



# Rural Roots

## Bringing Home the Harvest

The Inland Northwest Community Food Systems Association  
*Fall 2004* *Volume 6, Number 3*



### Upcoming Roundtable Discussions Focus on Expanding Rural Roots Buy Fresh, Buy Local Campaign and Cultivating Success Courses

By Colette DePhelps,  
 Executive Director

Rural Roots is hosting three roundtable discussions November 18<sup>th</sup> in Spokane, November 20<sup>th</sup> in Sandpoint and December 9th in Coeur d'Alene. The focus of these sessions will be twofold – 1) to discuss the expansion of the Inland Northwest Buy Fresh, Buy Local campaign and 2) to explore ways to make Cultivating Success courses and apprenticeship opportunities available to more community members and small farmers and ranchers living in eastern Washington and north Idaho.

The Buy Fresh, Buy Local discussions will begin with an overview of the purpose and objectives of the Buy Fresh, Buy Local campaign and a look at promotional materials, activities and outcomes of the campaign kick-off in Moscow, Idaho. Following the overview, Rural Roots staff will facilitate a roundtable discussion to explore local interest in expanding the campaign to include the greater Spokane, Coeur d'Alene and/or Sandpoint regions; what an expansion would require (i.e. local leadership, participation guidelines, a local steering committee); and marketing ideas, materials and costs.

The second half of each meeting will focus on the Cultivating Success Sustainable Small Acreage Farming and Ranching Educational program. To date, Cultivating Success courses, such as the Sustainable Small Acreage Farm-

ing and Ranching overview course and the Agricultural Entrepreneurship business planning course have been offered in the evening, once a week over a 12-16 week period. While this format has worked for many people, we want to know if there are other ways we could offer the courses that would be better for folks in our region. For example, would a series of 2-3 full day short courses work for some? Are on-line courses an option? What times and days are best for people to take classes? And, for those wanting on-farm experiences, can we design a flexible apprenticeship that would work for you? Finally, we will talk about several new courses that are under development and ways that farmers and community members can be more involved in guiding the development of this program.

Don't miss these great opportunities to bring the Buy Fresh Buy Local campaign and Cultivating Success program to your community. Join us – November 18<sup>th</sup>, 1-5 at the Spokane Extension Education Center on Havana St; November 20<sup>th</sup> from 1-5 at the Sandpoint Extension Office; or December 9th from 1-5 at the University of Idaho Harbor Center in Coeur d'Alene. For more information and directions to the location nearest you, contact Jeannie at 208-883-3462 or [jeannie@ruralroots.org](mailto:jeannie@ruralroots.org). RSVPs are appreciated, but not required.

#### *USDA Issues Regulatory Action on Mandatory Country of Origin Labeling for Fish and Shellfish*

WASHINGTON, Sept. 30, 2004 – The U.S. Department of Agriculture issued an interim final rule for the mandatory country of origin labeling (COOL) program for fish and shellfish as required by the 2002 Farm Bill. The 2004 Appropriations Act delayed the applicability of mandatory COOL to the other covered commodities, other than fish and shellfish, until Sept. 30, 2006.

“USDA received over 5,600 comments on the proposed rule for COOL, which have been carefully considered in developing a fair and effective interim final rule,” said Agricultural Marketing Service Administrator A.J. Yates.

Under the interim final rule, fish and shellfish covered commodities must be labeled at retail to indicate their country of origin and method of production (wild and/or farm raised). However, covered commodities are excluded from mandatory COOL if they are an ingredient in a processed food item.

Also, the definition of a processed food item has been revised from the proposed rule. Items derived from a covered commodity that has undergone a change (e.g., cooking, curing, smoking) or that has been combined with other covered commodities or other substantive food components (e.g., breeding, tomato sauce) are excluded from COOL labeling. Food service establishments, such as restaurants, lunchrooms, cafeterias, food stands, bars, lounges and similar enterprises are

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

*Bring 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.

*Bring Home the Harvest* helps make connections between producers and consumers in north Idaho and eastern Washington. It encourages sustainably produced foods, and works to enhance the economic viability of small scale producers and the communities where they live.

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

*Bring Home the Harvest* is printed at the Daily News, Moscow, ID. 208-882-5561.

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## A Word From the Executive Director

**By Colette DePhelps,  
Executive Director**

It's Autumn and just outside the office door there is a mountain ash tree whose leaves have turned brilliant shades of red, orange and yellow. Soon, our gardens will have declined and we will have put them to bed for the winter. Just as the natural world is preparing for winter, so are the Rural Roots staff.

In late summer, Jennifer Farley, our communications coordinator, left Rural Roots to pursue her graduate degree in the University of Idaho's Environmental Studies Program. Jennifer spent her first semester at the UI McCall Outdoor Science School teaching 5<sup>th</sup> & 6<sup>th</sup> graders about nature. In mid-November, she will return to the UI Moscow campus to continue her studies and begin defining her graduate research project. While Jennifer will not return to Rural Roots as staff, she intends to stay involved as

a member and volunteer. We miss Jennifer's wit, energy and great work and are glad she has found a graduate program that engages and excites her!

Knowing Jennifer would be leaving for graduate school, Rural Roots staff and board had many conversations over the summer about our organization and our programs and projects. Rural Roots has grown tremendously in the past few years and with that growth we recognized we needed a program manager who could provide leadership in the areas of direct marketing (our Buy Fresh, Buy Local program) and small acreage educational activities such as workshops and conferences. As a result, we redefined our internal structure and chose to hire a program manager, instead of a communications coordinator.

In September, we hired Jeannie Matheison as our new program manager. She comes to Rural Roots with great man-

agement experience – both professionally and personally (see page 10) and we are excited to have her join the Rural Roots team.

Jeannie's first few weeks here have been extremely busy planning fall and winter activities like the roundtables to discuss expanding our Buy Fresh, Buy Local campaign and Cultivating Success (page 1), a series of three winter direct marketing workshops in St. Maries and Kamiah/Kooskia area, a strategic planning retreat for sustainable agriculture in Idaho, and the March 2005 Inland Northwest Small Acreage Farming Conference in Moscow (see calendar on page 12). Each of these events promises to be informative and fun. So, mark your calendars, keep an eye out for more information and we'll see you there.

## UI Extension Wins Northwest Area Foundation Leadership Grant



**MOSCOW**-The University of Idaho Extension is working with the small northern Idaho communities of Orofino, Kamiah and Elk River to reduce local economic and population declines by strengthening each community's leadership, thanks to a new grant.

The Northwest Area Foundation, with headquarters in St. Paul, Minn., announced that the three communities were chosen to participate in the 18-month Horizons program designed to help small towns develop leaders to create a promising future and reduce poverty. To be considered, towns had to have a high poverty rate and a population of no more than 5,000.

"The Horizons program will help UI Extension draw more local residents into leadership positions in their communities," said Priscilla Salant, program supervisor in Idaho. "Often, people want to be involved in creating a better future for their communities, but they don't know how to get involved, don't believe they have the skills, or don't feel welcomed into leadership positions. As a result, the

same small group of people does most of the work and gets overwhelmed."

The Horizons grant will connect Orofino, Kamiah, and Elk River with a variety of resources from UI Extension and other state organizations, said Salant. These include information, training and other assistance available from tribes, state government, and nonprofit groups. Community leaders include Mayors Mike Walk of Elk River, Bob Olive of Kamiah, and Joe Pippenger of Orofino.

"UI Extension has identified leadership development as an area in which we need greater capacity," Salant said. "The Horizons grant of \$352,000 will help our county faculty do a better job drawing new people into leadership positions, strengthening local institutions, and managing change. We expect other communities throughout Idaho to benefit from experience developed through the new program," she added.

