



Driftless Market NEWSLETTER!



Summer 2010



Driftless Market - 95 West Main Street, Platteville, WI

608-348-2696 • www.driftlessmarket.com

Mon - Fri: 10am-7pm, Sat: 9am-4pm, Sun: Closed

Thoughts and Reflections on Two Year Anniversary



Visions of Vegetables danced in our heads:
Robin Timm and Jayne Dunnun

Jayne and I were selling our organically grown produce through the Platteville Farmers Market and through a small CSA. It seemed unreasonable that in this rural community there was no store or restaurant that would purchase our fresh garlic, not to mention the other wonderful fresh local foods of the region. We were also frustrated that during the off-season, we traveled to Madison to buy organic fruits, bulk grains & spices.

We wanted a Main Street grocery that supported local small family farms that were producing artisan cheeses, dairy, meat and of course produce. We also wanted to see quality organic fruits and vegetables not available in Wisconsin, especially in winter.

In our original vision, we did not picture ourselves as owners. Interesting the changes life hands us. Two years and many lessons later, we have a thriving Main Street business. We are happy to say this spring we are already receiving weekly fresh produce deliveries from a number of area farmers.

As we celebrate our second season, we are excited for the prospects of more fresh, local produce for you to choose from.

A Sense of Community:
Heidi & Bill McBeth

Ever since our family moved to Platteville over 13 years ago we often dreamed of running a small business that would feature Heidi's artwork and Bill's garden produce. While that vision usually took its shape on our small acreage outside of Platteville, featuring a straw bale art studio, a hoop house and a small summer farm market, our involvement in the local farmers market provided us with a sense of community with other like minded individuals. When the opportunity to work with others toward a vision for making local foods and art available year-round we reimagined our vision into a main street storefront and a partnership that was committed to community.

They say if you knew what you know after starting and running a business you might not have taken the leap. We will be the first to admit that we had no idea what we were getting ourselves into, and although our own work is scarce at the market, the opportunity to provide a space for other local artists and growers is extremely satisfying. Even though the straw bale studio and hoop house are delayed temporarily, we enjoy the opportunity to be a part of the "Driftless Community".

OF INTEREST:

- Two Year Anniversary
- Driftless Open House
- Summer Produce Notes
- June Specials
- Driftless Recipe
- June is Dairy, Fruit and Veggie Month
- Community Happenings
- Summer Reading
- Featured Local Vendor

Regional Local Food & Art Web Links

- [Platteville Farmers' Market](#)
- [Mineral Point Farmers' Market](#)
- [Southwest WI Bike Trails](#)
- [ArtsBuild](#)
- [Local Fare Directory](#)
- [Simply Local Food](#)
- [Wisconsin Milk Marketing Board - Eat WI Cheese](#)

● Anniversary Open House: Saturday, June 19th

Join us to celebrate our two year anniversary. We will be hosting an Open House at the Driftless on Saturday, June 19th.

Stop by between 10:30 and 1:30 when we will be featuring a special weekend lunch of grilled Lange Farm Organic Brats (Platteville) on a Cottage Baker Whole Wheat Bun (Fennimore) for just \$2.00.

Chris Roelli of Roelli Cheese in Shullsburg will offer a cheese tasting during that time. Sampling his flagship Dunbarton Blue, as well as the new Spring Grass Cheddar.

We will be sampling a variety of local products throughout the day - from 9am-4pm.

Thank You!

See our Daily Deli Menu on-line
www.driftlessmarket.com

June TWO Year Anniversary Specials:

\$2.00 OFF

- ◆ Driftless Market Stainless Steel water bottles
- ◆ 100 oz Seventh Generation Liquid Detergent
- ◆ 44 oz Wholesome Raw Agave
- ◆ Ice Cream Cones
- ◆ Raspberry Leaf Tea - Bulk
- ◆ Goji Berries - Bulk

Two For:

- ◆ 2 for \$1.50 - all Blue Sky Soda (singles)
- ◆ 2 for \$3.00 - all Honest Tea bottles

20% OFF

- ◆ Nut-thins (3 varieties)
- ◆ Zevia 6-packs (2 varieties)

Summer Local & Organic Produce: Robin Timm

The produce department will experience a number of changes this summer. Don't get worried, we aren't going anywhere or remodeling, it's just the busy time of year when almost every week we will have something new.

Tony Demmer is a newer vendor who is a regular at the Platteville Farmers Market. Tony planted spinach last fall and brought it in mid-April. What a treat. Tony is also bringing us red radishes and green garlic. Green garlic is the first shoot, similar to green onions. Try some in your salads or on burgers for a special treat.

King's Hill farm is supplying us with fresh baby organic spinach washed and ready for salads.

We have Gary Olson's head lettuce, big and getting bigger. Gary brings us a number of varieties of head lettuce: red leaved, all green, ruffled and smooth. All taste great.

Soon Gary will bring us kohlrabi (one of my favorites) and baby turnips with the greens. Then will come beets, and strawberries. We are also waiting for organic cherries and my favorite fruit the pluot. If you haven't tried a pluot, come in mid June.

Soon the local CSA (community supported agriculture) programs will start delivering. Not only can you participate in a local CSA like Two Onion Farm or Kings Hill Farm, but you will also be able to purchase their fresh organic produce direct from the Driftless Produce case.

Now I don't want summer to disappear too quickly so enjoy our early summer treats and look forward to the bounties to come.



