



Driftless Mind Body & Soup



DRIFTLESS MARKET

95 West Main Street * Platteville, WI 53818
608-348-2696 * www.driftlessmarket.com

WINTER 2015

Special Items of Interest:

- Sat., Feb. 7th - official opening Driftless Gardens on Main
- Sat., Feb. 14th - First Annual Food Chain Summit, Dubuque: <http://www.eventbrite.com/e/the-food-chain-summit-tickets-14978795982>
- Great Backyard Bird Count: Feb. 13 - 16. www.gbbc.birdcount.org
- Main Street Sustainability Committee Meeting - third Thursday of the month, 6pm at Driftless - Feb. 19
- 123: Simple Steps to Sustainable Local Food - Sat., Feb. 21st from Noon - 3pm at Driftless (see description)
- Monthly Cooking Class - Watch for date in February!
- Platteville Winter Farmers Market: 1st & 3rd Sat of month, Trinity Episcopal Church 210 Market St.

Driftless "Above the" Market

Expanding our space, vision, and offerings!

Driftless Market is excited to announce their expansion "Above the Market". By removing some drywall, we opened up the stairway leading to the upper level. Previously rented as an apartment, this space has been repurposed and allows Driftless to expand their deli seating, provide access to a public restroom, create needed office space, and expand on popular product lines that fit the mission of the store.

In the front, Window on Main offers a relaxing atmosphere to have lunch with a friend, meet with a group or club, study or work using our free WI-FI. This space allows Driftless to accommodate larger groups for events like monthly cooking classes and our annual Jewelry Party. To date we have had baby showers, meetings and currently, a weekly meditation practice.

In the back room and porch, Gardens on Main will introduce to Driftless more organic gardening supplies and resources. The always popular Seed Saver's Exchange Heirloom Seed display will be complimented with new Purple Cow Compost organic seed starter, potting mixes and compost tea! Along with other gardening supplies, Safe Home Farm will bring a variety of organically grown bedding plants.

We enjoy hearing your ideas so stop in to checkout the space. Or join us on Saturday, February 7th for official opening of the Garden Room or for local food event on Saturday, Feb. 21st, Noon to 3pm for **123: Simple Steps for Supporting Local and Sustainable Foods**, an open house featuring local vendors and products.

For more info: checkout our website - www.driftlessmarket.com and "Like Us" on Facebook.



Great ♥ Gift Ideas at Driftless!

- 15% Off in Feb. on Aura Cacia Essential Oils & Companion Products
- Wide selection of CHOCOLATE!
- Great Selection of Local Art!



Driftless Market Gardening Supplies!

Winter winds make my hands itch-I'm not talking dry skin, it's the itch to get in the dirt! Seed catalogs are mounting and our first Seed Savers order has been placed.

This year I'm even more excited as we will expand our organic selections to include some gardening supplies. As always we will have Seed Savers Heirloom seeds. No GMO varieties here. These are pure to the original plant.

Want to start your own plants? Pick up a bag of Purple Cow Grow Mix or activator. And try out their compost tea to give your houseplants a boost.

Just want to buy plants? This year Safe Home Farm is expanding their selection of organically grown tomatoes, peppers, herbs to include first year Native Wildflowers. Keep an eye on Facebook for the arrival of Seeds and grow mix in mid January.

Mother Earth News Vegetable Garden Planner - www.motherearthnews.com/garden-planner/vegetable-garden-planner

Seed Saver Garden Planner: www.gardenplanner.seedsavers.org/



BEE WELL - 2015



In 2015 at the Driftless Market we are committed to learning and sharing more about how to be Healthy, Active, Creative, Happy, & Peaceful!

Throughout the year we will be sharing tips, recipes, local resources & products that help us to:

Eat Well ❖ Move Well ❖ Rest Well ❖ Connect Well



Watch for the BEE symbol in the store for more information about that product, or vendor.

Fed Up 10 Day Sugar Challenge
More info about the Movie and the Challenge

www.fedupmovie.com

Driftless staff took the challenge from Jan. 12th - 21st, 2015

- **Fermentation Class:** Coming soon with Faith Anaker of [Fizzeology Foods](http://www.fizzeologyfoods.com).
- **Shake Rag Alley** - Classes and workshop like Garden Getaway Mar 21 & 22nd
- **Platteville Human Powered Trails:** Year round trails: hiking, biking, & more!
- **Great Backyard Bird Count:** February. 13 - 16. Great Family Activity
- **Wild Sanctuary Massage** and **Alchemy Wellness:** Classes and Body work!
- **Momentum Bikes:** It is never too soon to be thinking about getting out and biking. Watch for community bike ride at the end of Bike to Work week!
- **People's Yoga:** Yoga Classes and Meditation practice options!

