



Rural Roots

Bringing Home the Harvest

The Inland Northwest Community Food Systems Association

Fall 2003

Volume 5, Number 3



Greater Prosperity through Greater Self-Reliance

BY MICHAEL H. SHUMAN,
EXECUTIVE DIRECTOR OF COMMUNITY
VENTURES & CULTIVATING THE HARVEST II
KEYNOTE

Rural development today usually means trying to attract globally minded corporations like Toyota to come and build an office or a factory, or luring Wal-Mart or Home Depot to build a new superstore, or supporting businesses focused on export markets. Millions of dollars from the public coffers are then doled out in backroom deals in the form of bond issues, capital improvements, tax abatements, or loan guarantees. To mollify potential discontent, were the full details of these pork-fests ever to become public, responsible politicians and developers then boast about the wondrous new jobs and tax payments resulting from these deals.

"Once a community decides that its prosperity is rooted in resources, skills, and markets at home, wonderful things begin to happen."

Welcome to the P.T. Barnum School of Prosperity. Yes, public subsidies usually produce some new jobs and tax payments, but dropping dollar bills from a blimp over Main Street would probably accomplish the same thing. The real question is this: Are we targeting those businesses that produce the most community benefits per scarce government dollar? And the data's clear: The worst bets are exactly the nonlocal behemoths favored today.

A recent study in Austin, Texas, found that for every \$100 spent at a Borders bookstore, just \$13 stayed in the local economy; for every \$100 spent at a local bookstore, \$45 stayed - more than triple the economic benefit. Local businesses have more linkages with the community (they employ more locals, buy from other local businesses, recycle their profits), and consequently generate a higher "economic multiplier" with each dollar of business. Local purchasing also has a much more positive impact on a community economy than importing. Every time you choose, say, to buy apples not locally but from New York State, you're giving away your multiplier and tax re-

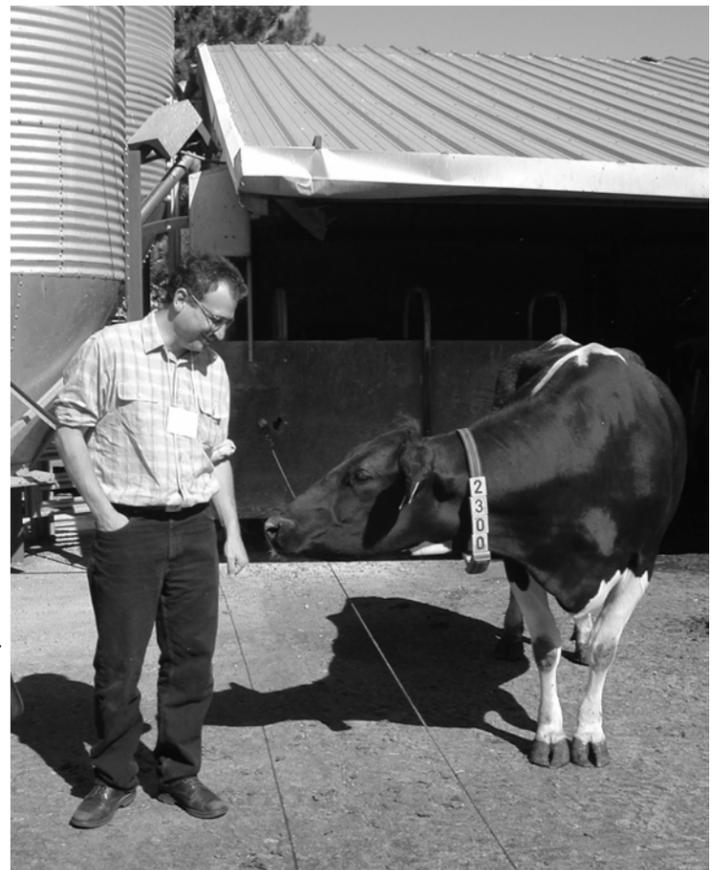
ceipts to lucky apple sellers east of the Mississippi.

These simple, common-sense observations about how a healthy economy works suggest that the most effective strategy for development is to identify and plug economic leaks. Are you importing goods that local business could produce just as well? If so, these are the businesses that should be the focal point for development efforts.

The city of Oakland performed this analysis in 1979, and found three significant leaks: local mortgage holders were paying \$41 million to nonlocal banks; local tenants were writing checks for

\$40 million to nonlocal landlords; and consumers were spending \$150 million at nonlocal retail outlets. The analysis pointed out precisely what Oakland needed to do to become more prosperous: create more local banks that can adopt existing mortgages; secure more local ownership of housing; and develop more local retail outlets.

The state of Vermont did a more sophisti-



Michael Shuman kissed by a cow on tour at the WSU Dairy Farm on Sept. 25, 2003.

cated analysis of its leaks in 2000. Billions of dollars were found gushing out of the economy each year because of unnecessary imports of food, energy, and insurance. One of the smaller leaks was \$241 million lost in interest payments on out-of-state-issued

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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.

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BY COLETTE DEPHELPS BROWN,
EXECUTIVE DIRECTOR

Fall sure has been a busy time for Rural Roots staff, board and members! In keeping with the season, we harvested a bushel of activities this summer and fall...workshops, market assessments, two conferences, an economic summit, distribution of 5000 farm fresh buying guides, launching the find farm fresh food on-line directory, small acreage farming and food systems courses in Moscow and Sandpoint (not to mention southern Idaho and western Washington), launching a new specialty meat processing working group, electing a new board of directors, ...and the list goes on!!

All of these activities were successful because each was a **partnership** between Rural Roots and other organizations and individuals committed to sustainable agriculture and viable communities. Some of our planning and implementation partners (without whom we could not do a fraction of this work) included the University of

A Word From the Executive Director

Idaho Sustainable Agriculture Program and Small Farm Team, Washington State University, Oregon State University, Clearwater Economic Development Association, Idaho Organic Alliance, Clearwater Resource Conservation and Development Council, and many Inland Northwest farmers, business people and farmers markets.

Our 2004 funding partners included Idaho State Department of Agriculture, USDA Initiative for Future Food and Agricultural Systems, USDA Western Region Sustainable Agriculture Research and Education Program, USDA Higher Education Challenge Grant program and the W.K. Kellogg Foundation. Many thanks to you all for your great ideas, hours of energy, endless enthusiasm, commitment and great humor. Working with you is a pleasure and an honor indeed!



During the market season, we partnered with the Moscow Farmers' Market, Hope Farmers' Market and the Farmers' Market at Sandpoint to perform a Rapid Market Assessment

(RMA) of each market. Designed to provide insight about what is working well at the market and what could be improved, RMA's are a one-day snapshot of market performance including estimated attendance and sales.

While RMA's provide useful information about farmers' markets, they do not indicate a market's seasonal performance. For instance, we conducted the Moscow RMA on a beautiful, warm day in mid-July and estimated 3234 adults (we do not count children and dogs) came to the market and the average spending per shopping group (2 adults spending from one checkbook) to be \$15.80. Had the weather been windy and rainy, or the RMA conducted earlier in the season when less produce was available, we could expect the market attendance estimate to be lower.

As you can see, multiplying the estimated attendance on the day of an RMA, by weeks in the market season, would not provide a reliable estimate of the number of people who came to

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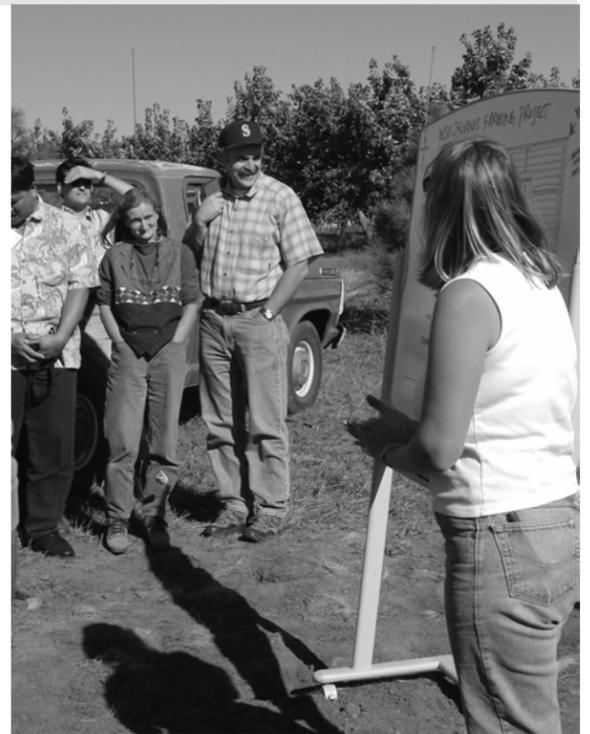
Innovations in Food Systems Education Conference Wrap-up

BY MARGY HALL,
IFSE CONFERENCE COORDINATOR

For two and a half days in the latter part of September, over 130 individuals from all over the United States, British Columbia, and even Guam came together in Pullman, Washington to share information, learn new approaches, and network at the "Innovations in Food Systems Education" Conference. The IFSE Conference was the Washington/Idaho Partnership 2020's (P2020) capstone event wrapping up the activities of their W.K. Kellogg Foundation's Food Systems Profession Education (FSPE) Project, which originally started in 1994 and developed into a partnership of educational institutions, tribes, non-profit organizations, and businesses from around Washington and Idaho. The focus of P2020 and the FSPE Initiative has been to envision what food systems and food systems education might be like in the year 2020 and take action towards that vision.

Initially, to help set the stage for the IFSE Conference, a pre-conference workshop entitled "Identifying Indicators of Sustainable Food Systems" was offered. Approximately 30 people attended the two half-day sessions led by Lee Hatcher of Atkisson, Inc. and worked together to develop a set of sustainability indicators that relate to food systems from the environmental, economic, and social perspectives.

Immediately after the conclusion of the pre-conference workshop, the conference field tour started. Over 50 people spent a very full afternoon visiting 6 sites (and taste testing on occasion) in the Pullman-Moscow area. To start with, participants learned about the



Kathi Colen Peck shows pre-conference participants, including RR members Cathy & John McBeth, the WSU Organic Teaching Farm

institutional integration of food systems components by visiting the Washington State University Dairy Farm, Compost Facility and Creamery. The tour then ascended one of the local

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Cultivating the Harvest II Was a Huge Success!

BY JENNIFER FARLEY,
COMMUNICATIONS
COORDINATOR

Cultivating the Harvest II: The Inland Northwest Small Acreage Farming Conference and Trade Show occurred November 7-9, 2003 at the Coeur d'Alene Inn in Coeur d'Alene, Idaho. Thank you very much to all who helped plan the event, volunteers, speakers, and conference and trade show participants! You all helped us have a fun and rewarding conference!

