



# RURAL ROOTS

## BRINGING HOME THE HARVEST

Winter 2006

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### Farmers Share Expertise and World-view through the Northwest Direct Farmer Case Studies

By Karen Faunce

Writer, Northwest Direct Case Studies Team

In 2001, Rural Roots, Inc., the University of Idaho, Washington State University, and Oregon State University partnered in a USDA Initiative for Future Agriculture and Food Systems project called Northwest Direct: Improving Markets for Small Farms. One component of this ambitious effort was located in Idaho, Oregon and Washington.

The size of the operations included in the project varies from 2.5 to 400 production acres. The sales income of the different operations varies by hundreds of thousands of dollars. The men and women operating these farms grow a wide range of produce and livestock, and sell through several different direct, semi-direct, and wholesale avenues. All of the growers in the study use sustainable production methods.

In this article, we have a brief description of each of the 12 case study farms. We hope you'll visit our website to access the full case studies. Any feedback you have on the studies and/or their usefulness to you would be greatly appreciated. Email us at [info@ruralroots.org](mailto:info@ruralroots.org)

Janie Burns farms on 9.5 acres of Certified Organic land near Nampa, Idaho. At Meadowlark Farm, she raises lamb, poultry, eggs, and vegetables for sale at area farmers' markets and through other direct sales avenues. She advises farmers who direct market their products that, "It is essential to have a farm identity."



She coordinates with other growers to market organically and sustainably grown prod-



A lamb on Meadowlark Farm

ucts in the region. Burns also devotes time to educational outreach by participating in workshops, and serves on boards and advisory committees. Her vision for southern Idaho includes a local food source for organically grown meats and produce that provides economic viability for area farmers and healthy food for the citizens of the region. She says, "I would never want to use fear as a method for selling anything, but I think that the time is right to start emphasizing the food security aspect of having a local food base." She values the quality of life offered by farming and believes that she is contributing to the overall health of her community by doing what she does. "I'm helping do my part for making a better world," she states.

Mike and Marie Heath, of M&M Heath Farms, share Janie Burns' enthusiasm for developing a local market for sustainably grown products in southern Idaho. Burns and Mike Heath both belong to the Idaho Organic Cooperative, which endeavors to share in the production and marketing of organic products, in order to make farming more



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profitable and create a healthy local food source for people in the region. Heath says, "I like to think that I contribute to the sustainability of our small community." Heath has over 400 acres in organic production, and markets his products through direct sales avenues, as well as to distributors and processors. He has one of the oldest organic farms in the state, having received his certification in the early 1980's. His eyes were opened to sustainable production after a trip to Asia, where he saw the enormous damage to the beneficial insect population that was wrought by chemical pesticide use. Heath's potato, squash, beans, alfalfa, hay, barley, market vegetables and meat animals are grown with the health of his land in mind, and marketed as locally as possible. "I think it's silly to be putting 1500 miles on food. When I was overseas, (I saw) how vulnerable this nation is when it comes to food security. We are so totally dependent on diesel to feed 98% of the population....I would like to at least let people around here (eat locally,)" says Mike Heath.

Stan Urmann, the Blueberry Man, provides delicious locally  
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### Annual Conference

We hope to see you were able to attend the Annual Rural Roots Conference February 2<sup>nd</sup>- 5<sup>th</sup>! This conference included the only Farmers' Market Coalition Farmers' Market Workshop in the west this year on Friday, February 3<sup>rd</sup>. Also, two pre-conference events were offered on Thursday, February 2<sup>nd</sup>: a Season Extension Workshop and a Super Weed Seminar. Each event presented invaluable tools for preparation for the 2006 growing season.

Look for highlights of these events on our online conference page at [www.ruralroots.org](http://www.ruralroots.org).

In the next issue of Bringing Home the Harvest, watch for articles from Board Members and staff to highlight the important ideas, skills and lessons discussed at the Annual Conference and associated events. In this issue, we wanted to give you a taste of the con-

*Continued on page 2...*



*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.

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Deadline for Next Issue:  
March 17, 2006

Cover photo: Board Member, Beth Rasgorshek, talking about seed saving at Canyon Bounty Farm, in Nampa, ID. Taken September 2005.



## A Word From the Executive Director

By Colette DePhelps  
Executive Director

2006 promises to be an exciting and creative year for Rural Roots! We kicked off the New Year with a fantastic retreat with Rural Roots' new Board of Directors (page 6). This fabulous group of farmers and food enthusiasts spent one and a half days getting to know one another, learning about their roles and responsibilities as Board members, reviewing and revising Rural Roots mission, goals and programs and identifying priority issues for Rural Roots to work on over the next couple of years.

In the office, we have been busy working on finishing up the Northwest Direct farm marketing case studies (page 1), preparing for Rural Roots annual conference in Boise, and planning 12 farmer focus sessions around Rural Roots' region to learn what types of hands-on educational opportunities beginning farmers would like to see offered in our region and what types of opportunities and mentoring experienced farmers can offer (page 14).

A little farther south, in the Treasure Valley, our Boise

Conference Planning team has been meeting regularly for months planning and organizing this year's conference and annual meeting. They are an extraordinary group of people and we appreciate so much all they have done to make this year's conference an event to remember! Thank you Janie, Beth, Mary, Jan, Dan, Jennifer, Karen and Clay!! Also, special thanks to our conference co-sponsors the Capital City Public Market, University of Idaho Extension, Farmers' Market Coalition, Idaho State Department of Agriculture, Northwest Coalition for Alternatives to Pesticides and the Land Trust of Treasure Valley. Working with you all has been a great experience!!

Sara has updated the application for listing in Rural Roots' local foods directory, the *2006 Farm Fresh Buying Guide*, and will be sending out reminders about updating or submitting new directory listings to Rural Roots' farm/ranch and business members mid-February. Listing in the Guide is a benefit of membership, so, if you have been thinking of joining or wanting to list your farm, ranch or ag related business in the Guide, now is the time act! A membership form can

be found on page 23 and the Buying Guide application on page 17.

We are also preparing for a change in office staffing over the next few months. Toby and I are expecting the birth of our second child around February 24<sup>th</sup> (give or take a week, or two...you know how that is), and I will be going on maternity leave starting February 15<sup>th</sup> (though some of the Board members are betting it will be sooner). Forest, our 5 ½ year old, is incredibly excited to be a big brother and we are all looking forward to having a lot of family time together this spring and summer.

During my leave, Sara, with the help of Stacy, Jennifer and Rural Roots' Board of Directors, will be taking care of the office, answering phone and email inquiries and making sure our many programs and activities are running smoothly. I am sure they will do a great job in my absence! So, if you need something, please don't hesitate to call the office 208-883-3462 or email the staff  
sara@ruralroots.org,  
stacy@ruralroots.org, or  
jennifer@ruralroots.org.



## Reclaiming Our Local Food and Farms Conference

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ference by bringing you some words from one of our keynote speakers, Michael Ableman. Reprinted here, with permission from *The Sun* magazine, is an interview done in June 2003 with Michael Ableman, writer, traveler, educator and organic gardener.

by Arnie Cooper  
*The Sun Magazine*,  
June 2003

Cutting into a vine-ripened ambrosia melon on a cloudless summer day, Michael Ableman beams. He is about to finish yet another tour of his twelve-and-a-half-acre farm, Fairview Gardens, as he often does: with a taste. The group of Malaysian government officials who are taking the tour thought they were going to learn about modern agricultural techniques. Instead they are leaving with a vision of how to feed people using small farms and traditional methods that have been around for thousands of years. Ending with the melon is part of Ableman's unique

## EARTHLY DELIGHTS

Cultivating A New Agricultural Revolution:  
An Interview With Michael Ableman

ARNIE COOPER

activist strategy. Far more powerful than the harangue, he says, is the taste — a delicious sensory experience that speaks volumes.

As executive director of the Center for Urban Agriculture at Fairview Gardens in Goleta, California, Ableman is an expert at extolling the benefits of small-scale community farms and gardens. Small farms, Ableman says, are fifteen to twenty times more productive than their large-scale counterparts. They can yield a greater variety of produce and are closer to the consumer, eliminating the costs of interstate transportation. Even more important, he says, "grower and eater can meet face to face. I

can explain why the melons are late, how we keep our asparagus white, and the best way to prepare green garlic. They can tell me how they liked last week's potatoes, what's growing in their gardens at home, and their favorite recipe for butternut squash. Knowing something of each other's lives makes for a real exchange and brings humanity and responsibility back into the food system."

Ableman didn't originally set out to become a farmer; he wanted to be a photographer. But in 1972, before he came to Fairview, he joined an agrarian commune in a high-desert valley east of Ojai, California. Though only

## Reclaiming Our Food Conference and An Interview with Michael Ableman, Keynote Speaker at the Conference

eighteen years old, he was made responsible for the management of a hundred acres of pear and apple orchards and a crew of thirty people. "It was repetitive work," he says, "but at the end of each day, instead of feeling as if I had been chained to some mind-numbing drudgery, I felt as if I had attended an all-day party."

Next came a stint developing and managing a nursery that raised avocado and citrus trees on the coast north of Santa Barbara. "This was a point in my life when I was wondering what one could possibly do to support oneself without sucking the life out of the world. Farming just seemed to keep coming back to me. It met my need for a livelihood, a platform, and a way to serve my community and the earth." Ableman then took a job grafting orange trees at Fairview Gardens in 1981. When the former manager left, Ableman was asked to "farm-sit." He ended up staying for more than twenty years.

Although Fairview Gardens is considered one of the oldest organic farms in southern California, Ableman believes the meaning of the word **organic** has been lost. He prefers to call his methods "beyond organic," a phrase that served as the title for the PBS documentary about the fight to save Fairview Gardens. Ableman tells that story himself in his book **On Good Land** (Chronicle Books, 1998).

Founded in 1895, Fairview Gardens once stretched from the foothills of the Santa Ynez Mountains all the way to the ocean. By the time Ableman began working there, it was a postage stamp of green surrounded by endless suburban tract homes. Real-estate development would have done away with the farm completely, but in 1994 Ableman launched a campaign to save it. He formed a nonprofit organization, and within a year he and the local community had raised a million dollars to buy the farm from its owners.

Ableman never gave up on his lifelong interest in photography, and in 1983, while he was traveling through China on his way to the Himalayas, his two life paths converged. Cresting a hill, Ableman came upon a vast network of small fields of vegetables surrounded by waterways and paths. Each field was worked by a family,



with several generations hoeing and planting side by side. "I found myself photographing like crazy," Ableman says. He was even more amazed when he learned that these fertile, productive farms had been there for more than four thousand years.

That experience set the stage for ten years of winter trips to explore, photograph, and meet with the residents of traditional farming communities, not only in China, but also in Africa, Europe, South America, and in Arizona, with the Hopi Indians. Ableman's travels served as the inspiration for his first book, **From the Good Earth** (Abrams, 1993). They also helped to inform what he refers to as the "art and craft" of farming as it is now practiced at Fairview Gardens.

Today Fairview Gardens employs about two dozen people and helps feed more than five hundred families through its community-supported agriculture (CSA) program, an on-site retail store, and local farmers' markets. Anyone can take a workshop, a tour, or a cooking or gardening class. The center also offers outreach programs and consultation to schools and communities nationwide.

These days, Ableman is busy farming a small piece of land on Salt Spring Island, British Columbia, Canada, and working on a new book, **The Hands That Feed Us**, about small-farming successes around the country. We spoke in his old living room at Fairview's farmhouse, where he still spends a good bit of his time, spreading the word about the growing agricultural revolution he helped to start.



MICHAEL ABLEMAN

WWW.FIELDISOFPLENTY.COM

**Cooper:** You say we've become disconnected from the procuring and consuming of food. How did we let this happen?

**Ableman:** You really don't have to look back very far in this country — just a couple of generations — to see that we were once a society based on agrarian principles. Thomas Jefferson put forth the idea that the health of a democracy was inextricably connected to the health of its agriculture. The society that he envisioned was one in which every family had its own agricultural holding. That has all but disappeared, and the reasons for it are both simple and complex.

We came out of World Wars I and II with some new technologies that became the basis for the industrial agricultural machine. The "green revolution," which proposed to solve the problem of world hunger through the use of hybrid seeds and chemical fertilizers and pesticides, was probably based on good intentions, but the means its founders chose to achieve their goal had serious flaws. After the Second World War, nitrate factories that had been set up to build bombs were converted to fertilizer production; hybrid seeds were introduced, tripling yields; and new tractor technology was brought forth. At first, all of the changes appeared miraculous, but the ultimate result of this industrialization was that people were no longer necessary to do the work

of food production. They were freed from what was viewed as a form of drudgery.

