



**Specialty Crop Block Grant Program
(SCBGP)
FFY 09
12-25-B-0921**

Final Performance Report

Illinois Department of Agriculture
State Fairgrounds
801 East Sangamon Avenue
Springfield, Illinois 62702-1813

Submitted by: Delayne Reeves
December 2012

2010 Illinois Specialty Crop Grant Program

SC-10-30 Eckert Orchards, Inc.

Title:

Developing New Apple Cultivars

Project Summary:

Public apple breeding in the United States is a shrinking endeavor; the only viable programs today are in New York, Washington, Minnesota and New Jersey. Even more concerning is that new introductions from these programs have restricted access; the newest varieties have either been designated for in-state growers only or they have been sold to a private business which then totally controls its production and marketing. This was the fate of the Minnesota-bred Sweet Tango apple which is unavailable to growers outside the “club” which controls it. The issue for Midwest growers then is a lack of new varieties that are available and climatically adapted to a mid-continental climate with its wild temperature swings and spring freeze events.

A response to this situation was the formation of the Midwestern Apple Growers Association, which started an apple breeding program in the late nineties. This group of highly motivated Midwest growers recognized that no existing breeding program met our needs, so the solution was to do it ourselves. Project SC-10-30 has existed in a partnership atmosphere with this group; it’s members have assisted in making crosses, collecting bud wood and most importantly providing professional evaluation of fruit from the project’s year 2000 seedling planting.

There was no prior SCB6P or SCBGP-FB funding for this project.

Project Approach:

Grant activities occurred in three areas:

- #1: Fruit evaluations from a year 2000 seedling block which came from a Goldrush by Sweet 16 cross were done in years 2009 and 2010. This block of approximately 1700 seedling trees were observed and fruit was tasted every two weeks beginning in early September and ending in mid-October. Tree vigor precocity, and disease incidence was evaluated. Fruit was observed for size, color, maturity, ripening date, general appearance, and then sampled for fruit firmness, soluble solids, texture and sensory quality. A portion of each sample was placed in cold storage and re-evaluated in mid-November. From these evaluations, twenty selections were made for second generation propagation done at Wafler’s Nursery in New York.
- #2: A seedling block of 4000 trees from a Melrose by Suncrisp cross was established in spring 2010 at Belleville, Illinois. Spaced at 3’ x 20’ these trees occupy about 5 acres of land. Care first year consists of minimal pruning, chemical weed control and mowing.
- #3: In spring 2011, second generation test trees were sent to three Illinois growers for observation under commercial conditions. Each grower received two approximately 25 test varieties, two trees of each. These

plots are located at Edwards Orchard; Poplar Grove, IL; Tanner Orchard Speer, IL; and Eckert Orchards, Belleville, IL.

Tree and fruit evaluations were done by Dr. Diane Miller, Associate Professor, Ohio State University; Ed Fackler, nursery professional at Gardens Alive, Tipp City, Ohio; Mitch Lynd, Ohio fruit grower; and Jim Eckert, Illinois Grower. Craig Tanner of Tanner Orchards and Ken Hall of Edwards Orchard deserve special thanks for establishing test plots on their farms.

Goals and Outcomes Achieved:

As above:

- #1: Two years of seedling evaluation
- #2: Established a new seedling block
- #3: Established three commercial blocks for variety testing

These three accomplishments fully met the project goals.

Apple breeding is the ultimate long term project. From the time crosses are made to the end of a reasonable commercial evaluation, a 15 – 20 year window is not uncommon. The seedling block evaluation goal funded by this project began with crosses made in 1998.

Attached is a list of seedling selections made from the 2000 plot. Bud-wood from these has been sent to Wafler Nurseries in New York for propagation of second generation test trees. Seedlings identified in Illinois are designated “Illinois” with a number attached to each.

Beneficiaries:

All members of the Midwest Apple Growers Improvement Association can request test trees from these Illinois selections. As the Illinois test plots mature, they will be available for observation and as meeting sites for interested growers.

As of reporting time, economic benefits are merely potential. Will a new variety have grower and consumer acceptance, the ultimate test of any new variety? A two year specialty grant cannot provide these answers.

Lessons Learned:

All “grower research” can be rightly criticized for a lack of scientific rigor. But that rigor comes at a high cost of full time salaries, institutional overhead, and a sometimes lack of intensity in the public sector. For very few dollars, we can grow and evaluate big numbers of seedlings because we are highly motivated.

All goals for this project were achieved.

I have disappointment in the number of growers who decline to take and observe new test material. They are content to let others sort it out. At the same, several private

variety evaluation and development companies have made contact with us. They understand the profit potential that could come with new outstanding varieties.

I never under-estimate the profit orientation and resourcefulness I see in the apple industry.

Contact Person:

Jim Eckert.

Eckert Orchards, Inc.

jim.eckert@eckerts.com

Illinois Seedlings Evaluation Sheet

MAIA Evaluations 2010				
August 27 evaluation				Jim Eckert, Mitch Lynd, Diane Miller
seedling #	firmness	soluble sol	buds cut	comments
857			no	did not examine
888	19	16	yes	poor color, shy bearer, large, crisp, Fackler selection
893	18	14	no	cherry flavor in sample with 14 s.s. but none in 10.5 sample
	18	10.5		not ready to pick, asked Jim to pick in 7 to 10 days and store it *
				suspect it will always require spot picking but worth it
				precocious annual cropper, 10 trees planted 2010, 84 coming 2011
901			no	did not examine
910	14	15	yes	Fackler selection for home owners, bland/sweet, ceramic smooth skin one bud stick cut and sent to Tipp City, some dropping, poor color
936			no	did not examine, 17 trees planted 2010, possible confusion with 937
937	22	13	yes	tasted like sweet16 but better firmness, 2 weeks later maturity than swt16
969			no	did not examine
979	14	13	no	attractive, boring flavor, super market type apple, no buds cut
1026			no	did not examine , Fackler selection, wood sent to Wafler in March 2010
1046	14	14	no	Fackler selection, ready now, very good, a few fire blight strikes
1055	18	11	yes	Fackler selection, wood to Tipp City and Wafler, may taste better next wk.
1062			no	did not examine , 19 trees planted 2010, 18 coming, very late bloomer
1086	15	11	no	need trees made, not ready yet, scored hi in Lexington, forgot to cut buds
1220			no	did not examine , 19 trees planted 2010
1313	15	13	no	seemed like not quite ready to be picked, asked Jim to pick it next wk.
	17	13		or 10 days and store it for us * , looked good, 59 trees coming
1318			no	did not examine , 19 trees planted 2010

September 8 Evaluation 2010

Ed Fackler, Lee Brumley, Diane Miller, Jose from Eckert's

Seedling #	Firmness	Soluble Sol	Buds Cut	Comments
857				Tree Missing
888	18	14		Wait until 9/15 to pick
893	15.5	13		Spot picked the red blushed ones; recommended waiting until 9/15
901				Tree Missing
902				Diane liked the flavor and picked 10 or so
910				
936				
937				Over-ripe and gone
969	16	13		Weak flavor, nice texture, bland, sweet, picked a bag
977	23.5	14		Powerful flavor, good to great, check 9/15 Fab Food show?
979				Over-ripe
1026				Not ripe and over-loaded
1046				No crop, over-ripe
1055	20.5	17.5		Lots of rotten apples, crisp, a good apple
1058	16	13		Over-ripe but pretty good, strong anise flavor
1062	16.5	15.5	Yes	Very few apples, mild flavor, thick skin, moderate crisp
1066	14	13.5	Yes	Crisp
1086	16.5	11.5	Yes	Immature but crisp
1220				All dropped, destroy this tree
1291	16	13	Yes	Heave anise, harvested apples
1313	18	15		STAR OF THE DAY; An elite heat resistant, strong anise nice sweetness and acid balance; all picked (4 pecks)
1318	17	11		Ripe but weak flavor, tree picked; we did not select
1325				Not ripe
1352	13.5	13.5		Tuti-fruiti flavor; not many and most dropped
1373	13	13		Bland, weak sugar, no tart, soft, no texture
1386				No apples
1441	12	14.5		Picked them all; very mild; pretty yellow with red overlay big lenticels; cherry strawberry flavor; Probably an ELITE
1589	15	19		Wonderful apple; aromatic rum/molasses; Probably an ELITE
1609	16	17		Very intense; 2 apples on tree; reminiscent of 1284

Selections from 2009 – 2010
Evaluations made at Eckert's Belleville seedling plot (established 2000)

Illinois	1062
	1131
	1142
	1220
	1238
	1318
	1325
	1327
	1378
	1386
	1506
	1562
	1615

All have been propagated for second generation test.

CONSUMER TASTE TESTING OF APPLES

RESULTS FROM THE FABULOUS FOOD SHOW 2010 November 2010 - Cleveland, Ohio

The disclaimer: Obviously, the analysis of data is just beginning. From the consumer evaluations, the only line measured and tested thus far is “overall rating”; Rating score differences smaller than 0.3-0.4 are not significant but score differences greater than that appear to be significantly different.

Total number of sessions: 12

Total number of consumers evaluating samples: 1,332

Total number of cultivars/selections tested: 33 (18 cultivars and 15 selections)

These data are the overall fruit quality rating scores (0-10) given to each cultivar/selection.

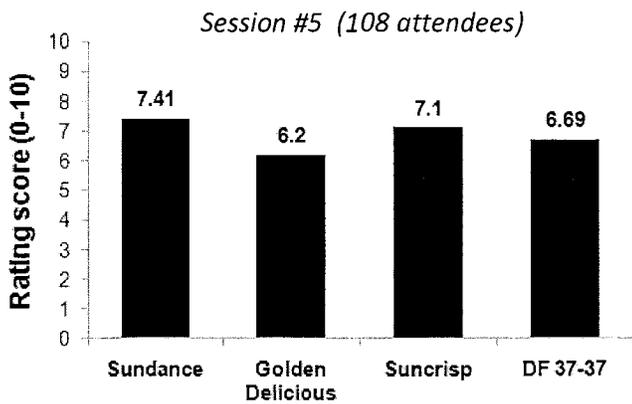
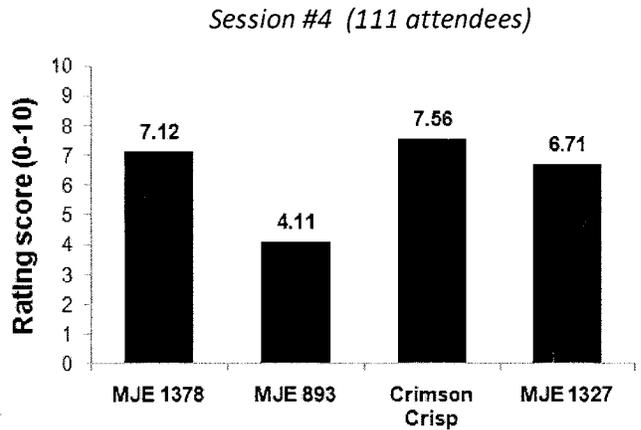
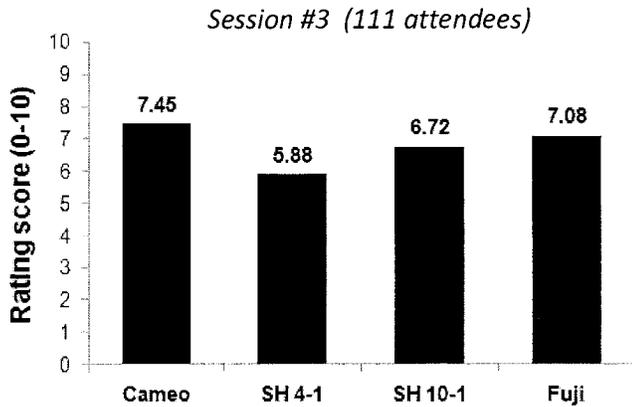
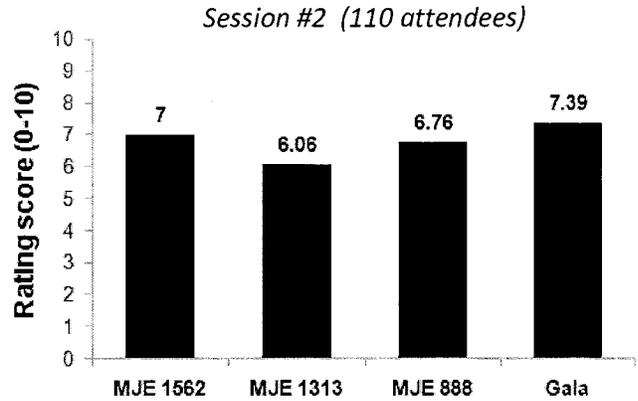
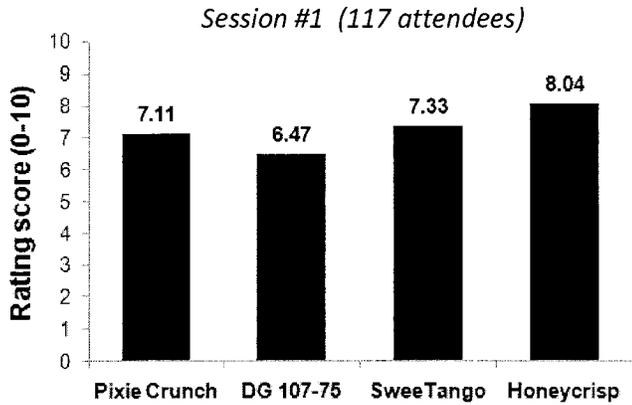
At first look, there are no significant differences in average rating scores of a given cultivar among sessions (where a cultivar ran in more than one session): Honeycrisp, SweeTango, GoldRush, MDD 5-44, Cameo, Crimson Crisp, Fuji, Gala, SH 4-1, Suncrisp, Sundance.

Fruit quality evaluations were done on 30 fruit (where there were enough fruit).

Other quality attributes are being evaluated for better understanding of crispness (water content of tissues, Calcium content, pectin content, fiber content and scanning electron microscopy imaging of the flesh tissue fraction surface, cell size, cell wall thickness, fruit skin thickness, free juice after sample cleaving)

You can convert firmness to the more familiar “lbs” by doubling the number

FRIDAY SESSIONS:
Cleveland Food Show
 November 2010 - Cleveland, Ohio
 MJE numbers from Illinois seedling block

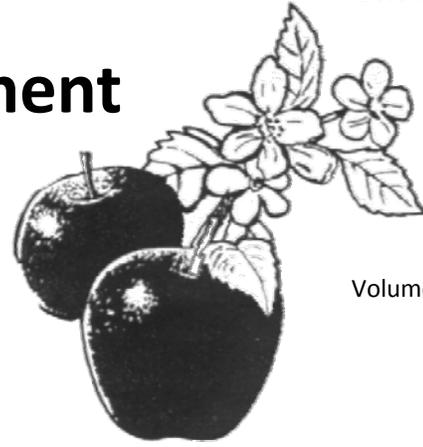


Spring 2011 Distribution of Apple Selections

MJE numbers are from Illinois Seedling Block

Cross	Tree ID #	Root	# Available	Availability Minus List Distribution	Maturity	Lynd	Hull	Eckert	Bachman	Doud	Mercier	Peppin Hts	Spring Hill Felix	Dana Reed	Kevin Evans	UK Lexington	UK Princeton	Notes
F x Hcrisp	MDD 3-12	B9 2yr	6			1	1	1										
F x Hcrisp	MDD 3-36	B9 2yr	20			2	2	2										
F x Hcrisp	MDD 3-41	B9 2yr	20			2	2	2										
F x Hcrisp	MDD 3-46	B9 2yr	8			1	1	1										
F x Hcrisp	MDD 3-52	B9 2yr	19			2	2	2										
F x Hcrisp	MDD 4-10	B9 2yr	19			2	2	2										
F x Hcrisp	MDD 5-44	B9 2yr	63			2	10	5					2					
GR x 10117	MJE 153	B9	47			2	8	2						2	2	2	2	<i>For advanced Testing Martha Mora (Johnston Fruit Farm), Jim Grobe, and Scot Swindeman want test trees</i>
GR x Hcrisp	MLY 1-50	B9 2yr	9			2	2	1										
GR x Hcrisp	MLY 1-53	B9 2yr	5			2	1	1										
GR x Hcrisp	MLY R4N8	B9 2yr	18			2	2	2										
GR x Hcrisp	MLY R652	B9 2yr	20			2	2	2										
GR x Hcrisp	MLY R655	B9 2yr	18			2	2	2										
GR x Hcrisp	MLY R751	B9 2yr	19			2	2	2										
GR x S16	MJE 1062	B9 2yr	18				2	2										
GR x S16	MJE 1097	B9 1yr	20			2	2	1										
GR x S16	MJE 1142	B9 1yr	14			2	2	2										
GR x S16	MJE 1238	B9 2yr	23			8	2	4										<i>med. Lite orange stripes on lite yellow, after G. Delic. Before Fuji, keeps to Christmas, excellent complex flavor crisp exture, very recocious, V scab resis. Some blind wood like many apples the excellent flavor is non-existent when over cropped like it was in 2010.</i>
GR x S16	MJE 1238	B9 1yr	64				2	4						2	2	2	2	
GR x S16	MJE 1283	B9 1yr	20			2	2	2					2					
GR x S16	MJE 1313	B9 1yr	19			8	2	2										
GR x S16	MJE 1313	B9 1yr	40				2	4						2	2	2	2	
GR x S16	MJE 1313	B9 1yr	21				2	2										
GR x S16	MJE 1441	B9 1yr	49			2	2	4						2	2	2	2	
GR x S16	MJE 1493	B9 1yr	17			2	2	2										
GR x S16	MJE 1506	B9 2yr	28				2	2								2	2	
GR x S16	MJE 1519	B9 1yr	20			2	2	2										
GR x S16	MJE 1552	B9 1yr	20			2	2	2										
GR x S16	MJE 1576	B9 1yr	19			2	2	2										
GR x S16	MJE 1589	B9 1yr	21			4	2	2								2	2	
GR x S16	MJE 1615	B9 2yr	19			2	2	2										
GR x S16	MJE 862	B9 2yr	26			8	2	2										
GR x S16	MJE893	B9 2yr	84				2	8						2	2	4	4	
GR x S16	MJE 960	B9 1yr	50			4	2	4										
GR x S16	MJE 967	B9 1yr	17			4	2	2					2					
GR x S16	MLYCQR10XC25	B9 2yr	24				2	2										
PRI x S16	MEF 1	B9 2yr	60			10	2	2						2	2	2	2	
			984			90	85	88	0	0	0	0	6	12	12	18	18	

Midwest Apple Improvement Association Newsletter



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2010 President's Message

The annual meeting of the Midwest Apple Improvement Association was held this past January in Lexington, Kentucky in conjunction with the Kentucky State Horticultural Association. The Lexington area provided an outstanding venue to discuss MAIA's past operations and plan our future direction. I would like to thank Ed Fackler for organizing and planning the meeting.

The mission of MAIA has always been important but may have gained even greater urgency in the face of the 2009–2010 commercial apple market. A large Midwest apple crop combined with low prices gives pause to the grower who considers new planting of common apple varieties. The future appears much brighter for a MAIA member when we see the real possibility of apple planting consisting of fruit with superior taste and texture. These new varieties will certainly delight both our customers and ourselves. Now that represents real sustainable agriculture.

So, let us move our organization forward with renewed energy and purpose. Get involved, keep your dues current and plan for success. MAIA may be the organization that has the most impact on your operation in the coming years.

David Hull

MAIA Board Meeting Minutes

January 3, 2010 6:00 p.m. Lexington, Kentucky

In attendance: David Hull, President; Felix Cooper, V-President; Jim Eckert, Evan Milburn, Mitch Lynd, Steve Doud, Ed Fackler, Jules Janick, Jozsef Racsko, Diane Miller, David Doud, Bill Dodd, Gregg Bachman, Lee Brumley, Chris Doll, Ray Armstrong. Anna Whipkey, Secretary-Treasurer was absent; Diane Miller recorded minutes in Anna's place.

Financials: \$22,000 in MAIA account. 41 members have paid \$1000 or more and are members in good standing; there are 19 members who have partially paid their \$1000 commitment.

Minutes from the 2009 meeting were sent out by Anna for review prior to this board meeting. Minutes were accepted without revision (David Doud motion; Mitch Lynd second; unanimous approval).

Financial report was accepted (David Doud motion; Jules Janick second; unanimous approval).

OLD BUSINESS:

Jules Janick requested an update on the MAIA relationship with Dawes Arboretum. Mitch Lynd provided an overview and update. MAIA has planted approximately 10,000 seedlings at

Dawes in a fenced area. The fence was provided by MAIA. No formal relationship between MAIA and Dawes has been achieved. MAIA owns all the seedlings within the fenced area with no royalty due to Dawes. Dawes has mown between seedling rows regularly. Dawes has not provided any further assistance in seedling care. Mitch, Gregg Bachman and others have planted the seedlings, provided occasional mouse bait, herbicide and labor in perennial weed control. The next batch of MAIA selections will come from this planting which ranges in age from 6–7 years old down to 1 year old. There are many seedlings of Honeycrisp × Goldrush in this block along with small lots of numerous crosses (including some Kazakh crosses). The trees need care and are growing at far less than optimum. Mitch does not anticipate labor help from Dawes with these trees. Discussion ensued about how to take care of these seedlings. \$2500 was allocated for MAIA tree care in 2010 at Dawes (Jim Eckert motion; Gregg Bachman second; unanimous approval). Joe Burnham has donated a 300 gallon spray to MAIA for use at Dawes. Mitch Lynd will follow up on figuring out how to get the trees cared for.

NEW BUSINESS:

Jim Eckert applied for and received an Illinois Specialty Crop grant for \$20,000 to raise seedlings, propagate selections and do second testing at 3 Illinois sites. These will predominately but not exclusively be seedlings from Eckert's current planting. It was not determined by the MAIA board which or how many trees would be propagated through this grant. The MAIA 2010 seedlings (estimated at 3,000) will go to Eckert's (Felix Cooper motion; Gregg Bachman second; unanimous approval). These include some with a red-fleshed parent and some with a late blooming parent. **(ACTION ITEM)**

Diane Miller applied for and received an Ohio Specialty Crop grant for \$56,000 to raise seedlings, propagate selections and do second testing (location not specified). A discussion ensued about how to select seedlings for

second test. Mitch estimated 47 MAIA seedlings had been selected over the years with interesting traits; Diane upped the estimate to 60 MAIA seedlings if the crisp group (Fuji × Honeycrisp) located at David Doud's were included. A discussion ensued about where to locate second test plantings. Ed Fackler recommended Eckert's, Lynd's, and Mercier (Georgia). 60 seedlings × 4 replications of each seedling × 4 sites = 960 trees. These seedlings would include the best from all the MAIA current seedling plantings (Eckert, Dave Doud, Steve Doud, Lynd, Bachman, Jim Moore, Simmons, Armstrong). It was moved by Felix Cooper that 4 trees × 4 sites × 60 second test selections be aimed for (didn't catch who seconded; unanimous approval). It is hoped that wood can be cut in February, sent to Wafler's and trees available in Spring 2011. A discussion ensued about what rootstock/s should be used for second test seedlings. Bud 9, a strain of M9 (337), and Geneva 11 were deemed acceptable. All trees would be paid for by the Ohio Specialty Crop grant and provided at no charge to testers. Jules Janick advised to simplify the labeling of the test trees. **(ACTION ITEM—figure out which seedlings to propagate and get them propagated) (ACTION ITEM—figure out for sure where to plant the second test trees)**

Mitch Lynd reported that there were some test trees available in Spring 2010 for any MAIA member who wanted to be involved in second test efforts. These trees are available at no charge to those willing to grow and report on them.

Mitch Lynd reported the \$62,000 had been collected over the years from the membership as dues and that this amount had been leveraged extensively through grants achieved by the MAIA. He will write an article about this for the MAIA newsletter. **(ACTION ITEM—write newsletter article on good deal of MAIA membership)**

A discussion occurred about the advantages and disadvantages of limiting membership in MAIA.

Jules Janick, Jim Eckert, Bill Dodd and Diane Miller were appointed to discuss this issue and propose a way forward. **(ACTION ITEM—figure out what MAIA membership means now and in the future)**

The discussion of membership rights led to a discussion of how to protect propagation, production and marketing of any new varieties resulting from the MAIA effort. It was suggested that a cooperative be formed to manage varieties. Bill Dodd, David Hull and Gregg Bachman were appointed to develop a concept paper about how to move best MAIA material into commercial production. **(ACTION ITEM—figure out how to protect and commercialize MAIA material)**

A brief discussion of material in the MAIA pipeline occurred.