"People in small towns have been through such hard times that they've lost their voice. They no longer have

the confidence to speak out for what they want and need," added Jean Burkhardt, project director.

The Northwest Area Foundation operates in eight states once served by the Great Northern Railway, founded by James J. Hill. They include Minnesota, Iowa, North Dakota, South Dakota, Montana, Idaho, Washington and Oregon. In 1934 Hill's son, Louis W. Hill, established the foundation with some \$437 million in assets.

Salant's previous work with the foundation resulted in development of the Indicators Website ([www.indicators.nwaf.org](http://www.indicators.nwaf.org)), an on-line source of easy-to-use information about communities, reservations and tribes in Idaho and the foundation's other states. Southeastern Idaho communities in 16 counties are benefiting from an \$11 million Partners for Prosperity grant issued last December. For details about it see [www.nwaf.org](http://www.nwaf.org).

Contacts: Priscilla Salant,  
(208) 885-6983,  
[psalant@uidaho.edu](mailto:psalant@uidaho.edu)



## Tilth Producers of Washington & Oregon Tilth

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Contact information is on page 12

# Tilth: Transforming the World One Fork at a Time A Special 30th Anniversary Conference & Celebration!

The Tilth movement was born out of the 1974 Northwest Conference on Alternative Agriculture in Ellensburg, Washington. Tilth's 30th Anniversary Conference (T30) will bring together young and old, urban and rural, researchers and working farmers to build on three decades devoted to transforming agriculture in our region. At this important community gathering we will pass the torch from the founders of the movement to the next generation of farmers and leaders. We will create a common platform for food system activists to ensure that the organic revolution does not lose its roots as it moves from the hands of the thoughtful few into the mainstream. And, we will expand the organic mission to new social, economic and political arenas.

The T30 conference will kick off Friday, November 12 with a kaleidoscope of activities. At the Columbia River Doubletree Hotel there will be two simultaneous one-day seminars. Dr Elaine Ingham, President of Soil Foodweb, Inc, will present a special seminar on soil ecology, compost and compost tea. Concurrently, organic farmers and research scientists will join in a WSU/OSU symposium entitled *Getting the Bugs To Work for You: Biological Control in Organic Agriculture*. While soils and insects are discussed at the Doubletree, Portland Tilth will host a bus tour of the Portland food system. Friday afternoon, T30 will open to all participants with a Compost Jam, Research Poster Session, and dinner, followed by a rousing welcome by Jim Hightower, one of our nation's most outspoken advocates for small farmers and sustainable communities. Friday evening concludes with an informal Musical Jam Session hosted by troubadour and 'Minister of Humus', John Pitney—bring your instruments!

On Saturday morning, Dr Vandana Shiva will present the conference keynote address: *Agriculture for Life: Beyond the Suicidal Economy of Industrial Farming and Globalized Agriculture*. Following Dr Shiva, Tilth old timers and newcomers will spend the day in regional caucuses, workshops and roundtable discussions. Saturday evening brings celebration with an organic wine tasting, trade show and Salsa Dance—complete with lessons!

Sunday morning, Tilth Producers of Washington and Oregon Tilth will hold annual membership meetings and elections, followed by workshops and roundtables. After lunch, Woody Deryckx, one of Tilth's founders, will speak on *Tilth as a Revolutionary Movement—Thirty Years of Progress and the Challenges Ahead*. Following a last round of workshops, Forest Shomer and Portland musicians will offer closing Dances of Universal Peace to all conference attendees. Together, we will share knowledge and celebrate three decades of hard work. All advocates for a healthy food system are encouraged to attend and help forge a renewed vision for ways urban and rural communities can respond to the looming challenges of sustaining local agriculture and ensuring food for all.

## Editorial - "Eating Blind" by Americans for Labeling

### **Why Congress and the Meat Industry Don't Want You to Know Where Your Food Comes From**

After a year of headlines about mad cow disease, hepatitis scares and ground beef recalls, American consumers are more curious about where their food is from. As of October 1<sup>st</sup>, consumers across the country have been able to buy groceries armed with more information about the fruits, vegetables, meat and fish they are purchasing – a label noting the country where these products were produced.

But thanks to political obstruction, consumers will have to wait until 2006 for this vital information about what they are feeding to their families.

Right now, the U.S. Department of Agriculture is supposed to be finalizing the implementation of a provision of the 2002 Farm Bill that requires "country of origin" labeling (COOL) for beef, lamb, pork, fish, fresh and frozen fruits and vegetables, and peanuts. The label would be found on foods sold in grocery stores and would state the food's country of origin (for meat, the animal would have to be born raised and slaughtered in the

U.S. to get the "Product of U.S." seal.) The implementation date for mandatory COOL was supposed to be September 30, 2004.

Mandatory COOL was one of the most significant wins for family farmers in the controversial 2002 Farm Bill. But big agribusiness, especially the meat and grocery industries, doesn't want consumers to know where their food comes from and has been working to kill COOL before it ever got started. As corporate consolidation of agriculture continues to drive family farmers out of business in record numbers, more of our food supply is controlled by a small group of companies. These companies don't want to give ranchers and farmers a desperately needed way to identify their crops and livestock as products of the U.S. They seem to be nervous – and rightfully so – that consumers won't agree with their vision of shifting food production to the developing world, where labor and land are cheap, and environmental, worker safety and pesticide rules are more lenient.

So, the industry played politics to protect their own interests, not consumers. First, agribusiness interests pressured Congress to delay

the date when the law would go into effect. Instead of Sept. 30, 2004, Congress used the appropriations process – which funds the agency implementing the law – to delay the effective date until September 2006 for everything covered by the law except fish. Now, there are rumors that mandatory seafood COOL could be delayed as well.

Next, some lawmakers are trying to change COOL into a voluntary program. The House Agriculture Committee recently passed the Food Promotion Act of 2004 (HR 4576), which repeals the mandatory country-of-origin labeling law and replaces it with a "voluntary" program. Voluntary labeling has been an option for two years, yet few food processors and meatpackers have been willing to participate. A voluntary program will not provide consumers and producers the level of assurance that a mandatory program can provide.

From the time much of our food leaves the field until it ends up on your fork, it's had a wild adventure that rivals NBC's hit reality show *Fear Factor*. With food already traveling 1,500 miles on average before reaching our tables, food imports increasing every

year, and food safety scares like the mad cow disease in Canada, it's past time for consumers to have the basic information necessary to buy food that was produced closer to home. Consumers deserve to know where (and under what regulations) the food they are buying has been produced. Such information could provide a marketing boost for domestic producers in dire need of a way to differentiate themselves in an increasingly global market.

Why would anyone oppose such basic information being provided to consumers? The biggest argument is over cost – but family farmers and ranchers have given the agency lots of ideas for making COOL a simple process that does not have to be expensive, utilizing information most producers already keep. According to the Florida Department of Agriculture, a state where country-of-origin labeling for produce has been law for more than 20 years, it costs supermarkets one or two man-hours per store a week. That's far less than 1 cent per household per week.

Surveys show that 80 percent of Americans want to know

*(Continued on page 14)*

## Plant-Disease Agents Succumb During Composting

*From: University of Idaho HomeWise.*

PARMA, Idaho—If you added some mildewed or other diseased plants to your compost pile this fall and are wondering whether you'll be spreading plant diseases along with your compost through your garden next spring, a University of Idaho Extension plant pathologist says you can stop worrying.

The composting process destroys most of the common agents that cause plant diseases in your garden, says Krishna Mohan at the UI's Parma Research and Extension Center. A well-managed compost pile can reach 120-140 degrees Fahrenheit and can remain at that temperature for a few days to a few weeks. Most fungi, bacteria, viruses and nematodes that infect the leaves, stems and roots of plants are likely to be inactivated or killed under those conditions, Mohan says. So are many weed seeds.

