



# Rural Roots

Bringing Home the Harvest

The Inland Northwest Community Food Systems Association  
*Summer 2004* *Volume 6, Number 2*



## New Buy Fresh Buy Local Campaign Comes to the Inland Northwest

By Colette DePheps,  
 Executive Director

Rural Roots and the Moscow Food Co-op are excited to be launching the Inland Northwest Buy Fresh, Buy Local campaign in Moscow this summer. This campaign is part of a national effort led by FoodRoutes Network to nurture strong regional markets for locally grown foods. Rural Roots is one of 16 regional partner organizations creating and implementing a "Buy Local" marketing campaign to help bridge the gaps between community farmers and consumers.

As a member of the national Buy Fresh Buy Local partnership, Rural Roots receives information from FoodRoutes Network and other partner organizations about their experience designing, launching, and implementing successful "buy local" food campaigns and market education initiatives. In addition to assistance with designing the Inland Northwest Buy Fresh Buy Local label (to the right of this column) and logo (on the bottom of page 8), we have received print ready ads, templates for a variety of stickers, shelf tags and other point of purchase materials. We have also received consumer research reports compiled by regional campaign partners (see page 6 to read about a new report from the Leopold Center for Sustainable Agriculture). This assistance is strengthening our ability to plan an effective

campaign.

A very valuable piece of advice we received from the other Buy Fresh, Buy Local partners was to start small, plan, implement and evaluate. We are doing just that! This summer, we are using the new Buy Fresh, Buy Local label and logo in all of our regional directories and are piloting the use of point of purchase materials at the Moscow Food Co-op and Moscow's two farmers' markets. This fall, we will evaluate our Moscow campaign and hold roundtable discussions with Rural Roots' members in Spokane, Coeur d'Alene and Sandpoint to talk about ways to expand the campaign to include other Inland Northwest communities.

Our goal for the Moscow campaign is to raise the visibility of and to educate people about the importance of buying local, sustainable products sold at the Moscow Food Co-op and Moscow's two farmers' markets – the Tuesday Growers' Market



in the Co-op parking lot and the Saturday downtown Moscow Farmers' Market.

By identifying local products in the store, at the Tuesday Growers' Market and at the Saturday Moscow Farmers Market we are...

- Increasing shoppers ability to identify and purchase local, sustainably produced products.
- Educating community members about the importance of buying local, sustainable food and farm products and supporting locally owned and operated businesses.
- Encouraging and supporting existing and new sustainable farmers, ranchers and market gardeners in expanding their products and sales through local direct marketing venues.
- Increasing regional sales of local sustainably produced food and agriculture products in order to allow small family farmers to survive and prosper.

We are letting consumers know that buying locally grown and processed food contributes to the health of their local economy and when they buy locally grown food, they are support-

*(Continued on page 2)*

### What's Growing Inside?

Word from the Executive Director . . . . .	2	Cultivating Success Student Starts U-Pick Farm . . . . .	9
Toni Carey's Extraordinary Farm Hat . . . . .	3	Farmer-Mentor Program . . . . .	9
Food Alliance: Sustainable Agriculture and Healthy Food . . . . .	4	Three Nuggets of Wisdom When It Comes to Wood . . . . .	10
Choose a Site Near a Water Source for Your Compost Pile . . . . .	4	Local Living Economies . . . . .	10
Northwest Direct Project Update . . . . .	5	Meet Maia-Lassen-Purser . . . . .	12
Successful Ecolabels Link Food Freshness, Local Family Farms . . . . .	6	What is the Heart of WA Program? . . . . .	12
What's Really Going on in the Field? . . . . .	6	ID Poultry Supporters Meet in McCall . . . . .	13
Idaho Preferred Program . . . . .	7	Digging Deeper . . . . .	15
AERO's Local Food Initiative . . . . .	8	Calendar of Events . . . . .	16



*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.

**Editors:**  
Jennifer Farley  
208-883-3462  
jennifer@ruralroots.org

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

Photos by Rural Roots staff unless otherwise indicated.

Visit our Web site at [www.ruralroots.org](http://www.ruralroots.org)

**Advertising Rates  
(Display Ads):  
Deadline for Next Issue:  
Fri. August 20, 2004**

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

**Members: (approximately 25% off the non-member price)**  
\$75 full page  
\$60 2/3rds page  
\$45 1/2 page  
\$25 1/4 page  
\$8 business card size

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



**By Colette DePhelps,  
Executive Director**

You may have noticed there is a new look to Rural Roots' Farm Fresh Buying Guide and Inland Northwest Farmers' Market Directory this year. That is because Rural Roots is now a regional partner in the national Buy Fresh, Buy Local campaign coordinated by FoodRoutes Network.

Working with Design for Social Impact, a Pennsylvania-based design company contracted by FoodRoutes Network to do design work for Buy Fresh, Buy Local regional partners, we developed a label and logo to denote sustainably produced Inland Northwest products in the marketplace (see cover story). Rural Roots' Inland Northwest Buy Fresh Buy Local campaign is part of our commitment to fostering local living economies as described by Judy Wicks on page 10.

The Buy Fresh Buy Local

campaign is unique among Inland Northwest labeling initiatives in that it focuses on raising consumer awareness and purchase of local products that are produced sustainably. No other campaign serving north Idaho and eastern Washington has this dual purpose.

AERO, another Buy Fresh Buy Local regional partner, coordinates a Buy Fresh, Buy Local campaign in Montana which is described on page 8.

Eco-labeling is the focus of Portland-based Food Alliance. Food Alliance works with producers, processors and independent retailers across the west and mid-west states to promote sustainably-produced food in the marketplace. Food Alliance has developed their own certification requirements which must be met to use the Food Alliance Approved seal. These standards are not the same as Certified Organic as they have different environ-

mental measures and allow the limited use of synthetic pesticides and fertilizers. Food Alliance certification requirements also extend beyond the environment to include social criteria such as farm labor standards.

There are a couple of place oriented campaigns in the Inland Northwest region — like Heart of Washington (see page 12) and Taste of Idaho (see page 7). These state level campaigns focus on increasing the sales of products grown and processed in Washington and Idaho. Both of these initiatives are great in that they identify product origins. These initiatives do not require the use of sustainable or environmentally friendly production practices to participate and use their labels.

To help you understand the similarities and differences between several of the larger labeling initiatives in the Inland Northwest, we have included articles about them

(Continued on page 14)

## Buy Fresh, Buy Local Campaign

(Continued from page 1)

ing their neighbors.

We kicked-off this summer's campaign with a Taste Fair Saturday, June 26th, at the Moscow Food Co-op. The Fair featured local producers and processors handing out free samples in the store and deli items made with local, sustainable ingredients. We also staffed information tables at the Moscow Farmers' Market and at the Co-op. To find local products in the Moscow Food Co-op, customers can look for point of purchase cards, shelf tags and posters featuring the Inland Northwest Buy Fresh, Buy Local label. In-store products identified by the Buy Fresh, Buy Local label and logo include fruits, vegetables, herbs, meats, flowers, fibers and locally processed products - all grown sustainably and/or processed by locally owned and operated businesses.

Individual farmers, ranchers and food businesses wishing to use the Inland Northwest Buy Fresh, Buy Local label and logo in their sales displays, on their promotional materials, or on their products must be Rural Roots members and must have submitted to us a sustainability statement that

includes their approach to sustainability and a description of their production practices.

To define the geographic scope of the Moscow campaign, the Co-op and Rural Roots hosted two round table discussions about developing a Buy Local campaign for our region. During those conversations, people told us that "local" to them is the greater Palouse and "regional" is the Inland Northwest which extends throughout Idaho, east to the Rocky Mountains of Montana and west to the Washington and Oregon Cascades Range. As a result, our Buy Fresh, Buy Local label and logo will be used to identify sustainable products coming to Co-op shoppers from this Inland Northwest region. Products from Montana will need to use the Montana Buy Fresh Buy Local label (see page 8).

The Inland Northwest Buy



Colette and Jennifer promote the "Buy Fresh, Buy Local" campaign at the Moscow Farmers' Market June 26, 2004.

Fresh, Buy Local campaign is supported, in part, by a grant from New Priorities Foundation.

For more information about the Inland Northwest Buy Fresh, Buy Local campaign visit Rural Roots' web site at [www.ruralroots.org](http://www.ruralroots.org). You can also contact Rural Roots to request a free Buy Fresh, Buy Local postcard, bookmark, or copies of our 2004-2005 Inland Northwest Farmers' Market Directory and 2004 Inland Northwest Farm Fresh Buying Guide.





## Toni Carey's Extraordinary Farm Hat

By Jennifer Farley,  
Communications  
Coordinator

Toni Carey wears many hats. One as a sustainable small acreage farmer, one as a Rural Roots Board member, one as a Pend Oreille County Master Gardener, and one as a busy mother of four children. She lives and works on her small acreage, diversified family farm, "Four Seasons Farm," located a few miles outside beautiful Priest River, Idaho.

Five years ago, she and her husband, Ron, bought their farm, seeking a simple and rural way of life. Soon after, she and her family began to seriously dive into their farming operation. She and her daughter have been selling their bounty on-farm and at the Pend Oreille Valley Farmers' Market in Newport, WA for four years. They offer a variety of products, from garden fresh produce that grows well in our North Idaho climate to a variety of natural and rotationally raised livestock. Four Season Farm's products include early vegetable varieties, natural eggs, pork, and poultry. They also raise and sell goats, hogs, and steers.

Their animals are well cared for and healthy, without the use of antibiotics or hormones. She feeds her animals with high quality, naturally grown, chemical-free hay and natural feed. Her land is also covered with rich compost, and she conserves water by not watering overhead, but rather with soaker hoses. "We only grow what we can sell, and our customers are happy with the good, healthy, and chemical-free food we provide," says Toni.

Toni's decision to farm came naturally to her. Growing up on a "mini-farm" (half acre) in Northern California, she was used to taking care of her family's chickens, geese, ducks, and turkeys and growing and

harvesting produce from her family's garden. Her mother taught her how to store and can food. Farming was what she knew. But when she left home, she thought, "I am not farming." She understood the time commitment of farming and the hard work involved. Yet, over time, she began to think, "I cannot do this (farming)." A desire to return to her farming roots and restore and preserve one of the original farms in the Priest River area served as major influences in her decision to farm. Having a family farm would also help to teach her kids responsibility, selflessness, and a humble way of life.

