

Idaho's Bounty Cooperative Development

The goal of Idaho's Bounty Cooperative is to develop a year-round, virtual marketplace and distribution system within an eight-county hub in south-central Idaho where member sellers (farmers, ranchers and vendors) and buyers can meet to increase the production and consumption of local foods boosting the regional rural economy.

[Final Report](#)

Summary Report of the Idaho's Bounty Project

By James F. Scott, Executive Director Hagerman
I.D.E.A., Inc.

Final Report

A summary of the issue or problem being examined.

The food we eat in the United States is supplied to us by way of a complex production network and a long-distance/high-energy-demand transportation system. The existing system is susceptible to disruption from many sources. Recent spikes in fuel costs and cases of food contamination are examples of problems and disruptions which may be experienced with increased frequency in the future. To date our complex food production and supply system has been able to provide food to the consumer at highly-competitive prices. As a result, local food producers have been, and continue to be, driven out of business. Large-scale agriculture is also more able to survive fluctuations in market and unfavorable weather. However, the recent high fuel costs raised food prices and locally-grown produce were, at least temporarily, more competitive. In the long-term it is likely that fuel costs will increase and local foods will be more competitive. The issue addressed in this projects was, "Can a web-based, regional marketing and ordering system for locally-grown foods, supported by a local distribution system, be developed and remain viable?"

Discussion of how the problem or issue was addressed.

A steering committee made up of a group of motivated individuals in Idaho's Wood River Valley proposed development of a virtual marketplace and local distribution system. The virtual marketplace would provide a place for member sellers (farmers, ranchers and vendors) to list their products online where member buyers could shop for and order those products. The local distribution system would provide the means to deliver the products ordered by the customer via the Internet to local distribution points. The project's long-term objectives are to develop a sustainable local food system that increases production and consumption of local foods, bolstering the rural economy in south-central Idaho and injecting some redundancy or depth of field into our food supply system.

Specific contributions of project partners.

Three critical elements had to come together to make the concept of an "Idaho's Bounty Food Marketing and Distribution Cooperative" feasible and eventually able to bear real fruit (pardon the pun). Those critical elements were: committed champions that would put forth the effort required to make things happen; a sponsoring non-profit that had the organization and experience necessary to lead a grant writing and fund-seeking effort and manage grant and donated funds; and, last but not least, private donors willing to contribute cash to support the project.

One of the "Idaho's Bounty" steering committee members is a member of Hagerman I.D.E.A., Inc., (hereafter referred to as IDEA), an Idaho Charity whose purpose closely matched the objectives of this project. Upon becoming aware of the "Idaho's Bounty" vision of a web-based, local-foods, marketing and distribution cooperative the IDEA Board recognized that the proposed project had the potential to produce significant health, economic and environmental benefits. The initial phase of the undertaking would also entail producer and consumer education. These elements meshed perfectly with the stated purposes for which IDEA had been incorporated as an Idaho charity, those purposes being: Improving the quality of life of Hagerman area residents; Developing local resources and the local economy; Educating local citizens; and, Appreciating the character and assets of the Hagerman area.

Hagerman is located in the farming region of Idaho known as the Magic Valley. The Magic Valley is part of the Snake River Plain. This area of Idaho, and particularly the Hagerman area, is known for its food production. At one time a significant portion of the fare on the family dinner table was from local sources. Although fruit and row crops from the Magic Valley were also shipped by rail to many parts of the country, today, the diversity of locally grown food crops has narrowed and food crops grown locally are shipped out of the state. Most of the food consumed locally is brought in from out of Idaho. Small “truck farms” continue to disappear.

In contrast, the communities of the mountainous upper Wood River Valley (Sun Valley, Ketchum and Hailey) have evolved into world-class destinations resort areas. These higher-elevation areas have much shorter growing seasons than the Magic Valley to the south. However, the resort areas have a significant number of well-educated and environmentally conscious citizens who are also financially willing and able to pay a premium to ensure that their families are fed the highest-quality, healthiest and freshest available foods. And so, the Wood River Valley is a ready-made market for food producer in the Magic Valley.

IDEA took on creation of an Idaho’s Bounty Cooperative in partnership with the Idaho’s Bounty Steering Committee. IDEA pursued an FMPP grant and solicited private donations to establish the cooperative. In total more than \$95,000 in private donations and over \$60,000 in FMPP grant funds were obtained to accomplish the project’s objectives.

The steering committee and many volunteers took on the tasks related to producing a business plan, securing infrastructure and equipment, and putting the ordering and delivery systems in place.

Results, conclusions and lessons learned.

We learned that a successful enterprise must have people who are committed to production, marketing, distribution and finances. Each of those needs must be identified early in the conceptual stage and actions planned to secure those capacities. At the same time practical experience is needed and no amount of planning will replace lessons learned by doing. “Pilot” or small scale test operations were started early on, using volunteer labor and donated equipment. Practical lessons learned through the pilot operations were invaluable. Practical experience provided answers to questions like: what kind of containers are needed, how far is it from place to place and how long does it take, where do we need storage and refrigeration space, how many people and how much time is needed to do various jobs?

The long-term financial viability of the cooperative will continue to depend on an infusion of donated or grant funds for the period of time it takes to expand production and the consumer base to a point where the business can run in the black. The online ordering and the distribution systems are now fully functional. Producer numbers are slowly increasing and diversity of products is improving. The number of consumers is increasing and the area served is expanding within the Southern Idaho region.

Current or future benefits to be derived from the project.

Fresh, healthy, local food products are now more available to Wood River Valley consumers. Area farmers are selling more products through Idaho’s Bounty. With increasing market area, demand has increased for local products. Farmers and value-added producers should respond to this demand with a greater variety and quantity of products. More value-added food products are being produced locally. Although the focus of this project has been the food-growing areas of South-Central Idaho and the consumers in the Wood River Valley, many communities across Southern Idaho, from Idaho Falls to

Boise have become involved in the effort. If the number of Idaho's Bounty Cooperative producers and consumers continue to expand the Cooperative will result in development of a viable foodshed encompassing nearly all of southern Idaho.

Additional information available (publications, websites).

Attached are newspaper clippings, brochures, etc., that relate to Idaho's Bounty and increased interest in eating locally-produced food. The primary source of information about the project is the Idaho's Bounty website, <http://www.idahosbounty.org>.

Recommendations for future research needed, if applicable.

It is important that the factors contributing to the long-term viability of operations like Idaho's Bounty be identified and explained. Such findings might assist in developing and directing Government programs and regulation aimed at sustaining local food programs.

Contact person for the project with telephone numbers and email addresses.