Composting damages even the hard survival structures

produced by such exceptionally rugged fungi as rhizoctonia, fusarium, verticillium and sclerotinia. These structures can remain dormant for several years in normal soil, but the composting process can weaken them or even kill them outright—or it can make them more vulnerable to parasitism by other molds and bacteria.

For these reasons, Mohan endorses composting of yard wastes for all home gardeners. The combination of elevated heat and increased activity by antagonistic microbes is what does the trick. Toxic products released by decomposing organic matter under high temperatures also contribute.

"A whole range of bacteria and fungi become very active in a hot compost pile and very easily degrade many of the organisms that cause plant diseases," Mohan says. "Disease-causing organisms don't compete well with aggressive microorganisms that

are favored by elevated temperatures."

In addition, as the pile cools down, it may become colonized by a number of different beneficial microbes. Where the compost is later applied, these microbes can help suppress molds that cause root diseases.

But just because you've destroyed the disease-causing agents in your compost doesn't mean you won't be seeing them again, Mohan says. If they're present in your neighborhood and if conditions are right—usually a combination of temperature, moisture, humidity and poor air circulation between plants—you'll see those nasty disease symptoms on your plants again.

Contact: Krishna Mohan at (208) 722-6701 or kmo-han@uidaho.edu in Parma or communications specialist Marlene Fritz at (208) 384-0649 or mfritz@uidaho.edu in Boise.



## Changes to National Organic Program Rules Rescinded



*From: www.nytimes.com/*

Secretary of Agriculture Ann Veneman announced on May 17 that she was rescinding changes to federal organic food standards issued by USDA's Agricultural Marketing Services (AMS) in April, reports The New York Times.

The new directives permitted the use of certain pesticides with unknown ingredients, allowed dairy cows that had been treated with antibiotics back into production, and approved the use of fish meal as a feed supplement for organic livestock.

There was no opportunity for public comment, and many supporters of organics believe the directives undermined the validity of the standards. Ms. Veneman stated that AMS officials will now consult with the National Organic Standards Board to resolve the issues. The Organic Trade Association praised USDA's actions in a press release available at:

<http://www.ota.com/news/press/144.html>

### USDA Issues Regulatory Action on Mandatory Country of Origin Labeling for Fish and Shellfish

*(Continued from page 1)*



exempt from the mandatory COOL requirements.

The interim final rule outlines the requirements for labeling covered commodities. It reduces the record-keeping retention requirements for suppliers and centrally located retail records to one year and reduces the time during which store level records must be made available to when product is on hand.

The interim final rule will become effective six months from the date of publication. This delay will permit existing inventories to clear through the channels of commerce and allow industry members to conform their operations to the new requirements. USDA plans to conduct outreach and education activities during the first year to assist the industry in achieving compliance with requirements of the rule.

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The full text of the interim final rule will be published in a forthcoming *Federal Register*. As an interim final rule, further comments are invited and must be submitted within 90 days of publication. Copies of the interim final rule and additional information can be found at: <http://www.ams.usda.gov/COOL>.



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# SMALL BUSINESS GUIDE TO FDA: WHAT TO DO WHEN

By: Alan Bennett  
Public Affairs: Food and  
Drug Administration

FDA must give the manufacturer, distributor or importer clearance to market certain food products before they can be sold in interstate commerce. For example: Substances added to food must meet the requirements of the food additive regulations that are based on FDA's review of scientific data of safety and utility that have been submitted to FDA.

All domestic and foreign facilities that manufacture/process, pack, or hold food (and dietary supplements) for human or animal consumption in the United States must register with the FDA.

Please visit:  
<http://www.cfsan.fda.gov/~comm/foodbiz.html>  
for more information on starting a food business.

In addition, manufacturers of low-acid canned foods\* packaged in air-tight bottles, plastic bags, and cans

and acidified foods\*\* must register with FDA and submit detailed information about heat-treatments to destroy bacteria (and acidification, if necessary to prevent growth of bacterial spores).

In addition, although some products (such as cosmetics and some radiation-emitting items) do not need pre-market approval from FDA, there are regulatory standards and regulations applicable to their manufacture and labeling that fall under FDA's jurisdiction. There-

fore, to avoid unnecessary delay in bringing new products to market, it would be helpful to talk with an FDA product specialist early in your planning. (See articles below for the most appropriate contact).

Contact:  
Alan Bennett  
Public Affairs: Food and  
Drug Administration  
9780 SW Nimbus  
Beaverton, OR 97008  
503 671-9332  
Fax 503 671-9445

## Info for Food Products that Require Registration or Filing of a Cooking Process Prior to Marketing:

All domestic and foreign facilities that manufacture/process, pack, or hold food (and dietary supplements) for human or animal consumption in the United States must register with the FDA to satisfy the Bioterrorism Act of 2002.

The agency highly recommends on line registration at <http://www.cfsan.fda.gov/~dms/fsbtact.html>.

You must register using Form 3537.

If you do not have reasonable access to the Internet, you may obtain a copy of this form by writing to the U.S. Food and Drug Administration, HFS-681, 5600 Fishers Lane, Rockville, MD 20857, or by requesting the form by phone at 800-216-7331 or 301-575-0156.

**Low Acid Canned Foods [LACF]\*** such as traditional vegetables, or any other food requiring aseptic processing to control the growth of pathogens must register all manufacturing establishments and file all scheduled processes.

To order forms 2541, 2541c: via phone 202-205-5282 or via Internet at <http://forms.psc.gov/forms/FDA/FDA-2541.pdf>, <http://forms.psc.gov/forms/FDA/FDA-2541c.pdf>

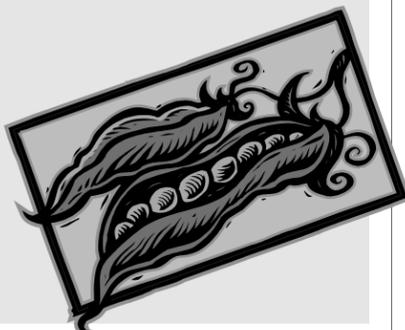
**Acidified Foods**

\*\* such as salsas, hot sauces, certain salad dressings, relishes, barbecue sauces, or any other food that use acidification [addition of vinegar, lemon juice, etc.] to control the growth of pathogens must register all manufacturing establishments and file all scheduled processes.

To order forms 2541 or 2541a: Via phone: 202-205-5282 or via Internet at <http://forms.psc.gov/forms/FDA/FDA-2541.pdf>, <http://forms.psc.gov/forms/FDA/FDA-2541a.pdf>

\*Some forms only available by mail from [NO phone/FAX orders]:

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## Info for Handling an FDA Inspection:



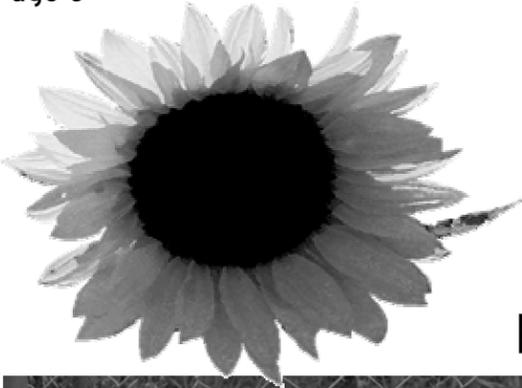
FDA may conduct an inspection of your operation for a variety of reasons, such as a routinely scheduled investigation, a survey, or a response to a reported problem. The investigator will present his/her credentials and "Notice of Inspection" upon arriving at your plant. A knowledgeable person in your firm, such as the plant or production manager, preferably designated ahead of time, should accompany the investigator at all times. It is in your best interest to fully understand FDA's inspection procedures. When you are unsure of certain actions taken by the investigator, don't hesitate to ask questions.

