



# Driftless Market NEWSLETTER!

September, 2009



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

The Driftless Market  
will be CLOSED on  
Mon. September 7th

## Wisconsin 2009 Statewide Eat Local Food Challenge: September 27th through October 4th

### OF INTEREST:

- Eat Local Food Challenge
- Driftless Market Kitchen & Deli
- Fresh Produce, Recipes, & Tips
- Product Specials
- Local Vendor Profile
- Coming Soon & New Products
- Community Connections & Events
- Local Arts News

The “Driftless” ‘makes it easy for you to participate in the annual “Eat Local Food Challenge” - and not just for one week. Year round you will find a wide selection of local foods, including local produce when in season and one of a kind homemade Driftless Market products .

While local foods make great gifts from Wisconsin - which is know for its award winning artisan cheeses and maple syrup - your purchases of local foods are a great way to impact and support the local economy.

The variety of foods grown and produced in the driftless area has expanded greatly in recent years, supporting small family farms and entrepreneurs who recognize that consumers value knowing who is growing, raising and producing the foods they eat.

### Why should you and your family take the 2009 Eat Local Challenge?

These are some of the reasons that people participated in the 2008 Eat Local Challenge:

- I want to support local farmers (94%)

- Local food is tasty and enjoyable to eat (82%)
- Eating fresh, local food is important for my health (80%)
- I want to reduce the number of miles my food travels (79%)
- I like to cook with local ingredients (71%)
- I want to encourage stores and restaurants in my community to source more local food. (67%)
- I want to see how possible it is to find local food near me (53%)

Go on-line for more info about the Wisconsin Eat Local Challenge  
<http://www.eatlocalwisconsin.com/>

### Regional Local Food & Art Web Links

- [Platteville Farmers' Market](#)
- [Mineral Point Farmers' Market](#)
- [Southwest WI Bike Trails](#)
- [ArtsBuild](#)
- [Local Fare Directory](#)
- [Simply Local Food](#)
- [Fennimore Produce Auction](#)

## Driftless Market Bulk Foods Expand: **From the Kitchen**

Hopefully you have already discovered the great value and selection of bulk items at the Driftless Market - from bulk flours, oats, grains, rice, beans, granolas, nuts and dried fruits to bulk teas, coffee and spices. Along with these standards, we have some additional products that you might not be aware of; mixed olives, wheat germ, yeast, tahinni butter, olive oil, pine nuts, pastas, and gluten free brown rice pasta and flour. Check out tasty specialty products that quickly become favorites - or addictions - like DM Hummus and Pesto,

wasabi peas, crystallized ginger, yogurt covered raisins, animal crackers, granola (pair this with Sugar River Yogurt) and DM Trail Mix.

Why shop for bulk items? There are many reasons for shopping in bulk besides the economic benefits, including;

- reducing excess use of packaging;
- ensuring freshness by buying only the quantity you need;
- and making your own combinations for healthy snacks.

See our Daily Deli Menu on-line  
[www.driftlessmarket.com](http://www.driftlessmarket.com)

## Food and Produce News

### September Specials:

(Sept. 8th - Sept. 30th)

**Knudsen juice 32oz**

**25% OFF**

**Eziekeal cereals**

**25% OFF**

**Chebe gluten free pizza crust**

**15% OFF**

**Green & Black candy bars**

**15% OFF**

**Tree of Life gluten free**

**cookies**

**15% OFF**

**Dr. Bronner's soaps**

**15% OFF**

**Dr. McDougall's soups**

**15% OFF**

**Dessert Essence shampoo & conditioners**

**10% OFF**

**Raw Revolution bars**

**10% OFF**

**Old Wessex oatmeal**

**15% OFF**

**Dried mushrooms**

**15% OFF**

**Stringles cheese sticks**

**10% OFF**

**Applegate sliced ham/turkey**

**10% OFF**

**Bulk Yogurt items**

**10% OFF**

**Barbara's yogurt bars**

**15% OFF**

**Woodstock tomato products**

**15% OFF**

### ● Fresh, Local, Fall Produce - Robin Timm

This has been a summer that some farmers may want to forget. Cool temperatures all summer kept the tomato and pepper growth rather stunted. Then two harsh hail and wind storms, one right after the other, left corn and soybean crops decimated. Produce plants that survived the winds often gave fruits damaged by hail. Tomatoes and cucumbers have small scars from the hail which lead to quicker spoilage.