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ATTACHMENTS

Idaho's Bounty Cooperative Business Plan

Screen shots of a few Idaho's Bounty Web Pages

Sampling of local newspaper articles about local foods
and Idaho's Bounty

Idaho's Bounty Co-op, Inc. Business Plan

**Compiled by Jeannie Wall
January 2008**

QuickTime™ and a

TIFF (Uncompressed) decompressor

are needed to see this picture

Executive Summary

Idaho's Bounty Co-op, Inc. (IBC) is a new web based food Co-op located in Ketchum, ID. Our mission is to create a thriving local food network in cooperation with small farmers and prepared food producers to provide food grown, raised and distributed in an ethically and ecologically sustainable manner to a local market. We are a Cooperative form of business working to benefit and educate our members who are equal owners in the business. Each member is responsible to help us uphold our standards and set a direction for a sustainable future.

Mission of Idaho's Bounty Co-op, Inc.

Our mission at Idaho's Bounty is to provide nutritious, local, ethically produced food direct from our producers who practice sustainable, high quality agricultural stewardship of their land and animals. Our goal is to create an elegant and intricately woven local food system that fosters flourishing communities rich in interdependent healthy relationships, cultural heritage, landscape, water and air so vital to our sustainability.

IBC also provides a network for the production, distribution and marketing of locally prepared foods and locally made non-food products that meet the preferred practices of the Co-op.

We support certified organic farmers as well as non-certified producers who currently are, or are striving to be, free of genetic engineering or modification, added hormones or antibiotics, pesticides and/or herbicides.

Whenever possible, we will use local fuels and/or mitigate our carbon footprint through bio diesel and other renewable and/or recyclable products in all that we do.

Services

IBC offers the communities of South Central Idaho, and initially the Wood River Valley (WRV,) a convenient, high quality, value-priced method of ordering and obtaining local, sustainably produced and prepared foods through our web based ordering system and fresh-off-the-farm delivery service.

More uniquely, IBC offers fresh tomatoes and salad greens grown in geothermally heated greenhouses throughout the winter season. The Co-op also helps connect farmers with similar needs fostering cooperation and the networking necessary for a broad, consistent, secure supply within our food shed. At present, there is an effort to create a grain storage facility, chicken processing plant, beef processing facility, flour mill, and seed oil processor. The largest and most unique opportunity is the option the

Co-op has on the sale of 20 geothermally heated greenhouses in the Hagerman area with the capacity to grow greens, vegetables, and fruit. Currently, the land and greenhouses are privately held and a thriving potted plant business is in operation. The owner is interested in staying involved and helping convert the business to growing healthy, local fresh food for the IBC.

Education is an important aspect of the Co-op's mission in addition to sales. IBC offers educational workshops, harvest festivals, farm tours, influential speaker events, resource lists, pot lucks and open access to the practices of our producers to all members. IBC offers members credit toward product for hours spent volunteering on delivery day and events. IBC provides members a forum online to donate food to the poor and those in need via the Hunger Coalition, a Wood River Valley non-profit. The Co-op's long-range plan is to distribute local food to schools, hospitals and local markets that wish to provide the taste and nutritional value of our local food shed.

Customers and Growth Targets

The Co-op's priority for our first start up year is to grow a diverse supply of food. This will be done by increasing supply from current producers and broadening our producer base. Our target distribution market in year one is the WRV. The market here is segmented into three groups. The first is the general consumer market, which includes families, individuals and temporary as well as primary residents who are interested in the health, taste and environmental benefits of local foods. The following are some of the statistics from which we based our forecasts. We will be appealing to local chefs and realtors to help us service the temporary residents and tourists.

- IBC conducted an email survey in 2007, sent to over 1300 people in the WRV and received 455 positive responses regarding a desire to purchase organic and/or all natural local food.
- 44% of respondents were households
- 378 respondents were local full-time residents
- 273 survey respondents spend between \$100-\$200 a week on groceries.
- The projected population of Blaine County in 2010 is 23,000, with 9,700 households.
- Our goal is to reach about 5% of households at 500 members by January 2009.
- We will also target tourists, whose average age is 45 and household income is well over \$100,000.
- Blaine County currently realizes 195,000 visitors each summer and 95,000 in winter. These numbers include up to 200 temporary residents.

The second group we're targeting is restaurants whose chefs are passionate locavores. This group represents ten to fifteen different restaurants and coffee shops in the Valley. Currently, we are working with CK's, Galena Lodge, Hailey Coffee Co., Buffalo Bites, Raspberry's, Globus and soon Ciro's. The new Elkhorn Market is also interested in getting on board.

The third target is schools, hospitals and other grocers. These groups represent large volume dealers for IBC at reduced margins, providing great exposure to our brand. We are also working to get into the summer school programs with healthy snack foods.

The secondary target market is Boise with the Buhl, Twin Falls and Hagerman region soon to follow. We will begin research on the size of these markets while laying the groundwork in the WRV. We have begun to test the Boise market working with two different buying groups who will distribute orders packed in bulk to customers in the Boise area and provide consistent feedback and input in their needs.

Personnel

IBC's team of five employees, Judy Hall, Jeannie Wall, Laura Theis Kaz Thea, and James Reed, offers extremely strong and diverse strengths necessary to the success of the Co-op. Our seven-member Board of Directors is responsible for the direction of the Co-op and the hiring of the key management team. Board members are voted in each year at our annual meeting and serve revolving three-year terms.

Jeannie Wall, Co-op Director, is responsible for the overall operations and management of the business. She has over sixteen years of experience developing and running product lines for Patagonia.

Laura Theis, Director of Production, coming from a year of service with Americorps, is responsible for our production department including order cycle work, forecasting, daily web and member maintenance.

James Reed, Magic Valley Operations Director, lives in Hagerman. His kids grow food in a geothermally heated greenhouse on his property and currently sell greens to IBC. James is responsible for networking current, and identifying new producers who will work together to create a thriving bioregion. He is also responsible for the pick up and delivery of product to the Distribution Center or any other needed location.

Judy Hall, Director of Grantwriting, with over twenty years of experience working for non-profit organizations, directs the fundraising and grant writing needs of the Co-op in addition to helping with various parts of our operations and educational events. The first two years will require at least thirty percent of operating costs to be raised from the community in order to remain debt free.

Kaz Thea, Marketing Director, wildlife biologist, local activist and Hailey Farmer's Market Director will coordinate all communication efforts as well as work on growing supply through sourcing new producers, identifying new donors, networking farmers from the market with IBC, and help with other general operations.

Personnel Plan

Our plan is to keep our actual employees to the minimum needed to grow the Co-op in the direction previously articulated. We will use contract labor, consultants and mostly volunteer work credit hours to enlist support at key times and to keep our overhead low until we can afford and need to add to our actual staff. Note that to date, current employees have put in many months of volunteer time before starting to receive a very nominal pay for their hard work.