Usually, the investigator will examine your production process, look at certain records and collect samples. At the conclusion of the inspection, the investigator will discuss with your firm's management any significant findings and concerns; and leave with your management a written report of any conditions or practices, which, in the investigator's judgment, indicate objectionable conditions, or practices.

This list of "Inspectional Observations," also called an FDA-483, can be used by your firm's management as a guide for corrective action, since the FDA representative will not usually recommend specific corrective measures. Your firm can and should respond to the FDA-483 during the discussion with the investigator. In fact, corrective actions or procedural changes that were accomplished immediately in the presence of the investigator are regarded as positive indications of your concern and desire to voluntarily correct discrepancies.

If you do not agree with the actions being taken by the FDA or if you have a question about the jurisdiction of the agency in a particular matter, you can contact the FDA's [Office of the Ombudsman](#) to seek a resolution.

Office of the Ombudsman  
Food and Drug Administration  
5600 Fishers Lane  
Room 14B03, HF-7  
Rockville, MD 20857  
Telephone: 301-827-3390  
FAX: 301-480-8039  
E-mail: [ombudsma@oc.fda.gov](mailto:ombudsma@oc.fda.gov)  
(Sending confidential information by electronic mail is not recommended.)

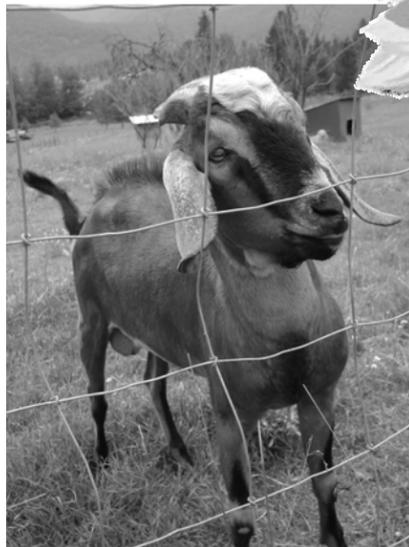


# Rural Roots' Summer

Gary & So Angell, Reardan, Wa.  
Rocky Ridge Ranch, June 12, 2004



Ron & Toni Carey, Preist River, Id.  
Four Seasons Farm, July 18, 2004



# Farm Tour Photo Gallery

Brad, Kate & Avery Jaeckel, Moscow Id.  
Orchard Farm, July 29, 2004



David & Caryl Ronniger, Bonners Ferry, Id.  
Ronniger's Potato Farm, July 31, 2004



# 20 Ways to Strengthen Our Local Economy

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

## Editors note:

The following article was presented as a handout during one of Michael Shuman's keynote talks at last year's Cultivating the Harvest II, held in Coeur d'Alene, ID, Nov.7-9, 2003.

Michael Shuman completed an economic analysis of Kootenai and Spokane Counties comparing the self-reliance of these counties to the similar sized counties in the United States.

The list of "20 ways to strengthen the local economy" refers to both Spokane and Kootenai Counties; however, these suggestions can be applied to anywhere you live.

## Read on and get active!

These ideas are elaborated in Michael Shuman's book, *Going Local: Creating Self-Reliant Communities in a Global Age* (Routledge, 2000). Copies of the book, as well as additional materials on these ideas, are available from Michael Shuman, who can be reached via phone (202-364-4051), fax (202-318-0756), e-mail ([shuman@iqc.org](mailto:shuman@iqc.org)), or land mail (3713 Warren St., NW, Washington, DC 20016).



## 20 Ways to Strengthen the Local Economy:

**1) Indicators –** Prepare quantifiable measures of the community's quality of life (economic, environmental, social, political) that provide a modicum of accountability about whether things are moving forward or backwards. A series of public hearings could be held, as the cities of Seattle and Jacksonville did, in which residents decide which indicators are most relevant. Then put together an annual report on the 50-100 most important indicators, distribute it widely, and place it on a web site.

**2) Assets Analysis –** Gather data on assets in the region, especially un- or underused economic inputs

like unemployed labor, abandoned lots and buildings, and idle machinery. This will clarify what's available for new or expanded small business.

**3) Imports Analysis –** The Region has no detailed understanding of what goods and services it's importing. Prepare an annual measure of imports and dependencies, especially in basic goods and services. This will underscore what local consumer demands already exist, which then could be replaced by new locally-owned businesses.

**4) Subsidy Screens –** Perform a full inventory of all subsidies given to business (in the forms of grants, loans, guarantees, tax abatements, capital improvements, or bond issues). Then identify which, if any, went to locally-owned, import-replacing businesses.

## 5) State of the Region Report –

Prepare an annual booklet that would include the latest assessments of indicators, assets, and imports, as well as other inventories noted below. Matching un- or underused assets with imports is the key for strategically identifying new businesses with the greatest benefit for the community.

## 6) Community Reinvestment Report –

Study which local depository institutions – and, if any exist, investment institutions – are reinvesting more than 95% of their savings/ investments locally. Data that banks are required to file each year under the Community Reinvestment Act are helpful for making this assessment, but only a crude starting point. Then ask for additional data from banks, credit unions, and thrifts.

## 7) Local Pension Funds

Identify which pension funds – whether public or private, specialized or mutual – might be capable of reinvesting locally. Put together a coalition of municipalities, unions, and churches to help set up new funds that reinvest locally. Make sure your own pension, insurance, and investment dollars are being invested locally.

## 8) The Home-Grown Directory –

Prepare a *Greenpages* of firms owned exclusively (or

primarily) by local residents, organized by product. This could then be distributed in hard copies and over the Internet to consumers.

## 9) Good Community-Keeping Seals –

Evaluate the performance of businesses in the region. To qualify for a special seal, a firm would have to submit a detailed report to the board. Then use the seals – and a process of annual renewal – to steer consumers and investors toward good performers and away from bad performers.

## 10) Selective Public Investment and Contracting –

Government agencies might be encouraged to move their banking to depository institutions with high marks, and target its investments (both of pension funds and

surplus revenues) and contracts on businesses that receive Good Community-keeping Seals.

## 11) Broker for In-state Business Deals –

The Oregon Marketplace helps local businesses buy cost-effective inputs from local suppliers. At its peak, it was brokering \$35 million of import-replacing deals a year and paying for its operations through finders fees. The region should set up a similar brokering service.

