



RURAL ROOTS

BRINGING HOME THE HARVEST

Fall 2005

Volume 7

Number 2

Reclaiming Our Local Food and Farms

2006 Rural Roots Conference and Farmers' Market Coalition Regional Workshop
February 2-5, 2006

The Basque Center
6th & Grove Street
Boise, ID

2006 Conference Schedule

Thursday, February 2, 2006 Seminars
Super Weed Seminar
or

On-Farm Season Extension Workshop for Market Growers

Friday, February 3, 2006
Farmers' Market Workshop

Hosted in Partnership with the Farmers' Market Coalition
8:30 am - 5:00 pm
(see detailed agenda on page 2)

Track 1: Farmers' Markets 101

Track 2: Management of the Successful Farmers Market

An Evening With Michael Abelman
6:00 pm - 9:00 pm

Saturday, February 4, 2006

7:30 am - 8:30 am	Conference Registration
8:30 am - 9:00 am	Opening Remarks
9:00 am - 9:50 am	Eating Locally: Can We Do It? Michael Ableman
9:50 am - 10:00 am	Coffee Break
10:00am - 12:15 pm	Steps to reclaiming our food and farms. John Pitney
12:30 pm - 1:30 pm	Basque family style luncheon of local foods
1:30 pm - 2:15 pm	Eating Locally in the Inland Northwest. Colette DePhelps
2:15 pm - 3:45 pm	Breakout Session #1 Attracting New Customers to Farmers' Markets
	★
	Finding the Land to Grow Food
3:45 pm - 4:00 pm	Coffee Break
4:00 pm - 5:30 pm	Breakout Session #2 Farmers' Markets as Community Anchors
	★

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Reclaiming our food is the theme of Rural Roots 2006 Annual Small Farms Conference, presented by Rural Roots, University of Idaho Small Farms Program, Capital City Public Market, and the Farmers' Market Coalition of North American Farm Direct Marketing Association, February 2nd - 5th, 2006 in Boise, ID. This conference is for you if you want to: improve your sales at farmers' markets, manage your farmers' market better, become a farmer, find land to farm, diversify your farm with products such as value-added and/or processed items, understand what it means to eat local food, and if you want to reclaim your right to healthy food, grown on local farms. Come join us! See more details inside!

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Sunday, February 5, 2006

8:00 am	Registration
8:30 am - 8:45 am	Opening Remarks
8:45 am - 9:15 am	The Worth of Farmers' Markets: A National Survey. Farmers' Market Coalition
9:15 am - 9:45 am	Feeding Ourselves in Farmland. JD Wulfhorst
9:45 am - 11:00 am	Breakout Session #3 Creating State Farmers' Market Associations
	★
	Finding Farmers
11:00 am - 12:30 pm	The Next Step. John Pitney
12:30 pm - 1:30 pm	Group Lunch Keynote. A Farmer's Perspective
1:30 pm	End of Conference



Bringing Home the Harvest is a quarterly newsletter of Rural Roots, Inc.

Bringing Home the Harvest's goal is to make connections between producers and consumers by sharing the knowledge and experience of people working in community food systems and the opportunities and challenges facing sustainable and organic family farmers, ranchers, and market gardeners in the Inland Northwest (all of Idaho and the easternmost counties of Washington and Oregon).

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.

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

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www.ruralroots.org

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

Deadline for Next Issue:
Fri, December 30, 2005

Cover photo: Greenhouse Greens at Peaceful Belly Farm, Boise, ID. Taken by Colette DePhelps.



A Word From the Executive Director

**By Colette DePhelps
Executive Director**

Autumn is definitely here! Besides the obvious signs – leaves changing color, rain after weeks of sun, cool days and even cooler nights – other distinctions of fall abound. At the farmers' market, colors of gold, orange and brown are in abundance as the squash, pumpkins and winter storage crops like potatoes, onions and garlic become more abundant. Pears and apples are appearing in boxes. The richness of harvest is punctuated by hordes of purple Italian prunes, ripe and succulent, ready to be eaten, dried or made into jam.

At my house, autumn is evident in the whirl of the food dehydrator and the bubble, hiss, and final pop of canning jars sealing. In my CSA basket, I again have cooler weather vegetables like cabbage while a stray tomato or eggplant is still likely to be found. Last week, I placed my winter orders for storage crops and am now looking forward to having a stash of beets, carrots, onions, garlic, potatoes and squash on hand through the winter months. Next week, I'll be filling our freezer with sustainably raised pork and beef.

With the larder full and the

cool, wind swept days, you might think life is slowing down here in Moscow. Perhaps it is for some of our area farmers and ranchers, who are putting their fields to rest or are having a reprieve from birthing and slaughtering animals. Not so for the Rural Roots staff. We are actually gearing up -- planning, coordinating, and scheduling for Rural Roots' late fall and winter programs.

A quick look at our Inland Northwest food and farming calendar on pages 12 and 13 is actually not possible with all of the great educational programs available in our region. From the Inland Northwest Restoration Conference in Pullman to the Seed Growers Conference in Troutdale and the Farmers' Market Workshop and Rural Roots Conference in Boise, producers and food enthusiasts in our region have a lot to choose from!

These events offer more than great speakers, great food and great information; they offer the opportunity for farmers and people passionate about local food, agriculture and sustainability to come together, talk, build new friendships, encourage one another and to celebrate their individual and collective accomplishments.

I would particularly like to

encourage you all to attend Rural Roots annual conference in Boise this coming February. If you are a new or aspiring farmer, attending these events can be inspiration and life changing. If you are an experienced farmer, we guarantee you'll go home having learned something new and having been re-energized. Farmers' market managers and board members will benefit from the expertise and skills gained from participating in the farmers' market workshop. And, if you are a citizen who loves to eat exceptional food and wants to make it more available in your local community, you will have many new ideas and associations to foster the changes you want to see at home.

Most of all, I encourage you to eat well, relax, share and fully enjoy the bounty of this harvest season.



Reclaiming Our Food Conference

Continued from page 1...

Don't Miss the Friday, February 3, 2006

Farmers' Market Workshop

Hosted by the Farmers' Market Coalition of the North American Farmers' Direct Marketing Association, Capital City Public Market and Rural Roots



This workshop addresses the needs of Intermountain West and other rural and semi-urban farmers' markets. It is one of five FM workshops taking place around the US in 2006, and the only one west of the Mississippi!



8:30 am - 9:00 am
9:00 am - 9:30 am
9:30 am - 10:15 am

Registration and Coffee
Opening Remarks
Introduction to the Farmers' Market Coalition, and the State of the Farmers' Market Industry

10:15 am - 11:30 am

Session A
A1: Better signage and displays for a more profitable market
A2: Risk management and liability insurance for markets

11:30 am - 1:00 pm

Session B
B1: Product pricing and customer relations
B2: Credit cards, debit cards, and electronic benefit transfer (EBT) at the market

1:00 pm - 2:00 pm
2:00 pm - 3:30 pm

Lunch
Session C
C1: Food Handling and Sampling at the market
C2: Measuring the Success of your market

3:30 pm - 4:30 pm

National policy issues affecting farmers markets: Address by Gus Schumacher, former undersecretary of the USDA
Next Steps

4:30 pm - 5:00 pm

Special Thanks to the Boise area Conference Planning Committee: Janie Burns, Karen Ellis, Clay Erskine, Beth Rasgorshek, Dan Walters.

For more information, please see Rural Roots Website at www.ruralroots.org or give us a call at (208)883-3462.



Farm to School Project in McCall, Idaho



By Jennifer Farley
RR Membership
Coordinator

In the last couple of years, there has been an increasing demand for healthy and local food to be served at university and school meals. Yet, taking on the American school meal program is no easy task. Since the 1940's when the inception of the National School Lunch Program occurred in 1946 to prevent malnutrition due to a lack of healthful foods from WWII, federal and state policies regarding the procurement of food for school and university meals have largely focused on sourcing food from large-scale food distributors. Some of the food comes from surplus commodities and food that is produced in many different locations throughout the U.S. Although this has made purchasing food convenient and inexpensive for food service staff, many people think that it has resulted in a disconnection with the local food system. Parents, teachers, food service staff, and

other community members are looking towards farm-to-school programs with the hope to re-establish connections between school meals and local farmers, the local environment, and the local economy.

