

# Rural Roots



The Inland Northwest Community Food Systems Association  
*Spring 2003* *Volume 5, Number 1*

## Direct Marketing Local Foods to Restaurants

*Note: Members of the Rural Roots staff and the University of Idaho's Sustainable Ag Program attended the College of Southern Idaho's Small Farm Conference in Twin Falls, ID March 27th-29th, 2003. Steven Ludwig gave this speech as part of a Direct Marketing panel session titled "Meeting the Needs of Consumers, Chefs, and Retail".*

Hello, my name is Steven Ludwig. I am the Chef/Owner, along with my wife, of Place restaurant in Ketchum. I would like to begin by thanking Fred and Judy Brossy for inviting me to participate in today's seminar. It is an honor.

My professional restaurant training started when I was 16. My first job, like so many others working in this profession, was as a dishwasher. After graduating college, I soon discovered that I did not care for the 9 to 5 routine. What was I good at? Not a whole lot. I could drink all night and get up for class, but that wasn't going to pay the bills. I had always been a night owl and an amateur cook of sorts, so I enrolled in the Culinary Arts program at Johnson & Wales University



STEPHEN AND BECKY LUDWIG, CHEFS/OWNERS OF PLACE RESTAURANT, KETCHUM ID

in Providence, Rhode Island.

Upon graduating from this institution, I found myself working for a Chef in Keystone, Colorado who told me that he had once trained under Alice Waters in Berkeley, California. I had no idea at that time

who he was talking about. I worked there for seven months, through the winter and saw a lot of specialty produce, but I do not remember hearing of anything being purchased locally.

I moved to Chicago to work for Charlie Trotter. My life changed the minute I walked into his kitchen. Organic, heirloom, local produce. What was he talking about? Culinary school didn't touch on these terms. We learned classical French technique. It was about carrots, celery, onion, butter and cream. I had never seen a purple, or green and yellow tomato. And all the names, my head still spins. Now I was in the game. In trade publications, I read about restaurants everywhere using the freshest produce they could find. The heart of this movement seemed to be in San Francisco.

On to San Francisco we went. My culinary

*(Continued on page 3)*

### What's Growing Inside?

Bookworm Review: Selling Produce to Restaurants . . . . . pg. 2	Green Lessons- Diversifying Your Market & More . . . . . pg. 9
An Inside Peak into the Life of the "Blueberry Man". . . . . pg. 3	Holistic Farming with Tom Kammerzell . . . pg. 10
Chicken Chat. . . . . pg. 5	Mike & Marie Heath- Pioneers in ID Organic Farming . . . . . pg. 11
Cultivating Success Update. . . . . pg. 6	What it Takes to Have a Great Farmers' Market . . . . . pg. 12
Meet Our New Staff Member. . . . . pg. 7	New Online Directory Helps Producers Sell & Consumers Find Farm Fresh Food. . . . . pg. 14
Janie Burns' Farming is a Reflection of Her Life Goals. . . . . pg. 8	Announcements & Updates. . . . . pg. 16
Farmers' Market is a Benefit for Spokane . . . . . pg. 8	Food & Farming Calendar. . . . . pg. 17



*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 sustainable 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.

#### Editors:

Jennifer Farley  
208-883-3462  
jennifer@ruralroots.org

Colette DePhelps Brown  
208-883-3462  
colette@ruralroots.org

Artwork by Leejay Wolfegang  
Junker, 208-765-9730

Visit our Website at  
www.ruralroots.org

#### Rural Roots Staff:

Colette DePhelps Brown, Executive Director; Theresa Beaver, Cultivating Success Program Coordinator; John Potter, NW Direct Research Assistant; Jennifer Farley, Communications Coordinator

#### Rural Roots Board of Directors:

Cathy Weston, Skeeter Lynch, Margaret Gilman, Diane Green

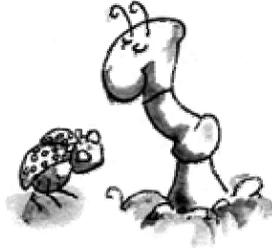


## A Word From the Executive Director

BY COLETTE DEPHELPS BROWN

Spring is definitely here! Tomorrow is my first CSA pick-up from Affinity Farm, located here in Moscow, and I am excited to see what is in my basket! I anticipate tender greens like spinach and lettuce, perhaps a few radishes, a little green garlic or a few green onions and if we are really lucky, some sweet, early carrots. Whatever the bounty, I am sure I'll be pleased!

While we were on the subject of baskets and spring crops, Farmers' Market season has begun and Rural Roots is excited to offer members and others in the region two fun, new ways to find and get to know the Farmers' Markets in our area! The *Idaho and Eastern Washington 2003 Farmers' Market Directory* is hot off the press and available in print and on the web as a .pdf document. In addition to giving the location, days, hours and contact information for each Farmers' Market, Rural Roots' new directory contains detailed market profiles. Each profile includes information like the market's age, percent produce & crafts, products offered, how to sell at



the market, type of management the market employs and much, much more.

To see the directory on-line, go to the [www.ruralroots.org](http://www.ruralroots.org) and click on "find farm fresh food", and then on "farmers' market directory". From there, you can either download the whole directory or individual market profiles. If you are like me, and prefer a hard copy to flip through, Rural Roots members can order a printed, spiral bound copy of the directory for only for \$5.00 (\$7.50 for non-members). Prices include shipping and handling. See pages 12-13 for a list of markets included in the directory and ordering details!

After you check out the Farmers' Market Directory, return to the Rural Roots home page and the "find farm fresh food" drop down menu. Click on "find farm fresh food" and open our **new Farm Fresh Food regional map** listing farms and ranches that direct market sustainable grown products and the farmers' markets, restaurants and other retail outlets where they can be found. While you're on-line, add your own farm or send the URL to a few friends so they can add theirs. More in-

formation on the Farm Fresh Food map can be found on page 14.

By the end of June, when Rural Roots summer newsletter arrives, the Farm Fresh Food map will be more fully populated and we'll have point-of-purchase materials to help customers identify these products in the marketplace! Our first step towards developing **Buy Local Campaigns** will be a focus group in early June to test logos and by-lines with Rural Roots and Moscow Food Co-op members. If you'd like to participate in the focus group, drop us a line. We'll also be sending out invitations to members later this month. (Make sure you RSVP! We will need to know you are coming!)

Between now and then, check your mailbox for Rural Roots' third direct marketing tool - the **2003 Farm Fresh Buying Guide**. Redesigned for easier reading, this year's Guide lists 32 farms and ranches producing sustainable, local products!!



## Bookworm Review...



### *Selling Produce to Restaurants: A Marketing Guide for Small Acreage Growers*, By Diane Green

BY SKEETER LYNCH,  
FULL CIRCLE FARMS

Rural Roots is very happy to announce the availability of an updated Edition of *Selling Produce to Restaurants* by Rural Roots Board member Diane Green. Many of us know of Diane's expertise in the area of selling for markets and her informative and practical workshops given each summer at Green Tree Naturals. Now, Diane has updated her book and offers it to the public for purchase.



In the introduction, Diane states, "This publication is in-

tended to share some of what has been learned and the solutions we've developed at Green Tree Naturals over ten years of selling produce to local restaurants." From this, you can know that her book is filled with Diane and Tom's hard work fashioned into words. *Selling produce to Restaurants* is not a book of theories or conjectures about what might be a solution or way of marketing, it is distilled experiences of Diane and Tom offering all who read it a direct connection to a proven path of success.

Inside you will find topics on tourism economy, establishing

priorities, communications with restaurant owners and chefs, what to grow, pricing, delivering Etiquette, alternative markets, building relationships, and working with caterer and other growers and market surveys. Diane also includes sample letters and surveys to help you get a jumpstart on a professional presentation.

One of the most relevant topics in *Selling Produce to Restaurants* is Diane's discussion about forming a collective of growers to meet demand. "The bottom line is meeting the needs of the consumer," states Diane. And this is truly an ah ha that some folks miss. Some growers will attempt to market to restau-

(Continued on page 4)

## Direct Marketing Local Foods to Restaurants

(Continued from page 1)

tour of duty led me through the kitchens of Hawthorne Lane, Lark Creek Inn, Farallon, and 42 degrees. No matter where I was cooking, the Chefs were using locally produced, organic fruits and vegetables. It was considered a crime, and your restaurant did not last long, if you didn't have this type of product on your menu. So gourmet high-end restaurants in urban markets sought local sustainable farmers to provide for their increasingly seasonal menus. Spago in Los Angeles, Chez Panisse in Berkeley, and the Herbfarm outside of Seattle are a few restaurants whose Chefs have been doing this for years.

So here we are in Idaho. You are not the problem. The problem seems to be that there is not yet enough interest for this type of product from restaurateurs and retailers- specialty produce's natural partners. So how could this change? First you need to educate those in the industry as to why using local sustainable produce and meats makes sense. I believe in this system because throughout my career, I have seen the difference between what local farmers can offer vs. what the produce companies offer. Even when I special order from the produce companies for specific items, which is what we do all the time during the winter months, there is a toll the food takes as it makes its way up from the L.A. market. Who picked my food? When was it picked? How was it loaded onto

the truck? Was proper temperature maintained? Now it passes through the hands of the produce company. What do they

**"Farmers can grow their business by educating non-participating restaurants and showing Chefs what their clientele probably already realize about the advantages of buying locally."**

do with it? Do they misplace it? By the time it reaches my back door, countless people have effected the freshness and integrity of my produce. Or in other words, my money. This is how we spent our critical first winter in business. Constantly phoning the produce companies to return items meant voids on our menu that were difficult to anticipate and even harder to resolve. We were even told by a certain produce company not to call anymore.

Enter Mike Burton from the Sawtooth Botanical Garden. He

was our first local contact, and near the end of our first winter, he was able to supply us with field greens for the restaurant.

How did we meet? We openly complained about our below av-

erage produce around the restaurant. One of our wait staff said he knew this guy who could supply us with greens. "Call him now!"

Then, enter Fred and Judy Brossy with green and white asparagus. Mike Burton gave us their names and our restaurant has not been the same since.

The greatest asset farmers have is the one-on-one, in person sales pitch to whomever the purchaser is. Do some homework before you go knocking on doors.

(Continued on page 4)



## An Inside Peak into the Life of the "Blueberry Man"

BY JOHN POTTER, NORTHWEST  
DIRECT RESEARCH ASSISTANT

Note: Riley Creek Farm is a Northwest  
Direct Case Study Farm

Stan Urmann, also known as Mr. Riley or The Blueberry Man lives in Laclede, Idaho on his 8 acre blueberry farm. Riley Creek Farm was founded by Stan and his family in 1994 after having spent 15 years as a coach and high school teaching in California. Why the big change? "Towards the end of my teaching career I was spending 5% of my time teaching and 95% of my time coaching, and I was beginning to get burnt out. As a young teacher I had a lot of colleagues who were burnt out on teaching, but they still continued to do it. I promised myself that if I ever got like that I would have the good sense to do something else, so that's what I did."

Before Stan and his family moved to Northern Idaho, Stan already had his plan together. "I wanted to do blueberries. I knew the qualities I was looking for in the layout of the property and the soil content needed for

them. I found the land that we have now and it met the standards that I was looking for. So, I cashed out my retirement and we bought it."