The conference's main sponsors were Rural Roots and our very close partner, the University of Idaho's Small Acreage Farm Team. Other supporters included AERO (Alternative Energy Resources Organization) and Washington State University Extension.

Small scale farmers and ranchers, conventional

growers interested in alternative production techniques, agricultural and food system professionals, extension educators, advanced home gardeners, students, and others interested in sustainable and organic food production arrived enthusiastic

and eager to learn and network. The event proved to be a colossal educational and social event with over 100 conference attendees each day.

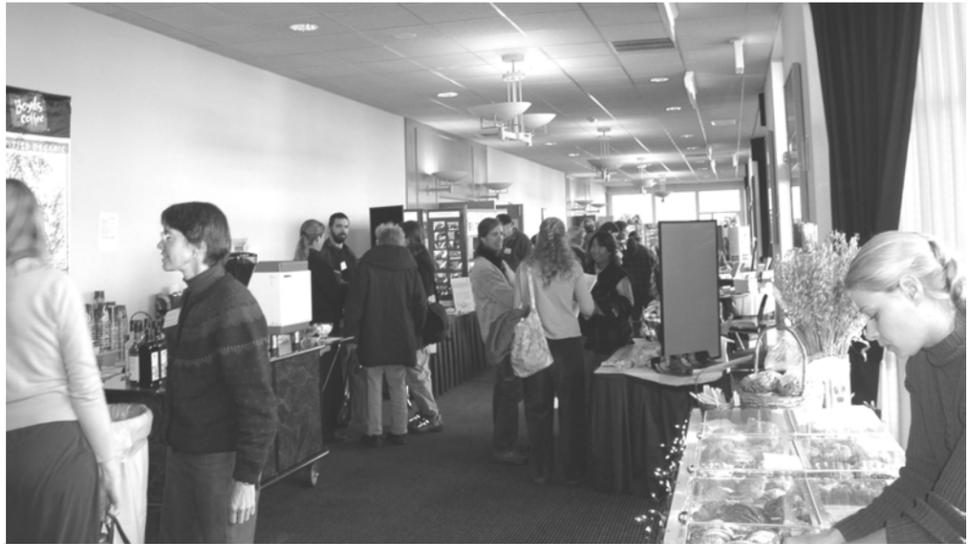
Popular sessions included: What Can I Produce on My Small Farm?, Seed Selection & Saving, Improving the Health of Your Soil, Assessing Your Market, Permaculture Design in the INW, Getting Meat Into the Market, and Starting a Cooperative Business.

Keynote and featured speakers included John Ikerd, Michael Shuman, Lora Lea Misterly, Jeff Rast, brightspirit, Stan Urmann, and Josh Slotnick.

"Skeeter is a great and inspirational speaker. When I die, I want to come back as one of her chickens."

Conference feedback has been very positive with almost every evaluation stating how much

they enjoyed and benefited from the conference keynotes, short course sessions, and trade show. One of my favorite comments referred to Skeeter Lynch's Certified Organic Egg workshop. It said, "Skeeter is a great and inspirational speaker.



Cultivating the Harvest II Trade Show at the Coeur d'Alene Inn

When I die, I want to come back as one of her chickens."

As for the conference meals, they were delectable! Sustainable organic and locally grown food was served during conference meals and breaks. The recipe for the baby boo pumpkin dessert during Saturday's lunch is featured below. I highly recommend it!

The trade show tastings were also a hit with items such as Cowgirl Chocolates, Rose Lake Elk, Riley Creek Blueberry Cookies, Goat Mountain Cheese, Hugh Lovel's Biodynamic garlic, Wildflour breads, and Nothing But Herbs vinegar.

If you missed this year's event, we are currently planning another small acreage farming conference to be held in Sandpoint, Idaho in November 2004 (not the same weekend as Washington Tilth's conference). The conference will focus on community food systems and direct marketing and will highlight the results of the "Northwest Direct" on farm marketing research project. We'll keep you updated on that 2004 conference as planning progresses.

Thanks again to everyone who made this year's conference a success!

Baked Baby Boo Pumpkins

St. Helens Manorhouse B&B, Morton, WA

Makes 1 serving, multiply as needed

1 baby boo pumpkin (miniature pumpkin)
1 tablespoon butter
2 tablespoons brown sugar
2 teaspoons chopped pecans, more or less
Maple syrup

Preheat oven to 300 ° F.

Wash & dry pumpkin. Cut out top and set aside. Clean out seeds. Put butter, brown sugar and pecans into pumpkin. Put top back on pumpkin. Place pumpkin in a baking pan and pour 1/4 cup water into bottom of pan. Bake for 40 minutes. Remove from oven and pour a little bit of maple syrup inside pumpkin. Put top back on and serve!



Greentree Naturals' Baby Boos. Photo Courtesy of Diane Green, Rural Roots Board Member.

Note: This recipe was reprinted and used with permission from Susyn Dragness, Innkeeper of St. Helens Manorhouse.

The Bed and Breakfast was originally built in 1910 and boasts original wavy, etched, stained and beveled glasswork. It also features beautiful woodwork and elegantly appointed guest rooms. Guests can enjoy hiking, sitting by a peaceful creek, and browsing in the antique shop.

Innkeeper: Susyn Dragness

Address: 7476 Highway 12, Morton, WA 98356

Telephone: 360-498-5243

Email: innkeeper@myhouse.net

4 rooms, private and shared baths

Open year-round

Children 10 and older are welcome

No pets

Smoking permitted in outside yard

Reference:

Faino, C. and Hazledine, D. 1998. Washington State Bed and Breakfast Cookbook. Peppermint Press, Denver, CO.

~SPECIAL THANKS~

TO THE INLAND NORTHWEST FARMS, RANCHES, BAKERIES AND OTHER BUSINESSES WHO PROVIDED FOOD FOR CULTIVATING THE HARVEST II, TO THE CONFERENCE FOOD COMMITTEE FOR SOURCING MANY OF THE LOCAL INGREDIENTS AND TO COEUR D'ALENE INN CHEF GENE TILLMAN AND HIS STAFF FOR CREATING THESE EXTRAORDINARY MENUS AND PREPARING THE CONFERENCE MEALS USING AS MUCH LOCAL AND ORGANIC INGREDIENTS AS POSSIBLE!!

Cowgirl Chocolates, Moscow, ID: Chocolates
Doma Coffee, Post Falls, ID: Locally Roasted Coffee
Goat Mountain Cheese Company, Porthill, ID: Goat Cheese
Granny's Bakery, Rathdrum, ID: Dinner Rolls, Muffins, Scones, & Fruit Breads
Greentree Naturals, Sandpoint, ID: Organic Baby Boo Pumpkins
Flour Mill Natural Foods, Hayden, ID: Assorted Flours
Killarney Farm, Cataldo, ID: Organic Cilantro, Tomatoes, Sweet Peppers, Baby Greens, Spaghetti Squash, Buttercup Squash, Celery Root, Bok Choy, Stir Fry Greens, Leeks, Red & Green Cabbage
Nothing But Herbs, Hayden, ID: Fresh Herbs, Herb Vinegars, & Herb Dips
Riley Creek Blueberry Farm, Laclede, ID: Jam, Syrup & Blueberry Cookies
Ronniger's Potato Farm, Moyie Springs, ID: Organic Yukon Gold and Red Potatoes, Onions, Garlic, Carrots, & Apples
Rose Lake Elk Farm, Cataldo, ID: Elk Standing Rib Roast, Sausage, Salami & Jerky
RTR Angus, Clarkfork, ID: Beef Steak, Ground Beef
SaraJoe's Organic Products, St. John, WA: Organic Bacon, Breakfast Links, German & Italian Sausage
Small Planet Tofu, Newport WA: Organic Tofu
Two Ravens Herbals, Kooskia, ID: Herbal Teas
Wildflour Bakery, Coeur d'Alene, ID: Assorted Pastries

Cultivating the Harvest II Conference Menus

FRIDAY, SATURDAY AND SUNDAY MORNING AND AFTERNOON BREAKS

Wildflour Bakery Pastries & Rolls
 Locally Roasted *Doma Coffee* at the Espresso Cart

FRIDAY ITALIAN LUNCH BUFFET

Rose Lake Elk Ossobuco
 Braised Sweet *SaraJoe's Organic* Italian Pork Sausage
 Vegetarian Spaghetti Sauce w/ *Killarney Farm Organic* Winter Squash
 Spaghetti Sauce & *RTR Angus* Beef Meatballs
 Organic Spelt Pasta
 Grilled Eggplant & Roma Bruchetta
Ronniger's Organic Roasted Root Vegetables
Small Planet Tofu Cacciatore
Killarney Organic Baby Greens with Organic Balsamic Vinaigrette
 Greek Salad with Organic Feta Cheese
 Assorted *Granny's Bakery* Dinner Rolls
Small Planet Tofu Cheesecake
Boyd's Organic Coffee, Decaf, or Tea, Milk

SATURDAY IDAHO POTATO LUNCH BUFFET

Steamed Organic Yukon Gold and Red *Ronniger's* Potatoes
 Braised *Killarney Farm Organic* Red and Green Cabbage
 Lime *RTR Angus* Beef Steak and Organic Chicken Fajitas
 Steamed Broccoli and *Ronniger's Organic* Carrots
 Organic Jalapeño Black Beans from the *Flour Mill*
 Fresh Fruit Kabobs
 Organic Tortillas and Fresh *Killarney Farm Organic* Tomato Salsa
Greentree Naturals Baked Organic Baby Boo Pumpkins
Boyd's Organic Coffee, Decaf, Tea, and Milk

SUNDAY BRUNCH BUFFET

SaraJoe's Organic Bacon, Link Sausage, and German Sausage
 Organic Scrambled Eggs
Ronniger's Organic Potato & Cheese Soufflé
 Fresh *Nothing But Herbs* & Roasted Red *Ronniger's Organic* Potatoes
 Sliced Organic Melon and Spokane Plums
Ronniger's Organic Apple Waldorf Salad
Granny's Bakery Muffins, Scones & Fruit Breads
Boyd's Organic Coffee, Decaf, Tea and Milk

FRIDAY AND SATURDAY EVENING TASTINGS

Rose Lake Elk Farm Sausage, Salami and Jerky
Goat Mountain Cheese
Nothing But Herbs Vinegars
Wildflour Breads
Riley Creek Blueberry Farm Jam, Syrup and Blueberry Cookies
Cowgirl Chocolates
Two Ravens Herbals Tea
 Locally Roasted *Doma Coffee* Take-Away Samples

Organic produce and other ingredients not purchased from local farms, ranches, bakeries or businesses were obtained through Charlie's Produce, a regional distributor committed to supplying organic, natural and regional produce to restaurants, grocers and other retail outlets in the Northwest.