Last fall, I began my graduate school journey as a student instructor at the McCall Outdoor Science School at the University of Idaho McCall Field Campus in McCall, Idaho. Founded in 2001, MOSS is the only publicly operated K-12 residential outdoor school in the state of Idaho. It is a joint program with Palouse Clearwater Environmental Institute (PCEI) and the University of Idaho. The program operates annually from August through November and focuses on experiential outdoor science education for 5th and 6th grade students in 3 to 5 day residential programs. I spent my semester at the field campus teaching 5th and 6th grades students about science and outdoor leadership, while taking graduate level classes in environmental education. I had an amazing experience and

learned that I love teaching and making a difference in children's lives.

As I taught at MOSS, I noticed that although we were teaching children about science and the impacts that our everyday lives have on natural resources and vice versa, we never talked about the food we eat and the relationships between people, agriculture, and natural resources. Something was missing. Perhaps improving the food served at MOSS could be one way to fill that missing link by reconnecting the children, staff, and grad students with local agriculture, the environment, and the community of central Idaho.

In March of this year, I wrote a grant proposal for a USDA-CSREES Community Food Project to fund my master's project, "Bringing Sustainable Food into Youth Outdoor Education." Rural Roots, PCEI, and the University of Idaho all agreed to become partners for of the project, and I formed an advisory board to help oversee the project activities. Rural

Roots has been recommended for funding and we should be set to begin working on the project in the next few weeks. The goal is to make MOSS a place where visitors and residents can connect with the central Idaho community and farmers and learn about local food systems.

The project will provide a clear plan for implementing a farm-to-school program by purchasing food for campus meals directly from local farmers and ranchers and growing on-site produce that can be included in campus meals. As part of this overall plan, I will assess both the University of Idaho and central Idaho food systems and describe the necessary steps needed for including local food into campus meals. For the purpose of this project, "local" will be defined as food products that are within 200 miles of McCall. This expanded definition of local is due to the short growing season in McCall and other availability issues. By the end of the project next

Continued on page 12...

Farmers Visit Organic Potato Fields

By Jennifer Miller
Sustainable Agriculture Program
Coordinator
Northwest Coalition for Alternatives to Pesticides

In early August, around 50 farmers toured Mike Heath's organic potato farm near Buhl in southern Idaho. The farmers came for different reasons: some had never seen an organic potato field before, while others wanted to add organic potatoes to their market gardens.

Conventional potato growers recognize that there is a business opportunity for growing organic potatoes. Rural Roots, the Northwest Coalition for Alternatives to Pesticides, and the Potato Growers of Idaho sponsored the tour for farmers interested in transitioning to organic potato production.

"If a family likes to buy Idaho potatoes and then decides to buy organic potatoes, right now that family would have to buy organic potatoes from Washington or California," said Keith Esplin, executive director

of the Potato Growers of Idaho. "We need to have Idaho organic potatoes for those families that want organic potatoes."

Since many of the farmers had no experience in organic farming, there were several questions about establishing and maintaining a certified organic field. John O'Connor, an organic potato grower and former ISDA organic inspector, stressed the importance of record keeping when transitioning and communicating with neighbors and chemical applicators to ensure fields are not sprayed.

Mike Heath of M & M Heath Farms guided the farmers, researchers and agency personnel around his two potato fields. Mike had recently begun his harvest in a field where he was growing several different varieties. The market gardeners were quite interested in learning about the characteristics of the different potato varieties. Mike contrasted this field with his second, where he was expecting a

tr tremendous harvest, as it had not been in spuds for over 50 years.

Idaho researchers presented their potato research. Mir Seyedbagheri emphasized soil testing and understanding nutrient release, especially in organic cropping systems where nutrient management is quite different.

Dr. Juan Alvarez described the predatory ground beetles that may be contributing to Colorado potato beetle control in organic fields and how this dynamic is altered in conventional fields treated with

insecticides.

Mary Jo Frazier reported on research into sprout inhibitors that would allow for the storage of organic potatoes. Spearmint, peppermint and clove oil have all been approved for use on organic potatoes in storage.

Once the harvest is in and activities on the farm slow a bit, organic and conventional potato growers and researchers will meet again to identify the

needs of farmers transitioning to organic potato production. The field day provided an opportunity for all to see that potatoes can be grown organically.

As University of Idaho researcher Dr. Jeff Miller said, "I don't see any disease issues. These potatoes look pretty good."



Before touring the field, the group discusses certification.



Rural Root's board member, Clay Erskine, and conventional potato growers tour the organic potato field (above). Mike Heath describes his organic cropping system.(top photo).

tremendous harvest, as it had not been in spuds for over 50 years.

After the tour and lunch, three University of

CULTIVATING SUCCESS

Sustainable Small Farms Education

Our goal is to grow new farmers and foster the success of sustainable small acreage farmers and ranchers



Sustainable Small Acreage Farming & Ranching Course Off to a Great Start

By Theresa Beaver
Cultivating Success Program Coordinator

Students in the Sustainable Small Acreage Farming and Ranching Class, offered in Moscow, Boise and Twin Falls, are in for an exciting semester.

The classes met on August 25th for the first of their four class meetings. The rest of the semester the students will do readings and assignments through a course web site, and have three more in-person meetings.

"The first assignment had students reading about sustainability, the goal is to have them thinking about their farm enterprises in terms of sustainability, right from the beginning", said course developer, Cinda Williams.

The second meeting for the Moscow students was a trip to Affinity Farm, Moscow's only organic produce farm, operated by Russell Poe and Kelly Kingsland. At this picturesque farm in the heart of Moscow, the students saw an assortment of season extenders and hoop houses and learned about the importance of floating row covers for insect protection, and crop rotation for disease and pest control. They learned about cover crops – which ones to use, when and why. The importance of succession planting and drip irrigation were discussed. Russell also explained how they are beginning to get their biggest problem, bindweed, under control through regular tillage.

The November 4th class meeting in Moscow will be a

Resource Fair that everyone is invited to attend. It will be held in the Ag. Science Building on the UI campus. There will be 7-10 organizations and agencies on hand to share information about what they have to offer the small acreage farmer or rancher.

The Boise class, lead by Rural Roots Board Member Mary Rohlfing, will also have four class meetings/tours and the web component. One of their tours was the September 18th Farm Tour sponsored by Rural Roots. On the tour they will visit the farms of Clay and Josie Eskine - Peaceful Belly Farm, Janie Burns' Meadowlark Farm and Canyon Bounty Farm operated by Beth Rasgorshek. What a learning experience it was for the students! See the next page for a full de-

scription of the tour, written by Mary Rohlfing.

Coming up, there will also be an agency resource fair and a marketing fair that will be open to Rural Roots Members, call Mary Rohlfing for details at 208.387.0131 ext. 3.

The 10 Twin Falls students will be interviewing farmers and attending a conference in So. Idaho, in addition to the web component of the course.

The merger of Rural Roots and Idaho Organic Alliance has opened up opportunities for the Cultivating Success Program by connecting the courses with central and southern Idaho farmers. This will only enrich the learning opportunities for students throughout the state.



The Sustainable Small Acreage Farming and Ranching Course will be held in Spokane beginning November 3rd!

Agricultural Entrepreneurship will be offered at several locations starting this winter. To find out the course nearest you contact Theresa Beaver, 208-885-7787 or tbeaver@uidaho.edu.



Sustainable Food Systems Field Analysis: A Student's Perspective

By Sara Foster
Rural Roots Educational and Direct Marketing Coordinator

Community food systems are complex, fascinating beasts. How large is the community that the food system serves? Who is involved in the community? Is the community sustainable? These are questions that have different answers depending on who you ask and that person's location, perspective, background and production methods. Exploring these types of questions can keep a person, or a group of fascinated folks, busy for a long time. That was the case with the week long Field Analysis of Sustainable Food Systems class, offered through Cultivating Success this August. The course was taught by Cathy Perillo, Marcy Ostrom, and Mike Hackett.