Personnel Plan

	2008	2009
Co-op Director	\$30,000	\$35,000
Director of Production	\$18,000	\$28,000
Director of Grant writing	\$20,000	\$26,000
Magic Valley Operations Director	\$24,000	\$28,000
Marketing Director	\$20,000	\$28,000
Volunteer Work Credit Hours	\$8,400	\$10,000
Total Payroll	\$120,400	\$155,000

Order Cycle Process

The online Co-op structure is unique in the food industry. Producers, with the help of the Co-op, set their own prices and are charged a Co-op fee. IBC essentially provides a market and distribution system. The consumer shops online with complete access to the producers' practices, prices and ingredients. The consumer is then charged a Co-op fee for the services of IBC. These fees make up a margin that is set purely to cover expenses.

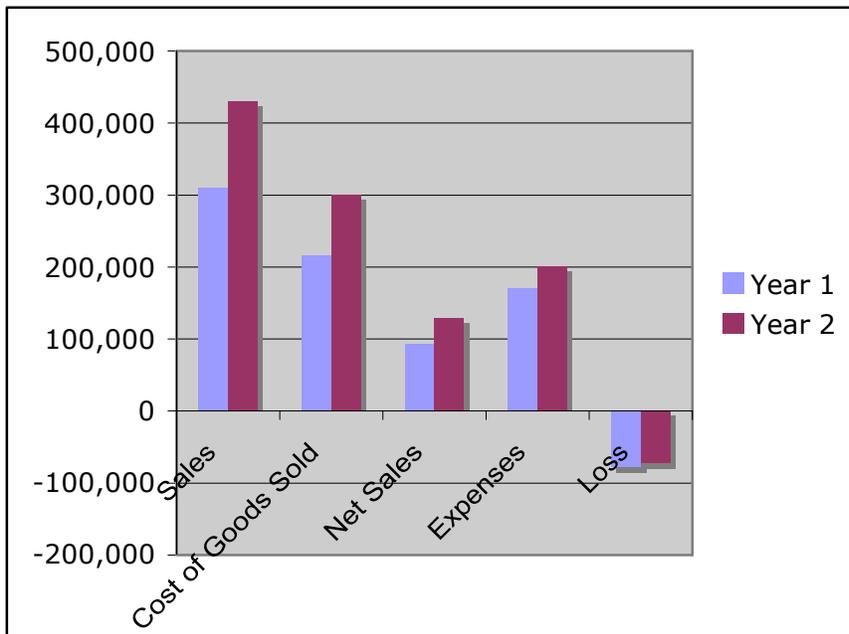
The market and financial analyses indicate that with a start up expenditure of \$171,000 in our first official fiscal year starting January 1 - Dec. 31 2008, and sales of \$310,000, IBC will need to continue to raise private funds and write grants for \$78,000 to maintain a debt free status. Currently, we have raised \$20,000 in '08 and just received a new SARE grant for \$16,000.

Sales for year two are forecasted at \$430,000 but with additional expenses totaling \$201,600, we would incur a projected shortfall of \$72,600, requiring the fundraising and grant monies raised under Judy's direction with Kaz's help. With expenses held at year two levels, we would break even near the end of year three. In light of our unique non-profit status, this is a manageable time to become economically viable.

As of this reading, Idaho's Bounty has raised over \$60,000 in personal donations in '07, and been awarded a USDA grant toward operations of \$60,000 in Sept. '07. IBC has realized the additional revenue from member stock share purchases at \$75 for individuals/families and \$100 for institutions, i.e., restaurants, hospitals and schools. As of March 15, 2008, there are 350 members of the Co-op. The membership has grown purely from word-of-mouth testimonials. Forecasts are for 400 members by July 2008,

we are on track to reach this goal without any advertising expenditures. IBC projects a membership base in the WRV of 500 members by Jan. 1 2009, bringing in another \$7,500 in stock share revenue for fiscal year '08.

	Year 1	Year 2
Sales	310,000	430,000
Cost of Goods Sold	217,000	301,000
Net Sales	93,000	129,000
Expenses	171,000	\$201,600
Loss	-78,000	-72,600



Marketing Overview

Our marketing and communications plan is in process being developed by the team under Kaz's direction. If needed, we will hold a membership drive in May to achieve 400 members by July and again in the fall to achieve 500 by January. The website is the main consistent form of communication for the Co-op. Resources, updates, and newsletters will all be part of a consistent message to education and outreach to our members.

We will send out small surveys every four months to keep a pulse on our customers' satisfaction. In addition, we'll be holding quarterly meetings with a group consisting of

someone from each corner of our business: chefs, producers, customers, market directors, restaurant owners, prepared food producers, etc.

Being a 'cyber space' business, the Co-op's charge is to create and foster a healthy, active membership and community through events. Monthly potlucks give members a chance to meet, savor local dishes, discuss issues with staff and enjoy the bounty of their bio-region. The Co-op is tying into local events in the WRV like the Moveable Feast, and Food and Wine Festival as well as holding a local dinner with our restaurant members quarterly. We will hold a producer fair to introduce our producers' products in a fun and informal setting where everyone can come and enjoy new products and learn firsthand the practices of our farmers. Workshops, harvest parties, speaker series, farm tours, and wine tastings are the many ways we reach out to involve our members and entice new people to join.

Currently, we have received a generous amount of press. The Wood River Journal had a long piece with numerous interviews of our staff on local food. Sun Valley Magazine's Habitat had a nice article on all things green in the valley including a separate article on the Co-op. The Mountain Express has had two different pieces promoting Idaho's Bounty, all of which have brought in new members and awareness of the Co-op. In time, when our free press opportunities die down, we will develop an ad campaign to communicate the uniqueness of the local foods we provide and increase membership.

Company Summary

Idaho's Bounty is a community owned and operated Co-op focusing on enhancing the economic, environmental, social and nutritional health of our local communities through the sales and distribution of sustainable, locally produced and prepared foods and non-food items via a web based ordering system.

IBC is a Cooperative form of business incorporated under a non-profit statute operating solely for the benefit of its members. Each member purchases an equal stock share in the business and is entitled to an equal vote. The Co-op Director reports to the Board of Directors whose members are elected by the members. Annual meetings are held to determine the Board members eligible for re-election.

Start-up Summary

The concept of Idaho's Bounty was inspired by Gary Nabhan's talk given in the Wood River Valley on local food systems in Oct. of 2006. The need came from customers and farmers who wanted to extend the life of the successful farmers markets and the Community Supported Agriculture Project (CSA) into the winter months. Customers who loved the CSA were left without that option when it went out of business for delivery and selection issues.

Kelley Weston suggested the idea of a web based food co-op based on Oklahoma Co-op's model. Subsequently, over the course of a few months, a handful of folks got

together and began the work of putting an idea into action. Kaz Thea, Director of the Hailey Farmer's Market, started conversations with the main growers and networked interested parties to convene and discuss ideas. James Reed made contacts in the Hagerman food shed. Judy Hall applied for a USDA grant. Laura Theis wrote up a survey to determine market demand. Jeannie Wall began researching the most appropriate business model and set up the Co-op and applicable operations.

