

# Locally Grown News

*Published by the Local Growers Guild of southern and central Indiana*

## Summer Abundance Makes it Easy to Eat Local

'Tis the season to eat locally grown food and there are a number of special events planned to celebrate the summer abundance.

Sunday, July 13<sup>th</sup> – **Indiana Homegrown Farm Tour**. Many groupus came together to organize an afternoon and evening bus tour that will visit Gypsy Ridge Farm, Sun Circle Farm, the Lost River Market and Deli, and conclude with a local food feast prepared by Gregg “Rags” Rago from Nick’s English Hut and Jeff Finch from Finch’s hosted by the Lazy Black Bear. Tickets were \$25 and available through the city of Bloomington (812-349-3700). **SOLD OUT!**

July 15<sup>th</sup>-August 15<sup>th</sup> – **Eat Local America Challenge** presented by Bloomingfoods. See page 2 for an article about the challenge!

July 24<sup>th</sup> – **Dine Local Night** is back! Visit your favorite restaurants and ask for the “Local Special” to enjoy a wonderful meal designed around locally grown ingredients.

August 10<sup>th</sup> – Come out for the **Local Growers’ Guild Annual Meeting and Celebration** at Schacht Meat and Fleece Farm on the south side of Bloomington. This informal potluck is a great chance to talk with local growers and foodies and to check out an inspiring local farm. Drinks will be

provided and the business meeting will be kept very short. Everyone is welcome.

**Slow Fest** will also be coming this fall and will offer a chance for the public to taste magical local food creations offered by some of our best area chefs.



## Hoophouses and the Bloomington Winter Farmers’ Market

The Bloomington Winter Farmers’ Market is gearing up for the 2009 market season. The advisory committee recently completed the final draft of a policy document to explain how the market will be run in future years. This document will be reviewed and approved by the LGG board of directors at the July 7<sup>th</sup> board meeting. If you would like to see a copy of this policy, please contact Maggie Sullivan at [localgrowers@localgrowers.org](mailto:localgrowers@localgrowers.org) or at 812-345-1592. All comments should be submitted to the director or a board member prior to the July meeting.

The Bloomington Winter Farmers’ Market Advisory Committee would like to see an even more diverse product selection at the market this year.

Here is a list of products of particular interest:  
cow cheese, butter, yogurt, milk, maple syrup, bread, pickles, preserves, jams, sauces, salsas, chutneys, garlic, root vegetables, cabbage, Brussels sprouts, broccoli, cauliflower, lettuce, onions, vinegars.

The LGG would like to help growers expand their winter vegetable production to meet the demands of the winter market and of local restaurants. This includes both stored winter vegetables (potatoes, rutabaga, celeriac, carrots, turnips, etc.) and fresh vegetables grown using hoophouses or heated greenhouses (kale, cabbage, broccoli, Brussel sprouts, lettuce, etc.)

We are currently seeking farmers who are ready to invest in a hoophouse or greenhouse. We will organize a bulk purchase to reduce the material costs for growers. The LGG will also organize trainings and educational workshops to help growers who are new to cold season growing as well as educating the general public.

Purdue Extension is currently applying for several SARE grants in association with hoophouse growing so their may be some funding in the future for research projects and educational events. If you are interested in purchasing a hoophouse or greenhouse, please contact LGG board president Teresa Birtles at 812-797-6274.

## How Local Can You Go? Join the *Eat Local America* Challenge!

Want to eat more local foods but wondering just how local you can go? Bloomingfoods Market and Deli, along with 70 other natural foods co-ops across the country, is hosting an Eat Local America Challenge throughout this summer, inviting individuals and families to increase the amount of locally grown or produced food they consume, using local ingredients in 4 out of every 5 meals.

The Eat Local America Challenge celebrates the uniqueness and diversity of our regional food supplies, as well as a collective and emerging passion for eating more local, sustainable, and organic foods.

Bloomingfoods and the other co-ops participating in the Eat Local America Challenge are members of National Cooperative Grocers Association (NCGA), a business services cooperative representing retail food co-ops nationwide. You can learn about the Eat Local America initiative, in all of its local variations, at [www.eatlocalamerica.coop](http://www.eatlocalamerica.coop). You'll find a blog, recipes, and tips for eating local. It's a great place to go to experience the thrill of being part of a one-heirloom-seed-and-hoop-house-at-a-time food revolution!

Here in southern Indiana, the Eat Local America Challenge will begin July 15<sup>th</sup> and continue through August 15<sup>th</sup>. Those wishing to participate can simply sign up at any Bloomingfoods location, beginning Saturday July 12<sup>th</sup>, during the co-op's Member and Customer Appreciation Day. Participants monitor their own progress.

The Bloomingfoods Member and Customer Appreciation Day (also known as MAD/CAD Day) is an annual event celebrating the history of the 32-year old food co-op, which first opened its doors on July 19<sup>th</sup> 1976 at the current downtown Kirkwood Avenue location. The co-op gives a

5% discount on purchases to customers on MAD/CAD Day, with a 10% discount to member-owners. It is often our biggest sale day of the year – great exposure for producers.