**Cooper:** So what's wrong with the industrialization of agriculture? Most people still do see farm work as drudgery.

**Ableman:** Industrialization resulted in reduced quality and safety of food, degradation and depletion of soil and water, and a whole range of cultural and social ills tied to our disconnection from the land and from nature. I'm not suggesting that somehow, before the industrialization of our food system, everything was wonderful. But it wasn't all drudgery, either. What many of us are now doing on small organic farms is incorporating innovative techniques and ideas and creating a sense that farming is not a lowly job but an honorable profession, an art, a craft. This new generation of farmers are artisans. We're not only changing the way people eat: we're shifting the value they place on the land and on the people who grow their food.

**Cooper:** Why didn't people question the industrialization of agriculture at the time?

**Ableman:** I don't think the drawbacks were readily apparent, and government and corporations pushed hard for industrialization. The new technology merged with the "get big or get out" message of U.S. secretary of agriculture Earl Butz in the sixties and early seventies. Government policies sped the

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Organic Potatoes from M&M Heath Farms

population....I would like to at least let people around here (eat locally.)" says Mike Heath.



Stan Urmann, the Blueberry Man, provides delicious locally grown berries to the northern Idaho community around La-

Clede. Urmann has 4000 berry bushes on 8 acres. At Riley Creek Blueberry Farm, one can bring the family to pick berries, or buy pre-picked berries and value added products. Urmann also sells through local farmers' markets, where his farm receives attention, and where he gains name recognition to promote his on-farm sales. He also sells to local retail stores to round out his marketing avenues. Urmann says, "One of the difficulties with small farms and marketing is that a small farmer can grow a wonderful product but then they don't have the marketing or people skills." Urmann has gradually eliminated the use of chemical pesticides and now grows his berries naturally. He says, "We want to be as sustainable as possible, both financially and by creating a good situation for our land."



Urmann's blueberry plants

"Sell the best, and compost the rest!" Diane Green advises new farmers in her on-farm workshops, speaking engagements and publications. Green and her husband, Thom Sadoski raise 2.5 acres of Certified Organic vegetables, herbs, and flowers for variety of markets in northern Idaho. Greentree Naturals farm is well known in the area thanks to Green's high quality products, and her keen ability to sell what she grows. She believes that growing a variety of products



that are in high demand, and selling them through diverse marketing avenues, allows her to get premium prices and keep the farm economically viable. "My grandmother told me

to never put all your eggs in one basket. This holds true for all aspects of marketing. For the small acreage farmer to succeed, we need to be diversified!" She offers on-farm tours and brunches, she serves on boards and councils, and speaks at conferences. She knows that farmers who grow a good product must still be educated in marketing that product. It is her passion and calling to promote high quality local organic food, and she pours an enormous amount of creative energy into this cause.



Greentree Natural's attractive display



Aaron Silverman, of Creative Growers Farm near Noti, Oregon, has a similar emphasis on quality in all of his enterprises. Silverman produces sustainably grown vegetables, herbs and poultry on his 22.5 acre farm. "We bought this property with the idea of marketing to restaurants," Silverman told the NW Direct interview team. His marketing and production skills make him a real success story in sustainable farming in the Pacific Northwest. Silverman markets his vegetables and herbs to restaurants and retail outlets through Creative Growers farm. Through Greener Pastures Poultry, Silverman's poultry business, he processes and sells his chicken through farmers' markets and to area groceries, butchers and restaurants. He relies on relationship marketing and emphasizes high quality and customer service, in order to receive a premium price for a premium product. Silverman says, "It's a high priority in all of our (enterprises) that the interactions with customers be seamless and perfect."



Silverman's Brochure



Jim Fields is a people person. He loves growing good food, and feeding his family, friends and neighbors, which he says is "a wonderful thing." Fields farms ten acres in a developing residential neighborhood in Bend, Oregon. He sells Oregon Tilth Certified organic produce to people who value a locally grown, fresh product, at the Bend Farmer's Market, to area grocery stores and restau-

rants, and through his CSA subscription service. He and his wife, Debbie, raised their three children on the farm. Fields says, "It was part of our values to have a farmstead." The Fields family lives frugally, eating off the farm, and emphasizing quality of life over bottom line profit. "Dollars don't tell the whole story," says Fields.



Greens grown in one of Fields' tunnels

Karen Black and Robert Plamondon left the fast paced high tech life they were living in Silicon Valley to begin anew on 37 acres outside of Blodgett Oregon. The farmers purchased Norton Creek Farm in 1995 and began raising pastured poultry and eggs for sale at area retail stores and at the farmers' market. Black and Plamondon adopted the Petaluma system of pasture production, and now raise chickens, turkeys, goats, and pigs. The meat birds are processed on site at their "Poultry Processing Palace." They are able to get premium prices for their custom butchered animals, and their eggs fetch a nice price at area grocers. Plamondon also publishes books on raising pastured animals, and maintains an entertaining and informative website. Plamondon writes in one of his publications, "While the general trend in agriculture is toward



the use of 100% confinement for livestock... we've found that pasturing adds quality while making farming simpler and environmentally friendly....All our livestock can get real



Pastured animals on Norton Creek Farm

value from a diet that includes pasture plants. Perhaps most importantly, the addition of fresh green plants to the diet adds quite a bit of flavor to the meat and eggs, while the lack of crowding makes the health problems uncommon. Besides, it's more fun this way."

Sam Asai and his family have been orchardists for generations. Asai raises cherries, pears and apples on 80 acres in Oregon. He and his son sell fruit

through commercial avenues, as well as through direct markets. The prices he receives



through his direct marketing to fruitstands, farmers' markets and groceries are far better than through his sales to distributors, but the time necessary to market directly is challenging for the Asai family. Asai admits that "farming is a tough business." The fluctuations in market value for his fruit, as well as the risk to crops from weather make profitability unpredictable. Asai perseveres through the use of integrated pest management to protect the health of his land, and through continually diversifying his crop production and marketing avenues. Asai says, "I believe the combination of our commercial operation and our direct market(ing) is how we intend to keep the farm in the family for the fourth generation."



Cherries from Ace High Orchards



Henning Sehmsdorf and Elizabeth Simpson also have long-term goals in mind. They have been farming biodynamically on Lopez Island, Washington since 1970, and have a 50 year business plan in place. S&S Homestead comprises 50 acres of rich Pacific coast farmland, some owned, some leased for grazing. Sehmsdorf and Simpson promote their products and farming philosophy through an appealing acronym, FLOSS, which stands for Fresh, Local, Organic, Seasonal, and Sustainable. The farmers are driven by their values and philosophy to create a healthful lifestyle for themselves and their community. The farm is self-sustaining, both fiscally and environmentally, meaning that Sehmsdorf is able to make the rare statement that, "The farm provides us with food, shelter, all our needs. And we can pay for everything from transportation to health care, to taxes, all from the farm income." Due to this success, Sehmsdorf and Simpson are able to use their resources for educating people, and for the promotion of local food systems. They offer internships and coordinate with area universities to do research and teach a new generation of farmers about sustainable production methods. Sehmsdorf says, "...our economic goals are integrated with life values. As a matter of fact, we have defined profit as a tool not a goal...We have certain ways to measure



Cold frames protect succulent greens in winter on S&H Homestead.

whether we're succeeding or not. Profitability is one of them. Another one is environmental soundness. And I also like to think that we are concerned about questions of social responsibility and justice." Elizabeth Simpson concurs, saying, "What Henning is trying to do is redefine economics, in different terms."

Dave Hedlin and Serena Campbell agree that living by one's values is important. Hedlin told the Northwest Direct interview team that, "Serena and I are trying to figure out how to make a



A large greenhouse provides shelter for hundreds of tomato plants on Hedlin Farms.

living without losing track of who we are. We like being farmers. We like producing food for people that is good for them." Hedlin and Campbell have been raising a variety of crops on the 400 acre family farm in the Skagit Valley of Washington since 1974. The farm carries Organic and Food Alliance certifications. The farmers grow field crops, greenhouse crops, and a variety of produce in their market garden. They also grow Christmas trees and poinsettias, have a mail-order dahlia service, and carry contracts with the seed industry to ensure year round income. They direct market their products through a variety of avenues including produce stands, farmers' markets, and restaurants. Hedlin says this diversity of production and markets is crucial to his farm's survival. He adds, "Fifty years



ago you could ride a good idea for a lifetime, now it is good for about two years. I think change is inevitable, as is the evolution of this farm. **Being flexible and ready to change is critical.**" Hedlin and Campbell also give their time and expertise to community organizations. By using their resources and

knowledge in this way, they help protect the land and their livelihood.



Wade Bennett, a Washington grower, also believes that a farmer "has got to be involved- otherwise you're letting someone else control your destiny."

Wade and Judy Bennett have been farming their 40 acres near Enumclaw since 1992, marketing through a variety of avenues, and staying involved in their community. Bennett says, "I'm not the world's best grower, but I am the world's best marketer." Bennett direct markets his specialty crops of Asian fruits and vegetables through farmers' markets, restaurants, Asian grocery stores, produce stands and through a CSA subscription service. Bennett's motto is "Top quality, on time, when promised, every time." This emphasis on delivering a premium product and providing premium customer service, allows Bennett to receive a premium price for his goods. He knows the importance of advertising and brand identity, and told the interview team, "It's important to be known and be branded for the products you produce...So, we've gone out of our way to make sure that we're known for doing exotic, fun and exciting edible products- and only the best." Plus, he knows that he must stay flexible in order to remain profitable. In 2003, when pear prices bottomed out, Bennett began juicing his pears, adding raspberries, and selling the juice at farmers' markets for \$8.50 per half gallon. Bennett says, "If we ever sit back on our laurels and stop evolving, we're going out of business."



Rockridge Farm's Pear Orchard



Hilario Alvarez bought 20 acres outside of Mabton, Washington in 1988, and since then has expanded his operation to 120 acres. Alvarez

also believes that offering a diversity of products is important to the survival of his family farm. He grows over 200 varieties of Certified Organic fruits and vegetables for sale through farmers' markets and a CSA subscription service. Alvarez Farm is a family run operation, and one of its strengths is its reliance on a close-knit support network and traditional family values. For Alvarez, farming organically was only natural- as

he holds the view, common in Latin America, that the land is a delicate living organism that must be treated well, and with respect, or it becomes ill. Alvarez believes that by farming this way, he is ensuring the health, and future well-being of his children and grandchildren. He is ensuring his farm's survival, and is providing his community with fresh delicious food.



Dried pepper strands on Alvarez Farm

Each farmer who participated in the Northwest Direct Farmer Case Studies is unique in the particulars of her or his production methods, personal knowledge and farm identity. However, all of these producers seek to make farming a viable lifestyle for themselves and for future generations. These producers all endeavor to face the challenges of making their production, labor and transportation costs affordable. Their valuable plant and animal crops are all at the mercy of Mother Nature and capricious consumer trends. They all face the social and political hurdles that daunt anyone challenging conventional industry. Viability, therefore, hinges upon creating financial stability for current and future markets, sustainability for the land, and upon the promotion of local food systems. But while these practical measures are all essential, people who choose sustainable agriculture as their livelihood are usually driven by something other than bottom-line profitability.

In each of these studies, farm profitability is discussed, and what becomes apparent is that farming sustainably offers an alternative scale for measuring wealth. While fiscal soundness is essential to the survival of any operation, intangible measurements of lifestyle, health, community service, and values weigh into the equation with an impressive magnitude. Measured in these terms, therefore, farming becomes not only an occupation, but also a calling. The producers in these studies, while demonstrating sound growing practices, astute business management skills and a shrewd instinct for marketing their products, at the same time convey the fact that they live by their values. Janie Burns quotes Wes Jackson, saying, "Accounting of the intangibles is the next big thing." Stan Urmann told the interview team, "I have a tremendous quality of life." Diane Green says, "I don't know if there is anything more magical and beautiful than planting a seed and watching it grow." Dave Hedlin and Mike Heath both commented that they believe in supporting the organic food movement, and Henning Sehmsdorf believes that the success of his farm is proof that people are yearning for the things his farm

provides. He says, "I tell you... they are culturally, physically, and spiritually hungry for a better life." The particular values held are unique to each producer, but this emphasis comes through in the case studies loud and clear. A devotion to family, or health, or quality of life; a desire to educate or preserve the land, or provide food through local channels- these compelling human values motivate producers to do the hard work, and face the challenges of growing food sustainably. But, through innovation, diversification, and cooperation, these farmers provide an example of what could be the future of the nation's food production.



# Northwest Direct Case Studies

Showing the successes of farming, one farm at a time.

