



Driftless Market NEWSLETTER!



Seasonal 2011



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

OF INTEREST:

- Tis the Season!
- Holiday Produce Notes
- Driftless Recipe - Yam Biscuits
- Holiday Special Offerings
- Driftless Un-Event
- Annual Driftless Jewelry Party
- Heritage Breed Turkeys
- Plastic Wars
- Featured Local Vendors

Regional Local Web Links

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



Tis the Season!

As we near another Holiday Season at the Driftless Market we are making our lists of essential ingredients, arranging special promotions such as the pre-orders for Fresh Organic Free Range Turkeys from Lange Farm and Homemade Pies from Sinsinawa Mound, and bringing in unique gift items from local artists.

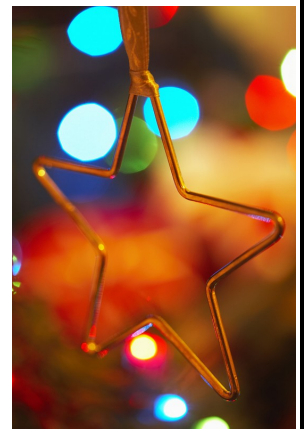
With that in mind we are also aware of the stress that the Holidays can bring. We will be making time for ourselves to think about what individually is important to us and our families this time of year. We will make the time to focus on what we are thankful for.

For Heidi and Bill this year we will continue to focus on how the holidays become a time of joy, enjoyment, and relaxation with family and friends while lessening the impact that the holidays have on the environment. No more purchasing of wrapping paper or meaningless gifts. We will look for gifts that support local businesses, producers and artists that are lasting and meaningful and on giving our family and friends the gift of our time. Think jigsaw puzzles, snow shoe rental, fixing a new or favorite family recipe, read a book or nap by the fire, and making uninterrupted time to spend with our kids while they are home. New Years resolutions remain the same - continue to work on eating healthier, getting outdoors, being more active, and making time for the things we are passionate about.

For Robin and Jayne simple is what we strive for. Life itself is hectic enough. During the holiday season, we try to enjoy the music, the food, family and friends without a lot of fuss. Our wishbook is a seed catalog, either Johnny's or Seed Savers, where we look for old and new vegetable varieties and plan next year's gardens. Then we enjoy meals made from last year's harvest.

Happy Holidays!

Heidi, Bill, Robin and Jayne



See our Daily Soup Menu on-line

www.driftlessmarket.com

Thanksgiving PREORDERS:

Lange Farm Fresh Organic Free Range Turkeys - Hybrid white (\$3.69 per lb) & Heritage breed(\$3.89 per lb). Order deadline Nov. 5.

Homemade Sinsinawa Bakery Pies and Crescent Rolls: Package of a dozen Crescent Rolls and Pumpkin, Apple, Pecan Cranberry, and Mince-meat Pies. Order deadline Nov. 14.

Ask staff for details.

Available to pick up Nov. 23

Sampling of new items "JUST IN"

- Larss Swedish Crispy Onion Rings and Ginger Snaps
- Gluten Free frozen pie crusts
- Montchevre Chevre Logs rolled in Cranberries or Blueberry Vanilla
- Golden Age English Style Cheeses
- Organic Egg Nog & Coconut Milk Nog
- Holiday flavor Keifer and Ice Creams
- Tribeca Ovens French Baguettes
- Delallo Bulk Olives Mixes
- Must Have Organic Produce: yams, pomegranates, green beans, fresh local spinach, carrots, onions and potatoes, seasonal citrus, apples, and more.
- Sparkling Org. Juices & San Pelligrino orange and lemon soda waters.

See the **Driftless Holiday Shopping List**

Fresh - Local - Organic

Tis the season to overindulge: sure, there will be many gatherings when we eat a bit more than we should. Enjoy it. On the nights preceding and following the big bash, go for more simple faire and look to the Driftless Market produce case to help you out. Try a salad meal: During the holidays we will have local fresh picked spinach. It is crisp and tasty. Fill a plate or bowl with torn spinach leaves, add chopped broccoli and cauliflower, sliced or grated carrots, onions (that's up to you), sliced mushrooms and mini sweet peppers. For protein add ¼ cup garbanzo or red beans. I like to heat up a Nature's Bakery tofu walnut burger and set it hot, in the middle of my salad. Then sprinkle with Balsamic vinegar (found in the bulk oil section) and fresh ground pepper. Very simple, very healthy, Delicious!