Stan planted his blueberry bushes in 1994, and his first crop from those bushes came in 1997. It wasn't a very big crop, but like most new farmers he wasn't quite sure how to deal with it. "We sold our first crop mainly at the Sandpoint and Kootenai County Farmers' Market and not with great success. We froze what we didn't sell and made jam and syrup. We didn't get all the berries picked from the first crop because of lack of pickers."

Stan now sells his blueberries through two basic outlets, direct to consumer and direct to retail. His direct to consumer outlets include the Sandpoint Farmers' Market, on-farm and u-pick sales. His most substantial direct to retail outlets consist of the Super 1 Food stores in Spokane and Couer d' Alene, and Yokes in Sandpoint. While all of Stan's direct to retail markets account for more than 53% of his total revenue they



STAN TEACHING A CLASS ON DIRECT MARKETING

contribute less than 37% of his net profit. "I spend more than 50% of my work week preparing, delivering and invoicing my direct to retail berries," he says.

His direct to consumer markets, however, are much more profitable and less time consuming. "My only real time commitment with my direct to consumer blueberries are tied up in the Saturday morning farmers' markets, but I only bring enough berries to keep me out there for a couple of hours." Most people would consider this to be a poor business strategy, but Stan sees it another way. "I didn't get into

farming to become rich. For me farming was a lifestyle decision. Sure I could bring more berries to the Saturday farmers' market and spend less time with my family, but that's not a sacrifice I'm willing to make."

After speaking with Stan for only a short while, it becomes clear that the decision to start farming was one rooted in improving his quality of life, not in making a fortune. "Each year my direct to consumer marketing avenues bring in a larger percentage of net income to the farm. I spend half as much time

(Continued on page 7)

## Direct Marketing Local Foods to Restaurants

(Continued from page 3)

Locate a few restaurants that you feel might be interested in purchasing locally. Acquire copies of their menus to find out what type of produce they are using. All restaurants sell salads. Bring your wares to the restaurants and show them to the Chef. Make sure they are items you are capable of selling in fairly large quantities. Know their hours of operation:

whether they serve lunch, dinner, or both. And, don't come during these times. If an appointment with the Chef is somehow not an option, use caution when appearing in someone's kitchen close to service. Kitchens are hectic places, especially in the final hour of set-up. Again, you are building a relationship, and you want it to start right. When the Chef sees your produce you should have a pretty good idea right then whether he or she is interested. The superior product always wins.

Tell the Chef that this is just an example of what you can grow. Ask the Chef what he would like to have grown for him. Remind him that he is buying direct, there is no middleman, there is a much shorter time from field

to plate, and he will now know exactly where his food is coming from. Also, for smaller restaurants like ours, the Chef can buy in much lower volumes than through a produce company. Goods that have a longer shelf life are goods that decrease waste.

Waste is money in the garbage. Also, all the farmers that I have ever dealt with give much better service than an impersonal produce company. You need to be dependable, convenient, and available.

All of this, though, is about perceived value. Chefs want to know that these products are not only better quality, but they need to see their cost-effectiveness as well. For example, our greens may cost more per pound to us, but we make up the cost by having product

that has a longer shelf-life, less waste, and the absence of hassle a chef can experience dealing with out-of-state growers. Their produce will show up wilted and/or dead on a regular basis. When this happens there is a void to resolve on the menu, not to mention haggling with the produce company for credit. We confidently pass our higher food costs on to our diners with the understanding and their trust that we are providing them raw ingredients without parallel. We've discovered that the diner cares as much as we

while not having to do it all alone. This approach can ensure greater supply while demand grows.

*Selling Produce to Restaurants* is a great resource for folks who are wanting to sell non-produce items too. The principals of quality, professionalism, preparedness and supplying the demand all applies to what ever product you offer. This little green book is one not to be missed. Reading it is a pleasure, and the knowledge packed between its covers will serve the beginner as well as the seasoned seller.

do where his food comes from. We personalize items on the menu, listing the item's pedigree, and the more specific we are, the better response we

"I am grateful for the relationships I have cultivated with local farmers."

have received from our guests. They ask, "Who's Fred? Who's Judy? Who's Chrissy?" We are able to create a relationship between our clients and the farmers we use. The guests understand the difference in the quality level of the produce, and our menu credits the people responsible.

Growers need to create a higher visibility in the marketplace. Certainly in the Sun Valley marketplace and more and more in the Boise area, the consumer is well-traveled, upper-middle- to upper-class and has already learned from restaurants or farmers' markets in their urban home-city to demand the best at retail. You benefit in the same way we do in that our consumer is increasingly savvy about food and wine; they do not typically show price resistance to specialty produce and meats. Not every Chef has had the benefit of working in environments which understand and advocate local sustainable farming. Farmers can grow their business by educating non-participating restaurants and showing Chefs what their clientele probably already realizes about the advantages of buying

locally. These restaurants need to be presented with a unified local option. Local growers are more viable to a restaurant when viewed as a group, thus offering a wider assortment of produce. At Place, we have found direct mailing to a targeted mailing list to be highly effective in reaching both new and existing clientele. Some type of print media, which puts a face and character to the people and products you want to sell, would be a terrific first step in reaching a broad restaurant/retail market. We have found great success with mailers that let the public see the personality of our restaurant; thereby reaching customers on an emotional level and involving them with what's special about Place.

I am grateful for the relationships I have cultivated with local farmers. I believe that it is one of the main factors in our customers' opinion that our food is consistently the best in the Valley. With the advent of the greenhouse grant, being able to buy from my local purveyors year-round is certainly one of the ways we are able to continue to offer the kind of highly seasonal menu typical of our big-city backgrounds, even here in Idaho.

Good luck creating your new relationships with other area Chefs, I'm going to miss the days of being the only Chef at the Ketchum farmers' market- now I'll have to share!

*Place Restaurant is located in Sun Valley's Knob Hill Inn Relais and Chateaux, 960 North Main Street, Ketchum, Idaho.*

## Bookworm Review...

(Continued from page 2)

ranters and chefs and believe they can supply all that they could ask for. But what happens if the beans blight, or the lettuce limps from frost?? That one grower is unable to supply those items and may lose the contract. The Greentree Naturals approach is about working with other growers, being able to supply the needs of your market

Take a tip from the bookworm, *Selling Produce to Restaurants* will enlighten and support seeds of possibility for your markets.

**To purchase copies of *Selling Produce to Restaurants*, contact:**

Greentree Naturals  
2003 Rapid Lightening Road  
Sandpoint, Idaho 83864  
(208) 263-8957  
greentree@coldreams.com  
www.greentreenaturals.com





## Chicken Chat...

BY SKEETER LYNCH,  
FULL CIRCLE FARMS



Calling all pastured and free-range poultry producers!

Welcome to Idaho's new poultry association; The Idaho Pastured Poultry Association. Better

known as IPPA.

The group was initiated and supported by several Idaho Organic Alliance and Rural Root members as well as interested producers. The Idaho Pastured Poultry Association is based in Boise and they held their first meeting March 15<sup>th</sup>, 2003 in Caldwell. Even though most of the current members are in southern Idaho, we northerners can join in and actively participate in our own communities.

Here is a bit more about IPPA from its current chair of the Leadership Team...

The Idaho Pastured Poultry As-

sociation will be a project of the Idaho Organic Alliance. The association will benefit from IOA's structure and status as a non-profit. Those joining IPPA will also join IOA. IPPA dues will go to support IPPA administrative and member benefits, including newsletters and education opportunities. IPPA will have its own Leadership Team and meetings.

### IPPA's Goals:

- \* Advocate for pastured poultry business in Idaho.
- \* Provide education for growers and outreach to Idaho communities about pastured poultry.

### IPPA's Focus and Objectives:

#### 1. Processing & Regulations

Investigate processing requirements, organize support for local facilities, lay the groundwork for local growers to obtain access to state-of-the-art processing facilities that are within reasonable distances, and propose or support regulation that facilitates the sale of pasture poultry products in Idaho.

#### 2. Quality Control

Draft guidelines on production requirements to assure high quality and safety to customers, including measures such as self or

third party inspections.

#### 3. Marketing

Investigate marketing opportunities for pastured poultry products. Identify strategies for a marketing campaign including product quality and local availability.

#### 4. Education

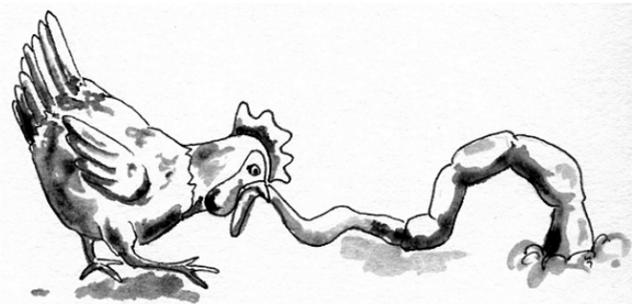
Develop basic education programs for new growers, develop continuing education programs for established growers build a virtual library/clearing house for information about pastured poultry production, process and marketing, establish an on-line forum for idea and knowledge exchange for growers, develop material for print and on-line consumer education.

#### 5. Feed, Stock and Equipment

Investigate the availability of certified organic feeds, housing equipment and the availability of poultry stock that meet the year round needs of pastured poultry growers. Working committees have been established to work on each of these areas.

#### For more information and membership application contact:

IPPA  
Janie Burns  
Meadowlark Farm  
9904 Southside  
Nampa, Idaho 836867-9481  
medowlrk@velocity.net  
(208) 466-4806



## Sustainable Food Systems Intensive Field Course - Aug. 6-13

- **Want to learn by visiting with farmers & related professionals?**
- **Want a class outside the traditional classroom?**
  - **Interested in sustainability?**

This course will emphasize field analyses of several examples each of several different agricultural businesses. **We will spend our days visiting farms, processing facilities, and marketing venues.** Most evenings will consist of large or small group discussions related to the day's activities.

**Students will be active participants in the experience,** and will have primary responsibility for making observations and gathering information related to the economic, environmental, and social aspects of the different enterprises, along with the technical aspects of food production (or marketing) at each site. Students will be responsible for tying together their observations and conclusions in interactive oral presentations with the rest of the class, as well as by preparing 2 written documents. Students will be required to do readings and one short assignment prior to start of the course, and participate in a Fall follow-up session.

