how Mary Jane bought organic garbanzo beans from a local grower and turned them into a delicious falafel mix. Needless to say, the mix was successful and a new enterprise was born. But as we all know, true success does not come easy.

We learned how hard Mary Jane and Nick had to work. They had a quality product, and now they had to get it out there, and keep it out there. They faced all the common marketing challenges of how to package it just right, how to reach the target audience most effectively, how to continue to meet the growing demand for the product, and how to keep new products on line.

Fortunately for all of us, their marketing skills are as good as their products. 🌿

## Planning for Harvest: Outcomes of Rural Roots 2001 Leaders Retreat

By Diane Green, Greentree Naturals, Sandpoint, ID and Colette DePhelps Brown,  
Executive Director, Bonner, MT

Each year, the Leadership Team for Rural Roots has a 'retreat'. The purpose of the retreat is take stock of what Rural Roots has been working on for the past year and plan for the next. Doing this, of course, requires time to focus, ruminate and then discuss, in detail, what we've been up to, what we are about and how we doing in light of Rural Roots vision, mission and goals. Then, we spend more time discussing course corrections and planning our next steps.

Our Leadership Team and Staff work very hard all year, so we try to find a special, relaxing (yet affordable) retreat location. This year it was the Western Pleasure Guest Ranch, located just northeast

of Sandpoint, Idaho. Western Pleasure, a working ranch and lodge with wide open spaces, was the perfect setting for our two days of seclusion. Roley and Janice Schoonover, Western Pleasure's owners and our hosts, provided us with a quiet workspace, lovely surroundings, and delicious home cooked meals from the lodge kitchen.

As you know, Rural Roots is engaged in an array of educational and direct marketing activities (see Taking Stock of Our Roots pages ?? for details). When we reviewed our activities in light of Rural Roots' mission and goals, we real-

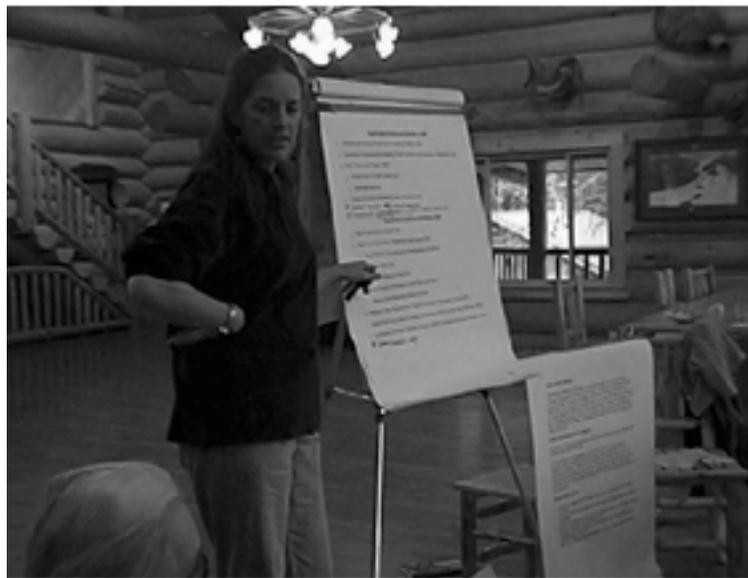
ized four things: 1) we are on track in terms of our work with new and existing producers; 2) we are weak in the area of community and consumer education; 3) we need to expand our partnerships and our leadership and organizational capacity to take on new projects; and, 4) as a membership driven organization, we needed

to check in with our members to see what their current interests and needs are.

As a result, the Leadership Team surveyed Rural Roots members (see page 6 for the survey results) and learned you are interested in workshops and networking. This prompted us to organize an April 6<sup>th</sup> workshop in Coeur d'Alene on vegetable and flower production and direct mar-

keting options for the beginner and the seasoned farmer (details on page 7). And in addition to continuing our education and direct marketing programs, we are exploring new avenues for community education.

At the top of the list are: organizing Pumpkin Projects for school children in each Rural Roots chapter area; developing an Abundant Idaho Directory of growers, suppliers, retailers and resource people (there is already a directory in Washington put out by Washington Tilth!); and, initiating Buy Local Food campaigns in two Inland Northwest communities. While we rec-



**Leadership Team Member, Nancy Taylor, facilitates at the Staff/Leadership Team Retreat**

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## Meet Our Team!