**12) Local Currencies –** One intriguing way to promote local purchasing is to create a local scrip (the theory being that only businesses and service providers committed to re-spending locally will be interested in accepting the

(Continued on next page)

## Spokane & Kootenai Counties vs. United States Economy\*

	Spokane County	Kootenai County
<b>Ag. Services, forestry, fishing, &amp; other 8/</b>	<b>81%</b>	<b>109%</b>
Agricultural services	84%	NA
Forestry, fishing and other 8/	61%	NA
Forestry		
Fishing		
Other 8/	0%	0%
<b>Mining</b>	<b>26%</b>	<b>159%</b>
Metal mining	519%	2785%
Coal mining	0%	0%
Oil and Gas extraction	NA	NA
Nonmetallic minerals, except fuels	NA	NA
<b>Construction</b>	<b>111%</b>	<b>169%</b>
General building contractors	128%	125%
Heavy construction contractors	95%	199%
Special trade contractors	108%	180%
<b>Manufacturing</b>	<b>77%</b>	<b>88%</b>
<b>Durable goods</b>	<b>99%</b>	<b>121%</b>
Lumber and wood products	78%	1222%
Furniture and fixtures	29%	NA
Stone, clay and glass products	160%	30%
Primary metal industries	335%	88%
Fabricated metal products	62%	22%
Industrial machinery and equipment	89%	84%
Electronic and other electric equipment	96%	63%
Motor vehicles and equipment	24%	NA
Other transportation equipment	82%	NA
Instruments and related products	133%	19%
Miscellaneous manufacturing industries	66%	26%
Ordinance 9/		
<b>Nondurable goods</b>	<b>40%</b>	<b>32%</b>
Food and kindred products	64%	10%
Tobacco products		
Textile mill products	NA	NA
Apparel and other textile products	40%	NA
Paper and allied products	36%	0%
Printing and publishing	63%	95%
Chemicals and allied products	22%	3%
Petroleum and coal products	NA	0%
Rubber and misc. plastics products	26%	86%
Leather and leather products	132%	0%

Table 1

## Spokane & Kootenai Counties vs. United States Economy\*

	Spokane County	Kootenai County
<b>Transportation and public utilities</b>	<b>132%</b>	<b>78%</b>
Railroad transportation		
Trucking and warehousing	108%	64%
Water transportation		
Other transportation	NA	NA
Local and interurban passenger transit	66%	NA
Transportation by air	69%	50%
Pipelines, except natural gas	NA	0%
Transportation services	65%	46%
Communications	213%	NA
Electric, gas and sanitary services	NA	156%
<b>Wholesale trade</b>	<b>104%</b>	<b>73%</b>
<b>Retail trade</b>	<b>126%</b>	<b>157%</b>
Building materials and garden equipment	137%	270%
General merchandise stores	117%	114%
Food stores	155%	169%
Automotive dealers and service stations	128%	190%
Apparel and accessory stores	78%	106%
Home furniture and furnishings stores	128%	195%
Eating and drinking places	120%	136%
Miscellaneous retail	123%	131%
<b>Finance, insurance, and real estate</b>	<b>78%</b>	<b>64%</b>
Depository and non-depository institutions	114%	75%
Other finance, insurance, real estate	67%	60%
Security and commodity brokers	46%	21%
Insurance carriers	92%	28%
Insurance agents, brokers, and services	78%	123%
Real estate	73%	108%
Combined real estate, insurance, etc. 10/		
Holding and other investment offices	60%	59%
<b>Services</b>	<b>96%</b>	<b>89%</b>
Hotels and other lodging places	104%	204%
Personal services	97%	108%
Private households	NA	117%
Business services	60%	62%
Auto repair, services and parking	112%	173%
Miscellaneous repair services	129%	116%
Amusement and recreation services	67%	226%
Motion picture	17%	35%
Health services	158%	100%
Legal services	80%	58%
Educational services	99%	32%
Social services 11/	127%	125%
Museums, botanical, zoological gardens	NA	NA
Membership organizations	105%	68%
Engineering and management services 12/	56%	74%
Miscellaneous services	112%	NA
<b>Government and government enterprises</b>	<b>118%</b>	<b>118%</b>
Federal, civilian	111%	87%
Military	203%	36%
State and local	111%	135%
State government	133%	66%
Local government	103%	163%

Table 2

\* These charts show the relative size of each Standard Industrial Code (SIC) sector in Spokane and Kootenai Counties, compared to the relative size of the same SIC sector in the United States. Blanks indicate that proprietary data was withheld. Because the U.S. economy is relatively self-reliant, numbers above 100% indicate that the county is net exporting (though still possibly not self-reliant); numbers below 100% indicate that the county is importing and not self-reliant. All data are based on earnings in the year 2000, which come from the U.S. Bureau of Economic Analysis.

(Continued from previous page)

currency). Forty communities in the United States have such currencies now, though none yet enjoy official support. The region might support such an effort by paying part of the salaries (or bonuses) of public employees in the scrip, and accepting tax payments (or a percentage thereof) in it (as Philadelphia did during the Depression).

**13) Expert Inventory** – Prepare and distribute a directory of experts (including professors, civil servants, business leaders, and non-profit specialists) that could be used by community groups and entrepreneurs. Add to this retirees willing to serve as mentors. (The state of Kerala in India did this, with a program entitled "Life Begins at 55," the country's age of mandatory retirement.)

**14) Living Wage** – Study what minimum wage would bring residents above the poverty line and what the costs might be to local business were the minimum raised to that level. Vermont's recent efforts to do this revealed that a living wage – which would eliminate most "working poverty" in the state – would burden most businesses with only a few percentage points of additional cost.

**15) Tax Reform** – A broad review of taxes in the region is needed. Among the most interesting taxes not receiving attention are: Henry George split-level property taxes, which tax land at a higher rate than improvements and thereby discourage speculative holding of land and encourage development; a shift from

regressive sales and property taxes altogether to progressive income and wealth taxes; and "green taxes" on pollution and scarce natural resources.

### 16) Brain Drain Prevention

Document how many of the region's best and brightest young people ultimately move elsewhere. The area might launch a scholarship program, providing college loans that would be repayable without interest for as long as the young graduates return to the state as tax-paying citizens. Should they "fly the coop," the interest rates would revert to market levels.

### 17) Lobbying Capabilities

The region should systematically evaluate its capacity for moving legislation on Capitol Hill and consider investing in a more serious and professional lobbying apparatus. It should press for reforms of various laws concerning subsidies, corporations, banking, and trade that make local self-reliance more difficult. Skeptics concerned with the costs of lobbying might consider the comparable costs of securing various federal grants.

### 18) Community-Friendly Business Schools

Set up a system of continuing business education that emphasizes the values of community service, high labor and environmental standards, local ownership, and import replacement.

### 19) Alternative Ownership Arrangements

Develop new ways the people in the region can own businesses. Work with the state securities regulators to create a new class of stock companies whose shares are held exclusively by local residents (similar to the current structure of the Green Bay Packers).

### 20) Time Dollars

One way of strengthening the social service sector with minimal cost is to set up a local system tallying hours people "volunteer." Young people, for example, could earn hours by buying groceries for the elderly, while old people could earn hours by tutoring students. Micro-systems of Time Dollars have been used effectively in hospitals and low-income housing projects.

## Meet the Newest Addition to the Rural Roots Staff



Jeannie Van Houten-Matheison, and her husband, James, have been living on the Palouse for twenty years. They currently reside in Moscow, where they are raising their seven year-old son, Reed; Araucana chickens; and their dog, Solo.

Hi! My name is Jeannie Van Houten-Matheison and I am the new Program Manager for Rural Roots. I have a bachelor's degree in Political Science, specializing in public policy and a minor in Environmental Science. I have been working in the arena of public policy since beginning as a legislative intern researching constituent issues for Representative Jacobsen in the Washington State House.

After graduating from Washington State University, my future husband and I moved to Colfax, Washington. In Colfax, I worked as Whitman

County Public Work's Waste Reduction and Recycling Coordinator. A few of the collaborative programs that I worked on are: the research and development of Pullman Curbside Recycling, Colfax Curbside Recycling, office recycling, rural recycling drop-off sites, back yard composting, and educating the public about recycling, composting and hazardous waste.

I met my husband, James, while finishing my last year at Washington State University. He likes to say that life began when we met. Our first conversation was on the stoop of 310 Grey Lane, a modestly charming

house which looks out on Reaney Park in Pullman. We talked about a dream of having a little piece of land in the country. We'd have an old farmhouse with chickens, llamas, ducks and goats. It would be a *Dr. Doolittle* style farm that we'd call "The Llama Ranch". We weren't thinking about all the hard work involved with keeping animals, growing a garden and planting an orchard. We were drawn by the allure of a simpler lifestyle. We wanted the satisfaction of growing our own food and storing it in a root cellar for the winter.