**Student Quote from a similar course in Iowa:** ...*"the Field Course was an amazing experience. The class tied together a lot of the material taught in my traditional classes, answered several questions, and raised even more."*

**As part of the Cultivating Success Program, this course is open to WA and ID students & community members for Continuing Education Units (CEUs) and Academic Credits**

3 credits - Soils 499, Sec 2 - Fall 2003

If you are interested, or even think you may become interested, contact Cathy Perillo (cperillo@wsu.edu, 509-335-2851, WSU-Pullman) or Theresa Beaver (cultivatesuccess@uidaho.edu, 208-885-7787, Rural Roots/UI)

## Digging Deeper: Resources for Free Range and Pastured Poultry

APPPA (American Pastured Poultry Producers Association)  
P.O. Box 1024  
Chippewa Falls, WI 54729  
(715) 667-5501

Aaron Silverman  
Greener Pastures Poultry  
88741 Torrence Road  
Noti, OR 97461-9703  
(541) 935-7952

Growers Discount Labels  
(800) 693-1572  
growersdiscountlabels@tds.net

Ferris Fencing  
Poultry Fencing  
(800) 665-3307  
www.ferrisfencing.com

Egg Carton.Com  
www.eggcartons.com

Free Range Poultry  
www.freerangepoultry.com

Pastured Poultry List Serve  
DayRangePoultry  
www.egroups.com

SYNALAF: The National Organization for Label Rouge Poultry  
www.synalaf.com/english/index.htm

# 2003 On-farm Workshops



**Greentree Naturals** is dedicated to promoting organic, sustainable agriculture by providing gardeners and small acreage farmers with the information and skills needed to have a bountiful harvest. Their goal is to cultivate awareness and understanding of organic gardening by providing on-farm workshops and seminars. They believe that the more people that plant organic gardens and make an effort to be more sustainable in their lifestyles, the better! They can help you grow!

## Greentree Naturals Certified Organic Farm

Workshops scheduled *every other Monday* from 10:00 a.m. to 12:30 p.m. during the summer season beginning May 26- August 4. Sessions will cover all aspects of organic production and management practices that restore, maintain and enhance ecological harmony in a rural farm and garden setting. *Additional seminars will be held on weekends throughout the summer season. Call Greentree Naturals for information and to be placed on their workshop mailing list!*

- ◆ **May 26** - Planning the garden: preparing the soil for planting; direct seeding & transplanting; companion planting; intercropping & crop rotation; planning for succession planting.
- ◆ **June 9** - Fertilizing organically: fertile soil is the first step in increasing yields and natural pest control; assessing soil health, organic amendments, compost, manures, organic matter and foliar feeding.
- ◆ **June 23** - Natural weed control; mulch management; organic mulches
- ◆ **July 7** - Pest management: assess pro-active control practices, identification, natural pest formulas, catch-cropping and plant-pest relationships for natural pest control.
- ◆ **July 21** - Harvesting the bounty: techniques for optimum yields for vegetables, herbs, cut flowers and post harvest handling.
- ◆ **August 4** - Seed Saving: By saving seed from your garden, you can produce plants best suited to your specific site and micro-climate; selection, hand pollination, cleaning and seed storage.

For more information contact Greentree Naturals at (208)263-8957 or  
greentree@coldreams.com  
Diane Green 2003 Rapid Lightning Road, Sandpoint, Idaho 83864

**Class size is limited. Pre-Registration is required!** Sign up for all six sessions for \$125.00 or pick and choose for individual workshops for \$25.00 per session. Rural Roots members receive a 20% discount. Workshops are held at Greentree Naturals, located twelve miles northeast of Sandpoint. Workshops include handout materials. Workshops are approved by the Idaho State Department of Ag for Organic Certification Educational Credits. For registration, directions & more information, please contact us! We wish you a bountiful gardening season!



## Cultivating Pays Off! *Cultivating Success Update*

BY THERESA BEAVER,  
CULTIVATING SUCCESS COORDINATOR

The seeds of the Cultivating Success Program, first planted in early 2001, have produced a bumper crop. Already we've had 117 students in the program! Word is spreading, calls are coming in, and Cultivating Success is growing!

As many of you know by now, The Cultivating Success Program is the "short name" for the Sustainable Small Acreage Farming and Ranching Community-Based Education Program that Rural Roots is collaboratively working on with UI and WSU. Together we are developing a certificate option in Sustainable Small Acreage Farming and Ranching. With the growth and evolution of the program, we have added more course choices, giving students more options and flexibility within the certificate.

Continuing with our innovative program, a new week long immersion field course in Sustainable Food Systems will be offered in August. This course will travel throughout central and southwest Washington visiting farms, dairies, processing plants and marketing facilities, and other 'steps' important in our food production/marketing systems. The course will be of interest to anyone interested in farming or food production who wants to understand all the challenges and opportunities that await you.

This fall, for those of you in Northern Idaho, the Sustainable Small Acreage Farming and Ranching course will be available at the Bonner County Extension Office in Sandpoint. It will also be available in Twin Falls, as well as the ongoing locations of Moscow and Puyallup.

As usual, we welcome your input and inquiries about the program. Contact me, Theresa Beaver, Program Coordinator, at [cultivatesuccess@ruralroots.org](mailto:cultivatesuccess@ruralroots.org) or (208) 885-7787.



## Cultivating Success Advisory Team

### Washington State University

Al Kowitz  
Stevens Co. Cooperative Extension  
985 South Elm, Suite A  
Colville, WA 99114-9638  
509-684-2588  
[akowitz@wsu.edu](mailto:akowitz@wsu.edu)

Marcy Ostrom  
CSANR  
7612 Pioneer Way E  
Puyallup, WA 98371-4998  
253-445-4514  
[mrostrom@wsu.edu](mailto:mrostrom@wsu.edu)

David Muehleisen  
CSANR  
7612 Pioneer Way E  
Puyallup, WA 98371-4998  
253-445-4597  
[muehleisen@wsu.edu](mailto:muehleisen@wsu.edu)

Brad Gaolach  
King Co. Coop Extension  
919 SW Grady Way, S. 120  
Renton, WA 98055-2980  
206-205-3135  
[gaolach@wsu.edu](mailto:gaolach@wsu.edu)

### Spokane Community College

Bob Peregoy  
1810 N. Greene Street  
Spokane, WA 99217-5399  
509-533-7258  
[bperegoy@scc.spokane.cc.wa.us](mailto:bperegoy@scc.spokane.cc.wa.us)

Cindy Deffe  
1810 N. Greene Street  
Spokane, WA 99217-5399  
509-533-72  
[cdeffe@scc.spokane.cc.wa.us](mailto:cdeffe@scc.spokane.cc.wa.us)

### Yakima Valley Community College

Greg Gillespie  
P O Box 1647  
Yakima, WA 98907-1647  
509-574-4784  
[ggillespie@yvcc.cc.wa.us](mailto:ggillespie@yvcc.cc.wa.us)

### North Idaho College

Cindy Jordan  
SBDC - NIC  
1000 W. Garden Avenue  
Coeur D'Alene, ID  
208-769-7864  
[cmjordan@nic.edu](mailto:cmjordan@nic.edu)

### University of Idaho

Jo Ann Robbins  
Jerome Co. Cooperative Extension  
300 N. Lincoln, Suite 111  
Jerome, ID 83338-2344  
208-324-7578  
[jrobbins@uidaho.edu](mailto:jrobbins@uidaho.edu)

Bob Wilson  
Bonner Co. Cooperative Extension  
4425 N. Boyer Avenue  
Sandpoint, ID 83864  
208-263-8511  
[rwilson@uidaho.edu](mailto:rwilson@uidaho.edu)

Sarah Schumaker  
Boundary Co. Cooperative Extension  
P O Box 267  
Bonners Ferry, ID 83805  
208-267-3235  
[sarahs@uidaho.edu](mailto:sarahs@uidaho.edu)

### College of Southern Idaho

Rick Parker  
315 Falls Avenue  
Twin Falls, ID 83303  
208-733-9554-2402  
[ricpar@pmt.org](mailto:ricpar@pmt.org)



## Meet Our New Staff Member Jennifer Farley!

BY JENNIFER FARLEY, COMMUNICATIONS COORDINATOR

Hi! My name is Jennifer Farley, and I am the new Communications Coordinator for Rural Roots. Since moving from Des Moines, Iowa at the age of 4, I've spent most of my life growing up in Denver, Colorado. Last Spring, I graduated with a BA at Colorado State University in the Anthropology Program with a certificate in the Environmental Affairs Interdisciplinary Program.

My interest in sustainability is not recent. As a daughter of two "environmentalist" parents from rural communities in Iowa, the values of sustainable living and supporting local agriculture and businesses were ingrained in my everyday life. Yet, I wasn't quite aware of this until I left home and had to begin buying my own groceries! My interest in sustainability increased even more after working a couple of field seasons as a Biological Sci-

ence Technician for the US Environmental Protection Agency and Bandelier National Monument. Through my work experience and education in Environmental Studies, I was able to gain valuable experience in sustainable issues, particularly how occasional disturbance, whether by flood or fire, can help assist in sustainable and healthy environments.

While working as a Biological Science Technician (Fire Effects Monitor), I had the opportunity to serve as a National Park Service Fire Information Officer for the 2002 fire season. As a fire information officer, I was responsible for writing press releases, connecting with media, coordinating and

planning media and community meetings, answering fire hotline phones, and assembling articles



MANI & JENNIFER AT MOSCOW MOUNTAIN

Pullman area? I'm here for a couple of reasons. One, my boyfriend moved out here for a job as a Restoration Biologist at the Nez Perce Reservation, so I naturally want to be near him. And, two, I haven't explored very much of the Northwest and have a quite an appetite for travel and adventure. I'm enjoying exploring the different and beautiful Inland Northwest landscapes and meeting many friendly people.

As the Rural Roots' Communication Coordinator, I hope to further develop my communications and public relations skills while working with sustainable and local agriculture. I am delighted to be a part of the Rural Roots staff and look forward to playing a role in promoting healthy, community-based, and sustainable food systems in the Inland Northwest. I look forward to meeting many of you!



So, you are probably wondering how I ended up in the Moscow-

## "Blueberry Man"

(Continued from page 3)

working in my direct to consumer avenues then I do in my direct to retail markets... and the profit margin is twice as big."

How does Stan's direct to consumer strategies relate to his quality of life goals? "Last year the farm made nearly as much money as my wife did teaching. I would like her to be able to move to a half time position and eventually quit teaching all together, and my direct to consumer avenues are getting us closer to that goal each year."



As for his long term farm goals, "I would like to eventually phase out all of my direct to retail selling. It is very time consuming and it keeps me away from the farm, which is where I want to be. Ideally I would like all of my sales to come from u-pick sales, but I will always have to do on-farm sales and some value added." To help make this goal a reality, Stan has added a small orchard and some black and red raspberries.

I left my interview with Stan Urmann feeling very hopeful about the future of local food systems. If there is an ideal model for selling locally, it is the one being developed day in and day out at Riley Creek Blueberry Farm. After meeting Stan you have no choice but to appreciate his sense of family values, his eye for detail, and the long range vision of his farming enterprise.... No matter if you call him Stan, Mr. Riley, or the Blueberry man.



## Call For Grant Proposals

### Western Sustainable Agriculture Research & Education

Western SARE, Utah State University, 4865 Old Main Hill, Logan, Utah 84322-4865  
wsare@mendel.usu.edu

The Western Sustainable Agriculture Research and Education Program invites proposals for its 2003-2004 competitive grants program

Areas of funding are:

- 1) Research & Education, pre-proposal due June 9, 2003
- 2) Farmer/Rancher (includes marketing systems & organic systems) due Oct. 1, 2003
- 3) Ag Professional + Producer due Oct. 1, 2003
- 4) Professional Development due Oct. 15, 2003.  
Calls can be found at <http://wsare.usu.edu>.  
Persons with disabilities or without internet access may call Western SARE at (435) 797-2257.