DM Favorites: [More recipes online](#)

Turmeric Root Tea: When we get overwhelmed at the store, Cena whips up a batch of this tea to ease our tensions, refresh our minds and energize our spirits. Delicious hot or cold!



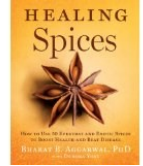
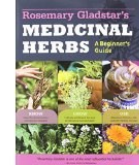
- Wash and scrape skin from turmeric roots.
- For each cup of tea use 1 Tablespoon sliced turmeric root. For added spiciness, add a teaspoon of sliced ginger root.
- Bring water to a boil then turn down to simmer. Add turmeric root and steep for 20 minutes
- If desired, sweeten with honey and/or coconut milk to taste.

FRESH

Turmeric is a rhizome, similar to ginger. The roots look like bright orange fingers. Dried turmeric is used in curry powders, giving it the classic orange color and earthy flavor.



Our fresh turmeric root comes from Kolo Kai Organic farm in Kauai, Hawaii. From Oct. through May, Ben and Colette Ferris harvest ginger and turmeric roots and immediately ship to Driftless Market. Less than a week from harvest we get to enjoy these wonderful roots.



123: Simple Steps to Sustainable Local Food

There are simple ways we can all support local and sustainable food in our community and region. A wide variety of great options for finding local foods in your community are often abundant if you know where to look.

Three locations to look in Platteville - Grocery Stores like the Driftless Market, Community Supported Agriculture and buying direct through the Farmers Market.

The event is scheduled **Sat, Feb. 21st from Noon to 3pm.** As this is the 3rd Saturday of the month, check out the Platteville Farmers Market beforehand at Trinity Episcopal Church, 210 Market Street. Then wander over to Driftless with your appetite and enjoy good company and tasty treats.

Event is free and donations will be accepted to support the Platteville Food Pantry and Senior Nutrition Voucher program!



Watch for the 2015 edition of the Atlas!

“Like US” on cebook!



Driftless Staff strive to keep you updated on events, new products, recipes and daily soups through daily Facebook posts. We love to hear from you on Facebook.

Subscribe to our Newsletter and learn about Daily Soups, Recipes, useful Resources and Event updates on the Driftless Website.

www.driftlessmarket.com/



Purple Cow Organics: Middleton, WI

www.purplecoworganics.com

From the Ground Up: Look around your local store or farmers' market. Shoppers pick up fruit and vegetables. They squeeze, smell, knock, and even listen to it. Then they select another for comparison and repeat until they have located the "perfect" it.

Unfortunately, this selection process doesn't determine the quality of produce.

Think back to eighth grade science class. The nutrients in our fruits and vegetables don't just magically appear. They come from the soil. They only come from the soil.

There is a recipe - a very careful, very patient, very precise recipe - for giving back to the earth. It's part science, part passion, and it was crafted by Purple Cow Organics.

It's a recipe that won't just grow a better tomato. It creates healthier, more beautiful landscapes - on a farm, in a park, on a golf course, or an urban rooftop. It naturally promotes growth and resists disease (by sam tf inc). It is what Mother Nature would brew up if we weren't constantly getting in her way.

At Purple Cow, our team draws from experience in organic farming, environmental stewardship, landscape construction, and culinary arts which provides a level of expertise that is fueled by a true passion for their work.

If you're a long-term thinker ... if quality is just as important as quantity ... if "pure" is just as important as "pretty" ... there's a good chance that you'll appreciate the care and the craftsmanship that only comes from Purple Cow.

Good Soil, Good Life.

Did you know we did THIS!

- Make [Deli Cheese & Veggie Trays](#), & offer special order catering
- Offer Seasonal Gardening Supplies like [Seed Savers Seeds](#) and Org. Potting Soil and Spring Bedding Plants!
- Carry a large selection of [Aura Cacia Essential Oils](#) and companion Aromatherapy products.
- Host regular cooking and made from scratch classes. Check out our [events](#) on our website and like us on facebook for regular updates.
- What! We don't carry it? Ask us about SPECIAL ORDERS!
www.driftlessmarket.com/special-order