Conference Food Committee Members:

Cathy Weston, Barbara Arnold, Margaret Gilman, Ellen Scriven & Colette DePhelps

A Word From the Executive Director

(Continued from page 2)

market from May to October. Likewise, spending varies each week and estimated market sales per shopping group will vary throughout the season. If a market wants to have seasonal data, RMA's will need to be performed on a regular basis with consistent questions for analysis. We also cannot make direct comparisons between markets as we gather market data during

different months and on different days during the season.

We can learn a lot about the market in general, for instance, why people are coming to the market, what else they would like to see in the market, if they like market hours, whether the market was the main reason they came downtown and, if they intend to do other downtown shopping, how much they

anticipate spending. The RMA team can also provide the market with valuable feedback about the atmosphere, vendor and product mix and positive and negative attributes of the market site. Perhaps the most valuable thing the markets learn is now to conduct a RMA themselves. This allows them to plan for a more thorough market assessment the next season. To learn more about the RMA proc-

ess and results from this season's RMA's, check out John's articles on page 13. And, if you are interested in helping out the market in your community, Steve Smoot provides you (and Santa) with 12 ways you and organizations in your community can help grow and develop your farmers markets.



Greater Prosperity through Greater Self-Reliance

(Continued from page 1)

credit cards. Simply creating more local credit cards could bring hundreds of millions of multiplier benefits back into the state economy.

Remarkably, in country with 36,000 municipalities, fewer than a half dozen have performed serious, comprehensive leakage studies. Without such studies, economic developers are simply gambling with the taxpayers' hard-earned money. Sure, they'll probably be able to show some benefit for their efforts (as in Las Vegas, you do get free drinks), but the city will never know whether the biggest leaks in the economy were plugged and how much money was lost in opportunity costs.

Over the past year, I've been working with two communities - St. Lawrence County in upstate New York, and Millinocket in rural Maine -- to help them reinvent their economic development policies. The basic strategy is simple: Measure leaks, and then organize businesses to plug them, starting with the largest leaks first.

In St. Lawrence County, we analyzed leaks in eleven sectors,

such as finance, services, tourism, and manufacturing. Next, we organized several hundred local movers and shakers - professors, students, businesspeople, activists, even the County planning staff -- into year-long working groups for each sector. Each working group is now identifying leaks and coming up with new businesses that can plug these leaks.

The food and agriculture working group thus far has found several interesting areas of leakage. Despite a rich farming tradition, the county imports - unnecessarily - 11,000 beef cows each year, 36,000 pigs, and two million chickens. Most vegetables are being imported as well (the ratio of acres dedicated to hay growing for dairy cows, compared to those for vegetable growing, is 517 to 1). And more than half of all logs harvested inside the forest-rich county area are being processed outside it.

If these and other leaks in St. Lawrence County were plugged, the residents would enjoy \$613 million in new earnings, \$1.8

billion in new output, and 14,000 new jobs. These changes would be enough to put every unemployed person back to work, and transform St. Lawrence from one of the poorest counties in New York State to one of the richest.

Huge opportunities from leak plugging are available in every rural county in America. But to

"Local businesses have more linkages with the community (they employ more locals, buy from other local businesses, recycle their profits), and consequently generate a higher 'economic multiplier' with each dollar of business".

realize these potential gold mines, two initial steps are necessary. First, P.T. Barnum Economics needs to be dumped. Every dollar wasted on corporate or Wal-Mart recruitment is a dollar that cannot be spent on developing local business serving local markets. Second, serious studies of economic leakages must be performed.

Once a community decides that its prosperity is rooted in resources, skills, and markets at home, wonderful things begin to happen. Decisions by the federal government and by distant

corporations - which are often as foolish as they are insensitive - matter less and less. And groups once at loggerheads, like local businesspeople and environmentalists, finally discover the virtues of working together on exciting shared initiatives. None of this is easy or cheap, but it's easier and cheaper than what rural communities are doing today in the name of development.

Real rural development can no longer be one megaproject that only benefits politicians' resumes. As Wendell

Berry has written, "The real work of planet saving will be small, humble, and humbling....It's jobs will be too many to count, too many to report, too many to be publicly noticed or rewarded, too small to make anyone rich or famous."

Michael Shuman is author of *Going Local: Creating Self-Reliant Communities in a Global Age* (Routledge, 2000), and Executive Director of Community Ventures.



COOL Must Become an Election Voting Issue

November 26, 2003

FOR IMMEDIATE RELEASE

CONTACT: STEVE CADY
402-792-0041

www.competitivemarkets.com

Lincoln, NE— The Organization for Competitive Markets (OCM) says that the battle to keep country of origin labeling (COOL) must be amplified to a new level. Farmers, ranchers and consumers must keep up their calls and faxes to their legislators, to the White House and to the House/Senate leadership to let them know that this is a voting issue.

"Country of Origin Labeling of food has precipitated a war," said OCM President Fred Stokes. "Food producers and consumers are on one side with the food cartels and their lackeys on the other. Regrettably, the lead-

ership in our government has come down on the wrong side, as they cut back room deals to kill COOL."

Ag Secretary Ann Veneman, doing the bidding of meat packers, said this past week that farmers and ranchers do not want COOL. However, more than 135 organizations representing over 50 million Americans have been vigorous in support of the law. Further, every survey of producers and consumers on the issue reveals overwhelming support.

"This is a 'no-brainer'," continued Stokes. "The merits of food labeling are patently obvious and public support for it is massive. Given the recent incidents of mad cow disease in Canadian beef and Hepatitis A in Mexican green onions, the case for COOL is overpowering. That this

administration, leadership in congress and USDA are complicit in a massive campaign to distort, delay, deceive and ultimately kill this legislation should scare everyone."

The Organization for Competitive Markets is a multi-disciplinary, non-profit group of farmers, ranchers, academics, attorneys and policy makers dedicated to reclaiming the agricultural marketplace for independent farmers, ranchers and rural communities.



DON'T FORGET

GET LISTED IN
RURAL ROOTS' 2004
FARMERS' MARKET
DIRECTORY AND FARM
FRESH BUYING GUIDE!

February 6th, 2004
Rural Roots' Deadline for
2004 Inland Northwest
Farmers' Market

Directory Applications
Applications will be mailed to
Farmers' Markets in January

&

March 1st, 2004
Rural Roots' Deadline for
Rural Roots 2004 Farm
Fresh Buying Guide

Applications
Applications will be mailed to
Rural Roots' Members in
February

Contact Jennifer Farley at
208-883-3462 or
jennifer@ruralroots.org



Walking the Talk of Sustainable Agriculture

BY DR. JOHN IKERD,
PROFESSOR EMERITUS OF AGRICULTURE ECONOMICS, UNIVERSITY OF MISSOURI COLUMBIA

Note: Dr. Ikerd was the opening keynote speaker at Cultivating the Harvest II, November 7-9, 2003, Coeur d'Alene, Idaho. This is the abstract of his speech.

The sustainable agriculture movement began during the mid-1980's with the merging of three different streams of public concern. Organic farmers and environmental groups were concerned with the impacts of agricultural chemicals on the natural environment and on human health. Some conventional farmers and agricultural groups were concerned about the impacts of rising costs and falling prices on the agricultural economy. Small farmers and rural advocacy groups were concerned about the impacts of agricultural industrialization on farm families and rural communities. These three movements joined forces in the mid-1980's to support the first federal program to support sustainable agriculture research and education.

Since the early 90's, the sustainable agriculture movement has continued to grow from within and has picked up allies among other like-minded groups. The issues of economic globalization, corporate consolidation of the food system, confinement animal feeding operations, biotechnology, and food safety, health, and nutrition issues have all helped to strengthen the sustainable agriculture movement. The movement now is made up of hundreds of thousands of advocates and active proponents scattered across the continent and around the globe.

Some still struggle with the definition of sustainable agriculture, but being difficult to define doesn't make it any less important. Sustainability doesn't have a "simple little definition" because it is not a "simple little concept." Who is wise enough to provide "simple little definitions" of love, of hope, of faith, or even for profit? Yet, few would argue that we can't deal with such things, because we can't define them, or that they aren't important. People

generally have a pretty good understanding of the "really big" issues, such as love, hope, faith... and sustainability, even if they can't easily define them.

Nevertheless, it is certainly worth our continuing time and effort to try to find ways to communicate the concept of sustainability more effectively. The most basic definition of sustainable agriculture is "an agriculture that will last" -- an agriculture that can maintain its productivity and value



Cultivating the Harvest II Conference & Trade Show Attendees "Walking the Talk"

to society, indefinitely. A sustainable agriculture must meet the needs of people of the present, while leaving equal or better opportunities for those of the future.

In order to last, a sustainable agriculture must be ecologically sound, economically viable, and socially responsible. If a system of farming destroys the productivity of its natural resource base -- water, air, or soil -- it eventually will lose its ability to produce, and thus, is not sustainable. If a system of farming fails financially, it is not sustainable, no matter how ecologically sound it may

be. And, if a system of farming doesn't meet the needs of society, as consumers, producers, and citizens, it will not be sup-

"A sustainable agriculture must meet the needs of people of the present, while leaving equal or better opportunities for those of the future."

ported by society, and thus, is not sustainable. All three dimensions of sustainability are necessary and no one more important than are the others. It's just plain common sense.

This is the rhetoric of sustainability. However, rhetoric will not convince the skeptics who are currently committed to unsustainable farming methods, values, or lifestyles. The only hope to reach the skeptics is to convince them that a sustainable agriculture will improve their quality of life -- here and now, not sometime in the future. And they won't believe that until they see it for themselves.

Thankfully, thousands of farmers all across America and around the world are transforming the rhetoric into reality -- they are walking the talk of sustainable agriculture. These new

farmers may label themselves organic, biodynamic, ecological, natural, holistic, practical, innovative, or nothing at all; but they are all pursuing the same basic purpose. They are on the frontier of a new and different kind of agriculture, a sustainable agriculture.

Today, at least five annual "sustainable agriculture" conferences in the U.S. consistently draw more than 1,200 farmers. Sustainable agriculture conferences drawing 400-500 are far from rare and conferences drawing 100-200 people per year are too numerous to count. Increasingly, farming conferences are planned in collaboration with citizen and consumer groups who are concerned about the sustainability of the entire food system. The sustainable agriculture movement is alive and well.