## Janie Burns' Farming is a Reflection of Her Life Goals

BY JOHN POTTER,  
NORTHWEST DIRECT RESEARCH  
ASSISTANT

Note: Meadowlark Farm is a Northwest Direct Case Study Farm

Meadowlark Farm is located on 8 acres in the agricultural land of the Snake River Plain, on the edge of urban Nampa. The land is certified organic and the owner operator of the farm, Janie Burns, wouldn't have it any other way, "I believe that it's the right thing to do," she says. Meadowlark Farm's primary enterprise is lamb, but it is

diversified with poultry, eggs, sausage, and some vegetables. She grazes the sheep with help from her neighbors who let the sheep roam on their combined 8 acres of land in exchange for the weed control that they provide. But her hold on the land is tenuous, due to the encroachment of the Nampa suburbs.

Janie has been farming organically since 1989. She first started on a quarter acre of land that was "superb bottom creek land" out in the hills surrounding the Treasure Valley.



JANIE BURNS

"I really didn't know much of anything about farming even though I came from a farming family." Janie planted her first crop in the spring of 1989, and right at the moment her first crop of vegetables were ready to be harvested it occurred to her that she needed to find

somewhere to sell them. Luckily enough the Downtown Boise Farmers' Market opened that same year.

The morning of her first farmers' market Janie got up and loaded her produce into Styro-foam coolers. On her way to the market she

stopped at the local Albertson's to get an idea about how to present her produce and how to price it. Janie arrived at the market, unloaded her truck and set up shop. "I really had no idea what I was doing, but surprisingly, I sold everything and I made \$37 dollars! I was just thrilled to pieces!"

What kept her coming back to the market? It wasn't her success on the first day, but rather what happened the next weekend at the market. "The thing that attracted and trapped me

into this profession was the comments I received from people who came back to me that second weekend. When they told me that my lettuce was the best lettuce they had ever eaten, I was hooked." After that Janie kept returning to the market with more and more produce, but more importantly she says, "I started listening to what people said they wanted."

Nowadays, Janie still sells at the Boise's Capital City Public Market, but her specialty is Lamb meat, sausage, poultry and eggs. Why the switch from produce to lamb? Janie says it was a transition that stemmed from what she saw going on in the marketplace. "People were asking for it and nobody was doing it," says Janie. "Anyone can do vegetables, but growing animals is a little bit different. Animals are a year round responsibility, and that's not something that everyone is willing to take on. To be responsible for the life of another creature is something special."

How did this transition relate with Janie's life goals? She will tell you that it had a positive effect. "I wanted my farming enterprise to be a reflection of my life goals. With produce you spend everyday from sunrise to sunset out tending your crops. With livestock however, I can spread my workload out pretty evenly over the entire year. Besides," says Janie, "I really

don't care much for hoeing green beans all summer long."

What about Janie's farm goals? "My farm goal is to break even. I have no illusions of a big IRA, but I would like the farm to pay for itself. The good news is that like most farmers, I have off farm income. To make a real living with one person farming is very difficult."

When you ask about Janie's personal goals as a farmer, there is no hesitation in her reply. "My personal goals are to eat as well as I possibly can and to enhance my health through both the work that I do and the food that I make. I live very easily with myself. I wake up every morning being hopeful, knowing that I'm helping to do my little part in making a better world. This is the foundation of where I'm at. Looking at making profits, doing this or that is an additional benefit of farming."

What about the physical aspect of farming? "I eat very well, I have access to fresh air, and I'm doing work that gives me physical exercise. I hope to be in good health until I'm 90, and I have to think that everything that I do today contributes to that goal, and hopefully in my old age I will continue to enjoy the lifestyle that I've chosen today."

We are all grateful for the work that you do.

## Farmers' Market is a Benefit for Spokane

SUBMITTED BY THE SPOKANE  
FARMERS' MARKET

"The greatest thing about the market is the part it plays in the community," says Steve Smoot, board member of the Spokane Farmers' Market Association. "It is really succeeding in bringing opportunities for family farmers and nutrition for local residents."

Now starting in its fifth season at the same location, the Spokane Farmers' Market the market is operated by an association of farmers committed to the direct marketing of their produce to the Spokane public. Nutrition programs for low-income Spokane residents have been an important feature of the market since 2000. Initially the program served only nutri-

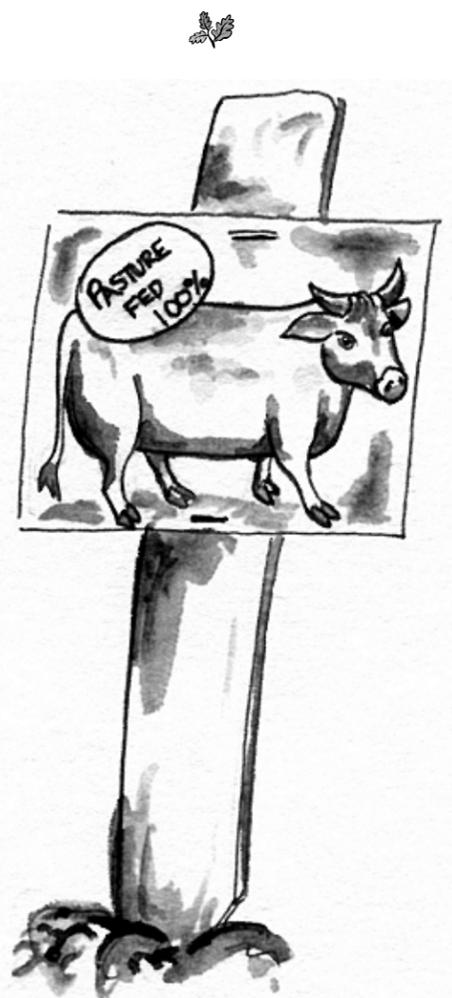
tionally at-risk mothers and children by helping them learn about good nutrition and by providing them the financial resources to purchase fruits and vegetables. Last year, the Spokane Farmers' Market Senior Nutrition Program was added. By gaining federal and state funding for senior citizens, a small, locally funded nutrition program grew from about \$3,000 in food sales to \$14,000 in 2002. For 2003, Aging and Disability Services Administration of Washington State has allocated \$35,800 for the seniors.

"This program provides an excellent opportunity for low-income people in Spokane to enjoy quality produce and for the market to reach more consumers," Steve says. "Not everyone

feels they can afford fresh fruits and vegetables. Programs like this allow everyone to benefit from the market."

Program growth indicates how a successful effort to serve the needs of an at-risk population can result in growing opportunities for local producers. The direct marketing farmers were pleased to partner with the agencies and community organizations in developing a broader customer base last year and they are looking forward to welcoming even greater numbers of folks who can benefit from this win-win opportunity this season.

Spokane Farmers' Market Association, P.O. Box 7424  
Spokane, WA 99207  
Spokanefarmersmarket.com  
steveshome@juno.com  
509-487-6432





## Green Lessons- Diversifying Your Market & More

BY JOHN POTTER,  
NORTHWEST DIRECT RESEARCH  
ASSISTANT

Note: Greentree Naturals is a Northwest Direct Case Study Farm

Diane Green lives on her 12 acre farm, Greentree Naturals, just north of Sandpoint, Idaho. "I first saw this land when I was working in Sandpoint for the Forest Service. It caught my attention because it had a great view and a south facing slope- two very important qualities. I came here as a caretaker for this land and I bought it 3 years later." That was 16 years ago.

Since then Diane and her husband Thom have made a lot of improvements to the land. They started gardening on the same land that had been farmed 50 years ago and had been in fallow for the past 25 years. Once they were in production they slowly added more garden area for their farming enterprise. "My husband became a full time member of the family farm about 3 years ago. He has really been working hard since then, developing additional farming land and helping out with all aspects of the increased production. I'm truly thankful for the work that he does.... it would take 3 or 4 people to do the work that he does by himself."

Diane has a diversified farm operation but the most sophisticated part of her operation isn't how she grows, it is how she

markets what she grows. She started selling crafts in 1987 at the Sandpoint Farmers' Market but she quickly moved into selling only produce and flowers within the first couple of years. "Once my garden started going full time I didn't have any time left for crafts, so they were quickly phased out." Diane also offers a CSA (Community Support Agriculture) where people reserve a share of her production in the early spring, and once her garden gets going she delivers fresh produce to their doorstep once a week for 16+ weeks. "The CSA really helps out financially, its money that comes in early in the year. My largest expenses are in the early spring and the CSA helps to cover them."

Diane is also known for her restaurant sales market. It isn't the largest avenue for her, but it is still significant in terms of volume and sales. Her restaurant sales have been fairly steady for the last ten years, but she has concerns that the gloomy economy may keep her sales down. When asked about her sales for 2003 she replies, "it is hard to tell where sales will be in the restaurant market. Several of the restaurants that I was selling to last year are now out of business. For the first time since I've been selling to restaurants I'm not sure where those sales will be for the upcoming season." This worries Diane a bit, but she is fairly certain that she will be able to make up for any reduction in restaurant sales through her CSA and the Sandpoint Farmers' Market.

Aside from the growing and selling of produce Diane also has a couple other ways of generating money for the farm. The first is through the sales of her booklet "Selling Produce to Restaurants." She has just recently re-written her booklet, but the first version of it sold through-



DIANE GREEN AND THOM  
SADOSKI

out the nation on a small scale. Her other revenue streams include consulting, conference speaking, teaching and on-farm workshops.

On-farm teaching and workshops are a passion for Diane. "I enjoy teaching people how to grow." Her on-farm workshops cover a variety of subjects. Diane offers workshops on all aspects of organic gardening including planning the garden, fertilizing organically, natural weed control, natural pest management, harvesting the bounty, and seed saving. She also speaks on selling to restaurants, small farm marketing and season extension strategies.

Diane has also created an on-farm apprenticeship program at Greentree Naturals. Currently Diane brings 1 or 2 apprentices onto her farm each summer to give them an opportunity to gain hands on experience working on the farm. It provides benefits to both parties, the students learn about farm management and direct marketing techniques. In return Diane gets 20 hours a week of volunteer labor.

As for Diane's long term goals, she would like to open a farm school that would accommodate more than just 1 or 2 students. This would allow her to focus on her passion for teaching- while still providing garden fresh food to the community of Sandpoint. Her financial goal is to have her land and home paid off with in the next 15 years, before turning 65.

When you ask Diane about her personal goals, you will find that she is living exactly the way that she wants to. "If I won the lottery tomorrow, you would find me the day after doing exactly what I'm doing now. In my youth I traveled a lot. I've seen most of the United States- because of that I can honestly say that there is no place that I would rather be."

The community of Sandpoint wouldn't want you to be anywhere else.