How about loaded baked potatoes? We do this all in the microwave for a quick, delicious and healthy supper. Start with the potatoes: I like to mix up Yukon gold and red potatoes. You can stay more traditional and use the local white Kennebec potatoes from Gary Olson. Scrub potatoes clean then cut into quarters. Put in a shallow, covered dish and microwave until fork tender. Set aside. While the taters are cooking, cut up a bowl

Robin Timm



full of broccoli and cauliflower florets, mini-pepper slices, crimini mushrooms if you like. Put them all in a glass bowl with a splash of water. Cover the bowl and microwave for 3-5 minutes, depending on the amount of produce. Arrange potato quarters on a large plate and smash them down. Then pile with vegetables. I like to sprinkle spicy Cajun seasoning on my potato Jayne likes a little salt, pepper and a dab of butter. Then we top with a grating of hard cheese like parmesan; just a dash of cheese so you get the vibrant flavor of the fresh vegetables.

How about starting the holiday with an organic fruit salad: November starts the citrus season: Navel oranges, red grapefruit, tangelos and cara cara oranges. Fall is apple season and the varieties continue to grow: we have Braeburn, Fuji, Jonagold, Ambrosia and Granny Smith. Lots of tropical fruits also fill our produce case: bananas, pineapples, kiwis and pomegranate. I get a little crazy with fruit salads and fill the bowl with everything. Serve with Sugar River yogurt for a healthy start to the holiday festivities.

ENJOY!

**To Your Kitchen****Driftless Market Recipe: Sweet Potato (Yam) Biscuits**

- 2 cups bulk unbleached flour
- 2 tblsp brown sugar
- 2 tsp aluminum free baking powder
- 1/2 tsp aluminum free baking soda
- 1/2 tsp sea salt
- 1 1/2 cups peeled, mashed and cooled baked yams (about 2 large)
- 6 tblsp buttermilk



Preheat oven to 425 degrees

In a large bowl combine the first five ingredients. In another bowl mix mashed yams and buttermilk and add to dry ingredients. Mix with a fork until soft dough forms.

Turn out onto floured surface and knead 5-6 times. Then pat to approx. 3/4" thickness and cut into rounds with 2 1/2 inch biscuit cutter, or top of similar size cup.

Transfer to a non-stick cookie sheet and bake until puffed and golden brown., approx. 15 minutes.

Serve warm.

Yams provide around 110 calories per 100 grams of product and are high in vitamins C and B₆, potassium, manganese and dietary fiber while being low in saturated fat and sodium. A product that is high in potassium and low in sodium is likely to produce a good potassium-sodium balance in the human body, and so protects against osteoporosis and heart disease. Yam products generally have a lower glycemic index than potato products, which means that they will provide a more sustained form of energy, and give better protection against obesity and diabetes.

Heritage Turkey Breeds

America's heritage Turkeys were bred for fine flavor, beauty, and "thriftness", or good yield of meat from the food provided. They needed to be hardy, self-reliant birds. By the 1960's heritage turkeys had been driven from the market by the industrial Broad-Breasted White. By 1990 they were very near extinction. The American Livestock Breeds Conservancy has acted to preserve the traditional heritage varieties of Turkey our grandparents enjoyed, but these varieties are still seriously threatened. Talk with the Driftless Staff about how you can pre-order a Lange Farm fresh, organic, free range turkey for your holidays this year.



Chicobags / Plastic Wars:

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There are trillions of them and they are the most abundant consumer product in the world according to Guinness World Records. We all use them. But after seeing this report, you may have second thoughts.

In her 2-part CNN Presents story "Plastic Wars" correspondent Amber Lyon finds plastic bags everywhere they should not be - in trees, on streets and even at the bottom of the ocean. She meets with Andy Keller (Chicobags), whose mission is to rid the world of plastic bags, and with the man who represents the large corporation trying to stop him.