## Introducing the NEW 2006 Rural Roots Board of Directors!

J.D. Wulfhorst  
RR Board President

As we ring in the New Year, Rural Roots welcomes several newly elected members to its Board of Directors. Outcomes of the fall Board of Directors elections yielded great success for bringing on additional expertise and interest to the current Board. The new Board expands our capacities in areas of leadership as well as provides more representative coverage of the organization's geographical region.

As we enter a new phase, the staff and Directors would like to acknowledge the service of Cathy Weston and Gary Angel for their time and commitment to the Board. We appreciate all Gary and Cathy accomplished as part of the leadership team that helped Rural Roots define its growth as a new organization and merge with the Idaho Organic Alliance in 2005.

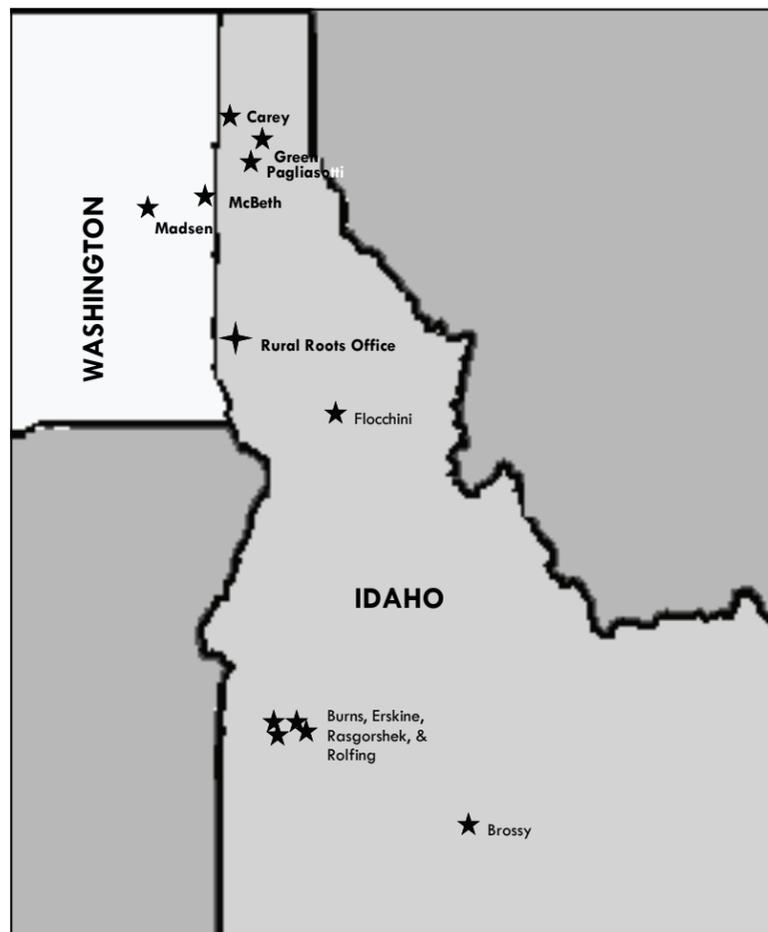
The current Board members—Diane Green, Janie Burns, Fred Brossy, Mary Rohlfing, Clay Erskine, and J.D. Wulfhorst—welcome the following: returning Board mem-

ber, Toni Carey of Four Seasons Farm in Priest River, ID; and newly elected members Meryl Flocchini of Two Ravens Herbals in Kooskia, ID; Craig Madsen of Healing Hooves, LLC in Edwall, WA; Cathy McBeth of Morning Glory Farm in Fairfield, WA; Judith Pagliasotti of Cocolalla, ID; and Beth Rasgoshek of Canyon Bounty Farm in Nampa, ID. Together we offer the largest and most diverse group of Directors Rural Roots has known to date.

Along with our existing producers and professionals, the new Board members add expertise through their work with different product markets as well as community contexts across the region. New members' community contexts range from rural areas to higher-growth areas such as Treasure Valley. This range and diversity offers a new level of dialogue and opportunity to Rural Roots as an organization to strengthen sustainable agriculture and local food systems in the region. As evidenced on the map, our on-the-ground perspectives are now covering a larger geographical scope and constitute

a more representative distribution of the Rural Roots membership. That distribution can be a vital component to organ-

izational health and sustainability, so please get to know the Directors in your areas of interest and local geography!



## Getting to Know the NEW 2006 Rural Roots Board of Directors!

**What is the most influential book or article that you have read, which helped develop your thoughts about sustainable agriculture? What concepts or inspiration did you take from this reading?**

### Fred Brossy

Fred will share his favorite book with us soon. Fred is an active supporter of organic seed production in Idaho, and grows organic seed crops for Seeds of Change. Fred and his wife Judy manage Ernie's Organics in Shoshone, where, in addition to their organic seed crops, they raise asparagus, heirloom tomatoes and vegetables, soft and white wheat, potatoes, pinto and red beans, laying chickens, and grass mix hay.

### Janie Burns

I suppose I became a farmer unintentionally. It just sort of happened as I sought the foods I needed for my own health. It was codified at my first farmers' market where, ready or not, accurate or not, I was labeled a "farmer". Although in my mind I was a very different farmer, one practicing organic methods and one selling right to the people who were going to eat the food, I was in the same company as the Midwestern farmers whose crops were the basis of our country's trade policy. My customers assumed I knew why family farms were failing, why our tax dollars were going to folks like Scotty Pippen as farm commodity payments, and why multinational corporations were so involved in what we ate. They asked me about the difference between what I was doing and the rest of American agriculture. I didn't know. I figured it wasn't good for my farm business to not know

anything about the business of farming.

Honestly, I probably wouldn't have picked up *The Corporate Reapers*, *The Book of Agribusiness* if it had not been recommended by another farmer. The 500-plus pages are daunting. Where else can one learn about the history of America's permanent agricultural crisis? Where else is there a history of how commodity payments came to be? I'll admit, it took me years to work my way through the entire book. Picking it up again, I see I'll have to re-read it with my more experienced eyes. I figure if sustainable ag farmers are the new face of agriculture, we ought to at least know what the rest of the body looks like

### Toni Carey.

Okay this question is not that easy for me. I grew up with *Organic Gardening* and *Mother Earth News* in our house. I was learning about composting, manure tea, raised beds, companion planting and drip irrigation before I graduated from high school. I certainly thought more people knew about this way of gardening besides my family. As I got older I read more and added more to my life, naturally raised livestock and all natural gardening. Sustainable agriculture has always been a part of my life and way of thinking. I was naively shocked when it became the new popular term. I did research because I kept thinking that I was missing something in

this latest term because it seemed so easy to me to grasp, but no. I guess my family was a bit ahead of the game. So I have no inspirational book, only authors. I am most inspired by Joel Salatin of Pastured Poultry fame, my favorite book of his is *You can Farm* and Elliot Coleman of the *New Organic Grower* and *Four Seasons Harvest*. Both of these farmers are truly inspirational.

### Clay Erskine

I would have to say that the book that has most influenced me in farming is Elliot Coleman's "New Organic Grower". I must have read it twenty times in a single year. It opened a door to a world of agriculture that I never knew existed. Growing up in Boise, I thought of agriculture as huge fields of sugarbeets and field corn. Coleman's book opened the world of small wholesome farming to me and I will always be grateful.

### Meryl Flocchini

The article "The Four-Fold Plant" by Sherry Wildfeuer from the *Kimberly Hills Agricultural Calendar* has influenced my sowing, transplanting, and harvesting practices. This writing clearly explains the connection between plants and planetary influences in a very concrete way. The four main parts of a plant (root, leaf-stem, flower, and fruit-seed) correspond to the four elements of

Nature (earth, water, air, and fire). When we cultivate plants we can encourage the growth of a specific part of a plant by sowing according to planetary influences. Different phases of the moon, the astronomical (not astrological) constellation the moon is passing through, as well as the influence of other planets affects the growth of plants, particularly affecting germination. For me, this is another way to be in touch with life in a deeper, more meaningful way as I go through my gardening day.

### Diane Green

In the early 1970's Francis Moore Lappe's *Diet for a Small Planet* came out. I think that reading her book gave me a perspective that I had never seen before. I believe that this was the first time that I ever thought about the idea of having conscious practices about nutrition, the environment and farming. I immediately became a vegetarian and started planting vegetable gardens wherever I happen to be living at the time. While my life as a vegetarian only lasted six or seven years, my ideals about eating and growing good food remain the same as they did thirty years ago.

*Diet for a Small Planet* started a personal revolution for me by changing the way I was thinking about food. Actually, I don't think I ever really gave food much thought until I read the book. Food was just something that I consumed whenever necessary.

Over time, I came to realize that food not only has to do with how we nourish our bodies, but what we do to the environment that we are growing the food in.

### Craig Madsen

The book that has been the most influential on my thoughts about sustainable agriculture is *Holistic Management A New Framework for Decision Making* by Alan Savory with Jody Butterfield.

Holistic Management is a decision making process that is based on 3 principles 1) all things function as wholes – all things are interconnected, 2) the health of our society is dependent on the health of the ecosystem and 3) decisions need to be socially, environmentally and economically sound. The driving force behind Holistic Management is the Holistic Goal. In the process of developing your Holistic Goal a person defines what is truly important to him/her, what you are willing to do to create the life you desire and what does the environment and society have to look like now and in the future to create the quality of life you desire. In the process of developing a Holistic Goal it raises a person's awareness of how her/his decisions impact his or her own life as well as the people he cares about, the environment and society in general. Holistic Management has greatly influenced how my wife and I make decisions.

### Cathy McBeth

The book that has helped me develop my current thoughts and approach to sustainable agriculture is *The New Organic Grower* by Eliot Coleman. My first reading of this book took me on a complete journey through the organic market garden process. Coleman discusses garden site, scale and required capital, which got me off to a realistic start as a market gardener. His chapter on marketing is brief, but emphasizes the need for *quality*, for which I strive in all my market garden efforts. The heart of Coleman's book is the chapters on creating a market garden from planning to harvest. These are the chapters to which I continuously refer. The concept of cover crops put into action was something I always had trouble with as a home gardener, but Coleman's chapter on green manures has been an excellent

guide. I am now successfully using his methods to achieve soil fertility and foster soil biology with a minimum of bare ground during the year. I also use his eight year crop rotation model, hoophouses as season extension, and our chickens and ducks as sources of compost materials and pest control. Finally, Coleman asks, "Why do you want to farm?" This question and the brief paragraphs that follow it have led me to answer, "I want to be a sustainable organic farmer to participate more deeply in the harmonious natural systems of my farm and our planet, to grow the most nutritious food I can for my family and others, and to help support our life on the farm."

### Judith Pagliasotti

This is a hard question for me: the one who carries home armloads of gardening books from the library. They all seem to offer some tid-bit or other on technique or research, philosophy or beauty. Last summer I read *Soliva* and was inspired by the author's unique way of living with market gardens, greenhouses, solar heating during harsh north east winters and plant nutrients. My all-time favorite is *How To Grow More Vegetables\** by John Jeavons. The quote on the book's cover is from *Mother Earth News*, "the best plain-language explanation of Biodynamic/French Intensive gardening techniques." After reading the forward and introduction I realized the vast LIFE of soil. I got out the magnifying glass, scooped up handfuls of Earth from here and there, and saw with amazement. I believe that's when I fell in love with dirt. I took this book with me on a train trip from Sandpoint Idaho to Gramma and Grampa's Arizona home in 1976. I still remember looking at the soil of central and southern California: grey, dull, lifeless, wondering how that soil could possibly grow good, healthy food. Returning to my 'how to' book I read, on page one, "Nothing happens in living nature that is not in relation to the whole." I'm not sure I understood the fullness of that quote as I looked back out the window at that sad land. I understood what living soil looked like, however, and have been playing in it ever since.

### Beth Rasgorshek

The book that had the most influ-

ence in my farming career had nothing to do with agriculture. While farming in Portland, I read Terry Tempest Williams's book, *Refuge: An Unnatural History of Family and Place*, her personal reflection on the death of her mother and the receding waters of the Great Salt Lake - both places where she took refuge. She wrote so strongly and sincerely about a sense of place that it propelled me to consider where I really wanted to be, live and work. I knew I wanted to pursue something beyond our inner-city home and lifestyle, but never did I think I would be back in my hometown. But after a lot of soul-searching, my husband Michael and I are settling into a rural lifestyle. There is much to treasure here: sun, fertile soil, a long growing season, and family. I don't consider it the perfect place to live but it is a place I value and am committed to.

### Mary Rohlfing

I considered suggesting a hipper book than Mel Bartholomew's *Square Foot Gardening*, but the desire to be truthful beat away the need to be hip. I'm not sure Mel even uses the word sustainability in his text, but his low-tech approach to using space wisely, recycling materials, rotating crops, extending seasons, building soil, and feeding oneself all appeal to me. One of my goals is to make a living while farming as little space as possible. Mel helps me do that.