From May until Sept. 2007, IBC ran a test market where locals bought food via an emailed list picked up at Kaz's home twice a month. By the end of August 2007, Idaho's Bounty Co-op, Inc. became official and by the end of September, the website and ordering system were up and running and the first online food sale took place. As of January 2008, IBC has a Distribution Center in Hailey (the National Guard Armory) large enough to pick, pack, sort and distribute over 400 orders. The February 27, 2008 food sale (with a limited winter supply) saw 91 people ordering at an average order of \$86.76, generating \$8,245.80 in sales for that week. Once we achieve our goal of a more balanced and broader supply of food by spring of '08, we expect an average of 150 people to order \$100 worth of food twice a month. In addition we are looking into having an 'off-week' sale of greens and milk to restaurants and customers. The chart below gives an overview of growth over five order cycles.

Order Date	1/2/08	1/16/08	1/30/08	2/13/08	2/27/08
Members	229	240	251	273	283
Total Number of Orders	47	69	78	86	91
Total Sales	\$3,015.44	\$4,459.99	\$5,467.60	\$6,615.96	\$8,245.80
Average Order (from subtotal, co-op fee & delivery)	\$62.75	\$80.72	\$66.97	\$76.15	\$86.76
Net sales after Producer fee	\$2,447.77	\$4,663.66	\$4,355.04	\$5,458.92	\$6,579.44

Management Summary

IBC is working with a progressive form of management. Our priority is to provide an atmosphere and operational structure that fosters creativity and teamwork. Though management reports to the Co-op Director who in turn, reports to the Board, we operate as a team in all major decisions. As Co-op Director, Jeannie directs operations including all things product, sales and marketing related. Jeannie's twenty years working in unconventional businesses starting and growing large international product lines provides the base of knowledge for directing the overall operations of the Co-op. Judy directs the non-profit division including fundraising, grant writing and education. Her twenty plus years of experience working for non-profit organizations offers great depth to run this area. Laura is responsible for the overall function of delivery day and works in

concert with Jeannie on all web development and maintenance. Laura's savvy and quick learning skills give her the ability to help with all facets of the business. James' location, easy nature and authenticity as a local allows him to stay intimately connected to our network of producers and to bring groups of them together to solve our food shed needs as well as deliver our orders to our Distribution Center in Hailey twice a month. Kaz's connections in the community of the WRV and her relationships with farmers as Director of the Hailey Market give her a solid base to run our marketing and communications plan including all events.

Our Board of Directors will consist of two staff members, a producer member as well as other passionate, active members with a similar vision yet valuable outside experience to help guide us on this path. We will encourage members who fundamentally and intimately understand the paradigm shift we are attempting to make to run for board seats and to join our core working group.

Key Financials and Summary Points

IB Co-op has 350 members as of March 20 '08

Membership Forecasts: 400 members by July 2008
500 members by January 1, 2009
100 members in test Boise market by summer of '08

The following are some simplified examples of sales forecasts.

Note: Our expenses listed below are bare bones estimates. If funds are raised over and above these, we will use them for more help to expand the business in sales, education and personnel.

Our target by July 1 '08: (with 400 total members)
150 members ordering \$75 an average order twice a month
\$22,500/month gross less CGS \$15,750 net = \$6,750 less expenses of \$14,250 results in a shortfall of (\$7,500)

Shortfalls in year 1 and 2 will be made up by grants and donations.

Break Even:

200 members ordering \$100 average order twice a month
\$40,000 (Gross monthly sales) - CGS \$28,000 = \$12,000 – year two exp. \$16,800 (month) = (\$4,800)
Member stock share income with 100 new members = \$7,500
Net Income: \$2,700

Funds needed in year 1 equal \$78,000 and year 2, \$72,600. This would cover all expenses including five salaries and work credit hours for volunteers on delivery days. We have raised \$36,000 already for year 1 leaving a balance of \$42,000.

We have a wholesale and buyers group option in the works to enter the Boise market using our current systems. This will allow us to grow our sales using all current resources while gaining an understanding of the potential market size and needs.

IDAHO'S BOUNTY

Local Food for Local People



Photo credits: Deborah Hardie, Paulette Philipot, and Janine McCann

- Online Food Market
- Join
- Why Buy Local
- Events
- Resources
- About Us

Thanks for the wonderful support Friday night at the first Taste of Idaho's Bounty event! What a wonderful evening of food and community.

Rad about us in the Boise Weekly!

Upcoming Events!
Click here for more information.

11/20 & 21 Producer meetings in Hagenrum
12/14 Annual Meeting and potluck at Kaz Thea's home

Online Food Market

Username: _____
Password: _____

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23	24	25	26	27	28	29

IDAHO'S BOUNTY

Local Food for Local People

- Information
- Home
- Online Food Market
- Join
- Why Buy Local
- Events
- Resources
- About Us

Our Products and Producers

Our Producers

South of the Wood River along the Snake River is a land blessed with abundant sun, water, mild climate and geothermal resources. The Wood River Valley, and land around Carey, Shoshone, Gooding, Richfield and Fairfield has pockets of small, family food producers that are participating with Idaho's Bounty.

Our food shed has a rich history of food production in vegetables, salad greens, melons, corn, tomatoes, farmed fish, poultry and eggs, fruit, dairy and rancher meat. There is absolutely no doubt that given the time, organization and financial resources much of our food can be produced within 100 miles of our homes.

Idaho's Bounty has found ranchers and farmers who are supplying us with the finest local, ethically and sustainably produced foods. Please click here to be taken to the Online Food Market and a list, by category, of the products available on the current Online Food Market cycle.

As support grows with local markets, the varieties of products available will grow. We are on the look out to expand this list with our best and most local options for other valuable products such as oils, bio-diesel, salt, organic ice cream, home-cooked foods and other value-added products.

Our Producers

The majority of foods produced in Idaho are marketed out of state while much of the food consumed locally is imported. The small farmers and rancher businesses in our region are struggling because they have lost their, once added niche. They are under pressure from the food industry to grow bigger. Explosive growth in the organic market has resulted in greater competition for smaller growers as large organic corporate farms enter the market.




Idaho's Bounty - Why Buy Local? - Windows Internet Explorer

http://www.idahosbounty.org/buy-local.php

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Idaho's Bounty - Why Buy Local?

Information

- Home
- Online Food Market
- Join
- Why Buy Local
- Events
- Resources
- About Us

IDAHO'S BOUNTY

Local Food for Local People

Idaho's Bounty Buy Local?