Seeds available to grow as seedlings in 2010: David Doud has 1bu of apples containing seeds of 13T139 × Ralls; and 1bu of apples containing seeds of Honeycrisp × 13T139. 13T139 has dependable cropping traits. Steve Doud has approximately 1 bu Giant Russian × GoldRush apples from which seeds can be collected. Does anyone else have seeds to grow into seedlings in 2010?

Seedlings to either be re-grown in the nursery or outplanted in the field: Diane Miller has approximately 1000 trees of open-pollinated late bloomer (Edward VII) from Steve Doud which were grown from seed in March 2009 and planted in the nursery in Jun 2009. They will need to either be grown another year in the nursery or field planted somewhere in Spring 2010. As previously mentioned, Jim Eckert will receive 3,000 seedlings (red-flesh parent or late-bloom parent) to outplant at his orchard.

Others?

An MAIA scientific committee was appointed to determine what crosses should be made in 2010 and beyond: Jules Janick, Mitch Lynd, Ed Fackler, Diane Miller. **(ACTION ITEM—what crosses to make)**

Diane Miller suggested that 18 MAIA selections be tested in consumer taste panels at the Fabulous Food Show in Cleveland in November 2010. She needs at least 30 and preferably 60 apples to have enough for consumer slices and for quality analyses. Please keep this opportunity in mind as we balance the need for fruit with that for good scion wood for propagation.

Notes added later: Emmanuel de Lapparent suggested planting references with second test trees. These known varieties would be on the same rootstock and same location. This would help define harvest time of the second test selections. The references would also be put in storage for comparison.

MAIA Annual Meeting

Mark your calendars now for the dates of Nov. 11–12, 2010 for the Annual MAIA meeting which will be held in conjunction with the Fab Food Show at One I-X Center Drive, Cleveland, Ohio (www.fabulousfoodshow.com/Attendee/TheMarketPlace.aspx).

More details will be sent later this fall.

Finance Report 2009

INCOME	
Dues	\$8,525.00
Interest	\$186.55
<hr/>	
Total	\$8,711.55
EXPENSES	
Grow trees	-\$900.57
Treasurer	-\$800.00
Postage	-\$68.80
Office supplies	-\$32.09
Legal	-\$1,225.00
<hr/>	
Total	-\$3,026.46
Balance	\$22,093.18

International Fruit Obtention Apple Evaluation Protocol

Emmanuel de Lapparent, from International Fruit Obtention (IFO), an integrated tree fruit company operating worldwide with headquarters in France introduced the MAIA membership to his company at our annual meeting in Lexington, Kentucky this past January.

IFO engages in apple breeding, nursery production and marketing, apple production, storage, packing, sales, and cultivar management through a network of associations, partnerships, and subsidiaries located in major apple production regions worldwide.

Emmanuel shared with us of some of the details of their apple breeding program and that their company had an interest in placing 4 or 5 of our promising selections in level 2 evaluation trials in France where our selections would be compared to new apples from other breeding programs.

He said three to five thousand seedlings are started in their greenhouse every winter and then subjected to intensive care with regard to light, nutrients and water. Seedlings reach 2 meter in height or about 70 internodes by early September. When they pass 70 internodes of growth extension they leave juvenility behind and additional growth is capable of flower bud initiation. Mature buds are then inserted into the base of M9 rootstocks. By late winter these trees are cutback and grown during year 2 into field ready finished trees that will be fruiting in years 3, 4, and 5 in a standard commercial M9 format similar to what we are evaluating in years 11, 12, and 13.

This is also how the Washington State apple breeding program is managed. This is one of the reasons why the annual operating budgets of these breeding programs is in the hundreds of thousands of dollars. Since our work is mostly done by volunteers at little to no cost we feel less compelled to quickly recover our modest investment. Given their investment, a keen

understanding that time is money and tremendous worldwide market competition; urgency and excellence are not an option but a requirement for survival in a high risk, high stakes endeavor.

While our goals are similar, the approach of the MAIA is more laid back and easily within reach of folks of modest means. It remains to be seen whether our traditionally slower, low cost, low risk approach will yield results satisfactory enough to continue being of interest to MAIA growers or whether a growing sense of urgency will cause our membership to opt for a more aggressive business plan.

Advanced evaluation in their program consists of 3 levels. Level one trees are chosen from the field of thousands during years 3, 4, and 5 where harvest and storage data is collected. Some will appear to be uniquely desirable and 4 trees of each will be propagated onto M9 roots for establishment in their Level 1 evaluation block.

LEVEL 1: 4 trees ea., appear to be uniquely desirable with 400 now in Level 1. Five to 10 years pass before moving onto Level 2

LEVEL 2: 20 trees each, look promising for the European market. Approx. 12 now in level 2. Five to 10 years pass with wood sent to experiment stations throughout Europe, fruit and trees shown to industry and retail markets for feedback. Market strategy is developed during this phase.

LEVEL 3: Hundreds of trees in pilot blocks at commercial growers, 12 now in Level 3. During this pre-commercialization phase pack outs can be disappointing. Five to 10 years before large scale commitments for commercialization proceed.

Mitch Lynd

Project Title: Benton Farmers' Market**Project Summary:**

Our funding request was for \$4000 in grant funds that would permit us to advertise the Benton Farmers' Market. It is important that we keep the local customers up to date with what is current at the market each week. We can only do this by advertising our market and letting customers know what specialty crop products are currently available in our growing area.

We need to keep our customers informed to keep them coming back to the market as new specialty crops are available. By advertising our market each week, we are able to encourage more customers to buy fresh, locally grown specialty crops. As our customers continue buying locally grown products, we also are encouraging growers to start or expand their specialty crop growing operations.

Project Approach:

The Benton Farmers' Market committee worked with the Benton Evening News to create an attractive and informative ad in each week's paper. It was necessary to make contact with the paper each week and continually update the information in the ad as to what specialty crop products were available each week. The monthly ad that ran in the Southern Illinoian would report that all produce at our market was fresh and locally grown.

Our radio ads were created by the staff at WFRX and shared with sister station WQRL each week. Again, the ad changed frequently to let customers know what was fresh and currently available at the market each week.

The Benton Farmers' Market committee conducted two surveys during the summer. A vendor survey was completed by 19 of our vendors. Survey results showed that vendors liked our market for several reasons. They liked having the opportunity to sell their crops close to their home, they liked our customer base, and they liked the market organization. Vendors also reported that the sales in 2010 were probably similar to the sales volume in the previous year.

A survey of 100 customers reported that customers mostly heard of our market by word of mouth, the ad in the Benton Evening News, and the signs that are on the four corners of our public square on each market day. The survey reported that 43 of 100 customers attended the market each week, 26 attended the market 2-3 times per month, and 31 customers reported they come to the market once each month. 86 of 100 customers reported that they think they eat more fresh fruits and vegetables when they shop at the farmers' market. Customers also reported that 80 of 100 thought it was important to them that they eat foods that are locally produced. Ninety-three customers reported that the produce found at the Benton Farmers' Market is of better quality than that found in local stores.

Conclusions and Recommendations:

Although we had never tried radio advertising in previous years, we found that working with the radio stations was another means of reaching our customers. We found that working with the radio stations was easy to do, but we are not sure the outcome was as good as we might have hoped. Some people listened to the radio regularly, but for the dollars spent, we feel newspaper advertising is a higher priority for our market.

The Benton Farmers' Market committee, University of Illinois Cooperative Extension, Franklin County Farm Bureau, Franklin County Soil and Water Conservation district, and the Benton Community Park Board all contributed to a successful 2010 Benton Farmers' Market.

Goals and Outcomes Achieved:

We had a weekly ad in the Benton Evening News , a monthly ad in The Southern Illinoian ,an eight am news sponsorship on WFRX radio ,and a noon news sponsorship on WQRL radio station.

We know from customer surveys at the market that our customers considered the ad in the Benton Evening News was one of their best ways to remind customers of the Benton Farmers' Market. One of our issues is that people just forget that today is Thursday and it is market day. By having a weekly ad, they are reminded each week of the market and what specialty crops are available.

One of our long term goals was to have between 100 and 900 customers at the market each week. We did keep a count of the customers attending the market each week, and this number varied between 293 and 733. We experienced a typical bell shaped curve in attendance, beginning with 320 customers on the first week, ending with 303 customers the last week, and having 600-733 customers in the middle weeks of the month. The customer count depended upon many factors including the time of the month (early vs. late in the month), weather conditions, what is popular and available at the market such as sweet corn, strawberries, and peaches, and what else is required of the customer at that time such as getting children ready to go back to school or paying taxes.

We did maintain our vendor base of 12-22 vendors. We know that some of our vendors are seasonal and will not be attending every market. We provided market access for customers to buy locally produced products. We provided a comfortable market location for our vendors and customers in the Benton Community Park. We did not generate a 10% increase in sales for our vendors. Most vendors reported similar sales to the previous year. We did have ample parking for customers at the Benton Civic Center next door to the Benton Community Park. It did help us greatly when the Civic Center paved and striped at least a portion of their lot for parking. It created a much more orderly parking situation. We provided a sales point for locally produced specialty crops. According to our customer survey, customers did report they ate more fresh fruit and produce when they shopped at our market. We provided local growers an important local outlet for their specialty crops.

The Benton Farmers' Market feels that we achieved most of our goals for 2010. We did have a steady customer base, and we provided a local point of sale for many specialty crop growers. We did increase the quantity and quality of the fresh produce available to customers in our area. We also increased the quantity of locally grown specialty crops.

Beneficiaries

The customers at the Benton Farmers' Market benefited from having more fresh produce available to them. Customer surveys reported that 43 of 100 customers attended the market each week, 26 customers attended 2-3 times per month, and 31 customers reported coming to the market once each month. Eighty-six of 100 customers reported that they think they eat more fresh fruits and vegetables when they shop at the farmers' market. Eighty customers also reported that it is very important to them that they eat locally grown produce. Ninety-three customers reported that the produce from the Benton Farmers' Market is better in quality than that found in local stores.

Our vendor survey reported that vendors like our market because it allows them a point of sale that is close to their home. They also reported that they appreciate the customer base of our market. The

vendors reported that on a typical market day, their sales varied from \$75 for one vendor to \$450 for another vendor. The Benton Farmers' Market is helping these growers to continue and possibly enlarge their specialty crop production. Obviously the Benton Farmers' Market is adding several thousand dollars to the vendor's incomes.

Lessons Learned:

With our grant funds used for advertising, we learned that some advertising is more effective for our customers than others. The local newspaper is an excellent outlet for advertising, but the larger regional newspaper is not as helpful for our specific market. We also learned that the visual reminder of the signs on the public square are one of the best reminders for the customer that this is market day. For the coming year we have refurbished some signs that will replace the current signage on the public square. These signs will be slightly larger and in more eye catching colors.

We had never surveyed our vendors previously as to their income on a typical market day. We know that some of our vendors are larger producers and are very successful growers, but it was interesting to learn of their income for the day. This is encouraging to know that we are making a difference in the lives of both the growers and the consumers.

We did not increase the sales of vendors by 10%. Part of this can probably be attributed to our local economy. We are located in a county where unemployment is approximately 11%. Most vendors reported that their sales were similar to previous years. We do know that eight vendors report that up to 25% of their sales were from Farmers' Market Nutrition Program or Women, Infants, and Children coupons, and 4 vendors reported that 25-50% of their sales were from the Senior or WIC coupons.

An additional lesson learned is that vendor numbers and customer numbers need to be balanced. We do not want so many produce vendors that many are taking produce home at the end of the day. Additionally, we know that customers who come to the market at 5 or 6 pm need to have choices like those customers who come earlier in the day. When we had a vendor count of 30 or more vendors one season, we had too many produce vendors who had leftover produce at the end of the day. To increase the number of vendors, one needs to also increase the number of customers.

Contact Person:

Mary Bolen
bolen20421@yahoo.com
20421 Akin Blacktop Rd.
Thompsonville, IL 62890
618-627-4038

Benton Farmers' Market

Located at the Benton Community Park!

414 Hudelson St.

All Locally Grown!

**Watermelons, Canteloupe
& Peaches**

LOCALLY GROWN fruits and vegetables.

EVERY THURSDAY

May-October, 2010 • 3-6 p.m.



**For
information
Call 218-7434**

**Funding provided by Illinois Department of Agriculture through
USDA Specialty Crop Block Grant Funds**

Benton Evening News - 2" x 5" ad

Benton Farmers' Market

Located at the Benton Community Park!

414 Hudelson St.

AT THE MARKET THIS WEEK!

Tomatoes & Green Beans

Also: Cabbage and Cucumbers

LOCALLY GROWN fruits and vegetables.

EVERY THURSDAY

May-October, 2010 • 3-6 p.m.



**For
information
Call 218-7434**

**Funding provided by Illinois Department of Agriculture through
USDA Specialty Crop Block Grant Funds**

Benton Evening News - 2x5" ad

2010 ILLINOIS SPECIALTYCROP GRANT PROGRAM
2010 Farmers Market Advertising Grant Program
Final Report SC-10-3

Project Summary

The Mount Carroll Chamber of Commerce Farmers' Market proposal for the 2010 Illinois Specialty Crop Grant Program allowed the grantee to promote local specialty crops and increase child and adult nutrition knowledge and consumption of specialty crops through the following specific project goals with expected results:

1. Increase number of market vendors selling local specialty crops from 14 to 18 vendors.
2. Promote local agricultural products by increasing educational opportunities from 3 presentations in 2009 to 12 educational programs with emphasis on specialty crops in 2010.
3. Increase number of visitors to the Farmers' Market by 80% from 80 visitors weekly to 145 visitors weekly.

Goals were reached by implementing a strategic advertising plan that included print advertising in local newspapers, radio advertising, a permanent sign, banner, fliers and posters and the addition of a small tent for demonstrations and programs.

A survey tool was developed by the University of Illinois Extension Jo-Carroll Unit and used to evaluate and determine market attendance and effectiveness.

The expected results of this proposal were to increase vendor participation, increase child and adult nutrition knowledge and consumption of specialty crops, and increase attendance by visitors to the Farmers' Market. The Illinois specialty crop industry would also be enhanced by the increased promotion of local producers of specialty crops and an increased demand for quality products by consumers.

The Mount Carroll Chamber of Commerce, Farmers' Market vendors and project partners worked together effectively with the resources provided by this grant to enhance the competitiveness of local Illinois specialty crops through the implementation of this project.

This project was not built on a previously funded project with the SCBGP or SCBGP-FB.

Project Approach

Tasks and activities performed during the grant period include the following: pre-season meeting and ongoing contact with vendors, contact with agricultural products farmers, design of ads, fliers, posters and sign. Farmers' Market Committee and project partners placed feature articles in local newspapers. All promotional materials printed and distributed and sign ordered and installed. *Illinois where fresh is* logo widely applied. Weekly radio ads and newspaper ads created and scheduled for implementing publicity started for the market season. More than 3,000 fliers inserted in bags at local grocery stores and inserted in checking statements with local banks. Tent and banner purchased with project funds were used at the Farmers' Market. Presentations by local specialty crop growers were held at the Farmers' Market during the season. A survey tool was designed and implemented to gather customer satisfaction and project effectiveness.

The Mount Carroll Chamber of Commerce Farmers' Market is dedicated to eligible specialty crop vendors and the successful intensive advertising allowed 100% of the advertising project to be used solely to enhance the competitiveness of eligible specialty crops. Radio, print and other advertising featured photos and names of eligible specialty crops and the *Illinois where fresh is* logo.

All advertising efforts heightened the visibility of the Mount Carroll Chamber of Commerce Farmers' Market. New vendors were attracted through the ads and numerous calls were received by the Mount Carroll Chamber of Commerce and contacts on the website regarding the Farmers' Market through print and radio advertising.

Farmers' Market committee members participated in webinar training, *Roadside Advertising in a Digital Age*, and statewide conference call for Farmers' Market Management coordinated by the Illinois Department of Agriculture.

Farmers' Market vendors were invited to bring their specialty crops to Timber Lake Playhouse, local summer theater, during the matinee performance of *Oklahoma*. This event was held mid-week and was well received and the theater is requesting that the Farmers' Market return during the 2011 season.

The Mount Carroll Chamber of Commerce promoted the Farmers' Market on their website and on Facebook. The Farmers' Market was located on the Google map and listed with various Farmer's Market organizations. Presentations regarding the Farmers' Market were made to the local Rotary Club and at Chamber membership meetings.

Project partners provided significant contributions to this project. The Mount Carroll Chamber of Commerce provided oversight of the Farmers' Market, in-kind support through additional advertising and volunteer service. The Chamber provided administration of the project and provided membership with progress reports regarding Farmers' Market activities. The Mount Carroll Chamber of Commerce purchased umbrellas for vendor's use. The University of Illinois Extension Jo-Carroll Unit provided resources for the educational programs, nutrition information, promoted specialty crop industry through brochures and

programming. Staff assisted in the development, implementation and results of the survey tool. Committee meetings were held at the Carroll County Extension Unit office. The City of Mount Carroll provided the Farmers' Market street space for the May-October season. Chas Welch, manager of the Carroll County Farm Bureau, wrote a feature article promoting specialty crops, provided *Ag Mag* magazines for children, Market information posted on Bureau sign, and provided input at committee meetings. The Carroll County Department of Public Health provided rules and regulations regarding Farmers' Markets and monitored the market during the season. Ann Dougherty of Learn Great Foods provided technical advice and provided information regarding specialty crops and local growers. The Farmers' Market Grant Steering Committee, sponsored by the Mount Carroll Chamber of Commerce included the following members: Susan O'Connor, University of Illinois Extension Carroll County Unit; Gordon & Mary Roach, long-term volunteer managers of the Farmers' Market; Laura Miller, president of the Mount Carroll Chamber of Commerce, and Anna Gray, Chamber of Commerce volunteer. The Farmers' Market Steering Committee met 14 times during 2010 to prepare, monitor and evaluate the project. A total of 69.5 hours of volunteer hour service from committee members was used in the in-kind personnel amount in the grant application. The Steering Committee reported activities to the Chamber's Marketing Committee, Executive Board and General Membership.

Goals and Outcomes Achieved

The Mount Carroll Chamber of Commerce identified the following goals to promote local specialty crops, to increase child and nutrition knowledge and consumption of specialty crops and to help measure the impact of the 2010 Illinois Specialty Crop Grant Program:

1. Increase number of market vendors selling local specialty crops.
2009: 14 market vendors Proposed goal for 2010: 18 market vendors
Actual 2010 number of market vendors: **22**
2. Promote local agricultural products by increasing educational opportunities.
2009: 3 educational presentations Proposed goal for 2010: 12 educational presentations
Actual 2010 number of presentations: **12**
3. Increasing number of visitors to the Farmers' Market.
2009 wkly average: 60 visitors Proposed goal for 2010: increase number of visitors
by 80% for weekly average of 145 visitors
Actual 2010 number of average weekly visitors to the Farmers' Market: **150**

Due to the enhanced advertising provided through this grant, the Mount Carroll Chamber of Commerce Farmers' Market was able to reach and/or exceed its goals. Enthused volunteers, a supportive Chamber of Commerce and business community with support of the City of Mount Carroll created a "Saturday happening" where visitors gathered, purchased fresh produce and gained information about specialty crops.

A survey tool was created and distributed by the Extension Unit. The surveys collected showed that visitors attended the market at least 2-3 times per month, that local produce was

purchased most often, and that purchasing locally is an important issue. Surveys report that ads in the newspapers were main sources for hearing about the Market and that most people traveled under 10 miles to attend the Market. A drawing with survey entrants was held at the end of the season and a harvest basket filled with Farmers' Market goods was presented to the winner.

The Farmers' Market, located in the historic Mount Carroll courthouse square, is a totally volunteer operation and has gained increasing popularity and has created a hub of activity for the downtown business community.

Data gathered to date shows progress toward achieving set targets:

	<u>Vendors</u>	<u>Customers</u> (weekly average)	Educational Presentations
2005	12	45	
2006	14	45	
2007	9	50	
2008	1	60	
2009	17	78	3
2010	22	150	12

Beneficiaries

There were several groups that benefited from the completion of this project. Numbers of vendors increased as did the economic climate for the vendors and local business community.

The Illinois specialty crop industry benefited from this project through the increased promotion of local producers of specialty crops and increased consumption of local foods. Shoppers at the Market included working families, local chefs, low-income working families, older adults and families with children. Enhanced awareness of local specialty crops provided increased

knowledge for children and adults who visited the Market and attended presentations. Programs were provided by local specialty crop vendors, Master Gardeners, FFA members, University of Illinois Extension, and 4-H Clubs. The subjects covered included herbs, honey, composting, seasonal specialty crops, shiitake mushrooms and activities for children.

Benefits that Mount Carroll Chamber of Commerce Farmers' Market visitors received by purchasing local foods also included: Enjoying exceptional taste and freshness; local dollars kept circulating in the community and strengthened the economy; local foods sold directly by the growers allowed for growers to keep more of the profit; knowledge of food sources helped to support a safe food supply; and, less reliance on shipping helped to reduce packing materials and carbon dioxide emissions; and, helped to make farmland more profitable and sustainable.

Coordination with local festivals helped to spotlight the Farmers' Market to out-of-town visitors and festival attendees. The Farmers Market was open and received excellent press coverage for Mount Carroll's Mayfest event in May, Chamber of Commerce Garden Walk in July and Brick Street Days in September.

Lessons Learned

Project staff learned from the very first day that the Farmers' Market was a source of great interest for the community. Sixty persons visited the Market in the first hour on the opening day in May. Various neighboring communities that had existing markets or were forming markets contacted the Chamber of Commerce for grant information and knowledge of advertising opportunities. An invitation to present vendors with the opportunity to showcase and sell specialty crops at a matinee performance of *Oklahoma* at Timber Lake Playhouse, in rural Carroll County, was well received.

Project staff utilized the ability to use technology by promoting the Farmers' Market on City and County websites, local tourism websites and brochures, Facebook, and Google maps.

Links to webinars and statewide conference calls by the Illinois Department of Agriculture provided Farmers' Market committee members with effective management skills, resources and funding opportunities. Contact with Illinois Department of Agriculture marketing representative was readily available and inquiries were all answered promptly.

The 2010 Illinois Specialty Crop Grant awarded to the Mount Carroll Chamber of Commerce Farmers' Market allowed us to successfully promote specialty crops and enhance advertising. An energetic and enthusiastic volunteer force was able to achieve goals, promote specialty crops, increase child and nutrition knowledge, and increase consumption of local specialty crops. We look forward with anticipation and the knowledge gained in 2010 as we used these valuable resources to the 2011 Mount Carroll Farmers' Market.

Mount Carroll Chamber of Commerce Farmers' Market

Project Contact: Anna Gray

Telephone: 815-906-9053

E-mail: annamgray@aol.com

Additional information attached: Budget sheet, invoices, ads, photos, newspaper articles, survey results, etc

Page 4 • Section 2 • May 19, 2010 • BE A PRAIRIE ADVOCATE

FARMERS MARKET
 Downtown Mt. Carroll
 8am-Noon Every Sat.
 May - October

Specialty Crops Featuring:
 Fresh Fruits & Vegetables,
 Dried & Cut Flowers, Herbs,
 Honey, Mushrooms & much more.



Sponsored by:
 Mount Carroll
 Chamber of
 Commerce
 1-800-244-9594
www.mtcarrollil.org
 Brick Streets &
 Country Charm

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BE A PRAIRIE ADVOCATE • May 26, 2010 • Page 3

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Helping promote Farmers Market

Mount Carroll's Farmers Market is off to an excellent start this year with more vendors than ever selling their wares from 8 a.m. to noon on East Market Street. Three local volunteers, from left, Gordon "Corky" Roach, Aaron Hayward and and Len Anderson helped erect an addition to the Welcome to Mount Carroll sign at the eastern edge of Mount Carroll along Illinois 64.