When I say I'm a square foot farmer, many immediately understand; they've seen Mel's shows on TV. I never have, either because the shows weren't aired where I live or because I simply failed to notice. I'm delighted, though, by Mel's ability to demystify gardening, and to have made it fun for so many. I believe, too, that he's taught folks about sustainability without their even knowing it. Good for him.

Although my practices are supplemented by other texts, the advice of sage friends, and brutal experience, when I plan the gardens each year, I always think in terms of how many square feet I need of each crop to feed my eaters. For that I thank Mel Bartholomew.

### J.D. Wulfhorst

As one of the Board members who works in the 'ideas' area of sustainable agriculture (more than in the soil, so far.....), I wanted to offer a perspective here that might be different. Two books I have read recently relate to sustainable agriculture, but in a reverse way, meaning I read these books because I'm interested in sustainable agriculture and trying to understand more about the historical reasons we're in such an unsustainable agricultural situation as a society and a globe. The two books are: *The Long Emergency* by James Kuntsler (2005) and *Confessions of an Economic Hit Man* by John Perkins (2004). **ACADEMIC GENERAL'S WARNING:** Both of these books, at least on the surface, can be utterly depressing for those of us motivated by and excited about the sustainable agriculture, local food systems, and slow-food movements. BUT, that's just the surface, because both of these books offer perspectives on our lives, and can enable us to overcome the systems we have put in place that are not sustainable for individuals, communities, or societies. Kuntsler's book is the most current work about the eminent 'oil peak' we face as a global society overly dependent on a petroleum economy. Perkins' book documents the role of certain individuals within the military-industrial complex he labels 'corporatocracy' with respect to the United States' imperial domination of global resources. Both books have everything to do with changing our globalized infrastructures to become more locally-based and sustainable.



## Meet the Stacy Hart! Rural Roots New Program Assistant!

Howdy, I am the new Program Assistant for Rural Roots. I am very excited to be a contributing member of this organization and to learn more about sustainable agriculture and organic farming, as well as every other wonderful service Rural Roots provides for not only their members, but for the community in general.

I am a native of Central California's San Joaquin Valley. I originally moved to Moscow in 1993 and lived here until 1997 when I moved back to Fresno, California for six years. While in California I attended California State University, Fresno and pursued an undergraduate degree in History.

As well, I worked on various projects with the Anthropology Department learning the many skills of an ethno historian, in particular, on archeological excavations of ancient Native American sites located in the Central Sierra Nevada Foothills. Further, I organized and operated several fund-raising events to benefit the Juvenile Diabetes Foundation, among other organizations. However, even after six years I still considered Moscow and the Palouse my home and desperately missed this region. Consequently, I transferred to the University of Idaho in 2003. Since my relocation to Moscow I have volunteered for the Latah County

Historical Society, worked for the College of Natural Resources collecting data to analyze current salmon habitat, and recently just completed a summer internship with the San Diego Historical Society. Since the university does not offer retirement programs for students, I will graduate with a B.S. in History in May 2006. In the near future I intend to pursue a graduate degree, although currently I am weighing my options as to which program I will enter. My primary academic interests are History, Anthropology, Native American Studies, and Education. Eventually I would like to teach history to secondary

students but feel there are still other paths that I should travel first. In my spare time, of which I seem to have little, I enjoy cooking healthy and delicious food for friends and family, as well as crochet additions to my growing and very colorful scarf collection.

As mentioned, I am very excited about my new venture with Rural Roots. I firmly believe that a strong and healthy community is one whose members are actively involved, concerning but certainly not limited to development and economic sustainability.



## Boise Urban Garden School (BUGS)

By Amy Hutchinson  
BUGS

On nearly three quarters of an acre, tucked behind a church parking lot in Boise's Central Bench neighborhood, is located the Boise Urban Garden School, known locally as BUGS.

Once a vacant lot, the land is now home to a tool shed, an herb and cutting garden, a grape arbor, a small orchard, a native plant garden, a hedgerow (planted for birds), and rows and rows of sustainably grown berries and veggies, including 52 heirloom tomato plants seeded for BUGS by fifteen different gardeners across the Treasure Valley. Much of the credit for the lot's astonishing transformation goes to the over thirty young people, ages 10 to 15, who at some point in the past three years became involved with BUGS, some as founding members and others as student participants, dedicating much of their free time during the school year and during the months of summer vacation to building raised beds, carving out pathways, mulching, seeding, weeding (and more weeding), fixing soaker hoses and harvesting produce. Equally worthy of recognition are the many individuals, businesses and organizations in and around Boise that have helped get the non-profit summer gardening 'school' for young people up and running. From painting signs, organizing workshops, and building a tool shed to donating machinery and volunteering labor and services, people have generously contributed their time and talents proving that BUGS is absolutely a community built and community-building project.

In addition to the fundamental gardening skills mentioned above, students who participate in BUGS (most students are between the ages of 10 and 15) learn to preserve and prepare healthy meals from the crops grown in the garden. Each day that BUGS meets (Tuesday through Thursday from 9 to 1:00), students prepare a light lunch from ingredients they've grown and harvested. In the spring students might enjoy a stir fry featuring snow peas and spinach, while later in the summer they might lunch on sandwiches made from the apricot jam they helped can the week before. Last summer, following a field trip to St. John's Organic Dairy, where BUGS participants were provided an opportunity to taste fresh milk and

homemade butter, students decided to hand crank (using the 2 gallons of milk and quart of cream purchased at the dairy) gallons of ice cream, which they ate topped with blackberries picked fresh from the BUGS' garden.

During their time at BUGS, students are introduced to important concepts like sustainable agriculture, land stewardship, food sheds, and local food economies. Students are also provided opportunities to discuss issues such as the politics of hunger or the importance of biodiversity in order to help them make connections between farming (and gardening), community building and food supply. BUGS invites local experts to come to the garden to teach hands-on

came a compost convert, making sure that every small 'compostable' bit resulting from our meal preparation or garden work, was properly composted.

On Tuesdays, the whole of the BUGS crew worked together to prepare for the following market day. The weekly Wednesday BUGS farm stand provided students with a wonderful – and well-deserved – opportunity to talk with neighbors and customers about the quality of their produce, the importance of sustainable agriculture and the unequaled taste of farm fresh food. One student, who had become an ardent fan of the small, June producing strawberries grown at BUGS, explained to a customer who thought BUGS' prices compared poorly with Albertson prices that BUGS



workshops and/ or lead discussions about composting, bee keeping, seed collecting, pesticide use and 'terminator' seeds (by the end of the summer, all BUGS students could explain the difference between heirloom seeds, hybrid seeds and genetically engineered seeds). Because students tend the garden from Spring through Fall, they have ample opportunities to apply their newly acquired knowledge and skills. One student, moved by a local beekeeper's talk on insect pollinators, took it upon himself to do an informal inventory of the BUGS garden's pollinators. Another student be-

strawberries were the 'real thing'. After offering the customer a sample, the student went on to explain that it was not until she had tasted a real strawberry that she had decided she liked strawberries – before that time, she could not understand what the fuss was about. Hours of harvesting, washing, bundling, pricing, and dropping leaflets advertising the BUGS farm stand paid off as neighbors impressed with the fruits of the students' labor and excited about the possibility of buying healthy, farm fresh, good-tasting produce right there in their neighborhood, returned week after

week, often bringing with them their neighbors. Working in the garden provided students with the opportunity to learn first hand about the effort and care that goes into growing quality food in a sustainable manner. Working at the farm stand provided students with the opportunity to become champions of local farmers and local food economies.

At the BUGS Harvest Celebration in early October, students helped prepare a meal (using mostly local ingredients) for community members and volunteers who had contributed their time, money and energy to BUGS. Two students entertained diners with fiddle music and Irish dancing, while several other students gave guided tours of the garden, complete with descriptions of what went well, what went less than well and what changes they hoped to implement the next year. One of the many things on display that day was a bound copy of a book titled, *Under the Apricot Tree*. This book, written, edited, illustrated and 'published' by BUGS participants, chronicles the season's gardening and learning adventures. Its stories and essays, each written from the unique perspective of a BUGS participant, demonstrate the kind of hands-on, inquiry based approach to teaching and learning that BUGS is all about.

For more information about BUGS or to learn how you can become a volunteer, please call BUGS co-founders and directors, Amy Hutchinson at (208) 381-0519 and Wendy Young at (208) 433-0323



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## An Interview with Michael Ableman. From *The Sun Magazine*.

*Continued from page 3...*

disintegration of family farms and the consolidation of the food-production system. In a relatively short amount of time — say, seventy-five years — we've seen a complete shift away from a mainly rural, family-farm economy. Now farmers have become simply cogs in the machine. In some cases, they don't even own the land, the crops, or the animals. Multinational corporations control every aspect of food production, from ownership of the land to distribution and sale of the food. And the government has played an integral role in this whole process.

What interests me is not so much why this happened, but rather the backlash and the response that some of us have had. What we're doing here at Fairview Gardens is trying to bring back a local food mentality. None of what we're doing is new, but the way we're going about it is certainly different. Today, for example, I spoke with forty or fifty government officials and corporate representatives from Malaysia who came here to learn how to modernize their agricultural systems and introduce their products to the American market. I said to them, "I went to *your* part of the world to rediscover traditional systems of agriculture. I wanted to find out what had made it possible to farm the same piece of land for four or five thousand years, because that could show us a way out of the problems of our modern industrial food-production system."

Cooper: How ironic.

Ableman: Yes, but I also told them that I have no interest in romanticizing traditional agriculture or adopting it wholesale. I do have an interest in incorporating the wisdom of those systems with some appropriate technologies.

Cooper: What technologies are appropriate?

Ableman: We need to find ways to grow food that do not require incredible amounts of energy, fuel, and water. For example, we can reconfigure diesel tractors to operate on biodiesel or, even better, spent French-fry oil. One of our tractors here operates on spent fryer oil

from local Japanese restaurants. Replacing the four-wheel tractor with what we call a "walking tractor" can also be an appropriate choice, especially where field sizes are very small. The wheel hoe is a wonderfully designed implement. I could spend an hour setting up cultivation implements on a tractor just to cultivate six or seven hundred feet of lettuce, but by that time I could have finished the whole job with a wheel hoe. Much of the smaller-scale equipment is coming to us from Europe, where field sizes tend to be smaller. The U.S. market for farm technology is geared exclusively toward large-scale producers.

It is estimated that agriculture currently uses 80 percent of the world's freshwater resources. Only about 20 percent of that actually reaches the intended plants or animals, due to inefficient transport and application methods. As populations increase and aquifers decrease, farmers are going to have to incorporate new technologies and techniques for reducing water use. Drip tapes and hoses, precise planting depths and timely cultivation, ancient dry-farming techniques and increased crop variety will all allow us to grow food with much less water. In some cases, crops even taste better.

The amount of energy spent cooling, storing, and transporting crops to market is enormous. Incorporating solar and wind as sources of electricity, using superinsulated cooling units, and, most important, growing and selling for a regional market are all ways to address this issue.

Cooper: Did the Malaysian group show much interest in these ideas?

Ableman: Well, at first there was uncertainty, like "Who is this guy?" But when they started to walk around and see what was happening, their interest grew. They wanted to know how we could possibly provide food for five hundred families on just twelve and a half acres. They came away with some sense that this small-scale system, using an intensive approach based on sound soil-building principles, is considerably more productive

than the large-scale alternative.

Cooper: What are a few of those "sound principles"?

Ableman: They are nothing new. Not very long ago, the Chinese were feeding large populations using ancient intensive systems of agriculture, raising eight or ten crops on the same field in a single year. It's about paying attention to soil fertility, making efficient use of time and space, and planting crops simultaneously that support each other. When a crop is finishing up in a field, the new crop that will replace it is already growing in flats or in the understory of that crop.

At Fairview Gardens we see a farm not as a factory but as a living organism, and we work with it that way. We see our fields and orchards not as battlegrounds where farmers are pitted against a host of alien forces, but as part of a system that can be symbiotic and cooperative. If we can meld into the diverse natural life and traffic of the farm, we can satisfy the needs of the land as well as those of the marketplace.

Cooper: Speaking of the marketplace, why do so many people in our country seem satisfied with such poor-quality, tasteless produce?

Ableman: Oh, I don't think they're satisfied with it. They just haven't had the opportunity to experience anything else. About eight years ago, I had a group of fatherless boys here from an organization called Rites of Passage. The first thing we did was give them a "grazing tour." We let them loose among the cherry-tomato vines. We split watermelons in the field and let them eat the hearts of them. I watched as they tasted fresh food for the first time in their lives, their brain cells exploding with new information. I didn't need to tell them about the principles behind what we're doing. I didn't need to say anything.