Our job as students was to explore the food system of Eastern Washington in regards to

its sustainability over the long term. To do this we didn't focus on reading out of books, rather we experienced the farms, first hand. We visited each farm and business on the itinerary with open eyes. We asked questions and tried to piece together information about the social conditions, production choices, economic realities, and environmental considerations for each enterprise. We each viewed the farms and the bigger picture of the community food system through our own personal experiences. Collectively, the class had experience with farming in Eastern Washington, food banks, international food systems, non-profit grant writing, CSA farms, small farm sociology and economics, soil science, community development, invasive plants, holistic range management, and of course, we were all concerned consumers and enthusiastic eaters. The information that we dug for during our inter-

views formed a picture for each of us about how a food system works.

The farms and enterprises were chosen to give us a broad look at what goes into producing our food here, in the Inland Northwest. Where does our food come from and where does the food produced here travel? The first day we followed the food production line of wheat, traveling first to Read Smith's farm to talk about Shepherd's Grain. Please see page 9 for a look at Shepherd's grain, the only locally milled grain in the Inland Northwest. From there, we followed the path of the grain to Central Ferry, where grain is held, waiting to be shipped out to the coast via barge. After speaking with Randy Ostad, with Columbia Grain International at Central Ferry, we tracked down the local source of Shepherd's grain products at Hearthbread Bake House, located in Spokane.

Hearthbread Bake House is the exclusive bakery that produces bread products from Shepherd's Grain. Look to page 8 for a highlight about their business. That first day, we stood in the fields where Shepherd's grain grows and ended the day by tasting the grain made into bread, separated by just 25 miles!

As the days went by, we added to our experiences Perfect Blend organic fertilizer made from chicken manure production, Brad Bailie's mid-scale organic farm, Duane & Debbie Roecks' rotational cattle farming, Tonnemaker's large organic orchard filled with delicious, sweet melons, the Spokane Farmers' Market, Dale Beis' conventional farm using sustainable methods, the Small Planet Tofu processing facility, Penrith Farms' therapeutic market garden, Green Bluff growers' collective, Mountain Dome winery, which

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Continued from page 4...

uses local grapes. Maurice Robinette's holistic range management ranch, and Tolstoy Farms, one of the oldest CSA farms in the Inland Northwest. Each night we returned to Heartsong Retreat Center, just outside Tum Tum, WA, where we often ate food directly from the garden onsite.

The curriculum of the class urged me to go deeper and examine my views of agriculture and sustainability. It expanded and deepened my appreciation for my fellow citizens, so deeply connected and committed to bringing food to my plate. The class filled in many of the holes in my swiss-cheese knowledge of farming that I had gained from family, discussions with rural farmers during my botany research, and then from observation from a car window on road trips. My perceptions surrounding the division between organic farming and non-organic farming were altered dramatically during the week.

I realized that, in some cases and some fields, organic practices are not as sustainable as non-organic, no-till practices. This was the case with Read Smith's farm in Rearden, WA. As one of the producers of Shepherd's Grain, Read chooses to use no-till to prevent soil erosion, while using Roundup to deal with his weed problems. Soil is extremely important to farmers in the Inland Northwest, and when you have a shortage of water,

good soil practices become even more crucial. For Read, using no-till to protect the soil means that he has to put aside the organic label. His commitment to sustainability, however, goes far beyond a label. He and his partners are active locally in politics to protect the future of farming, as well as national politics. For example, Read serves on a national advisory committee for energy efficiency and the National Association of Conservation Districts.

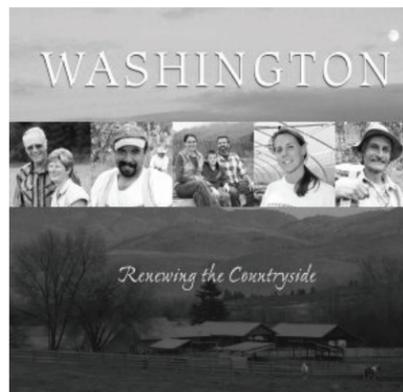
In addition, I learned more about how people take the big leap from conventional farming to more sustainable methods. Many of the farmers we visited could pinpoint a certain moment when they realized that becoming more sustainable was important to them. Almost always, this moment originated with the realization that there was a market for sustainable products that they weren't tapping into. For Read Smith, the moment came walking down a street in Seattle and realizing that no one that was walking past him was buying anything that he was growing. After the initial urge to improve their economic situation, farmers we talked to expressed how proud they were of their new methods. These farmers were excited that they were giving back to the land and their community.

Other people, no doubt, had different experiences than me, as most people had more experience with farming issues. I came to the class with a very

loose understanding of farming and for me the class filled in many of the open areas in my knowledge. What I learned woke me up to other people "working in the field", my fellow classmates, who work in support organizations that help farmers and communities with their food systems all over the Pacific Northwest. Most importantly for my personal life, it helped me, as a city-girl, connect my daily eating with the earth.

The discussions with farmers and businesses filled me with awe for the people that I serve at Rural Roots and the job that they do, day in and day out. The class also alerted me to challenges that farmers face, not only from the weather and conditions of the land, but also challenges from their fellow farmers. Many people that we talked to lack a supportive community as they transition from traditional farming to more sustainable practices. That realization made me proud to work at Rural Roots where we are connecting farmers, consumers, academics and extension agents, forming a supportive web of people who can help each other on difficult days. We are all in a community together, along with the farmers that our class visited. I am honored to be a bit more informed member of that community now, thanks to the Sustainable Food Systems Field Analysis course and its instructors, Cultivating Success, Rural Roots, all the people that took time out of their day to talk

with us. Thank you for the opportunity to learn.




 University of Idaho
 College of Agricultural and Life Sciences

**Sustainable
Small Farms**

RESOURCE FAIR

{ *Friday, November 4* }
 11:00 am—2:00 pm

Ag Sciences Building,
 Biotech Court
 University of Idaho
 Campus

Please join us in welcoming representatives from numerous agencies, organizations and groups with resources to offer the present or future small acreage producer.

Complimentary locally grown refreshments will be provided.

For more information contact
 Cinda Williams: 208-885-7499
 or visit
www.SmallFarms.ag.uidaho.edu

Rural Roots Boise Farm Tour Attended by Students and Community



Beth Rasgorshek of Canyon Bounty Farm explains tomato seed extraction.

By Mary Rohlfing
RR Board Member and Cultivating Success Instructor

On Sunday, September 18, Rural Roots, Western SARE, the USDA Risk Management Agency, the Bullitt Foundation, University of Idaho Extension and College of Agriculture and Life Sciences helped over 60 people let loose of summer and welcome fall on the Boise Farm Tour. On what was nearly a perfect Sunday afternoon, tour-attendees were treated to visits to three of the

Treasure Valley's most gorgeous organic, Rural Roots-member farms.

The tour's first stop was at Beth Rasgorshek's Canyon Bounty Farm near Nampa. There, Beth talked about the challenges and joys she faces in growing organic seed for national seed suppliers. In addition to proudly showing off her farm and conveying her awe for the power of seeds, Beth demonstrating wet and dry extraction and seed-saving methods. After viewing these processes, one tour participant said, "I've always just opened the seed packets and spread them around, never really thinking about where they come from or how they're processed. Today, I got a whole new appreciation for seeds and think of them as small miracles, really."

As the visit to her farm winded down, Beth generously gave seed packets to anyone who wanted them, saying, "I think you should leave every farm with something." More than leaving Canyon Bounty Farm with seeds, we left Beth's with a new appreciation for those who grow the true seeds of change in small acreage, sustainable farming. The tour was off to a marvelous start.

Next we visited Janie Burns' Meadowlark Farm, also just outside of Nampa. At Meadowlark, Janie talked about raising lamb and chickens, joking that she'd given up growing produce and working hard half of the year to instead work tirelessly all year. As we meandered the pastures of her neatly-tended farm, watching her free-ranging chickens and turkeys contentedly picking at insects in the soil, Janie told us of sleep-shortened winter nights checking ewes and assisting them with lambing. She also showed us the importance of crop and pasture rotation to maintain and improve both soil quality and animal health.

Standing before her old, beautiful barn, Janie's pride in what she does was evident. She noted that one rarely gets rich in farming, but that farming can provide one with a very rich life. She explained that much of the success of her operation depends on making do

with what she has available and a whole lot of creativity.