### Meet Cathy Weston

*By Brooke Davidson, Communications Coordinator, Pullman, WA*

One thing that can be said about our Rural Roots Leadership Team is that they love what they do and live what they teach. This is particularly true for Cathy Weston, who has been with Rural Roots since it was still an idea in 1997 and has served on the Leadership Team since its inception in 1999.

Her interest in Rural Roots stems from her love of local foods and organics. In 1995 she opened an organic bakery and vegetarian café, and found it difficult to acquire local, organic foods. Not only did she see this as a problem for herself, but for the community as a whole. She believes people need to be aware of their local food system, and feels strongly that consumers need educated about healthier, local products.

#### "Knowledge is Power"

Cathy was born in Pasadena, California and moved to Montana in 1983. She then moved to North Idaho in 1985 where she still lives in Post Falls. It's from here where she serves the Coeur 'd Alene Chapter of Rural Roots and

delights in her seven raised garden beds nestled in the forest, where she grows lettuce, snow peas, string beans and zucchini.

Cathy has also turned her efforts into another aspect of community growth. Babies. She operates her own midwifery service, called Birth Journey. "It's a passion," she says. The calling began after she became a nurse and then had her own children. She knew she didn't want to give birth in a hospital and decided to give others the same option. She says she acts as a facilitator and supporter, for it is really the parents who do the work. Her favorite moment is the look on the parents' faces when they see what they've accomplished. But birth is only the beginning of the journey she says, for "you need healthy food to raise healthy kids."

Cathy also enjoys spinning and weaving, pottery, stained glass and basket-making. Baking bread is another favorite activity. "It's very grounding," she says. Whatever her interest, one thing remains the same for Cathy- the desire to educate. For in her own words, "knowledge is power." Contact Cathy at 208-773-9420 or cweston@hotmail.com. 

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### Planning for Harvest, Cont

ognize these programs will take new resources and a while to build, Rural Roots is excited about exploring new areas and building new partnerships along the way.

With all of these activities in mind, we will be providing an array of leadership training opportunities for our members and other regional partners throughout 2002-2003. Our first event will be a 1.5 day Sustainable Food and Farming Rural Leaders Institute for non-profit organizations working in eastern Washington

and north Idaho. Scheduled for April 1-2, 2002, this meeting will bring together teams of people from Inland Northwest non-profits to talk about what we all do; share our strengths and our needs; build relationships across organizations; explore opportunities for collaboration; and, identify ways we can support each other's work.

If any of this work excites you and you'd like to be involved, let us know! Give us a call or drop an email. We look forward to hearing from you!! 

## Rural Roots Leadership Team

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## Membership Survey Results

*By Diane Green, Greentree Naturals, Sandpoint, ID*



Rural Roots is a membership driven organization. The Leadership Team recently made personal telephone calls to as many members as we could make contact with. Forty-seven members were surveyed to help us determine what your interests are and how we might serve you better.

One of our goals was to find out what you are looking for when (and if) you attend membership meetings.

The majority of you agreed that you came to these events for the networking opportunities as well as to receive information and updates on Rural Roots programs.

We just completed our first year of having Chapter meetings at our primary county locations, (Sandpoint, Moscow, Coeur d'Alene, Spokane). We were curious if this was something that you wanted to continue, and if so, what the best time would be for making it convenient for you to be able to attend. Over all, members agree that they indeed like having Chapter meetings and would like to continue doing this twice a year, with a meeting in the fall or winter, and another in the early spring. The tally was equal between having these Chapter meetings on a weeknight or an early afternoon on a weekend. Suggestions for Chapter meetings were to have some sort of educational component, but to keep them informal.

In autumn 2001, Rural Roots held a Harvest Festival in the Moscow area, and a small number of members attended. We asked the membership if this was something that you would be interested in continuing and many of you said yes. The location and time of year seem to be the main reason people did not attend the Harvest Festival last year. Some suggestions that you offered in regards to having another Harvest Festival: Have it in a more central location like Coeur d'Alene or farther north in Sandpoint; combine it with the last farmers market of the season and after the peak of the harvest so farmers can attend; have a keynote speaker, but no formal workshops; make it just for fun and networking to celebrate our accomplishments; have a gathering at one of the farms where members can help with harvest, then follow this with a pot luck with home grown food at that farm. Some great ideas to think about for this fall!

Fifty percent of the members surveyed have attended our workshops at some time and all of you said that you were interested in attending future workshops. The kinds of workshops you showed the most interest in, listed in the order of the most votes: Fresh fruit and vegetable production, direct marketing, and business planning. Other interests noted, also in order of interest: apprenticeships, value-added, livestock (sheep and cattle), community gardens, pastured poultry, eggs and food labeling. Some great suggestions were made for additional workshops on vermaculture (worms), natural pest control, greenhouse production, organic certification and seed saving.

