



# Driftless Market NEWSLETTER!

Winter 2014



Driftless Market - 95 West Main Street, Platteville, WI  
608-348-2696 • [www.driftlessmarket.com](http://www.driftlessmarket.com)  
Mon - Fri: 10am-7pm, Sat: 9am-5pm, Sun: Closed

## New Year's Greetings from the Market

Once again we are at the beginning of a new year with an opportunity to reflect on the past year, make plans for the future, and look for ways to better connect with and serve our customers.

A priority for us as owners is our commitment to being part of positive trends related to the sustainability of our food systems, the environment and the Driftless area where we live. We do this by offering organic and local products, access to hard to find products, providing resources & education related to healthy lifestyle options, and being

involved in local efforts related to these areas.

Sometimes this feels like a pretty big challenge, but our passion and the growing passion that we see locally and around the world serves as inspiration.

Ultimately the support of our customers for the products and the services we provide helps to guide our efforts.

We believe that food and art are critical to our individual health and well being. We look forward to sharing in this effort with you in 2014!

*DM Owners & Staff!*

## Coming Soon! Seed Savers Heirloom Seeds

Robin has the order placed. While you are waiting, check out the many gardening titles we have in our book section.

[www.seedsavers.org](http://www.seedsavers.org)  
Also on [Facebook!](#)



### OF INTEREST:

- ◆ A New Year
- ◆ Deli News
- ◆ Produce News
- ◆ Eat Your Colors
- ◆ Recipe
- ◆ Online Resources
- ◆ Events, Classes & Open Houses
- ◆ Featured Vendors

### Regional Local Web Links

- [Buy Fresh Buy Local - River Bend \(tri-state\)](#)
- [Platteville Farmers' Market](#)
- [Platteville Main Street Program](#)
- [REAP Food Group - Southern Wisconsin](#)
- [Southwestern WI Regional Planning](#)
- [Wisconsin Local Food Network](#)
- [Wisconsin Milk Marketing Board - Eat WI Cheese](#)

## Deli News: Cena Thorsen, Driftless Deli Manager!

The holidays are now done and everyone is on a diet.... But instead of eating solely grapefruit and birdseed, I have a better idea! My New Year's resolution is not to deny my body, but instead nurture my body with real, sustainable and yummy foods. I also want to encourage others to do the same because I think that most people love to eat almost as much as I do.

So here is where the Driftless Market Deli comes into play. As always, we serve filling and healing soups along with an array of other deli items such as salads and baked goods. Also, we are going to have a few classes where I and others will teach you to cook the foods that you love -- at home. On Wednesday January 29<sup>th</sup> from 5:00 pm-8:00 pm I am teaching a class on how to create

Moroccan Lentil Stew with Raisin. The sign-up sheet is at the store or you can call in to save your spot. Additionally, on February 22<sup>nd</sup>, Vikki Peterson is hosting an Indian cooking class at Driftless Market. More information on that class will be coming soon -so keep a look out.

Another exciting venture happening in the deli is **Organic Vegetable Trays** and **Wisconsin Cheese Trays**. The deli staff is excited to help make feeding family and friends at your next get-together a nurturing *no brainer*.

Lastly I want to say thanks to all of you for supporting the Driftless Market and for investing in nurturing your bodies with good whole foods.

*Happy Eating, Cena Thorsen*



See our Daily Soup Menu on-line

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

## Produce News, Happy Healthy New Year! Robin Timm

Most of us make some sort of New Year's resolution to improve our health, be it more exercise, better diet or just change of attitude. I want to spark 2 of these ideas by showing the sunny side of fruits and vegetables that may help better your diet and change your attitude.

Fruits and Vegetables are carbohydrates. Although too many carbs is frowned upon, some are better than others. Fruits and veggies are a source of blood glucose which feeds our brains. When you are hungry, do you get a little headache, a bit shaky or, in my case, Grumpy? This is your brain calling out: hey, need some sugar here. A quick candy bar is not going to help as it is burned off very quickly. Sugars from fruits and vegetables are more slowly absorbed, giving you a nice even source of energy to fuel your brain. They also are packed with vitamins, minerals, fiber and antioxidants plus low in fat and calories.

We need at least 2 cups of fruit and 2 ½ cups of vegetables a day. Explore new tastes by trying a new fruit or vegetable a couple of times a month. Have you tried the Beauty Heart Radishes-beautiful fuchsia inside with a chartruese peel-they have a mild bite and look great on veggie trays. Driftless also carries Daikon radishes, a mild, white, Asian radish that adds crunch to salads, stir-fries or sandwiches. Both of these vegetables are in the cruciferous family, well known for high phytonutrients. In our amazing citrus family we have red Cara Cara navel oranges and sweet

Tangelos. Citrus is known for vitamin C, that great antioxidant.

