



Driftless Market NEWSLETTER!



Spring 2010



Driftless Market - 95 West Main Street, Platteville, WI
608-348-2696 • www.driftlessmarket.com
Mon - Fri: 10am-7pm, Sat: 9am-4pm, Sun: Closed

Driftless Supports and Buys Local

Top 10 ways that the Driftless supports "Local" and benefits the environment:

- 1 We purchase and sell local products when possible, including produce, dairy/cheese, eggs, meat, baked goods, spice blends, honey, coffee - and so much more!
- 2 We carry a large selection of Earth Friendly Cleaning supplies, Health and Beauty Supplies and Paper Products
- 3 We focus on offering produce that is in season or has travelled the least amount of distance.
- 4 We continue to expand our bulk food options, helping to reduce excess packaging and provide an economical alternative.
- 5 We are the drop off site for several local CSA's (Community Supported Agriculture)
- 6 We compost all of our kitchen waste.
- 7 We support the Local Farmers Market, often selling vendors produce, arts and crafts beyond the market days.
- 8 We provide a daily deli lunch featuring homemade soups and specials in a community friendly atmosphere.
- 9 We seek out products that are organic, free range, cage free, natural and do not use antibiotics, hormones or pesticides.
- 10 We see our store as a part of the community and enjoy supporting main street and our local economy by offering local products and community events.

We greatly value the support and loyalty of our customers and their commitment to shopping locally by providing quality products and the best service that we can. Thank You



OF INTEREST:

- Support & Buy Local
- Spring at the Driftless - Seed Saver Seeds
- From the Driftless Market Kitchen & Deli
- Recipe
- March Specials
- Local Artist Profile
- Community Connections - Local News and Events
- Family Friendly
- Recent Event Photos

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](#)

● Spring is coming to Driftless - Seed Saver Seeds

Whether March comes in as a dragon or a lamb, we get excited organizing and planning our spring gardens. Driftless Market now boasts a large variety of Heirloom Seeds from Seed Savers Exchange (SSE) of Decorah, IA.

"SSE was founded in 1975 by Diane Ott Whealy and Kent Whealy to honor the tradition of preserving and sharing favorite vegetable and flower varieties. Their collection started when Diane's terminally-ill grandfather gave them the seeds of two garden plants that his parents brought from Bavaria when they immigrated to St. Lucas, Iowa in the 1870s."

Many of us have grown and know the great taste of heirloom tomatoes. SSE protects more than 25,000 varieties of endangered vegetables. Stop in to see if you can find a unique heirloom to plant in

your garden this summer. How about trying Globe Basil in a pot, Beaver Dam Peppers, Mortgage Lifter tomato, Strawberry Popcorn or Outhouse Hollyhock. Browse through the seed savers rack, catalog or website (www.seedsavers.org) and talk with Robin for more gardening information. Don't forget our Garden Workshop on March 13. We will talk about heirloom seeds, plotting and starting your own vegetable garden. See Community events on page 3.



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



From the Kitchen

Soup Diva at the Driftless Market: Bev Johansen

Greetings, Driftless Marketeers!

If you had asked me several years ago what I planned to do when I retired, I know I would have never said “Making soup.” Yet here I am, two mornings a week, heading to the Driftless at 7 am to do just that.

When the partners opened the store with its certified kitchen, I volunteered to come in now and then to – I thought at the time – occasionally make scones. I don’t even remember how the soup routine got started, but before long I found myself making lots and lots of soup of all kinds. At the deli, we provide two soups a day, one of which is vegetarian, and we serve soup six days a week, so...between Heather and me, we had been making at least twelve soups a week and sometimes more, if the soups of the day happen to sell out.

We use all varieties of seasonings to vary the flavors of our soups, from Indian to Oriental to Tex-Mex to Italian to bland American! You may find everything from cumin and turmeric to ginger and nutmeg, basil, rosemary, thyme, sage and many more herbs and spices in the soups we serve. We have at least four different tomato soups in our repertoire, several varieties of

squash/pumpkin/sweet potato, a couple kinds of mushroom, a couple minestrones, several bean selections, and a myriad of others. We plan around the produce and the meat products that we have, striving to make the best use of what is on hand so that nothing ever gets wasted.