Although her family doesn't always understand why she farms,

they support her. Toni emphasizes, "In good conscience, I have to do what I do- to produce food for my family as well as other people." Her family actively helps her with home and farming duties, and she knows it would be hard to do what she does without their love and support. Every year they try to do more projects on the farm (they are nearly finished restoring their house). Her husband, Ron, works off the farm as a school bus driver during the school year and as a construction worker during the summer. He is also a volunteer fireman. He helps farm as much as he can, while her children help Toni run the farm daily throughout the summer. Her oldest daughter, Ashley (age 18), helps her a lot with driving and running errands; while Amanda (age 14) helps her every Saturday at the farmers' market.

When asked about her current and future goals for the farm, Toni explains, "We constantly are trying to get everything running efficiently and organized." Her family is also striving for Ron to only work during the school year, so that he can be home during the summer.

"My needs are pretty basic. But, we still need an income coming in. We're working towards making the farm self-sustaining of itself- where I am

not putting money into it. We're on our way. In another couple of years we hope that the farm will support itself." Toni and her family also hope to put in permanent woven-wire fences and gates for their livestock, which would simplify rotationally grazing their livestock.

Keeping up with her home, garden, and barn "are a constant juggle", Toni states. Her advice for future small acreage sustainable farmers is that you need to think about the things you may have to give up, because farming is high maintenance. Her family is involved in other activities and do manage to get farm breaks, but she doesn't get as much of a break.

Yet, Toni's okay with that. She's "perfectly happy staying home seven days a week." "I don't really like to travel", Toni chuckles. "Farming *is* a great way of life, but it's so much work. Everything is so time-related. But, I love my animals to pieces. I love it."



Toni Carey enjoys her meal at Rural Roots' Board Retreat in March 2004.



View of Four Seasons Farm

**BUY FRESH  
BUY LOCAL**

Inland Northwest

LOOK FOR THE LABEL & TASTE THE DIFFERENCE!

Enjoy the freshest,  
most delicious locally  
grown and produced foods  
from the Inland Northwest  
& support our local  
economy. Look for the  
"Buy Fresh, Buy Local" label!

Supported by Rural Roots • [www.ruralroots.org](http://www.ruralroots.org) • 208.883.3462

## Food Alliance: Sustainable Agriculture and Healthy Food

By, Matthew Buck  
Food Alliance  
Assistant Director

Wendell Berry once said, "Eating is inescapably an agricultural act, and how we eat determines, to a considerable extent, how the world is used."

In that case, we should all be glad to hear that consumer research by The Hartman Group indicates approximately 62% of US consumers are making at least some of their food purchases based on their social and environmental values.

One of the organizations that is bringing more socially and environmentally responsible food choices to consumers is Food Alliance, a national non-profit organization dedicated to creating market incentives for sustainable agricultural practices and supporting the viability of family farms and ranches.

Based in Portland, Food Alliance launched a third-party certification program in 1998 that evaluates farms and

ranches against standards for soil and water conservation, reduction or elimination of pesticides, protection of wildlife habitat, safe and fair working conditions, and the welfare of farm animals.

The program started with a single Hood River grower selling Food Alliance certified apples into three grocery stores. Six years later, Food Alliance has almost 200 growers in 14 states selling a wide variety of fruits and vegetables, meats and dairy products in grocery stores, restaurants, college cafeterias and farmers markets.

To really understand what Food Alliance is about though, you have to meet some of the growers and learn how certification is connecting them with new markets and consumers who share their values.

Mike and Jeanne Youngquist are fourth generation farmers growing berries and other crops in Washington's Skagit Valley. In 1997, out of

concern for the children of the many migrant farm workers in the valley, the Youngquists started a bilingual daycare facility. The Berry Good School now operates year-round and features a lab where children learn basic computer skills. Their social commitment helped convince Ben & Jerry's that their ice cream would taste even better with Mike & Jeanne's strawberries.

Karl Kupers and Fred Fleming use a "no-till" cropping system to grow wheat in eastern Washington. This system prevents erosion and helps reduce global warming by binding atmospheric carbon into the organic matter in the soil. They founded Shepherds Grain in 2002 to produce and market Food Alliance certified flour. Now instead of selling an anonymous commodity, Karl and Fred are proud to know that customers at Hot Lips Pizza, Grand Central Baking, and other restaurants and bakeries are enjoying sweet and savory treats from their

flour.

Doc and Connie Hatfield and the other 40 families in the Oregon Country Beef co-op are well known in the Northwest for their environmental stewardship. That made them a great partner for another Northwest icon, the Burgerville fast food chain. This year Burgerville named Oregon Country Beef their exclusive supplier for 1.75 million pounds of hamburger. According to Connie Hatfield, the real success is that the ranch "kids" are starting to come back from jobs in the city because they see opportunity in agriculture again.

So, in case you doubted it, your food choice does make a difference! Buy direct from the farmer when you can – and tell any produce clerk or chef you meet that you care about where your food comes from and how it was produced.

Contact Matt Buck at:  
1829 NE Alberta St., Suite 5  
Portland, OR 97211  
ph) 503.493.1066  
fx) 503.493.1069



## Choose a Site Near a Water Source for Your Compost Pile

*Editor's Note:  
Reprinted from University of  
Idaho HomeWise, April 2, 2004*

**MOSCOW, Idaho-**  
When you're deciding where to set up your composter or compost pile, consider how close it will be to a water source. In arid climates, nothing interferes with the composting process more often than inadequate moisture. Dryness slows the composting process to a crawl and eventually stops it entirely.

You want your compost to

pass the "squeeze" test: When you grab a handful from a few inches below the surface and squeeze, it should be moist but not dripping wet. To keep it that way this summer, in the absence of soaking rains, plan to add 5 gallons of water per week for a typical pile that's 3 feet on all sides. If you turn your compost often or if it's exposed to sunlight and wind, you might need to add more water. If you've sited your pile under the shelter of trees or if you're using a ventilated bin, you probably won't need to add quite so much.

Apply water with a bucket, hose, trickle hose or sprinkler. High-moisture ingredients like kitchen scraps, fresh grass clippings and wet leaves from gutters and storm drains help as well.

Too much water can also be a



Theresa Beaver, Cultivating Success Coordinator explains good composting methods at Rural Roots' Compost Workshop in April 2004.

problem. If rain or snow keep your pile saturated, cover it with a plastic tarp or switch to a covered bin and plan to turn it more often to encourage evaporation.

For more information, go to [www.info.ag.uidaho.edu](http://www.info.ag.uidaho.edu) and download the 41-page University of Idaho Exten-

sion publication "Composting at Home."

Or, purchase the publication (Order #1106) by calling (208) 885-7982. Price, with shipping, handling, and Idaho sales tax, is \$5.18.



Theresa Beaver demonstrates exactly how much moisture you want in the compost pile at Rural Roots Office in Moscow, ID.



## Northwest Direct Project Update

By John Potter,  
Direct Marketing Program

The NW Direct Case Study Project is rolling full steam and we are hoping to have our obligations to that project completed by late fall/early winter. To achieve this goal, Jennifer Farley, Rural Roots Communications Coordinator and Ariel Spaeth, Programs Assistant, will be assisting in the transcription of the 8 remaining farmer interviews and in writing the narrative component for those case studies.

In June, Ariel completed a wonderful layout for the case studies and has begun to integrate existing case study drafts into that layout. Currently there are three completed rough drafts that will be sent to their respective case study farmer for review within the next few weeks. We anticipate having those three case studies available for the public by the end of August.

As for the remaining case study interviews, they were completed this past April with the help of Richard Carkner, an economist from the WSU Puyallup Research & Extension Center. The farmers we interviewed were: Wade Bennett of Rock Ridge Enterprises, Dave Hedlin and Serena Campbell of Hedlin Farms, and Henning Sehmsdorf of S&S Homestead Farm. Below is a brief introduction to those farmers we interviewed this April. (For information on the fourth Washington case study farm see the winter/spring 2004 issue of *Bringing Home the Harvest*.)

Here is a brief introduction to the three Washington farms interviewed in April...



Dave Hedlin and Serena Campbell's heirloom tomatoes

**Wade Bennett, Rock Ridge Enterprises, Enumclaw.**

Located on 21 acres in southwestern Washington, Rock Ridge Enterprises is an incredibly diverse operation that sells its farm products through direct and wholesale markets in the greater Tacoma/Seattle area. In 2003, those direct markets included 7 farmers' markets, 4 restaurants, 4 farm stands and on-farm sales. Wade sees his direct markets growing in 2004, but is planning on discontinuing his on-farm sales so that he can focus his on-farm efforts on production and marketing. Wade also believes that his farms' greatest strengths are high quality produce, the novelty of offering many exotic products, and his ability to adapt quickly to changes in the market.

**Dave Hedlin and Serena Campbell, Hedlin Farms, Mount Vernon.** Dave Hedlin and his wife Serena Campbell operate their third generation farm in the Skagit Valley of northwestern Washington. Dave and Serena sell their products through many diverse markets, including their own fresh produce and flower stand. Dave and Serena are full partners in the management and operation of their 400 acre farm, with Dave specializing



Wade Bennett and his eye-catching farm sign

Want to better understand the dynamics of your Farmers' Market?  
Curious to see what motivates the shoppers at your Farmers' Market?

If so, participate in a Farmers' Market Rapid Market Assessment (RMA)!

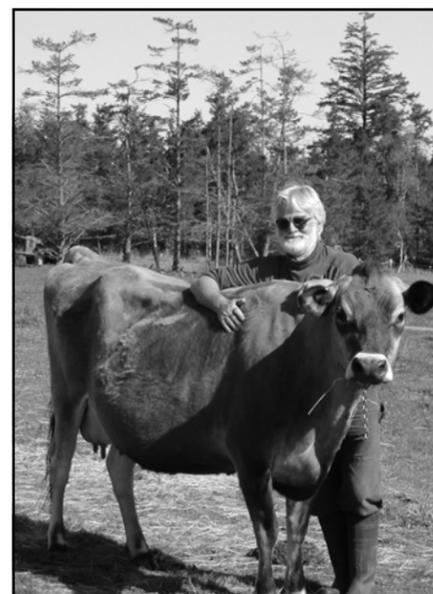
To help farmers' markets better understanding the needs and demographics of their customers, Rural Roots, in conjunction with Larry Lev of Oregon State University, completed three farmers' market assessments in northern Idaho in the summer of 2003. Those assessments were followed by individual written reports that were given back to the farmers' market manager for use in market planning, development and promotions.

Rural Roots has limited staff time available this summer and fall for assisting additional markets in performing Rapid Market Assessments (RMAs) of their own. If you are a market manager, community activist, or farmers market vendor who is interested in having Rural Roots assist you in conducting a Rapid Market Assessment, please contact John Potter via e-mail at [john@ruralroots.org](mailto:john@ruralroots.org) or by phone at (208) 883-3462.