More recently I spent seven years at home as a mother. Parenting is the most rewarding job I have ever had the privilege to experience. Our son, Reed, was born in 1997 on a snowy, winter's night in Colfax. As a new mom, I started noticing articles about the pesticides and hormones in cow's milk. We began buying Stratton's milk since it was locally grown, healthy for our bodies and our environment. It just made sense.

We moved to Moscow in the summer of 2000. There are many sources of organic and locally grown foods here. I love going to Moscow's Farmer's Market. A few of our favorite finds are Theresa's Garden basil pesto, Affinity Farm's sweet corn and abundant produce.

Bunzel Organic's easy-to-peel and full-of-flavor Spanish garlic, and the Genesee Valley Daoist Hermitage's tender spinach (100% grit free) and so much more.

Our family is still on the path to buying more organic, locally grown foods. The benefits to our health and our environment are innumerable. Supporting local farms strengthens our own community, the place we call home, and is the right choice. This opportunity with Rural Roots is exciting and I'm interested in learning more about sustainable agriculture. I look forward to meeting and interviewing Rural Roots members. I am motivated when I can see the difference we can make in protecting our environment for the many generations to come.

James and I have created our version of country life in residential Moscow. We're raising a wonderful child, learning about keeping chickens (the girls have been on strike for five weeks now), wishing we could have ducklings in town, canning jams and tomatoes and freezing fruits and vegetables. If you have any sage chicken-rearing advice I'd love to hear from you. [jeannie@ruralroots.org](mailto:jeannie@ruralroots.org)



## To rake or not to rake?

*University of Idaho Home Wise*

MOSCOW, Idaho—Let falling leaves lie or rake 'em up? That depends on where they fall and which plant they're falling from, says Bob Tripepi, University of Idaho horticulture professor. "You can let leaves remain in place in parts of your landscape that have bare soil or that you're not managing," says Tripepi. "But remove them from your turf grass lawn and from borders where you're growing plants with evergreen leaves." That's because a wet mat of leaves can keep light from reaching blades of grass or evergreen groundcovers, he says. That weakens plants and potentially boosts populations of insect pests and of disease organisms, like the ones that cause snow mold in lawns. Further, as fallen leaves break down over

the winter, they release organic acids that can harm the foliage beneath them.

Tripepi says it's especially important to clear leaves from any parts of your yard where you'll be walking between late fall and early spring. "Sliding on leaves that cover a lawn or sidewalk has the potential to cause serious injury," he cautions.

But where the over wintering leaves are neither a hazard nor a nuisance to you or your plants, they offer significant advantages in the landscape. "They're nature's blanket to protect the ground from sudden or hard freezes in fall and to reduce damage to small plants or herbaceous perennials from soil freezing and thawing,"

Tripepi says. Decaying debris also returns minerals to soil and benefits earthworms and other helpful soil critters. In addition, leaves from most species—except potentially plant-damaging black walnut and some species of oak—"work

## Would you like to place a display advertisement in a future issue of

Non-Members:  
\$100 full page  
\$85 2/3rds page  
\$60 1/2 page  
\$35 1/4 page  
\$10 business card

Rural Roots Members:  
(approximately 25% off the non-member price)  
\$75 full page  
\$60 2/3rds page  
\$45 1/2 page  
\$25 1/4 page

## *Bringing Home the Harvest?*

### Advertising Rates\*:

*\*Advertisements will be reviewed by Rural Roots' Board and Staff and must fit with our vision and mission.*

### Deadline for Fall Issue:

fine" in mulches, Tripepi says. They're best chopped and applied no deeper than 2 inches. You can also use intact leaves if you don't let them build up deeper than an inch; otherwise,

they may keep oxygen from reaching the soil.



# Digging Deeper: Sustainable Ag Resources & Announcements

## Organic Livestock Satellite Broadcast

October 29, 2004  
10:00 am to 12:30 pm Pacific Time  
11:00 am to 1:30 pm Mountain Time

This two and a half hour broadcast will feature a discussion of numerous topics from trends and opportunities in organic livestock to post harvest handling, processing and marketing.

A 6-person panel representing various aspects of organic livestock will share their knowledge and experience, and viewers will be given an opportunity to have their questions answered during the broadcast. For program details and registration information, go to: <http://ext.wsu.edu/noas/>

UI Extension will host this satellite broadcast at four different sites around Idaho. If you are interested in seeing this broadcast at one of the following sites please contact the people listed below.

Moscow, ID UI Campus, Ag Sci Building Rm 62 Contact: Cinda Williams 208-885-7499 [cindaw@uidaho.edu](mailto:cindaw@uidaho.edu)

Sandpoint, ID Bonner County Extension Office Contact: Bob Wilson, 208-263-8511

Boise, ID, Ada County Extension Office Contact: Kevin Laughlin 208-377-2107

Jerome, ID, Jerome County Courthouse Contact: JoAnn Robbins, 208-324-7578

Participants should contact the site to sign up to attend. Some sites may be requesting a signup fee to cover the costs of serving snacks and/or providing copies of written materials and resources. Participants should arrive about fifteen minutes prior to the start of the broadcast.

## CULTIVATING SUCCESS

### Sustainable Small Acreage Farming and Ranching Education Program Update

**Number of Washington and Idaho students participating in courses between fall 2001—fall 2004:** 510

#### Courses have been offered in the following locations:

Idaho: Moscow, Sandpoint and Twin Falls  
Washington: Pullman, Renton, Port Orchard, Port Angeles, Colville, Puyallup and Port Hadlock

#### Trainings offered:

Instructor Trainings: Puyallup, Renton, Spokane/Coeur d'Alene, Boise  
Farmer Mentor Trainings: Coeur d'Alene, Puyallup

#### Program Funding 2000-2004

Grant funds generated for program development and implementation (Sources: USDA Higher Education Challenge Grant Program, Western Sustainable Agriculture Research and Education Program, Western Center for Risk Management Education, USDA Risk Management Agency, Washington-Idaho Partnership 2020 (W.K. Kellogg Foundation)) \$ 1,309,000

1:1 Cash and In-kind Match from Program Partners \$ 1,309,000

Total Funding and In-Kind Support: \$ 2,618,000

#### Management Team

Theresa Beaver, Cultivating Success Program Coordinator  
Colette DePhelps, Rural Roots Executive Director  
Diane Green, Greentree Naturals, Sandpoint Farmer  
Marcy Ostrom, WSU Small Farms Program Director  
Cathy Perillo, WSU Department of Crop & Soil Sciences  
Cinda Williams, UI Sustainable Agriculture Program Coordinator

**For more information, please contact:** Theresa Beaver 208-885-7787 [tbeaver@uidaho.edu](mailto:tbeaver@uidaho.edu) or [www.cultivatinguccess.org](http://www.cultivatinguccess.org)



## Grassfed Gourmet Cookbook

In September, Eating Fresh Publications released The Grassfed Gourmet Cookbook, a resource it calls the first cookbook to deal exclusively with grassfed meats, poultry and dairy.

Written by pasture-based farmer and epicurean Dr. Shannon Hayes of Sap Bush Hollow Farm in upstate New York, the book presents an insider's view of how best to buy and prepare grassfed beef, lamb, pork, poultry, rabbits, venison, bison, veal and dairy products. In addition to over 125 recipes, The Grassfed Gourmet Cookbook explains how to evaluate pastures to make sure they will provide appropriate nutrition for livestock (resulting in the most tender meat possible), provides helpful charts describing the different cuts of meat and appropriate cooking methods for each animal species, gives tips for taking advantage of the least expensive cuts of meat and maximizing the num-

ber of meals from each purchase. The book also offers insights on how consumers can evaluate a pasture-based enterprise to make sure they are buying top-quality, responsibly raised meat and dairy products.