To savor rich, full flavored, freshly picked, nutritious food
 Standard commercial food travels over 1500 miles to reach your store shelves, losing its nutritional value and flavor in transport. The average grocery store vegetable is a week old on arrival and often requires preservatives. Locally grown food, picked at the family farm, is immediately delivered to your family table where its taste and nutritional value are at their peak. Enjoy unique and flavorful heirloom varieties unavailable in mass-produced and shipped food.

To enrich the local economy
 Most profits of the industrial food system go to a middle-man or giant agribusiness CEO thousands of miles away. Spending your dollars in the community keeps your money cycling within the local economy, providing economic opportunities and a flow of monies to a thriving community. The loss of family farms causes rural communities to deteriorate. Sprawling American suburbs consume two acres of farmland every minute. Supporting small farmers preserves open space, jobs, and the security of a local, healthful food supply.

To ensure a safe and secure food supply
 The diversity of a local food system and the ability to know each producer's practices ensures a safer supply of healthy food. Supporting local farmers and renewing rural small-scale agriculture helps guarantee a consistent flow of food to local communities year round. Most mass produced foods are heavily treated with chemicals, hormones, antibiotics and or are genetically modified or engineered. Knowing the practices of the farmers you buy your food from ensures a healthy, reliable and safe food supply.

To build a self-sufficient, caring community
 Knowing those who grow your food, their practices, ethics and cultural heritage helps foster rich and lasting relationships and caring communities.

http://www.idahosbounty.org/index.php

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Idaho's Bounty - Why Buy Local?

Information

- Home
- Online Food Market
- Join
- Why Buy Local
- Events
- Resources
- About Us

To build a self-sufficient, caring community
 Knowing those who grow your food, their practices, ethics and cultural heritage helps foster rich and lasting relationships and caring communities. Saving farmers is a prerequisite to saving diversity. Communities that save their agricultural diversity retain their own options for growth and self-reliance. Idaho's Bounty chose a cooperative form of business as it requires involvement from the community. See our [Membership Agreement](#) for our cooperative principles.



To ensure clean air, water, and the protection of rich traditional cultures
 By reducing our carbon footprint, using renewable energy sources for transportation, limiting delivery miles, and promoting sustainable, ethical farming practices, we are ensuring the long-term preservation of our land and health of our communities. Our producers are good stewards of their land, using only sustainable and or organic practices. A tremendous amount of fossil fuel is used to transport foods long distances. Combustion of these fuels releases carbon dioxide, sulfur dioxide, particulate matter and other pollutants into the atmosphere, contributing to global climate change, acid rain, smog and air pollution. The refrigeration required to keep fruits, vegetables, dairy products and meats from spoiling during the long transport also burns up excessive energy. Food processors use a large amount of paper and plastic packaging to keep food fresh (or at least looking fresh) for a longer period of time. This packaging eventually becomes waste that is difficult if not impossible to reuse or recycle. The industrial farms on which these foods are often produced are also major sources of air and water pollution. Small, local farms tend to be run by farmers who live on their land and work hard to preserve it. Buying local means you can talk directly to the farmer growing your food and find out what they do and how they do it, encouraging them to be responsible stewards of a healthy planet.



Resources
 Books, links and articles for sustainable eating.

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'Locavores' aren't crazy

Idaho's Bounty connects Wood River Valley residents with local food

By TONY EVANS
Express Staff Writer

Theresa Strolberg grew up on a farm in Wendell, Idaho, where her parents farmed wheat, alfalfa and beans. Like most Idaho farmers, her parents relied on chemical pesticides to keep unwanted bugs away from their crops. Theresa broke with tradition when she planted her first organic garden in Buhl in 1971.

"I had young children and I knew sooner or later they were going to get into the pesticide we stored on the property," she said.

Strolberg found copies of Organic Gardening magazine and began to cultivate a number of crops in her two-acre garden in Buhl with natural fertilizers.

"The only people who knew anything about organic gardening back then were the hippies, so I talked to them."

Today Strolberg keeps the worms out of her apples by luring codling moths away from her trees using pheromone traps filled with sex scent of female moths. She also grows plums, pears, cherries, peas, chard, tomatoes and peppers without the use of chemicals. Her hardy handshake is a testament to the kind of work it takes to maintain a healthy garden. When weeds like teasel, dock and wild oats crop up, she simply cuts them down and sells them as bouquets at the farmers' markets in the Wood River Valley.

On April 4, Strolberg's lush "beet pickles" adorned the salads at the Idaho's Bounty dinner celebration at Galena Lodge, 24 miles north of Ketchum. As snow fell outside, Strolberg and several other farmers and ranchers from south-central Idaho joined about 50 people from the Wood River Valley in a celebration dinner for Idaho's Bounty, a nonprofit food co-op that links regional food producers with customers in the Wood River Valley.

The flat-iron steak was provided by Nate Jones' Kings Crown Organics of Glenn's Ferry. Mike Heath's M&M Farms in Buhl-Castleford supplied the spaghetti squash. The wine was from Frenchman's Gulch, based in Ketchum. The succulent tomatoes came from the Hagerman High School greenhouse, established by agriculture instructor Daniel Knapp.

Knapp has been financing a share of the Hagerman High School welding shop and transportation department with proceeds from the sales of student-grown organic produce, including poitsettias, cucumbers, tomatoes and herbs. His students also grow and sell Japanese Koi fish.

Idaho's Bounty was founded two years ago. It is based on similar grassroots co-ops in Oklahoma, Montana and elsewhere. The emphasis is on local rather than industrial production. For an annual fee of \$75, Idaho's Bounty customers can browse hundreds of items offered by dozens of producers in the region, purchase food on-line each month and pick up their groceries in Hailey and Ketchum. Products available include eggs, herbs, fish, vegetables, milk, cheese, pork and beef. For an additional \$15 fee, Idaho's Bounty has home delivery service.

"This is the beginning of a local food network in south-central Idaho," said Kaz Thea, Idaho's Bounty director of marketing, to the celebrants last Friday night.

"Local food production eliminates the hidden costs to our health and to the environment," she said. "I believe sustainable agriculture on a local level is the most important ecological act we can make today."

Thea pointed out that "locavore" eating reduces carbon-dioxide emissions and develops a sense of community between growers and consumers. She said

Idaho's Bounty will continue to organize potlucks, farm tours and community events such as the Galena Lodge banquet.

"The Wood River Valley is our test market," said Judy Hall, the organization's director of grant writing. "But as things progress and we become more successful here, we will expand to the Magic Valley and the Treasure Valley."

Hall said Idaho's Bounty already has a few members in Hagerman and Boise.

In October 2007, Idaho's Bounty received a \$60,000 federal grant in the Farmers' Market Promotion Program, one of 23 awarded in the country. Last month, the organization was awarded a \$29,000 producer training grant from the Western Sustainable Agriculture Research and Education program. The grant was awarded in conjunction with Judd McMahan of Wood River Organics Farm in Bellevue and the Meadowlark Farm in Nampa.