If you are interested in learning more about the Farmers' Market Assessment process or in viewing existing RMA reports, please visit our web site at [www.ruralroots.org](http://www.ruralroots.org) and click on "Rapid Market Assessments" at the bottom of the page.

in machine and cultural operations and Serena in financial and labor management. Hedlin Farms employs 7 full-time farm workers and another 10 part-time employees to help manage their greenhouses, farm stand, and farmers' markets. When asked why having a diverse operation is important, Dave replied, "If you have 200 customers, you have a good business. If you have one customer, they own you."

**Henning Sehmsdorf and Elizabeth Simpson, S&S Homestead Farm, Lopez Island.** S&S Homestead is a 50 acre family farm located on Lopez Island in northwestern Washington. The farm has three areas of emphasis: the first is providing a majority of the household's food needs, (Henning estimates the farm supplies 90% of their household needs); second, providing fresh, healthy and chemical free produce, meat and dairy products to the inhabitants of Lopez Island; and third, teaching young farmers about organic production techniques and educating the public on the potential of sustainable, small scale agriculture. Henning is very proud of all that he has achieved in the last 35 years. The health of himself and his wife, his stewardship of their land and the biodiversity of the farm are just a few of his achievements. His long term goal is to turn the farm over to an institution of higher education for the dedicated study and advancement of sus-



Henning Sehmsdorf and his Jersey dairy cow, Loveday

tainable, small acreage farming and ranching.

*The Northwest Direct Case Studies are a part of a larger, regional project, looking at ways to help create, establish and promote direct sales of locally and sustainably produced agricultural products throughout the Pacific Northwest. Northwest Direct project partners include University of Idaho, Oregon State University, Washington State University, the Washington State Department of Agriculture, and Rural Roots.*



## Successful Ecolabels Link Food Freshness, Local Family Farms

Leopold Center for Sustainable Agriculture  
5-5-04

Ames, IA--Farmers looking to market their locally grown products may find that what appears on the outside of the package is as critical as what they put inside. In an Internet survey conducted in November 2003, consumers from eight Midwestern states responded very positively to ecolabels that emphasized freshness and local production.

The Leopold Center for Sustainable Agriculture and the Iowa State University Business Analysis Laboratory used the Internet to show consumers four versions of ecolabels, a seal or logo indicating that a product has met a certain set of environmental and/or social standards or attributes. On the ecolabels were pictures of strawberries along with several different tag lines related to product freshness and local origins. Survey recipients were asked to choose which ecolabels would encourage them to purchase locally grown items. In addition to responding to the ecolabels, survey recipients were asked questions about how they defined "local" when buying food, which product attributes were most important when buying local, and the connection between "family farm" and other terms such as locally grown, organic, and pesticide-free.

The ecolabel that was most influential in spurring respondents to purchase local foods was "Freshness-

dated, so you know when it left the farm." Rich Pirog, Leopold Center program leader in marketing and food systems research, says of the survey findings: "The responses to the tag lines support the premise from an earlier study that the use of freshness dating on locally grown products is a concept with tremendous market potential.

However, freshness dating should be extended beyond stating how long a product will retain quality to include how fresh (time from harvest) the product is when it arrives at the store or point of sale."

Consumers clearly were aware of where their food currently comes from--less than 16 percent of the respondents believed that more than half of their food items came from within their state. When asked how closely the terms grown locally, pesticide-free, organic, grown in your state, product of USA, and humanely raised were related to the term "family farm," the majority of respondents (68 percent of those who viewed the ecolabels) cited grown locally as the closest match.

If price and visual appearance were the same, the survey respondents were most likely to select a locally grown or locally grown and pesticide-free meat or produce item compared to a certified organic product, regardless of where the organic item was produced. These findings indicate that the term locally grown commands a great deal of power and in-

fluence for consumers when purchasing meat or produce items. It also implies that consumers do not understand the meaning of "certified organic" as well as they do locally grown, nor do they perceive that the same sense of value applies to organic meat and produce items as to locally grown products.

"Understanding how and why consumers value locally grown products may offer a competitive advantage to farmers looking to tap into area markets," says Pirog. "It also sends a message to organic growers that locally or regionally grown organic products may be perceived as being more highly valued than organic products with no further level of differentiation."

In a second, smaller low-based Internet survey, 12 to 18 percent of consumer respondents were willing to pay 30 percent or more for food products (depending on the food item) that combine the attributes of locally grown with environmental and community stewardship. This is encouraging to small and midsize farmers who want to use locally grown as a beneficial way to differentiate their foods in the marketplace. It is clear from the survey, however, that these consumer respondents want the farms making these marketing claims to be inspected and certified. November's study was the second part of broader look at the positive role that ecolabels could play in promoting locally grown farm products. Pirog noted that

consumer respondents were selected randomly from e-mail address lists owned by a survey administrator, but were not a statistically random sample of the general population. Pirog worked with the Business Analysis laboratory at Iowa State University to conduct the research. The Lab involves graduate and undergraduate students from the ISU colleges of business, education, and engineering who work in teams to solve business problems for companies.

The report "Ecolabel Value Assessment Phase 2: Consumer Perceptions of Local Food" is available at the Leopold Center's web site: ([www.leopold.iastate.edu](http://www.leopold.iastate.edu)), or by contacting the Center at (515) 294-3711.

Results from the earlier ecolabel research "Ecolabel Value Assessment: Consumer and Food Business Perceptions of Local Foods" are available at: [www.leopold.iastate.edu/pubs/staff/ecolabels/index.htm](http://www.leopold.iastate.edu/pubs/staff/ecolabels/index.htm)

Through its research and education programs, the Leopold Center supports the development of profitable farming systems that conserve natural resources. Center funding comes from state of Iowa appropriations and from fees.

Contacts: Rich Pirog, Leopold Center, (515) 294-1854, [rspirog@iastate.edu](mailto:rspirog@iastate.edu), or Laura Miller, (515) 294-5272



## What's Really Going On in the Field?

By Cathy Perillo, Ph.D.  
Dept. Crop and Soil Sciences  
Washington State University

This August (specifically August 12-19), in the window between summer and fall classes, faculty at WSU and the U of I are teaching the field component of a new course called: Field Analysis of Sustainable Food Systems. This will be the second time it is being taught, having been piloted in August 2003.

In this class, we (that is, community members, academic students (graduate and upper-level undergradu-

ate), and the instructors) all together participate as co-learners in an intensive week-long immersion experience exploring a variety of farming, ranching, mar-

"We met visionaries, realists, idealists, businessmen, healers, and vanishing tribes."

keting and processing facilities in the Inland NW -- with a goal toward exploring the components and connections in our food systems as well as grappling with the concept of "sustainability".

A key goal of the class is to develop a framework for assessing sustainable food systems, including under-

standing our own roles and potential leverage points, and where our own expertise and disciplines can make a difference.

In 2003, some of the farms and facilities visited were large, others small. Some were 'organic', and others

'conventional.' Some fit our pre-conceived notions of practices and approaches - many did not! The 2004

*(Continued on next page)*



Students visit Dick Whitman's farm, Whitman Grain Growers.

## What's Really Going On in the Field?

(Continued from page 6)

schedule is currently being developed, and we plan to follow a similar model to help challenge and further develop our concepts of sustainability and better understand our food systems in the region.

A typical daily schedule includes site visits where we explore the different operations and have in-depth discussions with farmers, site managers, and other food system personnel. These are punctuated by informal group discussions while en route between sites.

We reconvene in the evening to discuss our observations in large or small groups, including what addi-

tions we have gained in our knowledge of the production, environmental, social, and economic facets of food systems and sustainability."

Near the end of the week in the field, student teams develop and present oral presentations that bring together their observations and synthesis of the systems relationships. Subsequently the students enrolled for academic credit will also turn in written analyses of their observations, experiences, and the insights gained during the course.

In 2003, students and faculty alike found the experience to be intensive and highly valuable educationally. In the words of one student "We met visionaries, realists, idealists, businessmen, healers, and vanishing tribes."

Since the 2003 piloting, we have

made it a permanent course at both WSU and UI, and continue to offer it using a similar immersion approach. This year we are particularly interested in inviting along farmers and other agricultural professionals interested in taking it for continuing education (and we have grant money to help support this goal!)

This course has been collaboratively developed by WSU and UI in collaboration with the Cultivating Success Program for Education in Sustainable Small Acreage Farming and Ranching Systems.

(<http://cultivatinguccess.agg.uidaho.edu/>). If you or someone you know is interested in participating in this course – please do contact us. We plan to send

out information and required pre-reading materials to participants in early August.

For more information, check out <http://classes.css.wsu.edu/Soils445> and/or contact Cathy Perillo ([cperillo@wsu.edu](mailto:cperillo@wsu.edu)), Cinda Williams ([cindaw@uidaho.edu](mailto:cindaw@uidaho.edu)) or Theresa Beaver (Cultivating Success Program Coordinator, [tbeaver@uidaho.edu](mailto:tbeaver@uidaho.edu)).



Lan Inaba explains his farm to last year's students



Last year's students explore sustainability at the Moscow Farmers' Market

## Idaho Preferred™ Program Gearing Up For Summer and Fall Promotional Schedule!

By, Gus Eliopoulos,  
ISDA Idaho Preferred™  
Program Manager

The State Department of Agriculture and Idaho Preferred™ will begin their summer promotional schedule this summer and extending into fall with T.V., cable, and radio advertisements. Various retailers, producers, distributors, packers, shippers, processors and supporting organizations throughout Idaho are partnered with Idaho Preferred™ to further promote locally grown, raised and processed products throughout the state.

Idaho Preferred™ is a cross-commodity, voluntary promotion program for food and agricultural products that have been grown, raised, or processed in Idaho. Producers and manufacturers of these products will be eligible for membership in the Idaho Preferred™ program. For further information and qualification criteria, please visit our web site at: [www.idahopreferred.com](http://www.idahopreferred.com), or contact Gus Eliopoulos at 332-8678.

This exciting program will clearly identify and promote Idaho food and agriculture products and give Idaho consumers a clear and simple way to select Idaho products in the grocery store, restaurants, farmers' markets, and other locations throughout the state.

"Idaho Preferred will give the Idaho agricultural community an unprecedented opportunity to promote and sell product to their fellow Idahoans. That is why we are so excited about this program," said Gus Eliopoulos, program manager.

Idaho Preferred™ will tell the message that food and agriculture products from Idaho are varied, abundant, fresh, and that buying Idaho is good for Idaho. Idaho Preferred™ identifiers such as stickers and camera-ready artwork will be made available to members desiring to visibly differentiate their product as being of Idaho origin. Point-of sale material will also be plentifully distributed around the state.