Submitted Photo

FARMERS MARKET
Downtown Mt. Carroll
8am-Noon Every Sat.
May-October

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 Brick Streets &
 Country Charm



4-H Kids HANDED out on October 2, 2010

IL Final Report - 12-25-B-0921

December 2012





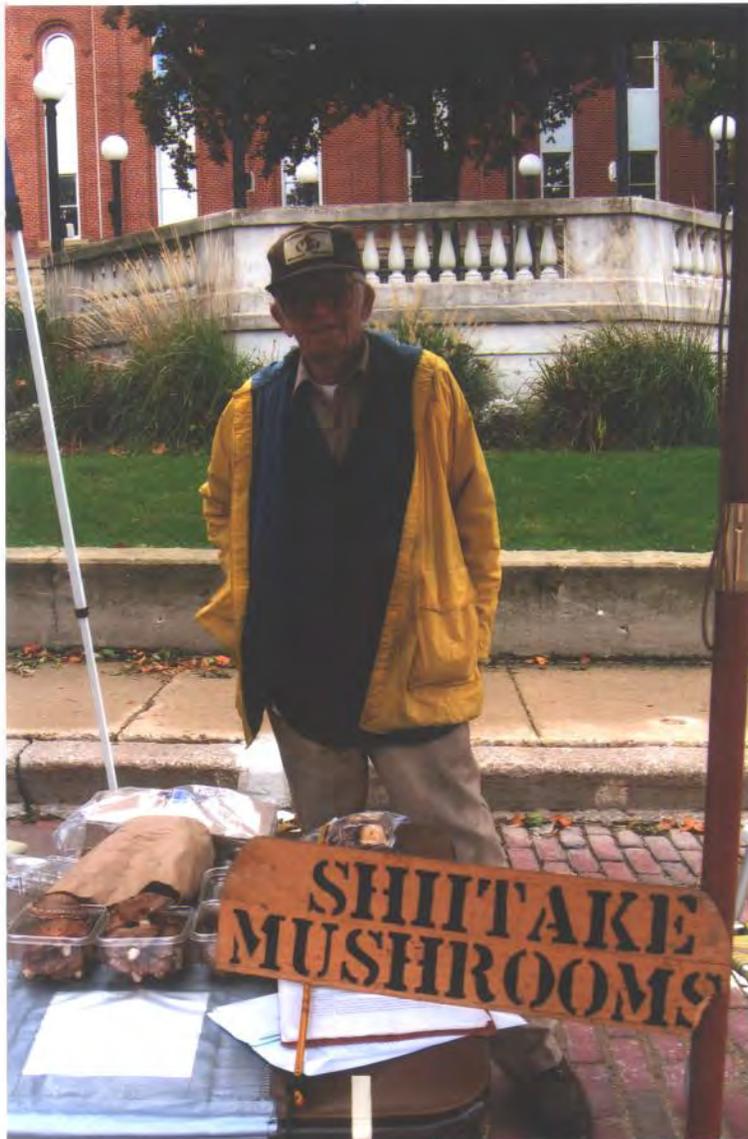
Fresh flowers, herbs, plants
Mount Carroll Farmer's Market at Timber Lake Playhouse
Wed., July 7, 2010



Mount Carroll Farmer's Market at Timber Lake
Playhouse - "OKLAHOMA"



Mary Roach - Herb Demonstration July 10



David Agass - Agass's Shiitake Mushrooms Sept 18 2010

FARMERS MARKET Downtown Mt. Carroll 8am-Noon Every Sat. May-October

May-June Produce Featured

Asparagus, Herbs, Lettuce, Rhubarb, Onions, Peas, Strawberries, Spinach, Radishes, Shiitake Mushrooms.....

July-August Produce Featured

Cabbage, Melons, Zucchini, Carrots, Potatoes, Broccoli, Cauliflower, Tomatoes, Cucumbers, Peppers, Sweet Corn, Raspberries.....

September-October Produce Featured

Apples, Pumpkins, Squash, Popcorn, Garlic, Potatoes, Tomatoes, Peppers.....

Enjoy the opportunity to buy high quality, fresh, nutritious, affordable farm products directly from our local farmers.

Specialty Crops Featuring:
Fresh Fruits & Vegetables, Dried & Cut Flowers, Herbs, Honey, Mushrooms & much more.



Sponsored by:

Mount Carroll Chamber of Commerce
www.mtcarrollil.org or call 1-800-244-9594

“Brick Streets & Country Charm”

FARMERS MARKET Downtown Mt. Carroll 8am-Noon Every Sat. May-October

May-June Produce Featured

Asparagus, Herbs, Lettuce, Rhubarb, Onions, Peas, Strawberries, Spinach, Radishes, Shiitake Mushrooms.....

July-August Produce Featured

Cabbage, Melons, Zucchini, Carrots, Potatoes, Broccoli, Cauliflower, Tomatoes, Cucumbers, Peppers, Sweet Corn, Raspberries.....

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Sponsored by:

Mount Carroll Chamber of Commerce
www.mtcarrollil.org or call 1-800-244-9594

“Brick Streets & Country Charm”



FARMERS MARKET SURVEY

Final Report - 12-23-2012



Go to <http://carroll.extension.uiuc.edu>

Answer 10 questions and win a chance at a harvest basket full of local produce. Drawing will be held at the end of the market season. Thanks for participating. Enjoy the market.



FARMERS MARKET SURVEY

December 2012



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Quincy Farmers Market

Final Grant Report

Project Summary

The Quincy Farmers Market, in its 28th Season, was very successful in 2010. The 2010 season saw the most vendors in our history, as well as an increase in attendance and overall awareness. We were able to build on the marketing and awareness we developed last year to achieve new success for our Farmers Market. Our goal was to both educate our area vendors on the importance of specialty crops, as well as increase the knowledge of the community at large. We are a very proactive organization and want our Farmers Market to reflect that. We have a great tradition with the Quincy Farmers Market and wanted to further expose our community to the benefits of getting their food locally, as well as better prepare our farmers to succeed.

Project Approach

This year, we began with two Specialty Crop workshops early in the year, prior to the start of the 2010 Market Season. Our partner in this was the University of Illinois Extension-Adams/Brown unit. Their expertise and staff made the workshops a big success and helped to make our season better. Those workshops were a Small Acreage workshop held on February 13th and a Fruit & Vegetable Workshop held on February 16th. The Small Acreage workshop included workshops on grapes, fruit trees, forestry products, blueberries, poultry and eggs, vegetables, home preservation and marketing your products. The Fruit & Vegetable Workshop included presentations by Extension professionals on growing and marketing fruit and vegetables products. Every participant was provided a copy of the U of I Fruit and Vegetable Guides. These workshops were very productive and provided valuable information to our vendors which enabled them to have a better season both this year and in the future.

In addition to the workshops, we were able to further expose the community to both the Quincy Farmers Market and the specialty crops that are offered there.

In addition to the workshops, we were able to develop new and creative marketing opportunities for the Quincy Farmers Market. From television, radio and billboard ads to direct mail, car decals and farmers market bags, the advertising and marketing for the Quincy Farmers Market was as good as it has ever been in 2010.

Throughout the 2010 Quincy Farmers Market Season, we were able to have a variety of targeted advertising efforts due to the grant. The first such effort was the sponsorship of the “Green Week” for WGEM, a local radio station. This was very effective because it was early in the season and was a perfect tie-in with the green movement. This sponsorship came with additional radio advertising that was used to promote the specialty crops available during the time of its airing. We also had the opportunity to do a live interview where we highlighted several specialty crops.

The other main promotion of the market in the early part of the season was with posters. These have become very popular with the downtown merchants who surround the park where the market is held. They are a great mechanism to promote the Quincy Farmers Market all throughout the season and do a very good job of getting our message to our consumer.

As we came into the peak of our season, when we would have the most vendors and amount of crops, we really ramped up our advertising. This is when we began to run our newspaper advertisements, in addition to placing our billboards, web ads on popular local websites and television ads. Additionally, we mailed one thousand direct marketing pieces to Quincy residents. We targeted those who are frequent downtown shoppers and those who have participated in past Quincy Farmers Market events. These direct marketing pieces also came with a Quincy Farmers Market magnet. These mailings were incredibly well received and many shoppers told us that the magnets served as a great weekly reminder about doing their grocery shopping at the market.

At this time, we also introduced Quincy Farmers Market tote bags to both promote the “green” movement as well as continually advertise the Quincy Farmers Market. These tote bags were only available at vendors who sold specialty crops. They were a great addition to the market and served as a great way to promote the market year-round, in addition to giving some additional customers and support to those vendors who sold specialty crops. We were also fortunate to be able to provide car decals to not only the vendors who make the Quincy Farmers Market possible, but also the shoppers to the market. These car decals serve both as a reminder and traveling advertisement for the market itself and will continue to boost attendance for years to come.

At roughly the same time, we held our annual Locally Grown Food Fest, a celebration of the local farmers and the impact that they, and more importantly their food, have on our community. This year’s event was the best attended in the six year history of the event. On Saturday, August 6, 2010 over 1000 people filled the park during the Locally Grown Food Fest and were able to participate in educational games for children, sample local fare, shop the Quincy Farmers Market and watch our amateur chef’s competition where each of the participants must purchase the main ingredients of their dish and sides from the market that morning.

The main partner in all of our advertising endeavors was Jenny Terstriep, owner of JT Creative Solutions. Jenny’s marketing expertise and generosity of time helped to give the Quincy Farmers Market the most extensive and creative advertising we have had in the history of the market.

We were also very proud to call our local media partners throughout our 2010 Quincy Farmers Market Season. They were instrumental in getting our message out to the community, as well as helping to craft that message. They were also very generous in their donation of PSAs, additional web and print ads and their time.

The Quincy Farmers Market is fortunate to have a vast abundance of specialty crop providers. In fact, more than 90% of the total vendors that attend the market are specialty crop producers. We strongly believe that this is a big reason that our market continues to grow and why people continue to register as vendors. Additionally, this helps to ensure that virtually all marketing and advertising efforts of the Quincy Farmers Market are geared towards and help promote the specialty crops that are available at the market. Specialty crops are always the most sought-after items and those that draw the majority of our customers. Therefore, our marketing and advertising efforts are centered on those crops. Whether it is a billboard, newsletter or other outlet, the advertising we do surely benefits the specialty crop vendors at the Quincy Farmers Market. We are privileged to have a large number of dedicated vendors and are proud to help support them through additional advertising of the Quincy Farmers Market, such as the Specialty Crop Block Grant.

Goals and Outcomes Achieved

1. Provide educational opportunities for area growers.

This was done through the partnership with the University of Illinois Extension

Adams/Brown unit. The expected attendance from the workshop was 25 individuals.

However, due to the efforts of the Extension Office and HQBD, we were able to have 75

participants participate in the two workshops. It is unclear how many growers actually

developed a business and/or marketing plan, but it was very evident that the marketing

presence for the individual farms at the market was better than it has ever been.

Additionally, the attractiveness of the stands was something that was dramatically improved

by far more than 5 farmers this year. The farmers at the market displayed overall better

signage and had cleaner, more organized booths at the Farmers Market.

2. Develop and implement a strategic marketing plan for the Quincy Farmers Market

including:

- a. Print media – Newspaper Ads, Posters, Direct-mail postcards & newsletter including local food guide.
- b. Radio/TV – Advertise through PSAs and paid commercials on all local media outlets including cable channels – Food Network & HGTV.
- c. Billboards –during the Market season,
- d. Social Media – Utilize E-mail blasts, Twitter, Facebook and other outlets to provide timely information on market days including seasonal product availability.

Our purpose in developing a strategic marketing plan for the Quincy Farmers Market was to increase consumer attendance at the 2010 Quincy Farmers Market thus increasing sales of specialty crops. We expected that consumer attendance will increase from the 2009 season by 20% and that vendors would report an increase in sales from the 2009 season by 15%.

In addition to the proposed items, we were able to add new marketing efforts in the form of direct mail, posters, car decals, and tote bags. These efforts have continued to promote the market even after the end of the season. The tote bags have become very popular for trips to the grocery store and continue to showcase the Quincy Farmers Market. The same holds true for the car decals and magnets from the direct mail piece. We are confident that this will continue to serve as a great benefit to the Quincy Farmers Market for years to come.

Consumer attendance rose an estimated twenty-five percent at the Saturday markets this year, surpassing the expected twenty percent. However, the Tuesday markets actual saw a decline in both the number of vendors and consumers. This can be attributed to a new market in town being established on Tuesday afternoons that pulled vendors from our market. The decline in vendors helped contribute to the decline in consumer attendance in 2010. Having stated that, the Tuesday markets actually make up just a small percentage, roughly 15%, of all the Quincy Farmers Market attendance, so the actual attendance in 2010 was up over 2009.

Vendors continued to report high earnings in 2010, confirming that we did in fact get very close to a 15% increase in vendor sales. (Note; vendors have been very reluctant to share their sales information, so hard data is difficult to collect.)

Beneficiaries

There were many groups that benefited from these projects. First and foremost are the farmers and vendors that attend the Quincy Farmers Market. The success of this program helped to ensure better seasons both financially and for visibility with their farms.

The Historic Quincy Business District benefited from having a great market that drew thousands of people to the downtown area and increased our exposure. Additionally, the merchants surrounding the park where the market is held all reported increases in sales on Saturdays when the market was held.

No business benefited more than Thyme Square Café however. New to Quincy, Thyme Square café is located directly across from the Quincy Farmers Market and is Quincy's only Farm to Table restaurant. Their exposure was unmatched and they were able to purchase products right out their front door. This both increased their visibility and also increased the awareness of what you can do with food from the market.

Lessons Learned

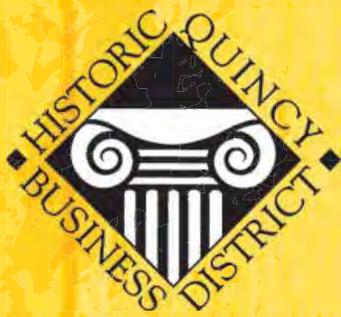
The biggest challenge we face in Quincy is getting the vendors to disclose their information. The most important lesson that we learned is that we must create a more detailed handbook for vendors that will make it a requirement to disclose that information. Their biggest concern is that we will raise our fees, but the collection of data is essential to our success as a market.

The other lesson that we learned through the Locally Grown Food Fest, which is our event during National Farmers Market week, that the more family-friendly activities that you can have going on during your market, the more successful you will be. We learned this a little last year when the Park District added a splash-pad in the center of the park. This kept families around longer and shopping longer.

Lastly, we learned that by utilizing new tools such as social media, email, and alternative marketing opportunities, we were able to draw a much more diverse crowd. Our penetration of younger farmers market shoppers was outstanding. Having those young families will help sustain our market for years to come. We were able to reach them through these new tools and communicate very effectively with them.

Contact

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Executive Director, Historic Quincy Business District
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Quincy, IL 62301
217-228-8696
Fax: 217-228-8698
tbrown@downtownquincy.com



in the district!
WASHINGTON PARK

100% NATURAL

6TH ANNUAL
LOCALLY GROWN[®]

FOODFEST

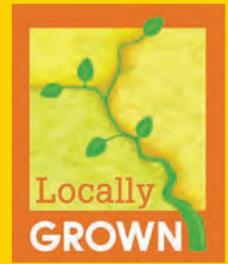


SAT. AUGUST 7TH. (8am - 1pm)

FoodFest Schedule of Events

Event / Time (in AM)	%DV
Farmers Market Begins 7am	20%
FoodFest Begins 9am	22%
All day kid's activities including:	
Inflatable Obstacle Course 9am - 1pm	
Craft Tent 9am - 1pm	
Music 9am - 1pm	
Bee Keeping Exhibit 9am - 1pm	
Vegetable Bingo 10am	18%
County Market Shopping Cart Chaos 10am	20%
Apple Speed Throw 11am	20%
Amateur Chef Contest 11am	20%

Providing 100% of your daily value of family fun requirements!



MADE WITH THESE FINE SPONSORS:



INGREDIENTS: FUN, ADULTS, CHILDREN, FOOD, GAMES, MUSIC, CHEFS, COMPETITIVE SPIRITS, AND OTHER NATURAL FLAVORS.



IN WASHINGTON PARK!



in the district!
WASHINGTON PARK

Tuesdays & Saturdays 7:00 am-1:00 pm

FRESH OFF THE FARM!

IL Final Report - 12-25-B-0921



December 2012
Tuesdays & Saturdays
7:00 am-1:00 pm



in the district!
NOW - OCTOBER 31



WASHINGTON PARK



TASTE WHAT'S FRESH OFF THE FARM!

Page 48 of 487

for more information visit www.DowntownQuincy.com



in the district!

MAY 15-OCTOBER 30

WASHINGTON PARK

FRESH OFF THE FARM!

Tuesdays & Saturdays

7:00 am-1:00 pm

IL Final Report - 12-25-B-0921

Quincy FARMERS MARKET



in the district!

MAY 15-OCTOBER 30

WASHINGTON PARK

TASTE WHAT'S FRESH OFF THE FARM!

Tuesdays & Saturdays 7:00 am-1:00 pm



for more information visit
www.DowntownQuincy.com



Historic Quincy Business District
128 North 5th Street
Quincy, IL 62301-2916

December 2012

PRSR STD
U.S. POSTAGE
PAID
Gardner, KS
Permit No. 37



in the district!

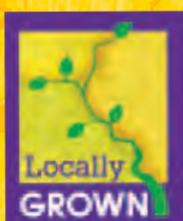
MAY 15-OCTOBER 30

WASHINGTON PARK

Tuesdays & Saturdays

7:00 am-1:00 pm

FRESH OFF THE FARM!



www.DowntownQuincy.com



Art 50% to Size



APPROVAL REQUIRED!

Please check & sign below:

APPROVED

NOT APPROVED

Signature:

Date: 7/12/10

Customer Comments

DONT USE Pantone Orange 021
Would you have a orange that is like a Burnt orange, Tennessee orange, Athletic Orange?? just a deaper, less bright orange.

PLEASE FAX BACK TO:
866-314-5646

NOTE: We are not responsible for misinterpretations of this proof. If you have any questions on how the imprint will appear on the piece please **DO NOT APPROVE** and call **Kelly** at 866-312-5646 x 29



Imprint Information

Please double check all spelling, imprint color(s), Imprint location(s), and item color(s).

Imprint Area Size: 12" x 8"
Imprint Color:
Imprint Location: Front
Item Color: Yellow



Close to actual size when printed.

THIS SHOULD MEASURE ONE INCH

Final Report

Project Title

SC-10-06 -- Brookfield Farmers Market Advertising and Education project

Project Summary

The Brookfield Chamber of Commerce was awarded a \$10,000 grant to enhance the competitiveness of specialty crops through advertising and education activities associated with the Brookfield Farmer's Market. The grant was matched with \$2,244 through a combination of in-kind services and cash. The Brookfield Farmers Market is hosted by the Brookfield Chamber of Commerce and is operated by volunteers of the Chamber, the Village of Brookfield and the Brookfield Public Library. In 2010, the Farmer's Market was in its second "full" season and the Advertising and Education project was needed to increase the economic viability of farmer participation, as well as the quantity and diversity of specialty crops purchased at the market.

Project Approach

The overall project approach was simultaneously to promote the availability of specialty crops at the farmer's market as a means of attracting customers to the market, and to utilize the Brookfield Farmer's Market as a venue for marketing and promoting the consumption of specialty crops. This was accomplished through the following activities and tasks: newspaper advertising, flyers and posters, signs for specialty crop vendors and way-finding, sustainable shopping bags for specialty crop produce and displays.

A one-time, full page color advertisement announcing the availability of specialty crops was designed and placed in the Riverside-Brookfield edition of the local weekly *Landmark* newspaper at the start of the Brookfield Farmer's Market season. A ¼ page black and white ad was run in the *Landmark* newspaper on a weekly basis, June through October and updated every few weeks (a total of seven times) to highlight specific, in-season specialty crops available at the Farmer's Market. A 1/3 page ad was also run in the weekly *Suburban Life* in October to attract as many potential specialty crop consumers to the Brookfield Farmer's Market, when several relatively nearby farmers markets had closed for the season.

Two sizes of posters (8½" x 11" and 11"x17") were designed and displayed throughout the five month market season in local storefront windows, the Village Hall, and the Brookfield Public Library. The posters also prominently incorporated the specialty crop graphic to bring awareness of available produce. Meanwhile, smaller-sized "bookmarks" (2½" x 8" flyers) were produced for distribution at the Brookfield Public Library and at the Farmers Market welcome tent, as well as at various community and civic events. The front side of the bookmark presented basic market time/date/location information; the reverse side listed 26 specialty crops, with the crops presented in the general order in which they are seasonally available. Finally, a tri-fold flier was produced and distributed to market vendors, market customers, Chamber businesses and the media. The 26 specialty crops that were listed on the bookmarks were also presented on the inside panels of the tri-fold.

Vendor signs (17"x11") were printed for the 24 specialty crop vendors to promote the consistent and visible specialty crop theme of the Brookfield Farmers Market. These signs were displayed at respective vendor tents. Way-finding signs (24"x36") highlighting specialty crops were placed at six key intersections to simultaneously attract and guide customers to the market. A slightly larger sign (32"x 48") was placed at the entrance of the Village Hall/market parking lot to attract the eye of passers-by. The metal sandwich boards holding the signs were purchased from a prior year's grant. Due to damage caused by unusually severe weather and extensive flooding, the way-finding signs had to be reproduced and one metal sandwich board, replaced. The signs remain in good condition and will be used again in 2011.

One thousand reusable and washable shopping bags were produced for (free) distribution at the market. The bags are wider and shallower than both plastic grocery sacks and standard shopping totes, in order to best suit produce purchases. The two-color design lists forty-three specialty crops - all of which are available at the Brookfield Farmers Market. Fewer bags were purchased than originally assumed in developing the budget, as the original cost estimate was based on one-color printing and the bag manufacturer's own advertising on one side of the bag. As the shopping bags were delivered in September/October, we decided to hold distribution until the 2011 Market Season.

Pre-fabricated steel/aluminum exhibit panels were purchased in lieu of custom-constructed woodframe panels that were originally anticipated in the grant proposal. This

substitution was made for liability and safety reasons. The exhibit panels can be assembled for free standing or tabletop display. Three panel covers were purchased for indoor exhibits and will be used beginning Spring 2011 for the Farmers Market/Specialty Crop exhibit at the Brookfield Public Library. The display boards were produced after the close of the 2010 market and will be exhibited during the 2011 season.

It should be noted that the four October ads in the *Suburban Life* also mentioned complementary goods in order to attract as many potential consumers of specialty crops to the Market as possible. To ensure that USDA funds were used solely to enhance the competitiveness of specialty crops, these and all advertisements clearly and directly highlighted specialty crops through text and graphic representation, and in-kind design services were contributed by M D Ryan Consulting LLC in the amount of \$2,180 and \$64 by the Chamber, for a total match of \$2,244 to the grant.

As a complement to advertising, a description of the Brookfield Farmer's Market was placed in the Community Events Calendar of both weekly newspapers throughout the 2010 market season. The Brookfield Farmer's Market was also featured on the Chamber's and the Village of Brookfield's respective websites, as well as included in the metro-area farmer's market listing in the *Chicago Tribune* and the Illinois Department of Agriculture's web listing of farmers markets, statewide.

The Village of Brookfield and Brookfield Public Library played a key role in distributing and displaying the posters and fliers. The Brookfield Public Works department provided a new, free-standing shed for the exclusive use of the Chamber for the purposes of the Farmers Market. The shed provided secure on-site storage and protection for way-finding signs and other items paid for with grant funding. Village Trustee C P Hall ensured regular and complete collection of attendance data each Saturday of the Market and helped take-down the tents and tables at it's close, President Garvey regularly helped set-up the Market in the early hours of the morning, and the Brookfield Library had a booth presence to underscore the tie-in with the Farmers Market as a place for education and learning.

Goals and Outcomes Achieved

There were four overall project goals for the Market Advertising and Education program:

- 1. Increase consumption** of specialty crops and environmentally-friendly behaviors.
- 2. Improve collaboration** and information sharing between farmers and consumers
- 3. Expand the public's knowledge** and understanding of growing cycles, sustainable agricultural practices, and supporting roles of IDOA and farmers markets.
- 4. Develop life long demand for fresh foods** and a specialty crops

Since all four goals of this project could only be accomplished by developing and fostering a strong base of customers at the Brookfield Farmers Market, all completed activities were to: attract people to the Farmer's Market, encourage purchases of specialty crop products, and encourage return trips.

The particular activities and tasks undertaken were described under the previous section of this report, "Project Approach". As a reminder, they were: prepared and ran newspaper print advertising on a continuous basis, developed and distributed various sizes of flyers and posters, designed and placed market way-finding signs highlighting specialty crops at six strategic locations, designed specialty crop vendor identification signs for day-of-market display, designed and purchased appropriately sized re-usable shopping bags highlighting specialty crops for (free) distribution at the Market, and purchase of exhibit panels for on-site informational display.