Future Idaho's Bounty plans include construction of a flour mill and chicken-processing plant in the Hagerman Valley. The organization is also seeking grants to purchase a geothermal greenhouse in Hagerman for year-round vegetable production.

Blaine County Commissioner Sarah Michael was present at Galena Lodge last week. She remarked on the way Idaho's Bounty combines concern for the environment with agricultural business development.

"Idaho's Bounty is the most uplifting and visionary organization in the valley," she said. "It fits in with the Blaine County 2025 Comprehensive Plan's goal to preserve agricultural land in the county."

To interact with Idaho's Bounty's growers and producers and get more details on their farming methods, go to www.idahosbounty.org.

New co-op prepares to bring local food to MV

By Kari Matthews
Times-News Correspondent

HAGERMAN — Start up your Internet browser, Magic Valley residents will soon have a new way to buy organic and locally grown food.

Idaho's Bounty, a new Internet-based co-op, is currently testing its distribution system with a select group of Hagerman and Wood River Valley residents, working out as many glitches as possible, said co-founder James Reed.

The co-op will begin with e-mail orders and weekly deliveries to a warehouse in Hagerman, with only ag-based products. Other products will be added later, such as breads or pies. Aim is to

grow the co-op into a larger operation with possible storefront and farmer's market — to go "beyond organic" to focus on the local production of foods, Reed said.

This will help support local economies, community involvement, rural development and stewardship of the land, he said, and that Hagerman is a great place for such a project.

"Hagerman is central to several organic and sustainable food distributors. They just can't get the product to the consumer," he said.

The co-op was patterned after a similar business in Oklahoma. Reed will travel there in May to see more of the business model and how

it operates. Specifically, he looks forward to cooperation with local farmers to bring products to the people of Magic Valley.

Reed said he wants not only to provide food for the here and now, but to prepare the way for the next generation of local farmers. A series of meetings will be held in April with this focus.

"His mission is a lot broader than ours. He wants to keep the area more ag-oriented," said Jan Wimberley, food buying co-op leader for Buhl Food for Life. "It's a wonderful vision for this area to train young people how to do farming."

The co-op will "build on Hagerman's historic identity,

(will) benefit the small agricultural producer, and may provide some economic impetus for our area," said Jim Scott, secretary for Hagerman I.D.E.A., Inc., which promotes improvement, development, education and appreciation — or I.D.E.A. — in the community. He said, "it appears to be only prudent to develop a sustainable regional food production and distribution system."

Idaho's Bounty will sponsor an egg and poultry workshop at 6 p.m. on April 17 at the Hagerman Senior/Community Center, 140 E. Lake.

For more information, contact James Reed at (208) 720-0673.

Monday, April 2, 2007 Times-News, Twin Falls, Idaho D3

04

MONEY

SATURDAY

JULY 21, 2007

TIMES-NEWS • BUSINESS EDITOR CHRIS STEINBACH: 735-3255

Home grown Idaho's Bounty Food Co-op takes next step

By Kari Matthews
Times-News Correspondent

HAGERMAN — Buying groceries online — that's the idea behind a meeting Sunday of local food producers from around the Magic Valley.

The meeting is part of the beginning stages of Idaho's Bounty, a Hagerman-based food co-op soon to be serving the Magic and Wood River valleys.

Between five to 10 producers are expected to turn out, said James Reed, co-director of

Idaho's Bounty. He hopes that number to double by this time next year. But for now, it's a good beginning.

The training will explain how to post available produce and products, as well as provide time to go over the Idaho's Bounty Pledge of Ethics.

The co-op will abide by its Pledge of Ethics in order to secure good quality food for its customers. Though not entirely organic, the co-op will distribute produce, dairy, meat and other products produced in southern Idaho. This locally

produced philosophy has been coined the "beyond organic" way.

Buhl farmer Mike Heath also looks forward to getting his products online. His farm, M & M Heath Farms, will distribute its organic vegetables, as well as meats through the Idaho's Bounty Web site.

"There's great potential," Heath said of the co-op.

Idaho's Bounty is still a young project ready and waiting to grow. It is serving around 60 customers during a trial period until all the kinks are

worked out. They hope to be totally up and running by September, Reed said.

As part of the test period, orders are being taken by e-mail. The products are then delivered to drop points in Hagerman and in the Wood River Valley.

The co-op is being supported by donations through Hagerman Improvement, Development, Education, & Appreciation Inc., a non-profit organization that has taken Idaho's Bounty under its wing as an economic development

project, said Jim Scott, secretary/treasurer for the group. This close partnership will continue until Idaho's Bounty has become established as its own entity, he said.

Already, demand seems to be growing faster than is supply. Sunday's training will be a critical step in getting the products to the consumers.

Though there are many steps still left, everyone involved is eager to keep up the Idaho's Bounty dream. "I've been having a lot of fun with this," Reed said.

INSIDE: Missouri's pop. Don't despair. C-6



WEDNESDAY
 May 14, 2008

INSIDE: Sensible Home, C2 | Pork loin recipe, C3 | Comics, C7

LOCAL IN THE KITCHEN, LOCAL ON THE PLATE

Area chefs opt for Idaho ingredients

By Ariel Rosen
 Staff writer

KITCHEN — My fork, you fork. Spicing greens have with crisp asparagus, sliced beets and a splash, giving each vibrant mouthful, and every every treated in fresh Idaho. This is what chef Lynn Sherran loves using the fresh ingredients from local farmers and ranchers in every dish at her Kristofan restaurant that not only uses Idaho's top local produce, but also has a menu that is seasonal, healthy and delicious. Sherran and other chefs who make their choice are also supporting the local economy.

"People have a greater sense of security about the product, because they feel like they know how it was grown," says Sherran, owner of Lynn Sherran's Kristofan. "People are developing a personal connection with the food."



Lynn Sherran, owner of Lynn Sherran's Kristofan, prepares a special Saturday at her kitchen restaurant: good chicken souffle topped with locally sourced asparagus. Sherran says she likes to get her food from local suppliers because of the positive impact on the local economy and the environment.

In this soufflé salad — prepared by servers last week for a special anniversary — the recipe is a twist on the original, which came from the Kristofan's Chef Lynn Sherran. Sherran said the salad is a twist on the original, which came from the Kristofan's Chef Lynn Sherran. Sherran said the salad is a twist on the original, which came from the Kristofan's Chef Lynn Sherran.



Tori Malwood, pictured by the salad bar at her Delta Falls restaurant, uses locally produced ingredients because she knows where they come from.

"The product is far more fresh. It was picked yesterday or that morning," Sherran said. "Whether it's meat or veg, there's that sense of freshness that you get when you go to the store. It's just good about knowing what he's worked hard to produce. You feel like you're supporting the local economy."