### Northwest Direct Advisory Committee

**Mike Heath**  
H & H Farms  
Buhl, ID  
mmheath1@mindspring.com

**Deloris Jungert-Davisson**  
Veggies, Inc.  
Clarkston, WA  
veggies@cablone.net

**Kate Painter**  
Paradise Fibers  
Colfax, WA  
spinning@colfax.com

**Stan Urmann**  
Riley Creek Blueberry Farm  
Laclede, ID  
urmann@nidlink.com



DIANE AT THE FARMERS' MARKET AT SANDPOINT





## Holistic Farming with Tom Kammerzell

BY SKEETER LYNCH, FULL  
CIRCLE FARMS

Tom Kammerzell, his wife Cheryl, and family, lovingly care for and raise 60 head of Heirloom Highland Cattle on their farm, Maple K Ranch. Located in Wilcox, a 'suburb' of Colfax in Eastern Washington, the farm has been in the Kammerzell family since 1936. The Highland Cattle operation has been family owned and operated since 1995. The Kammerzell's sell locker beef, as well as starter Highland stock to many loyal customers in Washington State, including Seattle.



MAPLE K RANCH

### How did he get started?

Tom started with a cow calf operation. He also worked with the larger cattle outfits in the Midwest building and managing feedlots there. Soon realizing that he did not agree with way the large companies managed the business of meat, he knew there was a better, more humane way to work with cattle. He left the Midwest and returned to his roots in search of his dream. He saw his first Highland at a regional fair, and it was love at first sight. The Highland breed had everything he was looking for. The Scottish breeds are foragers rather than grazers, and are well suited to pasture management. The Highlands are extremely hardy and true to their breeding, retaining nearly all of their original heirloom ancestral traits. Tom also admired their high IQ and easy-going temperament. Tom likes to comment that the Highlands are "easy on the eye and easy on the taste bud." The Highland meat is low in cholesterol, lean, and is similar to elk or venison.

### What type of Land and Health Management do they use?

The Kammerzell's utilize holistic management systems that include:

- Free range pasture from

April to November

- Carefully managed pasture by foraging rotations
- Soil building with compost and hay mulch
- Strategic tree plantings that offer filter strip of grass and tree to minimize soil erosion while providing shade for the cattle in summer

Cattle health care is minimal due to the hardiness of the breed and their general good health. Feeding on quality grasses with access to lots of sunshine allows little or no use of medications.

### How about Marketing?

The Kammerzell marketing strategy is easily summed up in a couple of words... Consistent Quality and Repeat Customers. This

may seem simple, but as Tom says, "raising the cattle is the easy part." "To get quality on your plate, you must have quality at the producers end and the processor's." You can have the very best care and management of the cattle, do your very best and still end up with a poor product if the processing is not done right. All the work and effort you put into the beef will not show itself without a processor that is equally committed to quality and care in processing your livestock. Tom would rather his customers have high quality stew meat than a poor quality steak. For the Kammerzell's, their priority is the quality. And this keeps the customers coming back.

The Kammerzell's do all their own marketing. They seek out fairs and shows to display their brochures and literally take their product education on the road. It's a full time job just marketing, but it does get easier when you have repeat customers as your base. "We survive on our return customers."

The other part of Tom's marketing ethic is keeping the dollars spent in his community. He shared with me that every dollar spent in a community turns over 5 times. The Kammerzell's believe in creating economic development where they live by



KAMMERZELL'S HIGHLAND CATTLE

keeping their business local. For Tom and his local processor, Tom, of Garfield meats, this idea of keeping the dollars local is working quite well! It seems there needs to be a good working relationship between the producers and his processor in order to get consistent quality meat. Tom is always asking for feedback on how to improve his product and takes good advice to heart.

### Words of Experience for others?



TOM & CHERYL KAMMERZELL

I asked Tom about any words of wisdom he might share with others who are thinking about a small farm livestock endeavor. Here is what he offered:

- For success, focus and maintain the highest quality in your products.
- Make a concerted effort to keep your dollars in your community. It helps everyone.
- Light minds make light work.
- Be willing to take a risk.
- Do your research and then do more research. Visit others who are doing what you want to do.
- Livestock should not pay for people's ignorance of care and management.

- Ask questions. The only dumb question is the one not asked.
- Build a reputation of quality and the customers will follow.

- Learn to

balance business growth with appropriate land use. Don't sacrifice the land to get bigger. You can make it with sustainable approaches.

The Kammerzell's are but one small sustainable family farm that have found their niche. They are successfully taking care of their land, their livestock and their family on the farm while providing a healthy choice for meat consumers.



For more information about the Highland Cattle or to order products, contact:

Tom Kammerzell  
Maple K Farms  
maplek@colfax.com  
www.maplekhIGHLANDS.com  
509.397.4589





## Mike & Marie Heath- Pioneers in ID Organic Farming

BY JOHN POTTER,  
NORTHWEST DIRECT RESEARCH  
ASSISTANT

Note: M & M Heath Farms is a Northwest Direct Case Study Farm

Mike Heath farms 450 acres of land on the outskirts of Buhl in southern Idaho. He has been farming organically for over 20 years, and every time he picks up new land he transitions it to organic. He feels strongly about practicing organic farming, but it wasn't always that way. "I graduated from the College of Agriculture at the University of Idaho in the early '70s, and I went to Southeast Asia to teach farmers there about the modern way of farming. But in the end, I learned much more from them about farming than they did me, primarily the value of beneficial insects and how to farm organically."

Currently Mike and Marie Heath live on 18 acres of land that they own and farm, while renting 400+ acres of local farming land. Their mission— to develop local markets. "I don't see how anyone benefits from shipping the produce that I grow to a distribution center in California just to ship it back to the local Albertson's. I would like to live in a world where farmers can sell the produce straight to the grocery store for a reasonable price, a price that puts the profit back into the hands of the farmer instead of the middleman."

M&M Heath Farms grows a multitude of products on the land including: potatoes, beans, grain, hay, squash and other typical commodity goods. He will always experiment with a new product by planting a conservative amount on his land, never betting the farm on the latest thing. He learned that lesson the hard way. "Back in 1982, a fellow came to me and said that he needed 20 acres of organic potatoes that could be sold for a considerable markup over non-organic ones. He promised that he could sell them all. In the end I sold just enough to break even and to dump the rest. The following year I decreased that amount to 4 acres. That was how the transition to organics took place."

Mike is planting 40 acres of organic potatoes this year. Of which over 50% will go directly to processors like Kettle Foods to be made into potato chips and to

Amy's Kitchen where they will be turned into frozen dinners. "I consider that as direct to market sales. I arrange the sale prior to planting. I harvest the potatoes and ship them directly to the buyer where they will be processed." The remaining potatoes will be packaged by Mike and sold locally. Only a small



MIKE HEATH

portion will go to through the wholesale market.

Mike's other direct market sales include a CSA in the Sun Valley area and sales to the Boise Co-Op. Typically he will load the truck with his own and others produce and drive up to Boise, hitting a farmers' market while delivering to the Co-op and to the CSA members. It makes for a long day, but it is an important aspect of his operation.

When I asked Mike and his wife Marie about their long term goals both personally and financially Mike replied, "Well, I can't separate them from our life goals. We are getting close enough to retirement that one of our goals is to have a place to live that is ours. We own these 18 acres, and that's all we own. Everything else we rent. We have been taking steps to fully own this place, we're on a 10

year plan for that. Secondly,

"I'm a firm believer in local food systems."

I'm a firm believer in local food systems. To try and increase the selling we do at the local level. When you farm as much as we do that becomes very difficult, but I have seen an increase over the years. We keep finding more local markets."

"Another thing," adds Marie, "Part of our long term goal is teaching the people about sustainability. How important what we do is, and why we are doing it."

How far does Mike's commitment to farming organically go? "I'm convinced that sustainable organic is the way to go. I'm convinced of that to the point that if I lost all my ground I would continue to farm my 18 acres organically."

Thank you for your vision. 🌱



## Quillisascut Farm School of the Domestic Arts

### Farm Culinary 101 – Summer 2003

Introducing culinary students to the source of their work – from the farm to the table.  
Encouraging and strengthening local farm markets for organic production through education.

#### On farm education:

- ✦ Develop an awareness for local seasonal foods
- ✦ Identify organic and sustainably sound farming practices
- ✦ Gain an applied vocabulary of farm terms
- ✦ Educational farm visits
- ✦ Real-life knowledge of animal husbandry

#### Plan at a glance:

- ✦ Groups of up to 10 culinary students spend 7 days on the farm, food and lodging included
- ✦ Hands-on immersion in the garden, dairy, and vineyard
- ✦ Menu creation, cooking from our garden and other local farms
- ✦ Presentations by food professionals

A course for teaching the next generation of food professionals how food is grown.  
By educating our customers we will strengthen and create future market opportunities for local farm products.

#### Offering four sessions Summer 2003

August 5th to Aug. 11th  
August 24th to Aug. 30th  
September 3rd to Sept 9th  
September 16th to Sept 22nd

\$600 per person • Scholarships available • Space is limited, apply early

"Wonderful! There is such a need for this. Everyday, I realize that people in the culinary field don't know how food is grown..."  
Nora Pouillon, Nora & Asia Nora



From the farm to the table...

For applications & scholarships, contact:  
Rick and Lora Lea Miserly  
2409 Pleasant Valley Road  
Rice, Washington 99167  
(509) 738-2011  
rmiserly@plix.com  
www.quillisascutcheese.com



## Idaho and Eastern Washington 2003 Farmers' Market Directory



## Idaho & Eastern Washington Farmers' Market Directory

**ON SALE NOW!**

Produced by Rural Roots &  
The University of Idaho's  
Sustainable Agriculture  
Program

Check out the directory for a list of 27 regional farmers' markets. Included in the directory are "words from the market", market facts, selling guidelines, market management information, & lists of produce and crafts offered.

To order your printed copy, send a check or money order to:  
Rural Roots, PO Box 8925, Moscow, ID 83843

\$5 Rural Roots Members (price includes shipping)  
\$7.50 Non-Members (price includes shipping)

## What it Takes to Have a Great Farmers' Market: "Lessons Learned" by Market Managers in Eastern Washington and Idaho State

Skeeter Lynch, Chicken Lady and interviewer extraordinaire, asked Idaho and eastern Washington Farmer Market Managers about what it takes to have a successful farmers' market... here's a snippet of what they had to say!

(By the way, Skeeter conducted 27 interviews between May 1, 2002 and October 31, 2002.

The interviews were conducted over the phone, by appointment. Interview length was on average 1 hour 10 minutes. Information from these interviews formed the basis of Rural Roots' 2003 Idaho and Eastern Washington Farmers' Market Directory.)

- Strive to keep your vendor base expanded with new vendors without diluting the original sellers.
- Vendors need to be educated on setting up, displays and products.
- Provide education to vendors on certified organic products and why higher prices are asked at market. Some hate to see the certified sellers come because they will get a higher price than the fella next to him whose cuke looks the

same but will sell for a lot less.

- Make everything fair for all vendors. Enforce rules equally & consistently. Print Rules and Regulations clearly. Health department regulations need to be given to all vendors.
- See the market as is: Is the market not following rules? Are vendors not showing up? Do you see fewer and fewer customers? Everyone who is involved with the market can help with seeing the true picture.
- A market needs more vendors to get more people, but more people are needed to get vendors to stay and sell. If few customers, then vendors will leave. Finding the keys to get both vendors and customers at the same time is the trick.
- Work together so that your group is cohesive.
- The over all feel of the market is important.
- Your Market must have quality products. Managers need to know what quality standards the market wants, and enforce that. Variety is a must.
- Managers should learn everything legal that pertains to their markets and enforce the rules.
- Managers need to know

how to talk to people, work with others. Maybe know about conflict resolution skills.