These new American farmers are on the cutting edge of agriculture and of society. They face struggles and hardships along the way. Life is rarely easy on any new frontier. But, growing numbers are finding ways to succeed. These farmers are proving that it is not a sacrifice to care for the land and to care for others, as they care for themselves -- it adds quality to their lives. Quality of life has social and ethical as well as material dimensions. These new farmers are discovering and demonstrating a better way to live as well as a better way to farm as they walk the talk of sustainable agriculture.



NxLevel's Agricultural Entrepreneurship Tilling the Soil of Opportunity

**Interested in starting a small farm or ag business?
Then this course is for you.**

Learn to write a business plan through a series of manageable steps -- you'll learn about farm finances, marketing, management and legal issues. You will leave the course with a roadmap to your business!



**Thursdays
6:00 – 8:30 pm
Jan 15th-May 6th
UI - Ag. Sciences 339**



**For more information or to sign up for class,
contact Theresa Beaver (208-885-7787) or cultivatesuccess@ruralroots.org**

FYI: Food Safety Contacts

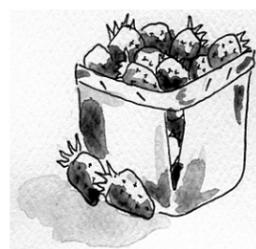
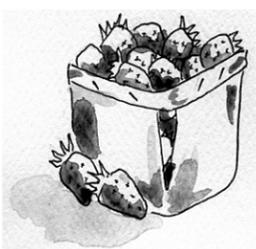
Many of the food safety topics discussed in the Cultivating the Harvest II workshop and short course sessions were funded by a USDA food safety grant.

The following contact list was supplied by Mary Valentine,
Idaho Department of Health and Welfare.

INFORMATION ON FDA AND USDA CONTACTS

Who	Where	What
<p>FDA Seattle District- Wholesale John Banks: (208) 334-1051 FDA Boise Resident-in-Charge</p> <p>North of Riggins: Gordon Wales: (509) 353-2470 FDA Investigator</p>	<p>304 N. 8th Street, Room 147 PO Box 1887, Boise ID 83701</p> <p>1000 N. Argonne, Suite 105 Spokane, WA 99212</p>	<p>1) Wholesale food inspections: interstate processors, manufacturers, repackers, warehouses and state contract inspections; 2) New interstate processor applications; 3) Complaints about interstate food; 4) Traceback of interstate foods implicated in foodborne outbreaks.</p>
<p>FDA Pacific Region – Retail Brad Tufto, Regional Retail Food Specialist (509) 353-2470</p> <p>Other Pacific Region Specialists: John Marcello, Katey Kennedy, Sharon Smith, Lisa Whitlock and Rich Ramirez</p>	<p>1000 N. Argonne, Suite 105 Spokane, WA 99212</p> <p>Others located in Phoenix, Portland, Seattle, Oakland and Irvine</p>	<p>Assist with retail food programs – this agency promotes the “FDA Voluntary Retail Food Regulatory Program Standards”; assists with Self-Assessments; and with standardizing trainers (who then in turn standardize their staff).</p>
<p>FDA Consumer Affairs Specialist Alan Bennett (503) 671-9711, Ext. 22</p>	<p>9780 SW Nimbus Avenue Beaverton, OR 97008-7163</p>	<p>He answers questions about FDA regulated products and helps people who want to start businesses. He will answer questions from regulators, too.</p>
<p>USDA Compliance Officer-Boise Food Safety Inspection Service Vacant 334-1855</p> <p>USDA Compliance Investigations Kip Ayers, Supervisor (425) 487-0155</p>	<p>304 N. 8th Street, Room 447 Boise, ID 83701</p> <p>19110 Bothell Way, N.E. Bothell, WA 98011</p>	<p>They will respond to complaints about meat and poultry products that are being illegally processed or sold from unapproved sources. Complaints referred to Bothell when there are no Idaho officers.</p>
<p>USDA Technical Support Regulators’ Food Safety Information Line 800-233-3935</p>	<p>Omaha, Nebraska</p>	<p>They will answer questions that state and local regulators may have about what is legal or required by the Meat or Poultry Inspection Acts.</p>
<p>USDA – Salem Office Jerry Pastwick (503) 399-5831, x225 Leo Ramsey (503) 399-5831, x234 Darren Sisk (503) 399-5831, x227 USDA New Client Packets (800) 824-2548, Ext. 229</p>	<p>Food Safety & Inspection Service, 530 Center Street, N.E., Salem OR 97301</p>	<p>They approve new meat and chicken processors, and get them placed on the USDA-inspected list. New client packets consist of the application and requirements for processors.</p>
<p>USDA, District Epidemiologist Myra Barrows, DVM (503) 399-5831, Ext. 241</p>	<p>Food Safety & Inspection Service, 530 Center Street, N.E., Mezzanine Salem, OR 97301</p>	<p>She will assist with investigations of foodborne illnesses or outbreaks that may be caused by meat or poultry.</p>
<p>USDA MEAT AND POULTRY HOT-LINE (800) 535-4555</p>	<p>(800) 535-4555</p>	<p>Resource for consumers – advice on cooking and holding temperatures, etc.</p>

For more information contact, Mary Valentine, Office of Epidemiology and Food Protection,
at 208-334-5936.



Finding the Right Market For Your Farm

BY STAN URMANN,
RILEY CREEK BLUEBERRY FARM

As small farmers we are constantly looking for ways to increase our farms' profit margin. Most of us grow things because we enjoy working outside and playing in the dirt. We didn't become farmers to drive around in vehicles and peddle our products. Unfortunately, to sustain our desire to play in the dirt, we must market what we grow. Since we are small volume producers, it is imperative we get the best price for our farm fresh crops.

There are many marketing choices out there. Direct marketing can include: on-farm sales (including u-pick); farmers markets; your own roadside stand; co-ops; retail outlets such as local stores, restaurants, bakeries, and the many roadside produce stands we pass each day.

How do you know which market

is right for you and which can bring the most return? This will depend on you and your product. The key is to be flexible and willing to try new market approaches with an open mind.

For us at Riley Creek, on-farm sales create the best scenario. By having the consumer come to our farm, we eliminate the delivery cost. This includes vehicle expense and the cost of a driver, usually me! I get to stay on the farm. Fresh berries bring the top dollar; after all, they are the freshest you can buy. Packaging cost is at a minimum since we don't have to meet the high labeling and packaging needs of retail outlets.

We're able to further increase our profit margin by encouraging u-pick. Picking labor is a major expense and it is always a challenge to find dependable pickers. A self-service checkout station also eliminates the cost of an employee. Having the customer weigh and pay for his/her own fruit may sound risky, but

we've found that most people are very honest and they think it's a pretty cool thing to do.

weeks we are open seven days a week from daylight to dark. When people give you several dollars for berries, they feel

entitled to use your rest-room, phone, and maybe catch a movie on TV.

Each year, our farm sales increase, but we still have to utilize other marketing strategies. Don't be afraid to experiment, be patient, and

analyze your costs for each marketing technique. Above all, you must feel comfortable and enjoy the marketing aspect as much as the growing. Good luck!!



Riley Creek Blueberry Farm Trade Show Booth for Cultivating the Harvest II

On-farm sales may sound great, but before you start counting your money, let's look at some drawbacks. Location is a key factor for on-farm sales. People like a country drive, but two hours of being lost in the boonies won't get people in the mood to part with much of their money. You better be a people person and be willing to share your property. For six to eight



Easy Recycling with your Autumn Leaves

BY JENNIFER FARLEY,
COMMUNICATIONS
COORDINATOR

Did you know that pound for pound, the leaves from one large shade tree can contain more nutrients and minerals than manure? The deep roots of a tree can absorb nutrients and minerals deep in the soil and a lot of these minerals are transported into leaves. Composting your leaves is a simple and convenient way to add soil-building nutrients and organic matter in your garden soil, potting soil, or lawn. The following are some tips for composting leaves.

- **Shred your leaves.** Unshredded leaves tend to mat and prevent oxygen and water from moving into the soil.
- **Choose a good location.** Choose that provides sunlight in the winter and shade in the summer. A location sheltered from the wind is also prefer-

able. You'll also want it to be located where you have easy access to water, as you'll want to moisten your compost bin during the summer.

- **Turn the compost pile regularly.** This gives your pile fresh air, and improves aeration by creating air passages. It also mixes up and distributes nutrients, and removes heat, water vapor, and other gases. Turning exchanges cool oxygen rich surface material with warm and moist material below. This results in a quicker composting process and helps control odor, temperature, and moisture.
- **Make a leaf mold with excess leaves.** Pile and loosely compress your leaves in the fall and enclose them. A circular bin with wood or stones works well. These leaves will not break down as quickly as the other composted leaves, but can be matted down

and used as a mulch next spring or summer. You can also store them in a cold place and come back years later for fine potting soil.

Rynk, Robert and Colt, Michael. 1997. *Composting at Home*. Moscow: The University of Idaho College of Agriculture Cooperative Extension System.

<http://www.compostguide.com>

For more information about leaf composting and other composting check out these resources:



Shred those leaves!





Movin' Right Along...

Cultivating Success Update

BY THERESA BEAVER,
CULTIVATING SUCCESS
COORDINATOR

It's hard to believe that the Cultivating Success program is only 2 ½ years old! It's sure come a long way since I first told you about this newly proposed certificate program back in the fall of 2001. That was when we offered the first *Sustainable Small Acreage Farming and Ranching* course at the University of Idaho in Moscow. Now that course is officially in the UI and WSU catalog. The course is also offered at the UI in Sandpoint and Twin Falls, Idaho, and at WSU in Puyallup, Port Angeles and Port Orchard, Washington.

Another course in the certificate program is the Nxlevel's Agricultural Entrepreneurship course in business planning. This course will be offered again this spring semester at University of Idaho beginning in January.

Two new sustainable food systems courses were developed by Cathy Perillo at Washington State University and will be offered annually. Science, Society and Sustainable Food Systems is an introductory overview course, and Field Analysis of Sustainable Food Systems is a week long intense field course visiting farms, processors, shippers, retailers, and other components of the food systems.

So, what's next for Cultivating Success?

This spring we will be holding trainings for extension educators around Washington and North Idaho who are interested in offering Cultivating Success courses in their area. Next summer we hope to place our first apprentices on regional farms. We also will be developing web-based courses for place bound students.



USDA Awards Over \$1.1 Million Throughout the Pacific Northwest

SPOKANE, WASHINGTON,
October 23, 2003 ---

USDA's Risk Management Agency (RMA) Spokane Regional Office announces the awarding of nearly \$1.1 million dollars in partnership agreements to help provide new ways for producers to manage agricultural risks, and for outreach and educational opportunities to women, limited-resource and other traditionally underserved farmers and ranchers.