Sherran has seen a rise in the number of customers who ask about local ingredients. Malwood, she said, is calling up to California — where she was previously a chef — to see a menu of the benefits of buying local.

"There's a lot of support, and there's a lot of support," she said. "There's a lot of support, and there's a lot of support." Sherran said she's seen a rise in the number of customers who ask about local ingredients. Malwood, she said, is calling up to California — where she was previously a chef — to see a menu of the benefits of buying local.

Sherran is not the only one who's seen a rise in the number of customers who ask about local ingredients. Malwood, she said, is calling up to California — where she was previously a chef — to see a menu of the benefits of buying local.

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U.S. foods in our packing list," she said, of the local food movement. "I want to know about the food and the freshness of the food, and if you get it locally you can't beat that."

Malwood is not the only one who's seen a rise in the number of customers who ask about local ingredients. Malwood, she said, is calling up to California — where she was previously a chef — to see a menu of the benefits of buying local.



Fresh Magic Valley asparagus is ready to be used in food. Malwood's kitchen at her Kristofan restaurant in Twin Falls.



Lemon of freshly baked bread used on the Twin Falls restaurant in Twin Falls. The wheat in the bread is from a local supplier, but the fruit and sugar are from a supplier in a warmer region of the U.S. — Tori Malwood says that's OK in local crops when they're ready.

Architecture walk

Tour highlights Twin Falls history

By Melissa Davis
 Staff writer

Conducted by the local stock market, the Twin Falls history tour will highlight the city's history in the city's original downtown. Davis will lead the tour through the city's original downtown, highlighting the city's history in the city's original downtown. Davis will lead the tour through the city's original downtown, highlighting the city's history in the city's original downtown.

Take the tour
 What: Tour of Twin Falls original downtown
 When: 9:30 to 11:30 a.m.
 Cost: \$10
 Register: 736-2342 or www.twinfalls.com

The tour will start at 9:30 a.m. and will end at 11:30 a.m. The tour will start at 9:30 a.m. and will end at 11:30 a.m. The tour will start at 9:30 a.m. and will end at 11:30 a.m. The tour will start at 9:30 a.m. and will end at 11:30 a.m.



Melissa and Kalle Lopez pose for a portrait in front of their home of 22 years — an example of Twin Falls architecture in Twin Falls' original downtown — on Monday afternoon.

ON YOUR TABLE AND IN YOUR SPACE
 FROM THE KITCHEN TO THE GARDEN

ISSUE #102
 JUNE 2014



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 WEDNESDAY
 JUNE 21, 2014

INSIDE: Sensible Home, C2 | Assisted Design home plan, C2 | Desserts made with marigolds, C4-5 | Comics, C7

Love for the local



A selection of organic jams, preserves, grape butters and honeys are shared by Wynn Thomas's garden. For extra like this, follow her on a tour of the yard, below. A tomato is hard.

Local-foods trend brings southern Idaho back to its roots

By Melissa Burke
 Staff writer

Wynn Thomas has lived locally before it was the cool thing to do.

"We raise garlic, mostly everything we can do in the garden in this area in the kitchen and the yard," she says. "I just love it. What do I do with it? Well, I do jam, I do preserves, I do grape butters, I do honey. I do a lot of things that you can't buy anywhere else."

Thomas, 62, is a fourth-generation Idahoan who grew up in the town of Pocatello. She is now in her 60s and lives in a small town in the southern part of the state.

It's ironic that she's working now in the food industry, having spent her career in the corporate world.

"I've always been into the community that was here when we first moved here," she says. "I've always been into the community that was here when we first moved here."

But with organic, sustainable, local food, there's a lot of interest in the community. "I've always been into the community that was here when we first moved here."

And there's also a lot of interest in the community. "I've always been into the community that was here when we first moved here."

It's not just about the food, though. "I've always been into the community that was here when we first moved here."

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Wynn Thomas of Jerome grows and sells her garden's produce. Thomas — who says, "I just love what I eat" — likes to jam. Because it's raining and he likes to watch things grow.

The bright side

Why locally raised tomatoes, cucumbers and peaches are great for you.

Local produce is better for you. It's fresher, it's tastier, and it's better for the environment.

Local produce is better for you. It's fresher, it's tastier, and it's better for the environment.

Local produce is better for you. It's fresher, it's tastier, and it's better for the environment.



Wynn Thomas's garden is a mix of organic and conventional produce. She grows a lot of things, including tomatoes, cucumbers, and peaches.

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Don't miss!
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Come hungry
 The page 12 is a great one. It's a beautiful area with a lot of things to do.

Are you here because...
 The page 13 is a great one. It's a beautiful area with a lot of things to do.

John Deere & Co.
 The page 14 is a great one. It's a beautiful area with a lot of things to do.

Home & Garden
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INSIDE
 How the term 'locavore' emerged.
 Page C6

Page 100, Page C3

Quack attack

Where to buy

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Right now, Tinney's "SI" are available in one place: www.localfoodscoop.com.

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the size of the chicken variety found in stores. Info@localfoodscoop.com or 788-5644.

This feature will appear weekly in Food & Home this summer. To nominate an individual who produces food in Magic Valley for sale to local consumers, send an e-mail to elissa.davlin@lee.net with "Local foods" in the subject line. Or call 735-3234.

LOCAL FOODS

Luscious lamb

Where to buy

Change up your menu with some all-natural Idaho lamb from Lava Lake Ranch, south-

Cheryl Bennett, one of the owners of Lava Lake Lamb, said the lambs are raised with free-range, grass-fed, and healthy. Some of the lamb is USDA-certified organic, and all is "all-natural." Some of the fields the lambs graze on aren't certified organic, Bennett said, so if the lambs graze elsewhere, even if it's chemical-free, they can't be advertised as organic. Even so, the lamb meat is all hormone- and chemical-free, and all has the same great taste.

Unlike some grain-finished lamb on the market, Lava Lake Lamb is grass fed to the end. The result, Bennett said, is a tender, succulent cut of meat that can be used in various recipes. Recipes on the company's site include pomegranate-roasted lamb and herb-roasted lamb with blackberry sauce.



Those looking for Lava Lake Lamb luck at Rudy's-A Cook's Paradise, 147 Main Ave. W. in Twin Falls, and at Atkinson's Markets, 93 E. Croy St. in Hailey and, in Ketchum, 451 Fourth St. E. and 515 N. East Ave. Prices start at \$10 for a pound of sausage, with most cuts ranging up between \$30 and \$50.

Pricing is per package, not per pound. All-natural shanks, for example, cost \$19 for two 1-pound shanks. Organic cuts are more dear—and some are sold out at the moment. Two pounds of all-natural lamb loin is \$40, while the organic cut is \$52.

Lamb can also be ordered through Wood River Valley-based local-foods cooperative Idaho's Bounty. Membership costs \$75. Information: idahoshouny.org.