We also asked you if you had an interest in Farm Policy. In general comments summarized to show us that while many of you are interested in policy and realize it's importance, very few of you want to be involved with the process or see a need for Rural Roots to become a politically involved organization. We value your opinions and have every intention of following your requests.

Most everyone showed an interest in learning more about production and management systems that include some aspect of sustainable agriculture, organic production, permaculture, biodynamics and holistic management.

Our last question of the survey was 'How do you like to receive information?' Networking at events and workshops was the number one choice, followed by the Rural Roots newsletter, mailings and E-mail.

We appreciate you taking the time to respond to our telephone calls. The membership information will help us serve your needs for workshops, meeting times and future Rural Roots events. I would like to offer my personal apology to those of you that I was not able to reach at home. I know that schedules are busy for all of us. Please know that the lack of an 'interview' does not mean we value your opinion any less. 

## Keep This Date Open!

*By Brooke Davidson, Communications Coordinator, Pullman, WA*

Mark April 6, 2002 on your calendar! Rural Roots is having a one-day Spring Fling Networking Meeting and wants to see you there! Members and interested non-members alike are welcome. Participants can expect to engage in workshops on flower and vegetable production and marketing (including farmers' markets, value-added products and on-farm sales), network with other farmers, ranchers and community members, and give direction to Rural Roots future programs.

This event will be held in Couer d'Alene at the NICHE (North Idaho Center for Higher Education) on 408 West haycraft Ave from 9 a.m.- 4 p.m. Cost is \$15 for members and \$20 for non-members. This includes a catered lunch.

Brochures with registration information will be mailed out to Rural Roots mailing list in early March. For more information, or to request registration brochures, contact Brooke Davidson at 509-332-8235 or [brooked@uidaho.edu](mailto:brooked@uidaho.edu). 

## Rural Roots Staff

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Communications Coordinator  
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## Taking Stock of Our Roots, cont



become involved. The Leadership Team also decided to move toward Rural Roots member management of the listserve and the website. As for the Rural Roots leadership Team itself, in the past, Rural Roots Leadership Team members have

been nominated and appointed through a loose consensus process. In addition to communicating through the e-mail list, the Leadership Team has monthly conference calls and an annual "retreat." Each Leadership Team member has taken on the lead role in organizing a Rural Roots activity ie. Farm tours, workshops, the Rural Roots Buying Guide, etc. Rural Roots is currently asking for Leadership Team nominations for 2002 (this is your chance!!).

### What about our programs, what do we do?

In the fall of 1999, Rural Roots meeting participants identified marketing and small farm economics as a high priority for Rural Roots work and we began focusing in that arena while continuing our educational activities.

### What are our current educational programs?

- **Cultivating Success: Sustainable Small Acreage Farming and Ranching Certificate Program** offering an intensive year long on-farm education program for degree and non-degree students. In its pilot year, the program includes the development of 5 community-based courses in sustainable food systems, small acreage farming and ranching, urban community-based food systems, agricultural entrepreneurship and an on-farm apprenticeship. Students may register for these courses through the University of Idaho (UI) and Washington State University (WSU) for academic and continuing education (extension) credits. *Cultivating Success* partners include Rural Roots, UI & WSU and is funded through grants

from Partnership 2020 (a Kellogg Foundation Food Systems Professionals Education project) and a USDA Higher Education Challenge Grant.

- **Tours, workshops and conferences.** During the summer months, Rural Roots offers farm and ranch tours and on-farm workshops which are attended by both producers and interested community members (consumers). Fall to Spring, we host educational workshops on production and direct marketing (recent workshops have included organic egg production, developing a marketing collective and value-added using labels and brands) we also partner with UI & WSU to offer regional conferences. Upcoming conferences include a direct marketing conference February 27-28, 2002 and a comprehensive small acreage farming and ranching conference in fall 2003.
- **Sustainable Food Systems Initiative.** Rural Roots Executive Director co-chairs the Partnership 2020 Sustainable Food Systems Initiative which is creating and enhancing sustainable food systems educational opportunities associated with institutions of higher education in Washington and Idaho. This initiative has four programmatic focus areas: commodity food systems, urban community-based food systems, Hispanic communities and Native American communities.
- **Funding Diversity Partnership (FDP).** Rural Roots is one of 12 non-profit sustainable agriculture organizations participating in the *FDP*, a four-year Integrated Farming Systems project funded by the WK Kellogg Foundation. The goals of this project are to expand the funding base for sustainable agriculture research and education, sustainable agriculture organizations and increase farmer participation in policy development. In 2001-2002, Rural Roots FDP focus is on learning how sustainable agriculture relates to community economic develop-



ment and rural leadership development.