- Listen to what people want. Listen to your vendor, the customers and others who try to offer suggestions that will help the overall success of the market.
- Hire an experienced manager and keep your onsite manager happy! This helps with longevity and consistency in the market over time.
- Don't have the manger be a vendor. We have seen that vendors who are managers can start making decisions in favor of vendors and not for everyone involved.
- Pay your managers and organizers to keep them interested. Volunteers' work and time only goes for so long.
- After 25 years, vendors forget who owns the market. Vendors can become self-serving. Management needs to be strong and independent and have the decision making power. Vendors can loose objectivity about the whole picture, & what is best for the whole market.
- Take pride in your market enough to support vendors through advertising. Put market

money where needed, advertising, structures, making the market appealing to customers.

- Be sure you have a good working relationship with city government.
- Keep good records.
- Deal with your local health inspector from the beginning. Have written regulations about what the health department will accept or not. Communication between market and city when special events are scheduled is important.
- Conflicts must be dealt with immediately.
- Know your community how and where they are.
- Don't look at other vendors as competitors. Vendors need to be relaxed, with no hording of customers. This really helps set the atmosphere and provide a good experience for the customers.
- Strive for a stable site. Every time you move, you loose customers and vendors change. Conflicts with landowners and city officials can make things really hard. Get clear about land use issues before going too far.
- Be persistent and don't give up!





Moscow Farmers' Market



Northeast Washington Farmers' Market



Farmers' Market at Sandpoint



Boise Farmers' Market



Idaho Falls Farmers' Market

## Opening Day & Season of Regional Farmers' Markets:

### Eastern Washington

- **Colville Farmers' Market**, Public Works parking lot, corner of Hawthorne & Elm  
Opens Wed. May 9th; Market Season: Wed. & Fri. May-Oct., 12 p.m.-6 p.m.
- **Spokane Neighborhood Farmers' Markets**, Sat. at Liberty Lake Square Parking Lot, Liberty Lake; Sun. at South Hill Thatcher & Regal, Spokane  
Market Season: May-Sept., Sat. 9am-1pm & Sun. 10:30 a.m.-2:30 p.m.
- **Northeast Washington Farmers' Market**, Astor & Main St., Colville  
Opens Sat. May 3rd; Market Season: Saturdays May-Oct., 8:30 a.m.-1 p.m.
- **Pend Orielle Valley Earth Market**, Centennial Plaza, Hwy 2 & 5th St., Newport  
Opens Sat. May 3rd; Market Season: Saturdays May-Oct., 9 a.m.-1 p.m.
- **Spokane Farmers' Market**, 2nd & Division streets  
Opens Sat. May 17th, and Wed. June 18th; Market Season: Wed. & Sat. May-Oct., 8 a.m.-1 p.m.
- **Spokane Market Place**, 809 N. Washington St. at the Far NE Corner of River Front Park  
Opens Sat. May 3rd; Market Season: Wed. & Sat., May-Oct., 9 a.m.-4 p.m.
- **Tekoa Farmers' Market**, Crosby & Warren Street  
Opens Sunday May 4th; Market Season: 2nd & 4th Saturdays 8 a.m.-12 p.m. & Sundays 2 p.m.-5 p.m., May-June, Aug. 3rd, Sept. 7, and Oct. 5th & 11th

### North Idaho

- **Boundary County Farmers' Market**, Hwy 95 & Kootenai (City Parking Lot), Bonners Ferry  
Market Season: Sat. May-Sept., 8 a.m.-1 p.m.
- **Farmers' Market at Sandpoint**, Farmin Park 3rd & Oak  
Opens Sat. May 3rd; Market Season: May-Oct. 13, Wed. 3-5:30 p.m. and Sat. 9 a.m.-1 p.m.
- **Hope Farmers' Market**, Hope Memorial Community Center at hwy 200 & Centennial Rd  
Opens Fri. June 6th; Market Season: June-Sept., Fri. 3-6 p.m.
- **Kootenai County Farmers' Market**, Corner of Hwy 95 & Prairie Ave., Hayden  
Opens Sat. May 10th; Market Season: May-Oct., Wed. 4-6 p.m. & Sat. 8 a.m.-1 p.m.
- **Lewiston Farmers' Market**, 1400 G Street behind community center  
Opens Sat. June 7th; Market Season: June-Oct., Wed. & Sat. a.m.-12 p.m.
- **Moscow Food Co-Op Farmers' Market**, 221 East Third Street, Parking Lot  
Opens Tues. May 6; Market Season: May-Oct., Tues. 4:30 p.m.-7 p.m.
- **Moscow Farmers' Market**, Downtown Moscow, Friendship Square  
Opens Sat. May 3rd; Market Season: May-Oct., Sat. 8 a.m.- 12 p.m.

### Southwest Idaho

- **Boise Farmers' Market**, Old Plantation Shopping Center (Glenwood & State Streets)  
Opens Sat. May 17th; Market Season: June-Oct. Sat. 8:30 a.m.-1 p.m.
- **Capital City Farmers' Market**, North 8th street between Bannock & Idaho streets  
Market Season: April - Mid Oct., Sat. 9:30 a.m. - 1:30 p.m.; Saturday Holiday Market: Nov. 23 - Dec. 21, 11:00 a.m. - 3:00 p.m.
- **McCall Farmers' Market**, Lake Street next to Gravity Sports  
Market Season: June-Oct. Wed 11 a.m.- 4 p.m., Sat. 9 a.m.- 12 p.m.
- **Mountain Home Farmers' Market**, Sears Parking lot & American Legion Blvd  
Opens Sat. May 3rd; Market Season: May-Oct. Sat. 8 a.m.- 12 p.m.
- **Nampa Farmers' Market**, 12th Ave. South & 1st St. South  
Market Season: May-Oct. Sat. 9 a.m.- 1 p.m.

### South Central Idaho

- **Buhl Farmers' Market**, Main & Broadway (Community Senior Center)  
Market Season: July-Sept. Wed. 5 p.m.- 7 p.m.
- **Gooding Farmers' Market**, 13th & Main Streets, Idaho State Deaf & Blind School Lawn  
Opens Fri. June 28th; Market Season: June 28-Sept. 13, Fri. 4 p.m.- 7 p.m.
- **Hailey Farmers' Market**, Croy & Main St.  
Opens Thurs. May 30th; Market Season: May-Oct. 10, Thurs. 4 p.m.- 7 p.m.
- **Ketchum Farmers' Market**, Across from Giacobbi Square  
Opens Tues. June 10th; Market Season: June - October 7th, Tuesday 3 p.m. - 6 p.m.
- **Rupert Farmers' Market**, Rupert  
Market Season: June-Sept. Sat. 9 a.m.- 1 p.m.
- **Twin Falls Farmers' Market**, North College Rd. across from the Expo Building on the campus of Southern Idaho, Opens Sat. May 3rd; Market Season: May-Oct., Sat. 9 a.m.-12 p.m.

### Southeast Idaho

- **Idaho Falls Farmers' Market**, 501 W. Broadway, Key Bank parking lot  
Opens Sat. April 26th; Market Season: April-Oct., Sat. 9 a.m.-1 p.m.
- **Southeast Idaho Farmers' Market**, City Hall parking lot, 5th Street  
Opens Sat. May 3rd; Market Season: May-Oct., Sat. 9 a.m.-1 p.m. & Wed. (beginning in July) 4:30 p.m.-6:30 p.m.



# New On-line Directory Helps Producers Sell & Consumers Find Farm Fresh Food

BY JOHN POTTER & COLETTE DEPHELPS BROWN

For several years, Rural Roots members have been talking about the need for an on-line directory that lists farms and ranches who direct market their products in the Inland Northwest region and the farmers' markets, grocers, co-ops, restaurants and other retail outlets where local products can be found. That day has come! Rural Roots has just launched a FREE on-line directory that will allow you to create a profile of your farm or business and list it on the web.

The **Find Farm Fresh Food** section of the Rural Roots website allows producers in Idaho, Oregon, Montana and Washington to market their locally grown products, on-line, to consumers and retail outlets looking to purchase Farm Fresh Food. It also hosts profiles of farmers' markets, grocers, restaurants and other businesses selling locally grown products.

**In order for this website to be as complete as possible we need farmers, ranchers, and businesses who sell and who buy local produce and meat to create a profile of their operation on our website.** Why would you want to create a profile for your farm or business in our directory? First and foremost it opens up new consumer markets. This directory will give everyone who has access to the internet the opportunity to view a listing of your farm, ranch, or business. Your listing will give them information about your location, how to

contact your business, and a list of products and services offered. It is like having your own website that costs you nothing. It is completely free to create your own profile or to search our directory. We'll be advertising the website throughout the region so, essentially, we'll do the marketing for you!

To list your farm or business in our directory all you have to do is go to [www.ruralroots.org](http://www.ruralroots.org), click on the "Farm Fresh Food" link and click on "create new profile". At this point you can enter information about your farm for everyone to see. It's that simple! It will only take 5 to 10 minutes to fill out the information boxes. Once you click on "submit", your profile will be added to our directory, opening a gateway to new customers. If you have questions, need help or do not have internet access, just give us a call at 208-883-3462, we'll take your information over the phone and enter your listing for you. If you are in Montana and need help listing, call our regional partner, AERO at 406-443-7272.

Furthermore, any profile added to our directory will also get listed in a national directory of farms, ranches, and businesses that buy and sell locally grown food. All you have to do is enter your farm and business information on Rural Roots site. Rural Roots will do the work of regularly sending your updates to our national partner, FoodRoutes, who will post the information to their website. A link to this national directory is provided on the **Find Farm Fresh Food** web page. It seems too good to be

true, but it's not!

As an added bonus, each Idaho farm or ranch that creates a profile in our directory will receive one free copy of the nationally noted Selling Produce to Restaurants: A Marketing Guide for Small Acreage Growers. This 95-page book was completely revised and reprinted in 2003 by author Diane Green, a Sandpoint small farmer who has been successfully marketing produce to restaurants for over 10 years (see page 2 for a book review). You do not even have to tell us you've listed on-line to get the book in the mail! Once you add or update your listing, we'll receive an electronic notice and mail out your book the same day! Funding for this special offer comes from the Idaho State Department of Agriculture's Specialty Crops Program.

If you are a community member or business interested in buying locally grown food, check out the directory today! Already included are over 60 farms and ranches and 25 farmers' markets in eastern Washington and Idaho.

Financial support for the **Find Farm Fresh Food** On-line Directory comes from the Idaho State Department of Agriculture's Specialty Crops Program, USDA Initiative for Future Food and Agricultural Systems and the Washington/Idaho Partnership 2020, a W.K. Kellogg Foundation funded project.

Our New Online Directory!