Dave Paul, Director of RMAs Spokane Regional Office stated, "Managing risk is critical to the success of our farmers and ranchers. These partnership agreements will help create opportunities for farmers and ranchers in the region to become better risk managers.

Proposals were accepted from public and private entities including colleges and universities; Federal, State, and local agencies; non-profit and for-profit organizations; and others. All partnership agreements were competitive and awarded based on merit. The following sections represent partnership agreements in the Spokane Regional Office area only (representing Alaska, Idaho, Oregon and Washington) unless otherwise noted.

Education Partnership Agreements -- \$309,640

Idaho Cattle Association Managing for the Future, Planning for Profitability: Risk Management Education for Livestock Producers To educate beef producers through a series of workshops about managing their risk so that they can achieve a greater return on their assets and resources.

Oregon Nursery Association Educational Seminars for Oregon Nursery Growers. To educate wholesale production growers in the ornamental horticulture industry on risk management, including the use of equipment safety, water issues, disease, pesticides, and business and marketing practices.

Washington Wine Grape Industry Foundation Commodity Partnership for Risk Management Education in Washington State. To educate wine grape,

potato and tree fruit growers through an innovative partnership on financial management, crop insurance, marketing contracts and other existing and emerging risk management tools.

Outreach Partnership Agreements -- \$547,745

Washington State Department of Agriculture Farm to School Connections - to facilitate institutional marketing opportunities for underserved farms and contribute to the economic health of limited resource farmers in Washington State.

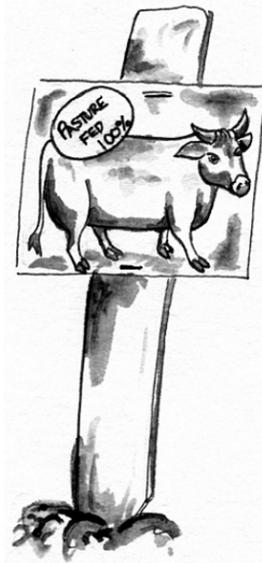
Microfarm Sustainable Research and Education Hydroponics as a Water-Saving Risk Management Tool. Will provide a program to increase awareness among agricultural producers in Oregon and Washington of the advantages and usage of hydroponics growing in an agricultural context.

Washington State University Extension Service Working with Farm Women to Reach Farm Families in Financial Crises. Will provide community and social services to Washington State farm families currently suffering severe financial and/or family stress.

University of Idaho Will provide a program to evaluate and strengthen the risk management education outcomes of the Cultivating Success Program (a series of comprehensive farm business planning and management courses) so that farmers and agricultural educators/advisors are informed of the full range of tools for managing risk.

Heifer International - To address the delivery gaps for immigrant farmers, and to support local and regional immigrant farming programs that enable participating farmers, specifically immigrants, refugees and ethnic minorities to succeed through sustainable production, community-based marketing enterprises and informed risk management decisions for their operations.

Drake University Law Center - To help support state and local food policy councils in Arizona, Illinois, Iowa, Kansas, New Mex-



ico, North Carolina, Oklahoma, Oregon, Utah, Washington and Minnesota. The council will provide training to small farmers, direct marketers and other producers of specialty crops and will engage public officials and others in adopting policies to create opportunity for local farmers and consumers.

Research Partnership Agreements \$182,431

Washington State University - Income Risk Assessment of Organic Apple Production in the Pacific Northwest. **States Served:** Idaho, Oregon and Washington. Will develop a computerized risk assessment tool that can be used by producers to evaluate the economic impact of alternative production strategies (conventional vs. organic) for apple producers in the Pacific Northwest (PNW) region.

Detailed information on all RMA 2003 Fiscal Year partnership agreements approved nationwide can be obtained at <http://www.usda.gov/news/releases/2003/10/0348.htm> and includes a list of recipients, amounts, targeted audiences and contact people.

USDA is an equal opportunity provider and employer.

For more information, contact:
Jo Lynne Seufer
Risk Management Specialist
USDA/Risk Management Agency
Spokane Regional Office
112 North University, #205
Spokane, WA 99206
(509)353-2147
(509)353-3149 Fax
jo.lynne.seufer@rma.usda.gov
www.rma.usda.gov



Congratulations to Rural Roots' Newly Elected Board Members!

We asked the newly elected Board Members what "sustainable food systems" means to them.
Here are their responses...

Q: What does "sustainable food systems" mean to you?

Gary Angell

Rocky Ridge Ranch
Reardan, WA
509-796-3588

3 yr. term: January 2004-
December 2006

A: It means maintaining a direct link between consumers and local food producers not to be displaced by large corporate agriculture. Sustainable also means the production of food must be people, animal, and earth friendly.

Toni Carey

Four Seasons Farm
Priest River, ID
208-448-2089
fourseasonfarm@earthlink.net

2 yr. term: January 2004-
December 2005

On our farm, it means: goats for milk and manure for us, pigs and cats (milk), and the garden (manure); pigs for meat (us and to sell) and to work the earth and manure. The garden, which uses the composted manure, supplies food for us, Newport Market, and our animals. Everyone plays a part.

Margaret Gilman

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

3 yr. term: January 2004-
December 2006

It is a connection between the farmer and consumer at a local level; be it a farmers' market, a CSA, or an on-farm sale. Buying local builds a sense of community and encourages stewardship of the land. It eliminates costly long distance distribution systems.

Diane Green

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

2 yr. term: January 2004-
December 2005

It means growing enough food to feed my family and to feed my community through local food sales. It means eating seasonally and supporting other local small acreage farms. We need to cultivate more growers/ gardeners to be able to provide a food system!

Skeeter Lynch

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

1 yr. term: January 2004-
December 2004

- 1) People can grow their own food for their family
- 2) Off farm markets, grown to sustain the land, enough money to make a living and to support social well being.

Tom Torrano

Organic Matters
Post Falls, ID
208-704-0851

2. yr. term: January 2004-
December 2005

"Sustainable food systems" means the methods and means of producing, transporting, distributing, and consuming the most vital of commodities in our lives in order to minimize, if not eliminate the negative impact on the environment, the economy, and the health of the people both locally and in distant communities. This is done without the infusion of extraneous support. To me, it is the antithesis of the conventional system accepted and embraced by so many today.

Cathy Weston

Talking Creek Farm
Hauser, ID
208-773-9420
westcat78@yahoo.com

2. yr. term: January 2004-
December 2005

Maintaining and improving the land whilst growing food for the community and providing jobs, careers, and education.

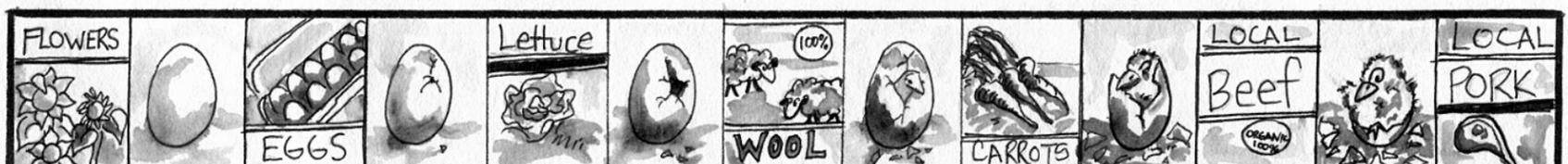
J.D. Wulfhorst

Mountain View Gardens
Moscow, ID
208-885-7645
jd@uidaho.edu

3 yr. term: January 2004-
December 2006

Sustainable food systems means a combination of things to me:

- ◆ supportive of our environment and landscape
- ◆ Quality and economically viable methods and practices
- ◆ Socially and ethically responsible to local community needs
- ◆ Part of a larger system to promote equity and inclusion



Dear Santa, Farmers' Markets Do Benefit the Community

BY STEVE SMOOT,
SPOKANE FARMERS' MARKET

Dear Santa,

We know that sometimes it looks like we are mostly just playing around in the dirt or coming downtown to "try to make a buck" but we have tried to be good through the year. 'Course it isn't just because we've tried. We think that, like little kids, there's just something about a farmers' market that make it good for the community where it is found.

Farmers' markets have sprung up in cities throughout the country, attracting people back to the public spaces of their downtowns and neighborhoods. People are rediscovering that the markets, with their emphasis on locally owned products and locally grown food, accentuate the qualities that make their communities special.

A defining characteristic of farmers' markets is the uniqueness of each market. The history and culture of the community in which it is located; the goals and capacity of its sponsors; and its location, design, customers, and vendors create a special set of circumstances. Additionally, successful markets are not static but are constantly changing to meet new demands and opportunities.

Every community faces challenges in keeping its economy vital. The development of a lively farmers' market has proven itself as an opportunity to meet that challenge. A facet of sustainable local agriculture interfaced with an urban economy, a farmers' market becomes a unique community resource.

Spokane has unique social, historical, and environmental features. Built as a processing and transportation center over a century ago, the city is sur-

rounded by an impressive agricultural and natural environment. The city is a major urban center within this surrounding landscape of small towns, lakes, forests, and farmlands.

Spokane residents are strongly aware and appreciative of their unique geography. They seek to connect with nature and local agriculture through trips to "the lake" and drives and harvesting adventures to Green Bluff. The residents seem to long for the opportunity to leave behind the malls, strip developments, and their own neighborhoods. A successful farmers' market offers an authentic and interesting way for the public to enjoy their unique location at market site—made welcome with activities and events.

Many market farmers come to Spokane from a considerable distance. Despite their necessary role in supporting the market, individual farmers can only take on a limited role in the market's operation. It is also important that local organizations work for the market's success.

Many communities understand that the development of a successful farmers' market is an important way to contribute to a vital local economy. Market development has become a state and national trend over recent decades. Nationally, less than 100 markets existed in 1970. Now there are around 3,000. Pike Place Market in Seattle, with its unique history and location, has become the top tourist attraction in Washington State. Not every Washington community has a Pike Place but membership in the Washington State Farmers' Market Association has grown from just over a dozen markets in the early '90's to nearly 80 in 2003. Community organizations everywhere have worked together to create markets that are destinations for tourists and the local residents.

Given these trends and benefits, community organizations have a choice; they can assist markets to create entrepreneurial opportunities and urban revitalization, or not. Market development can be well planned or just happen. But, a community development strategy works best when the entire community supports it.

What Makes a Community Development Strategy Successful?