### What are our current direct marketing activities?

- **Farm Fresh Buying Guide.** Rural Roots is entering its third year producing a regional farm fresh buying guide (brochure) listing farms and ranches direct marketing products in the Inland Northwest. The target audience for this marketing tool is Inland Northwest (INW) consumers and the objectives of the guide are to increase consumer awareness and direct purchase of sustainably produced farm/ranch products. Guides are distributed at natural and health food stores, farmers' markets, regional events and by INW farmers and ranchers.
- **Abundant Idaho Directory.** Rural Roots is currently exploring the development of a grown in Idaho directory modeled after AERO's Abundant Montana. This directory would not only list sustainably produced farm and ranch products but also Idaho suppliers, wholesale and retail outlets (grocery stores, restaurants, B&Bs, etc) offering Idaho products. We are considering including sustainable non-industrial forest products as well. To this end, we are developing partnerships with Idaho State Department of Agriculture and the Idaho Organic Alliance.
- **Northwest Direct: Improving Markets for Small Farms** is a four-year collaborative research project designed to understand, evaluate and improve direct marketing opportunities for small farms. Project partners include UI, WSU, Oregon State University, Washington State Department of Agriculture and Rural Roots. Rural Roots component of the project is to develop 12 small acreage farm and ranch whole farm case studies and enterprise budgets and to assist partners with two Idaho input/output studies, 4 Idaho farmers' market assessments, and an analysis of Idaho's meat processing and value-added infrastructure. Funded by a USDA IFAFS grant.

**Who are the Rural Roots staff? Where are they?** Rural Roots currently has three part-time staff members (see page 12) and contracts with several other people from around the Inland Northwest for work on specific projects. We do not have a central office. Theresa, our Cultivating Success program coordinator, is part-time Rural Roots and part-time UI and housed on the UI Moscow campus. Brooke does communications coordination from her home in Pullman in the afternoon and works for the UI Sustainable Ag program in Moscow in the morning. Colette is perfecting distance technology, directing Rural Roots from her home office in Bonner, Montana (a recent and temporary move) with frequent trips to Rural Roots programs and meetings in the Inland Northwest. Beginning this spring, Sarah Miles will join the Rural Roots team as the Idaho Northwest Direct Project Assistant, a joint UI graduate student / Rural Roots position. Sarah will be based in Moscow. In time, we would like to have Rural Roots staff living and working in communities around the Inland Northwest, providing support and resources to local folks working on local priorities. Our staff are always happy to answer questions and serve you to the best of our ability. Drop us a line, anytime!

**How can you get involved?** It's easy! It's fun!! Call a Rural Roots Leadership Team or Staff member and volunteer to serve on the Rural Roots Leadership Team, host a farm tour or to help with a project. Get involved with your local chapter. We are always looking for folks to help design and distribute the Buying Guide and now is the time to get involved with setting the course for the Abundant Idaho Directory! The Cultivating Success program is seeking producers interested in being student mentors and offering on-farm apprenticeships and guest speakers for class presentations. Ever thought about being part of a direct marketing study? Now's the time! We are accepting nominations for case study farms and farmers' markets. Call or e-mail us for details!!! 

## Rural Roots Staff and Leadership Team History



### 1999 Rural Roots Staff

Colette DePhelps

### 2000 Rural Roots Staff

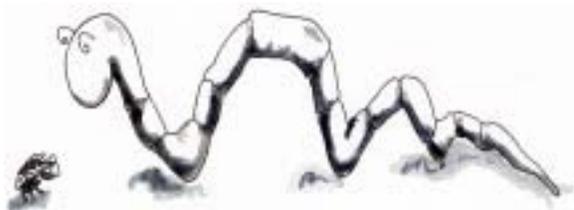
Colette DePhelps  
Tara Pisani-Gareau

### 2001 Rural Roots Staff

Theresa Beaver  
Colette DePhelps  
Brooke Davidson  
Tara Pisani-Gareau  
Nancy Taylor

### 2002 Rural Roots Staff

Theresa Beaver  
Colette DePhelps  
Brooke Davidson  
Sarah Miles



### 1997-1998 Inland Northwest Community Food Systems Task Force Leadership Team

Peggy Adams  
Colette DePhelps  
Vickie Parker-Clark  
Cinda Williams

### 1999 Rural Roots Leadership Team

Cindy dePaulis  
Diane Green  
Jim McGinty  
Tina Pinzotti  
Maurice Robinette  
Ellen Scriven  
Cathy Weston