Don't feel like cooking yourself? Lava Lake Lamb is served at several restaurants throughout Wood River Valley. For a list, or to order straight from the source, visit lavalakelamb.com.

— Melissa Oallin

This feature will appear weekly in Food & Home this summer.

To nominate an individual who produces food in Magic Valley for sale to local consumers, send an e-mail to melissa.davlin@lee.net with "Local foods" in the subject line. Or call 735-3234.

LOCAL FOODS



IDAHO'S BOUNTY

Local Food for Local People

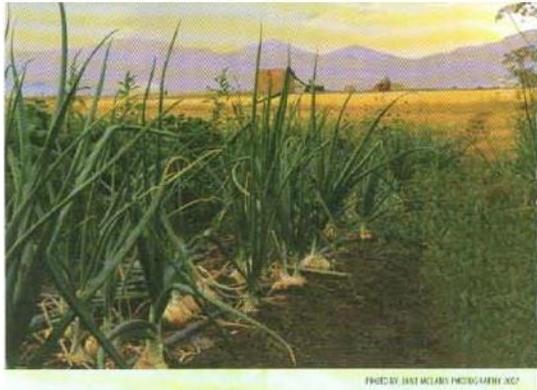


PHOTO BY JESSIE MCELROY PHOTOGRAPHY INC.

*Become a member!
Make a donation!*

Idaho's Bounty is dedicated to supporting sustainable agriculture in South Central Idaho. We need your donations to sustain a year-round online food market and fresh food distribution system for our communities. Your contributions will help create a healthy, safe and secure alternative to the industrial food system.

If you'd like to become a member of the Co-op and shop our Online Food Market, please visit www.idahosbounty.org and click join.



PHOTO BY CHARLIE PHIPPS

To donate by credit card,
visit our website

www.idahosbounty.org

or write a check to:
Idaho's Bounty
P.O. Bolt 6238

PHOTO BY © MARILEE PHIPPS



Ketchum, 1000010



IDAHO'S
BOUNTY
LOCAL FOOD FOR LOCAL PEOPLE

IDAHO'S BOUNTY

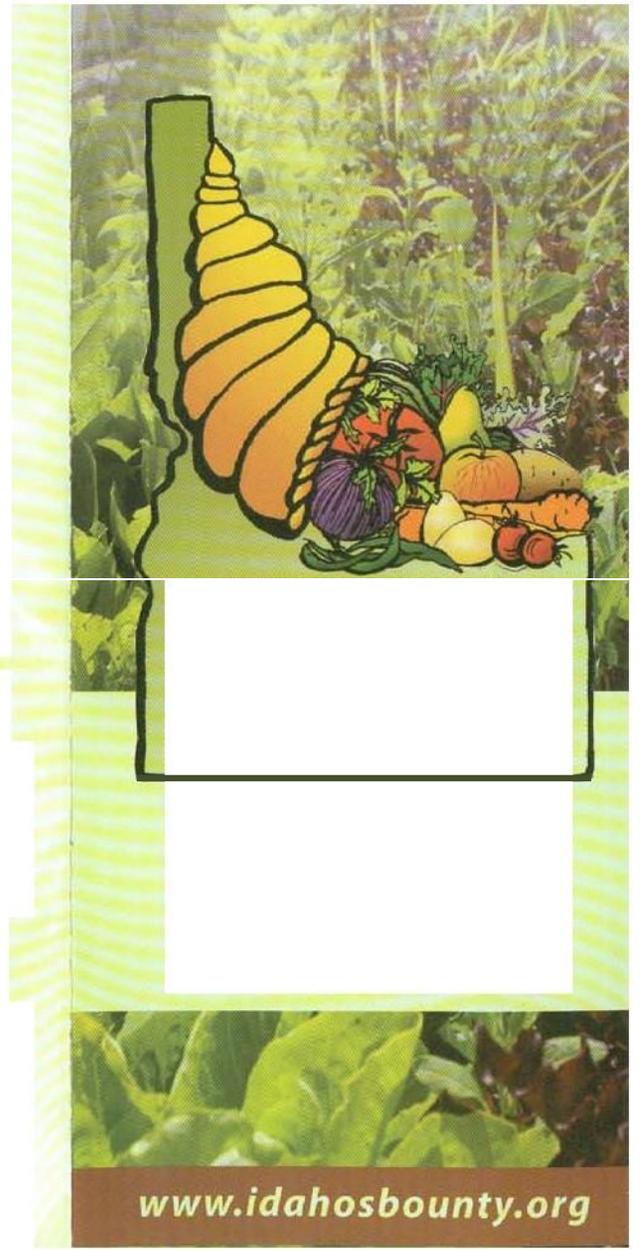
LOCAL FOOD FOR LOCAL PEOPLE

Idaho's Bounty Co-op supports a sustainable network of neighboring farms delivering locally produced, fresh and flavorful food to the communities of South Central Idaho.

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www.idahosbounty.org

Why Buy Idaho's Bounty?

Most food eaten in the US is a product of the industrial food chain traveling an average of 1500 miles before reaching the store. How it is grown and processed is a mystery to the consumer. There are no guarantees about its quality, freshness and safety.

Idaho's Bounty food is grown by small-scale producers who you can know and visit. It is harvested just before delivery. Sustainable practices guarantee safe, secure, flavorful foods, delivered by energy efficient means over the least amount of miles for optimal freshness.



PHOTO BY: PHILIPPA PHILIP

Community and Relationships

Get to know our farmers, their stories and practices. Buying local creates a tight-knit connection between producer and consumers, organically encouraging each to become aware of the needs of the other. It makes us more aware of the impact on our neighbors of our buying and producing decisions.

Buying local strengthens communities. In rural areas, it fosters new educational and health networks, local innovation and invention, and the preservation of extended families.

Local Economic Development

Buying directly from Idaho farmers and ranchers provides a grass-roots system that supports local economies, preserves the cultural heritage and landscape, protects environmental health, supports the humane treatment of animals and sustains communities.

PHOTO BY: JANE MCGRAW PHOTOGRAPHY 2007



Sustainable Production Practices

We offer certified Organic and/or sustainably produced food. We foster an alternative agricultural system and a thriving market for its products. Idaho's Bounty strives to provide food free of antibiotics, hormones and genetic engineering and to educate the public as to its importance. The environmental and economic sustainability of our producers' practices is paramount to Idaho's Bounty.



Social Integrity

Idaho's Bounty strives to provide healthy local food to those in need. You can make a donation through the Co-op to provide food for the hungry in our communities. The Hunger Coalition helps purchase and distribute it to those in need.



PHOTO BY: PHILIPPA PHILIP



PHOTO BY: JANE MCGRAW PHOTOGRAPHY 2007



PHOTO BY: PHILIPPA PHILIP