Idaho retailers, such as Wal-Mart, Albertson's, Paul's Market, Eagle City Market, and Star Mercantile and Lumber have teamed up with the Idaho Preferred™ program to promote and visibly identify food and agriculture products that have been grown, raised, and processed in the state of Idaho. These retailers are actively promoting the Idaho Preferred™ mark as a means for consumers to easily identify such products.

Idaho Preferred™ is actively seeking Idaho vendors to register with the program so they can benefit from this aggressive summer promotional schedule. In addition, the fall schedule of T.V., cable, and radio advertisements will be complemented with a series of outdoor billboards displayed at

key locations throughout the state. "The media plan we have set in place will not only increase brand awareness, but will also provide ongoing advertisements through media and retail outlets for vendors who are registered in the program," says Gus. Join Idaho Preferred™, show your support for Idaho producers, and present the Idaho Preferred™ logo on your products!

Contact Gus Eliopoulos at:  
Tel: 208.332.8678  
Fax: 208.334.2879  
Email: [geliopol@agri.state.id.us](mailto:geliopol@agri.state.id.us)  
Web: [www.idahopreferred.com](http://www.idahopreferred.com)



## AERO's Local Food Initiative

By Debra Beaver,  
AERO Buy Local Campaign

AERO's Local Food Initiative is working to build connections between Montana farmer's and ranchers, local markets, and community members. Our goal is to create community based food systems that foster the social, environmental, and economic health of Montana communities. AERO is working to promote greater awareness and appreciation of local foods through community partnerships, education and outreach activities, Buy Fresh Buy Local Montana marketing tools, and our *Abundant Montana* local food directory.

With a grounding in the conviction that communities are the best place to effect the kind of change we envision, AERO's Local Food Steering Committee decided to adapt AERO's successful Farm Improvement Club format to support community-based local food projects this year. Through an RFP process this spring AERO recently selected 9 community projects around the state that are working to create greater awareness and appreciation of locally grown foods, and expand markets for local foods keeping more profits on the farm and in the community. AERO will support these community projects with small-grant funding (up to \$500), networking opportunities, assistance with media and publicity, and the Buy Fresh Buy Local marketing tools. Community groups become partners in AERO's Local Food Initiative and create an expanding network of participating farms, ranches, businesses, and institutions. At least one member of each group will attend AERO's fall annual meeting to share project information with the larger community.

AERO is also sponsoring "The Local Yokel's": a Creative Performance Bringing Fresh Ideas about Local

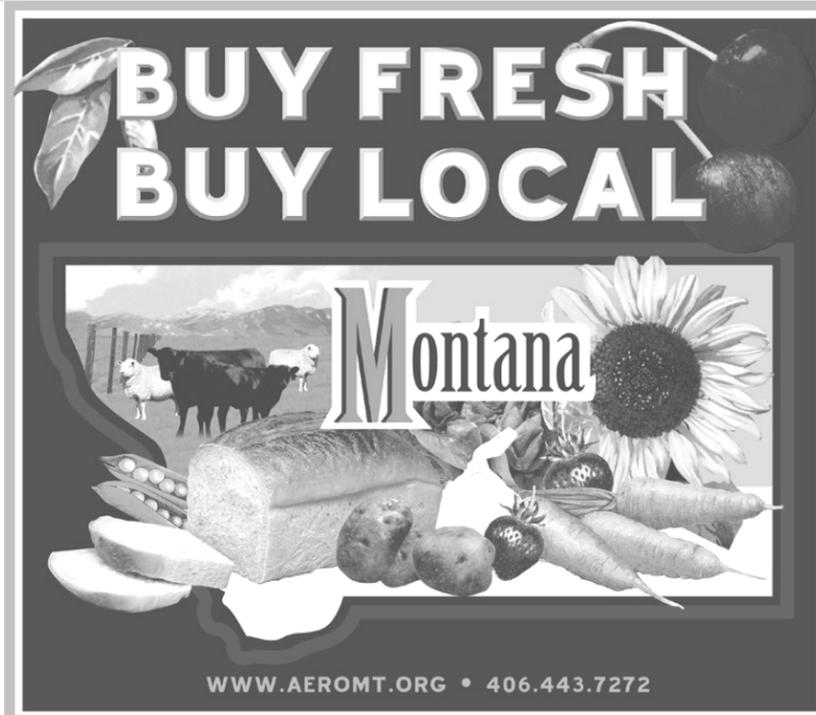
Food to Your Town." This traveling band of troubadours, spearheaded by a group of University of Montana graduate students, will sing, act, and entertain as they inform and educate their audience about our current food system and how eating locally can create a more positive future for our farms and communities. The Yokels will be visiting and performing at many of the community grant project sites.

### AERO 2004 Community Local Food Grant Recipients:

**Big Timber Farmer's Market Promotion, Big Timber, MT:** The market promotion this season will feature new Buy Fresh Buy Local banners, two special ads in the local newspaper, point of purchase signs for vendors, a new roadside sign, and a small start up stipend for local players to perform at the market.

**Liberty County Farmers' Market, Chester, MT:** The Liberty County Chamber of Commerce will utilize more effective advertising to promote locally raised food and create a more viable Farmers' Market. Developing additional signage, newspaper advertisements, and mailing list expansion will help publicize the market in advance and draw more vendors and community support along the Hi-Line.

**Community Food Campaign, Northern Plains Resource Council, Billings, MT:** The Community Food Campaign aims to increase institutional and individual patronage of local foods and businesses to support the local economy in Yellowstone County. A key project this season is the development of a community food map which will highlight local producers and businesses which feature local foods, to help rebuild relationships between consumers, producers, and businesses.



**Benny's-A Montana Bistro, Helena, MT:** Benny's is a small restaurant in downtown Helena. Their project involves creating and promoting an evening fine dining menu which emphasizes locally grown and organic produce, meats, poultry, eggs, and cheese.

**Virginia City Growers Guild and Organic Farmers' Market:** This newly formed market will help supply Virginia City residents with sources of fresh, local food, and will serve as an information clearing house for a variety of living history talks, tours, and workshops the group is organizing around topics such as historic Montana gardens and food preparation.

**Farm Hands, Connecting People with Working Lands, Whitefish, MT:** The development of a Flathead Valley farm map has helped generate farm sales and an awareness of the breadth of Flathead Valley's agricultural heritage. This year, the map will feature a new insert which highlights vendors that supply tourists the opportunity to "taste" the scenery of Montana.

**Healthy Entrepreneurs Raises Better Students (HERBS), Glasgow, MT:** The HERBS project will part-

ner special ed students in the Glasgow school district with community businesses to plan and implement a green house project. Students will grow culinary herbs for sale to local restaurants and grocery stores.

**Judith Basin Baking and Research Club, Stanford, MT:** The Judith Basin Baking and Research Club was formed to explore marketable products made from locally grown grains to supply consumers with a healthy, locally-processed food product; add value to grains that can grow well in the Judith Basin; and expand cropping opportunities for farmers. The group is exploring baking properties of alternative crops such as flax and amaranth, and is looking at the development of gluten-free products.

**Yellowstone Valley Farmers' Market "Shop With a Chef", Billings, MT:** The YVFM wants to provide a connection between local restaurants and local food producers to promote the variety of locally grown food that is available. The project will feature local chefs who will be given \$40.00 to shop at the market, and then do a cooking demonstration followed by a tasting at the market.



### FOR SALE:

**Certified Organic  
Poultry & Goat Feed**

**Registered and Organic Approved  
Consistent High Quality  
Bulk Quantities & Bag**

**Stookeys Feed & Nursery 208-882-1253  
Full Circle Farms 208-875-0857**



## Cultivating Success Student Starts U-Pick Farm

By Theresa Beaver,  
Cultivating Success  
Program

In 2001, when Steve Streets purchased his 5 acre parcel in Moscow in 2001, he wasn't sure what he would do with it, but having spent lots of time as a child on his grandfather's farm he knew he wanted to restore what was once a thriving farm and save the property from the hands of development.

Coming from a very different climate and soil type in W. Virginia, Steve started looking around for ways to learn about growing crops on the Palouse. "I was looking for any resources on farming or classes on agriculture", Streets said.

About that same time the Cultivating Success Program was piloting its first course called *Sustainable Small Acreage Farming and Ranching*. This was just the class

Steve was looking for.

The instructor, Cinda Williams, has students evaluating their goals, and their personal, physical and financial resources. Steve said these exercises "help you determine if you are capable, willing, have the money and the family backing. The course also gave

"...it gave me the confidence needed to go ahead and take the big step."

me an overview of different types of possibilities and it gave me the confidence I needed to go ahead and take the big step. I found a community of people in the class who wanted to farm, so the enthusiasm was a good catalyst to go ahead and do something". And, "most importantly", Steve said, his wife Heather and 12 year old son, Travis, were backing the idea.

One of the ideas he explored while taking the course was growing pumpkins with school children. He became inspired when he heard guest speaker

Diane Green tell about the Pumpkin Patch program she does with local school children. But he decided on u-pick strawberries after lots of reading and talking with old-timers in the area. He found out that before wheat became the major crop, this area was bountiful with berries and apples. He has the perfect growing conditions for strawberries, and with the public pool less than a block away, Steve has the perfect location for a U-Pick farm.

In addition to 660 feet of strawberry plants, Steve has planted many fruit trees and grape vines. "If the grapes work out, I may have u-pick grapes someday, too." Sheep and goats are also part of the farm plan. They will join the flock of chickens.



Steve and this year's strawberries

worked a full day off the farm, but was spending the evening re-planting a bed of strawberries that had not taken off. Steve and his wife Heather both have off-farm income. Fortunately Steve is a self-employed builder and can schedule in the time needed for the farm.

Walking around the farm, exploring the many out-buildings, and discovering secret nooks, I could imagine how much fun it would be to grow-up on a farm like this. I couldn't help but wonder if Steve is re-creating the childhood experience of his grandfather's farm. If so, his grandfather would be proud of the diversified farm his grandson is developing. Moscow is also lucky to have the re-birth of a family farm, and one less subdivision.



Steve Streets explains his farming operation and plans during a Rural Roots 2003 Summer Farm Tour.

With the help of two friends, Steve recently slaughtered 65 chickens. At this point, the poultry and eggs are for personal consumption only. Steve feels that "even though they are a lot of work", between the food provided, the manure source, and improved ground after the chickens have explored, "you get your money's worth just having them on the farm".

I visited with Steve on a beautiful summer evening. He had just



## Cultivating Success Farmer-Mentor Program

By Diane Green,  
Board Member and  
Greentree Naturals, Inc.