The Grassfed Gourmet Cookbook also serves as a marketing tool for pasture-based farmers. It includes easy-to-understand cutting instructions and explanations for consumers interested in purchasing whole, half or quarter animals, includes a chapter on how consumers can best work directly with farmers, as well as a farmer directory.

Farmers interested in being included in the directory for future editions of the book, or to purchase the book, contact Shannon Hayes at [shayes@midtel.net](mailto:shayes@midtel.net). For more information, visit [www.eatingfresh.com](http://www.eatingfresh.com).

## Insect Orchard Monitoring Manual Available On-line

A manual for monitoring of orchard pests, natural enemies and diseases of apple, pear and cherry is now available online. The manual, which includes 51 pages of text and 22 sheets of color photos was compiled by Naná Simone, pest management consultant and director of Center for Agricultural Partnership Hispanic Orchardist IPM Education Program. The manual is available in both English and Spanish.

Go to [www.agcenter.org/progpest.html](http://www.agcenter.org/progpest.html) to download the manual.



## Inland Northwest Food and Farming Calendar

### November 4-5, 2004 - Cultivating Success Farmer Mentor Training.

**UI Harbor Center, Coeur d'Alene, Idaho**

Are you interested in hosting an apprentice on your farm? You might want to attend a workshop that will cover: developing curriculum, liability issues, contracts with students and more! The first day will be a gathering of farmers who have attended a CS training and are finalizing their on-farm curriculum. The second day will introduce new participants to all aspects of the farmer mentor program.

Sponsored by: University of Idaho, Washington State University, & Rural Roots

For more information contact Apprenticeship Coordinator, Diane Green of Greentree Naturals

phone: 208/263-8957, e-mail, greentree@coldreams.com, URL: [www.cultivatinguccess.org](http://www.cultivatinguccess.org)

### November 12-14, 2004 - Tilth: A Special 30th Anniversary Conference and Celebration!

**Columbia River Doubletree Hotel, Portland, Oregon** (see page 3 for conference details)

Sponsored by: Tilth Producers of Washington & Oregon Tilth, Human Links Foundation, Newman's Own organics, & Organic Valley Family of Farms.

For more information contact:

- Tilth Producers of Washington, Address: PO Box 85056, Seattle, Washington 98145 phone: 206/442-7620 URL: [www.tilthproducers.org](http://www.tilthproducers.org)
- Oregon Tilth, Address: 470 Lancaster Drive NE, Salem Oregon, 97301 phone: 503/378-0690 URL: [www.tilth.org](http://www.tilth.org)

### November 18, 2004 - Rural Roots Roundtable Discussion★

**Spokane, Washington, 1:00-5:00 at the Spokane Extension Education Center on Havana St:**

### November 20, 2004 - Rural Roots Roundtable Discussion★

**Sandpoint, Idaho, 1:00-5:00 at the Sandpoint Extension Office.**

### December 9, 2004 - Rural Roots Roundtable Discussion★

**Coeur d'Alene, Idaho, 1:00-5:00 at the University of Idaho Harbor Center in Coeur d'Alene:**

★ Rural Roots is hosting three roundtable discussions. The focus of these sessions will be twofold — 1) to discuss the expansion of the Inland Northwest Buy Fresh, Buy Local campaign and 2) to explore ways to make Cultivating Success courses and apprenticeship opportunities available to more community members and small farmers and ranchers living in eastern Washington and north Idaho (see article on page 1 for details).

Sponsored by: Rural Roots

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

### January 20-21, 2005 - Harvesting Clean Energy 5th Northwest Conference

**Great Falls Montana**

Charting the way to profitable clean energy production for the rural Northwest. Hear from experts and farmers with direct experience in wind power, biopower, biofuels, and money-saving energy technologies for on-farm operations. Learn what it takes to assess feasibility, finance, and install renewable energy systems. Find valuable technical and financial resources and meet potential partners.

Sponsored by: NW Cooperative Development Center

For more information contact Rhys Roth at the NW Cooperative Development Center

Address: 1050 Capitol Way S., Olympia, WA 98501 phone: 360/352-1763 e-mail, [rhys@climatesolutions.org](mailto:rhys@climatesolutions.org) URL: [www.harvestcleanenergy.org/conference](http://www.harvestcleanenergy.org/conference)

### January 24, 2005 - Direct Marketing and Farm Financial Planning Workshop, St. Maries, Idaho

### January 25, 2005 - Direct Marketing and Farm Financial Planning Workshop, Kamiah/Kooskia, Idaho

The first of a three workshop series on using direct marketing as a tool for reducing farm financial risk.

Sponsored by: Rural Roots, the University of Idaho and the Western Center for Risk Management Education

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

### February 10-12, 2005 - North American Farmers' Direct marketing Conference and Trade Show

**Boston Park Plaza Hotel, Boston, Massachusetts**

In addition to educational sessions, outstanding speakers and a diverse trade show, the conference offers a three-day pre-conference bus tour day of workshops, and a two-day post-conference bus tour. Registration begins Nov. 1, 2004. Pre-registration deadline is January 6, 2005

Sponsored by: North American Farmers' Direct Marketing Association (NAFDMA)

For more information contact NAFDMA in Boston Massachusetts

Address: PO Box 8925, Moscow, Idaho, phone: 413/529-0386, e-mail, [infor@nafdma.com](mailto:infor@nafdma.com), URL: [www.nafdma.com](http://www.nafdma.com)

### February TBA, 2005 - Idaho Sustainable Agriculture Strategic Planning Retreat

**Location TBA, most likely in the Boise, Idaho area**

Sponsored by: University of Idaho Sustainable Agriculture Program & Rural Roots

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

### February 28, 2005 - Assessing the Direct Marketing Potential of Your Product Workshop, St. Maries, Idaho

### March 1, 2005 - Assessing the Direct Marketing Potential of Your Product Workshop, Kamiah, Idaho

The second of a three workshop series on using direct marketing as a tool for reducing farm financial risk.

Sponsored by: Rural Roots, the University of Idaho and the Western Center for Risk Management Education

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

### March 18-19, 2005 - Inland Northwest Small Acreage Farming Conference & Rural Roots Annual Meeting

**University of Idaho, Moscow, Idaho**

Sponsored by: Rural Roots & the University of Idaho

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

### April 11, 2005 - Maximizing Your Direct Market Sales Workshop, St. Maries, Idaho

### April 12, 2005 - Maximizing Your Direct Market Sales Workshop, Kamiah/Kooskia, Idaho

The third of a three workshop series on using direct marketing as a tool for reducing farm financial risk.