Try something new along with your old favorites like broccoli, cauliflower, and any assortment of citrus and apples. Your brain and your body will be happy, healthy and grateful. To get a better sense of the nutritional value in fruits & veggies, check out these charts.

<http://www.fda.gov/food/ingredientspackaginglabeling/labelingnutrition/>



### Online Cheese Resources:

[www.eatwisconsincheese.com/](http://www.eatwisconsincheese.com/)  
[www.grilledcheeseacademy.com/](http://www.grilledcheeseacademy.com/)  
[www.cheeseunderground.blogspot.com/](http://www.cheeseunderground.blogspot.com/)

### Useful Resources on our Website:

- ◆ [To Bag or Not to Bag](#)
- ◆ [Bulk Grains/Beans cooking guide](#)
- ◆ [Guide to Local Products](#)
- ◆ [Understanding Organic](#)

### Driftless Market Recipes:

Find new recipes and share your own favorites on the Driftless Market website. We are starting fresh on our new website so please share your favorites and we promise to do the same with our more popular soups!

**Rainbow of Color Stir-Fry:** Pick and choose your favorites. Add something new to challenge those taste-buds and enjoy!

- 1 large clove garlic, minced
- 1 medium onion, chopped
- 1/2 cup crimini mushrooms, sliced (optional)
- 3 cups mixed vegetables: broccoli or cauliflower florets, beauty heart radishes sliced in strips, snow peas, green beans, carrots, celery, red, yellow or orange peppers, cherry tomatoes
- 1 bunch bok choy-use both the crunchy stems and the greens, kale, collards, or Swiss chard-chopped
- 8 oz tofu, browned (optional)
- 2 Tbsp liquid: water or cooking sherry or marsala cooking wine or try 1 T water and 1 T balsamic vinegar Each liquid adds a little different flavor
- 1 bunch fresh cilantro, chopped

Coat the bottom of a skillet with canola or sesame oil. Heat the oil on medium high; and onions and saute until soft, add garlic and mushrooms and saute another 2 minutes to soften mushrooms. Toss in your vegetables and your liquid. Cover and steam for 5 to 7 minutes, until veggies are heated through but not soft. Toss in greens and saute another 2 minutes.

Veggies alone may be served as a side dish. Adding tofu turns it into a complete meal, served over rice.

## Community Connections & Driftless Events

- ◆ **Soup Class with Cena: Wed. Jan 29th / 5-8pm:** Class is now in session! Using fresh and organic ingredients from the Driftless Market, you will learn to prepare Moroccan Lentil Stew with Raisins from scratch! When the soup is finished, we will have our very own dinner party and enjoy what we have created. The cost is \$10 a person and can be paid at the start of the class. Sign-up sheets will be in the store, or you can call in to reserve your spot. Space is limited; so sign up soon 608-348-2696.

### Creative Bike Rack Competition Deadline: 1/30/14

The Platteville Main Street Program Sustainability Committee is seeking Creative Placemaking Design Proposals for functional public art bike racks to enhance our historic Main Street district and improve bike and pedestrian friendliness in downtown Platteville. This project is made possible from generous funding from the Platteville Community Fund and support from the Platteville Main Street Program and the City of Platteville.

There is a total award of \$750 (\$500 prize and \$250 for materials and bike rack fabrication). Awarded proposals will be responsible for the fabrication of the final product. The artist/design team is not responsible for installation of the rack.

**Eligibility:** Open to all. Students are encouraged to participate.

Get a copy of the [RFP / Application!](#) PROPOSALS DUE JANUARY 30th, 2014



For more information visit [www.plattevillemainstreet.com](http://www.plattevillemainstreet.com) or email [plattevillebikecontest@gmail.com](mailto:plattevillebikecontest@gmail.com)

- ◆ **The 2014 Wisconsin Local Food Summit: Cultivating our future: Growing connections for resilient Wisconsin food systems** Held in Milwaukee, the 8th Annual Wisconsin Local Food Summit will be on Fri, Jan. 31st and Sat, Feb. 1st, 2014. Venue for this year's summit is the [Milwaukee Area Technical College](#) (MATC) Downtown – 1015 North Sixth Street, Milwaukee, WI 53233. **Register Online Now!** General Admission: \$125, reduced rate for Farmers and Students: \$105, Single day rate: \$80. [2014 WLFN Summit Registration Brochure](#) **Sponsorship opportunities are available!** [2014 WI Local Food Summit Sponsorship form](#). Please [contact us](#) for more information.

**SATURDAYS AT THE MARKET IN FEBRUARY!** Don't let Cabin Fever get you down. Stop in for lunch or simply to browse, & mark your calendar for upcoming workshops and open houses to be held on Saturdays in February.

