



Driftless Market NEWSLETTER!

December, 2009



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

The Driftless Market
will be **CLOSED** on
Dec. 25 & Jan. 1.
See website for full
holiday hours.

Food Resolutions 2010: Heidi Dyas-McBeth

Each New Year I am reluctant to make resolutions that I may not keep or that seem trivial. This year, considering all that I have read and heard regarding the future of our current food systems, I have decided that I will resolve to “up” my investment in supporting my local food system. I say that I will be “upping” my investment because our food decisions are not an all or nothing deal. I can not say that I eat all local foods or for that matter all organic foods. What I can say is that I realize that the only major (and in my mind positive) changes to the current issues related to our global and local food systems are in the hands of consumers. Therefore, I resolve that in 2010 I will spend my food dollars keeping the health of people and the environment in mind.

In 2010 I will:

- Eat more produce that is in season - this makes it much easier to eat local produce and fruit.
- Try new foods that I am not familiar with preparing. I discovered Celeriac this year.
- Choose more organic produce when I can not find locally grown.
- Know where my produce, meat and dairy products come from.
- Choose more bulk and minimally processed and packaged foods.
- Continue to educate myself (and Driftless customers) about the foods that I choose to eat and prepare for my family.
- ENJOY the joys associated with eating foods that are in season, supports the local economy, and is full of flavor!
- See you at the Driftless in 2010!

OF INTEREST:

- Food Resolutions - 2010
- Driftless Market Kitchen & Deli
- Fresh Produce, Recipes, & Tips
- December Product Specials
- Local Vendor Profile
- Health Tips
- Community Connections & Events
- Local Arts & Artisan News & 2009 Events

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](#)



The mission of the Environmental Working Group (EWG) is to use the power of public information to protect public health and the environment.

Special Orders for Homemade Seasonal Baked Goods & Platters: Heather LeFevre

From the Kitchen

If you love the cookies, bars, rustic breads and other specialty baked goods and foods at the Driftless Market then you will want to check out the Driftless Holiday Order form. This year you can pre-order holiday fare for your special events and meals.

The Driftless Market takes great pride in the homemade foods we prepare using fresh healthy ingredients.

Favorite recipes were selected with the holidays in mind to provide homemade plenty of options.

These items will be sure to be a hit at any holiday gathering or family meal this season.

Looking to special order a holiday tray of cookies or some homemade pies. Fill out the [order sheet](#) found on our website.

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

Food and Produce News

December Specials: (Dec. 7 - Dec. 26)

Page 17.6oz size 15% off

Organic Blue Keifer- 15% off

Organic Creamy Bulk Cheese
Feta and Parmesan - 15% off

Dessert Essences Beauty
Products - 25% off

Cranberries - Bulk - 15% off

Panda Licorice - 15% off

GF Ice Cream Cones - 25% off

Yogourmet - starters 15% off

Bon Appetit Fast Easy Fresh
Cookbook- Barbara Fairchild.
Reg \$34.95 - now \$29.99

Stop in to see the other
new titles!

● Fresh Winter Produce - Robin Timm

At Driftless Market we strive to support our local farming community. We had a good summer crop of local veggies and, even though the gardens are put to bed for winter, we still carry some local storage crops.

Storage crops can be kept in a cool place for many months. With our modern refrigeration, roots like rutabagas, celeriac, potatoes, carrots, onions and garlic and fruits like apples will keep for many months. We have all of these items from local farms.

Winter squash is another good storage crop that will last in a cool closet or back room until January or February. We have many local varieties of squash, including mini pie pumpkins all ready for your holiday dinners.

This winter Driftless Market also has some fresh local greenery: the crunchy,

tasty fresh Sunflower Sprouts from Twin Elm Farm are back. Luke is also growing fresh Pea Shoots. If you haven't tried these delicate treats, stop by and ask for a sample. Shoots are the tendrils of pea plants, before they flower. Loaded with vitamin A and flavor, you can snip them into bite sized pieces and toss into salads or sandwiches for an amazing crunchy treat.