"Plastic Wars" aired on CNN Presents, Sunday, Oct. 30th. For more info:

- <http://cnnpresents.blogs.cnn.com/2011/10/27/plastic-wars/>
- <http://www.chicobag.com/t-sued-by-plastic-press-release.aspx>

PRODUCE STAND
STARTER KIT



Community Connections & Events

● **Santa Bucks:** The Driftless Market is a participating Santa Bucks Business. Save your receipts to turn in for Santa Bucks, then attend the Auction at the first of the year.

● **Holiday Un-Event - you choose the date!**

Location: The comfort of your own home!

Description: The Holiday Season - Foods • Gifts • Traditions - The Environment

This un-event is intended as an opportunity for you to spend some important time reflecting on what the holidays mean to you. Your special traditions, the foods you prepare and enjoy, gift giving, and (here's the catch) how does all of this impact the environment. This is the opportunity to make plans and create new traditions. Check out a few of these resources for ideas.

<http://yalesustainability.wordpress.com/2007/12/14/the-story-of-stuff/>

<http://www.storyofstuff.com/>

<http://earth911.com/news/2008/11/11/20-tips-for-a-sustainable-holiday/>

<http://envirocenter.org/the-green-spot/about-the-green-spot/sustainable-holiday-tips>

<http://noimpactproject.org/>

Driftless Annual Jewelry Party

Saturday, December 3rd from 9am-4pm at the Driftless Market - 95 West Main Street

*Join us again for the Driftless Annual Jewelry Party featuring local jewelry artists - **Beth Molesworth, Valerie Haefner, Lauren Powers, Cathie Roberts.***

Meet the artists and learn more about their unique styles while enjoying holiday treats at this Main Street "Shop Local" event.



Featured Local Vendors

MIND BODY SOUP!



"It [soup] breathes reassurance, it offers consolation; after a weary day it promotes sociability...There is nothing like a bowl of hot soup, it's wisp of aromatic steam teasing the nostrils into quivering anticipation."

Louis P. DeGouy, Waldorf-Astoria chef, The Soup Book (1949)

Driftless Market Soup Deli and MORE:

This year be sure you include delicious, one of a kind, homemade Driftless Market items for your Holiday celebrations. On busy nights - think take-out SOUP!



Our homemade cranberry sauce, jams, pickles, and pear mince are perfect additions for the Thanksgiving table.

For your holiday entertaining visit the produce and bakery case for homemade hummus, bulk mixed olives, gourmet spreads, holiday cheese appetizers, rustic loaves and French baguettes.



We know how busy this time of year is so we have worked hard to make Driftless your primary grocery stop for healthy and delicious holiday shopping

Enjoy the Holiday Season!

- "Only the pure of heart can make good soup"
Beethoven
- "He's not a Nazi. He just happens to be a little eccentric. Most geniuses are."
Kramer, in "The Soup Nazi"
- "Shhh! I gotta focus. I'm shifting into soup mode."
George, in "The Soup Nazi"



**DRIFTLESS
STAFF**



Yummm!

Lange Family Organic Farm:
Platteville, WI

Pre-order Fresh Organic Free Range Turkeys for Thanksgiving.



Sinsinawa Mound Bakery:
Sinsinawa, WI

Pre-order Homemade Pies and Crescent Rolls for Thanksgiving



Wetherby Cranberries:
Warrens, WI

Just harvested fresh Cranberries



Hooks Cheese:
Mineral Point, WI

Award Winning Aged Cheddars, Swiss Cheese, Blue Cheese, Flavored Jacks



Montchevre Goat Cheese:
Belmont, WI

New varieties of Holiday Chevre logs with cranberries or blueberries, & Baby Bucheron



Windy Ridge Pottery:
Mineral Point, WI

Ceramic pottery, great for decorating your holiday table or as a unique local gift.