The Chamber tracked and recorded hourly attendance at each of the Saturday markets, June 2010-October 2010. The results are shown on the following table, along with 2009 figures for historical reference. As shown on the table, the market achieved an average market day customer count of 442, which is consistent with the 2009 average attendance of 450 when the Chamber received a Farmers Market marketing grant through the Illinois Department of Agriculture. The 2010 and 2009 attendance figures are much higher than those for 2008 (not shown), prior to receiving grant funding and when the average market day attendance was 100 customers. The grant funded advertising and marketing activities clearly have helped develop and support a stable specialty crop customer base, given the jump in attendance between 2008 and 2009, and the stability of 2009 and 2010. Our desired outcome of 700 customers per market – representing a 40% increase over the prior year's attendance – may not have been realistic without additional strategies.

Brookfield Farmers Market Attendance, 2010 and 2009

Market Attendance 2010

Time	June				July				August				September				October				Season Totals	Event Ave.			
	6/5	6/12	6/19	6/26	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16			10/23	10/30	
7:00 - 8	19	38	15	16		39	41	1	10	18	17	27	33	38	27	27	19	11	11	9	15	10	4	434	21
8:00 - 9	103	82	39	54		76	90	22	55	66	43	53	99	68	46	93	37	39	39	40	33	28	30	1196	57
9:00 - 10	43	155	91	112		154	115	67	105	124	125	110	130	170	84	101	100	78	77	60	54	105	103	2160	103
10:00 - 11	42	120	145	114		145	124	109	139	106	99	136	158	167	73	91	142	97	87	76	23	94	94	2287	109
11:00 - Noon	93	65	90	99		131	126	103	121	93	136	115	160	106	108	50	109	75	87	97	41	53	53	2058	98
Noon - 1	70	32	32	52		79	52	43	73	86	47	69	45	101	48	55	76	25	39	45	20	59	59	1148	55
Total	370	492	412	447		624	548	345	503	493	467	510	625	650	386	417	483	325	339	326	176	345	345	9283	442
<i>Month totals</i>																									
<i>Event Ave (Mnth)</i>	1721				2020				2095				1936				1511				302		484		
	430				505				524				484				302				484		302		

Market Attendance 2009 (historical)

Time	June				July				August				September				October				Season Totals	Event Ave.			
	6/6	6/13	6/20	6/27	7/4	7/11	7/18	7/25	8/1	8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26	10/3	10/10	10/17			10/24	10/31	
7:00 - 8	49	24	49	42		25	30	22	35	11	25	35	17	31	22	18	28	12	12	3	16	9	7	510	24
8:00 - 9	96	32	60	108		48	75	68	69	40	47	55	37	70	50	65	52	49	41	40	33	23	23	1158	55
9:00 - 10	169	50	106	124		132	120	104	122	80	124	90	115	97	52	124	104	93	90	52	51	55	55	2054	98
10:00 - 11	156	77	141	134		142	128	142	154	100	135	124	84	163	95	108	130	116	91	95	39	65	65	2419	115
11:00 - Noon	86	70	108	93		116	94	157	100	92	132	107	110	90	94	85	106	97	102	113	52	75	75	2079	99
Noon - 1	67	97	40	58		83	48	57	50	38	81	65	72	50	84	60	69	54	28	51	40	28	28	1220	58
Total	623	350	504	559		546	495	550	530	361	544	476	435	501	397	460	489	421	355	367	224	253	253	9440	450
<i>Month totals</i>																									
<i>Event Ave (Mnth)</i>	2036				1591				2346				1847				1620				324		462		
	509				530				469				462				324				462		324		

As a second measure of success, the volunteer Chamber market manager interviewed farmers/vendors as to whether they met their individual sales goals/expectations for the Brookfield Farmers' Market. We learned that while our specialty crop vendors don't set specific sales goals in terms of dollar amounts that allow for quantitative measurement, they do have a goal of selling as much as they can at the Market, and compare what they sell at the Brookfield Farmers Market to other markets in which they participate. Specialty crop vendors all reported very positive results regarding customer purchases at the Brookfield Farmers Market. There was an unexpected downside to this success, however: farmers often sold-out of their produce, well before market closing.

We have overheard numerous conversations among the specialty crop vendors, and between the vendors and customers about growing practices and specific specialty crops, evidencing success towards Goals 2 and 3 (although not "quantifiable"). We have been successful in developing a very collegial Market atmosphere, and there is very positive interaction between the vendors, customers, and Chamber volunteers. We attribute the success largely to our efforts in providing sufficient space between vendors, having live music, volunteer staff being "present" at every market and mingling with the vendors and customers, helping vendors set up and take down, providing specialty crop vendor signage, and cultivating an overall communicative and friendly environment.

The fourth goal, "Develop life long demand for fresh foods", is long term and not measurable. We did notice customers returning from the prior year, and we also observed

that families are our a major customer base. This is reflected in our peak attendance hours being mid- to late-morning, rather than early morning, as may be the case at more adult-focused Farmer's Markets. Further, we encourage parents to bring their young/elementary school age children by having clowns at the Market, story hour, Library Summer Reading Program registrations, Girl Scout fundraisers and special activities geared toward children.

Beneficiaries

The beneficiaries of this project were over 20 vendors of specialty crops, customers of the Farmers Market, and the local communities of and around Brookfield. Benefits included:

- Positive sales for small specialty-crop farmers
- Increased variety of specialty crops that are profitable to bring to outdoor market
- Increased public awareness of and year-round demand for specialty crops
- Development of a long-term customer base for specialty crops, given: the family-orientation of the Farmers Market, the strong attendance of young children, and the extremely positive social interaction of the farmers and the customers
- Increased vitality of the Brookfield community
- Economic sustenance of small businesses in the newspaper, printing and agricultural industries.

Lessons Learned

Project timelines and activities should take into consideration funding disbursement schedules. We probably should have viewed this as a re-imbusement-based grant rather than await grant funding to incur expenditures, developed a less time-sensitive work plan or a work plan that is geared toward later in the market season.

Project implementation and grant administration placed heavier-than-anticipated burdens on our volunteer staff. While we have opted to not pursue funding for 2012, we look forward to applying to the Specialty Crop Grant Program again sometime in the future.

For significant further increases in attendance, we may need to try different marketing strategies to reach new potential customers, such as social networking and other web-based strategies. Paid local newspaper advertisements are useful in attracting some customers, but the market “reach” and visibility of this strategy may be limited.

Contact Person

Michelle Ryan, AICP

3514 Rosemead Avenue, Brookfield, IL 60513

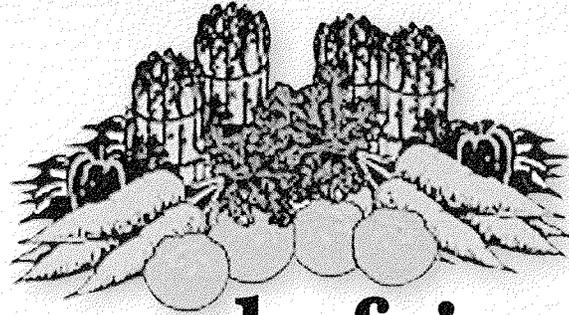
(o): (708) 387-9294

(m): (708) 334-6464

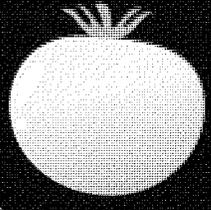
mdryanconsulting@aol.com

8/11/10 - 8/31/10

Brookfield Chamber of Commerce



brookfield FARMER'S MARKET

 **Specialty crops now in season:
corn, tomatoes, cucumbers,
peaches, pears & blueberries**

EVERY SATURDAY, JUNE - OCTOBER

7:00 A.M. - 1:00 P.M.

Brookfield Village Hall, 8820 Brookfield Ave.

Proudly offering organic farm-fresh veggies,
tasty baked goods, live music and much, much more!

www.BrookfieldChamber.net



Subscriber published
December 2012
at 2010
4 runs

Brookfield Chamber of Commerce



Welcome!

**brookfield
FARMERS MARKET**

**Brookfield Village Hall
8820 Brookfield Avenue**

A family friendly Market offering organic and sustainable grown fruits, veggies, frozen meat, farm eggs, breads, honey, pastries, herbed vinegars, olive oil, flowers and more!

**Sponsored by Brookfield Chamber of Commerce
in cooperation with Village of Brookfield**

OPEN SATURDAYS
Through Oct. 30th 7:00 a.m. - 1:00 p.m.

**Specialty Crops now
in season:
apples, squash,
pumpkins and mums**

For more info: www.brookfieldil.gov

with special thanks to:
Village of Brookfield
for continued support and host facilities
Illinois Dept. of Agriculture
for grant funding provided through the Illinois Specialty Crop Grant Program





**Buy fresh, have fun, eat healthy ...
and support Illinois farmers!**

www.BrookfieldChamber.net

Make Changes as Indicated Proof requested Okay with changes Ad is correct

TAGLINE: -		500333
ADVERTISER: BROOKFIELD CHAMBER OF CO	AD CREATED BY: BECKYCM	PROOF CREATED ON: 10/11/2010 10:38 AM
COLOR: PROCESS	NEXT RUN: 10/13/10	
EMAIL TO: -	SIZE: 2 col X 10.75 in	
CUSTOMER SIGNATURE _____	SALES PERSON: Kathy Derrico	
RUNDATES: 10/13/D01 EC WED D01 EC WED	10/13/D02 CC WED D02 CC WED	
-	-	-
-	-	-



Brookfield
**FARMERS
MARKET**



Saturdays 7 am - 1 pm
Village Hall

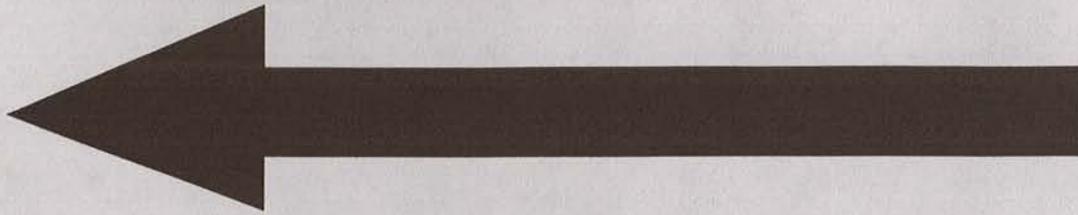
*A Top 100 Favorite
Farmers Market in the Nation!*

(Local Harvest, 2009)



Actual Size: 24" x 36"

Welcome!



Brookfield

FARMERS MARKET



Saturdays

7 am - 1 pm

Sponsored by

Brookfield Chamber of Commerce



Actual Size: 32" x 48"



Brookfield Farmers Market

BROOKFIELD FARMERS MARKET

A family-friendly market featuring
organic and sustainably-grown produce



**Saturdays, June 5 - October 30
7:00 a.m. - 1:00 p.m.**

Brookfield Municipal Building
8820 Brookfield Avenue

Sponsored by Brookfield Chamber of Commerce

www.brookfieldchamber.net

Proud member of:



**Front
Bookmark
(medium flier)**



**BROOKFIELD
FARMERS
MARKET**

A family-friendly market
featuring
organic and sustainably-
grown produce

**Saturdays, June - October
7:00 a.m. - 1:00 p.m.**

Brookfield Village Hall
8820 Brookfield Avenue
Brookfield, IL 60513

Proud member of:



**Top 100 Farmers
Markets
in the Nation**
(Local Harvest, 2009)

**Back
Bookmark
(medium flier)**

*Brookfield
Farmers
Market*

Experience

a changing harvest of
specialty crops.

Fruits: strawberries,
blueberries, raspberries,
blackberries, peaches,
pears, plums, apples

Vegetables: asparagus,
lettuce, carrots, tomatoes,
corn, cucumbers, green
beans, snow peas, green
peppers, potatoes, onions,
egg plant, chard, kale

Gourds: summer squash,
acorn squash, spaghetti
squash, pumpkins

Sponsored by:

**Brookfield
Chamber of Commerce**

www.brookfieldchamber.net

**Buy fresh
Eat healthy, and
Have fun!**

See you at the Market!

Welcome!



Brookfield Farmers Market

A family-friendly market featuring organic and sustainably-grown produce

Saturdays, June - October
7:00 a.m. - 1:00 p.m.

Brookfield Municipal Building
8820 Brookfield Avenue
Brookfield, IL 60513

Proud member of:



**Top 100 Farmers Markets
in the Nation**
(Local Harvest, 2009)

There's always a smile waiting for you at the

Brookfield Farmers Market

Community is the highlight of the Brookfield Farmers Market.

- ❖ Friendly family farmers who take pride in their product and in sharing it with you
- ❖ Chefs, bakers and confectioners using fresh, healthy ingredients for your family
- ❖ Convenient to community Recreation Dept. activities, Kiwanis Park and downtown
- ❖ Live music, community group activities and how-to demonstrations
- ❖ Creek side seating area with umbrellaed picnic tables
- ❖ Easy access by walking and biking
- ❖ Plentiful, free parking



Experience the growing season with an ever-changing and healthy harvest.

Fruits: strawberries, blueberries, raspberries, blackberries, peaches, pears, plums, apples

Vegetables: asparagus, lettuce, carrots, tomatoes, corn, cucumbers, green beans, snow peas, green peppers, potatoes, onions, egg plant, chard, kale

Gourds: summer squash, acorn squash, spaghetti squash, pumpkins

Sponsored by the Brookfield Chamber of Commerce

www.brookfieldchamber.net

Host facilities provided by the Village of Brookfield

Location

Brookfield is a town of 19,000 residents located 13 miles west of downtown Chicago in Cook County, between La Grange and Riverside



The Farmer's Market is held on the west side of Brookfield Village Hall at 8820 Brookfield Avenue, approximately 1/8 mi. east of Prairie Avenue



The Market is in walking distance from Metra-BNSF Brookfield Station, Metra Hollywood/Zoo Stop and Pace bus routes #304 and #331



The Market

- ❖ Over twenty of the Midwest's finest independent farmers and vendors offer organic fruits and veggies, fresh cut flowers, breads and authentic French pastries, pure local honey, herbed vinegars and olive oils, frozen meat, beef jerky, farm eggs and MORE
- ❖ Over 500 people shop each Saturday at the Brookfield Farmers Market
- ❖ You can relax with a cup of coffee and pastry, a custom made-while-you-wait omelet, a fresh fruit and yogurt cup, or a gourmet tamale
- ❖ Kids and grandparents enjoy sharing a treat of hot-popped popcorn
- ❖ Pets are welcome and are fun to watch - most head straight to the gourmet doggy biscuits
- ❖ The Brookfield Farmers Market is easy to get around and **handicapped accessible**
- ❖ The Brookfield Farmers Market is **run entirely by volunteers** of the Chamber of Commerce and the Brookfield community
- ❖ **Indoor restrooms and an ATM machine** are conveniently available via the Police Station entrance of the Village Hall on Saturdays
- ❖ **Almost everyone who comes to the market sees someone they know... or meets someone new!**



Contact Us

Brookfield Chamber of Commerce

Brookfield Farmers Market
c/o Patricia Weber, Manager
P.O. Box 38
Brookfield, IL 60513
pmweber@ameritech.net

www.brookfieldchamber.net

Please contact us for:

- ❖ Volunteer opportunities
- ❖ 2010 season information
- ❖ Vendor applications
- ❖ Special events
- ❖ Partnership ideas and requests
- ❖ Comments and suggestions

We welcome your participation and ideas!

**EXPERIMENTAL STATION
2010 ILLINOIS SPECIALTY CROPS GRANT FINAL REPORT TO
THE ILLINOIS DEPARTMENT OF AGRICULTURE**

b) Project Title: 61st Street Farmers Market Education Program

c) Project Summary

i) The **61st Street Farmers Market**, a program of the Experimental Station, is located in the Woodlawn neighborhood. For over fifty years, this south side Chicago neighborhood has been subject to all of the worst conditions of urban blight. Among these, the neighborhood suffered the loss of its sources of healthy and fresh foods. With the disappearance of the local supermarkets and corner stores, several generations of Woodlawn residents have been able only to purchase fast foods and junk foods locally. In addition to the negative health impact—egregiously high incidence of diet-related diseases—the neighborhood has experienced a profound loss of food culture, the knowledge of how to identify, prepare, and enjoy foods such as fruits and vegetables.

ii) The 61st Street Farmer Market was created to address the lack of food access and loss of food culture in our neighborhood. Our educational programming—funded by the Illinois Specialty Crops Block Grant—has been an important component in bringing customers to the Market who otherwise might not imagine that the Market really *is* there for them, or who would not know what to do with the fresh fruits and vegetables that the Market brings into our underserved neighborhood. The 61st Street Farmers Market’s educational programming has also been critical in helping to create, on Chicago’s South Side, a growing demand generally for healthy food choices. By undertaking robust educational programming that is ongoing, multi-dimensional and multi-generational, it is clear to our customers and our community that our aim is to make fresh and healthy foods available, accessible, affordable, *and* desirable.

iii) The 2010 Illinois Specialty Crop Block Grant funding built on outreach and educational efforts undertaken by the Experimental Station/61st Street Farmers Market since 2008, and compliments previously received funding from the Illinois Department of Agriculture that helped us to create advertising and promotional materials distributed throughout the community.

d) Project Approach

i) At-Market

The 61st Street Farmers Market provided at-Market educational programming for approximately 500 customers each week throughout the Market season. Among numerous additional groups and types of information, Market School offered ‘Meet Your Master Gardener,’ a preparation of kohlrabe slaw for youth by Top Chef Stephanie Izard, a display by Growing Power of how and where they grow their organic vegetables, a mapping of our Market’s vendors by the University of Chicago Department of Biological Sciences, nutrition and well-being information by Holistic Health, how to do vermiculture by Urban Worm Girl, answers to your organic gardening questions by Master Gardener Ella Russell, a Seasonal Recipe Grab, information about local and

sustainable agriculture by Pam Martin of the University of Chicago, information about sustainable urban agriculture by the Chicago Botanic Garden and by Purple Asparagus, an apple tasting by the Good Food Project, and health and nutrition information provided by Joyful Eating.

Each week of the outdoor market season (mid-May through October), we provided chef demonstrations by local volunteer chefs who prepare dishes based on Market offerings. The setting is interactive and fun. Following the demonstration, customers receive a taste of the dish and recipes are provided. Among our chefs and dishes this year were: Chef Courtney Nzerbibe (rhubarb chutney); Chef Kocoa of Kocoa's Kitchen (fresh vegetable salad); Chef Alex Cheswick of May Street Market (strawberry gazpacho); Chef Dave Butt of Operation Frontline (strawberry cobbler, pesto vegetable dish); Reluctant Vegetarian Iccha Devi (variety of simple seasonal dishes); culinary enthusiast Dawn Welsh (strawberry, radish and greens salad); Chef Paul Kahan (Publican Chicken and Marinated Kale); Chef Courtney (chicken tacos with peach salsa and pickled onions); Chef Courtney Nzerbibe (bread and butter pickles and giardiniera using Market vegetables); Chef Michael Anthony (veggie wraps); Chef David Blackman (pasta with seasonal vegetables); Chef Alex Cheswick (roasted butternut squash with Moroccan spices); Chef Darius Bright (winter squash soup); Chef Samm Petrichos (salad with seasonal vegetables and—later in the season—roasted butternut squash, kale, pear with pumpkin).

Thanks to the generosity of Market volunteers and our vendors, we were also able to offer weekly tastings for customers of vendors' products. These, usually simple, preparations provide another way for our customers to learn about our Market's offerings, to try products that they might not otherwise buy, and to get some new ideas about how to prepare and enjoy them. Among the numerous fruits and vegetables—as well as meats and homemade pastas—that were tasted this year were: asparagus and mushroom dishes, portobella mushroom breadless pizzas, sauteed asparagus, sauteed cabbage with herbs, cabbage slaw with fresh corn and tomatoes, sauteed summer squash, tomato sauces, apple salad, baked apple with cinnamon, Hungarian goulash, roasted mushrooms, and roasted chestnuts.

In-School

Our in-school educational outreach is intended to familiarize local elementary school students with the types of fruits and vegetables that are grown by season in Illinois, to teach them about how these crops grow and when, to introduce them to the difference between sustainably and industrially produced crops, and to promote the Market, which is their local source of fresh fruits and vegetables. As part of the hour-long presentation, each child receives a chef hat to decorate with his/her favorite fruits and vegetables, and children are given a taste of a seasonal fruit or vegetable sold at the Market. The lesson ends with the distribution of \$3 of Market Money for each child to spend at the 61st Street Farmers Market. Although the Market does not require children only to purchase fruits or vegetables with their Market Money, due to the small denomination, they generally spend them on strawberries, apples, or other type of fresh fruit. Our farmers and vendors are willing to accommodate them. All Market Money was reimbursed by matching funds contributed by the Market.

In 2010, in partnership with Fresh Connections, we worked with 330 children, grades 1-5, at the Carnegie, Fiske, and Fermi Elementary schools. In addition, we conducted one healthy eating workshop for 18 parents at the Fiske Elementary School. The healthy eating workshop contained the same content as the in-school school workshops. However, it was directed toward an adult audience. Parents learned about the health benefits of eating locally grown and produced fruits and vegetables, which fruits and vegetables are grown in Illinois, how fruits and vegetables are grown, and when they are available at the Market.

Farm Visits

The 61st Street Farmers Market organized two trips for 45 local youth and 3 of their parents (plus ES instructor chaperones) to visit the farms of producers selling at our Market where the groups learned about what crops our farmers grow, how they grow them, what it is like to be a farmer, and what it feels and smells like on a real farm. Our visits to Tempel Organic Farms, River Valley Ranch, and Growing Power's urban farms introduced them to a variety of vegetables (including mushrooms and watercress), growing practices (aquaponic systems, hoop houses, mushroom production, planting cover crops for pest control, installing wire fences with apple scent to protect crops from deer, composting, vermiculture, etc.), and irrigation methods. Although our youth did have an encounter with a flock of pasture-raised chickens at Tempel Organic Farms—an organic vegetable farm that also has some chickens—the very successful trip was focused on learning about how Tempel grows the organic vegetables they sell at our Market.

The youth who participated in the farm trips are primarily Woodlawn and South Side youth associated with Blackstone Bicycle Works, our community bike shop and youth education program. They ranged in age from 8-18 years old, and are almost all from low-income families on public assistance.

Each trip involved the rental of a bus for the day (7:30am – 5:00pm), advertising, youth sign up, the completion and return of liability forms, purchase and preparation of lunches and snacks for all participants, and organization of farmers, instructors and chaperones to accompany and teach.

After-School

In partnership with Careers Through Culinary Arts Program (CCAP), 61st Street Farmers Market manager, Dennis Ryan, provided cooking instruction to 60 southside teenagers in two series of after-school classes held in the spring and fall. CCAP's mission is to introduce interested youth from the South Side to the culinary arts by enrolling them in a 10-week program (30 students per series, 3 hours/day, 3 days/week) over the course of which these youth learn cooking techniques, preparation of a variety of different foods, how to select and source foods (organic, sustainable, seasonal, local vs. industrial and non-local), and what it is like to work in the food industry. In addition to bringing strong cooking skills, Mr. Ryan brings to the program the 61st Street Farmers Market's strong advocacy for purchasing and preparing locally and sustainably grown fruits, vegetables, and meats.

Adult Cooking

Our adult cooking series got off to a slower start than we had hoped. In the spring, we offered two series of 5 classes each, taught by Benjamin White, a cook with a warm, outgoing personality and years of experience preparing vegetarian dishes. The three students who attended on a regular basis very much enjoyed the classes and took away a variety of ideas and recipes for eating healthy. Backstory Cafe contributed a number of non-Specialty Crop ingredients including olive oil. Purchase of non-Specialty Crop ingredients, such as bread and cheese, was paid by Experimental Station with matching funds.