- ◆ **Know Your Herbalist, Four Elements Demo - Sat., Feb. 1st / 10:30-1:30:** Join us in welcoming Jane Stevens of Four Elements Herbals from North Freedom WI for an open house with demo and sampling. Jane is dedicated to educating herself and others to the healing found in herbs. Her business, Four Elements Organic Herbals, is located on a 130 acre farm in the Baraboo Bluffs, where she creates value added products on site in the commercial kitchen, renovated from a dairy barn. Certified Organic since 1990. Jane will be sampling teas, tinctures & creams. (see featured vendor on page 4)
- ◆ **Homemade Soap Making Class in Driftless Kitchen, Sat., Feb. 8th / 2-4pm:** Have you pondered the mysteries of saponification? Want to make soap like your great grandmother did? Join Robin Timm as she makes some magic with fats and lye and organic herbs. This class will make organic nettle soap, Robin's favorite bath soap. Cost \$10.00 per person, includes a bar of Safe Home Farm Soap. \$5 for additional family members. Sign-up sheets will be in the store, or you can call in to reserve your spot. Space is limited; so sign up soon 608-348-2696.
- ◆ **Know Your Farmer, Local CSA's Open House - Sat., Feb. 15th / 10:30-1:30:** Join us in welcoming area CSA's (Community Supported Agriculture) who have drop off locations at the Driftless Market. Meet the farmers and learn more about how you can participate in a CSA. CSA's are an integral part of our local food system and provide opportunities to support local farmers while enjoying the bounty of seasonal produce and local meats. (see featured vendor Two Onion Farm who are celebrating their 10 Year Anniversary this year! page 4)
- ◆ **Indian Cooking Class - Sat., Feb. 22nd / 5:30-9pm:** Join Driftless Deli manager Cena Thorsen and guest cook Vikki Peterson for a night of Indian Cooking. Cena and Vikki are enthusiastic about food and their enthusiasm will be inspirational. Participants will be involved in preparing a few simple Indian recipes that will be easy to replicate at home. When the cooking is done, time is built in for the meal to be shared with all participants. Make an evening of it and sign up soon as space will be limited. Cost of class is \$25.00, must pre-register. Sign up sheets are in the store, or you can call to reserve your spot. 608-348-2696.

### Platteville Winter Farmers Market:

Winter Market will be held on the 1st and 3rd Saturdays of each month, Nov. thru Apr., 8am-12pm at the Trinity Episcopal Church's community room.  
210 Market Street.

**Look for the Farmers Market sign!**

### Platteville Main Street Sustainability Committee:

**Mission Statement:** To promote sustainable principles and practices that will foster a vibrant and healthy community through education, collaboration, celebrations, and direct action.

Regular monthly meetings are held on the **third Thursday of the month at 6pm at the Driftless Market. January meeting is Thursday, Jan 16th**



## Featured Local Vendors

### Four Elements - North Freedom

Four Elements Herbals began in 1987 as the pursuit of a dream to establish a family farm and pursue interest in growing herbs. Herbs became a way of life from cooking and crafts, to body care and healing. It is from tried-and-true experience that they created Four Elements Herbal body care products.

Four Elements Herbals is located in the pristine Baraboo Bluffs of central Wisconsin, with 130 acres of prairies and woodland growing diverse species from which they carefully select plants for their products. They hand harvest their specialty herbs at their peak potency and blend them in small batches. Local women whose schedules revolve around their commitments to children, family, and community help them at every step along the way.

Their goal is to discover the alchemy of nature — simple and pure food for your skin. Each item comes forth from a precious element of the earth. They hope you will feel the love and respect for the earth and its healing power as it flows from their gardens to you.

*It's elemental!*

[www.fourelementsherbals.com](http://www.fourelementsherbals.com) [www.twoonionfarm.com](http://www.twoonionfarm.com),

You can also find them on [facebook!](#) You can also find them on [facebook!](#)

**Four Elements Owner Jane Hawley Stevens will be participating in an open house at Driftless Market Saturday, Feb. 1st 10:30am - 1:30pm.**

**Two Onion Farm Owner Chris McGuire will be participating in a CSA open house at Driftless Market Saturday, Feb. 15th 10:30am - 1:30pm.**



[www.driftlessmarket.com](http://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!
- SAFE & ENVIRONMENTALLY FRIENDLY home, health & beauty products! Including large selection of Aura Cacia essential oils & products.
- ECONOMICAL BULK grains, nuts, dried fruits, snack, teas & spices!
- Wide selection of GLUTEN FREE and FAIR TRADE products!
- HEALTHY, HOMEMADE soups & fresh salads offered daily for eating on site & 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, Cena, Zack, Kisha, Hannah, Jordan, Calynn, and Sammie!**

**Like us on Facebook!**

**Facebook Page:**

We are committed to sharing updates on daily soup, recipes, community events, new products, and other useful information related to our health and well being!

**UWP & SWTC**

**5% OFF**

with Student ID  
[www.driftlessmarket.com](http://www.driftlessmarket.com)  
92 W. Main Street