Local vendors will be on site at the East Third Street and West Sixth Street stores to meet customers and share samples of their products. If you are interested in participating in some way in MAD/CAD Day, please call the store managers: Jason Hill at the Near West Side (812-333-7312) and Meg Torrence at the East Side store (812-336-5400).

Bloomingfoods defines local food as sourced from within 250 miles of the co-op, with a particular emphasis on those producers within 100 miles of Bloomington. The co-op plays a supporting role in the Local Growers Guild, and in the new kitchen incubator project. It also co-sponsors farmers' markets at the Near West Side store on Madison Street, on Tuesday afternoons from 4 pm - 7 pm (through September), and on Wednesday and Saturday mornings in the parking lot of the store on East Third Street.

To guide consumers during the Eat Local America Challenge and throughout the year, the co-op indicates which products are local with signs on the shelves in front of the product. Produce guides with information about peak season locally grown fruits and vegetables will be available in the stores and at the Tuesday Market and the Saturday City of Bloomington Farmers' Market at Showers Common. Vendors are invited to request print materials for their booths to help spread the word! Just contact Jennifer (812-339-4442 ext. 107) or Darcy (ext. 110).

Although the co-op is holding the Eat Local America Challenge during the peak season for fresh produce, we hope to educate our shoppers that it's

possible – and even easy – to eat local food year-round. Fruit and vegetables can be preserved until the next harvest season, by means of canning, freezing and dehydrating. Bloomingfoods also carries local and regional dairy products (including milk, yogurt, and artisan cheese) as well as eggs, meat, poultry, fish, beer, wine, condiments, and baked goods. It helps customers sign up for area CSAs and provides marketing support and consumer education.

The hard-won, home-grown and handmade products of many LGG members are represented at Bloomingfoods, where our goal is to make the experience of selling to the co-op a very positive, mutually beneficial one. We aim to help build and sustain the local food economy while providing support to farmers, food artisans, and the many food lovers in our community.

Please feel free to share your local food stories, information about your products and services, and recipes using local ingredients. To learn more about Bloomingfoods and how you can participate in the Eat Local America Challenge, visit [www.bloomingfoods.coop](http://www.bloomingfoods.coop). And feel free to contact me with feedback anytime, at [marketing@bloomingfoods.coop](mailto:marketing@bloomingfoods.coop).

*Ellen Michel is marketing manager for Bloomingfoods. She is the current retailer representative on the board of the LGG, loves to eat local foods, and is planning to sign up for the ELA Challenge. Look for her article on local foods, the LGG, and the kitchen incubator in the July-August issue of Branches magazine.*

## Upcoming Events

### LGG BOARD MEETING (JULY)

BLOOMINGTON – CALDWELL CENTER  
MONDAY, JULY 7, 7:30PM-9:30PM  
Please RSVP to Maggie at 812-345-1592 in case the date/time changes.

### HOMEGROWN INDIANA FARM TOUR

BLOOMINGTON DEPARTURE  
SUNDAY, JULY 13<sup>TH</sup>, DAY TRIP, \$25  
Enjoy a bus tour to visit Gypsy Ridge Farm, Sun Circle Farm, Lost River Co-op, and dinner at the Lazy Black Bear. Tickets available from the City of Bloomington (812)-349-3700.

### AQUACULTURE WORKSHOPS

PERU – JULY 8  
LAPORTE – JULY 11  
NEW ALBANY – JULY 17  
BROOKVILLE – JULY 22  
POSEYVILLE – AUGUST 1  
MARTINSVILLE – AUGUST 6  
Attend a free workshop to learn more about aquaculture in Indiana. Visit <http://www.indianafishfarming.com/> or call 1-800-735-0195 for more information.

### RAINWATER HARVESTING

**WORKSHOP**  
SALEM – WASHINGTON COUNTY GOVT BUILDING  
MONDAY, JULY 14, 8:30AM-4:00PM  
Learn the basics of setting up a rainwater harvesting system to provide water for home use, irrigation, livestock, or wildlife. For information or to register please contact Brad Shelton (Purdue Extension) at 812-883-4601 or [sheltonb@purdue.edu](mailto:sheltonb@purdue.edu).

### EAT LOCAL CHALLENGE

JULY 15-AUGUST 15  
Participate in the first annual Eat Local Challenge sponsored by Bloomingfoods

### DINE LOCAL NIGHT

BLOOMINGTON – MULTIPLE RESTAURANTS  
JULY 24  
Visit your favorite LGG member restaurant for a dinner special made with fresh, locally grown ingredients.

### PURDUE FARM TOUR

DECATUR COUNTY – LANGELAND FARMS  
JULY 24, 10:00-4:00  
Learn about how to transition to organic production while visiting several farms in Decatur County. Call Lynn Stocksick at 800-359-2034 or [www.conf.purdue.edu/FARMTOURS](http://www.conf.purdue.edu/FARMTOURS)

### LGG ANNUAL MEETING

BLOOMINGTON – SCHACHT FLEECE AND MEAT FARM  
SUNDAY, AUGUST 10<sup>TH</sup>, 5:00-8:00PM  
Join us for our annual meeting and celebration! This is an informal potluck dinner and great chance to socialize with other farmers and local food enthusiasts. All are welcome.

