



Local Food for Thought

Announcing the 2007 PriceDirect Local Food Atlas

For the third year, we have again produced a atlas listing highlighting the food producers in Price County and surrounding communities that are interested in direct marketing the items they produce.

This year, we have increased the number of producers featured to twenty-nine!

The 2007 PriceDirect Local Food Atlas will be distributed to 9,600 addresses with the Extra Shopper on Saturday, May 19, 2007. Please tell your friends, family and neighbors to watch for their copy.

We will also have plenty

of copies here for distribution to libraries, chambers of commerce, tourist attractions, etc. Stop in to pick up copies to display at your farm or other locations.

Besides the listing of farms and producers, the 2007 PriceDirect Local Food Atlas also features a detailed map locating the producers, descriptions of the Phillips Farmers Market and the Southern Price County Farmers Market in Catawba.

Additional information included is a listing of 100 Ways to Eat Sustainably and a list of websites and books for



The PriceDirect brochure is a great way to get the word out about your quality products.

those eager to get further information related to local food.

If you have friends who would like to be added to the PriceDirect mailing list contact Jane Hansen, 715/339-2555 or jane.hansen@ces.uwex.edu.

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Stay informed about issues related to local food state wide. Subscribe to the Wisconsin Local Food Network

On January 4, 2007, over 200 farmers, farm group leaders, nonprofit advocates, and others gathered in Stevens Point at the Wisconsin Local Food Summit to share information and learn from others. The Wisconsin Local Food Network strives to con-

tinue that sharing of information.

Please join us by subscribing to the WiLocal-FoodNetwork listserv: <https://lists.uwex.edu/mailman/listinfo/wilocalfoodnetwork>

Stay informed about up-

coming educational opportunities, receive legislative and grant funding updates and inform others about information important to those state wide who care about local food initiatives in Wisconsin.

Special points of interest:

- Join us June 7th, 2007 at 7PM. What would you like to gain from participation in PriceDirect?
- Pick up extra copies of the 2007 PriceDirect Local Food Atlas any time.
- Watch for more information about an Eat Local Challenge around the state this fall.

Upcoming Educational Opportunities

1. The Community Development Society and National Rural Development Partnership have joined this year to bring you a dynamic conference focused on the theme "**The Magic of Community: History, Change, and Regional Development.**"

A 4 day event in Appleton, Wisconsin, USA, this conference will offer a wide array of community development activities and approaches from North American and international presenters and guests. In addition to dynamic speakers, the local committee has organized networking events which will allow you to truly experience all that northeastern Wisconsin has to offer. **Sunday, June 17, 2007 4:00 PM - Wednesday, June 20, 2007 9:00 PM** Central Time Zone. Radisson Paper Valley Hotel, 333 West College Avenue, Appleton, WI 54911, 920/733-8000. Full conference registration—\$400. More info:

<http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=c3aa583a-3b3e-46e1-859b-67fc1558ed22>

2. **2nd National Conference on Facilitating Sustainable Agriculture Education!** The conference will be held at Cornell University's Alice Cook House, located in Ithaca, New York, and will draw a diverse gathering of faculty, staff, undergraduate and graduate students, administrators, extension educators, farmers and food system practitioners who are active or interested in sustainable agriculture education at institutions of post-secondary learning. Standard registration is for all non-student conference participants. It includes full participation in the conference, from **July 11 to July 14**, and all meals there within. More info: <http://www.hort.cornell.edu/SustAgEd/>

3. **9th Annual National Value Added Agriculture Conference, June 3—5, 2007**, Embassy Suites



Check out these events for their networking potential!

Hotel, Lexington, KY. For value-added agriculture educators, entrepreneurs and service providers. Tracks will focus on three main themes.

a. Value Added in Community

Development

b. Bio-Economy

c. Toolbox Tips for Value Added Entrepreneurs. Registration fee—\$160.

More info:

<http://www.uky.edu/Ag/AgEcon/vaac/>

4. **Renewable Energy & Sustainable Living Fair, June 15,16,17**, Custer, Wisconsin. Hosted by the Midwest Renewable Energy Association. Each summer the Fair transforms rural Custer, Wisconsin into the global hot spot for renewable energy education. The Fair is the world's largest renewable energy, energy efficiency, and sustainable living educational event of its kind. Attend more than 150 workshops, visit over 225 Exhibits. The fair includes a Clean Energy Car Show and Rainbow's End family-oriented activities, events, entertainment and workshops.

More info:

www.the-mrea.org.

5. **June 29, 4-6 pm and June 30 9:30 am—5:30 pm - Nourishing Traditions Seminar featuring Sally Fallon** - Arkansaw, WI Midvalleyvu Farms Organic Foods - Coming to Wisconsin - your chance to find out about the amazing health benefits of traditional foods with Sally Fallon, author of the best-selling cookbook *Nourishing Traditions*.

More info: www.midvalleyvu.com.

6. **Wisconsin Farm Technology Days. September 18-20, 2007.**

This technology exposition--the largest in Wisconsin--is a three-day outdoor event that showcases the latest improvements in production agriculture. Each year, it is held in a different Wisconsin county--on a different host family farm. Blumer Family, Plain View Stock Farm, Inc. W1202 State Highway 59, Albany, WI, in Green County. More info: <http://www.greenfarmtech.com/>

And, mark your calendars for these future conferences:

- The 10th Annual Midwest Value Added Conference will tentatively be held in Eau Claire area on January 25-26, 2008. www.rivercountryrcd.org/valad.htm
- North American Farmers' Direct Marketing Association (NAFDMA) Feb. 15-20, 2008 in Wisconsin. www.nafdma.com
- Upper Midwest Organic Farming Conference - La Crosse WI, February 21-23, 2008. www.mosesorganic.org



Learn ways to improve your farm or help your community

PriceDirect hosted interesting programs right here at home.