When a person comes to our produce stand or to our booth at the farmers' market and we hand them a tree-ripened peach or a carrot that was dug only hours before, it's a profound experience. After

they try that peach or carrot, they want to learn more. "How is this grown?" they ask. Older people say, "This reminds me of my grandparents' farm." I'll always remember the woman who started weeping after she'd tasted a mulberry I had given her. When I asked if she was OK, she told me that tasting that fruit had taken her back to a mulberry tree in a Czechoslovakian village that she had not been to in twenty-two years.

Cooper: OK, so we need to get back in touch with the source of our food. But what about technology? Can't we benefit from it, too?

Ableman: Well, I'm definitely not a Luddite. You see machinery here, but it's *old* machinery. I'm under constant pressure from my staff to modernize. We do a lot of work by hand, but not everything.

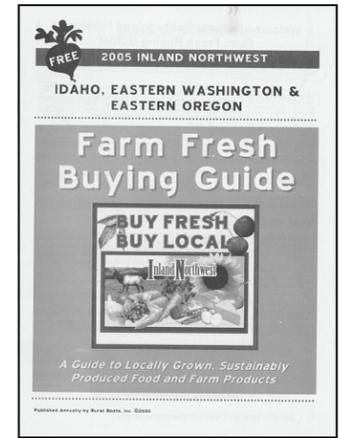
At this stage in our process, if I were going to be completely antitechnology, I would have to supply a much smaller percentage of the population. And I'm not against that. It's being done. John Jeavons's biointensive system is highly productive and does not include machinery. There is no question that part of the problem in the food system is the use of fossil fuel and the damage that machines are doing to the land. The energy that's required to produce a given number of calories is way out of balance. Over the long haul, it's a mistake.

But I am interested in feeding a lot of people, and I want to present a model that's not so radical that other farmers won't adopt it. If I were too far out in left field, I think farmers would ignore me. They wouldn't even look at what I'm doing. Eventually we need to get to left field, but I'd like to bring people to it in a way that somewhat resembles the farming system that most of us already know. Even those who are farming thoughtfully are still using very linear, mechanistic structures. Nature does not produce straight rows of plants, for example. So we're taking a very unnatural system — farming — and applying natural methods to it. We've been somewhat successful in

*Continued on page 12...*

## RURAL ROOTS' 2006 FARM FRESH BUYING GUIDE APPLICATION

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**Here's a check-list of what needs to be included in your application:**

Business card, picture with caption, or business logo to draw attention to your listing.

Logo/picture was: emailed \_\_\_\_\_ or enclosed \_\_\_\_\_

Products and/or services you offer: Include specifics like breeds of livestock.

Your statement of your sustainability: Include specific sustainable practices used in your operation. You can also include information on your production methods here, such as Certified Organic, Organic (\$5000.00 or less annual income), Natural, Pastured etc. Include: certificate / registration #'s / feed certified or non-feed certified.

Where to Purchase your products and when: Specific retail stores, farmer's markets, restaurants, farm direct, websites, etc.

On-Farm contact information: Method, contact hours and days preferred.

Places you'd like the buying distributed in your area.

Renewal of membership as needed.

Optional recipe and /or product handling, storage, or other tips /educational information to contribute to this year's Buying Guide.

**Cost of listing:** RR Family/Farm/Ranch/Business Owner Members **\*\* FREE \*\***  
 Non-members **Must be a Rural Roots member to list in the Buying Guide. Please see membership application for membership rates.**

**When to mail in:** Deadline March 24, 2006

**Where to mail:** Rural Roots Buying Guide  
 P.O. Box 8925, Moscow, Idaho 83843

**Why apply:** Not only is this a wonderful opportunity to expand your direct marketing potential in the Inland Northwest (E. WA, E. OR & all of ID), but it's also a great way to learn about fellow Rural Roots members. The Buying Guide is distributed to Rural Roots members, farmers' market managers, University professionals and other regional outlets. An electronic copy is also available on the Rural Roots website.

**List of Products/Services (including agri-tourism):**

- |    |     |
|----|-----|
| 1. | 6.  |
| 2. | 7.  |
| 3. | 8.  |
| 4. | 9.  |
| 5. | 10. |

**Where can your product be purchased:**

Farmer's Markets & retail outlets:

**Give any details regarding the availability of the following options:**

On farm \_\_\_\_\_  
 CSA / Home Delivery \_\_\_\_\_  
 Website \_\_\_\_\_

Can customers contact you on the farm? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, preferred method of contact: (please circle) email, phone or in person

Day: \_\_\_\_\_

Time: \_\_\_\_\_

Seasonal: \_\_\_\_\_

**Please list locations you would like the Buying Guide distributed in your county:**

- |    |    |
|----|----|
| 1. | 3. |
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**Please briefly describe your sustainable practices:**

(Feel free to attach separate page or e-mail to sara@ruralroots.org)



Certified Organic \_\_\_\_\_ Certified Producer # \_\_\_\_\_ Certified Feed \_\_\_\_\_ Non-Certified Organic \_\_\_\_\_ State Registration # \_\_\_\_\_  
 Natural \_\_\_\_\_ Pastured/Grass Fed \_\_\_\_\_ Other (please specify) \_\_\_\_\_

Logo or picture with listing?  Yes  No  Enclosed  E-mailed to sara@ruralroots.org  
 Enclose a clean, high quality black and white copy of your logo / picture. If sending an electronic copy, attach the jpg or gif files in the email to sara@ruralroots.org.

Do you have a recipe and/or product handling, storage, or other consumer tips/educational information to contribute to the directory?  
 Yes  No  Enclosed  E-mailed to sara@ruralroots.org

**Thank you for your application. We appreciate your hard work and efforts to support your local community food system.**

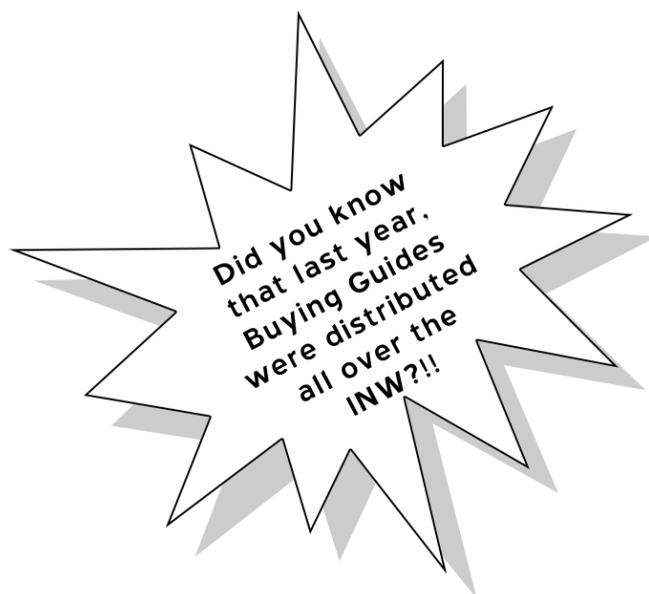


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**<http://www.ruralroots.org/fmd/2004-2005fmdirectory.pdf> to view your previous listing. Email [sara@ruralroots.org](mailto:sara@ruralroots.org) with any changes or to add a new farmers' market to the directory!**

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## An Interview with Michael Ableman. From *The Sun Magazine*.

Continued from page 9...

changing people's thinking around soil fertility, crop diversity, pests, and diseases. Now we need to move to the next level. We can convert our tractors to run on French-fry oil, but we're still using the tractor. We need to address the system as a whole, perhaps growing things in a way that doesn't require a tractor.

Ultimately, I think that Jeavons is right that we should move to small, bio-intensive systems that single families or neighborhoods can operate. I believe that every individual should be required to have a garden to provide food. No agricultural system can possibly resolve this incredible imbalance between those who are growing food (1.5 percent) and those who are eating it. We've got to find ways to put farmers out of business by teaching families and individuals to grow for themselves. This is the ultimate step toward a revolution in the food system.

Finally, if we don't address the issue of scale, we can't address the reduction of fossil-

fuel use and industrial methods. The scale of farms needs to be reduced, as does the distance between field and plate. We should have more farms located closer to where people live. When scale is reduced, so too is the need for machinery.

**Cooper:** What would a regional agricultural system look like?

**Ableman:** It would be small-scale and community based. Food would be produced and used locally. The fertility needs of a farm would come from that local community in a closed-loop nutrient system. The people doing the work would live there, and the land would be protected or possibly even owned by locals.

**Cooper:** How do we get there from here?

**Ableman:** An enormous amount of public education is required. People need to understand the importance of supporting local farmers and the work they do. If people respected farmers and were willing to pay them as

*Continued on page 20...*

**Main Conference Venue: Including Farmers' Market Workshop and Friday Reception**  
The Basque Center, Downtown Boise  
(611 West Grove Street, Boise, Idaho)

### Reclaiming Our Local Food and Farms Conference

★

#### Thursday, February 2, 2006

Season Extension Tour, 11 am - 4:30pm, NW corner 16th & State St.  
Weed Seminar, 9am - 4:15pm, Ada County Ext. Office

#### Friday, February 3, 2006

Farmers' Market Workshop, 8:30am - 4:45pm, Basque Center  
Reception with Michael Ableman 6 pm - 9 pm, Basque Center

#### Saturday, February 4, 2006

Main Conference Sessions, 7:30am - 5:30pm, Basque Center  
Food Film Festival, 7pm, Basque Center

#### Sunday, February 5, 2006

Main Conference Sessions, 8am - 1:30pm, Basque Center

★

#### Thursday Preconference Events

##### Weed Seminar Meeting Point:

Ada County Extension Office  
Next to Ada County Fairgrounds  
5880 Glenwood Street, Boise, Idaho  
Near the Corner of Glenwood and Marigold  
208-376-1036

##### Season Extension Workshop Meeting Point

The season extension workshop will meet at the parking lot on the northwest corner of 16th and State St. Look for the glass collection bin at this part of the Albertson's marketplace.

For more information or questions, contact Rural Roots at  
208-883-3462 or  
[info@ruralroots.org](mailto:info@ruralroots.org)

*A Special*  
*Thanks To the 2006 Reclaiming Our Local*  
*Food and Farms Conference Planning Committee for their*  
**TIRELESS DEDICATION AND COMMITMENT!**

*""""APPLAUSE""""*

*Thank you Janie Burns, Karen Ellis, Dan Walters,*  
*Mary Rohlfing, Jan Book, Jennifer Miller, Clay Erskine,*  
*and Beth Rasgorshek!*



COME JOIN US IN  
**RECLAIMING OUR LOCAL FOOD AND FARMS:**  
 2006 RURAL ROOTS CONFERENCE  
 AND FARMERS' MARKET WORKSHOP  
**FEBRUARY 2-5, 2006**  
 BOISE, IDAHO



## Reclaiming Our Local Food and Farms

Rural Roots' 2006 Annual Conference and Farmers' Market Workshop  
 February 2-5, 2006  
 Basque Center, Boise, ID

**Thursday, February 2, 2006**  
 Exciting Pre-Conference Events!

**Super Weed Seminar**  
 UI Ada County Extension Office  
 9:00 a.m. to 4:15 p.m.

Ada County Extension Educator, Kevin Laughlin, is the host of this informative seminar on how to successfully control weeds on your farm.

### On-Farm Season Extension Workshop

11:00 a.m. to 4:30 p.m.

Looking to extend your growing season? Come visit Boise area growers and learn techniques for getting your plants into the ground earlier in the spring. Growers will discuss and demonstrate greenhouse construction, planting schedules, variety selections, and more! With this information you will be on your way to capturing those early market customers and providing cash flow beyond your normal growing season. Lunch will be served at the workshop.

### Farmers' Market Workshop

**Friday, February 3, 2006**

Basque Center, Downtown Boise  
 8:30 a.m. to 4:45 p.m.

Addressing the needs of Intermountain West and other rural and semi-urban farmers' markets, this workshop is designed to help farmers' market managers, board members and vendors attract new customers to their market, increase sales and improve overall market atmosphere and performance.