Consultation with other programs that offer adult cooking classes revealed our experience with the first cooking class not to be unusual. In order to ensure stronger participation for our fall series of classes, we decided initially to partner with Operation Frontline, which offers as enticements a course certificate and a free bag of ingredients each week to each participant. We advertised the two fall cooking series (5 classes each) to our LINK customers at the Market. There was strong interest in the program, perhaps due to the enticements. In the end, the partnership with Operation Frontline did not continue, due to lack of funding on their part. However, our instructor, Gabrielle Darvassy, created two very successful series of five classes, plus three bonus classes (due to continued interest), for a group of 10-15 participants. We also made the decision to follow through on our promise to provide small bags of ingredients for participants, as that may have been a key reason for participation in the classes. Experimental Station contributed non-Specialty Crop ingredients such as olive oil, butter, vinegar, and spices from our kitchen.

ii) We have been very pleased to see the growth in the number of LINK/SNAP customers shopping at the Market and increased purchase and consumption of fruits and vegetables among this group. We believe that this is the result of a number of factors: strong advertising and promotional outreach in the Woodlawn neighborhood; strong educational programming that builds knowledge about food and its preparation; the creation of strong and trusting relationships between Woodlawn residents and the Market; the provision of incentives such as our Double Value Coupon Program (funded by our Wholesome Wave partners) that matches LINK/SNAP purchases up to \$25 per cardholder per market day.

e) Goals and Outcomes Achieved

i) The Experimental Station/61st Street Farmers Market completed the following activities:

- Organization and coordination of 31 weekly at-Market ‘Market School’ instruction (nutrition, sustainable farming practices, etc.) and activities (including chef demos and tastings) for 61st Street Farmers Market customers.
- Instruction on nutrition, sustainable farming, and healthy eating to 11 classes of primarily low-income elementary school students and one group of parents.
- Organization and supervision of 2 day-long farm trips to local farms (rural and urban) that produce Illinois Specialty Crops to learn about sustainable farming practices.

- In partnership with Careers In Culinary Arts Program, 20 weeks of instruction (9 hours per week) to 60 low-income high school youth from Chicago's south side.
- 23 cooking lessons and instruction on how to eat healthfully on a tight budget provided to 18 adults. The classes focused on Illinois Specialty Crops.

ii) N/A

iii) Projected Outcomes Compared to Actual

1) We expected to work with approximately 330 local low-income elementary and high school students to teach them the benefits of sustainable agriculture, nutrition and food preparation.

Actual:

In-school: 330 students + 18 parents

Farm visits: 45 youth + 3 parents

High school: 60 high school youth

91+% of the 48 local youth and parents participating in the farm visits reported an increase in knowledge about how food is grown as a result of visiting the farms.

100% of the 30 youth participating in the fall 2010 high school after-school cooking classes reported that they had learned something new about health and nutrition that they would use in their daily lives through their participation in the program. **90%** of these stated that they had already changed their lifestyle and/or diet to be healthier because of what they had learned. Some of the ways they had done so were “drink less pop,” “cut down on chips and eating more fruit,” “started buying more fruit and vegetables,” “eating breakfast more,” “stopped eating at McDonalds and drinking pop,” “eat complete meals, don’t skip meals, limit snacking.”

2) We expected to increase the attendance of low-income residents at the Market over the previous year.

Actual:

The 61st Street Farmers Market redeemed \$10,118 in LINK purchases in 2010. In addition, we reimbursed our farmers and vendors \$7,335 in Double Value Coupon purchases made by LINK recipients. These figures are more than twice our 2009 figures.

61% of LINK customers surveyed in our 2010 Market survey on a very rainy day in September reported being new to the Market in 2010. Of these, **94%** reported that they come to the Market primarily to purchase fresh produce.

3) We expected to work with approximately 30 local adults through two cooking class series in 2010. Through these classes, we aimed to increase their knowledge of how and why to purchase sustainably grown foods, and how to prepare the foods they buy.

Actual:

Number of participants: 18

100% of the adult participants surveyed reported an increase in the number of meals cooked per week.

4) We expected to increase local knowledge of foods, food preparation, sustainable farming practices, and nutrition among children and adults through weekly Market School programming.

Actual:

55% of Market customers who took our 2010 Market survey in September reported an increase in knowledge about how food is prepared as a result of weekly Market School programming. **58%** reported an increase in knowledge about nutrition and healthy eating as a result of weekly Market School programming.

iv) According to our annual survey, 70% of the LINK/SNAP customers surveyed at the Market in September 2010 reported an increase in consumption of fruits and vegetables as a result of shopping at the 61st Street Farmers Market. This is the first year that we have gathered that information in our survey.

f) Beneficiaries

i) Low-income residents of the Woodlawn neighborhood who shop at the 61st Street Farmers Market and neighborhood children from low-income families are the primary beneficiaries of the educational and outreach efforts supported by the Experimental Station/61st Street Farmers Market 2010 Illinois Specialty Crop grant.

Producers of Illinois Specialty Crops that sell at the 61st Street Farmers Market benefited from increased sales resulting from educational and outreach efforts supported by the Experimental Station/61st Street Farmers Market 2010 Illinois Specialty Crop grant.

The general population of Chicago's south side that shop at the 61st Street Farmers Market benefited from at-Market educational activities.

ii) In 2010, our LINK/SNAP customers purchased \$10,118.44 of LINK-eligible foods, \$5,751.69 (57%) of which was spent on Illinois Specialty Crops. To that \$10,118 is added another \$7,335 in Double Value Coupon sales. Of the \$7,335 in DVCP purchases, \$4,059 (55%) was spent on Illinois Specialty Crops. Thus in 2010, the 61st Street Farmers Market's LINK and DVCP programs enabled our low-income neighbors to purchase \$9,810.69 in fruits and vegetables at our Market and generated \$9,810.69 in revenues for producers of Illinois Specialty Crops.

g) Lessons Learned

i) We have learned that there is great interest and need in the Woodlawn neighborhood for sources of fresh and healthy foods and nutrition education. At the same time, there are also numerous social, financial, cultural, and other obstacles that individuals face that prevent them from following through on their interest. It is important to identify these obstacles to better understand the success or failure of components of the project and, in some cases, how to create incentives that will lead to success in the long term.

ii) We have been pleased that the 61st Street Farmers Market educational programming and incentives for low-income customers has been embraced as the model for other markets in the Chicago area put forward by LISC/Chicago and Kraft Foods in a recent RFP for funding.

iii) Although many of our neighbors demonstrated initial interest in participating in the spring series of adult cooking classes, and even signed up for them, the majority of these did not actually attend. We discovered that promoting the cooking classes to adults who were not previously Market customers was not as effective as promoting them through the Market itself. We believe that adults that already had experience of the Market were more confident and less fearful of trying the cooking lessons, being familiar with the location and with people associated with the Market. We then encouraged them to bring a friend.

h) Contact Person

i) Connie Spreen, Executive Director, Experimental Station

Phone: 773-241-6044

Email: connie@experimentalstation.org



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No Downtime for the 61st Street Farmers Market!

The 61st Street Farmers Market, a program of Experimental Station, ended its third market season on December 18. Despite what you may think, the Market does not actually go into hibernation until May. During these months, we are busy taking stock of last year's activities, teaching adults and children in the local community about food, healthy eating, and sustainable farming practices, raising money to continue our programs, and getting ready for our fourth season—which will open on Saturday, May 14!



We are very pleased that, in 2010, the 61st Street Farmers Market drew new vendors and many new customers to our Market, putting smiles on our farmers' and vendors' faces and breaking our own record for LINK/SNAP (formerly food stamp) sales. From 2008 to 2010, our LINK sales have grown from \$1,100 to \$10,100—that's an increase of almost 1000%! Plus our Double Value Coupon Program, funded by Wholesome Wave, enabled us to match LINK sales up to \$25 per cardholder per market day, putting yet another \$7,300 of fresh fruits, vegetables and other healthy foods on the tables of our neighbors.

Here are some additional achievements of the 61st Street Farmers Market in 2010 and things already in the works for 2011:



How to Reach Us

The Experimental Station
6100 S. Blackstone Ave.
Chicago, IL 60637

[Map](#) | [Directions](#)

Main Office: 773-241-6044

Bike Shop: 773-241-5458
info@experimentalstation.org

[Join Our E-mail List!](#)

Donate

[Make A Donation](#)

Your donations directly support our innovative mix of cultural projects and small enterprises.

Put "Blackstone Bikes" in the memo line to double your donation through our [matching grant](#).

We also accept in-kind donations -- check out our [wish list](#) to see what we need.

- * We provided workshops on healthy eating to over 300 Woodlawn children from grades 1-5.
- * We provided 20+ free cooking lessons to 18 adults from the local community.
- * We helped to provide 20 weeks of after-school cooking lessons to 60 high school youth from the South Side.
- * We took 45 local youth on two day-long trips to farms operated by farmers who sell at our Market.
- * We are providing weekly cooking lessons to Woodlawn youth (ages 8-16), teaching them to prepare healthy and delicious dishes at home.



- * We have created a "Farmers Market Healthy Eating Workbook" to use in our in-school workshops in 2011 and 2012, and that students can take home to their families to teach them about how and when fruits and vegetables grow and are prepared.
- * With a grant from the USDA, we are providing free consulting services to all farmers markets in Illinois that are interested in instituting LINK/SNAP services and double value incentive programs at their markets.

We are now gearing up for the 61st Street Farmers Market's fourth season serving the Woodlawn, Hyde Park and surrounding neighborhoods. In 2011, the Market will continue to grow, as we add new vendors, new customers, and new initiatives to make the healthiest foods around accessible and affordable for all.

In 2011, the 61st Street Farmers Market's will operate outdoors rain or shine EVERY SATURDAY from MAY 14 - OCTOBER 29, 9AM-2PM. The Market is located on 61st Street between Dorchester and Blackstone Avenues. See you there!

The 61st Street Farmers Market is currently funded by the United States Department of Agriculture, Illinois Department of Agriculture,

Upcoming events

- No upcoming events available

[more](#)

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The Searle Funds at The Chicago Community Trust, Leo S. Guthman Family Fund, Harper Court Arts Council, Wholesome Wave, and individual donors like you.

March 29, 2011 - 4:44pm [Permalink](#)



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Former SNAP Recipient Helps Increase Access to Fresh Produce at Farmers Markets

Posted by [Megan Bensette, Public Affairs Intern, FNS Midwest Region](#), on March 24, 2011 at 4:10 PM



Corey Chapman, EBT Coordinator for City of Chicago farmers markets, processes a woman's benefits card so she can purchase items at the market.

If there's one thing Corey Chatman is passionate about, it's making sure everyone has access to fresh fruits and vegetables. Maybe it's because he knows what it's like to rely on the [Supplemental Nutrition Assistance Program](#) (SNAP) for nourishment.

During the recent financial crisis, Corey was down on his luck and needed SNAP assistance to make ends meet. After he found a job with the Chicago-area nonprofit, Experimental Station, Corey was able to discontinue his SNAP benefits. To this day he's adamant about promoting the safety net that helped him through a tough time.

"I view this as a tremendous opportunity to give back to the community...by helping a valuable government program that helped me when I needed it the most," he says. For his day job, Corey helps Chicago farmers markets set up [Electronic Benefit Transfer](#) (EBT) machines so they can accept SNAP benefits. He set up the first EBT machines in 2010, and soon after farmers markets sales soared. Participating markets earned a record \$28,944 in total SNAP/EBT transactions. And one market even broke Illinois state records for both complete season and one day sales.

Ensuring families have access to nutritious food, including fresh fruits and vegetables, is a key objective of the First Lady's [Let's Move!](#) initiative aimed at reducing childhood obesity and improving the health of Americans. And farmers' markets are vital in providing this access. Corey's future plans include implementing EBT machines at farmers markets across the state. He will happily offer free EBT consulting, training and on-site maintenance services to market managers, thanks in large part to a USDA [Farmers' Market Promotion Program](#) (FMPP) grant.

We look forward to an update on Corey's work as he continues to help those in need.



Tags: [Chicago](#), [EBT](#), [FMPP](#), [FNS](#), [Illinois](#), [Let's Move](#), [SNAP](#)

[Food and Nutrition](#)

2 Responses to "Former SNAP Recipient Helps Increase Access to Fresh Produce at Farmers Markets"

1.  [Toucan Foods](#) says:
[03/24/2011 at 5:16 PM](#)

This is fantastic! What about adding CSA's to the program? I would love to see this rolled out in central Ohio where Toucanfoods.com is working to connect people to information about eating fresh foods. We are developing a directory of Farm Markets and CSAs to include on our website and indicating if they offer SNAP EBT machines.



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Summer Farm Field Trip



Farms in August may be hot, humid and full of smells and insects not usually found in the city, but when twenty-five youth went on the third annual farm trip with the Experimental Station, they soon learned to love the chickens. Drawing kids from the Blackstone Bicycles Works Youth Program and the neighborhood, the August 31st tour visited Tempel Farms Organics (Old Mi Creek, IL) and River Valley Ranch (Burlington, WI), where we learned about raising chickens and growing mushrooms, respectively.

September 21, 2010 - 2:40pm [Permalink](#)



How to Reach Us

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1) Narrative

a, b) Summation & Project Title

The purpose of the Edgebrook Farmers Market Specialty Crop program featuring “Learn Great Foods” cooking demonstrations was to increase the education and awareness of our specialty crops to create healthier lifestyles. We made this happen through increased advertising and hosting cooking demonstrations on-site by Learn Great Foods from May to October. Our increased funding allowed us to educate the public, while also allowing them to ask questions, taste test and take home free educational Foodbooks for future use. We had a very successful summer long initiative where we spoke at seminars, worked with other local partnering organizations and our farmers market to increase traffic flow. We plan on continuing to educate the public in future years by hosting similar demonstrations.

c) Project Summary

i) Planning for this initiative went very well. We were able to get our Foodbooks at a very reasonable cost by ordering in advance. This worked to our advantage and allowed for us to make any necessary changes based on scheduling, seasonal crops, availability etc. After placing our order, dates of specialty crops being grown and farmers’ conflicting schedules caused us to change our original Foodbook order. Our contacts at Learn Great Foods were very understanding and flexible to help modify our six month plan to fit our needs based on unexpected circumstances. Overall, we had little to no deviation from what we originally intended to do. We scheduled twelve specialty crop demonstrations, two per month starting in May and ending in October. May 19th we featured asparagus in an

asparagus lemon pasta and May 26th we featured herbs in a spring green soup recipe. June 16th we featured lettuce with a warm greens and herb salad (with bacons and blue cheese) and on the 23rd we featured strawberries in a refreshing strawberry smoothie recipe. On July 14th we featured beans in a grilled chicken and yellow wax bean salad and on the 21st we featured tomatoes in a summer salad with fresh dill recipe. On August 11th we featured blueberries in a blueberry chipotle barbeque sauce and on the 18th we featured eggplant in a grilled eggplant and pepper sandwich bites with a lemon garlic aioli sauce. On September 8th we featured potatoes in a french potato salad and on the 15th we featured apples in an apple, celeriac, and potato mash. On October 6th we featured winter squash in a roasted butternut squash (in brown butter and nutmeg) and on the 13th we featured pumpkin in a pumpkin chipotle sauce.

ii) It was very helpful to host special demonstrations in order to set us apart from all other local farmers markets this year. While many local businesses attempted to create a brand new farmers market, Edgebrook was able to distinguish ourselves from every other market by adding in a way for people to shop and learn the right way to utilize the specialty crops they purchase for healthier eating. We also feel that our special & unique Learn Great Foods demonstrations came at just the right time. While there was an increase in the number of farmers markets for 2010, we were able to offer a special way for consumers to get more out of their shopping experience.

Our Learn Great Foods demonstrations were very successful and well received from the start. We were a little concerned that the traffic flow would be light

because our farmers market is significantly smaller in May than the rest of the season because of crop growth, etc. We were very pleased with the amount of people that visited our market, and especially the people that supported our cooking demonstrations. We purchased roughly 200 total foodbooks for each individual specialty crop being promoted. Based on our reports there were between 65 and 150 foodbooks given away at demonstrations. Although we do not track the specific number of attendees at the market, it is safe to correlate the amount of foodbooks given away to the amount of people engaged in the cooking demonstrations. The remainder foodbooks were given away in complete bundles of all twelve different books to promote the demonstrations to co-operative partners or people willing to advertise these demonstrations at no cost. We also left extra foodbooks at proceeding markets for people to take if they missed a previous demonstration and wanted to collect the twelve different types. Our pre-planning efforts worked to our advantage resulting in well attended demonstration in May. We also noticed the awareness spread when media outlets began to inquire and invite us to do early morning on-air demonstrations along with interviews for stories in print media. We also partnered with local organizations to talk at "Planting Pride" meetings put on by the City of Gardens through the Rockford Park District. We also strategically placed our advertising around each of these opportunities leading up to each demonstration date throughout the six months.

iii) Our previous grant in 2009 helped to increase our advertising for the Edgebrook farmers market as a whole. Even though it did not directly help to increase awareness specifically for our Learn Great Foods demonstrations, it still

increased awareness about our great summer long farmers market through effective advertisements and marketing. This allowed us to show that we are active and in support of the city-wide effort to promote locally grown specialty crops. This was a nice compliment to show Edgebrook's dedication to this great cause and continued building through awareness.

d) Project Approach

i) Our farmers market continued to attract consumers and the assigned chefs did an excellent job demonstrating and keeping everyone engaged. Each chef went into great detail regarding ingredients, how to prepare, the specific vendors they purchased the specialty crops from, and a little background of the significance in eating fresh locally grown produce. The biggest challenge is always to engage more people and to spread the word. Many of the people that know about it are very impressed. The focus going-forward is to keep growing the program to increase our following.

ii) We have worked with GinestraWatson Advertising Agency to create a media schedule to utilize newspapers, posters/handbills, radio, television and internet advertising. We used grant dollars along with our matching funds to create constant awareness. A good amount of our advertising dollars went to the local newspaper (The Rockford Register Star and Rock River Times) because we have found through our tracking that they bring a lot of hits to our website, where we also promote the farmers market, Learn Great Foods and the Illinois Department of Agriculture "Where Fresh Is" campaign.

e) Goals and Outcomes Achieved

i) Posters and handbills were dispersed at Edgebrook merchant stores and at special events in the local community to create a co-operative advertising plan. For tracking purposes we also purchased recyclable bags promoting Edgebrook in conjunction with the City of Gardens (Rockford Park District). We used these bags as giveaways that we were able to track as well. In conjunction with our paid advertising, a press release was sent to media outlets to help create added awareness. The market was also listed on several community calendars, company websites, facebook and twitter. We were able to create very specific target market ads by teaming with Cumulus Radio as well. Their statistics helped us to customize the specific times/days we advertised, to inform listeners of where they could find specialty crops at our farmers market. We teamed with "Peak On The Go" to advertise directly to health conscious consumers. "Peak On The Go" chose to support our cause by writing an article extolling our specialty crops and promoting the market as a healthy eating option, which was at no cost to us. We also had a no cost opportunity to demonstrate specialty crop lettuce on our local news station to early morning viewers prior to the market that day. We purchased roughly 200 total foodbooks for each individual specialty crop being promoted. Based on our reports there were between 65 and 150 foodbooks given away at each individual demonstration. This was roughly over 1,000 total foodbooks distributed throughout the season between May and October. Each recipe utilized a variety of crops from the market which gave an increased benefit to our demonstrations all season. Even though we highlighted one particular specialty crop, others were used to support and

in turn we were able to create awareness on multiple crops each week. This helped to create the value of all types of crops that were sold at our market. Our free giveaway foodbooks helped the demonstrator discuss which specialty crops were significant and which specific farmers at our market sold these crops. Each foodbook was filled with interesting information and facts regarding specialty crops. It was difficult to determine which foodbooks were more favorable over others, I feel they were all very beneficial in their own right. The only two reasons we feel distribution was down on some foodbooks is due to inclement weather and late delivery of certain foodbooks, which were factors out of our control.

ii) Each of these strategic advertising media contributes to the crucial marketing program we have integrated for effectiveness. We have set the foundation necessary in order to build on this for a “big picture” plan.

iii) The effectiveness of our advertising was based on repetition and recognition. Our goal was to link our farmers market and IDOA together to acknowledge healthy living associated with the specialty crops we offered. In order to accomplish this goal, we consistently advertised this message to the general public as they were faced with many options of where to purchase specialty crops. We wanted to continue to retain our current consumers, but gain as many more as we could. The farmers and growers selling these specialty crops were able to educate consumers on the crops that they sold. These vendors have a passion for promoting specialty crops and create relationships with their clientele to encourage repeat sales.

iv) We have begun the planning process for 2011; we will develop our own cooking demonstrations with the chefs at the eateries at Edgebrook. They will do a very similar process to promote healthy eating of locally grown specialty crops. They will also have the opportunity to offer specials within their own eateries incorporating the recipes they used at the farmers market. This is the type of natural tie in that we see working for the benefit of both our farmers market and our Edgebrook retailers. We will also continue to advertise our future efforts to enhance the effectiveness of the market. In all of our advertising/marketing efforts we will be sure that we are tracking the effectiveness to see what is working, driving traffic and worth continuing for future success.

f) Beneficiaries

i) There are many individuals and businesses that have benefited from the funding of this advertising grant. The farmers of the Edgebrook farmers market, Edgebrook merchants, Learn Great Foods, GinestraWatson advertising agency, The Rockford Park District, Cumulus broadcasting, Peak On The Go, Cumulus, Comcast, The Rockford Register Star, The Rock River Times, and health conscious consumers that were involved and participated in the 2010 Edgebrook Farmers Market.

This project benefited all parties involved that were able to capitalize on the opportunity to partner with such an initiative that is unique and different. The purpose of this project was to create awareness and to educate consumers on the benefits of specialty crop consumption. This translated into increased sales and will allow the Edgebrook farmers to prepare and grow specialty crops for 2011.

ii) This is also beneficial because we used our grant funds to support other local businesses and to keep our dollars within our local community. Our future goals are to continue educating and bringing awareness within our local community to emphasize specialty crops through marketing/advertising and unique initiatives.

g) Lessons Learned

i) As a result of this project we have learned that hosting demonstrations along with having a strong marketing and advertising plan is associated with increased traffic, which translates into positive selling. Positive selling is a direct result of consumers' interest in the benefits of specialty crops and value healthy lifestyles.

ii) There are always going to be unexpected circumstances that will pose a challenge. Since we are an outdoor retail center, weather always poses a threat to a great day of sales. We were able to customize our marketing efforts with creative advertising, regardless of poor weather conditions. We found that although weather does have an impact, it is not cause for a bad selling day.

iii) Consumers will still shop for the specialty crops that they need, especially if they know they can only get these crops on Wednesday from 9 a.m. to 1 p.m. We are much better at working with the weather conditions and the seasonal impact on specialty crops. We will continue to promote appropriately going forward.

h) Contact Person

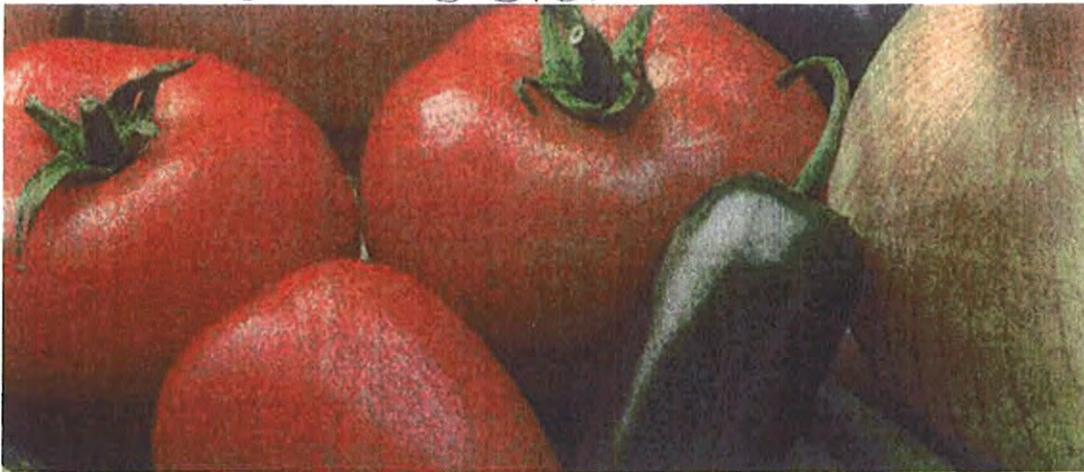
i) The best person (or persons) to contact are myself, Andrea Mandala - Marketing and Events Coordinator and I can be reached by phone at 815-398-8957 (office) or 815-218-8476 (cell) or email at amandala@orputcompanies.com. If I am not available, Mike Boehm- Director of Property Management can be reached by

phone at 815-398-1708 (office) or 815-713-8755 (cell) or by email at mboehm@orputcompanies.com.

l) Additional Information

i) Edgebrook appreciates the financial contribution IDOA provided in order to make our 2010 farmers market a continued success. It has been great to be a part of an initiative promoting specialty crops and healthier lifestyles. As we move forward with our efforts we will continue to evaluate effective and unique ways to promote healthier eating to our community. You may visit our company websites at Edgebrookshops.com or orputcompanies.com.

ELEVATOR SIGN



FARMERS'  MARKET

EVERY WEDNESDAY
9:00 AM TO 1:00 PM
MAY 5 TO OCTOBER 27

Cooking demonstrations and FREE Food Books available all Summer long. See the events page on our website for specific dates and times. For updates and recipes join our e-Newsletter.