### 2000 Rural Roots Leadership Team

Wally Adams  
Cindy dePaulis  
Diane Green  
Maurice Robinette  
Nancy Taylor  
Cathy Weston

### 2001 Rural Roots Leadership Team

Diane Green  
Skeeter Lynch  
Maurice Robinette  
Nancy Taylor  
Stan Urmann  
Cathy Weston

### 2002 Rural Roots Leadership Team

(Currently calling for nominations)

Diane Green  
Skeeter Lynch  
Maurice Robinette  
Nancy Taylor  
Stan Urmann  
Cathy Weston

### 1999-2002 Rural Roots Leadership Team Advisors

Kim Golden  
Vickie Parker-Clark  
Cinda Williams

## RURAL ROOTS VISION

The Inland Northwest food and agricultural system is made up of urban and rural communities that actively support and participate in locally owned and operated food and farm enterprises. These sustainable enterprises contribute to individual and community health, prosperity, and quality of life. Our communities are built on reciprocal relationships where people are valued for their unique contributions and creativity. There is a strong network of inspirational small acreage farmers, ranchers, market gardeners and food-based businesses. All of our community members have access to affordable, high quality local food and fiber. The health of the people in the region is echoed by the health of the land.

## RURAL ROOTS MISSION STATEMENT

Rural Roots mission is to create healthy, vibrant, and sustainable community-based food systems in the Inland Northwest.

As a regional non-profit organization, Rural Roots works to increase community members' ability to engage in sustainable small acreage production for home and market. We understand that local food and agriculture contributes to our sense of community and is integral to our quality of life and economic prosperity. We recognize the importance of developing local markets, creating opportunities for value-added products and increasing understanding about the importance and potential of local food and agriculture.

## RURAL ROOTS GOALS

- Increase the availability and visibility of locally grown food and fiber in the Inland Northwest.
- Encourage and support sustainable, locally owned and operated food and farming enterprises.
- Enhance the economic viability of Inland Northwest small acreage farmers, ranchers, market gardeners and food-based businesses.
- Increase community participation in the development and revision of food and agriculture related policy.
- Develop community-based and regional food system networks and partnerships.

For more information, contact:  
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## How to Join

### Please send:

- your full name
- your full mailing address (street/box, city, state, zip)
- your phone number, FAX number
- your email address
- \$25.00 Regular Membership (1 year);  
\$15.00 Limited Income/Student (1 Year). Make checks payable to "Rural Roots"

### Mail membership form to:

Rural Roots, P.O. Box 8925, Moscow ID 83843

## Call For Leadership Team Nominations

*By Diane Green, Leadership Team Chair, Greentree Naturals, Sandpoint, ID*

Being involved with the Leadership Team has provided me with a proactive means of sharing with a network of like-minded individuals. There are a number of reasons that I am involved with the Rural Roots Leadership Team. The main motivation for me is because I want to be a part of the solution when it comes to providing support for small acreage farmers and market gardeners. Rural Roots does a fantastic job of providing educational opportunities to growers, direct marketers, and consumers and I am grateful for the chance to be a part of the team.

With this thought, and the hope that it will give you reason to consider being a part of our team, we are making a call for Leadership Team nominations.

The roles and responsibilities are noted below. These are the basics of what is involved with joining the team. If you have questions, feel free to contact any of the Leadership Team!

### Leadership Team Responsibilities:

- 1) Maintain current membership in Rural Roots.
- 2) Attend local chapter meetings and at least one other chapter meeting per year.
- 3) Assist Rural Roots Executive Director and Program Coordinators with Rural Roots organizational policy and program development.
- 4) Participate in Rural Roots Leadership Team monthly conference calls ( 1 hour ), RR Leaders e-mail discussion/decision-making list, and fall and spring Leadership Team retreats (1-2 days each).
- 5) Demonstrate participation in meetings and

assorted events.

Rural Roots Leadership Team positions are 3 years terms with 1/3 of the Leadership Team rotating off each year.

### Leadership Team Electoral Process:

Rural Roots Leadership Team nominees are elected by the Rural Roots membership. Leadership Team nominees are asked to prepare a 3-4 sentence statement about themselves and what they would bring to Rural Roots as a Leadership Team member. These candidate statements are then placed on the Leadership Team ballot which is sent to all Rural Roots members who will vote by mail.