The National Trust for Historic Preservation has pioneered a good number of recent heritage tourism programs in American communities. The National Trust has offered principles and steps that have made effective tools for developing resources, preserving the best that is already a part of a community's heritage while attracting visitors. These 5 principles can be applied to market development:

1. Collaborate
2. Find the fit between the community and tourism
3. Make sites and programs come alive
4. Focus on authenticity and quality
5. Preserve and protect

The National Trust has recognized that each community is unique in its own way. Any development must reflect the need to preserve and protect special resources. Special places and qualities attract visitors. Social heritage is as important as natural heritage. As an example, promotion can feature the intriguing human drama of agricultural practices and marketing traditions. A creative and exciting message makes sites come alive.

Whatever the message, successful programs must have widespread local acceptance and meet recognized local needs. Cooperative partnerships are essential.

A farmers' market represents a very real and necessary alternative for farmers, consumers, and communities. Consumers enjoy the opportunity to buy really fresh, flavorful produce directly from the grower. Family farmers can stay in business, maintain local farmland and continue to reinvest locally. Communities experience improved economies, neighborhood revitalization, and greater food security.

A problem in America today is the tendency of livestock and crop producing factory farms to damage local environments and economies with very little

concern for local communities, farmers, or the environment. Factory farms replace family farmers who reinvest in their own communities and act as stewards of resources.

Many communities are affected by the loss of nearby farmland estimated at 1 to 1.5 million acres, annually. At that rate, land under urban development will double in the next 50 years.

"Nationally, less than 100 markets existed in 1970. Now there are around 3,000."

Finally, and certainly not least, many city residents

have turned to farmers markets as a source of fresh, nutritious food. Farmers markets encourage wholesome eating habits. They are often able to tap state and federal assistance to help low-income families obtain fresh fruits and vegetables and learn about better nutrition.

So Santa, we've written a list of ways for others to help grow and develop their farmers' market.

Other community organizations can help. Here's how:

- 1) Assist with the market's integration into the social, commercial, and political life of the community.
- 2) Advocate for the market when farmer and market needs come to cross-purposes with local government regulations.
- 3) Advocate for the market with local businesses to help avoid and resolve conflicts.
- 4) Assist urban producers to find suitable growing space.
- 5) Assist in farmer outreach and in keeping farmers connected.
- 6) Help organize festivals that showcase the market, local production, and local farms.
- 7) Help stage cooking and other educational presentations.
- 8) Bring the farmers into the community in other venues to promote the market and educate the public.
- 9) Assist in accounting, advertising, and "marketing" the market.
- 10) Find more market customers.
- 11) Find funding for market operations.
- 12) Assist the market and its farmers to participate in governmental and local nutrition programs.

Happy Holidays!

**Steve Smoot
Spokane Farmers' Market**





Regional Effort to Develop Specialty Meat Processing Facilities

BY JENNIFER FARLEY,
COMMUNICATIONS COORDINATOR

Small and specialty livestock producers in the eastern Washington, northern and central Idaho, northeast Oregon, and western Montana areas suffer from lack of USDA inspected slaughter and processing facilities within a reasonable economic distance. Specialty livestock growers include organic and natural pork, deer, elk, ratites, sheep, free range chicken, beef, rabbits, goats, and others. USDA value-added processing offers the hope of increasing direct marketing opportunities and small farm income for producers, including the wide open organic market.

There is tremendous economic potential for specialty meat processing. Most producers have a ready market for their specialty meat products, if they had access to USDA slaughter and processing - or access within a more reasonable distance. In response to this need,

Rural Roots, and the Sustainable Resource Enterprises Committee of the Clearwater Resource Conservation & Development Council, Inc., held two regional specialty meat processing meetings at the Federal Building in Moscow, Idaho.

The first meeting was held October 23, 2003. The goals of the meeting were to: outline the challenges of creating a regional specialty meat processing facility; create a multi-state team to develop action plans for a feasibility study (including location options); identify funding options; outline regulatory challenges; and to identify other important issues. Over 20 people attended the meeting. Many important questions were brought up and another meeting was planned for December 5, 2003.

Several topics were reviewed during the second meeting. Rural Roots' supplied a map with locations and services of current processing facilities (Leslie

Zenz of WSDA Small Farm and Direct Marketing Program supplied much of the location information). The group discussed other options for processing in the region and began to identify needs for processing, such as the number of producers, counts of animals by species, etc. Many questions and challenges were brought forth. One participant mentioned that it is difficult to retrofit an old facility and that it was easier to build a new facility to meet USDA requirements, whereas another participant said the opposite. Participants hope that regulatory inconsistencies and other questions will be addressed before or during the next meeting.

Many tasks will need to be completed before the next meeting. USDA and SFIS (Food Safety and Inspection Service) representatives will be invited for the next meeting, as well as other existing and successful meat processors. The participants also divided themselves

into six different committees to help address many of the questions. The following is a list of the committees:

1. Federal Regulatory
2. State Regulatory
3. Survey existing processors and local custom shops
4. Survey existing and potential livestock producers
5. Marketing and distribution
6. Waste byproducts

Reports from each of the committees will be shared at the next meeting. It's planned for January 23, 2004 from 11am-2pm at the Brammer Building, 1225 Idaho St., in Lewiston, Idaho.

If you would like more information or have any questions, please contact either Malcolm Dell, malcolmd@idaho.net (208) 476-3858 or Colette DePhelps, colette@ruralroots.org (208) 883-3462.



Moscow Rapid Market Assessment Photos—Summer 2003



Farmers' Market question boards



Yum!



Hmm... interesting questions



RMA helper's Skeeter Lynch & Cinda Williams



Have you done the dots?



Do the dots!



Rapid Market Assessment at Regional Farmers' Markets

BY JOHN POTTER,
DIRECT MARKETING
COORDINATOR

This summer Rural Roots helped three farmers' markets in Idaho perform a Rapid Market Assessments (RMA).

What is an RMA? And, how can your market perform one on its own?

Developed by Larry Lev, Linda Brewer and Garry Stephenson of Oregon State University Extension, an RMA is an easy, effective, and thorough means for gaining quality market research about your Farmers' Market. By conducting an RMA you can learn about consumer motivations for shopping at your market, how much consumers spend and are willing to spend at your market and surrounding businesses, total volume of market traffic, and a reliable estimate of how much money is spent at the market on the day of the RMA.

Three data-collection methods have been developed for use by farmers' markets to meet their information needs. Those

methods are; attendance counts, dot posters and comment/observation reports.

An attendance count provides the market with a means to get a reliable estimate of the number of shoppers who visit the market on the day of the assessment. Once per hour the RMA volunteers will count the number of shoppers who enter the market during a 10 minute period. At the end of the period all volunteers will report the number of shoppers who entered through their station. Once all volunteers have reported, add the numbers up and multiply the result by 6 to get an estimate of the number of shoppers for that 1-hour period. Perform this every hour that the market is open and at the end of the day add up the totals. That will give you a reliable estimate as to how many shoppers came to your market during the day.

Dot posters are a valuable market research component of the RMA. Prior to the day of the RMA, the market leaders need to get together and decide what information they want to learn

about their consumers. The information needs can be quite broad and may be dependent on variety of factors including but not limited to the market's political environment, economic considerations, budgeting concerns and market regulation/self-government issues.

Next, carefully construct 4 closed ended questions that address the information needs. Each question is written across the top of a flip chart poster with columns underneath the question. Each close ended response is written in its own respective column. Try to keep the number of questions to 4 or less and the number of possible responses below 9. More than 4 questions may discourage consumers from taking the time to participate in the survey.

At the market the dot posters are set up and consumers are given a sticky dot for each question and asked to place the dot in the column that most appropriately answers the question. At the end of the market the results are tabulated and can be used to explain current market trends, to demonstrate the importance of the market,

or can be used to develop a plan for improving the market.

The final component of the RMA is the constructive comment/observations worksheet (CCO). Each RMA participant will get three worksheets to write general and specific pros and cons of the market. Areas addressed are: physical characteristics of the market site; market atmosphere; and vendor diversity and product mix. Anything that comes to mind should be recorded. After completing the tour, all sheets will be handed in and compiled for the final report.

This was a very brief description of the components and process for an RMA. For more information, please visit the OSU extension website at <http://smallfarms.oregonstate.edu/publications/techreports/techreport6.pdf>. If you have more detailed questions or would like assistance in planning your RMA, feel free to contact John Potter at 208-885-5218 or john@ruralroots.org



Interesting Results From This Summer's RMA's

Moscow- July 19, 2003

Estimated Market Attendance- 3234
Estimated Market Sales- \$25,500
Estimated Amount Spent per Shopping Group- \$15.80
Primary Reason for Coming to the Market?- Agricultural Products, 55%
Where do you live?- Moscow, 51%

The Moscow Farmers' Market is held downtown and uses the main parking lot to house its vendors every Saturday. At the time of the RMA there was a lot of concern from downtown businesses that the Farmers' Market was taking customers away from their stores. The Moscow Farmers' Market management wanted us to see if this was the case.

We asked market shoppers if they planned on doing any additional shopping downtown, and if so, how much? Fifty-five percent of respondents indicated that "yes" they were planning on doing additional shopping downtown. Of those that indicated they were going to do additional shopping, the average shopping group was planning on spending \$21.69 for a total sales figure of \$19,360 dollars!

Hope- August 22, 2003

Estimated Market Attendance- 228
Estimated Market Sales- \$1,787
Estimated Amount Spent per Shopping Group- \$15.68
Primary Reason for Coming to the Market?- Produce/Vegetables, 50%

The Hope Farmers' Market manager knew that a lot of seasonal residents (snowbirds) attended the farmers' market, but she wanted to know what percentage of them were seasonal residents, year-round residents and tourists. Seasonal residents accounted for 33% of respondents. Year-round residents accounted for 46% of the respondents, and tourists accounted for the remaining 22%.

Another concern was how to increase market attendance. To get at this question, we asked the market shoppers for one change they would recommend to improve the market. Forty-two percent indicated that more produce would improve the market. Having music at the market was the preferred choice for 16% of the respondents.

Sandpoint- August 30, 2003

Estimated Market Attendance- 1598
Estimated Market Sales- \$13,705
Estimated Amount Spent per Shopping Group- \$17.15
Primary Reason for Coming to the Market?- Agricultural Products, 53%

The Farmers' Market at Sandpoint places an emphasis on keeping their market focused on Farmers. As such, we asked the shoppers about which products they would like to see more of. Produce received the most answers at 32%, but Fine Arts/Crafts came in a close second at 29%. When shoppers were asked what their primary reason for coming to the market, only 19% indicated that Fine Arts/Crafts were their primary reason. Agricultural products dominated that question at 53% of the vote.



To read the full versions of these RMA reports, visit the Rural Roots Website at www.ruralroots.org and click on the Rapid Market Assessments link on the bottom of the page. You will also be able to view results from the Kootenai County Farmers' Market Assessment performed in the summer of 2002.