To brighten up our winter market, we are experimenting with items like fresh Wisconsin Cranberries from Wetherby Cranberries in Warren (sold bulk), and more variety of organic tropical fruits. Have you tried the persimmons, golden pineapple, kiwis, or mangoes? How about a fresh coconut to entertain your children? Stop by the produce cooler and pick up something new to go with your staple storage vegetables during this holiday season.

Driftless Recipe: Scalloped Celeriac & Potatoes (from the Farmer John's Cookbook)

- 1 pound Celeriac, peeled, halved, sliced about 1/8 inch thick
- 1 pound Baking Potatoes, peeled, sliced about 1/8 inch thick
- Salt & Freshly Ground Black Pepper
- 1 cup grated Gruyere (Roth Kase Gran Cru) or Swiss Cheese
- 1/2 tsp. dried Thyme
- 2 cups chicken, beef pr vegetable stock
- 2 Tbls Butter

Butter 2 quart baking dish and preheat oven to 350 degrees. Place the celeriac and potatoes in alternating layers in baking dish, seasoning every few layers with salt and pepper. At about 1/2 way point add 1/3 cup cheese in an even layer and sprinkle with thyme. Continue with the celeriac and potatoes until you have used all of your slices - do not completely fill dish, leave room to boil.

Pour stock over all, dot with butter, cover with foil and bake for 45 minutes. Remove foil and bake for 15 minutes more. Sprinkle the remaining 2/3 cup cheese over the top layer, add several grindings of fresh pepper, and bake until the cheese turns golden, about 15 min. Let stand for 10 min before serving.

Omitting the milk or cream traditionally used in scalloped potatoes creates a flavorful and delightfully lighter dish. The Celeriac adds a brightness here that assertively sets the dish apart from its classic cousin.

Recipe serves 6

● Local Vendor Profile: Lange Organic Family Farm - Platteville

Hello! I'm Rich Lange of Lange Farm Meats of Platteville, WI. My wife Patty and I began farming with my father, John Lange, in 1972. We bought our farm in 1980. We practiced biological farming until 1991 when we started working towards being certified organic. Deciding to go organic was an easy choice for Patty and me. Not only were we aware of the environmental benefits of organic farming, we were concerned about the effects that pesticides and synthetic fertilizers used in conventional farming could have on our five growing children. Becky, Karen, Cheryl, Rachel, and Adam all helped on the farm, and we wanted to make sure that it was safe for them.

We have been certified since 1994, raising dairy cows, beef cows, hogs, and chickens. A year later we started Lange

Farm Meats and built an on-farm store. Shortly after, we began delivering our meat and poultry to stores in Madison, Dubuque, Viroqua, La Crosse, Spring Green, and other small towns in the area. We now make weekly deliveries and continue to welcome local and out-of-town customers at our home store. In the near future, we hope to have a CSA (Community Supported Agriculture) program available. We also have three part-time employees. (cont. on page 3)



● Simple Steps to follow for cold and flu prevention:

1. Wash hands regularly and keep hands away from face.
2. Gargle twice a day with salt water.
3. Clean nostrils with a sinus rinse using a Neti Pot or cotton swab dipped in salt water.
4. Boost natural immunity with foods that are rich in Vitamin C - Citrus fruits, Kiwi, Broccoli and Leafy Greens.
5. Drink warm liquids like tea and coffee which wash viruses to your stomach where they can not survive.

● **Top produce to avoid if not grown organically:** Get up to date information on the worst & best produce for level of toxicity due to pesticides at the Environmental Working Groups website www.foodnews.org

People have a right to know what's in their food, so they can choose foods with less pesticides. Each of us can opt for food safety today by choosing to purchase produce from growers we know, produce low in pesticides and by buying organically-raised fruits and vegetables as frequently as possible. With this first step we can protect our families' health and preserve our own future and the future of the environment from the harmful effects of pesticides.

● Cont. - Lange Organic Family Farm - Platteville

Annually, we raise around 70 steers (Angus-Normandy breed), 350 hogs (Berkshire-Chester White breed), 1400 free-range broiler chickens and 440 free-range turkeys (including some heritage turkeys). Our farm consists of 700 acres, of which 420 are tillable. The rest of the land is pasture. A main belief of organic farming is that animals should never be kept in confinement or indoors all of the time. Our animals always have access to the outside, weather permitting. We also raise alfalfa-grass, corn, soybeans, wheat, barley, oats, and sorghum-sudan to provide feed for our animals. We use no herbicides or pesticides on our crops and our animals are never given antibiotics or hormones.