Edgebrook

1601 NORTH ALPINE RD ROCKFORD, IL WWW.EDGEBROOKSHOPS.COM

Chat (9)

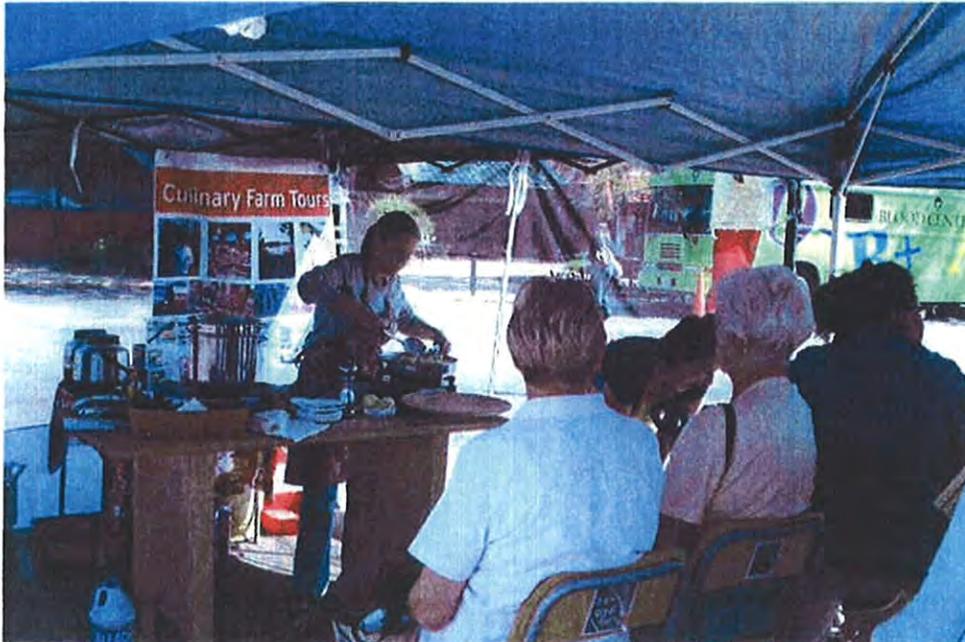
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Edgebrook's Photos - Edgebrook Farmers Market - May 2010

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Chef Pat preparing Asparagus Lemon Pasta at the Edgebrook Farmers Market! Interested in the recipe? Contact the Edgebrook Management office at 815-226-0212!

From the album:
[Edgebrook Farmers Market - May 2010](#) by Edgebrook

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American Pickers on HISTORY

 This isn't your grandmother's antiques. Season two premieres Monday, June 6 at 9/8c on HISTORY! [Carly LaManca](#) likes American Pickers on HISTORY.

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 Dr. Miles Feldspar has discovered the origin of the Water Slide here in Wisconsin [Mike Williamson](#) likes Travel Wisconsin.

[Like](#)

INFO TO GO

 Look at us now! LIKE us today! Not just for Realtors anymore - our info tubes and sign hardware are for everyone!

[Like](#)

Edgebrook



We are proud to welcome “Learn Great Foods” to our farmers market this year. They will be hosting demonstrations from 9am to 11am on select Wednesdays (see schedule below). These demonstrations will educate our community on the health benefits of the local specialty crops sold at the Edgebrook Farmers Market. “Foodbooks” packed with recipes, facts, and the benefits of specialty crops will be given away – limited quantity available.

May

19th featuring Asparagus
26th featuring Herbs

June

16th featuring Lettuce
23rd featuring Strawberries

July

14th featuring Beans
21st featuring Tomatoes

August

11th featuring Blueberries
18th featuring Eggplant

September

8th featuring Potatoes
15th featuring Apples

October

6th featuring Winter Squash
13th featuring Pumpkin

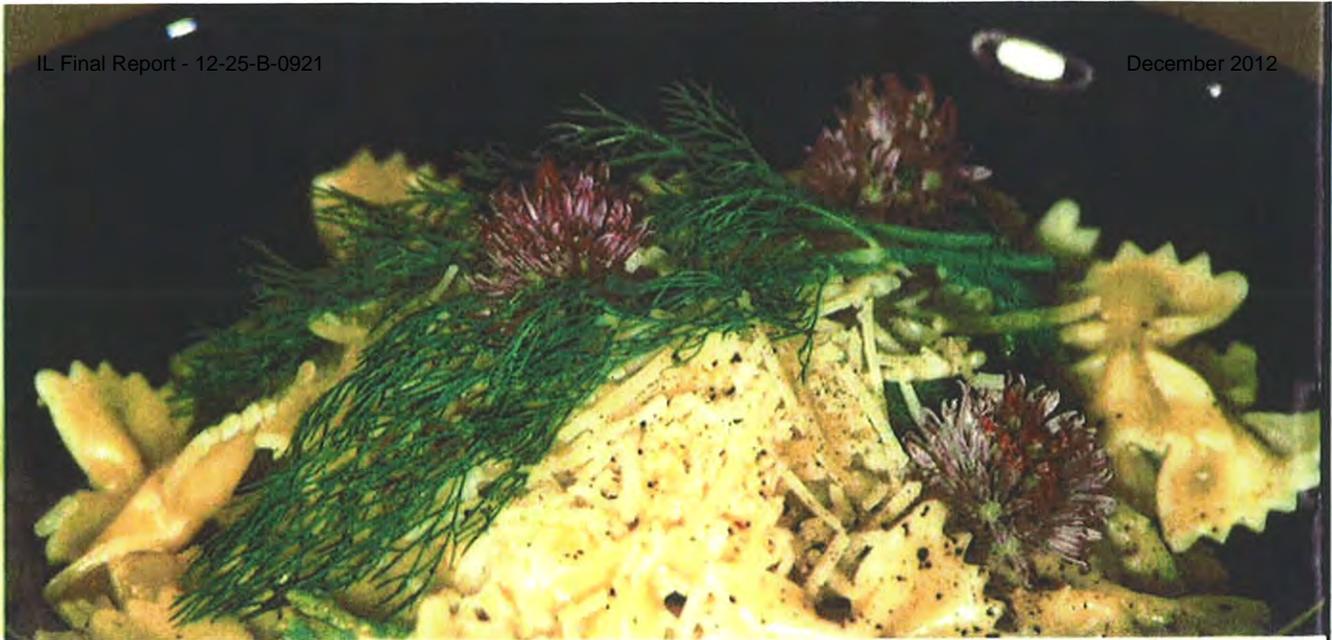


Photo by Doug Bergren

Asparagus Lemon Pasta

Recipe by Chef Donna Duvall, Food Fancies, Spragueville, Iowa

| Serves 2-4 |

Ingredients

- ½ pound asparagus, cleaned, trimmed, and cut diagonally into ½-inch pieces
- 5 quarts water, lightly salted
- 3 tablespoons butter
- ¾ cup heavy cream
- 3 lemons, juice and zest (¼ cup fresh lemon juice needed for recipe)
- ¾ teaspoon salt
- 1 pound bow-tie pasta
- ½ cup flat-leaf parsley, finely chopped
- salt and pepper to taste
- 1 cup grated Parmesan cheese

Directions

1. Boil or steam asparagus until crisp-tender, about 3 minutes. Transfer asparagus to a colander and rinse under cold water to stop cooking. Drain asparagus well and set aside.
2. In a large kettle, bring salted water to boil for pasta.
3. In a deep 12-inch skillet, heat butter and cream over moderately low heat until butter is melted. Stir in lemon juice, zest, and salt. Remove skillet from heat and cover to keep sauce warm.
4. Prepare pasta according to package directions. Ladle ¼ cup pasta water into sauce and drain pasta in colander.
5. Immediately add pasta and asparagus to sauce, toss, and cook over moderate heat until heated thoroughly. Add parsley and additional salt, if necessary, and pepper to taste; toss well.
6. Sprinkle pasta with a little Parmesan cheese and serve extra on the side.

May
19th



Photo by David L. Fox

May
26th

Spring Green Soup

| Serves 8 |

Recipe by Patricia Lebnhardt, Great Galena Cookery, Galena, Illinois

Ingredients

- 2 tablespoons olive oil
- 1 or 2 leeks or rhubarb stalks,
diced
- 1 bunch asparagus, trimmed
and cut into ½-inch pieces
- 2 cups tiny fresh or frozen peas
- 8 cups chicken or vegetable
stock
- ½ cup small pasta, such as orzo
or small shells
- 1 can cooked white beans
- handful of herbs, finely chopped
- freshly ground black pepper
and salt to taste

Directions

1. In a soup pot, heat the olive oil and add the leeks (or rhubarb). Sauté until softened and starting to brown.
2. Add the asparagus, peas, and stock. Bring to a boil and simmer until almost tender, about 3 minutes.
3. Add the pasta. Cook until tender, about 5 minutes.
4. Add the beans and heat thoroughly.
5. Add the herbs.
6. Check for seasoning and add pepper and salt, if needed.



Photo by David L. Fox



Warm Greens and Herb Salad with Bacon and Blue Cheese

| Serves 8 |

Recipe by Patricia Lehnhardt, *Great Galena Cookery*, Galena, Illinois

The scent and flavor of this salad is so heavenly, we guarantee it will take many prisoners and leave no leftovers.

Ingredients

Dressing:

- ½ pound sliced bacon, diced
- 4 tablespoons olive oil, as needed
- 2 tablespoons finely minced onion
- 1 clove garlic, finely minced
- ¼ cup balsamic vinegar
- freshly ground black pepper, to taste
- 1 tablespoon fresh lemon juice

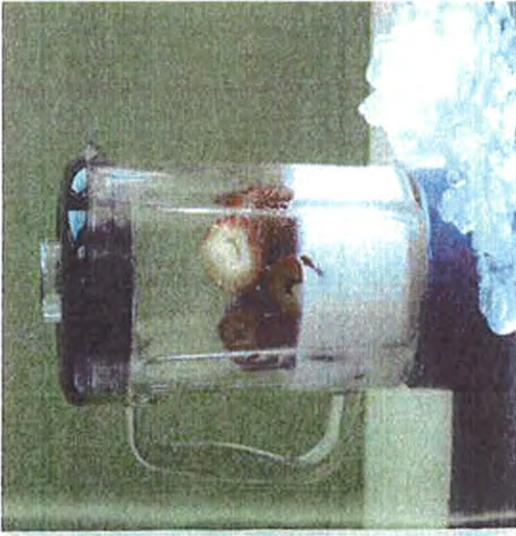
Salad:

- 6–8 cups fresh salad greens, from the garden or farmers market
- ½ cup fresh herb leaves, no stems
- 4 ounces blue cheese, crumbled

Directions

1. Fry bacon until crisp.
2. Remove bacon with slotted spoon and reserve. Leave 4 tablespoons bacon fat in the pan or discard and add olive oil as needed.
3. Heat pan and sauté onion and garlic until softened, about a minute. Add vinegar, pepper, and lemon juice.
4. Just before serving, toss lettuce and herbs in a bowl. Bring dressing to a boil and pour it over lettuce while tossing to wilt it evenly.
5. Garnish with cheese and reserved bacon. Serve immediately.

Photos by Doug Berggren



Strawberry Smoothie

Recipe by Marlene Zimmerman, Log Cabin Produce, Orchard, Iowa

| Serves 4 |

Ingredients

- ½ cup ice
- ½ teaspoon vanilla
- 3 tablespoons sweetener, such as honey or maple syrup
- 3 cups milk
- 2 cups fresh strawberries

Directions

1. Place ice, vanilla, sweetener, and milk in blender; mix.
2. Add berries and continue mixing until smoothie is desired thickness.

Alternate Preparation: *During the winter, you can substitute frozen berries for fresh berries and ice. When making smoothie with frozen berries, use 2 cups frozen strawberries to 3 cups milk.*

Alternate Serving Suggestions:

To make a cold soup, omit the ice, and blend 1 tablespoon sweetener, 1½ cups milk, 1½ cups sour cream, 3 cups strawberries, and ¼ cup chopped tarragon. To serve, swirl in sour cream, crème fraîche, or yogurt to add tartness and transform the dish into a sophisticated chilled summer soup. Add a sprig of tarragon.

(Thanks to Kiki Benson, A Moveable Feast, Rockford, Illinois, at Edgebrook Farmers Market.)



Photo by Priscilla Lehnhardt

Grilled Chicken and Yellow Wax Bean Salad

| Serves 4 |

A composed main dish salad, perfect for summer, when beans are at their peak!

Ingredients

Dressing

- 1 clove garlic, minced
- 1 teaspoon Dijon mustard
- 3 tablespoons lemon juice
- ½ cup olive oil
- 1 tablespoon honey
- ½ teaspoon salt
- ¼ teaspoon freshly ground pepper
- 1 tablespoon chopped fresh tarragon

Salad

- 2 large skinless, boneless chicken breasts
- 2 large potatoes
- 2 tablespoons olive oil
- ½ large red onion, cut into ½-inch slices
- 1 pound yellow wax beans, cooked until tender
- 4 small tomatoes, quartered
- 1 red bell pepper, cut into strips
- sprigs of tarragon

Directions

Dressing

Whisk all the ingredients together in a medium bowl, or shake vigorously in a jar.

Salad

1. Place the chicken breasts in a glass dish or plate and pour ¼ cup dressing over them. Turn to coat. Let sit for 30 minutes to come up to room temperature.
2. Parboil the potatoes until just tender, about 10 minutes. Peel and slice ½ inch thick. Brush with some of the olive oil.
3. Brush the red onion slices with the remaining olive oil.
4. Preheat the grill to medium hot. Grill the chicken, potatoes, and onions until the chicken is done to 165 degrees (about 5 minutes on both sides), the potatoes have nice grill marks, and the onion is tender.
5. Cut the potatoes and onion slices in quarters and slice the chicken.
6. Compose the salad with the yellow wax beans in the center of the plate. Arrange chicken slices, and portions of potatoes, tomatoes, onions, and peppers around the beans. Drizzle the dressing over all the ingredients or serve on the side. Garnish with tarragon sprigs.



Photo by Doug Bergren

July
21st

Summer Salad with Fresh Dill

Recipe by Chef Donna Duvall • Food Fancies, Spragueville, Iowa

| Serves 6 |

Ingredients

2 tomatoes*
sprinkles of salt
1 cucumber, peeled
1 onion**
1 bell pepper
½ cup sour cream
½ cup mayonnaise
2 teaspoons lemon juice
1 tablespoon chopped fresh dill
salt and pepper

Directions

1. Cut tomatoes in half, sprinkle with salt, and invert on a paper towel for 15 minutes. Chop.
2. Chop cucumber, place in a colander, and sprinkle with salt. Let stand for 15 minutes. Pat dry with paper towels.
3. Chop onion and bell pepper.
4. In a medium bowl, toss together tomatoes, cucumber, onion, and bell pepper.
5. Blend sour cream, mayonnaise, lemon juice, dill, salt, and pepper in a small bowl.
6. Dollop dressing on mixed vegetables. Serve.

*Tomatoes of your choice—pick the freshest, prettiest, most flavorful varieties

**Vidalia, Walla Walla, Maui

SUGGESTED VARIATIONS: *Substitute cider vinegar for lemon juice. | Substitute tarragon for dill.*

SERVING SUGGESTIONS: *Use orange or multicolored bell peppers. | Serve in a lettuce-leaf cup. Garnish with parsley or dill and a few finely chopped peppers or scored cucumber slices.*



Aug. 17th Blueberry Chipotle Barbeque Sauce

| Makes about 1½ cups |

Serve with cheese, appetizer meatballs, or grilled meats.
Also great as a sandwich spread.

Ingredients

- 2 teaspoons canola oil
- 1 large shallot, minced
(about 2 tablespoons)
- 1 large clove garlic, minced
- 1 tablespoon minced fresh ginger
- 2 tablespoons honey
- 1 tablespoon soy sauce
- 2 cups blueberries, fresh or frozen
- 1 small canned chipotle pepper,
minced (about 1 teaspoon; more
or less to taste)
- salt to taste

SERVING SUGGESTIONS: Try the sauce
on brie and crackers, or with meatballs.

Directions

1. Heat the oil in a saucepan. Add the shallot, garlic, and ginger and sauté until softened.
2. Add the honey, soy sauce, blueberries, and chipotle. Bring to a boil.
3. Cook until the berries are soft and starting to break down, about 10 minutes.
4. Season with salt and puree in a blender until smooth.





Photo by Doug Bergren

Aug. 10th Grilled Eggplant and Pepper Sandwiches with Lemon Garlic Aioli

Recipe by Chef Donna Duwall, Food Fancites, Spangueville, Iowa | Serves 4 |

Ingredients

- 1 small red onion, sliced ½-inch thick
- 2 portabella mushrooms, sliced ½-inch thick
- 1 eggplant, sliced ½-inch thick
- 2 teaspoons olive oil
- salt and pepper
- 1 large red bell pepper
- 8 slices rustic bread, such as sourdough, ciabatta, or multigrain
- 4 tablespoons herbed goat cheese, at room temperature
- 8 large basil leaves
- Lemon Garlic Aioli (recipe, next page)

Directions

1. Preheat grill or grill pan. Insert thin metal skewers into onion slices to hold them together. Brush onion, mushroom, and eggplant slices with olive oil and season with salt and pepper. Place onions, mushroom, eggplant, and whole red pepper on grill. Grill vegetables until browned and tender but not mushy, 4 minutes per side.
2. Remove eggplant, mushroom, and onions to a plate and cover. Put pepper in a small bowl and cover with a plate. When slightly cooled, peel, seed, and slice pepper into 1-inch-wide strips.
3. Brush bread with olive oil. Grill it long enough to brown and create grill marks on both sides.
4. Spread one slice of bread with goat cheese, top with eggplant, red bell pepper, onion, mushroom, and basil leaves. Spread Lemon Garlic Aioli on second slice of bread. Repeat for remaining sandwiches.

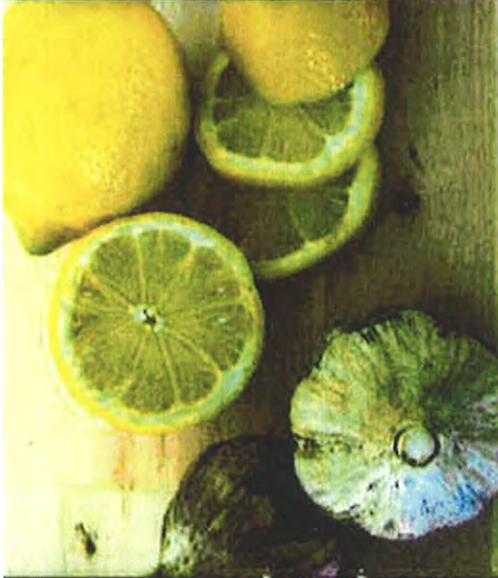


Photo by Jen Schaepp

Lemon Garlic Aioli

| Yield: 1 ¼ cups |

Ingredients

- 1 ½ cups mayonnaise
- ¼ cup fresh lemon juice
- 1 tablespoon white wine
- ½ teaspoon Dijon mustard
- 3 large cloves garlic, minced
- grated lemon zest, from one lemon
- 2 teaspoons minced thyme leaves
- 1 ½ teaspoons smoked paprika (optional)
- ¼ teaspoon cayenne pepper (optional)
- salt and pepper to taste

Directions

Combine ingredients in a small bowl, whisking to blend. Season aioli to taste with salt and pepper. Aioli can be made a day ahead. Cover and refrigerate.

Photo by Doug Bergren



Photo by Doug Bergren

BITTERNESS

Food writer Russ Parsons says, "Let's get one thing straight: Most eggplants are not bitter, even though they have every right to be after everything that has been said about them."



French Potato Salad

| Serves 4–6 |

Inspired by a Niçoise salad, this pairs perfectly with a tuna sandwich.

Ingredients

Vinaigrette:

- 1 clove **garlic**, minced
- 1 teaspoon **Dijon mustard**
- juice of 1 **lemon**
- ¼ cup **olive oil**
- 2 tablespoons chopped flat-leaf **parsley**
- 1 tablespoon chopped fresh **tarragon** (or 1 teaspoon dried)
- salt and pepper** to taste

Salad:

- 1 pound **red potatoes**, scrubbed but not peeled
- ½ pound **green beans**, trimmed and cut into 2-inch sections
- ½ small **red onion**, thinly sliced
- ½ cup **Kalamata olives**
- ¾ cup **grape tomatoes**, cut in half

Directions

1. In the salad bowl, whisk together all of the vinaigrette ingredients.
2. Place the potatoes in a saucepan and cover with cold water. Bring to a boil. Cook until potatoes are tender when pierced with the tip of a knife, about 15–20 minutes.
3. While potatoes are cooking, bring another pot of water to a boil. Drop in the green beans and cook until crisp-tender, about 5–6 minutes. Drain and refresh in an ice-water bath.
4. While the potatoes are still warm, cut into 1-inch pieces and add to the vinaigrette. Toss. Add the green beans and the onion, olives, and tomatoes.
5. Serve at room temperature.



Apple, Celeriac, and Potato Mash

| Serves

Apple becomes vegetable in this tasty dish. Use chicken broth in place of water for more flavor.

Ingredients

- 1 cup water (or broth)
- ½ teaspoon salt
- 1 pound firm (about 3 medium) red-skin apples, peeled, cored, and diced into 1-inch cubes (about 4 cups)
- 1 pound celeriac (celery root), peeled and diced into 1-inch cubes (about 2 cups)
- 1 pound (about 3 medium) russet potatoes, peeled and diced into 1-inch cubes (about 2 cups)
- 3 small shallots, peeled and trimmed
- 1 tablespoon unsalted butter, at room temperature
- ¼ cup crumbled blue cheese

Directions

1. Pour 1 cup water, salt (eliminate if using brot in place of water), apples, celeriac, potatoes, a shallots into a large pot. Bring to a boil, cover and cook until fork-tender, 10 minutes.
2. Coarsely mash vegetables, apples, and butter a pot with a potato masher. Stir in half the bl cheese. Taste, and season mash with salt and pepper.
3. Spoon the mash high into a serving bowl and garnish with remaining blue cheese.

This combination of sweet-tart apple with refreshing celeriac (celery root) and earthy potatoes is a winner. Use it in other dishes:

- Steam cubes till tender and toss with vinaigrette.
- Toss cubes with olive oil and rosemary on a cookie sheet, and roast at 400 degrees until tender and golden.
- Make it soup: Cook, mash, and stir into chicken broth and simmer.
- Make it coleslaw: grate raw apples and celeriac

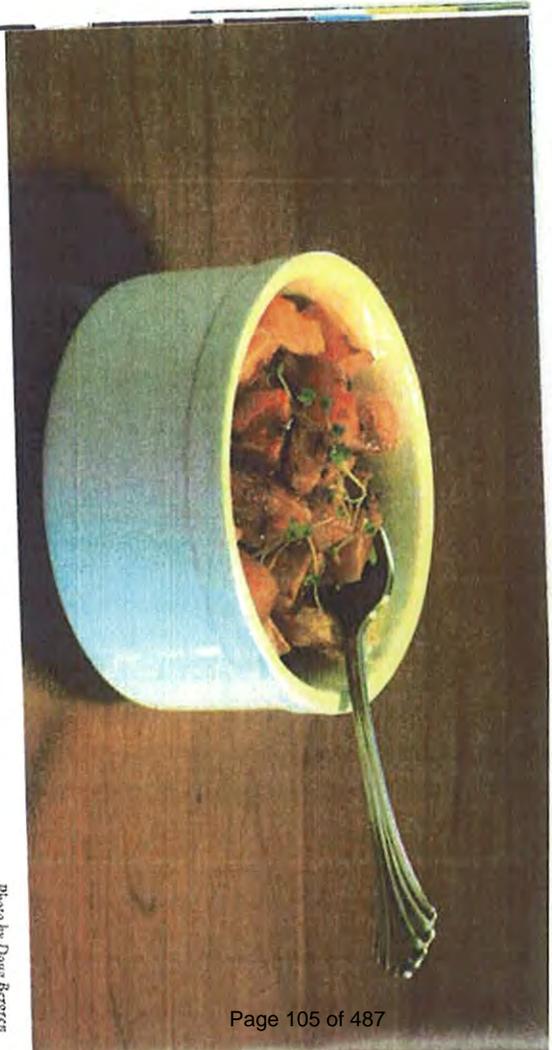


Photo by Doug Berger

Roasted Butternut Squash in Brown Butter and Nutmeg

Recipe by Chef Donna Duvall • Food Fancies • Springville, Iowa

| Serves 4 |

Ingredients

- 2 pounds (about 1 large) butternut squash, peeled and seeded
- nonstick cooking spray
- 2 tablespoons olive oil
- 3 tablespoons salted butter
- ¼ teaspoon freshly grated nutmeg

Directions

1. Preheat oven to 450 degrees.
2. Cut squash into 1-inch cubes. Spray a baking sheet with nonstick cooking spray.
3. Place squash on baking dish and drizzle with olive oil. Toss to coat and arrange in a single layer.
4. Bake for 20 minutes, or until very tender and beginning to brown, stirring occasionally. Transfer to a serving dish or bowl.
5. Melt butter in a small saucepan over medium-low heat, until the butter turns a nut-colored brown, about 4 minutes. Be careful not to burn it.
6. Pour butter over squash, toss to coat, and sprinkle with nutmeg.