The Cultivating Success program was designed to provide beginning and existing farmers with the planning and decision-making tools, production system knowledge, and skills necessary to develop a sustainable small acreage farming and ranching enterprise.

This program has an On-farm Apprenticeship component where successful small acreage farmers and ranchers mentor students.

Students are matched with the farmers based on the

student's academic area and the farmers' expertise. Under the guidance and one-on-one instruction of a farmer instructor, students receive continual feedback and learn the day-to-day aspects of sustainable small acreage farming or ranching.

Our goal is to provide student apprentices with the knowledge and hands-on skills they need to develop and manage a sustainable small farm operation in the Inland Northwest. Your practical experience as an active small acreage producer is a valuable asset to students of this program.

We would like to invite Rural Roots members that are regional small acreage farmers and market gardeners to participate in this program.

We are hopeful that you will consider getting involved with this program by taking the initial steps of maintaining a farm activity calendar over the spring, summer and fall months of this year. This calendar format was specifically designed to assist farmers with the development of a lesson plan.

In the fall of 2004, we will schedule a one-day training that takes interested farmers to the next step by dem-

onstrating what to do with the data. This training session is designed to help you develop a class outline and will cover adult education, agreements and contracts, experiential education, teaching techniques, conflict resolution, liability issues and resources. The ultimate goal of completing this project is for you to become a Certified Farmer Instructor for the Cultivating Success program.

The importance of having you join our resource team as Farmer-mentor and its benefit to the program cannot be overstated. If you are interested in participating in

(Continued on page 11)

## Three Nuggets of Wisdom When it Comes to Wood

*Reprinted from University of Idaho HomeWise, April 27, 2004*

**MOSCOW, Idaho-** When you use a wood-based mulch to topdress your borders and tree rings, keep these three University of Idaho Master Gardener rules in mind:

\* Don't pile the mulch deeper than 2-3 inches.

\* Avoid direct contact between the mulch and the trunks and stems of your plants.

\* Add nitrogen or a complete fertilizer to compensate for the nitrogen the mulch will take up as it de-

composes.

Bob Tripepi, UI horticulture professor, calls bark his favorite mulch. Used correctly, it inhibits weeds, holds in moisture and holds onto soils. But used incorrectly, it can inhibit desirable plants, prompt rots, encourage rodents and even scald trees.

Bark mulch that's deeper than 3 inches keeps oxygen from reaching beneficial soil microbes, impeding their good work. Tripepi cautions. Deep mulch can also limit oxygen availability to plant roots and interfere with water movement.

Bark mulch that's touching

trunks and stems can spread rots to woody perennials and can draw burrowing, gnawing rodents to your vulnerable plantings. In the summer sun, dark-colored mulch can even get hot enough to burn plant tissue.

Fresh bark mulch that still needs a long time to decompose will take nitrogen from your soil as the mulch breaks down: the microbes in the bark that are responsible for degradation will outcompete plant roots for any nitrogen that is nearby. The bigger the bark nuggets, the longer it will take for them to decompose and the more likely you'll need nitrogen enhancements in

the meantime.

Don't expect bark mulch to improve your soils any time soon unless it's very, very fine—"almost pulverized"—Tripepi says. Eventually, it can add organic matter and improve tilth. "The finer the materials, the easier it is for the earthworms and other soil fauna to move them into the soil," he says.

Contact: Bob Tripepi at (208) 885-6635 or [btripepi@uidaho.edu](mailto:btripepi@uidaho.edu) in Moscow or Communications Specialist Marlene Fritz at (208) 384-0649 or [mfritz@uidaho.edu](mailto:mfritz@uidaho.edu) in Boise.



## Local Living Economies: The New Movement for Responsible Business

By Judy Wicks, White Dog Café, National Co-Chair of Business Alliance for Local Living Economies

"Living economies are made up of human-scale enterprises, locally owned by people who have a stake in the many impacts associated with the enterprise."  
~ David Korten, Author

A socially, environmentally and financially sustainable global economy is dependent on sustainable local economies. Yet, tragically, from American "Main Streets," to villages in developing countries, corporate globalization is causing the decline of local communities, local businesses, family farms, and natural habitats. As wealth and power continue to consolidate, small and medium size companies can help turn the tide for social and environmental justice by working together to build local living economies in our own regions, and linking nationally and internationally.

### Socially Responsible Business Movement

Over the last ten to fifteen years, the socially responsible business (SRB) movement has made great strides in raising consciousness about the responsibility of business to serve the needs of the common good, rather than simply increasing profits for the benefit of stockholders.

However, overall success is still measured by the old paradigm of continuous growth and maximized re-

turn on investment. Stockholder expectations and a "grow or die" mentality, move companies to expand their brand nationally, competing with, and often eliminating, community-based businesses around the country, and eventually internationally. In the end, even progressive companies are often forced to choose undesirable exit strategies when they become too large for purchase by employees, family members or neighboring businesses with a commitment to the local community. Many model companies in the SRB movement have recently been sold to multi-national corporations, adding to the further concentration of wealth and power that the movement was intended to combat.

### Building an Alternative

While there is important work being done to reform the corporate system from within by companies such as Stonyfield and Ben & Jerry's as well as non-profit reformers, a second front of the SRB movement has emerged. The local living economy movement is building an alternative to corporate globalization — a decentralized global network of local living economies comprised of independent, community-based businesses. While continuing to teach sustainable business practices, the new movement focuses attention on issues of scale, ownership, and place, and the importance of working outside of our companies, often with competitors, to build a



living economy.

Rather than growing larger and larger, new business models remain human-scaled and locally owned, fostering direct, authentic and meaningful relationships with employees, customers, suppliers, neighbors, and local habitat, which add to the quality of life in our communities. Growth can be measured in ways other than physical size - expanding creativity, knowledge, and consciousness, deepening relationships, and increasing happiness and well being. As an alternative to national branding and centralized control, local living economies promote regional brands and decentralized decision-making through wide spread ownership. Community-based businesses can work in partnership with similar companies in other regions, expanding models, not brands, and sharing information and ideas, rather than competing to dominate the national marketplace. Economic control remains with local communities, where there is a short distance between business decision-makers and those people affected by their decisions.

Rather than choosing the conformist, cookie-cutter

style of the industrial era, entrepreneurs can diversify business ventures. Addressing the needs for increasing local self-reliance and sustainability, many new business opportunities can be found within the building blocks of living economies. These building blocks include the local food system, sustainable energy, alternative transportation and fuels, locally designed and made clothing, recycling and reuse industries, "green" building, independent retailers, local arts & culture, neighborhood tourism, holistic health care, and independent media. By addressing the deeper needs of their employees and community, business owners can grow their companies in new ways, providing more fulfilling jobs, healthier communities and greater economic security for their bioregions.

### The Benefits of Local Living Economies

Unlike publicly held corporations, independent companies are free to make decisions in the interests of all the stakeholders. Local business owners are likely to understand that it is in their self-interest to run their companies in a way that benefits their own

*(Continued on page 11)*

## Local Living Economies

(Continued from page 10)

neighborhood and natural environment. Adam Smith's "invisible hand" of the market works well when self-interest is tied clearly to the well being of the community.

Rather than depending on large corporations for basic needs, which gives up economic power and adds to the environmental costs of global transport, living economies produce basic needs locally, building community self-reliance, creating jobs, providing new opportunities for ownership and keeping capital within the community. What is not available locally is sourced from community-based businesses and small farms in other regions and countries in an exchange that benefits the communities where products and resources originate. Global interdependence is based on mutual respect, trust and win-win relationships. Independent ice cream parlors, bookstores, coffee shops, retail shops and restaurants give each town and city a unique feel, and family-owned hardware stores, drugstores and department stores provide personal relationships, quality jobs, and civic engagement that are missing in national chains. Cultural diversity flourishes and what is unique to a region, is traded globally through art, dance, music and crafts, enhancing cultural understanding and the enjoyment of community life.

\*\*\*

The Business Alliance for Local Living Economies ([www.livingeconomies.org](http://www.livingeconomies.org)), founded in 2001, works to leverage the economic power inherent in local communities by creating, strengthening and connecting local business networks dedicated to building strong Local Living Economies. We envision a sustainable global economy as a network of Local Living Economies that work to ensure economic power resides locally, and to sustain healthy communities and natural life, as well as long-term economic viability.

Today BALLE is an alliance of 20 local business networks sharing ideas to revitalize their local economies. Across North America, local networks are successfully promoting "Think Local First" campaigns and the Local First online marketplace of independently owned businesses; creating opportunities for business leaders to network, do business together, and share best practices of community, local economy, and environmental stewardship; and supporting the well-being and creation of new community-based businesses.

For more information about BALLE or to order a \$20 information kit, contact Cathy Lehman at [Cathy@LivingEconomies.org](mailto:Cathy@LivingEconomies.org), or 60.647.6902



BUY FRESH  
BUY LOCAL

Inland Northwest

LOOK FOR THE LABEL & TASTE THE DIFFERENCE!

Enjoy the freshest, most delicious locally grown and produced foods from the Inland Northwest & support our local economy. Look for the "Buy Fresh, Buy Local" label!

Supported by Rural Roots • [www.ruralroots.org](http://www.ruralroots.org) • 208.883.3462

## Farmer-Mentor Program

(Continued from page 9)

this program, contact me and I will send an application along with sample calendars from other farms that have completed the training as examples as well as blank calendars to utilize throughout this growing season. I would be happy to talk with you about the many benefits I have found from becoming a farmer-mentor, and the reasons why I personally believe this to be a worthwhile opportunity.

\*\*\*

The strength of the Cultivating Success program will include the utilization of local farmers as teachers and mentors, and the incorporation of an on-farm experience for students.

The primary goal of the On-Farm Education Program for Idaho and Washington is to expand sustainable agriculture educational opportunities for degree and non-degree students and to empower beginning farmers with the skills to be sustainable (economically viable, environmentally sound, and socially acceptable).

A second goal is to help existing farmers diversify by sustainably growing crops/animals and developing value added products that can be marketed directly to local/regional customers.

**Summary of Duties:** Under general supervision of the Program Coordinator and faculty advisor, the farmer/mentor provides instruction and direction for trainees in the Small Acreage Farming and Ranching On-Farm Apprenticeship Program. The farmer/mentor plans and directs trainees on the practical skills and concepts of

intensive, small acreage farming and/or ranching and market gardening. Specific Responsibilities include: Develop a plan of work that clearly states learning objectives, work tasks, instructional sessions, and project schedule; present information on the practical skills and concepts of intensive, small acreage farming and/or ranching and market gardening to program participants; plan and direct daily activities of apprentices in production, marketing and maintenance of the small acreage farm/ranch or market garden.

