



Driftless Market NEWSLETTER!



Spring 2012



Driftless Market - 95 West Main Street, Platteville, WI

608-348-2696 • www.driftlessmarket.com

Mon - Fri: 10am-7pm, Sat: 9am-5pm, Sun: Closed

4 Year Anniversary!

Thanks Driftless Customers!

June 4th marks 4 years of operation for the Driftless market. We have come a long way since we first opened our doors during Platteville's Main Street reconstruction project in 2008, but our core values as a business remain the same. To provide our customers and our community with quality products, excellent service and promote

health and sustainability issues related to the types of products we carry .

We wouldn't be around if it were not for the support of our customers. Thank you for making the Driftless your community grocery store.

*Join us June 30th for our
Open House
from 10am-2pm!*



Thanks Driftless Staff

Meet the Driftless Staff who bring many diverse interests and skills to the market:

Bev has been making magic with soup and good food at the market since we opened and her advise and expertise is invaluable as is her long standing service to the Platteville community,

Anne has been with Driftless since our first year and has seen us through many changes. She brings her baking skills and special touch to the kitchen and our deli services,

Rebecca brings her baking skills and attention to detail as she keeps us on track monitoring expiration's and sharing her creative skills with unique products offered in the store,

Evan shares his flair for cooking making soup each week (we all congratulate him on graduation from UWP Engineering School and wish him well with his graduate studies at Carnegie Mellon in Pittsburgh this fall),

Cena brings her enthusiasm to every aspect of the store - everyday! she is a great motivator,

Zack shares with us and our customers his great customer service skills and friendly smile,

Will shares with us his creative talents, often connecting Driftless with his classroom projects, watch for recently taken photos of local producers to be used in the store and online.

Along with our unique staff, as owners we share our collaborative nature and respect for our individual strengths. This brings a richness to the store, as well as a dedication to quality products and support for local producers, artists and the community.

And finally, thank you to our dedicated volunteers who help with pick up & delivery of local products and special projects in store - Thanks Lynn, Joyce, Vic, Rhonda, Mick, Joan, Alice, and Petra.

OF INTEREST:

- 4 Year Anniversary
- Thank YOU!
- Change to summer hours
- Spring Produce Notes & Recipe
- Clean 15 / Dirty Dozen
- Getting the word out at Driftless
- Community Happenings
- Featured Local Vendor

Regional Local Web Links

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



We hear you!
**Change to Saturday
Summer Hours!**

With the nicer weather it is often hard to make it to Driftless for your weekend shopping needs before 4pm.

We will be staying open until 5pm on Saturdays beginning June 2nd.

See our Daily Soup Menu on-line

www.driftlessmarket.com

Shoppers Guide to Produce Pesticides

Dirty Dozen (highest)	Clean 15 (lowest)
Celery	Onions
Peaches	Avocado
Strawberries	Sweet Corn
Apples	Pineapple
Blueberries	Mangoes
Nectarines	Sweet Peas
Bell Peppers	Asparagus
Spinach	Kiwi
Cherries	Cabbage
Kale/Collard Greens	Eggplant
Potatoes	Cantaloupe
Grapes	Watermelon
(Imported)	Grapefruit
	Sweet Potato
	Honeydew Melon

For more information about pesticides and other environmental issues related to food and other products check out the Environmental Working Groups website.
<http://www.ewg.org>

Spring/Early Summer Produce News, Robin Timm

With the mild winter and March warm spell, early greens are plentiful. Gary Olson has been supplying fresh spinach since February! Now he is bringing us bunched Kale, turnip and Mustard Greens. Tearing the mustard greens into bite sized pieces and adding to your spinach makes a tasty, spicy salad. Two Onion Fam also had a burst of Red Kale in their hoop house so we are the beneficiaries of these tasty greens. Now would be the time to try some Kale Krisps, see recipe below.

Local radishes, leeks and green garlic will add to your spicy salad mix. Green garlic is similar to green onions except it is garlic. Use it raw in dips or salads or chop and use like regular garlic. The tops can be added to soups or stocks.

Soon our local growers will bring us lettuce, beets, onions, and much more. My mouth is watering just dreaming of those Wisconsin tomatoes and sweet corn. Soon we will also see our organic stone fruits: apricots, peaches, plums and pluots.