Our produce vendors are recovering and the cool fall crops are starting to mature. I am hoping for a warm fall and lots more local tomatoes. As long as temperatures stay above freezing, tomatoes, peppers and eggplant will do fine.

Fall is time for the root crops and storage vegetables to ripen. We are anxiously awaiting Two Onion farm red and yellow storage onions. Gary Olsen already brings in a variety of potatoes: Yukon gold, red and Kennebec. Stonecrop is bringing in

some late season string beans. King's Hill Farm has amazing kale: red and green frill and lacinato. And don't forget to stock up on Safe Home Farm garlic.

Soon we will have winter squash which has a tougher skin that permits storage in a cool dry place. We carry a nice selection of winter squashes and pumpkins, from small acorn and carnival to larger butter-nut and buttercup. Sweet and vitamin packed, you can store in a closet or cook and freeze some for later use.

Before the squash is ready, we can look forward to more local lettuce, broccoli, cauliflower, kale, collards, beets, carrots and more. These crops like cool nights, they even tolerate a little frost on their leaves.

Now that it will be cooler, we can pull out our favorite stew and chili recipes to warm our stomachs and our hearts.

### Driftless Market Recipe: Vegetarian Chili with Chocolate

- 1 Tbsp Olive Oil
- 1 Clove Garlic, minced
- 1 Small Onion, finely chopped
- 1 Green Pepper, diced
- 1 Can of Muir Glen Diced Tomatoes
- 2 Cans Field Day Garbanzo Beans
- 1 Can Field Day Kidney Beans
- 1 Can Field Day Black Beans
- 5 Cups Imagine Vegetable Broth
- 2 tsp ground Cumin
- 1 tsp Salt
- 3-4 Squares Equal Exchange
- 1 Panama Dark Chocolate Bar

In stockpot, over medium heat, cook oil, garlic, onion, and green pepper until slightly softened, stirring occasionally. Add the tomatoes, rinsed and drained beans, vegetable broth, cumin and salt. Bring to a boil over high heat. Reduce heat to low, cover, and simmer, stirring occasionally until thickened, 1 to 1 1/2 hours. Before serving, stir in the chocolate until melted.

Makes 6 - 8 servings.

### ● Local Vendor Profile: The Cottage Baker, Fennimore, WI

The Cottage Baker in Fennimore, WI opened 15 months ago to provide the local market with fresh-made bakery items and specialty drinks. Fresh Made at The Cottage Baker means hand-made on premises entirely from scratch using high quality flours, dried fruits, chocolate, nuts, spices, fresh eggs and when available fresh all-natural raspberries, blackberries, gooseberries and apples handpicked from the family farm. Pesticide-free fruit and berries mean no risk of carcinogens or GMOs. There are no added trans-fats, corn syrup or preservatives in their bakery items and most of the fresh butter and dairy products come from a local dairy. Owners, Sherry and Deborah Swim believe that pure butter and sugar in moderation is the only way to

make baked goods with a pure taste. Remember, that factory-made soft bread does not imply freshness as dough conditioners and additives give the illusion of freshness.

Driftless Market as well as other local coffee shops and restaurants carry a selected variety of their quality products. Call (608-822-3646) or email [thecottagebaker@tds.net](mailto:thecottagebaker@tds.net) to order from a full menu of breads, sweet rolls, dinner rolls, sourdoughs, muffins, scones, danish, biscotti, cookies and more. "Making it fresh for you" is only true if it is scratch made.



## ● Coming Soon - New Produce Cases:

Soon you will find our most recent investment to ensure that you have access to the freshest and greatest variety of organic & local produce in our area, along with one of a kind Driftless Market deli products. Expanding retail space for these products is important to us, but more important is the ability to be able to keep our produce at its peak freshness. That, along with the energy savings from more efficient cases, just makes good sense to us.

## ● New “Field Day” Product Line:

At Driftless Market we constantly strive to offer an expanding selection of new and requested products. In response to consumer shopping patterns one of our major distributors has released a line of private-label organic products called "Field Day". The initial offerings in this line include canned products such as; sweet peas and corn; black, kidney, garbanzo and pinto beans; baked beans; and veggie and black refried beans. Response has been positive regarding the quality of this product. Watch for more Field Day products coming soon.

## Community Connections & Events

### ● Back to School: UW-Platteville Student Scavenger Hunt

The Driftless Market participated again this year in the UW-Platteville Student Scavenger Hunt sponsored by the Platteville Chamber of Commerce. We value the UWP Students, Faculty and Staff who support the “Driftless” as a convenient, healthy option for their full-service grocery needs, tasty homemade lunches, healthy snacks, or a takeout bowl of homemade soup for dinner.