We often provide totally vegan options, as well as allergy-free soups, but occasionally we do use milk products, flour and eggs in our soup. We note that for our customers so that they know to avoid anything that might be problematic for them.

We generally start our soups with onion, garlic and celery as a base, sautéed until softened, and then go on with other ingredients. Imagine our surprise a few days ago to discover that what we were making was a “mirepoix,” well-known in French cookery long before we ever started doing it. So now we brag that along with everything else, we are also now official “French chefs.”

We would love to get your comments and suggestions, and to know which of our soups you really, really like. Feel free to stop in and tell us, or e-mail us if that’s easier!

March Specials on Bulk Spices From Frontier Coop

Bulk Gunpowder Green Loose Leaf Tea - 15% Off

Bulk Mixed Fancy Peppercorns - 15% Off

Stop in to learn about other featured items in March and throughout the spring - Staff are always happy to help you find specific products throughout the store!

Driftless Recipe: Tomato Soup A La Bev

1 medium onion

2-3 cloves garlic

1 cup chopped celery

Chop the onion and garlic, and sauté in 2 tablespoons of canola oil until softened.

Add 5 tomatoes, chopped in large chunks.

Mash a bit with a fork to force juices out. Add 4 cups of water and cook until tomatoes are very soft. Remove from heat and blend all ingredients using either a hand blender or a regular blender or food processor. Allow the mixture to cool before adding to blender or processor. If the mixture is quite thick, add water till it is the consistency you prefer. Add salt and pepper to taste.

Variations: you can serve as is, or add sour cream or milk or a dollop of butter for a creamier soup. Adjust the seasonings to taste.

Crumbled crisp bacon makes a nice addition to this soup.

- For tomato basil soup, add either ½ cup of fresh or frozen basil leaves, or a teaspoon of dried basil. Adjust the flavorings to suit your taste.
- For a spicy Mexican soup, add 2 teaspoons of cumin, a pinch of cayenne and some fresh cilantro, if available. Taste and adjust the flavors.
- Another favorite is tomato curry – add 2 teaspoons cumin, ½ teaspoon turmeric, and a teaspoon of curry powder. Taste and adjust the flavors to your liking.

Mirepoix: [mihr-PWAH]

A mixture of diced onions, celery and garlic sautéed in butter.

Mirepoix is used to season sauces, soups and stews.

From the Studio

Local Artist Profile: Cindy Schave Studio and Custom Framing, Platteville

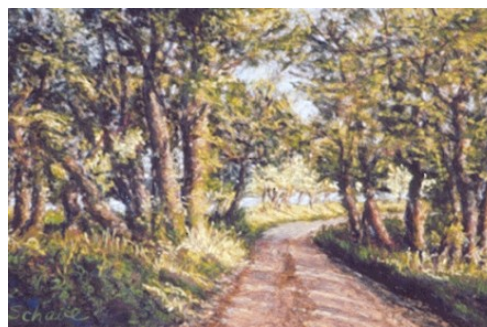
I paint in celebration of the spirit of nature and the simple things that enrich my everyday world through observation of shapes, textures and patterns of light in both the natural and the man-made. Intimate views of plants and leaves are among my favorite subject matter as during the painting process, little "mysteries in the ordinary" sometimes reveal themselves. I also enjoy sharing my impressions of the gently rolling scenery and soft light of the Midwest landscape and especially of southwest Wisconsin which has been my home since 1978.

Though I have worked in many art mediums, pastel remains my favorite. The tactile nature of direct contact between my hand and the stick of pastel play nicely with my love of drawing, while its immediacy of color allows me the freedom to work in a multi-layered technique without the drying time required of other mediums.

I am currently preparing for a show at Outside the Lines Art Gallery in Dubuque, where I will be Featured Artist for May and June.

The show's opening reception will be held on Friday, May 7, and is open to the public. Please come and view my new work!

In addition to my life as an artist, I have owned and operated my picture framing business since 2004. Working from my home studio, I serve a wide variety of framing needs by appointment. Cindy Schave Studio & Custom Framing is located at 595 Broadway Street, Platteville, Wisconsin. I may be contacted at 608-348-3358.