Innovations in Food Systems Education Conference Wrap-up

(Continued from page 2)

Pullman hills to view the panorama of the Palouse and hear from Kathi Colen-Peck about the progress of the WSU Organic Teaching Farm. Next the group traveled to Moscow and visited with Claudia Hemphill at the University of Idaho's Organic Plots. At the final site, Paradise Farms Organics, the tour learned about the farm's apprenticeship program; food growing, harvesting and processing; and MaryJanes Farm magazine.

Conference participants gathered the following day at WSU's Compton Union Building Auditorium to hear keynote speakers, Patrick Moore and John Ikerd, present their ideas about "systems and sustainability." Coming from very different viewpoints, the speakers provided an interesting and provocative start to the conference.

Switching from the more theoretical to the practical, the second morning session highlighted three "Models of Holistic Approaches to Sustainable Food Systems & Agricultural Education." Janet Brown from the Center from Ecoliteracy in Berkeley brought slides and talked about the "Farm to School" activities that are taking place in the Bay Area. Colette DePhelps and Diane Green discussed the development and implementation of the of the Washington-Idaho "Cultivating Success" Program. The session wrapped up with Clare Hinrichs and Erin Tegtmeier, an associate professor and student from Iowa State University, talking about ISU's Sustainable Agriculture PhD Program.

In the afternoon, Joel Salatin, an author and farmer from Virginia, refreshed the audience after lunch with his quick wit, great slides and personal anecdotes. His presentation on "Integrated Farming Approaches" was inspirational for many. After Joel, Kate Clancy from the Henry A. Wallace Center for Agricultural and Environmental Policy at Winrock In-

ternational, reminded people and brought into focus the importance of the areas of health and nutrition as they relate to food systems.

In the mid-afternoon, people had the opportunity to attend two different panel sessions, round-table discussions and poster sessions. The first panel session, "Small & Large-Scale Farmers from Idaho & Washington," focused on what farmers and other citizens need to learn about in order to engage in sustainable food systems. The farmers, Fred Brossy, Janie Burns, Tom Kammerzell, Karl Koppers and Anne Schwartz, were able to provide the audience with a broad perspective of ideas given his or her geographic location, size and type of operation, and own personal focus.

The second panel session, "Northwest Tribal Representatives," not only focused on the "educational needs of resource management and building relationships," but also helped to set the stage for the Traditional Native American Dinner, which took place in the evening.

Under the guidance of Umatilla elder, and spiritual leader, Ron Pond with help from his wife, Janie, and several of their family and friends, participants at dinner experienced the relationship and respect that the Native Americans have towards their food. WSU School of Hospitality Business Management's Catering Program did a wonderful job working with the Ponds to prepare local foods for the meal.

On the second day, interesting and thoughtful keynotes were given by Fred Kirschenmann of the Leopold Center at Iowa

State University, Christine Ahn from Food First's Institute for Food & Development Policy, as well as Tim Blank from the Land at Epcot.

The afternoon sessions helped to pull together different threads of the conference, especially in the "Domestic, International & Economic Policy" and "Wrap-Up" sessions.

A WSU technical crew taped the majority of IFSE Conference sessions described above. Approximately 13 hours of footage are currently being edited and will be made available for distribution early 2004 in CD, DVD and VHS formats. If you are interested, please check the IFSE Website in January.

A final note ---In order to continue the work started by P2020, the "Innovations in Food Systems Education" website is being developed and should be up and running very close to the end of December. Its location is <http://foodsystemseducation.wsu.edu>. The goal of the site is to act as a hub connecting people who are interested in Food Systems Education. The site will identify Educational Programs in the Northwest and beyond; and it will also have other features such as a Bulletin Board, Calendar, Resources/ Publications, Chat Room, e-mail list serve and an archival section for prior Washington/Idaho P2020 projects. The site will allow people to add relevant listings. --- Don't forget to check for the site in 2004, and include information on your organization, program and/or project(s) that are focused on innovations in food systems education.



Pre-Conference Tour participants at Mary Jane's Farm, Moscow, ID

The audience also had the opportunity to hear a Northwest panel discuss what people need to know to make sustainable food systems a reality. The individuals at the table, represented various perspectives of the food systems, including Washington Fair Trade Alliance (farm workers), the Puget Consumer Coop Natural Markets (consumers), the Food Alliance (consumers & producers), and farmers.

The morning wrapped up with three presentations that highlighted "Models of the Integrating Multiple Components into Sustainable Food Systems & Agricultural Education." Focusing on a growing population in the Northwest, Malaquias Flores talked about the work being done at the Center for Latino Farmers. Michael Shuman of the Green Policy Institute then discussed the importance of community development and import substitution for creating sustainable economic development. For tangible examples, he referred to some of his work in the east and southwest. The session concluded with Lora Lea Mysterly sharing a number of the hands-on activities that students are involved in at the Quillisascut Farm Culinary School and how attendance at the school has encouraged greater networking between chefs in the region and local farmers. Gene Fritz, Culinary Educator at WSU's School of Hospitality Business Management, talked about his experiences at Quillisascut and how he has begun to incorporate them into the university's culinary program.



RR member, Cathy Perillo, Engaged in discussion at the Pre-Conference Workshop



Michael Shuman enjoys his WSU Ferdinand's ice cream during the Pre-Conference Tour



Digging Deeper: Sustainable Ag Resources & Announcements



Farmers' Exchange Club is Proud to Announce their Recently Updated Club Website

New pages have been added to help you get the information you need quickly. We have added a guide on buying local products. We are pleased to have also added a coloring page for children. And for the cooks, a recipe page* has been added with helpful hints and delicious recipes.

More pages will be added in the next two months! Come back often to view our new and exciting pages!

*If you find our recipes enjoyable, we are pleased to announce a member of the club has put together a cookbook! Farm recipes from Libby Creek Heritage Farm are available on CD or in a printed booklet. If you would like more information, please contact our club representative at crublee@libby.org.

Thank you for your support of our farm improvement club. Farmers, consumers, and neighbors working together to create a strong agricultural base in our community! <http://www.geocities.com/mtlivestock/index.html>

Idaho Sustainable Agriculture and Small Acreage Farming Websites Debut

Check out the new University of Idaho College of Agriculture and Life Sciences website focused on sustainable agriculture! This site is evolving to provide a broad scope of research, extension, and education related to sustainable agriculture in Idaho. While focused on University of Idaho activities, we also included and link to activities associated with Idaho farmers, organizations, and our partnering institutions. This site also hosts a special Small Farms site specifically with the small acreage producer and landowner in mind! Check the site out at <http://www.ag.uidaho.edu/sustag> and at <http://www.uidaho.edu/sustag/SmallFarms>.

These sites feature publications, reports, calendar of events, links to other organizations, and links to other sustainable agriculture websites. For more information, contact Jennifer Farley at jfarley@uidaho.edu

Web-based Search Engine to Help You Purchase Local, Organic, and Sustainable Food

<http://www.eatwellguide.org>

The Eat Well Guide is a project of the Institute for Agriculture and Trade Policy (IATP) in collaboration with GRACE (Global Resource Action Center for the Environment).

Rural Roots' Online Farm Fresh Food Directory

<http://www.ruralroots.org/farmfreshfood.asp>

Go to Rural Roots' FREE online directory to create a profile of your farm or business and list it on the web! Or just visit the site to see where you can purchase local and sustainable agriculture products!

The **Find Farm Fresh Food** section of the Rural Roots website allows producers in Idaho, Oregon, Montana and Washington to direct market their locally grown products, online, to consumers and retail outlets looking to purchase Farm Fresh Food.

It also hosts profiles and contact information of farmers' markets, grocers, restaurants, co-ops, and other businesses selling locally grown products.





2004 Inland Northwest Food and Farming Calendar



January 15- May 6. Register Now for NxLevel's Agriculture Entrepreneurship Tilling the Soil of Opportunity Course! Thursday's 6-8:30pm, University of Idaho Ag Sciences, Room 339, Moscow, ID. Are you interested in starting a small farm or ag business? Then this course is for you! Learn to write a business plan through a series of manageable steps- you'll learn about farm finances, marketing, management, and legal issues. You'll leave the course with a road-map to your business! For information or questions, please call Theresa Beaver, Cultivating Success Coordinator, at 202-887-7787 or email at tbeaver@uidaho.edu

January 23. Regional Specialty Meat Processing Meeting. Brammer Building, 1225 Idaho St., Lewiston, ID. Organizational and action meeting scheduled to outline the challenges to a regional specialty meat processing facility, and create a multi-state team to develop action plans for a feasibility study (including location options), to identify funding options, to meet regulatory challenges, and other important issues. Sponsored by: Clearwater Resource Conservation & Development Council's Sustainable Resource Enterprises Committee, Rural Roots (www.ruralroots.org) Please call or email Malcolm Dell, malcolmd@idaho.net (208) 476-3858 or Colette DePhelps, colette@ruralroots.org (208) 883-3462 with any questions.

January 21-24. Ecological Farming Conference. Real Security Begins with Healthy Farms and Clean Water. Pacific Grove, CA. The annual four-day winter forum is the world's foremost sustainable agriculture conference. "Eco-Farm" features prominent keynote speakers and more than 50 workshops on the latest advances in agriculture production, marketing, research, and important issues. It provides a unique opportunity to network while renewing your spirit at historic Asilomar on California's Monterey coast. We invite you to the celebration and to revitalize our agriculture vision and our spirits. Early registration in December 12, 2003. Sign up early and save! For more information call 831-763-2111 or go to www.eco-farm.org

February 2-8. North American Farmers' Direct Marketing Conference: A Bounty of Golden Ideas. Sheraton Grand Sacramento Hotel: 1230 J Street, Sacramento, CA 95814. Toll-free reservation: (800) 325-3535. A Bounty of Golden Ideas is a collaborative effort of the North American Farmers' Direct Marketing Association and the California Small Farm Conference. This conference boasts more than 50 speakers offering 38 different sessions. Each session covers a unique subject that gets to the root of the matter. Sessions include agritourism, on-farm marketing, and farmers' markets. For more information go to: www.nafdma.com

February 6. Rural Roots' Deadline for 2004 Inland Northwest Farmers' Market Directory! Please send in your ID, WA, and Northwest MT farmers' market revisions or new application. Last year's directory was a hit! You can view it online at www.ruralroots.org. We will be sending markets that listed last year applications in the mail in January. Didn't list last year? No problem, contact Jennifer Farley with questions or information at 208-883-3462 or jennifer@ruralroots.org.