8:30 am Registration and Coffee  
 9:00 am Opening Remarks  
 9:30 am Introduction to the Farmers' Market Coalition and the State of the Farmers' Market Industry  
 10:15 am Concurrent Sessions  
 A1: Better signage and displays for a more profitable market. Vance Corum  
 A2: Risk management and liability insurance for markets. Jeff Cole. Executive Director, Federation of Massachusetts Farmers' Markets  
 11:30 am Concurrent Sessions  
 B1: Product pricing and customer relations. Vance Corum  
 B2: Credit cards, debit cards, and electronic benefit transfer (EBT) at the Market. Richard McCarthy, Economics Institute, Loyola University  
 1:00 pm Lunch  
 1:45 pm Concurrent Sessions  
 C1: Food Handling and Sampling at the Market. Patrick Guzzle. Director of Food Safety Program of Idaho Health and Welfare

C2: Measuring the Success of your Market. Richard McCarthy and Sara Foster, Rural Roots Education Coordinator  
 3:15 pm A Panel Discussion of Farmers' Market Health Regulations: Cole, Dalgetti, Guzzle, Cole, McCarthy, Corum and Louhela  
 4:00 pm National policy issues affecting farmers markets  
 4:30 pm Next steps for Intermountain Farmers' Markets and closing words

★  
**Friday Evening Reception with author Michael Ableman,**  
 6:00 p.m. to 9:00 p.m.

Workshop and conference participants, and the general public will join Michael Ableman, author of *Fields of Plenty*, to hear him read from his literary works and discuss of the attributes of local food and farming. Come to the reception to interact with someone who has seen the promised land and can share his vision with us! Tasty hors d'oeuvres made from local produce, meats and cheese will be served and there will be a no-host bar featuring local beer and wine.

### Weekend Conference Schedule

**Saturday, February 4, 2006**

7:30 a.m. to 5:30 p.m.

7:30 am Conference Registration  
 8:30 am Welcome and Opening Remarks  
 9:00 am Eating Locally: Can We Do It? Michael Ableman  
 10:00am Down at the watering hole: Conference participants talk about what it means to reclaim our food and farms. John Pitney, facilitator.  
 12:30 pm Lunch with Local Food  
 1:30 pm Other views of local food: Northwest Direct Case Studies and perspectives from newly-arrived immigrants  
 2:15 pm Concurrent Sessions  
 1A: Getting Started in Farming: Finding Land to Grow Food. Ableman & Caywood  
 1B: Attracting New Customers to Farmers' Markets. McCarthy.  
 4:00 pm Concurrent Sessions  
 2A: Developing and Accessing Local Processing Options  
 2B: Farmers' Markets as Community Anchors. Steve Davies.  
 5:30 pm Dinner on Your Own  
 7:00 pm Food Film Festival. Basque Center.

### Sunday, February 5, 2006

8:00 a.m. to 1:30 p.m.

8:00 am Registration  
 8:30 am Welcome and Opening Remarks  
 8:45 am The Changing Future of Food - Monetary and Economic Implications. Ben Gisin  
 9:45 am Concurrent Sessions  
 3A: A Panel. Promoting Farming as a Viable Livelihood.  
 3B: The Value of Creating State Farmers' Market Associations. Cole.  
 11:00 am The Next Steps. Program Planning to Meet the Food and Farming Needs of the Inland Northwest. Rural Roots Annual Meeting and Roundtable discussions. John Pitney, Facilitator.  
 12:30 pm Group Lunch Keynote. Reclaiming Local Food & Farms: An Inland Northwest Farmer's Perspective. Diane Green.  
 1:30 pm End of Conference

### A Few of Our Extraordinary Speakers...

The presenters below all work with farmers' markets to promote local markets, local food and local communities. Come meet them as they share their enthusiasm for farmers, farmland and markets that help people reclaim their local food and farms.

**Vance Corum**

Farmers' Market Consultant

**Jeff Cole**

Executive Director, Federation of Massachusetts Farmers' Markets

**Patrick Guzzle**

Program Manager, Food Protection, Idaho Health and Welfare

**Chris Heitman**

Projects for Public Spaces

**Ann Louhela**

President, Nevada Certified Farmers' Market Association

**Richard McCarthy**

Co-founder and Executive Director of marketumbrella.org, Loyola University

Other speakers include John Caywood, Sara Foster, Ben Gisin, and Beth Rasgorshek, Mary Rohlifing, Cinda Williams will also be sharing their perspectives as educators, publishers, and farmers.

CONFERENCE HOSTED BY:



## WORKSHOP HELD IN BUHL, IDAHO ON HOW TO SUCCESSFULLY MARKET YOUR PRODUCTS LOCALLY AND REGIONALLY

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

On December 2<sup>nd</sup> & 3<sup>rd</sup> there was a workshop held at the Eighth Street Center in Buhl, Idaho. The snow-storm that preceded this event did not deter thirty participants from attending and taking advantage of this educational opportunity.

The Eighth Street Center provided the perfect setting for this event, which served two fabulous lunches prepared by Chef Luanne Stites using locally grown meats, cheeses and vegetables. Oddly, it is unusual for most chefs to take the time for connecting with local growers. The meals featured Mike Heath's potatoes and farm fresh eggs, cheeses from Ballard Farms, Dick Parrot's organic sausage, and Golden Reserve Natural Beef. There is something extra special about attending an event like this when the food has been prepared using what is grown locally. It just doesn't get better than this!

The two day workshop focused on different aspects of the benefits and costs of direct marketing strategies, financial planning for the farm, ways to maximize direct market sales, and hands-on exercises to help farmers assess the direct marketing potential of their product.

Mike Heath of M & M Heath Farms shared his insights and experience of many years of marketing produce, grains, cattle and poultry direct to processors and direct at local area farmers' markets and a CSA. Personally, I always appreciate the wealth of knowledge he has to bestow upon us.

Kurtis Williams of Water Wheel Gardens out of Emmett, Idaho told us the history of how he and his family worked their way from start to present with sales of produce, fruit and flowers at farmers' markets in Boise, Hailey, Ketchum and a fruit stand in Cascade. This was the first time I had met Kurtis and found it amazing how intertwined

the children are with their operation. The Williams family truly hold onto a way of life that is not as common as it once was.

I discussed the marketing strategies used on our small acreage farm to sell produce, flowers, herbs and free range eggs. Greentree Naturals, Inc. markets to farmers markets, retail grocers, restaurants, caterers and CSA sales. I love traveling to rural farming communities and telling our stories. For me, anytime something I have to share from past experiences gives other small acreage farmers new ideas, it is worth the time investment to travel there. I truly believe that the local growers are the ones that are most important in the scheme of things. It brings truth to the concept of what a local community food system is all about. It was great to have the opportunity to meet the farmers from the southern part of the state!

Cinda Williams facilitated the workshop, directed group discussions and exer-

cises on how to conduct a market assessment. Jo Ann Robbins gave a talk covering how to identify your target market. Richard Gerard and Dale Baker gave presentations on farm financial planning and setting financial goals.

This hands-on workshop was sponsored by Rural Roots, University of Idaho Extension and the USDA Risk Management Agency.



## FARMER FOCUS SESSIONS BEING HELD ACROSS THE RURAL ROOTS REGION

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

On December 2<sup>nd</sup> we held our first of a series of Farmer Focus sessions in Buhl, Idaho. The focus session is the first phase of research related to on-farm experiential education for beginning farmers and ranchers. The project is a partnership between Rural Roots and University of Idaho and is funded through Western SARE Research and Education Program.

The goal of the project is to develop experiential education programs that will foster the economic sustainability of small acreage farmers and ranchers, enhance their quality of life and improve stewardship of natural resources. This is a new research focus of a larger collaborative effort between UI, WSU and RR that will focus on the on-farm experiential aspects of the overall program called Cultivating Success. The Farmer Focus sessions will review and assess existing experiential educational

models; assess the needs of regional beginning farmers and evaluate the appropriateness of existing models to their needs; and, conduct and evaluate four experiential farmer educational programs in ID and WA.

We are inviting ten beginning farmers (defined as 1-3 years experience) and ten experienced farmers (defined as 4+ years experience), to partake in this two hour interactive session in Boise, Kamiah, Sandpoint, Spokane, Colville, Omak and Moscow. This farmer focus session will help us identify and evaluate existing models for delivering experiential learning programs.

Cinda Williams shared her insights from facilitating the Buhl experienced farmer group: "This was helpful in identifying specific types of activities and formats for enhancing learning opportunities that would work for both beginning and experienced farmers. The fact that they were eager to help and showed interest in the possibilities of working with and sharing informa-

tion with beginning farmers was very positive. I am continually amazed at the dedication of small acreage farmers to share the wealth of information they have with new farmers in order to "grow" a new crop of local producers who will keep their community food systems alive and active."

Mary Rohlfing offers her perspective as a participant in the beginner farmer focus group at this first session: "I came away determined to create a model for farmer-to-farmer help days based on the old Amish barn-raising model. To stay in touch with other farmers throughout the year, and especially when we're in the thick of the growing season, I envision us doing two work days a month. We'd choose two farmers each month and a group of us would go to their place and work together. With this model, each farmer would be guaranteed one or maybe even two days during the year when she could expect on-farm help and advice from her fellow farmers."

I suspect that by the time we have made visits to all of the eight locations, we will have a pretty good outline to work with for evaluating experiential farmer educational programs. I am certain that I will write more on this subject as we go through the process. Stay tuned!

### RR Board of Directors Adds Two New Goals!!

Rural Roots Board of Directors met January 17th and 18th to share ideas and plan for the year. During the retreat, two new goals were added and one goal was revised.

See page 23 for New Rural Roots goals in 2006 and beyond.



## The Tomato House as a Whole Body Experience

As the days get longer and a bit sunnier, we're all looking forward to those warm, moist moments in summer. Ana Kampe, an apprentice at Greentree Naturals, Inc., shares her work in the mist of a summer greenhouse in a way that we can all experience. Here's just a taste of summer from Ana...



Sweet, dense, damp & dripping, fertile, and thoroughly engrossing. The tomato house was both my favorite and least favorite place on the farm.

The work was tedious, time consuming and cumbersome; it required my full attention. But there I was, warmly surrounded by bite sized snacks and a task that reminded me of a childhood treasure hunt. Not bad.

The tomato house had a 15 foot row of basil down the center, flanked on either side by tomato bushes so dense the short distance (2 feet) to the plastic on the other side was invisible. Reaching skyward, some determined plants had breached the plastic roof of the hoop house.

Harvesting down the middle was not bad, it became more interesting when my ambition got the best of me and I decided that I could reach the fruit on the back side of the plants. I squeeze into an area between the plants and the plastic wall of the hoop house that is usually reserved for the farm's curious orange kitten.

To access the "unreachable tomato zone" I have to crouch down and crawl on my belly to harvest, all the while remaining mindful not to knock off any flowers, damage the plants or get too soaked from the wet walls. It was an almost acrobatic feat; imagine the posture of a soldier crawling close the ground while under enemy fire, his weapon close to his chest. This is my technique, except my weapon is a wicker harvest basket; my only enemies are the sharp edges on the support cages, wet walls and squished tomato landmines.

Each Tuesday I would emerge victorious, covered in mysterious yellow tomato dust with a collection of delicate fruit. Sweet. In taste, in their shape, color and all that it implies. Those little sun gold tomatoes were not vegetables, they were the sweetest, most flavorful spherical units of joy that I've indulged in on a regular basis.

Dense. The tomato house was thick. Not just in a physical sense of the proximity from plant to plant, but the air was thick. When the doors rolled open, I was immediately engulfed by the thick energy of the plants. I could taste the life in tomato house with each breath as I stepped in.

Damp and drip-drip-dripping. The plants transpire in an enclosed area their whole lives, combined with the solar heat to create a tomato and basil steam bath.

Great on chilly days; stifling on hot days.

Invigorating drips drop off the roof pulling me back to the task at hand.

Fertile. After harvesting in the tomato house I would leave covered in yellow pollen that wouldn't wash off for days; baby tomatoes in my hair and a smile I could not conceal.



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

**Non-Members:**

\$100 full page  
\$85 2/3 page  
\$60 1/2 page  
\$35 1/4 page  
\$10 business card size

**Rural Roots Members:**

(approximately 25% discount)  
\$75 full page  
\$60 2/3 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 Rural Roots vision and mission.*

**Deadline for Next Issue:  
Friday, March 17th, 2006**

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



**The Potlatch Farmers' Market Committee invites you to an informational interest meeting about starting a farmers' market in Potlatch, Idaho!!**

**The meeting will be held on Sunday, February 19th, 2006 at 2pm in the Potlatch City Hall.**

**We are looking for ideas, suggestions, and potential vendors. Come join us to share ideas!**

# Bringing Sustainable Food into Youth Outdoor Education: Project Update

By Jennifer Farley  
RR Membership Coordinator  
and UI Graduate Student

As you all may remember from this summer, my graduate research is designed to plan for a farm to school program in McCall, Idaho (see inset box for details.) Beginning a project with two non-profits, University of Idaho, and several Idaho schools and farmers requires vision, planning, and tenacity. This fall I discovered all too well about the intricacies, patience, and persistence required to begin a community food project. The project is exciting for me because I not only am working towards a project that has the potential to help Idaho farmers, students, the environment and the community of central Idaho, but I also can use this work towards my Masters' Thesis in Environmental Science at the University of Idaho.