Community Connections & Events (Continued Page 4)

● Kitchen Garden Basics - Robin Timm

From winter dreams to spring planting, go through the steps of creating a small or large home garden. We will look at various seed varieties, choose our favorite summer treats and plot out a kitchen garden.

Saturday, March 13, 2010, 10 to noon at Driftless Market, 95 W Main Street, Platteville

Fee: \$25.00

Registration information: http://www.uwplatt.edu/cont_ed/ or call 608-342-1314

● Want to Eat More Local? Robin Timm

Take a guided tour through the Driftless Market to find exciting local products. More than tomatoes and garlic, Wisconsin offers a large variety of interesting and tasty local products. After the tour we will whip up a tasty snack using some of the local products we found in the market.

Saturday, April 3, 2010, 10 to noon at Driftless Market, 95 W Main Street, Platteville

Fee: \$25.00

Registration information: http://www.uwplatt.edu/cont_ed/ or call 608-342-1314

● White Jasmine Spice Sampling with Huma Siddiqui - Friday, April 30th From 2-5 pm



At White Jasmine, our passion is derived from providing fresh, natural and delicious spices to our customers. We take pride in our exclusive line and our philosophy is shown through each of our products.

Cooking really is a lifestyle and regardless of cooking backgrounds our spice blends will work in any kitchen, from the amateur cook to a culinary professional. This lifestyle is reflected through different recipes that highlight cuisines from all over the world. Although these spices have their roots in Pakistani heritage, they are the perfect complement to any dish from any culture.

White Jasmine is based in Madison, Wisconsin founded in 2003. Siddiqui, and her son Samir Karimi proudly offer a weekly television show on NBC15 every Monday morning and run the family business that represents a unique blend of celebrating family rituals, traditions and customs in life. <http://www.whitejasmine.com>

Check out the three varieties of White Jasmine Spice Blends at the market!

Driftless News

● Famers Market 2010 Season Begins - Platteville's Annual Planning Meeting

Attend the Annual Platteville Farmers Market planning meeting for the 2010 Season. Meeting is open to current and potential market vendors and will be held at the Platteville Public Library on **Saturday, March 13th from 9am-Noon**. The Platteville Farmers Market begins its season on the first Saturday in May at the Platteville City Park.

● 14th Annual Walk Down Main Street - Prohibition in Platteville, May 4th 2010

No it's not coming back, totally, The Platteville Main Street Program will be hosting their 14th Annual Walk Down Main on May 4, 2010. Platteville has a lot of history with prohibition. Did you know rumor has it Al Capone got his hair cut in Platteville? We need your feedback, do you have a story to tell? Do you know about secret rooms used for drinking and gambling? Gangland Activity in our community? Selected stories will come to life this year and retold, who knows you could be caught in the middle of a shoot out! Stories can be sent to Cheryl MacDowell pvmainst@yahoo.com Plan on joining us on May 4, 2010 for the 14th Annual Walk Down Main Celebrating Prohibition in Platteville for historic preservation month. www.plattevillemainstreet.com

● Family Friendly



Monica Dunn of Mineral point shops with her daughter

Informally we have been surveying customers with young families that shop at Driftless to learn why, during these difficult economic times, they choose to shop at a small local grocery rather than exclusively with the larger economy groceries.

Overwhelmingly the response has focused on the quality and type of products (often organic or antibiotic & hormone free) because families recognize the connection between the food they eat and their health and the environment.

Favorite products include: **Sassy Cow milk, organic & traditional, and other antibiotic & hormone free local dairy products; fresh, great tasting, organic and local produce; specialty foods related to food allergies or special diets; healthy lunches** homemade in our kitchen; and the wide variety of **healthy bulk foods and snack options.**

Also mentioned was the convenience of location and smaller size of store with its family friendly atmosphere and the helpful staff. Many mentioned their families personal commitment to shopping locally and supporting local foods.

Recent Events



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, Heather & Joe LeFevre, Robin Timm and Jayne Dunnum!