Sponsored by: Rural Roots, the University of Idaho and the Western Center for Risk Management Education

For more information contact: Program manager, Jeannie Matheison at Rural Roots \*\*

\*\* Rural Roots Program Manager, Jeannie Matheison, Address: PO Box 8925, Moscow, Idaho, phone: 208/883-3462 e-mail: [jeannie@ruralroots.org](mailto:jeannie@ruralroots.org) URL: [www.ruralroots.org](http://www.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!**



- Billy & Rhetta Anderson, RTR Black Angus Farm, Clark Fork, ID  
 Steve & Julie Anderson, Turner Creek Landscape, Harrison, ID  
 So & Gary Angell, Rocky Ridge Ranch, Reardan, WA  
 Barb Arnold, Nothing But Herbs, Hayden, ID  
 Bruce Baldwin, Palouse Grain Growers, Inc., Palouse, WA  
 Cathy F. Bean, St. Maries, ID  
 Theresa Beaver, Rural Roots/UI/Theresa's Garden, Moscow, ID  
 Alicia Best, Sandpoint, ID  
 Jack Bowlin, Jack Fruit & Berry Farm, Plummer, ID  
 Ron & Toni Carey, Four Seasons Farm, Priest River, ID  
 Mikki Clark, Almost Eden, Sandpoint, ID  
 Cathy Cochran, Colfax, WA  
 Judith Cullinane, Ellensburg, WA  
 Joe & Sara DeLong, Sara-Joe's Organic Products, St. John, WA  
 Margaret Demoss, Hayden, ID  
 Elizabeth DeNiro, Mead, WA  
 Colette DePhelps, Rural Roots, Moscow, ID  
 Glen & Caryl Elzinga, Alderspring Ranch, Tendoy, ID  
 Jennifer Farley, Troy, ID  
 Emily Faulkner, Sandpoint, ID  
 Mimi Feuling & Rob Fredericks, Emmi's Eggs/Full Moon Farm, Hayden, ID  
 Brenda & Thomas Fletcher, Pack River Organics, Sandpoint, ID  
 Jim & Meryl Flocchini, Two Ravens Herbals, Kooksia, ID  
 Lahde Forbes, Moscow, ID  
 Criss & Paul Fosselman, Sandpoint, ID  
 Robin Fox, Fox-Trot Lavender, Wilder, ID  
 Mary Giddings, Happy Hens, Potlatch, ID  
 Margaret Gilman, Fussy Farms, Noxon, MT  
 Benjamin Gisin, Idaho Falls, ID  
 Robert & Jenny Glenn, Glenn Gardens, Meridian, ID  
 Diane Green, Greentree Naturals, Sandpoint, ID  
 Bob & Bonnie Gregson, Spokane, WA  
 Margaret Hall, Priest River, ID  
 Bev & Harmony Hammons, Worley, ID  
 Susan Hoaglund, Clark Fork, ID  
 Sora Huff, Paradise Valley Organics, Bonners Ferry, ID  
 Brad, Kate & Avery Jaekel, Orchard Farm, Moscow, ID  
 Carolyn Jarvis, Nine Mile Falls, WA  
 Tom & Cheryl Kammerzell, Maple K Farms, Colfax, WA  
 Philip Freddolino & Becky Kemery, Dancing Goat Farm, Cocolalla, ID  
 Elise Kern, Kern-head Garden, Moscow ID  
 Mary & Dorothy Kiele, Kiele's Collectables & Homegrown Produce, Lewiston, ID  
 Kathie & Gary Lauber, Two Hearts Farm, Rice, WA  
 Nancy Laux, Rancho De Laux Blueberries, Sandpoint, ID  
 Chip & Lynn Lawrence, The Selkirk Ranch, Sandpoint, ID  
 Melissa Lines, SkyLines Farm, Harvard, ID  
 Phil Gage & Skeeter Lynch, Full Circle Farm, Princeton, ID  
 Carol Mack, Pend Oreille Co Coop Extension, Newport, WA  
 Craig & Sue Lani Madsen, Healing Hooves LLC, Edwall, WA  
 Halley Manion, Everson, WA  
 Margo Kay & Ken Marble, The Spinner Flock @ Rosebrush Farm, Lenore, ID  
 John & Cathy McBeth, Morning Glory Farm, Fairfield, WA  
 Jim & Pat McGinty, Higher Ground Farm, Elk, WA  
 Rhoderick & Barbara McIntosh, McIntosh Angus Ranch, Pullman, WA  
 Carl Melina, Lonehawk Farm, Moscow, ID  
 Jill & Brian Meyer, Farm-to-Market Gourmet Take Out & North Fork Café, McCall, ID  
 Lora Lea & Rick Misterly, Quillisascut Cheese Co & Chefs Collaborative, Rice, WA  
 Michael Robison & Dr. Denise Moffat, The Healing Center, Moscow, ID  
 Stacia & David Moffett, Moffett's Organics, Colton, WA  
 Judith & Tom Pagliasotti, Cocalalla, ID  
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 Cathy Perillo, WSU, Pullman, WA  
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 Kelly Kingsland & Russell Poe, Affinity Farm, Moscow, ID  
 Paul & Susan Puhek, Double P Ranch Produce, Otis Orchards, WA  
 Gary Queen, Rose Lake Elk Ranch, Cataldo, ID  
 Fern McLeod & Penny Rice, Ballyhoo Farm, Troy, ID  
 Maurice Robinette, Lazy R Ranch, Cheney, WA  
 Mary E. Rohlfling, Boise, ID  
 David & Caryl Ronniger, Ronniger's Potato Farm, Moyie Springs, ID  
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 Paul Smith & Ellen Scriven, Killarney Farm, Cataldo, ID  
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## 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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## “Eating Blind”

(Continued from page 3)

where their food comes from, and that just as many are willing to pay a few extra cents to eat domestically raised meat, fruit and vegetables, if they should happen to cost more than imports. More than 200 farming, ranching, food safety and consumer groups support country-of-origin labeling.

Most U.S. trading partners – about 60 countries, including Canada and Mexico – already have some form of country-of-origin labeling. And eight U.S. states have similar laws in

place, including Florida, Louisiana and Maine.

Consumers have a right to know where their food comes from, but in the U.S. we blindly eat meals every day without any way to find out where our vegetables are grown or our meat is produced. Given that we know where our clothes and cars are made, it seems logical that we should also know the same information about our food.

### **What Do Consumers Think about Country-of-Origin Labeling on Food?**

86% of consumer respondents in a national survey favor

country-of-origin labeling. Of the 86% of consumers who favor country-of-origin labeling over no labeling, 78% of those prefer mandatory labeling over voluntary labeling. (*Fresh Trends 2002* survey, published in *The Packer*, an industry newspaper)

Four of five U.S. consumers responding to a national survey think that U.S.-grown food is fresher and safer than imported food. Further, 92% say they would eat meat produced in the U.S. But only 21% say yes to eating South American meat, while just 14% would eat meat from England and merely 10%

would eat meat from other European countries. (*Food from Our Changing World* survey, conducted by North Carolina State University in Feb. 2003)

62% of consumers interviewed for a national survey would purchase U.S. produce if it had a logo or label identifying its country of origin. (Conducted by the Florida Dept. of Agriculture and Consumer Services in Jan. 2003)

For more information on country-of-origin labeling, please visit [www.americansforlabeling.org](http://www.americansforlabeling.org).



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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 \_\_\_\_\_

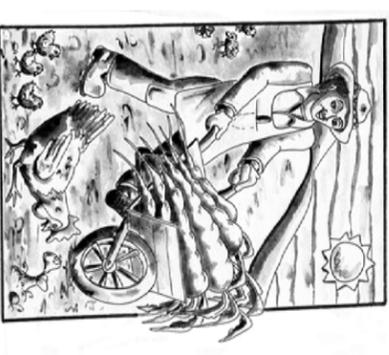
Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_

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 2004

Volume 6, Number 2

### IN THIS ISSUE...

- The Inland Northwest Buy Fresh, Buy Local Campaign \*
- Seafood COOL \*
- Eating Blind \*
- Summer Farm Tour Photo Gallery \*
- Grassfed Gourmet \*
- To Rake or Not to Rake? \*
- Meet Jeannie Mathelison \*
- And More!



Colette Dephelps, Gregory Peck, and Julie Sullivan enjoy fresh raspberries at Ronniger's Potato Farm July 31st, 2004. Ronniger's Potato Farm was one of four farm tours Rural Roots sponsored this summer. See more photos inside!  
Photo by Jennifer Farley