Absorbing Janie's enthusiasm, one attendee leaned in to whisper to his partner, "She makes me want quit my job and spend my days turning sheep and chicken manure into compost."

The final stop of the day took us to Boise's largest Community Supported Agriculture (CSA) farm, Peaceful Belly, owned and operated by Clay and Josie Erskine. Peaceful Belly sits at the base of the central Boise foothills and despite being surrounded by sprawling subdivisions, is a magical and lovely world of its

Continued on page 9...



Janie Burns of Meadowlark Farm discusses the advantages of her strawbale greenhouse.

Rural Roots Helps Assess Two Inland Northwest Farmers' Markets



Spokane Farmers' Market

The signs (above photo) ask - What change would you make to the market? And would you shop at the market on a weekday? Which one? This allows customers a quick way to give their input!



This summer, Rural Roots had the opportunity and pleasure to coordinate the Rapid Market Assessment (RMA) of two Inland Northwest farmers' markets: the Capital City Public Market in Boise, Idaho and the Spokane Farmers' Market in downtown Spokane, Washington. The RMAs were designed to help the market gather information about itself and its customers. Here are a few highlights from each assessment. Full copies of the reports from these and other RMAs conducted in the Inland Northwest region can be found on Rural Roots' website at <http://www.ruralroots.org/RMA/RMA.asp>

Capital City Public Market July 23, 2005

Estimated market attendance 8220 adults.

- Average amount spent per shopping group (two adults spending from the same wallet) \$20.63.
- Top two reasons for coming to the market: agricultural products and atmosphere.
- One third the shoppers said it was their first time at the market.
- Almost 40 % of the shoppers said they learned about the market through word-of-mouth.

Spokane Farmers' Market August 6, 2005

Estimated market attendance 1734 adults.

- Average amount spent per shopping group \$21.07.
- Top three recommendations for improving the market: additional parking, different location, more produce.
- Almost half of the Saturday shoppers said they would also shop at a Wednesday evening market.
- One third of shoppers suggested the best way for the market to reach them would be to advertise in either the Inlander or the Spokesman Review newspapers.



Boise Farmers' Market

Rapid Assessment allows shoppers to put a sticker next to how often they have shopped at the market this year (below). Information gets passed on to businesses, city councils and market managers to help make the market better and more integrated into the community.



How to Start and Grow a Wholesale Nursery Business

By Jennifer Farley
RR Membership
Coordinator

Folks interested in beginning a nursery wholesale business and/or helping Idaho producers begin their own nursery wholesale business gathered on Saturday, July 29th, 2005 for the workshop, *How to Start and Grow a Wholesale Nursery Business*. Co-sponsored by Clearwater RC&D, Rural Roots and University of Idaho Extension, the workshop occurred at the Nez Perce Hotel/Circle V Inn in Nezperce, Idaho.

The day began with a talk by Dr. Jim Freed, WSU Extension Natural Resource Professor in Special Forest Products. Dr. Freed identified some potential nursery markets as water wise and edible landscapes and restoration work. He also discussed the importance of knowing the latest information on insects and disease problems, and residential landscape trends. Before beginning your own nursery business you first need to develop a business and financial plan. Dr. Charles Brun, Horticulture Crops Advisor, WSU Extension, followed Dr. Freed's talk with a presentation on the importance of having a business and financial plan. Just like any new small business, it is important to identify your goals. Is your nursery going to be more of a hobby or is your goal to have a

self-sustaining business? If you want to have a successful business, you need to develop action plans that will help you reach your goals. There are successful nursery markets and opportunities for folks in the Inland Northwest, but you need to know who your target audience will be, how you will get the upfront capital you need to begin your small business, and the land and water use rules and regulations in the area where you want to begin your business. You also need to be creative and find something that will set you apart from other nursery wholesale businesses. One way to begin is to contact your local extension agent and talk about what questions you may have. Dr. Brun mentioned that the Small Business Association has resources on how to develop your own business plan. The Cultivating Success Program, sponsored by Rural Roots, University of Idaho, and Washington State University also has a business planning course called Ag Entrepreneurship. Course information is on their website at www.cultivatingsuccess.org.

Dr. Bob Tripepi, Research Faculty in the Department of Plant, Soil, and Entomological Sciences at the University of Idaho talked about Enterprise Analysis for a Single Species. You must decide how to best allocate your re-

sources—your land, labor, and capital. You also must ask yourself the question, should I grow a single species? Is it feasible? You should investigate what the costs of production are and the expected returns. Talk to your extension agent and fellow growers.

Cinda Williams, Sustainable Agriculture Coordinator at the University of Idaho, also built upon the previous talks about starting your own business, but focused on sustainable production of nursery plants. According to Cinda, you first need to figure out what crops you will grow and how you will market them. What opportunities exist in your local area? The key is to start small and build from there. Define your niche and conduct a market analysis. Determine what type of production you will use, field or container. Once you've answered these questions, determine how you can produce your stock sustainably. Determine the most efficient irrigation method for you, and use integrated pest and weed management. Recycle your plastic and look for alternatives to herbicides and pesticides. Keep good records of your costs, both direct and indirect. A helpful reference to sustainable nursery production is ATTRA's publication, *Sustainable Small-Scale Nursery Production: Horticulture Sys-*

tems Guide available at www.attra.ncat.org.

The next session was presented by Ann Bates, Executive Director of Idaho Nursery and Landscape Association. Ms. Bates introduced participants to the Idaho Nursery and Landscape Association. She said one thing that is the most helpful for a new grower is to go to nursery tradeshows and visit many different nurseries before beginning your business. You can find more information about the organization by visiting their web site at www.inlagrow.org.

And, last but not least, Bob Reggear from Reggear Tree Farms, in Orofino and Craigmont, Idaho talked about his family's experience with their own nursery business. We visited their tree farm in Craigmont and were able to see first hand what goes into a successful nursery business. Their nursery was vibrant, and it was obvious that they have a clear business plan. The lesson I learned the most from the workshop was that speaking and visiting with other nursery grower and developing a solid business plan are essential to success. This includes examine the trends, and doing your homework!



Huckleberry Workshop in Elk River, Idaho



By Sara Foster
RR Educational
Coordinator

The workshop was perfectly timed to coordinate with those beautiful purple jewels ripening on the branches in sunlit, peaceful clearings. All over the INW this fall, people were thinking about huckleberries for many different reasons. Some people were hiking and gathering what would be their income for the summer, others were gazing out their window to some forested part of their property, wondering if they could ever grow a huckleberry garden. Forest service professionals and other foresters were thinking about the berry pickers that hike in the properties that they manage. Some people were busy marketing their huckleberry jams and syrups, which people will use on huckleberry pancakes and to make huckleberry cheesecakes. One man has been carefully breeding huckleberries to find the type that can best be cultivated. No matter how you look at it, in the northwest, in late summer, huckleberries are the talk of the town. In Elk River, Idaho, on July 29th, 2005, people from all these groups gathered up to talk about these tiny little jewels of the forest and hear each others' perspectives.

The workshop called *Enhancing Native Wild Huckleberry Stands for More Berries and Economic Opportunity* was held to bring people together to discuss the many issues surrounding huckleberries. The morning commenced with two talks about marketing, meant to

help those thinking about picking berries more seriously to decide where their place was in the huckleberry market. Know yourself. That was the primary message of these morning talks. If you don't enjoy talking to people, you probably won't enjoy attending farmers' markets and speaking directly with your customer. If you love talking to people, maybe you would feel dissatisfied selling berries through the commodity markets where you just sell your berries to a wholesaler and then go on your way. Both approaches have pros and cons and the trick is to know where in the market you prefer to be.

Malcolm Dell, organizer of the workshop, spoke about how he and his wife market their huckleberry products, as well as other products, to gift stores around the Northwest. He wanted to help participants understand the process of creating "value-added" products. These are products that have been processed in some way; cleaned, cooked, mixed in a recipe, bottled, etc. He talked through some important points of food safety, processing options and concerns. Malcolm talked about how he and his wife have gone through the process many times of creating and redesigning, both a product, and the product label to make their goods sellable. Redneck salsa sold like crazy, while a differently labeled mustard wouldn't budge on the shelf. It's all about the wording and the look of the packaging. Talk of marketing the products included discussion of labeling requirements, pricing and finding your target market. Other tips in-

cluded how to best package your product to ship it and recommendations of agencies to be aware of when marketing value-added products.