### ● Dairy Days Parade: Saturday, September 12th at 9:30am on Main St.

This year we are participating in Dairy Days events by decorating a Dairy Days Cow for display on Main Street. While you are enjoying the many Dairy Day events stop in to check out our wide variety of local dairy products, including fresh cheese curds on Fridays from Roelli Cheese .

[www.plattevilledairydays.com](http://www.plattevilledairydays.com)

*Dairy Days cow decorated as a collaborative staff effort.*



### ● Local Fare Fall Marketplace: Sunday, September 27th, 12 to 4pm - UWP, Ullsvik Hall

The Local Fare Marketplace is becoming a bi-annual event highlighting the local producers of great foods in our area. Sponsored by the UW-Platteville Local Fare program the Marketplace is an opportunity to meet local producers from our region, sample their products, and talk with them about the products and practices that make them unique. Visit the “Driftless” booth and sample some of our great local and Driftless Market products.

[www.uwplatt.edu/cont\\_ed/LocalFare/](http://www.uwplatt.edu/cont_ed/LocalFare/)

### ● Sweet Treats on Main & Main Street Chili Cook-off: Saturday, October 24th

We are excited about once again participating in the Sweet Treats on Main Event and look forward to taking part in the new Main Street Chili Cook-off. We hope that you will join us for these great events sponsored by the Platteville Main Street Program. <http://www.plattevillemainstreet.com/>

### ● Vegetarian Holiday Cooking: Saturday, November 7th from 10am - Noon

Not sure what to fix those vegetarian relatives who show up at Thanksgiving? Join Robin in the Driftless Kitchen to whip up a little tofurky while exploring other high protein vegetarian holiday dishes.

Register for this class through UWP Continuing Education - [www.uwplatt.edu/cont\\_ed/](http://www.uwplatt.edu/cont_ed/) 608-342-1314.

### ● Artisan Cheese Tasting with Chris Roelli - Friday, November 13th from 5:30 -7pm

Once again you will have the opportunity to meet artisan cheese maker Chris Roelli, of Roelli Cheese Haus outside of Shullsburg, and sample a selection of his small batch handcrafted cheese, including the highly acclaimed Dunbarton Blue. Roelli's Dunbarton Bleu is the company's flagship cheese, which is described as having "the feel of an English cheddar but is spiked with the delicate, subtle flavor of a fine blue." Check out recent article on Wisconsin artisan cheeses in the Wisconsin State Journal - <http://www.madison.com/wsj/home/biz/463005>

*Roelli Cheese delivers fresh curds on Friday afternoons and offers a great selection of their handcrafted cheeses.*

# Art News

## ● “Driftless” area artist working on MAE in Texas

**Lana Caywood, Mangled Wire Jewelry - Platteville:** I'm working on a Masters of Art Education (MAE) through Texas Tech University. Online classes are offered during the regular school year and I started the program last fall. Studio courses are offered during the summer at TTU's Junction campus in the heart of the Texas hill country. The courses are three weeks of intensive studio work in painting, printmaking, web design, jewelry, glass blowing, or ceramics. This summer I was there for six weeks studying web design and jewelry/metalsmithing. I chose the Texas Tech MAE program since it works well with my schedule as elementary art teacher at Fennimore Community Schools.

My philosophy for making art is the same as my teaching philosophy - explore the process and see where it takes you. In the early days of my art career I was more concerned about the finished product. After years of painting photo real, transparent watercolors I began to explore collage. It is a liberating process that guides me to produce art as metaphor rather than realistic representation. Even though my undergraduate training was steeped in formalism and the traditional art forms of drawing, painting, sculpture, and printmaking I'm now exploring processes traditionally referred to as craft.

I'm currently making jewelry and learning metalsmithing techniques. I also plan to incorporate needle arts in the capstone project for my masters degree dealing with the issue of urban sprawl.



*The Capitola Review*

The 3rd edition of The Capitola Review publication will be available for purchase this fall at the Driftless Market. Watch for upcoming dates for artist readings at the Driftless Market and around the region.

**SAVE THE DATE for the first ever  
“Wire, Glass, Shells & Stones”  
Driftless Market Jewelry Party.**

Join area jewelry artists on  
**Wednesday, December 2nd from 5:30-7pm,**  
as they display their unique jewelry creations - great ideas for holiday gifts & something special for yourself!



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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!**