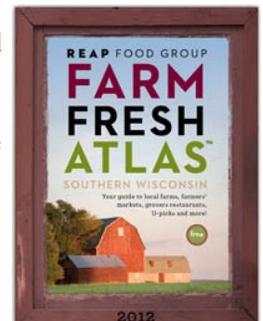
While we wait for our local summer harvests, Driftless Market will continue to provide you with delicious organic apples, oranges, tomatoes, peppers and more.

Remember our produce labeling key: **Orange tags** are Certified Organic from Distributor, **Green tags** are Local (all organically grown: some certified, some not), **Blue tags** are Conventionally grown (there are some items on the Clean 15 list that are ok to eat conventionally grown. The Environmental Working Group puts out a list of the Clean 15 which is listed to the left and we have in the store (www.ewg.org). This past winter the organic pineapple business ran into some mold issues. We chose to carry conventional pineapple so you can enjoy their sweet tastes until the organic crop recovers.

We strive to bring you the freshest, healthiest produce in town. Come in and watch our local and organic stone fruit selections grow.

This just in: Chris Wilson hopes to have strawberries by Memorial Day weekend!

Again we are the CSA Drop off site for fresh, seasonal, local Produce from Two Onion Farm and Tree of Life Farm



Driftless Market Recipe: KALE KRISPS

INGREDIENTS:

- 1 bunch kale, cleaned and dried in a cotton towel about 2 tablespoons olive oil
- Salt
- cayenne pepper (optional)

Heat oven to 425 degrees. Cut stems from the kale stalks (can save stem for another use, like a stir-fry or a quick nibble).

Tear leaves into 2to 3-inch-size pieces. Place them in a large bowl. Drizzle in the olive oil then toss kale with your hands until all of it is lightly covered with the oil. Spread kale out on one or two large baking sheets. Don't pile them up; keep them in one layer. Sprinkle with salt to taste. Sprinkle lightly with cayenne pepper (if you want it spicy.)

Bake until kale is nice and crispy, 10-20 minutes depending on how much moisture is in your kale.

Check the crisps frequently as they can go from crisp to burnt fairly quickly-- especially if you're starting with fairly thin kale. (You will hear it hissing and popping while it is cooking. Don't worry; this is normal.)

Remove from oven, transfer kale crisps to a bowl, and enjoy.

[Note from Miriam at REAP: My family can't get enough of these!] **REAP Food Group** - <http://www.reapfoodgroup.org/>

See the rest of the 2007 Food for Thought Festival winning recipes at [Recipe Contest Winners](#)

WARNING

Many of our Products MAY Be Addictive :)

Here are a few new products that you might find a bit dangerous!

- Chocolove Almond and Sea Salt with Dark Chocolate mini candy bar. It was bad enough when this was a larger bar, but now
- Fresh local produce—nothing is better than the first of the season fresh fruits and vegetables.
- Noosa Australian Style yogurt (made in CO) several addictive flavors and creamy texture.
- Beets and Sweets chips. I stopped in on a recent Saturday and rang up 3 customers in a row with these . They must be good for your :)
- Local Cheeses: Fresh Curds on Fridays, and anticipating potential addiction to new cheeses from the Wisconsin Sheeps Milk Cooperative - Dante, Mona and Dante Lamb.



Getting the word out!

They say that word of mouth is the best form of advertising and we would agree! But along with word of mouth we are currently working on other ways to share what we have available and are up to. This year we decided that we would try some new ways to get information about Driftless out to potential customers. This has included participating in the Potosi Wellness fair and the Grilled Cheese Championship in Mineral Point in April. If you are hosting an event and that you feel would be appropriate for our involvement in some way please contact us. We love to have the opportunity to talk with people in person and give a better understanding of what we have to offer.

While we feel that our primary offerings are healthy and unique products for purchase, we feel we offer much more - providing individual service, special orders, and community events and classes.