After a delicious lunch, Dr. Dan Barney, a horticulturist with the University of Idaho at Sandpoint Research and Extension Center, spoke about huckleberry management strategies. Dr. Barney explained that huckleberries have been difficult to cultivate because they have very specific growing requirements. Because of these specific requirements, Dr. Barney claims that they rarely reproduce from seed, and instead they send out above-ground stems to expand their growth. When people try to transplant a plant from the wild, they must find the original plant with the root attached. This is close to impossible. In fact, all berries sold on the open market are currently picked from the wild. His research is now working to develop a group of huckleberry varieties that can be successfully cultivated. He hopes to have a cultivated variety ready for nurseries in roughly three years. In addition to talking about cultivation of the huckleberry, Dr. Barney addressed a question that many participants had been wondering. Do the seasonal pickers affect the animals that normally eat the huckleberries? Dr. Barney believes that pickers are not currently picking enough berries to impact populations of wild animals.

After Dan Barney's talk, the group piled into vans to drive to Elk River Falls. Standing knee deep in a huckleberry field we talked about management strategies. Burning the stand and logging some of the trees to open up the canopy was suggested by some, while others preferred to leave the existing vegeta-

tion. The discussion centered around balancing the living huckleberries' value with that gained in the future from letting more light in to nourish future plants. It was a rich experience for all participants.

A panel of landowners and managers spoke in the afternoon. Panel participants included a representative from the Clearwater National Forest, a representative from the Idaho Department of Lands, a private owner who was hoping to help someone set up a study site on his land, and two foresters from the Potlatch Corporation. Each one talked about what they could do to help huckleberry pickers and growers on the land that they managed. It became clear that huckleberry pickers were welcome on these lands, but that public lands have no way of setting aside a specific plot for a particular huckleberry picker. As always, these lands would be first come, first serve when it came to huckleberries. Only Ray Geidl, the private landowner, was willing and able to reserve a specific site, as a sort of huckleberry-lease, for a picker to use to make a profit year after year.

As the afternoon ended, I reflected on the day. I learned a great deal about the huckleberries that go into my favorite summer shake variety. Not only did I learn about huckleberries, but I was part of a group of diverse people who came together to talk about an important topic in the forests of the northwest. We all came together from different backgrounds and discussed an issue that affects all of us, and we did so in a way that respected and honored all our differences. The atmosphere of acceptance and listening was refreshing and productive, just like the huckleberry plants.



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

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Fri. December 30th, 2005**

Please contact Rural Roots at 208-883-3462 or info@ruralroots.org

December Direct Marketing Workshop in Twin Falls, Idaho

Using Direct Marketing and Financial Planning to Decrease Farm Financial Risk in Southern Idaho

Come and join us for this two day workshop that will cover:

- Direct Marketing Strategies,
- Farm Financial Planning,
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Sponsored by Rural Roots, Inc., University of Idaho, and USDA Risk Management Agency.

Call or email the Rural Roots office for details and registration.



New Buy Fresh Buy Local Partners

These new partners are helping to spread the word about the bounty, freshness and community importance of local Inland Northwest Food by using BFBL labels and logos on their local products!



Diversity is what's growing at Greentree Naturals, Inc. This small certified organic farm near Sandpoint, ID, managed by Diane Green and her husband Thom Sadoski, works toward diversity on many levels. The produce grown is diverse. Diane and Thom grow four colors of carrots, 37 different kinds of salad greens, 60 culinary herbs, 15 varieties of squash, 8 kinds of peppers, 7 varieties of eggplant, a wide variety of cut flowers, and much more. In addition, Greentree Naturals, Inc. has diversity within the services they provide and also within their marketing techniques. They offer on-farm workshops, farm tours, consulting services, Sunday brunch on the farm, and they are managers of a grower's collective. They attend two weekly farmers' markets during the summer, and also market directly to local restaurants. Diane and Thom also combine their produce with produce from other farms to supply shares for a CSA (Community Supported Agriculture) in their community. They have had an on-farm apprenticeship program for the last nine years as well. You can find out more about Greentree Naturals, Inc. by visiting their website at www.greentreenaturals.com.



Walking into Hearthbread Bake House, you first notice the sweet smells of scones, bread, bagels and other delights floating around the room. The next thing you realize is that there is an air of cheeriness throughout the bakery. Music plays in the background for employees and the break room is neat and pleasant. People seem proud of their work and many have been there since the bakery opened in 1995. Now Hearthbread Bake House has over 60 employees and carries over 400 products. Many of these products are made using locally milled

wheat called Shepard's Grain. Their use of local grain is good for everyone. Shepard's Grain is made into bread and sold all over the Pacific Northwest, rewarding these dedicated farmers for their sustainable methods and local production. The bake house taps into a niche market in the bread industry, and consumers get a product that was grown and made in one area, saving on fuel costs and keeping the profits in their communities. Ask for Hearthbread Bake House or Shepard's Grain Bread at your local grocery store or for more information on Hearthbread Bake House, please visit their website at <http://www.hearthbreadbakehouse.com>.



Full Circle Farm, managed by Skeeter Lynch and Phil Gage and located in Princeton, Idaho, is certified organic by the Idaho State Department of Agriculture. They are committed to providing the highest quality eggs and the exceptional care of their birds. Full Circle Farm chicks and hens are fed 100% Certified Organic feed from day one and throughout their life. All poultry range freely on Certified Organic mixed grass pasture. Natural and herbal remedies maintain chick and hen health care. Eggs are gathered fresh daily, cleaned naturally by hand and packed in 100% recycled, reusable cartons. They are delivered fresh for optimum nutrition and taste. Full Circle Farm supports local and regional organic producers by purchasing their Certified Organic grain and distributing the grain to provide quality poultry feed for the Inland Northwest Region. Full Circle Farm also offers small farm equipment consulting, repair and fabrication, specializing in older farm tractors from 1930's, 40's and 50's. You can contact Skeeter and Phil at stratpath@moscow.com or 208.875.0857.

To Become a BFBL Partner, email sara@ruralroots.org

Updated partner information and BFBL applications are also found on our website.



John and Cathy McBeth have resided in Spokane County for the past thirty years, practicing organic gardening and ecologically conscious life ways with their family of four. In February of 2002, they bought and moved to their 75 acre farm on the outskirts of Waverly, Washington and named the farm Morning Glory Farm. Over time, they have transitioned some of their ground to organic and now have a 1/3 acre market garden and they operate a successful CSA program. John and Cathy are committed to farming without synthetic or artificial inputs, using crop rotation, compost, cover crops, and organic approved kelp and blood/bone meal minerals to feed both the soil and the plants. They also use biodynamic preparations to convert compost and cover crops to humus with minimal tillage. Morning Glory Farm products are direct marketed to local families to help create a system of food that is beneficial to the community, the environment and economically viable for the farm. You can reach Morning Glory Farm by phone at (509)283-2295 or by email at cathy_mcbeth@sisna.com.



The Kootenai County Farmers' Market, located in Hayden, Idaho, is a great place to buy from the grower, find one of a kind arts and crafts, listen to local music and meet with friends, under the shaded canopy of tall native pines. Come share a cup of coffee and wander the food court, find that unique perennial, and take home a beautiful hanging basket. There is much to be enjoyed at this local Farmers' Market. Chat with the farmer who grows the plants and produce, have your questions answered and feel good about supporting your local community. Every year the membership grows and changes. Their

Wednesday Market, which is held in the same location as the Saturday Market, features live entertainment and grows a little every year. This Market offers the community a mid-week opportunity to buy fresh from the farmer. The Kootenai County Farmers' Market is open during the season, every Saturday 8 am – 1:00 pm and every Wednesday 4:00 pm – 6:00 pm. Check out their website at <http://www.kootenaicountyfarmersmarket.com>.