Subscribe to our new weekly **e-newsletter!** Send an e-mail to us at [localgrowersguildnews@localgrowers.org](mailto:localgrowersguildnews@localgrowers.org) to receive weekly updates on local food events. We send text-only e-mails (no attachments).

## Developing a Distribution System

The Local Growers' Guild recently received a \$16,800 grant from the Indiana State Department of Agriculture to conduct a feasibility study looking at creating a local food distribution and storage system. As we discussed in the last newsletter, there are a lot of different options open to growers on how to sell their products – selling direct to consumers from the farm, selling at farmers' markets, selling through CSAs, selling through small restaurants or groceries, selling to larger institutions, selling to the wholesale market. A local food distribution system could take on lots of different forms, including the following:

- Creating a grower-owned warehouse and distribution system that might look similar to IndyFruits or Sysco and buying produce from farmers to sell on the open market to restaurants, grocery stores, and other institutions.
- Creating a grower-owned warehouse and distribution system that would run a CSA program and sell on contract to local restaurants (similar to the presentation Simon Bevis gave at the 2007 Winter Guild Gathering).
- Creating a warehouse and distribution system that would focus on selling value-added products developed by local farmers and entrepreneurs in conjunction with the upcoming incubator kitchen.
- Creating a warehouse that would provide a permanent home for the Bloomington Winter Farmers' Market as well as providing a central storage/ processing/ packaging location for farmers to consolidate and repackage their produce for consumers.
- Creating a distribution system (e.g. a couple of trucks) to pick up food from local farms and deliver it to restaurants, grocery stores, or other consumers so that farmers can stay on the farm.

There are most definitely other options as well. The feasibility study will kick off in August or September with a meeting to gather information from area farmers, food businesses, consumers, and other interested parties. What will YOUR ideas be?



# Classifieds

<b>EQUIPMENT</b>
8' Kewanee wheel disc, heavy and good shape. \$900. Contact Jeff Chandler at 812-667-5596
<b>FARM LABOR</b>
Terica, an incoming IU student, seeks opportunities for paid or subsistence work in sustainable agriculture. Need land for RV. Open learner, eager for nature. 765-419-9014
<b>ANNOUNCEMENTS</b>
RedBarn Jamboree in Nashville will continue its farmers market Fridays 12-5 and Saturdays 8-5. Want to vend? Call 812-988-2429.

<b>WANTED</b>
A group of concerned citizens working to create a community garden in Bloomington (2 <sup>nd</sup> and Washington) are seeking soil, compost, or other donations to the project. Contact Frederick at 574-276-4396 or <a href="mailto:Frederick.walsh@gmail.com">Frederick.walsh@gmail.com</a>

Classified ads are free to members (please limit to 3 per newsletter) and \$5 for non-members with a 30-word maximum. Entries can be sent by e-mail to [localgrowers@localgrowers.org](mailto:localgrowers@localgrowers.org) or contact Maggie Sullivan by phone at 812-345-1592 by Aug. 10<sup>th</sup>.

# Indiana eAgriculture Network

The LGG is currently working with the Southern Indiana Rural Development Project (SIRDp) on a new web-based application that will allow farmers to share information about their innovativeness and promote farmer-to-farmer learning. SIRDp started this project several years ago with a paper directory profiling about sixty farms who had done something innovative – alternative use for traditional crops, alternative sustainable farming practices, unique marketing techniques, unusual crops or livestock types, etc. Their hope is to inspire anyone new to farming or looking for a new direction for their farm to consider an inventive plan and to reach out to the profiled farmers as mentors.

The LGG will be working with SIRDp to adapt this concept to a webpage and then will take ownership of the project. If you would like to help in this process, please contact Maggie at 812-345-1592 or [localgrowers@localgrowers.org](mailto:localgrowers@localgrowers.org).

Want to improve **Locally Grown News**? Send us your stories, classifieds, information about upcoming events, and PICTURES of your farm. The LGG is also working to update its marketing materials. Please help us out!

## About This Newsletter and Our Organization...

This newsletter is a publication of the Local Growers Guild, a cooperative of growers in southern Indiana dedicated to promoting local food, and is mailed to our members six times a year. Our mission is to educate, support, and connect local growers, consumers, businesses, and communities.

We run a variety of projects including publication of a "Local Growers Guide" annually, sponsorship of "Dine Local Night" events, coordination of the Bloomington Winter Farmers' Market, and development of the Bloomington incubator kitchen project.

We have three categories of membership – grower, retailer, and community member. For additional information, please check out our website or feel free to contact us at 812-345-1592 or [localgrowers@localgrowers.org](mailto:localgrowers@localgrowers.org).

## LOCAL GROWERS GUILD

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