If you are nominating another Rural Roots member for the Leadership Team, we ask that you check with that person to be sure s/he is interested in and able to serve and ask them to prepare and submit the required 3-4 sentence statement.

The DEADLINE FOR 2001 Leadership Team nominees to submit their candidate statements is April 5 2002. Candidate statements can be submitted either electronically to Colette DePhelps Brown at [dephelps@earthlink.net](mailto:dephelps@earthlink.net) or mailed to Rural Roots, PO Box 8925, Moscow, ID 83843. If you are interested in nominating yourself for the 2002 Leadership Team, please send a candidate statement to one of the above addresses.



## Get Listed in the 2002 Rural Roots Expanded Farm Fresh Buying Guide!

*By Skeeter Lynch, Full Circle Farm, Princeton, ID*

The **Rural Roots Farm Fresh Buying Guide** is a listing of Inland Northwest farms, ranches and farmers' markets that direct market agricultural products produced using sustainable farming and ranching practices. The Buying Guide supports local farmers and their products throughout the Inland Northwest region. This year we are expanding the Buying Guide to include:

- Regional Map with the approximate location of Inland Northwest farms, ranches and farmers' markets
- Listings of Inland Northwest processed products
- Where you can find the Buying Guide in each Inland Northwest county
- Listing of Inland Northwest retail outlets carrying local products

**You don't have to be a farmer to list!** We know there are lots of great processed products made with local ingredients - like salsa, sausage, jams, herbal salves and pickled onions - and we want consumers to know where they can get them. So if you make products and sell from your doorstep or at the local store, expand your customer base! Get listed in the Buying Guide!

**Identifying Restaurants, Stores and other Retail Outlets that offer Local Products.** We want the customer to be able to find the foods they want to eat! So, this year, Rural Roots is asking producers to let us know where their products can be found or how they can be ordered. We'll list the stores, restaurants and other outlets where your products are sold. The Buying Guide will also list **all** of the Inland Northwest Farmers' Markets - their location, days of operation and times. To make sure your

market is listed, call or e-mail Skeeter Lynch at 208-875-0857, [stratpath@moscow.com](mailto:stratpath@moscow.com)

**Customer Assurance of Sustainability** To assure customers that the products listed in Rural Roots' Farm Fresh Buying Guide are produced using sustainable farm and ranch practices, Rural Roots asks each farm or ranch listed in the guide to provide a short statement describing the sustainable practices used in their operation. These statements will be included in the Buying Guide.

**Applications for listing in the 2002 Farm Fresh Buying Guide** will be available **March 1, 2002**. To receive an application, call Rural Roots at 208-883-3462 or e-mail us at [brooked@uidaho.edu](mailto:brooked@uidaho.edu). All applications must be completed and mailed to Rural Roots by **March 30, 2002**.

The Rural Roots **Farm Fresh Buying Guide** will be **printed in late April 2002** and **distributed to participating farmers, market managers and other regional outlets mid to late May**. (P.S. in the past, we have extended the application deadline to accommodate late listings. This year there will be no extension! We need to stick to our dates to have the guide out by mid-May!!)

**One last note...**Rural Roots is excited to promote and support local sustainable farmers and ranchers through the Rural Roots Farm Fresh Buying Guide. It is our intention that this guide will create local purchasing power for health conscious consumers by connecting them with local, sustainable, family farmers. **See you in the Guide!** 