Coeur d'Alene, ID's family-owned natural and organic food grocery, supporting organic and local growers. They carry a full line grocery with fresh produce, frozen meats, supplements, organic beer and wine with excellent customer service. Call them at 208.676.9730 to find out more



The Moscow Food COOP is a central gathering place in the community life of Moscow, ID. The COOP is committed to sustainability, in terms of its products, building infrastructure, employees and community. The store carries a wide range of sustainable and organic products, many from local producers and businesses. The deli uses organic and local products whenever possible. The COOP strives to provide its employees with living wages, including a benefits package for long term employees. The big news at the COOP is their upcoming move to a larger building, which will double the square footage. The construction for the new COOP is incorporating sustainable products such as waterless urinals and day time lighting contributed by solar light tubes. In addition, the COOP provides avenues for artists of all types to display their art and play their music. The Moscow Food COOP was the first Rural Roots Buy Fresh, Buy Local Partner, signing on in 2004 as a piloter for the campaign. You can check out the Moscow Food COOP at www.moscowfood.coop or by calling (208)882-8537.



Rocky Ridge Ranch

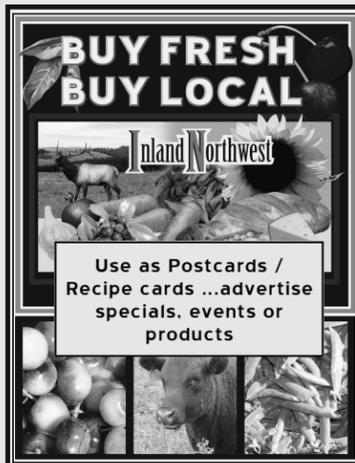
Rocky Ridge Ranch, owned by Gary Angell, is a small-diversified family operation located in the Inland Northwest just 30 miles west of Spokane, Washington. Gary supplies custom meat, poultry, garden fresh produce, and Gourmet Garlic for direct sale to friends and fellow community members. The farm uses sustainable and organic methods that improve the land and provide humane treatment and a healthy environment for the animals raised there. Gary's methods include crop diversity, crop rotations, and managed grazing. He believes these methods promote natural harmony on the farm. In addition to pasture, his animals are only fed natural grains, hay, and mineral supplements. Rocky Ridge Ranch never uses or feeds with chemicals, animal by-products, waste residues, or artificial growth stimulants such as hormones, steroids, antibiotics, etc. The fresh produce and garlic are grown in a family, hands-on garden using compost and manure from the farm. At Rocky Ridge Ranch, there are even bugs, worms, and weeds sharing the garden space. You can find Rocky Ridge Ranch on the internet at <http://www.rockyridgeranchspokane.com/>



Shepherd's Grain is the only locally milled, locally marketed grain in the Northwest. Grown and produced by Columbia Plateau Producers, this grain is a local product of teamwork and sustainable vision. In 2002, twelve farming families came together to form the Columbia Plateau Producers in Reardan, WA. Now Shepherd's Grain is available in stores throughout the Inland Northwest and is used by Hearthbread Bake House, a wholesale bakery in Spokane, Luna, a fine-dining restaurant in Spokane, and Hot Lips Pizza, in Portland. Shepherd's Grain is approved by Food Alliance because the Columbia Plateau Producers are committed to sustainability. The participating farmers use no-till seeding technology, which drills the seed into the ground, reducing soil erosion and water loss. In addition, participating farmers are active in the politics of sustainable food, serving on national committees and local seed associations and Soil Conservation District Boards. These farmers are committed to handing a quality farm down, not only to their children, but to their grandchildren and other descendants. Please see their website for more of their stories and to contact them directly, www.shepherdsgrain.com.

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Use as Postcards / Recipe cards ...advertise specials, events or products

Stickers and Bumper Stickers Also Available!

Window Clings and Bumper Stickers ...personalized with your contact information.



Stickers of the Buy Fresh Buy Local Label and Logo can be distributed or added to signs. The uses are endless!



Vertical Product Tag (Available in horizontal, vertical and extra wide.)

Produce/Product Tags in two sizes and three designs make it easy to identify local products right on the shelf. (You can laminate and use them again & again.)



Bookmarks... the back educates consumers on buying local

Boise Farm Tour

Continued from page 5...

own, reflective of the Erskine's love of the land. As we arrived on the farm, Clay introduced us to his wife, Josie, and one of their employee's, Tim, who were pressing fresh cider for our end-of-tour meal. As Clay leisurely took participants on a tour of the farm's greenhouses, hoop houses, raised beds of produce, and orchards, he explained the intensive methods used at Peaceful Belly to grow food for over 170 CSA members, the Capital City Farmer's Market each Saturday, and the Boise Consumer Co-Op, on just under four acres.

Returning to the farm's outdoor kitchen and produce-washing station, we were greeted with beautifully set tables complete with small, fragrant bouquets of flowers picked and arranged by Josie's mom just that morning. Filling the still air was the smell of simmering lamb stew (lamb provided by Janie Burns' Meadowlark Farm) and Split Pea and vegetable soup. Tour participants were called to the food table-by-table, loading up

on, in addition to soup and stew, a delicious and lovely salad made from Peaceful Belly produce, crusty locally-baked bread and the the highlight of the meal, a small jar of shortbread, which Josie encouraged us to top with fresh,



Clay Erskine of Peaceful Belly Farm talks to the crowd.

organic whipped cream and self-picked raspberries from the garden. As we ate, Tim serenaded us on guitar and auto harp making a special

meal all the more so.

Tour participants came not only from the northwest but around the world. Attending in the tour were several Somalian and Bosnian refugees who will soon begin small CSA farms on

land owned by Hewlett-Packard and adjacent to the HP campus in west Boise. As well, students from the University of Idaho and Ada County Extension's Sustainable Small Acreage Farming and Ranching (SSAFR) class took the tour to see up close the techniques they are learning about in class.

See page 4 for more details on this and other Cultivating Success Courses.

As we departed the bus at the

Ada County Extension Office, it was as clear as the blue skies overhead that the Boise Farm Tour had been a terrific success. Each person smiled and thanked the various organizers as they descended the bus's steps, saying they'd learned a great deal and had a lot of fun, too. Several, it appeared, also found the tour inspiring. I overheard two students from the SSAFR class talking excitedly with one saying, "Before today I wasn't entirely sure that farming would be the right life for me. After seeing those three farms, I can hardly wait to get my farm started."

The other student agreed. "I think I'm going to make the leap from my desk job to the field a lot sooner than I thought I would. These people showed me that I can do this."

Thanks to all the farmers, Beth Rasgorshek, Janie Burns, Clay and Josie Erskine and all of their helpers for welcoming us to their land and sharing their wisdom. We'll be back!





RURAL ROOTS MEMBER LIST

The members of this organization give energy and direction Rural Roots' programs and events. **Thank you for your support, and thanks especially to new members. We hope to meet and talk with each of you in Boise at the Annual Conference in February!**

- Jessie Alger, Spokane Tilth, Spokane, WA
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 Gary Angell, Rocky Ridge Ranch, Reardan, WA
 Barb Arnold, Nothing But Herbs, Hayden, ID
 Del & Bobby Baker, Baker's Acres, Nine Mile Falls, WA
 Bruce Baldwin, Palouse Grain Growers, Inc., Palouse, WA
 Del & Bobbie Baker, Baker's Acres, Nine Mile Falls, WA
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 Margaret Hall, Priest River, ID
 Brad Halter, Moscow, ID
 Bev & Harmony Hammons, Worley, ID
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 Melissa Lines, SkyLines Farm, Harvard, ID
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 Carol Mack, Pend Oreille Co Coop Extension, Newport, WA
 Craig & Sue Lani Madsen, Healing Hooves LLC, Edwall, WA
 Bill Magnetti, Paris Springs Farm, Paris, ID
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 Jim & Pat McGinty, Higher Ground Farm, Elk, WA
 Rhoderick & Barbara McIntosh, McIntosh Angus Ranch, Pullman, WA
 Mike & Elizabeth Medes, Rocky Fence Farm, Emmett, ID
 Susan & John Medlin, Boise, ID
 Lori Mefford, Seven Oaks Farm & Livestock, Central Point, OR
 Carl Melina, Lonchawk Farm, Moscow, ID
 Jill & Brian Meyer, Farm-to-Market Gourmet Take Out & North Fork Café, McCall, ID
 Jennifer Miller, Northwest Coalition for Alternatives to Pesticides, Boise, ID
 Lora Lea & Rick Mysterly, Quillisascut Cheese Company, Rice, WA
 Michael Robison & Dr. Denice Moffat, The Healing Center, Moscow, ID
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 Gary Queen, Rose Lake Elk Ranch, Cataldo, ID
 Beth Rasgorshek, Canyon Bounty Farm, Nampa, ID
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 Heather & Andrew Scott, The Fruit Cellar Roadside Stand, Blanchard, ID
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 Cinda Williams, University of Idaho, Moscow, ID
 Beth & Jeff Workman, Boise, ID
 Julia Parker & J.D. Wulffhorst, Mountain View Gardens, Moscow, ID
 Anna Wulfson Belt, Boise, ID
 Kristine Zakarison & Sheryl Hagen-Zakarison, Zakarison Partnership, Pullman, WA

DIGGING DEEPER:

Sustainable Ag Resources & Announcements



RURAL ROOTS VOLUNTEER OPPORTUNITIES!!