Serving Suggestion: Garnish with sprouts or chopped herbs, if you wish.

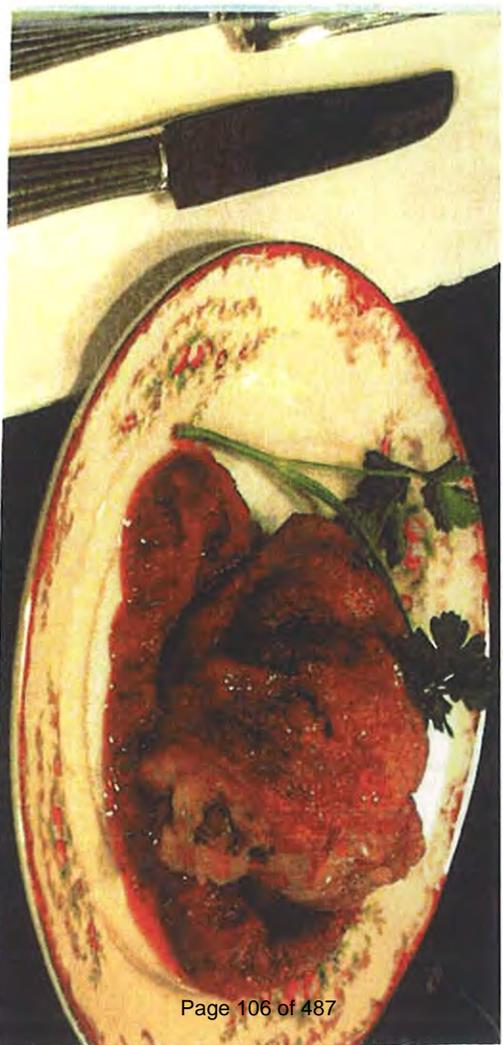


Photo by Doug Bergren

Pumpkin Chipotle Sauce

Recipe by Chef Donna Duwall • Food Fancies • Spragueville, Iowa

| Serves 6 |

Ingredients

- 1 cup canned solid-pack pumpkin
- 1 chipotle pepper, snipped or minced into tiny pieces
- 2 cups tomato salsa
- 2 tablespoons brown sugar
- 1 teaspoon ground cumin
- 1 teaspoon chili powder
- ¼ teaspoon ground nutmeg
- ½ teaspoon salt
- ¼ teaspoon black pepper
- olive oil
- 2 tablespoons garlic, minced
- 6 pieces chicken

Directions

1. In a medium-size pan, combine pumpkin, chipotle pepper, salsa, and seasonings (brown sugar, cumin, chili powder, nutmeg, salt and pepper) over medium heat. Cook until mixture almost boils, stirring occasionally, approximately 10 minutes.
2. Heat oil in a non-stick skillet over medium heat. Add minced garlic.
3. After 1 minute, add chicken and cook 8 to 10 minutes, or until done, turning occasionally.

Serving Suggestions:

Spoon a generous ½ cup of the pumpkin sauce over the bottom of each of 6 plates, placing chicken on top of pumpkin mixture.

“The Know Your Food...Know Your Farmer” Green City Market Brochure

Green City Market
Final Report - SC-10-09

PROJECT SUMMARY

Green City Market publishes an annual brochure called "Know Your Food . . . Know Your Farmer." The piece, available for free, serves as a platform to promote our Market highlighting our farmers and producers, their sustainable missions and their certified -or soon to be certified -crop and agricultural practices. In previous years, Green City Market published 2,000 copies; however, with the significant increase in traffic we experienced in 2009, along with establishing a year round presence kicked off in 2009, it became apparent that we had to be prepared to have ample supplies of this important and vital brochure.

Green City Market applied for a grant to the Illinois Department of Agriculture to assist us with increasing the number of copies to be printed and to create a more robust piece on recycled paper. With your support, we were able to print 25,000 copies of our brochure directly impacting our educational efforts and informing the general public about our organization, our farmers and producers, and the crops they bring to the Market for sale each week. We were also able to extend our reach to so many of our new patrons as the brochure acts as an introduction to our farmers and their growing philosophies. The timeliness and necessity of receiving funding for the brochure could not be more important as we seek to provide resources to our new and existing customers. **The Know Your Food...Know Your Farmer" brochure is the top educational piece for Green City Market.** It also serves as an extension of our mission: To improve the availability of a diverse range of high quality foods; to connect local producers and farmers to chefs, restaurateurs, food organizations and the public; and, to Green City Market support small family farms and promote a healthier society through education and appreciation for local, fresh, sustainably raised produce and products.

PROJECT APPROACH

In March 2010, our Application Committee met to review 2010 Farmer Applications and voted on those farmers who would be allowed into the market based on their certification and agricultural and land preservation practices. We received a record number of applications, over 85, and 60 vendors were approved. This number is a significant increase from 2008 when we had just 45 farmers at Green City Market. Of these 60 approved vendors, all but 4 of them were specialty crop producers. The 4 vendors that were not specialty crop producers sold prepared foods at the Market. In order to ensure our *Know Your Food...Know Your Farmer* brochure solely enhanced the competitiveness of specialty crops, the prepared foods vendors are required to purchase their product ingredients from specialty crop producers at Green City Market. Matching and In-kind support also supported these portions of the publication.

During first quarter of 2010, our Brochure Committee, including Green City Market Board Secretary Virginia Gerst, met to discuss and plan next steps. We also brought in Pon Angara, owner of Baraka Creative, who assisted us with the brochure over the past few years. We chose a local firm to print our brochure, Dot Press, who submitted the lowest bid.

From March thru May 2010, our committee reached out to our farmers for bios, photos and other related information for inclusion in the brochure. This was a significant task for our team as many farmers were out of town or hard to reach. It was imperative that every farmer be contacted, though, to ensure inclusion in "Know Your Food ... Know Your Farmer." By the June, all materials were in the hands of the printer. Copies were delivered to the Green City Market office and immediately available on Market dates.

GOALS AND OUTCOMES ACHIEVED

Pioneering local organic food advocate Alice Water has proclaimed Green City Market "the best sustainable market in the country" and in 2007, USA Today named Green City Market one of the country's top 10 markets. With your support, we were able to build on the momentum Green City Market created in 2009 while developing highly visible programs and increasing awareness of Green City Market through these marketing and promotional vehicles.

The "Know Your Food . . . Know Your Farmer" brochure further enhanced the message and mission of Green City Market and acted as the most visible (and free) educational piece for our new shoppers. This piece was widely distributed and was dispersed to every tour group that came through the Market as well as every shopper. The Know Your Food...Know Your Farmer brochure further connects our shoppers with our specialty crop producers and customers are really able to get to "know their farmer." This allows our customers and shoppers to begin building a meaningful relationship with their farmer. Once these relationships are formed, customer loyalty skyrockets and our producers benefit from continued and reliable sales.

Because of our Know Your Food...Know Your Farmer publication, our producers are happy to be able to report that compared to 2009, over half of our vendors saw increased revenues or no decline in sales. See below section "BENEFICIARIES" for more information on this statistic.

Green City Market has experienced a 40% increase in overall visitors and we anticipate over 200,000 patrons will attend our market by the end of 2010. Over 35,000 children visited Green City Market -a significant increase from 2009. This was due in part from developing tours that embraced our market and our Edible Gardens at The Farm in the Zoo program. Children received a guided tour from one of Green City Market's seasoned volunteers and were given the opportunity to taste farmer's products made available at the "Green City Market Children's Tasting Table."

BENEFICIARIES

Thousands of Chicagoans benefited directly from receiving the "Know Your Food ... Know Your Farmer" brochure. As a result of the Illinois Department of Agriculture's support, we increased the copies available for distribution and expanded our reach to children, families, and market patrons. This included Chicago school groups who visited and toured The Market and allowing us to distribute our brochure at special events. This year's school groups and field trips included:

- 4/28 Immaculate Conception School-Chicago, IL
- 5/5 St. Ann School -Chicago, IL
- 5/6 Hamilton School-Chicago, IL
- 5/12 Polaris Charter Academy -Chicago, IL
- 5/13 Lincoln Park Preschool-Chicago, IL
- 5/19 Whitney Young Charter Academy -Chicago, IL
- 5/20 Rondout School District -Lake Forest, IL
- 5/26 Common Threads -Chicago, IL & Willard School-Evanston, IL
- 5/27 British School -Chicago, IL
- 6/2 Francis Parker School-Chicago, IL
- 6/3 Jewish Day School of Chicago -Chicago, IL
- 6/23 Immaculate Conception School-Chicago, IL
- 7/7 Lakefront Children's Academy -Chicago, IL
- 7/14 Park West Montessori School -Chicago, IL
- 7/21 Rockford School District -Rockford, I L
- 8/25 DePaul University -Chicago, IL
- 9/8 North Shore Country Day School-Winnetka, IL
- 9/22 Eisenhower High School-Blue Island, IL
- 9/29 Francis Parker School-Chicago, IL & La Lectura Montessori -Berwyn, IL
- 9/30 Saint Monica's Academy -Chicago. IL
- 10/2 Junior League of Chicago/Cabrini Green -Chicago, IL
- 10/6 Mozart Elementary -Chicago, IL
- 10/7 Latvian Preschool-Chicago, IL
- 10/13 Mozart Elementary -Chicago, IL
- 10/20 Catherine Cook School -Chicago, IL
- 10/27 Libby Elementary -Chicago, IL

Having the opportunity to promote Green City Market to children and groups significantly raised the awareness of our farmers, helped to increase sales and acted as an introduction to our farmers to new and loyal customers -and to the next generation of market supporters.

Our Farmers and Producers have benefited so greatly from the grant. As we mentioned earlier, your support has made a big difference to our market, helped to expand our reach to a larger audience of consumers, and further extended the mission of Green City Market to hundreds of thousands.

We have been able to reach Chicago Public and Private Schools, inviting children to visit Green City Market, experience our programs and food firsthand, and act as ambassadors for our farmers by having these children return home with copies of our Know Your Food ... Know Your Farmer brochure and a renewed interest in food and farmers.

The Know Your Food...Know Your Farmer brochure has directly impacted sales for our farmers and producers by giving Green City Market a marketing piece encouraging shoppers to taste and learn about products available for sale at The Market. Of our group of producers that saw an increase in revenues (30 producers), 30% saw a 1-10% increase in revenues, 30% saw a 10-20% increase in revenues, 10% saw a 20-30% increase in revenues, and 10% saw a 40-50% increase in revenues and 10% saw their revenue double as compared to 2009. As the current U.S. economy is in a deep depression, we consider these statistics to be a mark of success of the Know Your Food...Know Your Farmer brochure as a means of sales increase and publicity for our specialty crops producers.

"Know Your Food ... Know Your Farmer" has allowed us to emphasize the importance of and encouraging dialogues between the Chicago community of shoppers, school groups, television, documentary and other media outlets and our farmers.

Lastly, this brochure has facilitated in introducing our farmers to Green City Market's chef community. Not only has Green City Market become a destination for retail customer, but we have also become the preferred venue for chefs to shop the market and set up wholesale accounts. We are a point of purchase for retail and wholesale - setting a true foundation for significant commerce! Even if we experience inclement weather and don't have a typical crowd, farmers still have a source of steady income

that they can that they can count on as chefs buy significantly for their restaurants every market day. Many chefs have asked for copies of the "Know Your Food ... Know Your Farmer" brochure to distribute at their own restaurants.

LESSONS LEARNED

We learned that there is a definite need for a publication like "Know Your Food . . . Know Your Farmer" to be made available to the general public. While the increase in the number of copies made available made this year made for a giant step forward in allowing this to happen, 25,000 copies is still not nearly enough to provide the outreach to the consumers needed!

We will also include our farmer's sustainable statements in next year's brochure as we have learned that these missions are important to consumers and allow our farmer's to "tell their story" in a very personal and meaningful way. Also, by the year 2012, every farmer at Green City Market will have received certification from a 3rd Party Agency. That information, along with the list of recognized certified agencies, was included in this year's brochure. We learned customers are seeking this information -it is a message we got loud and clear -and we're pleased to see shoppers asking the farmer's about their certification plan and how it impacted their operations. We expect all of our farmers will join us when the certification request becomes final in 2012. Green City Market is establishing a benchmark in our community and many other markets throughout the United States are considering similar certification requirements in their markets!

We are grateful and so appreciative of the support we received from the Illinois Department of Agriculture. Together, we have impacted the lives of thousands of Chicagoans, especially children and families, who are seeking information about nutrition, eating better and living healthier lifestyles.

CONTACT PERSON

Abby Csanda, Marketing and Communications Coordinator
Green City Market
Phone: 773.880.1266
abby@greencitymarket.org

MARKET BACKGROUND

Green City Market is experiencing a banner year as we celebrate our 12th Anniversary. Our outdoor season, which kicked off Wednesday, May 12, 2010, saw an incredible upsurge in attendance with a significant increase in families, children, school groups and Chicagoans at large discovering our market and responding to Green City Market in a big way!

Green City Market takes place outdoors in Lincoln Park every Wednesday and Saturday from 7:00am-1:00pm. Our Wednesday markets are typically flooded with the chef community on site talking to our farmers, tasting their fresh produce, and purchasing and placing large wholesale orders that add dollars back to our farmers' bottom line. Within the chef community, Green City Market has become known as the destination for restaurant professionals to buy and order. It's no surprise that the general public is beginning to seek out restaurants that support Green City Market and our farmers, as this helps to assure them with knowing where their food came from and where it was sourced.

In addition to the chefs, Green City Market embraces tens of thousands of children, school groups and field trips on Wednesdays as we have developed a full day of programming between The Edible Gardens, Club Sprouts, Market Tours and Tasting Tables. Our Wednesday attendance is typically at 3,000-4,000 per market day.

Saturdays have exploded! Green City Market has become known at the unofficial "Town Square of Lincoln Park." Our market experiences 7,000-8,000 shoppers on most Saturdays and on Saturday, September 4 {Labor Day weekend}, we saw 9,300 visitors to Green City Market. That was a single-day record for us.

In addition to the incredible response we have been receiving here in Chicago (not a week goes by where we are not featured in some form of media whether it's television, a documentary team, radio, blogs, newspaper and print), Green City Market has also been recognized nationally:

- ***In April, Travel & Leisure Magazine named Green City Market the 3rd best Market in the country***
- ***In July, CNN named Green City Market the 3rd Best Market in the Country***

We have included press clippings in the packet for your review.

We expect over 200,000 visitors to shop Green City Market in 2010. All signs point to large crowds of consumers following us to our Indoor Market, which launched on Saturday, November 6, 2010. Green City Market is proud to be able to operate as Chicago's only year round farmer's market and provide a solid marketplace for our farmers to be able to sell fresh produce all year round.

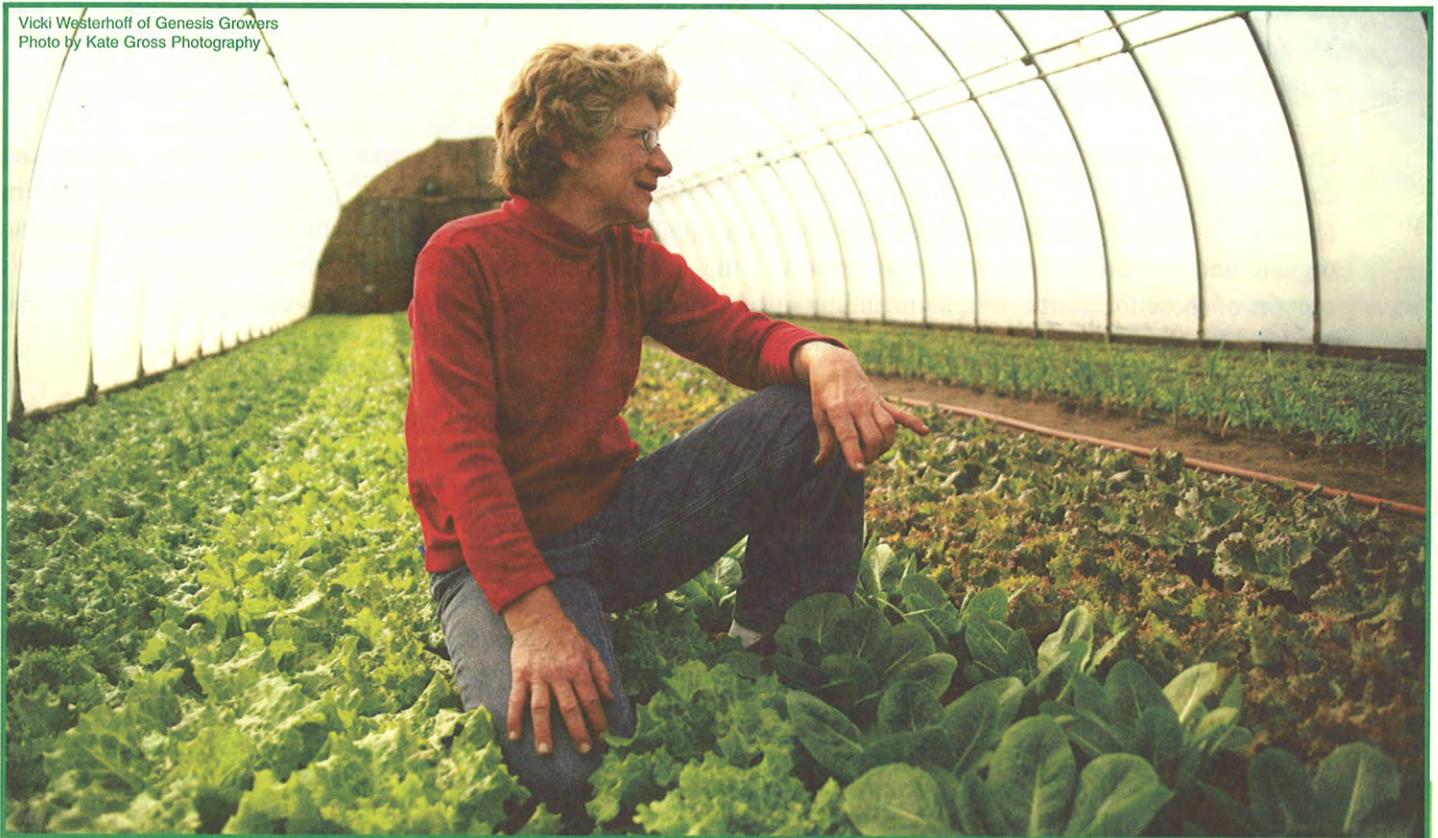
Green City Market, a 501(c)(3) not for profit organization. With over 60 sustainable or certified organic farmers and thousands of shoppers, Green City Market's incredible momentum comes from our broad base of support from conscientious and caring consumers, chefs, restaurateurs and other culinary professionals. It also reflects Chicagoans increasing concern for a more sustainable food system by improving the quality of food on our table produced by local Green City Market farmers using organic and/or sustainable practices that preserves our environment for future generations. Green City Market's support of these artisan farmers and producers increases the density of fresh, high quality, locally produced food in Chicago and provides a basis for a regional cuisine.

GREEN CITY MARKET

Know Your Food... Know Your Farmer

By Virginia Gerst and Marsha Van

Vicki Westerhoff of Genesis Growers
Photo by Kate Gross Photography



2010 MARKET

May 12 – October 30
Wednesdays and Saturdays
7 a.m. to 1 p.m.
1750 N. Clark Street, Chicago

Green City Market moves indoors
November 6
Peggy Notebaert Nature Museum
2430 N. Cannon Drive, Chicago

PRINTED ON RECYCLED PAPER



Green City Market, 2732 N. Clark, Suite 301, Chicago, Illinois 60614 • (773) 880-1266 • www.chicagorencitymarket.org
Green City Market is an independent 501(c)(3) organization

Greetings

and welcome to Green City Market!



This is the 12th season for Green City Market, a 501(c)(3) not-for-profit organization and Chicago's only sustainable, year-round, farmer's market. Beginning with only nine farmers when we opened next to the Chicago Theatre, the Market has grown to embrace nearly 60 sustainable or organic farmers and tens of thousands of shoppers.

Green City Market's incredible momentum comes from our broad base of support including conscientious and caring consumers, chefs, restaurateurs and other culinary professionals. It reflects Chicagoans' increasing concern for a more sustainable food system by improving the quality of food on our table produced by local farmers using organic and sustainable practices that preserve the environment for future generations. Green City Market's support of these local artisan farmers and producers increases the supply of fresh, high-quality, locally produced food in Chicago, and provides the basis for a regional cuisine.

Our farmers take care of the land, and their growing practices make Green City Market a vital food and environmental enterprise. Green City Market has morphed into a vital "green" Market in Lincoln Park that industry leader Alice Waters has called "the best sustainable market in the country."

Green City Market also educates. Please take a moment to read about our special programs and events designed to help Chicagoans know where their food comes from and how it got to their plates. Together, we are making a difference by helping our community, with an emphasis on reaching families and children, to understand the importance of eating better and living a healthier lifestyle.

I invite you to meet our farmers and producers and learn more about what makes Green City Market so special by reading this year's *Know Your Food . . . Know Your Farmer* booklet, and I look forward to meeting so many of you at our market this year.

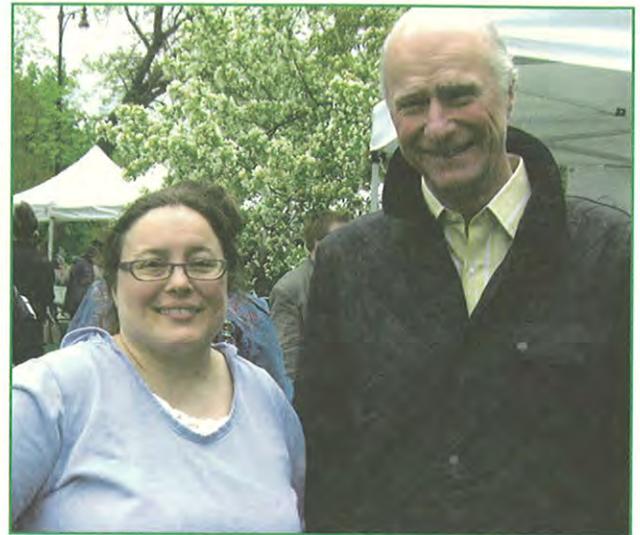
Lyle Allen
Executive Director

View

from the Board

Thank you for supporting the Green City Market.

Farmers are the heart of the Market. The carefully raised seasonal products they bring to Chicago twice a week help put delicious food on our tables. Our job is to help make that food available to everyone in Chicago, as our founder, Abby Mandel, envisioned.



But we do much more than run a green grocery store. We understand the importance of expanding the availability of local, sustainably raised food to everyone in Chicago, and we work hard to support that goal. We are proud of our accomplishments and want to share them here with you:

- The Market has completed another successful year with Lyle Allen as executive director. Lyle's ability to connect the volunteers and the farmers and educate our customers has helped produce another year of extraordinary Market growth.
- We continue on our path to third-party certification for all our farmers by 2012, and we maintain our mandate that all foods sold at the Market be local. The locavore selections show our pride in Midwestern meats, dairy products, fruits, and vegetables.
- Mark Psilos, Market manager and farm-to-chef forager, continues to connect farmers, chefs, and the public to increase the flow of local foods to restaurant tables, while city farm forager David Rand seeks out new farmers who support our mission.
- We have created an action plan to increase the availability of heirloom and heritage meats, fruits and vegetables at the Market.
- We continue to focus on our Edible Garden program as a learning tool for children in Chicago public and independent schools through interactive garden tours run by organic gardener Jeanne Pinsof Nolan. She teaches thousands of students each year through this program, housed in the Lincoln Park Zoo.
- More than 100 active volunteers, under the leadership of Carmen Brown and Sara Gasbarra, now donate their time to help make the Market run smoothly.