**Rural Roots**  
Find Farm Fresh Food

**What are you looking for?**

- All
- Farms
- Bed & Breakfasts
- CSA's
- Farm Stands
- Farmers' Markets
- Food Coops / Grocers
- On-Line Sales
- Restaurants
- Retail Outlets / Businesses
- U-Pick Farms

Select Crop/Product

Farm / Market Name

Description

Select Ag Organization

Search

Legend:  
 ▲ Farm/Ranch/Nursery   ▲ Farmers' Market   ▲ Restaurant/Bed&Breakfast  
 ▲ Food Coop/Grocery   ▲ Retail/Business/Other

Buttons: US Map, Zoom Out, Add a Listing, Edit a Listing

### Directions for Entering a Listing for a Farm, Ranch, or Nursery on the Rural Roots Find Farm Fresh Food Directory

1. Open your WEB browser and type [www.ruralroots.org/](http://www.ruralroots.org/) in the address box and push enter on your keyboard. This will take you to the Rural Roots homepage.
2. Next click on the Find Farm Fresh Food link on the navigation bar (under the image of the stream).
3. Enter the name of your Farm in the Farm/Market box. Scroll down to the bottom of the page and click on the Search button. Once your page refreshes, scroll down to the bottom of the page to see if your Farm is already listed in the directory. If so, click on the Farm name/link and review your profile. If changes are needed, contact the Rural Roots main office at 208/883-3462 or [info@ruralroots.org](mailto:info@ruralroots.org). If your Farm is not listed, proceed with steps 4-8.
4. Fill out the name of your Farm and contact information. Next you will need to fill out the User Name and User Password boxes. Be sure to write down a copy of your user name and password. This will give you access to your listing in the future to make any needed updates. Underneath the data entry boxes it asks you to specify your account type. The circle next to Farm/Ranch/Nursery should already be highlighted with a green dot. If it is not, click there to identify your listing. Next, click on the Add! button at the bottom of the form. You have now started your own Farm listing on our Find Farm Fresh Food directory.
5. Click the link [Start entering your organization](#) to add detail to your Farm's listing.
6. You are now on the Manage Your Farm's Listing Page. From here you can update your general Farm info, user id and password, address and contact info, and products that you offer. You can also list the farmers' markets you sell at and the retail outlets, restaurants, and co-ops that you sell to. All you need to do is click on the appropriate Update button and add your information. Always remember to click on the Insert/Update button (located on the bottom of each page) after making additions or changes to your listing.
7. When you have completed your listing, exit out of your management page back to the Find Farm Fresh Food homepage ([www.ruralroots.org/farmfreshfood.asp](http://www.ruralroots.org/farmfreshfood.asp)). You can now search the directory for your Farm listing or for other listings in the directory.

### Directions for Entering a Listing for a Retail Outlet/Restaurant/Food Co-op/Bed & Breakfast on the Rural Roots Find Farm Fresh Food Directory

1. Open your WEB browser and type [www.ruralroots.org/](http://www.ruralroots.org/) in the address box and push enter on your keyboard. This will take you to the Rural Roots homepage.
2. Next click on the Find Farm Fresh Food link on the navigation bar (under the image of the stream).
3. Enter the name of your Business in the Farm/Market box. Scroll down to the bottom of the page and click on the Search button. Once your page refreshes, scroll down to the bottom of the page to see if your Business is already listed in the directory. If so, click on the Business name/link and review your profile. If changes are needed, contact the Rural Roots main office at 208/883-3462 or [info@ruralroots.org](mailto:info@ruralroots.org). If your Business is not listed, proceed with steps 4-8.
4. Click on the Add a Listing Icon underneath the map of the Pacific Northwest. This will take you to the New Listing Sign-Up Form where you can add your Business listing.
5. Fill out the name of your Business and contact information. Next you will need to fill out the User Name and User Password boxes. Be sure to write down a copy of your user name and password. This will give you access to your listing in the future to make any needed updates. Underneath the data entry boxes it asks you to specify your account type. Click on the circle next to Retail Outlets/Restaurant. A green dot will appear in the circle identifying the listing as a Retail Outlet/Restaurant listing. Next, click on the Add! button at the bottom of the form. You have now started your own Business listing on our Find Farm Fresh Food directory.
6. Click the link [Start entering your organization](#) to add detail to your Business listing.
7. You are now on the Manage Your Retail Outlet/Restaurant Listing Page. From here you can update your general business information, user id and password, address and contact information, and LOCAL products that you offer. All you need to do is click on the appropriate Update button and add your information. Always remember to click on the Insert/Update button (located on the bottom of each page) after making additions or changes to your listing.
8. When you have completed your listing, exit out of your management page back to the Find Farm Fresh Food homepage ([www.ruralroots.org/farmfreshfood.asp](http://www.ruralroots.org/farmfreshfood.asp)). You can now search the directory for your Business listing or for other listings in the directory.



### Directions for Entering a Listing for a Farmers' Market on the Rural Roots Find Farm Fresh Food Directory

1. Open your WEB browser and type [www.ruralroots.org/](http://www.ruralroots.org/) in the address box and push "enter" on your keyboard. This will take you to the Rural Roots homepage.
2. Next click on the Find Farm Fresh Food link on the navigation bar (under the image of the stream).
3. Enter the name of your Farmers' Market in the Farm/Market box. Scroll down to the bottom of the page and click on the Search button. Once your page refreshes, scroll down to the bottom of the page to see if your Farmers' Market is already listed in the directory. If so, click on the market name/link and review your profile. If changes are needed, contact the Rural Roots main office at 208/883-3462 or [info@ruralroots.org](mailto:info@ruralroots.org). If your market is not listed, proceed with steps 4-8.
4. Click on the Add a Listing Icon underneath the map of the Pacific Northwest. This will take you to the New Listing Sign-Up Form where you can add your Farmers' Market listing.
5. Fill out the name of your Farmers' Market and contact information. Next you will need to fill out the User Name and User Password boxes. Be sure to write down a copy of your user name and password. This will give you access to your listing in the future to make any needed updates. Underneath the data entry boxes it asks you to specify your account type. Click on the circle next to Farmers' Market. A green dot will appear in the circle identifying the listing as a Farmers' Market listing. Next, click on the Add! button at the bottom of the form. You have now started your own farmers' market listing on our Find Farm Fresh Food directory.
6. Click the link [Start entering your organization](#) to add detail to your Farmers' Market listing.
7. You are now on the Manage Your Farmers' Market Listing Page. From here you can update general information for the Farmers' Market, user id and password, address and contact information, and products available at the Market. All you need to do is click on the appropriate Update button and add your information. Always remember to click on the Insert/Update button (located on the bottom of each page) after making additions or changes to your listing.
8. When you have completed your listing, exit out of your management page back to the Find Farm Fresh Food homepage ([www.ruralroots.org/farmfreshfood.asp](http://www.ruralroots.org/farmfreshfood.asp)). You can now search the directory for your Farmers' Market listing or for other listings in the directory.



# Announcements & Updates

## Innovations in Food Systems Education

**Tour & Conference Dates:** September 25th - 27th, 2003 / **Location:** WSU - Pullman, WA



**COMING SOON...**

Conference information & registration materials will be available on-line.

**Partnership 2020** is an alliance of higher education institutions and community stakeholders working together to assure high quality, comprehensive food systems education throughout Washington and Idaho in the 21st Century.

The **goal of the September '03 Conference** is to learn about successful approaches to food and agricultural education, inspire collaboration, and catalyze future regional efforts.

**Activities ...Sharing Ideas**

- Key Note Speakers
- Presentations on Innovative Food Systems Education Models
- Exhibits
- Networking Opportunities
- Friday Evening Reception
- Thursday Tour of Local Projects

**For conference information, please contact:**

Margy Hall  
 Phone 208-443-2420  
 Email at pellhall@povn.com  
 or  
 Colette DePhelps Brown  
 Phone: 208-883-3462  
 Fax: 208-882-7834  
 Email: colette@ruralroots.org

**Conference Hosted by:**

Washington State University  
 University of Idaho  
 Rural Roots

**With Funding from:**

W.K. Kellogg Foundation



Are you interested in new, sustainable, and innovative ideas in farming?

### Then, mark your calendars for **Cultivating the Harvest II**

### Inland Northwest Small Acreage Farming Conference & Trade Show

November 7-9, 2003

**Coeur d' Alene Inn**  
 Coeur d' Alene, Idaho

Choose from over 30 workshop & short course sessions on topics such as:

- Developing a Small Farm Business Plan
- Developing a "Buy Local" Campaign
- Permaculture Design in the Inland Northwest
- Growing Culinary & Medicinal Herbs
- What Makes a Great Farmers' Market
- Greenhouse Design & Management
- Pruning & Caring for your Small Fruits
- Improving the Health of your Soil

And much, much more!!

### Other highlights include trade show & local food tasting!!

Keynote Speakers, such as John Ikerd & Michael Shuman, will address topics such as:

- The Importance & Potential of the Small Family Farm
- Going Local, Starting a Community-Owned Business
- Sustainability of the Small Family Farm

Sponsored by: Rural Roots & UI College of Agriculture & Life Sciences Small Farm Team





## Inland Northwest Food and Farming Calendar



**May 10th, 2003. Garden Expo 2003: A Gardener's Safari.** Spokane Community College Lair, 1810 N. Greene St., Spokane, Washington. Come see over 100 garden-related vendors and educational seminars and demos. Meet and learn about several community organizations, buy plants for spring planting and win door prizes. FREE admission & parking! Presented by the Inland Empire Gardeners. For further information, call (509) 535-5903 or email [tiegclub@wmconnect.com](mailto:tiegclub@wmconnect.com).

**May 26th-August 4th, 2003. Greentree Naturals Certified Organic Farm's 2003 On-farm Workshops.** Scheduled every other Monday from 10:00 a.m. to 12:30 p.m. during the summer season beginning May 26 and running through August 4. Sessions will cover all aspects of organic production and management practices that restore, maintain and enhance ecological harmony in a rural farm and garden setting. *Additional seminars will be held on weekends throughout the summer season.* Class size is limited. Pre-registration is required. Sign up for all 6 sessions for \$125 or pick and choose individual workshops (see add on pg. 6) for \$25 per session. Rural Roots members receive a 20% discount. Call Greentree Naturals for information, registration, and to be placed on their workshop mailing list! For more information contact Diane Green at Greentree Naturals at (208) 263-8957 or [greentree@coldreams.com](mailto:greentree@coldreams.com).

**May 28th-29th, 2003. 11th Annual Food Safety Farm to Table Conference.** Presented by the Northwest Food Safety Consortium. Best Western Inn, 1516 Pullman Road, Moscow, Idaho. Come learn about the latest hot topics on food safety, such as Pathogens *du jour* (Environmental Persistence of Listeria, *E. coli*, Noroviruses, and Prions), Pathogens & Fresh Produce, Food Handling Behaviors, and Genetically Modified Food Animals. This conference is designed for Cooperative Extension Faculty, Veterinarians, Nutrition & Health Educators, Agricultural Producers, HACCP Coordinators, Food Retailers, Food Service Managers, Food Processors, and Public Health Professionals. For registration and information, contact Ann Brelsford, WSU Cooperative Extension at (509) 335-2811 or by email at [creeps@wsu.edu](mailto:creeps@wsu.edu).