**Skills, Knowledge and Abilities:** Experience teaching, or a strong desire to teach in a garden or field setting. Must have a clear understanding of operations involved with maintaining all aspects of sustainable productions of integrated farming systems and instruction. Experience with direct marketing, record keeping for planning, production, and marketing.

**Qualifications:** Minimum three years farming experience; Must be owner/operator of production area; Must have willingness and ability to have student working on the farm; Must be willing to develop a goal based farm and/or business plan; Must attend Farmer Instructor Training and Certification.

Wishing you a productive growing season!

Contact: Diane Green, Greentree Naturals, Inc. 2003 Rapid Lightning Road Sandpoint, Idaho 83864 208.263-8957 [greentree@coldreams.com](mailto:greentree@coldreams.com) [www.greentreenaturals.com](http://www.greentreenaturals.com)



FALL '04 COURSES

Sustainable Small Acreage  
Farming and Ranching

Tuesdays 3:00—5:30 pm  
Moscow and Sandpoint, Aug. 24th - Dec. 7th

This course is for anyone interested in developing a small acreage farm or ranch -

- Learn what it takes to have a sustainable small acreage farm and take a realistic look at goals, resources needed and opportunities
- Guest farmers speak to the class and field trips are taken to local farms
- Discover new opportunities
- Open to community members for only \$120.00

For more information or to sign up for the Moscow location, contact Theresa Beaver 885-7787, or [tbeaver@uidaho.edu](mailto:tbeaver@uidaho.edu)  
To sign up for Sandpoint location call Kristen Peacock at 208-263-8511

This course is offered as part of the  
**CULTIVATING SUCCESS**  
Certificate in Sustainable Small Acreage Farming and Ranching

CULTIVATING  
SUCCESS

University of Idaho  
College of Agriculture and Life Sciences

WASHINGTON STATE  
UNIVERSITY  
World Class. Face to Face.

Rural Roots



## Meet Maia Lassen-Purser

By Jennifer Farley,  
Communications  
Coordinator

Rural Roots would like to welcome Maia Lassen-Purser as our new intern. In fact, Maia has been working with the Rural Roots staff since last summer! Maia first met Colette in the spring of 2003 through the Moscow Unitarian Universalist Church's Coming of Age Program. Colette served as her mentor, and they quickly became friends. As part of the program, Maia job-shadowed Colette for a day and helped with a mailing. Colette was impressed by Maia (most people are when they meet her!) and offered her a summer position, which has evolved into a year-long internship.

I often find it hard to believe that Maia, at 15 years old, has accomplished so much and that she's as wise as she is. She is mature well beyond her years, vivacious, and a pleasure to work with. I also don't ever think I've ever seen her in a bad mood, and I'm impressed with how quickly she completes tasks!

When I ask her why she likes working for Rural Roots she responds, "I like learning about all the sustainable agriculture stuff.

I'm starting to get really into that, and how to live organically and non-toxically. It's cool and has inspired me to learn a lot. Oh yes, and I like mailings."

Maia is intrinsically motivated to learn. As mostly a self-taught homeschooler, if Maia is interested in learning about something, she voraciously dives into the books and online to learn. She's mainly in charge of her studies, but will have a math and science tutor this fall who is a friend of the family. Her Mom also helps her a little bit with English and social studies.

Maia enjoys the freedom to make her own schedule. When she's not doing schoolwork, Maia takes modern, choreography, and ballet classes. She began dancing four years ago. "It (dancing) has become a passion for me," says Maia. "I also like kids a lot; I've babysat a lot in the last few years." In addition, Maia keeps a journal, likes to travel, and enjoys working in her garden at home.

In the future she hopes to go to Sarah Lawrence College to possibly study environmental science, or cultural or gender studies. The college appeals to her because "the students mostly take control of their education." Class sizes are kept

with quotes from philosophers and leaders such as Emily Dickenson, Nietzsche and Albert Einstein. I ask Maia if she'll share a quote with me. She recites two from Nietzsche. "We should consider everyday lost on which we do not dance at least once." And, "You must have chaos in your soul to give birth to a dancing star."

This summer and fall Maia will be helping Rural Roots with our Buy Fresh. Buy Local Campaign. She's excited to learn about updating the Buy Local section of our web site and other



Maia relaxes in the Rural Roots garden

small and every other week, students meet with their professors one-on-one. "It (the college) is very individualized," Maia says.

I also cannot believe how many quotes this young lady has memorized! Our bulletin board at work is constantly being filled-up

miscellaneous Buy Local tasks. We are very thankful to have Maia's help at Rural Roots. Her cheery demeanor, promptness, quotes, and overall passion for learning and education have inspired us indeed.



## What is the Heart of Washington Program?

*Editors Note:*  
Information for this article was obtained from the Heart of Washington's web site at [www.heartofwashington.com](http://www.heartofwashington.com)

### What is the Heart of Washington?

The "From the Heart of Washington" program is a federal grant-funded marketing campaign administered by the Washington State Department of Agriculture.

The campaign is designed to increase consumer demand for Washington's food and agricultural products and demonstrate the value of agriculture to the state's economy.

From the Heart of Washington's objectives are: 1) to illustrate the benefits of the agricultural industry on the economy, lifestyle and environment of the state; and 2) to emphasize the broad variety of high-quality, safe and healthy products grown

in Washington.

### How can I participate in the program?

If you're a Washington State grower, this campaign is designed to help you sell more products in Washington State. To take full advantage of the Heart of Washington multi-media campaign, public relations, promotions and grocery store outreach you can display the Heart of Washington logo on your products. You may order stickers to place on boxes, bags etc., or you may contact the Heart of Washington office and arrange to have the logo printed directly on your packaging for free.

If you are a Washington consumer, know that buying your local Washington products support your local economy and community. Buying local food is also fresher and helps preserve Washington farmland.



For more information check out the Heart of Washington Web site at:  
<http://www.heartofwashington.com/>

Or call, TOLL FREE:  
1-866-FROM-H.O.W.  
(1-866-376-6469)  
TEL: 509-575-2708  
FAX: 509-453-4880

Address:  
From the Heart of Washington  
105 South 18th Street, Suite 205  
Yakima, Washington 98901-2149

Staff:  
Shannon Hitchcock, Executive Director:  
[shannon@heartofwashington.com](mailto:shannon@heartofwashington.com)  
Christine Emerson, Marketing Coordinator:  
[christine@heartofwashington.com](mailto:christine@heartofwashington.com)





## Idaho Poultry Supporters Meet in McCall

By Skeeter Lynch,  
Board Member and Full  
Circle Farm

Small-scale poultry production and processing are hot topics and passionately discussed throughout Idaho State's region.

Idaho ranchers know that consumer demand is high for locally grown and processed meat that is humanely and pasture raised and non-medicated.

On March 16, 2004, current and potential poultry producers in Idaho gathered in McCall, Idaho for a Roundtable Discussion on Small-Scale Poultry Production and Idaho Rules for Poultry Processing. Producer interests ranged from the Moscow, Central Idaho, and Boise and Nampa areas. Bruce Dunlap from Lopez Island and Patrick Guzzle,

the new program director of Idaho Department of Health and Welfare in Boise also attended the meeting. Rural Roots and Idaho Organic Alliance sponsored the workshop.

The discussion quickly focused on several key points:

1. The growing demand for locally raised poultry, and the challenges around "legal" processing issues of getting poultry to markets.
2. Confusion about the current processing regulations and not knowing what is required state wide.
3. The inconsistencies of enforcement of poultry processing and selling regulations between regional health departments in Idaho.

There were many other challenges discussed between the poultry growers

and Patrick, and they all seemed to focus on how to process poultry to meet the increasing demand for locally grown poultry.

The most positive development was Patrick's invitation to work with all Idaho growers to get the regulations clarified and implemented consistently. He was very forth coming and stated that he is here to help!

Bruce Dunlop, who has helped build a USDA mobile unit, also was a great asset to our meeting. He has completed extensive research and assisted in building a USDA mobile slaughter unit for beef. Bruce shared much valued insights about the "how to's" for mobile processing. Our meeting in McCall fit well with the regional efforts of the Inland Northwest Specialty Meat



Processing Working Group in Moscow. The issue of processing for small scale farmers and ranchers is essential for keeping our producers financially successful and the consumers' right to buy clean, locally raised meats.

The following is contact information about processing issues. Please contact Patrick Guzzle or Rural Roots about how to get involved.

### Poultry Processing Rules & Regs:

Patrick Guzzle, Idaho Health & Welfare, (208) 334.5936, [guzzlep@idhw.state.id.us](mailto:guzzlep@idhw.state.id.us)

Processing Plant Project: Rural Roots, (208) 883.3462, [www.rualroots.org](http://www.rualroots.org)



## New Report on Farmers' Market Trends

New Report Documents Trends at Farmers' Markets Across the Nation-

The USDA's Economic Research Service interviewed managers of farmers' markets in 20 states and analyzed the responses in a new report titled Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets (PDF 210 KB). The report finds that farmers' markets have grown in popularity along with growing consumer interest in organic production and locally produced foods. The research finds that farmers' markets provide important market outlets for many organic farmers, and describes recent shifts in relationships between market managers, organic growers and customers. The report also emphasizes that fair pricing, high quality products and consumer trust are important to the success of all farmers participating in such markets.

More info at <http://www.ers.usda.gov/publications/VGS/Apr04/vgs30101/>



Fall/Summer '04 COURSE

## Field Analysis of Sustainable Food Systems

UI AG 445 - CRN 77988 WSU Soils 445/545  
Week-Long Immersion Field Course Aug. 12th-19th  
3 academic credits or 5.2 CEU

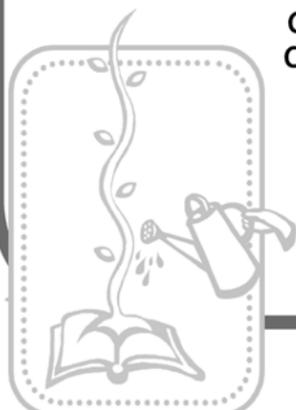
- Want to learn by visiting with farmers & related professionals?
- Want a class outside the traditional classroom?
- Interested in sustainability?

We will spend our days visiting farms, processing facilities, and marketing venues. In the evenings, we'll process our experiences in group activities and discussions.

***This course is available for both academic students and community members, through either WSU or UI.***

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

For more information or to sign up for this course contact Cinda Williams ([cindaw@uidaho.edu](mailto:cindaw@uidaho.edu), 885-7499, UI Moscow) or Cathy Perillo ([cperillo@wsu.edu](mailto:cperillo@wsu.edu), 509-335-2851, WSU-Pullman)



CULTIVATING  
SUCCESS

University of Idaho  
College of Agricultural and Life Sciences

WASHINGTON STATE  
UNIVERSITY  
World Class. Face to Face.