On April 12, 2007 PriceDirect participants gathered to learn about opportunities developing here in Price County. Lucy Harvey of Back to Basics explained the plans she and her husband Ted have for increasing their offering of locally produced foods at the Back to Basics retail store.

Barb Haynes, Price County UW-Extension Family Living Educator spoke with the group about improving nutrition by increasing fruits and vegetable consumption.

Grant opportunities were summarized. Then a good discussion was started about what the attendees would like to get from their participation in PriceDirect. This discussion will be continued in a meeting to be held June 7th, 2007 at the Price County UW-Extension Conference Rooms A&B at 7:00PM.

On April 26, 2007 we had the honor to welcome two speakers.

Dr. Jasia Steinmetz inspired the attendees with stories about the



Dr. Jasia Steinmetz helps to create sustainable communities.

great things she is doing in central Wisconsin through her work as an educator at the University of Wisconsin—Stevens Point and through her participation in a local food shed, the Wisconsin Local Food Network, etc. We could all find in her work many ideas to embrace and successes to aspire towards.

Enos Hoover of Sunny-side Meadows Farm

in Dorchester described his approach to sustainable farming. His is a well researched and organized approach to farming that he describes as “beyond organic”. Enos went through a detailed listing of the “spokes in the wheel” of his philosophy and shared slides of his

sustainable farm.



Enos Hoover explains his sustainable farming practices.

Defining Sustainable:

Merriam-Webster Online definition:

Pronunciation: sə-'stA-nə-bəl

Function: adjective

1 : capable of being sustained

2 a : of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged <sustainable techniques>

<sustainable agriculture> b : of or relating to a lifestyle involving the use of sustainable methods <sustainable society>

Is Organic Really Any Better?

The market for organic food has increased dramatically over the past two decades (over 20% annually since 1990, according to the USDA’s Economic Research Service). Organic products are now sold in over 73% of conventional food stores.

The growth of the organic sector has been driven mostly by consumer preference for organic food. Consumers express confidence in the safety of organically produced food and often comment that organic products taste better to

them than conventionally grown food. Conventional food growers generally state that commodity-style food products are just as safe and tasty as organic foods.

I recently came across two research papers that examine whether organically produced foods are actually better tasting and safer than conventional foods (there isn’t room in this newsletter to give you the bottom line—you’ll have to read the next issue to find that out!). But the upshot is that there are real differences between organic and con-

ventional foods, and you don’t necessarily need to be a certified organic grower to be able to capitalize on attaining better quality foods for direct marketing.

For those of you who just can’t wait, the research articles are “*Do organic fruits and vegetables taste better than conventional fruits and vegetables?*” from The Organic Center (www.organic-center.com) and “*Are organic foods healthier?*” from the American Society of Agronomy (www.agronomy.org).

Made Possible through:

**A USDA Agriculture and
Entrepreneur Education Grant**

**The UWEX Emerging
Agricultural Markets Team**



Price County UW-Extension

104 S. Eyder Avenue
Normal Building
Phillips, WI 54555
715/339-2555

www.uwex.edu/ces/cty/price/

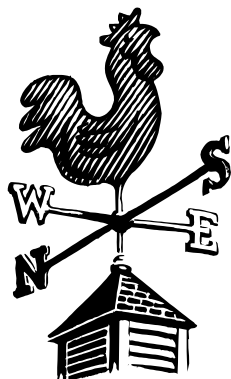


PriceDirect promotes direct marketing of locally grown foods in Price County, Wisconsin through a local food atlas, educational programs, scholarships to producers, technical assistance and information sharing.

Future of Farming and Rural Life in Wisconsin

On May 14th and 15th, 2007, Menona Terrace in Madison, Wisconsin was the site for a gathering organized by the Wisconsin Academy of Sciences, Arts and Letters. Over the past year, a half-dozen regional forums were held around the state focusing on topics of regional concern. They served as working meetings for a collection of engaged citizens that included farmers, rural leaders, researchers, educators, government agencies, private businesses, farm groups, and environmental interests. The conference on May 14th and 15th was a culmination of these regional meetings. Numerous topics were explored under

the broad headings of community, food systems, land use and conservation, and production agriculture. Everyone in attendance joined the discussion and deepened their understanding of the challenges and opportunities facing agriculture and rural life in Wisconsin.



On May 14th, Congressman Ron Kind, Wisconsin 3rd District, gave the keynote address and was able to talk about his work on the House Ways and Means Committee and the Natural Resources Committee.

On the 15th, Rod Nilsen, Secretary, Wisconsin Department of Agriculture,

Trade and Consumer Protection made the keynote address and pointed out the richness and diversity of agriculture in Wisconsin.

Jane Hansen, marketing specialist for PriceDirect had the opportunity to describe the PriceDirect local food initiative during an Innovation Roundtable on Monday morning.

A set of project recommendations were released May 1, 2007. They culminate two years of inquiry and discussion by many parties interested in the Future of Farming and Rural Life in Wisconsin. These recommendations can be viewed at www.wisconsinacademy.org/idea or view a copy in the Price County UWEX office. Public comments are invited through June 1, 2007.