Variations: Try adding the following;

- ◆ Chopped Apples, pineapple &/or oranges mixed with red cabbage
- ◆ Shaved fennel mixed with red and green cabbage
- ◆ Onion & green peppers for a kick



Driftless Market Recipe: Coleslaw

Base

- 1 head cabbage: red or green or both, (chopped in a food processor)
- 1-2 carrots, grated in the food processor
- 1 bunch cilantro, chopped

Dressing

- 1/4 cup canola oil
- 1 Tbsp sesame oil
- 1/3 cup cider vinegar
- 1 Tbsp sweetener: sugar, honey, agave

June is Wisconsin Dairy Month & Fruit and Vegetable Month



Local Dairy

- CHEESE - Wide selection of local varieties, too many to list
- Sassy Cow Creamery Organic and Traditional Milk - (Columbus, WI)
- Sugar River Yogurt (Albany, WI) - This is a must try! Plain, Vanilla & Whole Milk Yogurts
- Westby Coop Creamery Dairy products (Westby, WI) - the 4% Cottage Cheese took gold at the 2010 World Cheese Competition .
- Organic Valley Dairy products (Cashton) - wide selection of organic dairy products, produced with milk from local dairies.
- Louie's Tapioca and Rice Puddings (Argyle, WI) - Comfort Food!



Local Produce: regular seasonal offerings from

- Safe Home Farm, StoneCrop Farm, Gary Olson, Tony Demmer, Platteville
 - Two Onion Farm, Belmont
 - Kings Hill Farm, Mineral Point

Community Connections & Events

● Summer Music in the Park Series: Thursdays in City Park beginning June 24th at 6 pm

Stop by the Driftless Market before heading to the City Park for the weekly summer concert series. You will find: frozen treats and delicious snacks and salads for an impromptu picnic. Try our Driftless Market Hummus with convenient veggie bags and/or chips and crackers; bulk snacks and trail mix; energy bars; and a large assortment of cold drinks - Honest Teas, Blue Sky & Izzie Natural Sodas, Bai Fruit Infusions, & Platteville Main Street Root Beer.

● Platteville Farmers Market:

Saturdays from 7am - Noon at City Park and Tuesdays from 3-7pm at the Take 2 restaurant parking lot on Business 151.

● Women on Main Networking: The first Wednesday of the Month from 4-6 pm.

- ◆ June 2nd will be hosted at WineDown on Main Street
- ◆ July 7th will be hosted at Badger Brothers Coffee on Main Street

Summer Reading and DVD List:

You may have noticed an increase in book offerings at the Driftless. We try to make available a variety of cookbooks that feature great ways to utilize local foods and those that feature special diets such as Vegan and Gluten Free cooking.

The Capitola Review

The 4th edition of
The Capitola Review publication
is available for purchase at the
Driftless Market.

Some favorite titles include: From A to Z Cooking put out by the Madison Area Community Supported Agriculture Coalition (MACSAC), The 30 Minute Vegan, & Healthy Bread in 5 Minutes.

Along with cookbooks, we also try to make available titles of books that focus on issues that effect our local and global foods systems. Check out "Food Rules" and In "Defense of Food" by Michael Pollen. Looking for a great DVD title. If you have not yet seen the movie Food Inc., you can check this out from your local library.

Finally, a fabulous summer read in the fiction category is "Driftless" by Iowa author David Rhodes.

Featured Local Vendor

● Kings Hill Farm, Mineral Point

Kings Hill Farm is a certified organic farm inspired by permaculture (permanent agriculture) ideas. We are a small family farm providing your family with a wide variety of vegetables, small fruits, herbs, mushrooms, and flowers. We also have pork, eggs and honey. We integrate the full circle of farming by diversifying to maximize the health and wellness of all we offer. Our farm is unique in the composition of diversity. Here the ducks of several breeds waddle and mingle with the heritage hens only cooped up at night and otherwise roaming safely around a large roomy pasture. The turkeys wander the grounds and visit the pigs as they please. 10 hives of honey bees are tucked on the edge of the wild woods and the edible forest garden, buzzing blissfully through the selection of flowers. The old llama and breeding pair of Glaustershire Old Spots pigs (and soon piglets) rotate through fresh pastures and the geese maintain guardian status squawking loudly around the greenhouse yard. The terrier pack of 4 dogs leave the farm animals alone and chase out all of the predators from rabbits to coyotes. The edible forest garden is a mixture of fruit trees, herbs, cut flowers, brambles, nuts and bushes intermixed. The vegetable fields maintain their seasonal priority. And us as farmers are never bored because something always needs attention!! We share our 12 years of experience and knowledge with teams of interns, Amish, and trade members each season to educate the next generation of sustainable farmers and consumers.

Supporting our farm is supporting a dream farm come true. Our twice monthly shares are available in Platteville and Mineral Point from June to November. Come visit us at our Mineral Point Market stand for our freshly harvested selection of produce. We also welcome our local community to visit the farm and walk the self guided 5 acre Edible Forest Garden, pick a bouquet, watch the bees collect pollen and see what is in bloom or fruiting. Please schedule a visit by calling Jai. 608-776-8413. or

email jai.kellum@gmail.com . Visit our website for more information www.kingshillfarm.com.



www.driftlessmarket.com



**The "Driftless" - Your Full Service Grocery on Main Street
Providing great service - all the time!**

- LOCAL, NATURAL & ORGANIC produce, meat, dairy, eggs, honey, cheese, coffee and much more!
- Full selection of SAFE & ENVIRONMENTALLY FRIENDLY home, health & beauty products!
- ECONOMICAL BULK grains, nuts, dried fruits, teas & spices!
- Wide selection of GLUTEN FREE and FAIR TRADE products!
- HEALTHY, HOMEMADE soups, sandwiches, & salads for lunch with regular take-out deli offerings made on-site in certified kitchen!
- Wide selection of high QUALITY & handcrafted local ART!

**Thank you for your support from the Driftless Market Owners:
Heidi & Bill Mcbeth, Robin Timm and Jayne Dunnum!**