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 offered daily in our self serve Soup Deli for eating on site and for takeout.
- 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!
Staff: Anne, Evan, Rebecca, Cena, Will, Zack, and Bev**





HOLIDAY SHOPPING LIST

Thanksgiving Preorders:

- Fresh, Organic Turkey – deadline Nov. 11th
Lange Family Farm, Platteville
- Homemade Pies/Crescent Rolls – deadline Nov. 15th
Sinsinawa Bakery

Fruits, ORG

- Apples, wide selection
- Cranberries, Fresh WI
Conventionally grown
- Grapes
- Oranges, Navel
- Pears, Bartlett and Red
- Pineapple

Vegetables, ORG

- Broccoli
- Brussel Sprouts
- Carrots
- Celery
- Garlic / shallots / ginger
- Green Beans
- Herbs, fresh cilantro/parsley
- Mushrooms
- Onions
- Parsnips
- Potatoes, local
- Pumpkins
- Spinach, fresh & Local
- Winter Squash
- Yams

Dairy / Dairy Alternatives

- Butter
- Cheese, Wide Selection
Local Artisan Cheeses
- Cheese, dairy free
- Earth Balance Spread/Sticks
- Eggs - Local Org
- Egg Nog - dairy/coconut milk
- Half and Half
- Heavy Whipping Cream
- Ice Cream
- Keifer - holiday flavors
- Milk
- Neufchatel Cheese
- WhipTopping/Soy Whip
- Yogurt

Bulk

- Baking Chips
- Coffee / Tea
- Dried Fruit
- Flour
- Nuts, pecans/walnuts/sliced almonds
- Olive Mix
- Snacks, trail mix/peanut brittle
- Rice
- Sugar

Bulk Herbs and Spices

- Allspice - whole/ground
- Cinnamon Powder/Sticks
- Ground Ginger
- Mulling Spices
- Nutmeg - whole/ground
- Vanilla Beans

Meat & Meat Free Protein

- Bacon - Local
- Sausage - Local
- Tofurky Roast
- Tempe
- Tofu

Packaged Groceries

- Baking Powder/Soda
Aluminum Free
- Baking Cocoa
- Baking Mixes
- Baking Mixes, GF
- Beverages
Sparkling Juice, Spritzers,
Sparkling water, Juice
- Immaculate Biscuits/
Crescent Rolls/Scones
- Broth
- Canned Cranberry
Sauce - DM
- Canned Cranberry Jelly
- Canned Pumpkin
- Chocolate Bars, OG/Fair Trade
- Coconut, flakes/shredded
- Condensed Milk
- Cookies, gingersnaps/gluten free...
- Cornstarch
- Dairy Free Milk - Almond,
Hemp, Coconut, Rice
- Extracts, Vanilla, Almond,
and more
- Larrs Crispy Onion Rings
- Frozen Fruit
- Frozen Pie Crusts WW / GF
- Frozen Veggies
- Gravy
- Honey
- Maple Syrup
- Mayonnaise / Mustard
- Oils
- Pickles
- Stuffing Mixes
- Sugar, powdered/brown/raw
- Vinegar
- Yeast

Bakery

- Rustic Loaves/Baguettes
- Cinnamon Bread
- Zucchini Bread w/ nuts

Kitchen Items

- Cheesecloth
- Cooking Twine
- Baking Cups
- Spice Bags
- Nutmeg Grater
- Beeswax Candles
- Paper Towels/Napkin



DRIFTLESS SHOPPING TIPS

- Take your re-usable shopping bags every where you go, not just the grocery store!
- Save \$'s purchase bulk organic foods, like: fruit, vegetables, nuts, flours, spices, dried fruits, olives, etc...
- "Shop Local" for unique gifts, products and great service.
- Short on time: Driftless Grab-&-Go items, like soup, hummus, tuna/egg salad, chopped veggies, loose leaf lettuce & spinach, rustic loaves, and more make dinner easy.
- Travelling for the holidays: fresh fruit, bulk nuts, dried fruit, trail mix, chunks of energy, energy bars, and ginger chews are easy to take along.
- Show your Driftless Market spirit by purchasing and using our Stainless Steel water bottle or our new insulated shopping bag made from recycled materials - both with our Logo. with our logo!
- Fill-in with your favorite Driftless items:
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www.driftlessmarket.com