## Proposed Buying Guide Distribution List

**Asotin-** Asotin Market, Chamber  
**Blanchard-** The Fruit Seller  
**Desmet-** Cross Keys Restaurant, Food Bank  
**Clarkston-** Sage Bakery, Chamber  
**Cottonwood-** Riener's Grocery, Convent  
**Coeur d'Alene-** Pilgrims, Flour Mill, Franks Nutrition, Mothers Cupboard, Shields fruit stand, Java on Sherman, Little Seattle, Hastings, Rose Lake Market  
**Deary-** White Horse Café  
**Diamond Lake-** Diamond Lake Produce  
**Elk River-** Huckleberry Heaven Lodge, Food Bank  
**Genesee-** Genesee Food Center  
**Grangeville-** The Health Food Store, Food Bank, Thrift stores  
**Hayden-** Kootenai Farmers' Market  
**Hope-** Hope Farmers' Market  
**Julietta-** Julietta Food Market  
**Kamiah-** Cloniger Harvest Food, Country Patch Gifts  
**Kendrick-** Zoe's Café  
**Kooskia-** Kooskia Herbs and Things, Greenthumb Nursery, Thrift Store  
**Laclede-** Laclede Store  
**Lewiston-** Good Health Inc, Vig's Produce, Carters, Meacham Mills, Lewiston Farmers' Market  
**Moscow-** Pilgrims in the Palouse Mall, Moscow Food Coop, Ottos Produce, Farmers Market  
**Moyie Springs-** Boundary County Farmers' Markets  
**Orofino-** Clearwater Valley Natural Foods  
**Pierce-**Pierce Mini-Mart, Chamber, Food Bank  
**Potlatch-** Fiddler's Ridge Nursery, Northwest Pharmacy  
**Priest River-** Mitchells IGA  
**Pomeroy-** Chamber of Commerce, Food Bank,  
**Rathdrum-**Peaville  
**St. Maries-** Triple X Feeds, Extension Office  
**Sandpoint-** Winter Ridge Foods, Trubys—Yokes  
**Spokane-** Huckleberries, Loriens, Pilgrims Total Health, Rocket Bakeries, Rocket Market, Eat Well  
**Troy-** Troy Farmers' Market  
**Weippe-** Mary Ann's Grocery  
**Winchester-** Winchester Market

## Holistic Management of Invasive Plant Species

*By Linda M. Wilson, PSES,  
Universtiy of Idaho,  
Moscow, ID*

**"The tramps of our flora" - that is what the famous 19<sup>th</sup> century British botanist Sir Joseph Dalton Hooker called the many pernicious weeds of the time. The evolution of weeds from 'plants whose attributes have not yet been discovered' to 'the greatest ecological and environmental threat of our time' is a remarkable transformation ... The popular term for weeds today is 'invasive plant species', recognizing that they are among the many forms of invasive species (fish, snails, insects, toads, birds etc.) that are believed to represent the greatest ecological threat to North America. Invasive plant species are highly adaptable, reproduce prolifically, are highly competitive, and tolerate a wide range of environmental conditions. Weed invasions significantly impair ecological integrity through reduced biodiversity, loss of native plant communities, increased soil erosion, degradation of wildlife habitat, and reduced carrying capacity for domestic and wild ungulates.**

Our approach and opinions about what to do with weeds has also evolved. In the early days following the second world war, the rapidly-developing pesticide industry promised the ultimate solution to problems with weeds in cropland and pastures - and the herbicide boom was born. Rachel Carson's *Silent Spring*, published in 1962, forced an abrupt and collective rethinking of our cavileer attitude toward pesticides in general. Awareness, envi-

ronmental smarts, and an authentic and vital respect for ecology, facilitated the search for alternative technologies to manage pest problems. It helped, of course, that the agricultural industry, not reaping the untold economic benefits they expected with pesticides, began to understand the impact of chronic pesticide use, as weeds and insect pests developed resistance to pesticides, and demanded new and innovative solutions. Today, it is argued, some of the largest crop producers in the country are among the most dedicated practitioners of integrated pest management (IPM).

Whether the canvas is the lawn and garden, the 'back-forty', or in the corn as high as an elephant's eye, weeds are everywhere, and they are here to stay. It is estimated that about 3000 new plant species are either intentionally or accidentally imported into North America each year. These legal and illegal aliens are for the most part innocuous, and many, if not most, perish in short order. Many of our weeds were intentionally introduced - consider the horticulture and nursery industry's global hunt for new species and better varieties to adorn our gardens - many of our most noxious and invasive weeds became renegade after they escaped the pampered confines of our flowerbeds. Examples are cornflower, purple loosestrife, toadflax (wild snapdragon), hawkweed, Dame's rocket, English ivy, Pampas grass, reed canary grass, Russian olive, scotch broom, and Black locust.

Our challenge is to modify our expectations of what we want to achieve with weed management, AND to develop well-planned, well-integrated, "multi-cultural" approaches to how we approach and manage weeds. Eradicating weeds from the landscape is not going to happen; weeds immigrate as permanently as the rest of us. Rather, as we shift our expectations away from one of control to one of management, we can see new possibilities for alternative approaches and alternative outcomes.