Since August, I have accomplished several tasks beginning with my project proposal. During my public presentation at the University of Idaho, I received valuable advice about my questionnaires for visiting teachers and chaperones as well as the questionnaire for MOSS (McCall Outdoor Science School) staff, residential graduate students, and AmeriCorps volunteers. I did my best to include my graduate committee and the

audience's suggestions and comments in the final version of the questionnaire.

I first began distributing my questionnaires to teachers and chaperones, 5th and 6th grades students, and MOSS staff and graduate students

campus and facility managers, and MOSS program coordinator to assess their views on local food.

I have not yet analyzed the data, but have received many comments of verbal support for the development

around Idaho travel to McCall to learn about science in an outdoor environment. However, I hope to resume talks with the cooks and field campus staff about bringing local and sustainable food into campus meals when the campus reopens for public use in May. During the next few months I will be busy revising the farmer/rancher survey, researching the availability and feasibility of purchasing local and sustainable products, developing preliminary ideas for composting and greenhouse facilities on the campus, and researching the current food systems of the University of Idaho and central Idaho.

This project certainly holds potential to increase the self-reliance and sustainability of central Idaho and the University of Idaho food systems, but a plan only provides recommendations for implementing a farm-to-school program at the field campus. Implementation will require support from multiple people after I complete my thesis and final project report. My hope, though, is to plant the seed for this vision to become reality.

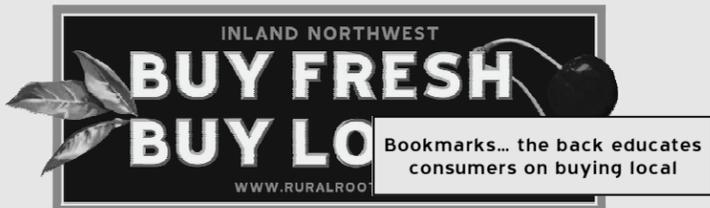
The "Bringing Sustainable Food into Youth Outdoor Education Project" is a plan to develop a farm-to-school program model and assessment that promotes the purchase and cultivation of fresh, local, nutritious, and sustainable food to visitors and seasonal residents of the McCall Outdoor Science School (MOSS), located at the University of Idaho (UI) McCall Field Campus in Idaho. This project is a partnership between the University of Idaho, Rural Roots, Inc., and the Palouse Clearwater Environmental Institute (PCEI). The project is funded by the USDA-CSREES Community Food Projects Competitive Grants Program and is scheduled to be completed in the fall of 2006.

during the week of October 17, 2005 and wrapped up the questionnaires during the week of November 7, 2005. These questionnaires asked over 200 visitors, residents, and staff about what food they like to eat and how important it is for them to know the origin of their food. In addition, the adults were asked what their perceived importance is for local and sustainable food and what barriers, opportunities, and benefits they think MOSS has in implementing a farm-to-school program. I also conducted interviews with key MOSS staff such as the head cook,

of a local farm to school program as I talk with students and staff in McCall. Along with enthusiasm for the project, there is, as to be expected, some hesitancy towards changing the current meal system. Our hope is that by exposing some of the perceived challenges to developing and using local sources of healthy food, we can do a better job at planning and implementing the farm-to-school program. The MOSS program is currently closed for the season and it won't begin until next August, when a new batch of fifth and sixth-graders from



## Buy Fresh, Buy Local in 2006!



**BFBL Materials Available!**  
See [www.ruralroots.org](http://www.ruralroots.org) for actual dimensions and ordering information.

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



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.)

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



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

# Buy Fresh Buy Local: Become a Partner in 2006

By Sara Foster  
RR Education & Direct Marketing Coordinator

As the 2006 growing season approaches, you may be thinking about your farmers' market booth. You are probably planning which vegetables, fruits and flowers to plant and how they will look at your market stand, colorful and appealing, drawing customers in to look at your booth. Maybe you are also doing a bit of spring cleaning to find baskets to put your fruit and veggies into to make them look organized and extra attractive or thinking about what sort of table cloth to put down, what kind signs to have, and just generally planning for those sunny market mornings.

Add to your 2006 market season preparation list becoming a Buy Fresh Buy Local Partner. In the past five years, Rural Roots has developed the Buy Fresh, Buy Local labels and products to help farmers, restaurants, and retail stores to market their delicious, local food to customers and to help with the crucial job of educating our local customers about the importance of local food systems, here in the Inland Northwest. The beautiful product labels, postcards, bookmarks, posters, bumper stickers and window clings (shown to the side) will attract customers to your farmers' market booth, restaurant or store and help you educate them about the impact of local food. Educating your customers about why local food is important can help them to understand how beneficial it is to everyone in your community that they buy your products.

To become a BFBL member, you need a Rural Roots membership (found on page 23) and you need to fill out a BFBL agreement (which can be found online), which helps us to know that you are local and producing your products sustainably or buying products to sell that have been produced sustainably. Everything you need can also be found on our website [www.ruralroots.org/buylocal/buylocal.asp](http://www.ruralroots.org/buylocal/buylocal.asp). In addition, with a Rural Roots membership of \$35 or more, you are welcome to advertise in our 2006 Farm Fresh Buying Guide (see page 10), which is distributed all over the Inland Northwest and to all of Idaho, with 10,000 copies printed each year!

When you are ready to sign up, fill out your membership form, the BFBL agreement that pertains to your enterprise, and the BFBL order form here on this page, and send in your check and the forms to our office: Rural Roots, P.O. Box 8925, Moscow, Idaho 83843. I look forward to working with each of you. Please call the office (208)883-3462 or email me at [sara@ruralroots.org](mailto:sara@ruralroots.org) with any questions you might have.

Good luck in your growing season and marketing ventures!



## Inland Northwest Buy Fresh, Buy Local Order Form

Please Ship to:

Name/Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Email and Phone \_\_\_\_\_

Item #	Description	Dimensions	Price Each	Quantity	Total
1	Horizontal Product Tag	5.75" x 3"	\$0.10		
2	Vertical Product Tag	3" x 5.5"	\$0.10		
3	Vertical Product Tag	4" x 5.25"	\$0.10		
4	Horizontal Logo Shelf Tag	2.75" x 1.25"	\$0.05		
5	Logo Bookmarks	7" x 2"	\$0.10		
6	Postcards/Recipe Cards	4.5" x 5.25"	\$0.10		
7	Laminated Label Poster	12.5" x 11"	\$3.00		
8	Laminated Logo Poster	9" x 4"	\$1.00		
9	Black & White Label Sticker	3.5" x 3"	\$0.10		
10	Black & White Logo Sticker	3.25" x 1"	\$0.05		
11	Window Clings	7.5"x3.5"	\$0.65		
12	Bumper Stickers	7.5"x3.5"	\$0.50		
13	Farm Fresh Buying Guide	8.5" x 11"	Free		
14	Rural Roots Membership ★	N/A	see membership (page 21)		
Sub-total					
ID Sales Tax 5%					
S/H**					
Total					

Please mail check or money order payable to Rural Roots  
 PO Box 8925, Moscow, ID 83843  
 \*To order window clings, bumper stickers, or other custom materials please contact Rural Roots at 208-883-3462 or [info@ruralroots.org](mailto:info@ruralroots.org) for more information and prices.

★ Membership is not included in calculation of Idaho Sales Tax or S/H.

**Shipping & Handling		
	\$0 - \$10.00	\$2.00
	\$10.01 - \$20.00	\$3.50
	\$20.01 - \$35.00	\$5.00
	\$35.01 - \$60.00	\$6.50
	\$60.01 & above	\$10.00





## 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 we were able to meet and talk with each of you in Boise at the Annual Conference in February! Looking forward to working with you on the 2006 Buying Guide and other 2006 programs.

- Rachel Airmet, Boise, ID  
 Jessie Alger, Spokane Tilth, Spokane, WA  
 Billey & Rhetta Anderson, RTR Black Angus Farm, Clark Fork, ID  
 So & 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  
 Anna & Steve Banks, Princeton, ID  
 Cathy F. Bean, St. Maries, ID  
 Vickie & David Bearman, Kooskia, ID  
 Theresa Beaver, WSU Jefferson County, WA  
 Jan Book, Noble Foods Farm & CSA, Boise, ID  
 Jack Bowlin, Jack Fruit & Berry Farm, Plummer, ID  
 Doreen Bradshaw, Seven Oaks Farm & Livestock, Central Point, OR  
 Fred & Judy Brossy, Ernie's Organics, Shoshone, ID  
 Edward J. Brown, Pilgrims Natural Market, Coeur d'Alene, ID  
 Janie Burns, Meadowlark Farm, Nampa, ID  
 Mary Jane Butters, MaryJanesFarm, Moscow, ID  
 Ron & Toni Carey, Four Seasons Farm, Priest River, ID  
 Terry & Laurie Carlson, Red Barn Farm, Cheney, WA  
 Cathy Cochran, Colfax, WA  
 Janet Crockett, Boise, ID  
 Judith Cullinane, Ellensburg, WA  
 Joe & Sara DeLong, SaraJoe's Organic Products, St. John, WA  
 Margaret Demoss, Hayden, ID  
 Colette DePhelps, Rural Roots, Moscow, ID  
 Kira Doley, Tacoma Farmers' Market, Tacoma, WA  
 Mary K. Douthit, McCall Farmers' Market, Pollock, ID  
 Jerry & Linda Durbin, Durbin's Back Acres & Capitol City Farmers' Market, Boise, ID  
 Glenn & Caryl Elzinga, Alderspring Ranch, May, ID  
 Clay & Josie Erskine, Peaceful Belly Farm, Boise, ID  
 Jennifer Farley, Rural Roots, Troy, ID  
 Robert Fredericks & Mimi Feuling, Emmi's Eggs/Full Moon Farm, Hayden, ID  
 Sharon Fisher, Kuna, ID  
 Thomas & Brenda Fletcher, Pack River Organics, Sandpoint, ID  
 Jim & Meryl Flocchini, Two Raven Herbals, Kooskia, ID  
 Mary Jane Fluegel, Colfax, WA  
 Tom Foerstel, Foerstel Design, Boise, ID  
 Lahde Forbes, Moscow, ID  
 Sara Kate Foster, Rural Roots, Moscow, ID  
 Robin Fox, Fox Trot Lavender, Wilder, ID  
 Elizabeth Gibans, Backyard Gardens, Joseph, OR  
 Mary Giddings, Happy Hens, Potlatch, ID  
 Margaret Gilman, Noxon's West End Farm & Craft Market, Noxon, MT  
 Benjamin Gisin, Touch the Soil, Idaho Falls, ID  
 Diane Green, Greentree Naturals, Inc., Sandpoint, ID  
 Bob & Bonnie Gregson, Spokane, WA  
 Margaret Hall, Priest River, ID  
 Brad Halter, Moscow, ID  
 Bev Hammons, Worley, ID  
 Shelley Hawkins-Clark, Emmet, ID  
 Mike and Marie Heath, M & M Heath Farms, Buhl, ID  
 Chad Henneman, Lazy Lightning H Ranch, Tonasket, WA  
 Jamie Henneman, Lazy Lightning H Ranch, Addy, WA  
 Wilbur & Luana Hiebert, Heritage Farms, Cocolalla, ID  
 Marvin and Diane Hollen, Daily Blessing Organic Farms, Nyssa, OR  
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 Mary & Darold Kiele, Kiele's Collectables and Homegrown Produce, Lewiston, ID  
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 Nancy Laux, Rancho De Laux Blueberries, Sandpoint, ID  
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 Melissa Lines, SkyLines Farm, Harvard, ID  
 Bill Loftus, Genesee, ID  
 Tom Logan, Hidden Springs Farm, Boise, ID  
 Ann Louhela, Sparks Parks & Recreation/ Nevada Farmers' Market, Sparks, NV  
 Phil Gage & Skeeter Lynch, Full Circle Farm, Princeton, ID  
 Carol Mack, Pend Oreille Co Coop Extension, Newport, WA  
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 Carl Melina, Lonehawk Farm, Moscow, ID  
 Jill & Brian Meyer, Farm-to-Market Gourmet Take Out & North Fork Cafe, McCall, ID  
 Jennifer Miller, Northwest Coalition for Alternatives to Pesticides, Boise, ID  
 Lora Lea & Rick Misterly, Quillisascut Cheese Company & Chefs Collaborative, Rice, WA  
 Denice Moffat, The Healing Center, Moscow, ID  
 Stacia & David Moffett, Moffett's Organics, Colton, WA  
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 Anna Wulfson Belt, Boise, ID  
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 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](mailto:info@ruralroots.org) to discuss opportunities!