**June 9th, 2003. Deadline for Western SARE's (Sustainable Agriculture Research & Education Program) Research & Education grant pre-proposals** for the 2003-2004 Competitive Grants Program. Calls can be found at <http://wsare.usu.edu>. Persons with disabilities or without internet access may call Western SARE at (435) 797-2257.

**June 11th-13th, 2003. 2003 Big Sky Greening Conference,** Big Sky, Montana. Latest in Bio-Fuels Uses and Production to be Featured at June 11- 13 Greening Conference. Ethanol, biodiesel and biolubricants are fast becoming part of this country's energy future and a new income source for farmers. Learn more about just how quickly these fuels and lubricants will become part of our lives. Nationally recognized speakers will explain the production, performance and marketing of these clean bio-fuels. The conference will also include sessions on recycling and composting. Conference organizers include the Ethanol Producers and Consumers (EPAC), Headwaters Cooperative Recycling Project (HCRP), NCAT's ATTRA project, MSU- Cooperative Extension Service and Yellowstone Park. Those interested in attending this event can call Kathy Jackson of HCRP at (406) 225-3194 for more details, or go to the conference website -- <http://peakstoprairies.org/greening>

**August 6th-13th, 2003. Sustainable Food Systems Intensive Field Course** offered by University of Idaho and Washington State University's Cultivating Success Program. This course will emphasize field analyses of several different agricultural businesses. We will spend our days visiting farms, processing facilities, and market venues. Most evenings will consist of large or small group discussions related to the day's activities. As part of the Cultivating Success Program, this course is open to WA & ID students & community members for Continuing Education Units (CEU's) and Academic Credits. Course is 3-credits (Soils 499, Sec. 2- Fall 2003). If you are interested or have any questions, please contact Cathy Perillo ([cperrillo@wsu.edu](mailto:cperrillo@wsu.edu), 509-335-2851) or Theresa Beaver ([cultivatesuccess@ruralroots.edu](mailto:cultivatesuccess@ruralroots.edu), 208-885-7787).

**September 25th-27th, 2003. Washington/Idaho Partnership 2020's "Innovations in Food Systems Education Conference,** WSU - Pullman, Washington. Please come join us for a conference highlighting innovative models in food systems education taking place locally, regionally and nationally.--- For more information, please contact Margy Hall at [pellhall@povn.com](mailto:pellhall@povn.com) or by phone at (208) 443-2420.

**October 1st, 2003. Deadline for Western SARE's (Sustainable Agriculture Research & Education Program) Farmer/Rancher (includes marketing systems & organic systems), and Ag Professional + Producer grant proposals** for the 2003-2004 Competitive Grants Program. Calls can be found at <http://wsare.usu.edu>. Persons with disabilities or without internet access may call Western SARE at (435) 797-2257.

**October 15th, 2003. Deadline for Western SARE's (Sustainable Agriculture Research & Education Program) Professional Development grant proposals** for the 2003-2004 Competitive Grants Program. Calls can be found at <http://wsare.usu.edu>. Persons with disabilities or without internet access may call Western SARE at (435) 797-2257.

**November 7th-9th, 2003. Cultivating the Harvest II, Inland Northwest Small Acreage Farming Conference & Trade Show,** Coeur d' Alene Inn, Coeur d' Alene, Idaho. Choose from over 30 workshop & short course sessions on topics such as: Developing a Small Farm Business Plan, Permaculture Design in the Inland Northwest, What Makes a Great Farmers' Market, Pruning & Caring for your Small Fruits, Developing a "Buy Local" Campaign, Growing Culinary & Medicinal Herbs, Greenhouse Design & Management, and Improving the Health of your Soil. Other highlights include a trade show and local food tasting. Keynote Speakers will address topics such as: The Importance & Potential of the Small Family Farm, Sustainability of the Small Family Farm, and Sell What You Sow. Sponsored by Rural Roots and the University of Idaho College of Agriculture & Life Sciences Small Acreage Farm Team. More details soon to come in the next issue of *Bring Home the Harvest*. For more information, please contact Colette DePhelps Brown at [colette@ruralroots.org](mailto:colette@ruralroots.org) or by phone at (208) 883-3462.





## Rural Roots Leadership Team

### Cathy Weston

Hauser Lake, ID 208-773-9420  
cweston66@hotmail.com



### Skeeter Lynch

Full Circle Farms  
Princeton, ID 208-875-0857  
stratpath@moscow.com



### Margaret Gilman

Cabinet Mountain Market CSA  
Noxon, MT 406-847-8624  
actmargaret@blackfoot.net



### Diane Green

Greentree Naturals  
Sandpoint, ID 208-263-8957  
greentree@coldreams.com

### Team Advisor



### Cinda Williams

University of Idaho  
Moscow, ID 208-885-7499  
cindaw@uidaho.edu

Thank you Rural Roots Members for your innovative ideas, direction in developing Rural Roots programs and participation in Rural Roots events. Your ideas are the seeds for Rural Roots programs and activities and your energy the fertile soil and abundant waters that bring them to life!

Gary & So Angell, Rocky Ridge Ranch, Reardan, WA  
Barbara Arnold, Nothing But Herbs, Hayden, ID  
Cathy F. Bean, Spokane, WA  
Theresa Beaver, Theresa's Garden, Moscow, ID  
Mikki Clark, Almost Eden, Sandpoint, ID  
Ron & Tonie Carey, Four Seasons Farm, Priest River, ID  
Colette DePhelps Brown, Moscow, ID  
Brooke Tseng, Shoreline, WA  
Sara & Joe DeLong, SaraJoe's Organic Products, St. John, WA  
Margaret Demoss, Hayden, ID  
Liz Deniro, Mead, WA  
Lahde Forbes, Moscow, ID  
Mary Giddings, Happy Hens, Potlatch, ID  
Diane Green, Greentree Naturals, Sandpoint, ID  
Valerie Gunner, Goat Mountain Cheese Co., Porthill, ID  
Margy Hall, Priest River, ID  
Bev Hammons, Worley, ID  
Sora Huff, Paradise Valley Organics, Bonners Ferry, ID  
Tom and Cheryl Kammerzell, Maple K Farms, Colfax, WA  
Margo Kay & Ken Marble, Rosebrush Farm, Lenore, ID  
Gary & Katherine Lauber, Two Hearts Farm, Rice WA  
Melissa Lines, Sky Lines Farm, Harvard, ID  
Stacey Lucker, Moscow, ID  
Skeeter Lynch & Phil Gage, Full Circle Farms, Princeton, ID  
Chip & Lynn Lawrence, The Selkirk Ranch, Sandpoint, ID  
Craig Madsen, Healing Hooves, LLC Edwall, WA  
Carol Mack, WSU/Pend Oreille County Cooperative Extension, Newport, WA  
Jim & Pat McGinty, Higher Ground Farm, Elk, WA  
Rhoderick McIntosh, McIntosh Ranch, Pullman, WA  
Angela Nelson, Usk, WA  
Karl Ottenstein & Karen Osocki, Spring Creek Organic Farm, Sandpoint, ID  
Judith & Tom Pagliasotti, Cocolalla, ID  
Palouse Grain Growers, Inc., Palouse, WA  
Jennifer & Dennis Parent, Parent's Pastures, Hayden, ID  
Cathy Perillo, Viola, ID  
Ivan & Wilmina Phelps, Black Pine Deer Farm, McCall, ID  
Maurice Robinette, Lazy R Ranch, Cheney, WA  
David Ronninger, Ronninger's Seeds, Moyie Springs, ID  
Heather & Andrew Scott, Fruit Cellar Roadside Stand, Blanchard, ID  
Marsha Semar, Boundary County Farmers' Market, Moyie Springs, ID  
Paul Smith & Ellen Scriven, Killarney Farm, Cataldo, ID  
Daryl Swanstrom, Deary, ID  
Spokane Tilth, Spokane, WA  
Janet Stevens, Glacier Valley Farm, Hayden, ID  
Tom Torreno, Organic Matters, Post Falls, ID  
Stan Urmann, Riley Creek Blueberry Farm, Laclede, ID  
George Webb, Clayton, WA  
Seth Williams, Earth Cycle Farm, Edwall, WA

## Rural Roots Staff



**Colette DePhelps Brown**

Executive Director  
Moscow, ID  
208-883-3462  
colette@ruralroots.org



**Theresa Beaver**

Cultivating Success Coordinator  
Moscow, ID  
208-885-7787  
cultivatesuccess@ruralroots.org



**John Potter**

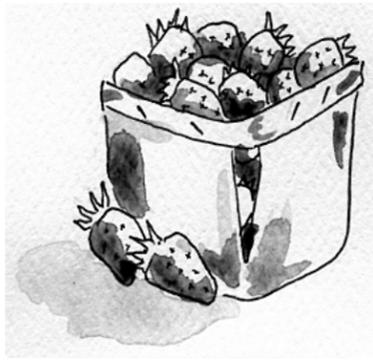
NW Direct Research Assistant  
Moscow, ID  
208-301-0439  
john@ruralroots.org



**Jennifer Farley**

Communications Coordinator  
Troy, ID  
208-883-3462  
jennifer@ruralroots.org





### 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 contribute 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:**  
**Colette DePhelps Brown**  
 Executive Director, Rural Roots  
 PO Box 8925  
 Moscow, ID 83843  
 208-883-3462  
 colette@ruralroots.org  
 www.ruralroots.org



### RURAL ROOTS MEMBERSHIP BENEFITS

- Information & discounts on Rural Roots conferences, tours, workshops, & other food & farming events
- "Bringing Home the Harvest", Rural Roots' quarterly newsletter
- Meet & network with small-acreage farmers, community members & food systems professionals in the INW
- Increased visibility of small acreage farms & ranches in the INW region
- FREE listing in Rural Roots' Farm Fresh Food Online Directory & Map
- FREE listing in Rural Roots' Printed Farm Fresh Buying Guide Directory & Map (Farm & Organization members)



## Join Rural Roots Today!

**I would like to become a Rural Roots member at the level checked below:**

- \$15 Living Lightly/ Student  \$25 Individual
- \$35 Family/ Farm/ Ranch (includes up to 2 people)
- \$60 Organization/ Co-Op/ Collective/ Business (includes up to 3 people)

Farm/ Organization \_\_\_\_\_  
 Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Website \_\_\_\_\_

Additional Members: (for members at \$35 - \$60 level)  
 Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Website \_\_\_\_\_

Additional members to those listed above \$15 each:  
 Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Website \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_  
 Website \_\_\_\_\_

Please return with check or money order to:  
 Rural Roots, PO Box 8925, Moscow, ID 83843



Rural Roots  
PO Box 8925  
Moscow, ID 83843

# Rural Roots

## The Inland Northwest Community Food Systems Association

Spring 2003

Volume 5, Number 1



### IN THIS ISSUE...

- Direct Marketing  
Local Foods to  
Restaurants \*
- Check out our  
Northwest Direct  
case study farmers \*
- Bookworm Review:  
Selling Produce to  
Restaurants \*
- Meet our new staff  
member \*
- Chicken Chat \*
- more...



Photo Courtesy of Kent Werlin, 2002



WELCOME SPRING!