We would love to have your help with the following jobs:

- General Office Help including mailings and photo scanning (No experience needed, we will train you!)
- Website Editor
- Newsletter Editor
- Onsite Events Volunteer (Workshops, conferences, etc.)
- Newsletter article contributor

Please call the office at 208.883.3462 or email info@ruralroots.org to discuss opportunities!

New UI and WSU Small Farms Website Addresses!

Now find the same great information about INW farming at two new, easy to remember addresses:
www.smallfarms.wsu.edu
www.smallfarms.ag.uidaho.edu



New Drip Irrigation Information from Carol Miles

Carol Miles has just completed a new page on Drip Irrigation that has just been added to the WSU Small Farm Web Site. The web page is at <http://smallfarms.wsu.edu/crops/driplrrigation.html>.

New SARE Publications Website

To better help producers, researchers, and educators quickly and easily order publications featuring cutting-edge SARE research, SAN has created a new, streamlined ordering system. SAN publications will continue to be available online at www.sare.org/publications. To purchase books or request bulletins by mail, phone, or fax, please use the following contact information:
 Sustainable Agriculture Network
 PO Box 753
 Waldorf, MD 20604-0753
 Phone: (301) 374-9696 Fax: (301) 843-0159
 please call 301/504-5411.

Free WA Guide to Direct Marketing Book!

To help farmers who want to enter this growing market, the Washington State Department of Agriculture (WSDA) has updated its guide to direct farm marketing.

Commonly called The Green Book, for its green cover, the 116-page handbook provides regulatory and marketing advice for farmers interested in selling at farmers markets and roadside stands or directly to local consumers, grocery stores, cafeterias and restaurants in Washington State.

To get a free copy of The Green Book, send your address via e-mail to smallfarms@agr.wa.gov, phone Sanger at (360) 902-2057, or download it from the Internet at <http://www.agr.wa.gov/Marketing/SmallFarm/greenbook.htm>.

Free 2005 SARE Highlights

Before adopting promising new agricultural strategies such as diversified, profitable crop rotations, innovative pest management measures, or raising meat for unique markets producers want evidence of success. That's why the *2005 SARE Highlights*, a new 16-page SARE publication features a dozen practical, profit-enhancing ideas that have been researched and tested at universities and on farms and ranches. The 2005 report is the latest of a series of publications that shine a light on some of the most creative research funded by SARE.

For a free copy, go to www.sare.org/publications/highlights.htm or contact san_assoc@sare.org or call (301) 504-5411.

Online Organic Survey

The WSU Center for Sustaining Agriculture and Natural Resources (CSANR) invites you to participate in a web survey to evaluate consumer reaction to organic food products in Oregon and Washington. To access the survey, please go to <https://surveys.ksu.edu/Survey/takeSurvey.do?offeringId=40760>. The survey takes approximately 10 minutes to complete.

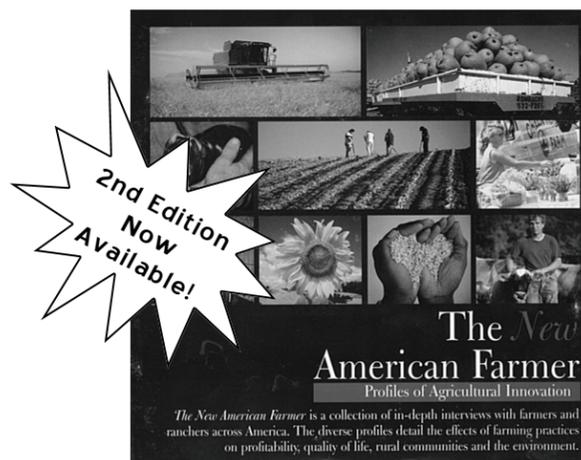
Save the Date!

2006 National SARE Conference
 Aug. 15-17, 2006 in Oconomowoc, Wisconsin

CHECK OUT THE NEW LOGO FOR RURAL ROOTS:



OUR NEW LOGO, DESIGNED BY ARIEL SPAETH-AGENBROAD, CAPTURES THE ESSENCE OF RURAL ROOTS' NEW MISSION (SEE PAGE 15). LOOK FOR CHANGES IN OUR WEBSITE TO REFLECT THIS NEW LOOK AS WELL!



Get The New American Farmer 1st Edition on CD. Free copies are available to Rural Roots Members. Contact Rural Roots' office to have them sent to you. The second edition is now available from SARE at www.sare.org/publications



Discover how the American West is immersed in a transformation of its food, health and community ... and the reasons behind its disconnect from the global food model

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INLAND NORTHWEST FOOD AND FARMING CALENDAR



Farm To School

Continued from page 3...
 fall, there should be a clear plan laid out for a farm-to-school program; product availability for direct purchase will be identified, perceived barriers and opportunities for the program will be analyzed, and recommendations for successful implementation will be outlined. If you are interested in learning more about this project and/or getting involved, please contact me at jennifer@ruralroots.org or by phone at the Rural Roots office at 208-883-3462. I'm generally in the office Tuesday and Thursday afternoons.



Sustainable Small Farms

RESOURCE FAIR

Friday, November 4
 11:00 am—2:00 pm
 Ag Sciences Building,
 Biotech Court
 University of Idaho
 Campus

Please join us in welcoming representatives from numerous agencies, organizations and groups with resources to offer the present or future small acreage producer.

Complimentary locally grown refreshments will be provided.

For more information contact Cinda Williams: 208-885-7499 or visit www.SmallFarms.ag.uidaho.edu



October

Spokane Falls Community College Sustainability Fair, Spokane, WA

October 11, Tuesday, from 11:30-1:00 p.m. in front of SFCC library
 An opportunity for people to experience and interact with some of Spokane's organizations that support and foster environmental awareness.

Small and Organic Farms Conference, Fairfield, ID

October 13, Thursday. Contact Cindy Kinder, ckinder@uidaho.edu
 Focusing on organic production and limited size farming enterprises. Organic certification available. You can also call Camas County Extension at 208.764.2330.

Northern Rockies Bioneers Conference, Bozeman, MT

October 14-16. Emerson Cultural Center, Bozeman, MT beginning at 5pm
 Bioneers are biological pioneers who are working with nature to heal nature and ourselves. Come join us to talk about many aspects of our collective vision. See the www.porterhouseproductions.com for more details.

Women in Sustainable Agriculture Conference, Burlington, VT

October 21-23. To honor the role of women in agriculture, to celebrate the power of women's networks to create change and to plant the seeds for future work. Check out the website for further details:
<http://www.uvm.edu/wagn/womeninag.html>

Quillasacut Cheese Organic Farm Walk, Rice, WA

October 24. 8am—noon. Tour this artisan cheese farm and farm school designed to train cooks how food is grown, harvested, and produced. \$10 for Tilth Producers members; \$15 for non-members. Call Tilth Producers at (206) 442-7620 or email nancy@tilthproducers.org to register.

Inland Northwest Restoration Conference, Pullman, WA

October 28-30. Washington State University, see website at www.okanogan1.com/restore or For more information, and to register, contact Berta Youtie 541-447-8166 or Michael Pilarski 509-997-9200.

November

Spokane Sustainable Small Farming and Ranching Course, Spokane, WA

Begins November 3. Offered by the Cultivating Success Program. Contact Theresa Beaver at tbeaver@uidaho.edu or 208.885.7787 for more information or to register for the course.