Watch for updated website rollout by July 1st and join our Face Book

Community Connections & Events—Summer on Main Street

- **Women on Main Networking: The first Wednesday of the Month from 4-6 pm.**
 - ◆ To find out more about the rotating locations check out www.facebook.com/plattevillemainstreet
- **Farmers Market - Platteville**
 - ◆ Sat from 7am-Noon at Platteville City Park, Tues from 3pm-7pm at Take Two, Bus. Hwy 151
- **Summer Concert Series**
 - ◆ Thursday evenings from 6-8pm in Platteville City Park beginning June 21st
- **Shop with a Doc**
 - ◆ Wednesday, June 20th at the Driftless Market. Watch for more information on details and sign up.
- **4 Years of Great Soup**
 - ◆ Wednesday evening June 27th at 5pm. Please register in advance, fee is \$5.00 .
- **4 Year Anniversary Open House**
 - ◆ Sat., June 30th from 10am-2pm. Visit with Driftless Market Owners & Sample Driftless Refreshments.
- **“Get the Lead Out”**
 - ◆ Saturday July 21st. Pick up registration forms at the Driftless Market.
- **Main Street Madness**
 - ◆ Sat., July 28th on Platteville’s Main Street. For more info contact Platteville Main Street program.
- **Pick up “Let’s Move, Platteville”**
 - ◆ Brochure lists location of the parks and many walking and biking trails in and around Platteville.

● What we have been up to so far this year:

- Renovations in the Self Service Deli - 3 homemade soups daily with whole grain rolls and baked goods
- Essential Oils for Wellness workshop and Seasonal Soup Class in Feb.
- Attended the Wisconsin Local Foods Summit, SW WI BEST Conference as well as various other Local Foods workshops, round tables and tours throughout the region.
- Set up Booth at the Potosi Wellness Fair
- Sponsorship and booth at the 1st Annual Grilled Cheese Competition in Mineral Point
- Working with Edge Marketing, LLC on new promotional pieces and updated website due out July 1!

Featured Local Vendor

Aura Cacia, Norway, IA Charlynn Avery

When I think of summer, I am filled with visions of baseball games, picnics, hiking, camping and time spent outdoors enjoying the warm weather. It is very much in our nature to move our lives outside to soak up the sun like the plants that are heavily in bloom. But along with the fun and days full of sunshine, summer brings a plethora of issues that we all face as we expose our skin to the outdoors. Sunburns, insect bites, heat rashes, and the like soon take priority as we move through the warm days and often leave us worse for the wear.

Essential oils can provide a wonderful, natural way to relieve some of the effects of the season. If you have never used an essential oil before, not only does it contain the characteristic odor from the part of the plant it is extracted from, it also contains many constituents that are beneficial for use in a variety of ways. Common uses of essential oils range from home care and skin care to more traditional healing therapies like aromatherapy or massage.

Aura Cacia – the industry leader in essential oils and part of Frontier Natural Products Co-Op is dedicated to quality. When making products for use at home, it is important to remember that testing for purity means that you can be assured that the oil is tested in many different ways and doesn't contain any synthetic fragrances or chemicals. For the utmost safety, make sure to dilute the essential oils for use. Although they are natural, they are also quite powerful – on average 75-100 times stronger than dried herbs. Skin care oils like sweet almond, argan, grapeseed, etc. and water make wonderful carriers for essential oils.

For summer, I like to make cooling mists and protecting sprays. I can cool and soothe over exposed skin effectively with peppermint and spearmint. Or I can use geranium and lavender instead of the traditional citronella as a protective spray while camping. Some of the best and most effective

recipes are also easy to use and inexpensive to make. This ensures that I have time to enjoy the best of the season naturally without spending my free time recovering my skin or my wallet.

Sunburn Mist

- Ingredients:
 3 ounces distilled water
 1 ounce aloe gel or extract
 18 drops lavender essential oil
 4 drops peppermint essential oil
 2 drops spearmint essential oil

Directions:

Pour ingredients into a spray mister bottle. Essential oils and water will separate, so shake the bottle vigorously before misting lightly over sunburned skin. To increase the cooling effect, store bottle in refrigerator.



Camping Protection Spray

For uninterrupted enjoyment during camping season, use the following recipe. Make sure to reapply frequently for maximum protection.

- 5 drops rosemary essential oil
 5 drops geranium essential oil
 10 drops lavender essential oil
 1 ounce Sweet Almond Oil

Mix in the container of your choice – this is a protecting oil, make sure not to use a mister or spray bottle; apply liberally over skin and clothing.

Charlynn Avery is an Aromatherapist and Educator for Aura Cacia. Aura Cacia is part of Frontier Natural Products Co-op based in Norway, IA and is known for being the industry leader in essential oils.

Aura Cacia Essential Oils, Carrier Oils and Companion products can be found at the Driftless market.



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 & 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: Bev, Anne, Rebecca, Cena, Evan, Will and Zack**