Rural Roots



## A Word From the Executive Director

(Continued from page 2)

in this issue of Bringing Home the Harvest. If you have any questions about the Rural Roots Inland Northwest Buy Fresh, Buy Local campaign or the other labeling initiatives described in this newsletter, please do not hesitate to contact me. I would love to have a conversation with you about them.



Kate Jaeckel of Orchard Farm browses local and sustainable deli items at the Moscow Food Co-op June 26, 2004.

Enjoy the tastes of summer, and I hope to see you at one of the Buy Fresh, Buy Local roundtable discussions this fall!!

Contact Colette DePhelps at (208) 883-3462.



## ISDA Cost Share Reimbursement Offered

BOISE, Idaho - The Idaho State Department of Agriculture (ISDA) is offering reimbursement for some of the costs to become organically certified by a U.S. Department of Agriculture accredited certifier.

The reimbursement is also available to growers or processors renewing their certification. ISDA began to offer organic cost share reimbursement in April 2003, and has now extended the period eligible for reimbursement through this September 30, 2004. Any qualified grower or processor obtaining organic certification or renewal of their organic certification is encouraged to apply. Reimbursements are limited to 75 percent, with a maximum of \$500.00.

"There is a growing demand for organic food products in all phases of agriculture," stated Margaret Misner, Program Manager at ISDA. Authorized by the 2002 farm bill, the program is designed to assist producers, handlers, and processors of agricultural products in obtaining certification under the new national organic guidelines. An estimated 150 certified organic growers in Idaho are potentially eligible for partial reimbursement.

Applications for reimbursement can be obtained at the ISDA at: [www.agri.idaho.gov](http://www.agri.idaho.gov).

For additional information, please contact Kathy Sodhi at 208-332-8671.



## Value-Added Producer Grants (VAPG)

<http://www.rurdev.usda.gov/rbs/coops/vadg.htm>

**Deadline:** You may submit completed applications for grants on paper or electronically by 4 p.m. Eastern time on **July 30, 2004.**

Link to the Federal Register announcement:

<http://a257.g.akamaitech.net/7/257/2422/06jun20041800/e.docket.access.gpo.gov/2004/pdf/04-13392.pdf>

The VAPG Program was authorized by the Agriculture Risk Protection Act of 2000 and was amended by the Farm Security and Rural Investment Act of 2002, better known as the 2002 Farm Bill. Grants may be used for planning activities and working capital for marketing value-added agricultural products and for farm-based renewable energy. Eligible applicants are independent producers, farmer and rancher cooperatives, agricultural producer groups, and majority-controlled producer-based business ventures.

The maximum amount that can be awarded is \$500,000, and all VAPG funds must be matched by an equal amount of funds from the applicant or a third party.

Applications are currently being accepted for the program. Please read the funding announcement published in the Federal Register on June 15, 2004. The announcement is also posted on this website. Approximately \$13.2 million will be available for grant awards in 2004.

For more information about the program, please read the program regulation posted on this website or contact your State Rural Development Office to obtain additional information and assistance. A contact person, address, phone number, and e-mail address for each State Office is posted on the web site listed above.

Kim Leval - Senior Policy Analyst  
Federal Agriculture Policy  
Center for Rural Affairs AND Executive Director  
Consortium for Sustainable Agriculture Research and Education (CSARE)  
340 Polk Street, Eugene, Oregon 97402  
ph: 541-687-1490 fax: 541-686-1380 cell: 541-579-5324  
email: [kimleval@qwest.net](mailto:kimleval@qwest.net)  
center web: [www.cfra.org](http://www.cfra.org)  
CSARE web: [www.csare.org](http://www.csare.org)

## Would you like to place a display advertisement in a future issue of *Bringing Home the Harvest*?

### Advertising Rates\*:

Non-Members:	Rural Roots Members:
\$100 full page	(approximately 25% off the non-member price)
\$85 2/3rds page	\$75 full page
\$60 1/2 page	\$60 2/3rds page
\$35 1/4 page	\$45 1/2 page
\$10 business card size	\$25 1/4 page
	\$8 business card size

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

**Deadline for Fall Issue:  
Fri. August 20, 2004**

Please contact Rural Roots  
at 208-883-3462 or  
[info@ruralroots.org](mailto:info@ruralroots.org)



## Digging Deeper: Sustainable Ag Resources & Announcements



Please consider sending something like this to your local, Washington State newspapers:

*Example:*

Dear Editor,

It's Summer and as we anticipate local fruits and vegetables for our families', remember that there is no substitute for good nutrition, especially for young, growing bodies and minds. We are aware of the role that a poor diet plays in childhood obesity, diabetes, and other health problems. And yet, our state ranks nationally at the "bottom of the barrel" for family food security.

This past session, the Washington legislature had a chance to expand the Women Infant, and Children (WIC) Farmers' Market Nutrition Program. This valuable effort provides fresh fruits and vegetables for low-income moms and children, helps build rural economies, and supports Washington State farmers. Unfortunately, Senator Lisa Brown's proposal to add a mere \$100,000 needed to provide this benefit to over 28,000 additional households was not included in the 2004 supplemental budget.

The nutrition program for moms and children at the Spokane Farmers' Market is paid for by private donations. Spokane County may well be the only county in the United States that is required to pay for this federal/state program. What a shame the legislature missed this opportunity to support agriculture in our state and improve the nutrition of families in poverty.

Sincerely,

Steve Smoot  
Spokane Farmers' Market

Interesting web editorial!

[http://users.michiana.org/greens/  
editorial/hawken.htm](http://users.michiana.org/greens/editorial/hawken.htm)

Paul Hawken tells us how to vote with your \$\$ in "An alternative way of consuming".

### New Huckleberry Association Listserv

Interested in helping to form a huckleberry association?

We anticipate a meeting in October 2004, probably in Moscow, for the purpose of starting to organize a Western Huckleberry Association.

IF YOU ARE INTERESTED in being a member of this multi-party listserv (with the address: [huckleberries@yahoogroups.com](mailto:huckleberries@yahoogroups.com)), please send an email to: [huckleberries-subscribe@yahoogroups.com](mailto:huckleberries-subscribe@yahoogroups.com)

Be sure to send the message from the email address that you want listed in the membership.

Submitted by:  
Malcolm Dell, Chair  
Sustainable Resource Enterprises Committee  
Clearwater RC&D Council, Inc.

Looking for more  
information about Inland  
Northwest Farmers' Markets?

Check out  
**RURAL ROOTS'**  
**2004-2005 INLAND NORTHWEST  
FARMERS' MARKET DIRECTORY!**

In the directory you will find Idaho and Eastern Washington farmers' market profiles which include produce and crafts offered, a word about the market, how to sell at the market, and market management details.

Find it on-line at:

<http://www.ruralroots.org/FMD/FMDListing.asp>

Or call Rural Roots at 208-883-3462 for a printed directory.

Coming in January

### Agricultural Entrepreneurship - Tilling the Soil of Opportunity

Offered in Colfax, Spokane and Sandpoint!

This course is for those interested in starting an agricultural business, fine-tuning an existing business, or gaining knowledge of the process.

All aspects of business planning, marketing, finances, and legal issues will be covered.

*Writing a business plan will be accomplished through a series of manageable steps.*



For more information or to sign up for the course, contact Theresa Beaver 885-7787, or [tbeaver@uidaho.edu](mailto:tbeaver@uidaho.edu)

This course is offered as part of the **CULTIVATING SUCCESS** Certificate in Sustainable Small Acreage Farming and Ranching



**CULTIVATING  
SUCCESS**

University of Idaho  
College of Agricultural and Life Sciences

WASHINGTON STATE  
UNIVERSITY

World Class. Face to Face.



Rural Roots

### NEW BOOK!

*Organic Field Crop Handbook:*

Enlarged and re-written Second Edition.

Following the success of the first edition, Canadian Organic Growers has rewritten the first edition, revising information and adding many new chapters. The book is a practical reference guide for both organic field crop farmers and conventional farmers who are considering making the transition to organic farming.



# Inland Northwest Food and Farming Calendar



**Thurs. July 29. Farm Tour at Orchard Farm. 7-8:30pm (Meet in the Moscow Food Co-op parking lot at 6:45pm to carpool), Moscow, ID.**

On this tour meet Kate and Brad Jaeckel, owners of Orchard Farm in Moscow, and bring home a half CSA share of local and sustainable farm fresh produce! Orchard Farm offers natural and no-spray vegetables, eggs, flowers (cut and dried), goat kids, goat milk soap, and culinary and medicinal herbs. Purchase on-farm, at the Moscow Food Co-op's Tuesday Growers Market, or the Moscow Farmers' Market. Kate and Brad's goal is to build soil fertility with green manure, composted animal manure, mulch and crop rotations. Co-op or Rural Roots members: \$12/ General Public: \$14. Call Jennifer Farley at 208-883-3462 for more information and to register. Registration deadline, Tuesday, July 27.

**Fri. July 30. Live Music @ the Hotclub for Yaak Festival. Troy, MT.**

*A night of superior music for only \$5.00 cover! (no smoking or alcohol, but lots of great food!!)* As a warm up for Saturday's Wilderness Festival, Broken Valley Roadshow and Amy Martin will be playing at the Hotclub in Troy, MT. With respectful roots in traditional music, young enthusiasm and a sheer "strength in numbers" strategy **The Broken Valley Roadshow** has created a versatile show complete with bluegrass instrumentals, crowd silencing a capelas, and foot-stompin' old timey traditionals that appeal to a diverse audience. For more information on BVR, visit their website at [www.brokenvalley.com](http://www.brokenvalley.com). There will also be no cover charge live music (TBA) at the Dirty Shame Saloon for folks coming early for the Wilderness Festival and would like to just set up camp on Friday night.