Sustainable Small Farms Resource Fair, Moscow, ID

November 4, University of Idaho Campus. See side ad and/or contact Cinda Williams at 208.885.7499 for more details.

NE Oregon Farm Direct Marketing Conference, La Grande, OR

November 5. 9:30am to 4:15pm. Eastern Oregon University Campus. Sponsored by Oregon Rural Action. Walk-ins Welcome, but to pre-register, contact Julie Keniry at Oregon Rural Action at 541-975-2411 or e-mail julie@oraction.org. Hear about marketing, pesticide alternatives, slow food, and the Buy Fresh, Buy Local campaign

Tilth Producers of Washington Annual Conference, Wenatchee, WA

Tilth Tells All: Techniques for Sustainable Farming & Marketing

November 11-13. Wenatchee Convention Center & Coast Wenatchee Center Hotel. See the website for details:
<http://www.tilthproducers.org/conference.htm>
 For more information, contact Nancy Allen at the Tilth Producers Office: 206-442-7620 or at nancy@tilthproducers.org

Northern Regional Risk Management Agency Conference, Billings, MT

November 15&16. Holiday Inn Grand Montana. Join us for a two-day conference to address regional marketing issues, production crop and ranch programs, legal liabilities, family & labor issues, food safety & security, business planning, and more. For more information, please contact: Jo Lynne Seuffer, jo.lynne.seuffer@rma.usda.gov - (509)353-2147

December

Direct Marketing Workshop, Twin Falls, ID

Topics to be covered include direct marketing strategies, farm financial planning, using crop insurance as a risk management tool and assessing the marketing potential of your product.
 Call Rural Roots, 208.883.3462 for more information.

Inland Northwest Farmer-Chef Connection, Spokane, WA

December 5, Spokane Athletic Club, 9 am - 2:30 pm
 Contact Debra Sohm Lawson, Director of Food & Farm Market Connections Ecotrust at dsohm@ecotrust.org for more information.



INLAND NORTHWEST FOOD AND FARMING CALENDAR

January

Living on the Land Course, Ada, Elmore, Owyhee Counties

January 9– May 15, 2006. This course is specifically aimed at the small acreage property owner who has purchased property not as a source of annual income, but as a way of life. Participants will learn how to prioritize what needs to be done on their land. For more information, contact Stephanie Etter, Caldwell, 208.459.6003 or Scott Jensen, Marsing, 208.896.4104 or Kevin Laughlin, Boise, 208.377.2107.

Seed Biology Short Course, Troutdale, OR

January 10. McMenamins Edgefield. This course will cover topics relating to seed quality such as flower induction and development, pollination biology, seed development, seed maturation and post harvest seed physiology. The class will be an excellent opportunity for farmers and seed professionals to better understand how seed biology is related to seed quality. Email info@seedalliance.org for more details.

Fourth Biennial Organic Seed Growers Conference, Troutdale, OR

January 11&12, McMenamins Edgefield in Troutdale, Oregon. The 2006 conference theme is "Seed Quality". Sessions will address a variety of topics from Biodynamic seed production to seed economics, from disease issues in seed crops to different breeding focuses. Refer to the website for details:

<http://www.seedalliance.org/index.php?page=Seed-Growers-Conference>

Developing Your Food Product Idea, Caldwell, ID

January 14, 21, and 28. Caldwell Small Business Development Center. If you're interested in developing a value-added product, get registered for these classes held at the Specialty Foods Processing Facility by contact ing Jim Toomey, 208.455.9650.

February

Rural Roots 2006 Conference Events, February 2-5, 2006, Boise, ID

Weed Management Super Seminar, Boise, ID

February 2. Ada County Extension Office. Weed Management for small acreages. A no-host dinner will follow. For more information, contact Kevin Laughlin, Ada County Extension, at 208.377.2107 or at laughlin@uidaho.edu

Season Extension Methods Field Trip, Boise, ID

February 2. Selected locations in Ada County. See what two local farmers are doing to extend their growing and marketing season in the Treasure Valley. Contact Colette DePhelps, Rural Roots, 208.883.3462

Developing and Enhancing Farmers' Markets, Boise, ID

February 3. The Basque Center, Downtown Boise. Co-hosts National Farmers' Market Coalition and the North American Farm Direct Marketing Association (NAFDMA), in collaboration with Rural Roots and UI Extension, present this workshop with a focus on developing and enhancing farmers' markets. Contact Colette DePhelps, 208.883.3462.

Reclaiming Local Food and Farms Conference, Boise, ID

February 4&5. The Basque Center, Downtown Boise. Producers, educators and the general public are invited to attend this conference which will focus on the role of sustainable agriculture in our region and education the public about the importance of locally produced food in the life and health of our communities. Keynote speakers include Michael Ablemann and John Pitney. Please contact Cinda Williams, University of Idaho, 208.885.7499 or Colette DePhelps, Rural Roots, 208.883.3462.

Washington Farmers' Market Conference, Puyallup, WA

February 25-27. Presented by Washington State Farmers Market Association & WSU Small Farms Program. Please see the website for more details: www.wafarmersmarkets.com

NEXT ISSUE OF BRINGING HOME THE HARVEST!

Watch for the following stories in the winter newsletter:

2006 Board of Directors Election Results



Northwest Direct Case Studies: Get the Dirt on Northwest Farmers



Farm to School Survey Results from McCall, Idaho and MOSS Outdoor Science School



2006 Buying Guide Information and Application



NE Oregon Farm Direct Marketing Conference



New Buy Fresh, Buy Local Partner Profiles

INLAND NORTHWEST
RESTORATION
CONFERENCE
OCTOBER 28-30, 2005
WASHINGTON STATE UNIVERSITY



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Economic Viability
in Local Communities

www.okanogan1.com/restora

RURAL ROOTS: WHO WE ARE

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Buy Fresh. Buy Local is an Inland Northwest campaign to support local, sustainable farming and to educate consumers about the importance of choosing food grown locally and sustainably.

When you see this label on your food, you know that buying it:

- Provides high-quality fresh food to you and your family
- Strengthens your local economy
- Protects the environment
- Protects your family's health

BUY FRESH, BUY LOCAL TODAY!

BOARD OF DIRECTORS



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RURAL ROOTS CALLS FOR NEW BOARD OF DIRECTORS!



IT'S TIME TO BID A FOND FAREWELL TO SOME OF OUR DEDICATED BOARD THIS WINTER AND WE ARE LOOKING FOR ENTHUSIASTIC PEOPLE TO LEAD THE WAY INTO NEW, EXCITING PROGRAMS AND EVENTS!

PLEASE CALL RURAL ROOTS TO NOMINATE YOURSELF, OR SOMEONE YOU KNOW, TO SERVE.

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 and family farmers, ranchers, market gardeners and food-based businesses. All of our community members have access to affordable, culturally acceptable, and high quality local food and fiber. The good health of the people in the region mirrors the good health of the land.

MISSION STATEMENT

Rural Roots mission is to support and enhance sustainable and organic agriculture and community-based food systems in the Inland Northwest.

As a regional non-profit organization, Rural Roots works to increase the ability of community members to engage in sustainable production for home and market. We understand that local food and agriculture contribute to our sense of community and are 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 food and farming enterprises that are locally-owned and operated.
- Encourage and support sustainable agriculture practices including rotational grazing, organic, and bio-dynamic methods.
- Enhance the economic viability of Inland Northwest small acreage and family 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.
- Develop relationships and increase collaboration between the sustainable and organic agriculture community and agriculture and economic development institutions.
- Promote a culture of safe and healthful food available to all.

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



RURAL ROOTS MEMBERSHIP BENEFITS

- Information & discounts on Rural Roots conferences, tours, workshops, & other food & farming events
- "Bringing Home the Harvest", Rural Roots' 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)
- Lifetime Membership is also available:
- \$250 Individual
 - \$350 Family / Farm / Ranch (includes up to 2 people)
 - \$600 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

Rural Roots 2006 Annual
Conference: Reclaiming Our
Local Food



Boise Fall Farm Tour:
A Success



New Farm to School Project



Spotlight on New Buy Fresh,
Buy Local Partners