### Certification & Labeling Considerations for Agricultural Producers Booklet

Copies of the 54-page booklet can be downloaded at <http://cals.arizona.edu/arec/wemc/certification.html>

### Herbs: Organic Greenhouse Production

This publication looks at marketing channels for and assesses the economics of small-scale organic production of fresh-cut herbs. Certified organic production differs from conventional methods chiefly in fertility management and pest control. Propagation methods differ for annuals and perennials.

<http://attra.ncat.org/attra-pub/summaries/gh-herbhold.html>

### Herb Production in Organic Systems

The emphasis of this publication is on research into organic herb production in the U.S. and implications for herb production under the National Organic Program regulations. It addresses harvesting wild herbs, as well as organic production of annual and perennial herbs, and presents current research abstracts.

<http://attra.ncat.org/attra-pub/summaries/om-herb.html>

### Resources for Record Keeping

An informative pdf file for farmers to learn vital record keeping skills.

Download off the Rural Action Website:  
[www.ruralco.org](http://www.ruralco.org)

### Farmland Preservation Program Comments Needed!

The Interagency Committee for Outdoor Recreation (IAC) is requesting your review of the draft policy manual for the new Farmland Preservation Program.

The Farmland Preservation Program, a new program within the Washington Wildlife and Recreation Program, is aimed at preserving economically viable farmlands in Washington State through the purchase of development rights. Restoration of ecological functions that will enhance the viability of the preserved farmland is also eligible in combination with acquisition.

The new program is administered by the Office of the Interagency Committee for Outdoor Recreation, a state agency responsible for administering 11 state and federal grant programs for outdoor recreation, habitat protection, and salmon recovery. You can find more details about the program and the draft policy manual at: <http://www.iac.wa.gov/iac/grants/farmland.htm>.

### New Cultivating Success Website!!

<http://cultivatingsuccess.ag.uidaho.edu/>

Check out all we have to offer!

### Save the Date!

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

The **Moscow Arts Commission** is seeking **vendors** for the City of Moscovs 2006 Farmers Market. Priority will be given to plant and produce growers. The fee for the season which runs Saturdays, May - October, is \$125 for a table space and \$215 for a vehicle space. Anyone interested in application information should contact Deena Heath, Director, Moscow Arts Com-

### Need More Resources?!

Visit Rural Roots Resources Page:

[www.ruralroots.org/  
resources/ddr.asp](http://www.ruralroots.org/resources/ddr.asp)

- Bulletin Board
- Past Newsletters
- RR Publications
- RR Past Presentations

and...

- Useful links to other organizations and topics

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# INLAND NORTHWEST FOOD AND FARMING CALENDAR



much as they do their doctor or their lawyer or their therapist, they may have less need for the doctor or the lawyer or the therapist.

We have to start in the schools: young people have to be exposed to growing their own nourishment and eating fresh food, so that they can recognize the difference. Older people, too, can be educated through taste and introduced to a better quality of food than what they're eating. This isn't something we need to shove down people's throats. It can be very pleasurable.

There are farmers' markets all over North America. Just the simple act of buying directly from a grower at one of these markets automatically gives you better quality, taste, and nutrition, because it was picked fresh and grown close by. Buying directly from a grower, having a relationship with a local farm, setting up a community or school garden — these things alone can begin to unravel complex problems. The food is available; the markets are there. The more people who support them, the more the movement will continue to expand.



Find Michael Ableman's new book at your local bookstore. Ask for *Fields of Plenty*, or other books: *On Good Land*, *The Autobiography of an Urban Farm* and *From the Good Earth, A Celebration of Growing Food Around the World*.



All pictures on this and next page taken by Michael Ableman.

## 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](mailto:laughlin@uidaho.edu)

#### Season Extension Methods Field Trip, Boise, ID

February 2. Selected locations in Ada County. See what Peaceful Belly Farm and Granny's Farm in Boise and Meridian are doing to extend their growing and marketing season in the Treasure Valley. This is currently full.

#### 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 Ableman and John Pitney. Please contact Cinda Williams, University of Idaho, 208.885.7499 or Colette DePhelps, Rural Roots, 208.883.3462.

#### Using Weather and Climate Information in Pest Management Workshop

February 14 La Grand, OR

February 15 Toppenish, WA

Learn how weather information can be more fully utilized to improve application efficiency and product efficacy, reduce environmental impacts and increase farm profits. For more information, check out the website:

<http://isnap.oregonstate.edu/workshops.htm>

#### Agricultural Entrepreneurship Course, Spokane, WA

Begins February 16th through April 20th. Cultivating Success Course held in SIRT Building, WSU Riverpoint Campus, Spokane, Washington. Course is open to community members. \$140, plus \$60 for books and parking. Scholarships and WSU Credit available. 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. To Register or for information, contact: Toni Russell, 509-358-7768 [truss@wsu.edu](mailto:truss@wsu.edu) or Mary Enquist 509-358-7867 [enquist@wsu.edu](mailto:enquist@wsu.edu).

#### 6<sup>th</sup> annual Extension Small Farms Conference, Corvallis, OR

February 18, 2006, 9:30 AM to 5:00 PM. The one-day conference will be held on the Corvallis campus of Oregon State University at the LaSells Stewart Center. The keynote speakers are Doc and Connie Hatfield, of Oregon Country Beef. US Representative Earl Blumenauer, of Oregon's 3<sup>rd</sup> District, is the invited capnote speaker. Find registration materials on-line at: <http://smallfarms.oregonstate.edu/> or call the Benton County Extension Office at 541-766-6750 or toll free at 1-800-365-0201.

#### A Workshop on Using Organic Soil Amendments, Moses Lake, WA

February 21, 2006, 8:30 a.m.5:00 p.m., Big Bend Community College, ATEC Building. A workshop designed to help you build soils for better crops. Download flyer for more details and registration information:

<http://www.grant-adams.wsu.edu/soil%20building%20brochure.pdf>

#### 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](http://www.wafarmersmarkets.com)

#### Harvesting Clean Energy 6, Spokane, WA

February 27- 28th, 2006, Red Lion Hotel at the Park. Now in its sixth year, the Harvesting Clean Energy conference will feature experts and farmers with direct experience in successful clean energy projects. Speakers will walk through renewable energy feasibility and economic assessments, technical and financial resources, and find markets. Contact Peter Moulton at (360) 353-1763 x104.

## March

### Green Roofs & Cisterns: A Practical Design Workshop, Seattle, WA

March 15, 8:00 AM-3:30 PM UW Center for Urban Horticulture. Information: 206-685-8033. Explore the materials, techniques, design, permitting, and construction challenges of building green roofs and cisterns for rainwater harvesting and stormwater detention. Check out the website for more information: [www.uwbotanicgardens.org](http://www.uwbotanicgardens.org)

### BioCycle West Coast Conference, Portland, OR

March 20-22. Organics recycling, food recovery and biomass energy. Learn about innovative programs recycling and composting food residuals, woody materials, yard trimmings, and biosolids. "Early bird" registration deadline January 13. Check out the website for more information: [www.jgpress.com/conferences1/conferences1.html](http://www.jgpress.com/conferences1/conferences1.html).

### 2006 Tri-State Rangeland Management Short Course, RANGELANDS FOR THE FUTURE, Pasco, WA

March 29-30, 2006. Red Lion Inn - Pasco, WA This short course provides a variety of tools and ideas to help you insure the future of our region's public and private range lands and the people they sustain. Questions? Contact Linda H. Hardesty, PhD Rangeland Extension Specialist, Ph: 509-335-6632; Fax: 509-335-7862, [lhardest@wsu.edu](mailto:lhardest@wsu.edu)



# INLAND NORTHWEST FOOD AND FARMING CALENDAR

## April

### WSU/WSSP Washington State Sheep Shearing School, Moses Lake, WA

April 3-8, 2006

The Washington State Sheep Producers (WSSP) and Washington State University Extension Grant/Adams Area are excited to announce that the 28<sup>th</sup> Annual Washington State Sheep Shearing School will take place at the Parkers Sheep Ranch in Moses Lake, Washington during the week of April 3-8, 2006.

The Beginners class is a five day training, April 3-7, geared for the novice sheep shearer. Students will obtain instruction and educational material pertaining to proper shearing techniques, equipment handling and care, wool production and marketing, sheep husbandry, and quality assurance issues.

The Advanced class is a one-day tune-up class, April 8<sup>th</sup>, targeted at sheep shearers looking to improve their overall shearing techniques and speed. This is also an ideal class for competition shearers seeking pointers and critiques to decrease shearing time and improve the quality of shear job needed by world-class competitors.

Registration deadline is March 17, 2006, however; the school is limited to the first 16 paid participants, so register early. More information and application forms are available on the WSU Grant-Adams Cooperative Extension web site, <http://grant-adams.wsu.edu> under Up Coming Events or by contacting Sarah M. Smith, Area Animal Science Extension Educator at 509-754-2011, ext. 413 or [smithsm@wsu.edu](mailto:smithsm@wsu.edu).

## May

### Strengthening Rural Community Food Systems, La Grande, OR

May 7-9. A statewide symposium with panel discussions, workshops, demonstrations, and skills for action on a variety of topics related to community food systems. Key note speaker: John Ikerd, author of *Sustainable Capitalism: A Matter of Common Sense*. All events are free and open to the public. To participate contact Rob Davis at 541-962-3560 or [rdavis@eou.edu](mailto:rdavis@eou.edu).

<http://www3.eou.edu/corner/EVENTS/FED.html>

### Michael Pollan on Oil, Water & Agriculture, Portland, OR

May 11. 7:30 PM, First Congregational Church. Two resources - oil and water - will increasingly impact our future, from agriculture, to transportation, to national security. We are running alarmingly low on both. How will we respond as each becomes less available? Join us as we explore the current status of energy and water, and look for long-term pathways toward sustainability. Michael Pollan is author of *The Botany of Desire*. Tickets: \$20; student discounts available. See [www.illahee.org/lectures/pollanlecture](http://www.illahee.org/lectures/pollanlecture) for more information.

### Introduction to Farming, Rice, WA

May 18-21. Four-day retreat for people interested in getting their hands in the earth and feet on the ground. \$495 per person price includes: daily instruction, farm tours, meals and 3 night's lodging. Participants will learn small livestock care and processing, how to milk a goat, and make four types of cheese. Attendees will also get hands-on experience with gardening, composting, building a raised bed, and transplanting garden starts. Quillisascut also hosts the Farm School of the Domestic Arts. For more information call 509-738-2011 or email [rmisterly@plix.com](mailto:rmisterly@plix.com) or check out the website: [www.quillisascutcheese.com/small%20scale%20farming.htm](http://www.quillisascutcheese.com/small%20scale%20farming.htm)

**NEXT ISSUE OF BRINGING HOME THE HARVEST!**

Watch for the following stories in the spring-newsletter:

Articles from the Conference



Get to Know the Board



Update on Cultivating Success



Farm to School News



[www.harvestcleanenergy.org/conference](http://www.harvestcleanenergy.org/conference)



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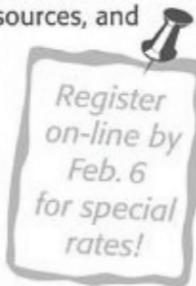
FOR MORE INFORMATION  
[info@harvestcleanenergy.org](mailto:info@harvestcleanenergy.org)  
(360) 352-1763 ext. 104

#### WHAT:

- ☞ Hear from experts and farmers with direct experience in wind power, ethanol and biodiesel, biopower and money-saving on-farm energy technologies.
- ☞ Learn how to assess feasibility, finance and market clean energy power and fuels.
- ☞ Find valuable technical and financial resources, and meet potential partners.

#### WHO:

- Farmers, ranchers & other rural landowners
- Agricultural organizations
- Utility representatives
- Rural economic development leaders
- Elected officials & agency staff
- Tribal representatives
- Clean energy firms, consultants & supporters



CO-HOSTS: WA State Farm Bureau • WA Assn of Wheat Growers • WA Dept of Agriculture • WA Dept of Community, Trade & Economic Development • Bonneville Power Admin • Climate Solutions • WA State Univ • USDA Rural Development • NW Coop Development Center • Energy Northwest • NW SEED • OR Dept of Energy • ID Energy Division • MT Dept of Environ Quality • Spokane Co Conservation Dist • Univ of Idaho • Environmental & Energy Study Institute • US Dept of Energy • Lake Co Restoration Initiative • OR Rural Electric Coop Assn • Warm Springs Forest Products • WA Rural Electric Coop Assn

# 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

## 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 biodynamic methods.
- Promote sustainable alternative energy sources to meet on-farm, transportation, and processing needs.
- 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 economic development and agricultural institutions.
- Ensure programs and policies that support and enhance sustainable and organic farming and community food systems are Institutionalized by public agencies.
- 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 or at colette@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

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