**Sat. July 31. Yaak Wilderness Festival at the Dirty Shame Saloon, Yaak Valley, MT.**

("Check your guns at the bar"). The festival promises a wild, but family-safe, full day of music, food and fun in celebration of the spirit of Wilderness. Proceeds benefit the Yaak Valley Forest Council's mission of seeking diversity, balance and wholeness in the community and the forest. Festival activities include silent and live auctions, free children's games and prizes, live music and the raffle of a Perception Swifty Kayak, an Orvis flyfishing combo and other great prizes. On stage from 2 PM until Midnight will be: Hey Dan Rhythm Band Alan Lane Amy Martin The Broken Valley Road Show. Local and organic foods, Montana microbrews, and an array of good-for-you nonalcoholic beverages will be available throughout the day. Local vending, educational exhibits, and surprises around every bend! The town of Yaak, Montana is located 30 miles north of Troy, at highway 508 and 567. Adult tickets: \$15 in advance; \$18 at the Festival; Students age 13-18: \$6; Children under 12: free. Free camping is available with the purchase of a ticket. For ticket locations, festival details, lodging options, volunteer opportunities and more information, call 406-295-9736, or email [yaakwilderness@yahoo.com](mailto:yaakwilderness@yahoo.com)

**Sat. July 31. Farm Tour at Ronniger's Potato Farm. 2:30-4:30pm, Moyle Springs, ID.**

David and Caryl and the rest of the Ronniger family take great pride in the fact that their produce is Certified Organic. They believe that organic farming is not just a technique, but a way of life. They practice crop rotation, composting, and organic mineral supplementation in order to maintain a healthy balance within the natural system. Visitors will be able to see their farming operations as well as their famous Haflinger Horses. Refreshments will be provided. Bring sunscreen, raingear and sturdy shoes for exploring the farm. Carpooling is encouraged. Rural Roots Members: \$8/ General Public: \$10. Registration deadline: Thurs., July 29. Contact Jennifer Farley at 208-883-3462 or [jennifer@ruralroots.org](mailto:jennifer@ruralroots.org) for more information and to register.

**Mon. Aug. 2. Seed Saving Workshop at Greentree Naturals, Inc. 10am-12:30pm. 2003 Rapid Lightning Rd., Sandpoint, ID.**

By saving seed from your garden, you can produce plants best suited to your specific site and micro-climate. Learn about selection, hand pollination, cleaning and seed storage. Fee: \$25. Rural Roots members receive a 10% discount. Contact Diane Green at (208)263-8957 or [greentree@coldreams.com](mailto:greentree@coldreams.com).

**Thurs. Aug. 12 - Wed., Aug. 18. Field Analysis of Sustainable Food Systems Course. Idaho & Eastern Washington.** Want to learn by visiting with farmers & related professionals? Want a class outside the traditional classroom? Interested in sustainability? We will spend our days visiting farms, processing facilities, and marketing venues. In the evenings, we'll process our experiences in group activities and discussions. This course is available for both *academic students and community members, through either WSU or UI*. Student Quote: "...the Field Course was an amazing experience. The class *tied together a lot of the material taught in my traditional classes, answered several questions, and raised even more.*" See also: <http://classes.css.wsu.edu/soils445/>  
For more information or to sign up for this course contact Cinda Williams ([cindaw@uidaho.edu](mailto:cindaw@uidaho.edu), 885-7499, UI Moscow) or Cathy Perillo ([cperillo@wsu.edu](mailto:cperillo@wsu.edu), 509-335-2851, WSU-Pullman)

**Tues. Sept. 28 - Sat. Oct. 2. Quillisascut Farm School's Culinary 101 Retreat: The Sustainable Kitchen. Rice, WA.**

This retreat seeks to educate culinarians about where food comes from, and change the way people cook and eat for a better food future. If you are a culinary professional (3 years kitchen experience) or culinary student, you are eligible to apply for the retreats. FORKS is sponsoring a professional level scholarship, and financial aid for students is offered on a competitive basis. Contact: Quillisascut Cheese Company & Chefs Collaborative, Lora Lea or Rick Misterly, 409 Pleasant Valley Rd., Rice, WA 99167, phone: 509-738-2011, email: [rmisterly@ultraplix.com](mailto:rmisterly@ultraplix.com).

**Due October 1, 2004: 2004-2005 WSARE Farmer Rancher Grants Call For Proposals.**

More info at the USDA Western Regional Sustainable Research and Education (WSARE) Grant program web site: <http://wsare.usu.edu/subpages/callfp.htm>

**Due October 1, 2004: 2004-2005 WSARE Agricultural Professional Plus Producer Grant Program Call for Proposals.**

More info at the USDA Western Regional Sustainable Research and Education (WSARE) Grant program web site: <http://wsare.usu.edu/subpages/callfp.htm>

**Thurs. Oct. 14 - Fri., Oct. 15. Lane Environmental Lecture & Sustainability Workshop. WSU Pullman, WA.**

The Program in Environmental Science and Regional Planning at Washington State University is hosting a fall symposium on sustainability and the Lane Environmental Lecture in Pullman, Washington. From 2-4 pm on Thursday, October 14th, there will be a University Sustainability Workshop, followed by a buffet dinner. At 7:30 pm David Suzuki will be lecturing on Sustainability. Friday, WSU faculty and graduates from the Program in Environmental Science and Regional Planning will relate their experience and work with sustainability efforts.

**Due October 15, 2004: 2004-2005 WSARE Professional Development Program Call for Proposals.**

More info at the USDA Western Regional Sustainable Research and Education (WSARE) Grant program web site: <http://wsare.usu.edu/subpages/callfp.htm>

## 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!**

Jessie Alger, Spokane Tilth, Spokane, WA  
 Billey & 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  
 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 Brown, Rural Roots, Moscow, ID  
 Jennifer Farley, Rural Roots/UI, Moscow, 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  
 Mary Jane Fluegel, Colfax, WA  
 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  
 Diane Green, Greentree Naturals, Inc., Sandpoint, ID  
 Val & Liz Gunner, Goat Mountain Cheese Co, Porthill, 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 Jaeckel, 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  
 Elena Manion, Bellingham WA

Halley Manion, Everson, WA  
 Margo Kay & Ken Marble, The Spinner Flock @ Rosebrush Farm, Lenore, ID  
 Owen Marcus, Rising Elk, Sandpoint, 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  
 Angela & Frederick Nelson, Usk, WA  
 Karen Osocki & Karl Ottenstein, Spring Creek Organic Farm, Sandpoint, ID  
 Judith & Tom Pagliasotti, Cocalalla, ID  
 Jennifer & Dennis Parent, Parent's Pastures, Hayden, ID  
 Vickie Parker-Clark, UI-CDA, Coeur d'Alene, ID  
 Cathy Perillo, WSU, Pullman, WA  
 Wilmina & Ivan Phelps, Black Pine Deer Farm, McCall, ID  
 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. Rohlfing, Boise, ID  
 David & Caryl Ronniger, Ronniger's Potato Farm, Moyie Springs, ID  
 Elizabeth & Ron Schwartz, Flannigan Creek Farm LLC, Viola, ID  
 Heather & Andrew Scott, The Fruit Cellar Roadside Stand, Blanchard, ID  
 Paul Smith & Ellen Scriven, Killarney Farm, Cataldo, ID  
 Pam Secord, Calico Creations, Elk, WA  
 Marsha Semar, Cottage Garden, Moyie Springs, ID  
 Rosemary Shoong, Sandpoint, ID  
 Sarah Skaar, Skaar Ranches, Kendrick, ID  
 Janet Stevens, Glacier Valley Farm, Hayden, ID  
 Tona & Clarence Stilwill, Fair Mountain Farm, Fairfield, ID  
 Pete Stoltz, Rathdrum, ID  
 Daryl Swanstrom, Deary ID  
 Tom Torrano, Organic Matters, Post Falls, ID  
 Brooke Tseng, Seattle, WA  
 Stan Urmann, Riley Creek Farms, Laclede, ID  
 Pat Vaughan, Moscow Mountain Farm, Moscow, ID  
 Daniell C. Walters, Boise, ID  
 George Webb, Spokane, WA  
 Cathy Weston, Talking Creek, Hauser, ID  
 Cinda Williams, UI, Moscow, ID  
 Huw Williams, Earth Cycle Farm, Edwall, WA  
 Seth Williams, Earth Cycle Farm, Edwall, WA  
 Julia Parker & J.D. Wulfhorst, Mountain View Gardens & University of Idaho, 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.

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



## Rural Roots Board of Directors



**Gary Angell**

Rocky Ridge Ranch  
 Reardan, WA  
 509-796-3988  
 rockyridgeranch@ieway.com



**Toni Carey**

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



**Margaret Gilman**

Cabinet Mountain Market CSA  
 Noxon, MT  
 406-847-2133  
 actmargaret@blackfoot.net



**Diane Green**

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



**Skeeter Lynch**

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



**Brian Brano**

Organic Matters  
 Post Falls, ID  
 208-704-0851



**Cathy Weston**

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



**J.D. Wulfhorst**

University of Idaho  
 Moscow, ID  
 208-885-7645  
 jd@uidaho.edu



## Rural Roots Staff



**Colette DePhelps Brown**  
Executive Director  
Moscow, ID  
208-883-3462  
colette@ruralroots.org



**Theresa Beaver**  
Cultivating Success Program  
Moscow, ID  
208-885-7787  
cultivatesuccess@ruralroots.org



**John Potter**  
Direct Marketing Program  
Moscow, ID  
208-885-5218  
john@ruralroots.org



**Jennifer Farley**  
Communications Coordinator  
Moscow, ID  
208-883-3462  
jennifer@ruralroots.org



**Maia Lassen-Purser**  
Intern  
Moscow, ID  
208-883-3462  
info@ruralroots.org



**Ariel Spaeth**  
Programs Assistant  
Moscow, ID  
208-885-7499  
farmgirl@moscow.com

## Program Advisor



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

## 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 \_\_\_\_\_

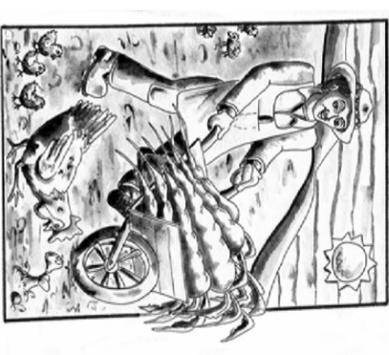
Please return with check or money order to:  
Rural Roots, PO Box 8925, Moscow, ID 83843





Rural Roots  
PO Box 8925  
Moscow, ID 83843

# Bringing Home the Harvest



## RURAL ROOTS' QUARTERLY NEWSLETTER

Summer 2004

### IN THIS ISSUE...

The Inland  
Northwest Buy  
Fresh, Buy Local  
Campaign  
\*

Toni Carey's  
Extraordinary  
Farm Hat  
\*

What's Really  
Going on in the  
Field?  
\*

Cultivating  
Success Student  
Starts U-pick  
Farm  
\*

Local Living  
Economies  
\*

Meet Maia  
Lassen-Purser  
\*  
And More!

Buy Fresh.  
Our Buy Local Issue!



Kenna Eaton, Moscow Food Co-op General Manager and Virginia Durham of Virginia's Salsa kick-off the Buy Fresh, Buy Local Campaign at the Moscow Food Co-op June 26, 2004.