The current emphasis on integrated weed management needs to embrace true holism. Holis-

tic weed management is "a strategy that attempts to maintain weeds below damaging levels by using multiple tactics in an ecologically, environmentally, and economically sound manner". The prerequisite to holistic weed management is an in-depth knowledge of ecology - how plants interact with the environment; the soil, the water, the other species in the community. Programs to manage current and future weed problems need to be carefully planned, implemented and evaluated. Approaches such as mowing, burning, reseeding, prevention, judicious use of herbicides, fertilizing, mulching, careful grazing, biological control using natural enemies, nurse cropping, hoeing and digging are all effective and complementary. Committed weed management is a rigorous and long-term undertaking that can be enormously satisfying and rewarding. Managing weeds as we manage the land is a choice - and it is up to each and every one of us to choose. My choice is clear. 🌿





## Inland Northwest Food and Farming Calendar



**Harvesting Clean Energy: Farming for Energy Independence.** February 26-27, Pasco, WA  
[www.harvestcleanenergy.org](http://www.harvestcleanenergy.org)

**Farmer to Consumer: Enhancing the Connection Direct Marketing Conference.** February 27-28.  
7:30 a.m.- 5:00 p.m. both days. Templin's Resort Hotel, Post Falls, Idaho. The focus of this exciting two-day conference is to advance the direct marketing and food processing skills of agricultural producers and professionals. Contact Brooke Davidson at 208-885-7499 or [brooked@uidaho.edu](mailto:brooked@uidaho.edu).

**Pastured Poultry Workshop.** March 22-23. Nampa Civic Center, Nampa, ID. Invited presenters are Jo Robinson, researcher and author of *Why Grassfed is Best* and Herman Beck-Chenoweth, pastured poultry farmer and author of *Free-Range Poultry Production and Marketing*. Information is available from the marketing department of the Idaho Department of Agriculture, 208-332-8535.

**Spokane Country Expo.** March 22-24. Spokane Fair and Expo Center, Spokane, WA. Friday- 12 p.m.- 8 p.m., Saturday- 10 a.m.- 8 p.m., and Sunday- 10 a.m.- 5 p.m. In its third year, the Country Living Expo has doubled in size to offer exhibits and seminars designed specifically for country homeowners, property owners and small-scale growers. While you're there, check out the Rural Roots booth!

**Rural Roots Spring Fling Membership Meeting.** April 6. The NICHE, Coeur d'Alene, ID. 9 a.m.-4 p.m. Cost is \$15 for members and \$20 for non-members. This includes a catered lunch. See article on page 8 of this newsletter. Contact Brooke Davidson at [brooked@uidaho.edu](mailto:brooked@uidaho.edu) or 509-332-8235 for more information.

**The Twentieth National Pesticide Forum, Streams to Schools: Finding Alternatives to Pesticides.** April 26 - 28. Bastyr University, 10 miles north of Seattle, Washington. Topics to be covered include impacts of pesticides on endangered salmon, pesticides and children, organic gardening, least-toxic weed control, genetic engineering, wood preservatives, and much more. <http://www.beyondpesticides.org/main.html>

### Digging Deeper: Sustainable Agriculture Resources

**The Global Banquet. Politics of Food.** An informative and provocative video, looking at globalized, industrialized agriculture and what it does to the environment, local communities and culture, and how it exacerbates world hunger instead of solving it. Produced by Maryknoll Productions. \$19.95 In 2 Parts (25 minutes each). <http://www.maryknoll.org/MALL/VIDEO/vnew.htm>

**Johnny's Selected Seeds Catalog.** This catalog lists information for each species on Culture, Growing seedlings, transplanting, insect pests, harvest and storage - a very valuable ref-

erence for the small acreage farmer! They also have a commercial catalog for bulk purchasing. Call for a catalog (207) 437-4395 or [www.johnnyseeds.com](http://www.johnnyseeds.com)

**Hope's Edge: The Next Diet for a Small Planet by Frances Moore Lappé and Anna Lappé.** In a personal journey of discovery to five continents, the Lappés take on the most puzzling questions of our time: Why, as societies, do we create the very inequalities and devastation of nature that, as individuals, we abhor? Are there paths we each can walk that will, in practical ways, heal our lives and the planet? [www.dietsmallplanet.com](http://www.dietsmallplanet.com)

***Bringing Home the Harvest*** is a quarterly newsletter of Rural Roots: The Inland Northwest Community Food Systems Association.

***Bringing Home the Harvest*** shares the knowledge and experience of people working in community food systems and the opportunities and challenges facing small acreage farmers and market gardeners in the Inland Northwest. In addition to sharing information and resources, ***Bringing Home the Harvest*** helps make connections between producers and consumers in northern Idaho and eastern Washington. It encourages sustainably produced foods, and works to enhance the economic viability of small scale producers and the communities where they live.

Articles for publication and letters to the editors are welcome and must include the name and address of the author. Opinions expressed in the newsletter are those of the individual authors and not necessarily those of Rural Roots.

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