February 20-21. Southeastern Idaho Small Acreage Farming Conference. University Place, Idaho Falls, ID. Come join us for an exciting two days of learning, networking, and fun! This is the 3rd conference as part of a series of Idaho conferences throughout the 2003-2004 academic year. John Ikerd, Professor Emeritus of the University of Missouri, Columbia and a leading advocate of sustainable agriculture will be the keynote speaker. For more information, contact Stuart Parkinson, Franklin County Extension or email at sparkinson@uidaho.edu or call 208-852-1097.

February 20-22. The 10th Annual Meeting of the Western Sustainable Agriculture Working Group. Logan, UT. For more information, contact Western SAWG at 406-494-8636 or wawg@ncat.org. www.westernsawg.org

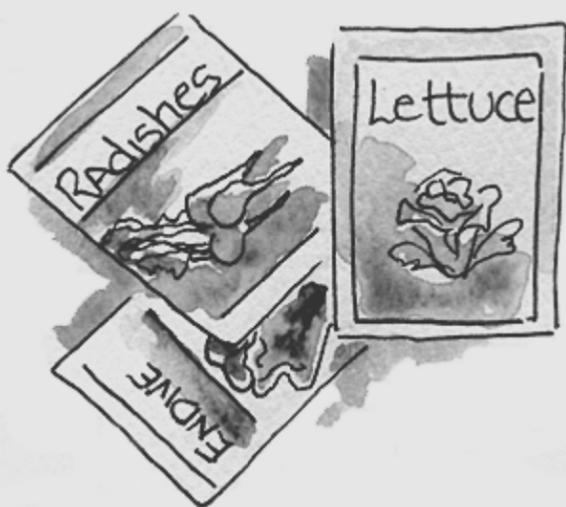
February 24-25. Organic Agriculture Principles & Practices: Workshops for PNW Ag Professionals. Wilsonville, OR. Sponsored by WSU- Center for Sustaining Agriculture & Natural Resources. The program is designed to meet the needs of extension, NRCS staff, agricultural consultants and growers. Workshop 1: Organic Farming Rules and Resources will focus on organic farming principles, practices, compliance, and information sources. Workshop 2: Ecological and Organic Weed Management will cover weed ecology, cultural controls, new materials, and current research, along with a poster session and equipment show. Continuing Education Units for Certified Crop Advisors have been approved for both workshops. Poster presentations on organic agriculture research and education projects are encouraged. Contact Carol Miles (milesc@wsu.edu) for details and look at the web site below. <http://csanr.wsu.edu/whatsnew/OrganicAgWorkshop2004.htm> or contact Elizabeth Kirby at 509-663-8181 ext 235 or ekirby@tfrec.wsu.edu or David Granatstein at 509-663-8181 ext. 222 or granats@wsu.edu. Web site: <http://organic.tfrec.wsu.edu/OrganicIFP/Home/Index.html>

March 1. Rural Roots' Deadline for Rural Roots 2004 Farm Fresh Buying Guide! This guide is a listing of Inland Northwest farms, ranches and farmer's markets that direct market agricultural products produced using sustainable farming and ranching practices. It includes a regional map with the approximate location of Inland Northwest farms, ranches and farmers' markets, listings of Inland Northwest processed products, and a listing of Inland Northwest retail outlets carrying local products. You don't have to be a farmer to list! Rural Roots knows there are lots of great processed products made with local ingredients. So if you make products and sell from your doorstep or at the local store, expand your customer base! Get listed in the Buying Guide! The Buying Guide will list the stores, restaurants and other outlets where your products are sold. All of the Inland Northwest Farmers' Markets - their location, days of operation and times- will be listed. To make sure your market is listed, call or email Jennifer Farley at 208-883-3462, jennifer@ruralroots.org.



Rural Roots' Member List

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 is the fertile soil and abundant waters
that bring them to life!



Steve & Julie Anderson, Turner Creek Landscape, Harrison, ID
Gary & So Angell, Rocky Ridge Ranch, Reardan, WA
Barbara Arnold, Nothing But Herbs, Hayden, ID
Tona Backman-Stilwill & Clarence Stilwill, Fair Mountain Farm,
Fairfield, ID
Cathy F. Bean, Spokane, WA
Theresa Beaver, Theresa's Garden, Moscow, ID
alicia Best, Sandpoint, ID
Ron & Tonie Carey, Four Seasons Farm, Priest River, ID
Mikki Clark, Almost Eden, Sandpoint, ID
Cathy Cochran, Colfax, WA
Judith Cullinane, Ellensburg, WA
Sara & Joe DeLong, SaraJoe's Organic Products, St. John, WA
Margaret Demos, Hayden, ID
Liz Deniro, Mead, WA
Colette DePhelps Brown, Moscow, ID
Emily Faulkner, Sandpoint, ID
Mimi Feuling & Rob Fredericks, Full Moon Farm, Hayden, ID
Brenda & Thomas Fletcher, Pack River Organics, Sandpoint, ID
Jim & Meryl Flocchini, Two Ravens Herbals, LLC., Kooskia, ID
Mary Jane Fluegel, Colfax, WA
Lahde Forbes, Moscow, ID
Mary Giddings, Happy Hens, Potlatch, ID
Margaret Gilman, Cabinet Mountain Market, Noxon, MT
Kim Golden, Panhandle Lakes RC&D, Coeur d' Alene, ID
Diane Green, Greentree Naturals, Sandpoint, ID
Valerie & Liz Gunner, Goat Mountain Cheese Co., Porthill, ID
Margy Hall, Priest River, ID
Bev & Harmony Hammons, Worley, ID
Susan Hoaglund, Clarkfork, ID
Sora Huff, Paradise Valley Organics, Bonners Ferry, ID
Tom and Cheryl Kammerzell, Maple K Farms, Colfax, WA
Becky Kermery & Philip Freddolino, Dancing Goat Farm, Cocolalla, ID
Elsie Kern, Kern-head Garden, Moscow, ID
Mary & Darold Kiele, Kiele's Collectables and Homegrown Produce,
Lewiston, ID
Kelly Kingsland & Russell Poe, Moscow, ID
Gary & Katherine Lauber, Two Hearts Farm, Rice WA
Chip & Lynn Lawrence, The Selkirk Ranch, Sandpoint, ID
Melissa Lines, Sky Lines Farm, Harvard, ID
Stacey Lucker, Moscow, ID
Skeeter Lynch & Phil Gage, Full Circle Farms, Princeton, ID

Carol Mack, WSU/Pend Oreille County Cooperative Extension,
Newport, WA
Craig & Sue Madsen, Healing Hooves, LLC Edwall, WA
Elena Manion, Bellingham, WA
Halley Manion, Everson, WA
Margo Kay & Ken Marble, Rosebrush Farm, Lenore, ID
Owen Marcus, Rising Elk, Sandpoint, ID
John & Cathy McBeth, Fairfield, WA
Jim & Pat McGinty, Higher Ground Farm, Elk, WA
Rick & Lora Lea Misterly, Quillisascut Farm, Rice, WA
Rhoderick & Barbara McIntosh, McIntosh Ranch, Pullman, WA
Dr. Denice Moffat & Michael Robison, The Healing Center, Moscow, ID
Angela & Frederick Nelson, Usk, WA
Karl Ottenstein & Karen Ososki, 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
Vickie Parker-Clark, Coeur d' Alene, ID
Cathy Perillo, Viola, ID
Ivan & Wilmina Phelps, Black Pine Deer Farm, McCall, ID
Gary Queen, Rose Lake Elk Ranch, Cataldo, ID
Maurice Robinette, Lazy R Ranch, Cheney, WA
Mary E. Rohlfing, Boise, ID
David Ronninger, Ronninger's Seeds, Moyie Springs, ID
Elizabeth Schwartz, Flannigan Creek Farm, LLC., Viola, ID
Heather & Andrew Scott, Fruit Cellar Roadside Stand, Blanchard, ID
Paul Smith & Ellen Scriven, Killarney Farm, Cataldo, ID
Marsha Semar, Boundary County Farmers' Market, Moyie Springs, ID
Rosemary Shoong, Olympic Valley, CA
Spokane Tilth, Spokane, WA
Janet Stevens, Glacier Valley Farm, Hayden, ID
Clarence & Tona Stilwill, Fairfield, ID
Pete G. Stoltz, Rathdrum, ID
Daryl Swanstrom, Deary, ID
Tom Torreno, Organic Matters, Post Falls, ID
Brooke Tseng, Shoreline, WA
Stan Urmann, Riley Creek Blueberry Farm, Laclede, ID
Pat Vaughn, Moscow Mountain Farm, Moscow, ID
George Webb, Spokane, WA
Cathy Weston, Talking Creek, Hauser Lake, ID
Cinda Williams, Troy, ID
Seth & Huw Williams, Earth Cycle Farm, Edwall, WA
J.D. Wulforth & Julia Parker, Mountain View Gardens, Moscow, ID



RURAL ROOTS' VISION

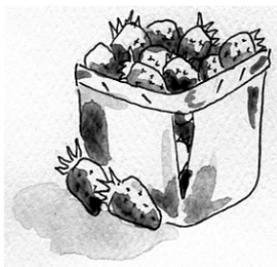
The Inland Northwest food and agricultural system is made up of urban and rural communities that actively support and participate in locally owned and operated food and farm enterprises. These sustainable enterprises contribute to individual and community health, prosperity, and quality of life. Our 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, educators, 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.



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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 _____

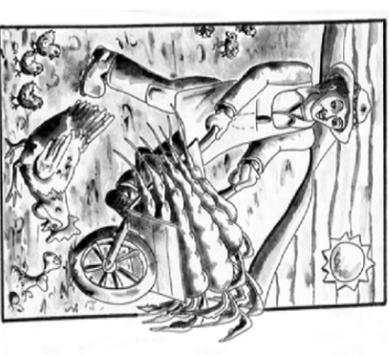
Name _____ Title _____
 Address _____
 City _____ State _____ zip _____
 Phone _____ Fax _____ email _____
 Website _____

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



Rural Roots
PO Box 8925
Moscow, ID 83843

Bringing Home the Harvest



RURAL ROOTS' QUARTERLY NEWSLETTER

Fall 2003

Volume 5, Number 3

IN THIS ISSUE...

- Greater Prosperity
through Greater Self-
Reliance *
- Walking the Talk of
Sustainable Agriculture *
- Finding the Right Market
For Your Farm *
- Regional Effort to
Develop Specialty Meat
Processing Facilities *
- Rapid Market
Assessments of Regional
Farmers' Markets *
- And more!



Students taking the Cultivating Success Course *Field Analysis of Sustainable Food Systems* in the summer of 2003 experienced firsthand the food system from production to market. Courtesy of Cathy Perillo.