Although most of our children are grown and have moved away from the farm, they always spend some time outside with me when they come home, and are thankful to have grown up in such a healthy, environmentally conscious, and animal-friendly environment. We are all committed to being 100% certified organic, grass-based, and farming sustainably because we care about the health of our animals and land as much as we do about our own health.



Community Connections & Events (2009 Events on page 4)

● Driftless Market Jewelry Party: Wed, December 2nd, from 5:30 - 7pm

Join 5 of the Driftless Market Jewelry artists for a get together to highlight their individual jewelry styles, see short technique demonstrations and see new items and special items brought in just for this event.

This will be a great opportunity to talk with artists and find one-of-a-kind items for holiday gifts or something special for your self.

● Chamber Santa Bucks & Main Street Program Reindeer Run & Coloring Contest

Start saving your receipts from participating Santa Buck businesses for participation in the annual Santa Bucks Auction after the first of the year. For more info: <http://www.platteville.com/>

While shopping on Main Street be sure to enter your registration or the Reindeer Run when you make a purchase at participating businesses. Children can pick up their coloring pages at these businesses at the same time. Program culminates with drawing during Santa's Workshop on Dec. 5th. More info: <http://www.plattevillemainstreet.com/>

Thank You Platteville Chamber & Platteville Main Street Program for encouraging "local" spending during the holidays.

● PHS Blue Notes - Caroling at the Driftless: Saturday, December 19th 3-4pm

Looking for an opportunity to listen to some holiday music - join the Platteville High Schools Blue Notes musical group for caroling at the Driftless Market. Stop in at the Driftless Market on Saturday, December 19th at 3 pm for an hour of caroling and some holiday treats.

Art News & 2009 Events

● Capitola Review Artist Reading: Saturday, January 30th from 1 - 3:30 pm

Join the Driftless Market in once again welcoming Capitola Review contributing artists to share their work at an artist reading. The third edition of this unique and beautiful publication is currently available for purchase at the Driftless Market. Special item in this edition: The poem "Love Song" by William Faulkner & an unpublished poem by Michael Perry. Start off the new year supporting local art and cultural events..

● Revitalize Your Core: Saturday, February 6th from 11am - 2:00 pm

Gather at the Driftless for an open house focusing on wellness and beauty both local and unique, borrowing from disciplines and cultures from afar. Relax and learn how body work, essential oils, wearing of the colors of our energy points, or chakras, can "enhance the essence of being" This mid-winter open house will feature Jewelry from Lauren Powers of Bella Design, as well body work techniques from Apryl Bennet of Trinity Massage and Bonnie Ewton of Harmony House Reflexology (fee for body work - proceeds will go to a local charity). Refreshments will be provided.

● Local & Artisan Cheese - Start your own Cheese of the Month Club:

The Driftless is proud to support a growing number of local and artisan cheese makers like; Roelli's Dunbarton Blue & Spring Grass Cheddar; Hook's 5 & 7 Year Aged Cheddars; Roth Kase's GranQueso, Vintage VanGough Gouda & GranCru Gruyere; Montchevre's Mini Cabrie & plain or flavored Chevre Logs; Montforte Gorgonzola & Blue Cheese; Crave Brothers Fresh Mozzarella & Farmers Rope Cheese; & rBST free cheeses from Westby Creamery. **New items include:** Cedar Grove Cheese from Plain, WI - hormone and GMO free, uses vegetarian rennet and innovative business and environmental practices - try the Mozzarella, Brick, Salmon and Dill Cheddar and Mona Cheese (Sheep & Cows milk blend); also new is Mt. Sterling Goat Cheese from Mt. Sterling, WI - coming soon - Smoked & Mediterranean Goat Cheddar

See the Scalloped Potato and Celeriac dish on page 2 using Gran Cru Gruyere and find other great recipes and pairing ideas on the Milk Marketing Boards website - www.eatwisconsincheese.com

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**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!