The farmers you see every Wednesday and Saturday at Green City Market are the core of all these initiatives. Without them there would be no food and there would be no Market. We know you will be pleased with the food they produce.

We'll see you at the Market. Bring a strong bag to hold all that is best about the Midwest.

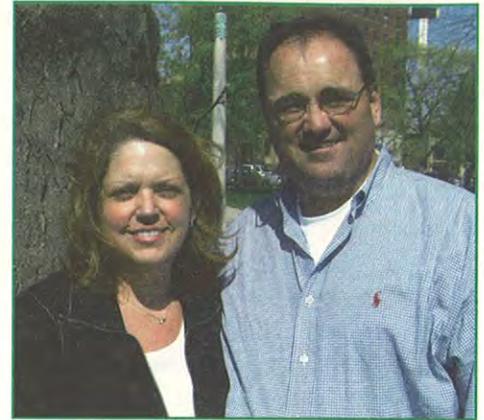
John Berghoff
Co-chair

Sarah Stegner
Co-chair

BURTON'S MAPLEWOOD FARM – Medora, Indiana

Tim and Angie Burton, with the help of family members and friends, produce more than 200 gallons of 100-percent pure maple syrup each year at their southern Indiana farm. The couple moved to the farm in 1999 with their young son and daughter. Now Greg and his wife, Sabrina Rouse, and Mallery and her husband, Josh Underwood, are an integral part of the annual National Maple Syrup Festival held at the farm. It is not widely known, but Indiana once led the nation in the production of a pancake's best friend. At Green City Market, the Burtons sell 12- and 18-ounce bottles of maple syrup as well as miniature maple-leaf-shaped 2-ounce containers that Tim says "are perfect to take on airplanes." He invites anyone interested to take part in "the lost art of sugaring." He has one request: "Just give us a call before the first or second week in March, when it always takes place."

tburton@weusecci.com; 812-966-2518; www.Burtonsmaplewoodfarm.com



CAPRIOLE GOAT CHEESE – Greenville, Indiana

Certified Humanely Raised and Handled

In 1978, Judy and Larry Schad moved to an 80-acre farm in southern Indiana. They later found it had belonged to Larry's great-great-grandfather in 1870! Of the many animals on the farm, it was dairy goats – friendly, bright and full of mischief – that captured their hearts. By 1982, their 4-H herd provided more milk than they could drink so they started to make cheese. In 1988, they began to market it, added a small dairy, and for two years leased space in a nearby cheese operation. Attorney Larry milked the goats before and after work, and Judy made cheese in the wee hours of the morning. By 1990, they built their own creamery. Their "family" now includes a closed herd of 500 dairy goats. They milk about 200 at any given time to produce a weekly supply of 2500 pounds of fresh, ripened and aged cheeses. Because the Schads live five hours from Chicago, they come to the Market only a few times a month. Judy e-mails customers to let them know when they will be here. Just ask, and she will add you to the list.

caprioleinc@aol.com; 812-923-9408; www.capriolegoatcheese.com



CHICAGO HONEY CO-OP – Chicago, Illinois

Certified Naturally Grown pending

In a vacant lot where Independence Boulevard and Fillmore Street meet on the city's near west side, 100 beehives buzz with bees producing all-natural, chemical-free honey. Living on this 2-acre farm near Garfield and Douglas Parks, these urban-dwelling bees have easy access to a huge selection of flower species, and the diversity of their highly concentrated nectars results in high-quality, intensely flavored honey. Chicago Honey Co-op is the first agricultural cooperative in the city. Along with its commitment to sustainable agriculture, the co-op trains hard-to-employ Chicagoans in beekeeping and related skills. It plays an integral role in transforming neglected vacant land into productive community spaces. Calvin Mitchell (pictured at right, with co-op member Sydney Barton) is one of the original trainees. "I enjoy learning about nature," says Calvin. "And when you work with bees, every day it's something different."

honeycoop@gmail.com; 773-848-2246; www.chicagohoneycoop.com



DIETZLER FARMS – Elkhorn, Wisconsin

Food Alliance Certified pending

Angus and Hereford steers and heifers “are raised to a very high standard” by head cattleman Dan Dietzler and his crew at this farm on the edge of Kettle Moraine State Forest 90 miles from Chicago. With the goal of producing healthy, well-marbled, tender and flavorful steaks, burgers, and roasts that are usually graded high-choice or prime beef, the pastured animals are fed a custom diet that includes an alfalfa and hay mix along with non-genetically modified corn and soybeans grown on the farm. These animals are never given antibiotics or artificial hormones. At this family farm, Dan’s wife, Patricia, heads the domestic side of things, daughter Michelle handles sales and distribution, and the other children and their spouses lend a hand whenever it is needed. For information on chef-prepared summer dinners at the farm, consult the Web site. Pictured are Dan, Pat, Michelle and husband David Dermenjian. (Photo by Christina Noel)

michelle@dietzlerfarms.com; 262-642-7665; www.dietzlerbeef.com



EARTH FIRST FARMS – Berrien Center, Michigan

Certified Organic

Tom Rosenfeld is a resident of Rogers Park in Chicago and a staunch supporter of organic farming. Since 2005, he, his wife Denise, and children Ryan, Sydney, and Spencer have owned their 45-acre farm in southwest Michigan. It contains more than 4,500 fruit-bearing apple trees. Why did he take on the challenge of farming? “I want to eat organically, but I have a serious problem with the food delivery system,” Tom explains. “The idea of food shipped from Chile rubs me the wrong way.” In addition to apples, Earth First’s Market crop consists of sweet cider, melons, strawberries, and many vegetables. “I only grow things I’m excited about eating,” says Tom. “I have absolutely no interest in conventional farming. If I can’t make it as an organic farmer, I just won’t farm.” Earth First also offers CSA and rent-a-tree programs.

info@earthfirstfarms.com; 269-461-3151; www.earthfirstfarms.com



ELLIS FAMILY FARMS – Benton Harbor, Michigan

Animal Welfare Approved, poultry

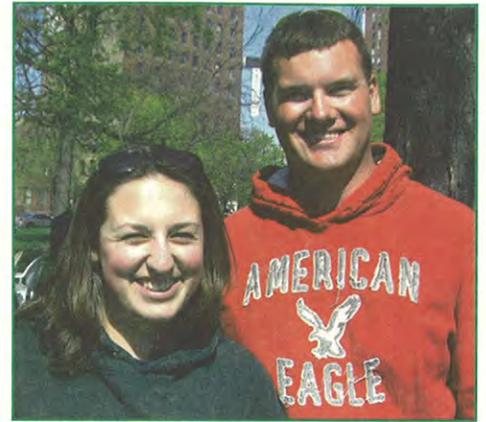
Since her father, Jerry Ellis’, recent retirement, René and Bruce Gelder have been responsible for the family’s 56-acre farm, but the whole family still focuses on selecting fruit varieties, planting, and harvesting on this fourth and fifth-generation operation. René specializes in Integrated Pest Management systems and sustainable practices; Bruce and son Matthew keep the equipment running; son Marc does a lot of the planning with René and helps with trimming; Mary does some of the odd jobs that, she says, “my brothers don’t want to do,” and Matthew’s wife, Christina, utilizes the Web resources with updates on Facebook, Twitter, and the Web site. The family grows asparagus, rhubarb, strawberries, cherries, apricots, blueberries, raspberries (red, black, and golden), nectarines, peaches, apples, grapes, pears, and chestnuts – and some of the younger members are experimenting with vegetables. Pictured are René and Jerry.

ellisfamilyfarms@gmail.com; 269-944-5420



1ST ORCHARDS AND GREENHOUSES – Dowagiac, Michigan

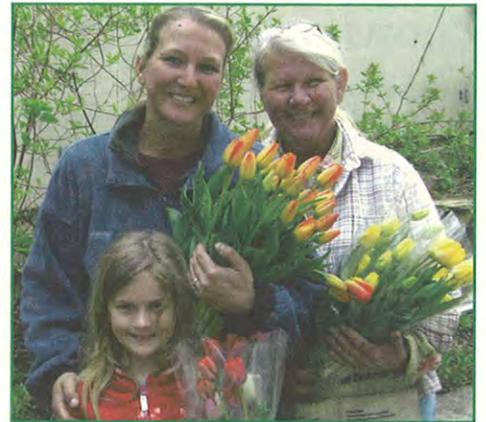
Brian and Alicia Stout grow fruit and vegetables on 80 acres of a 600-acre commercial corn and soybean farm that has been in Alicia's family for five generations. Brian joined the family business in the late 1990s, when he left his factory job to work at something he says he finds far more fulfilling. The couple's three sons, Ethan, Eli, and Parker, also help on the farm, gathering eggs and tending the chickens. Brian says he greatly enjoys raising healthy food and spending time with the boys as well. The Stouts' crops include apples, peaches, plums, yellow and zucchini squash, and 10 types of heirloom tomatoes. They also bring eggs to Market
stoutfamily8@aol.com; 269-782-5253



GARDEN OFFERINGS – Huntley, Illinois

Certified Organic pending

Nancy Kapelak and her children have a family-owned farm 45 miles northwest of downtown Chicago. Nancy says, "We take pride in providing unique, fragrant, naturally grown flower choices. We specialize in making 'Always Fresh' custom bouquets. A large variety of nature's beautiful bounty is offered throughout the Market season." From their unusual berries and branches to heirloom lilies and peonies, all of the luxuriant chemical-free blossoms that thrive on the farm's 29 acres are grown using sustainable methods. Pictured are three generations of Garden Offerings: Nancy, right, her daughter, Heidi Ong, and granddaughter, Samantha.
gardenofferings@comcast.net; 847-428-0381



GENESIS GROWERS – St. Anne, Illinois

Certified Organic pending

Vicki Westerhoff is an amazing woman with an amazing story. She says she changed her life and cured a major illness by eating natural foods grown without pesticides. Vicki shared these foods with her father, who had cancer, and believes she extended his life for six years. Deciding that such food should be more accessible to the public, she took over her parents' 20-acre farm and grows more than 100 varieties of vegetables, herbs and flowers without herbicides or pesticides. She and a growing partner together cultivate 47 acres of vegetables. With the help of her son, Jon, and six other employees, Vicki recreates on a larger scale what her grandmother raised. She is happy to promote the healthful benefits of natural foods to everyone.
genesisgrowers@comcast.net; 815-953-1512; www.genesis-growers.com



GREEN ACRES FARM – North Judson, Indiana

Certified Organic pending

Green Acres, owned by Beth and Brent Eccles, has an unusual history. Beth's grandfather, a Japanese immigrant, moved to Indiana in the late 1930s and began a small truck farm, selling Asian vegetables to restaurants in Chicago's Chinatown. His son, Ben, took over the farming operation in 1969 and expanded his father's wholesale business. Beth and her husband, Brent, bought a nearby farm in 1996 and helped Beth's father. Meeting Abby Mandel at the Best of the Midwest market in the late 1980s inspired the couple to bring their sustainably raised food to farmers markets in Chicago. They grow a variety of specialty greens and heirloom vegetables. With two daughters, Beth and Brent are proud to continue the family tradition of farming.

gbeccles@msn.com; 219-730-5017



GROWING HOME – Chicago, Illinois

Certified Organic

Growing Home is a nonprofit organization that offers job training and employment opportunities to homeless and low-income people by teaching them organic farming, job readiness, and business and life skills. Growing Home operates three USDA-Certified Organic farms: two in the city's Englewood and Back of the Yards neighborhoods and a rural farm in LaSalle County. On these farms, Chicagoans learn about growing vegetables, raising chickens and marketing their produce so that they can enter the work force with confidence. Since its start in 2001, more than 130 people have taken part in Growing Home's job training program.

info@growinghomeinc.org; 773-549-1336; www.growinghomeinc.org



GROWING POWER/WILL'S ROADSIDE MARKET – Milwaukee, Wisconsin

Food Alliance Certification pending

Growing Power is a nationwide nonprofit organization and land trust that supports people from diverse backgrounds through the development of community food-growing systems. In addition to cultivating a variety of foods, the organization provides training and outreach programs in which participants learn sustainable practices to grow, process, market and distribute produce. At Green City Market, meet father-daughter farmers Will and Erika Allen; both of them are rural and urban farmers. Will is executive director of Growing Power and Erika is its Chicago projects manager/development director. In 2008, Will was awarded a MacArthur Foundation "Genius Grant" for his work on urban farming and sustainable food production with Growing Power.

growingpoweril@aol.com; 773-486-6005 and 414-527-1546; www.growingpower.org



HAWK'S HILL ELK RANCH – Monticello, Wisconsin

Elk certification not available

Cheri and Joel Espe raise award-winning purebred registered elk on their family owned-and-operated ranch. In 2001, the couple adopted a long-term and whole-system approach to the health of the land and the animals in their sustainable operation. Pastures are part of an erosion control system and are maintained with organic fertilizers. The elk processed for meat are free of antibiotics and are grass-fed. This year, Hawk's Hill's processed elk meat won all of the five national and international competitions the Espes entered. Cheri and Joel raise elk in a humane manner and have brought Third Party Humane Slaughter Certification to Wisconsin packing plants. Joel has been recognized as one of the top 25 leaders of livestock producers in the nation, and was a featured speaker for the USDA last summer at an International Animal Health Symposium in Utah. Cheri and Joel offer Market shoppers recipes and cooking instructions for heart-healthy steaks, roasts, burgers, and brats.

espe@tds.net; 608-938-1137; www.hawkshillelkranch.com



HEARTLAND MEATS – Mendota, Illinois

American Humane Association Certified

John and Pat Sondgeroth's farm has been in the family for more than 100 years. As fourth-generation farmers, the Sondgeroths continue the tradition of raising cattle on their fully integrated livestock farm. Their special Piedmontese breed is known for its distinct combination of leanness and tenderness, with most of the cuts exceeding the nutritional recommendations of the American Heart Association. Heartland Meats' cattle are raised without hormones or animal by-products, and John and Pat also use other sustainable farming practices. With their own federally inspected processing plant, they are able to control the quality of their product and produce heart-healthy and delicious beef. They were honored as delegates to the 2004 Slow Food Terra Madre event in Turin, Italy.

jp@heartlandmeats.com; 815-538-5326; www.heartlandmeats.com



HERITAGE PRAIRIE FARM & MARKET – Elburn, Illinois

Certified Naturally Grown

Heritage Prairie Farm has grown vastly since the first seeds were planted in 2006. Bob Archibald and Bronwyn Weaver's farm began simply as a local food market and a honey business, Bron's Bees. The sustainable four-season farm now focuses on farming, honey, and events and has a CSA program. A system of movable greenhouses helps extend the growing season so that plants and crops can be grown year-round for Green City Market, Geneva Green Market, and Chicago restaurants. The bee business now offers a dedicated Chef Supported Apiary program for local restaurants to adopt a hive of their own. The farm also hosts "eco-chic" weddings, monthly farm dinners, and private dinners where guests dine outdoors in the scenic setting. The year-round on-farm store sells a wide variety of local specialty items as well as fresh foods.

info@hpmfarm.com; 630-443-8253; www.hpmfarm.com



HILLSIDE ORCHARDS – Berrien Springs, Michigan

Certified Organic, chestnuts; Food Alliance Certification pending

Hillside Orchards has been in the Feather family since 1836. In 1920, Sarah Feather’s great-grandfather began selling his produce at a farmers market in South Bend, Indiana. Sarah grew up on the farm then married Paul Thelen, who also had a farming background, and the couple farmed the Feather orchards with Sarah’s father. Today daughters Rebecca and Erica are involved in the 100-acre farm, which contains 1,700 chestnut trees. Hillside’s many types of fruit – including two dozen apple varieties, many of them heirlooms – are grown using an Integrated Pest Management system. The Good Agriculture Practice sessions the family attends are designed to ensure that fruit is produced and marketed in the safest manner possible. The Thelen’s goal is to continue using ever safer and more sustainable methods of production.

hillside1836@aol.com; 269-471-7558; www.hillsideorchards.us



IRON CREEK FARM –La Porte, Indiana

Certified Organic

A farm specializing in growing heirloom varieties, fourth-generation Iron Creek Farm grows over 100 varieties of vegetables and small fruits. Located a few miles south of Michigan on the rich black soil of northern Indiana, Iron Creek is owned and operated by Patrick and Tamera Mark along with daughters Brittney, Kaela, and Aryn. “The farm is not just a way to make a living but a way of life,” Tamera says. The family is committed to environmental stewardship, doing such things as improving soil and water quality and protecting wildlife. The Marks believe that “following organic practices means not only being good stewards of the land, but also protecting and caring for the health of our families.”

ironcreekfarm@att.net; 269-313-2019; ironcreekfarm.com



KILGUS FARMSTEAD – Fairbury, Illinois

In 2009, the Kilgus family opened the only single source farmstead milk bottling creamery in Illinois, located in Fairbury, about 100 miles south of Chicago. The family milks about 90 Jersey cattle that produce around 2,500 gallons of milk each week. The farm’s current products at the Green City Market include whole, two percent, and skim milk, as well as heavy cream, half-and-half, and a new line of drinkable yogurt. At the Farmstead Store at the dairy, Kilgus also carries chocolate milk and homemade soft serve ice cream. Visitors are welcome to stop by anytime, Monday through Saturday, to visit the cows and the Creamery.

kilgusfarmstead@gmail.com; 815-692-6080; kilgusfarmstead.com



KING'S HILL FARM – Mineral Point, Wisconsin

Certified Organic

Joel and Jai Kellum have been organic farmers since 1996, adhering to the belief that “a regular diet of seasonal foods and vegetables does more for developing minds and bodies than does an occasional purchase of organic spring mix.” Joel has completed certification in Advanced Permaculture, “embracing the natural world and the inherent power of naturally occurring systems.” As an example, King’s Hill Farm raises pigs and a variety of fowl mainly to provide fertilizer for the fields in which the couple grows more than 50 varieties of vegetables and herbs for Market sale and CSA. The Kellums also sell chicken and duck eggs, pork, honey, and mushrooms. Joel and Jai, who in addition to being managing farmer is a certified yoga instructor, are developing the educational aspects of their farm and welcome tours, field trips, campouts, and volunteers to a land that “teems with wildlife and is a secluded paradise.”

jai kellum@gmail.com; 608-776-8413; <http://kingshillfarm.com>



KINNIKINNICK FARM – Caledonia, Illinois

Certified Organic

David and Susan Cleverdon are transplanted Chicagoans who have been farming organically since 1994, when they purchased a derelict farm complete with an abandoned farmhouse that dated, in part, from 1845. Since then, they have been reviving the farm’s fertility, restoring its buildings and growing an organic farming business. They specialize in triple-washed salad greens, Italian cooking greens, heirloom tomatoes and vegetables. They also raise old-fashioned broiler chickens and keep a laying flock. This year, they plan to add hogs and sheep to their livestock production as one more step toward the goal of making their farm truly diversified. The Cleverdons partner with First Slice Pie Cafe to make rustic basil and arugula pestos with ingredients from the farm, and part of the proceeds go to the First Slice program to feed Chicago’s homeless people. Kinnikinnick is more than an organic farm; during the summer its family-sized Featherdown Farm tents are an elegantly rustic vacation destination for families who want to spend time on a working farm.

kinnikinnickfarm@yahoo.com; 815-292-3288; www.kinnikinnickfarm.com



LEANING SHED FARM – Berrien Springs, Michigan

Food Alliance Certification pending

Dave and Denise Dyrek bought their 30-acre farm in 2004 as a weekend getaway from their home in Humboldt Park. “The first year, we used it like other Chicagoans,” recalls Dave. “We hung out at the beach.” They also planted a small garden, and discovered they loved working the soil. While Denise still has her day job in the hotel industry, Dave sold his heating and air conditioning company in December 2008 to focus on gardening full time. At Leaning Shed (named for an actual building on the property), the Dyreks specialize in heirloom variety vegetables and fruits and use organic methods to grow their peas, tomatoes, melons, cucumbers, apples and pears. “We are not doing this to become wealthy,” says Dave of his newfound profession. “We are doing it as a lifestyle change.”

davedyrek@comcast.net; 312-613-0696



KNOW YOUR FOOD...KNOW YOUR FARMER**MAJESTIC NURSERY AND FARM – Millbrook, Illinois***Certified Naturally Grown*

Randy and Gayle Roberts live and work on their five-acre farm located along the Fox River in northern Illinois. They raise naturally and sustainably grown produce and herbs, and do not use synthetic chemicals on their edible products. Their sustainable practices began after they purchased their land in 2001 and started to remove generations of waste and clear masses of invasive weeds and shrubs from the property. Today their land is rehabilitated. Randy and Gayle continue to tend their land, conserving an area for wildlife, growing food responsibly, composting, recycling, and paying attention to the effects they are having on the environment around them. They bring a wide variety of produce, herbs, edible flowers and early-season planted container arrangements to the Market. For more on this couple's sustainability practices, visit their website.

randy@majesticnursery.com; 630-553-9924; www.majesticnursery.com

**MEADOW HAVEN FARM – Sheffield, Illinois***Certified Organic*

Allan and Jeanne Sexton founded Meadow Haven Farm when Allan, a retired holistic veterinarian, decided that the only way to produce good, healthy food for their five children and (now) 14 grandchildren was to produce it himself. The couple, who were later joined in their endeavor by Jeremy and Cherie House, strives "to produce the highest quality nutrient-dense food possible." Meadow Haven Farm produces 100 percent grass-fed beef plus pork, turkey, chicken and eggs.

infor@meadowhavenfarm.com; 815-454-2320; www.meadowhavenfarm.com

**MICK KLUG FARM – St. Joseph, Michigan***Food Alliance Certification pending*

Mick Klug bought his farm from his parents. It has been in the family for 78 years. Mick, his wife, Cindy, and daughters Amy and Abby grow many varieties of fruits with the help of 15 employees. The Klug family understands the importance of sustainable agriculture and locally grown produce. Mick has been providing fresh produce to the Green City Market for eight years. In the spring, look for purple and green asparagus, rhubarb and strawberries. In the early summer, be sure to look for his raspberries and blueberries. Peaches, his biggest seller, and shelled peas also are specialties.

mdklug@comcast.net; 269-208-9334



MINT CREEK FARM – Stelle, Illinois

Certified Organic

Sheep, goats, chickens, pigs, cows, turkeys, ducks and geese graze on alfalfa, clover and perennial grasses at Mint Creek Farm. In the winter, when the stock can no longer graze, it is fed hay and kelp for trace minerals. “We know there are many benefits to raising ruminant animals without feeding them grain,” says farmer Harry Carr (pictured, right, with Market aides Nathaniel Bjerke-Harvey and Lisa Futterman). “Our animals graze on high-quality legumes and grasses. They are lean, fit and healthy, yet because of the first-rate forage, their meat is not overly lean.” Non-ruminants, such as pigs and poultry, receive soy-free ration. The Carr family (parents Gwen and Harry, and grown children Raya and Jonathan) studied biodynamic agriculture at the Michael Fields Institute in Troy, Wisconsin.

hcarr@mintcreekfarm.com; 815-953-3824; www.mintcreekfarm.com

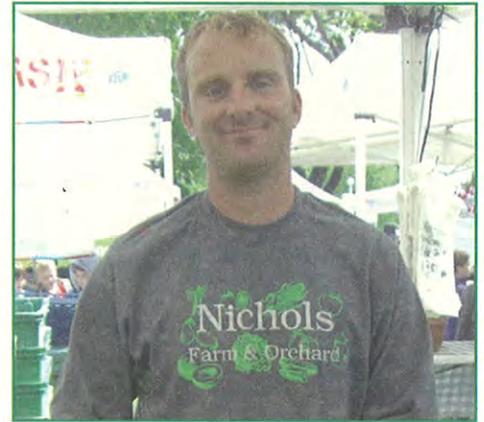


NICHOLS FARM AND ORCHARD – Marengo, Illinois

Food Alliance Certification pending

Lloyd Nichols and his wife, Doreen, started Nichols Farm and Orchard as a hobby on 10 acres in 1977. The couple was able to turn the hobby into a business as the family grew. Today the Nichols' sons, Nick (pictured), Todd and Chad, all make their livelihoods from the farm where they grew up. The Nichols specialize in variety: the farm grows more than 1000 cultivars of fruits and vegetables on 250 acres. Their dozens of varieties of potatoes, tomatoes, apples and other produce have brightened Green City Market since its founding.

nicholsfarm@aol.com 815-568-6782; www.nicholsfarm.com



NORDIC CREAMERY – Westby, Wisconsin

Certified Organic pending

Alan and Sarah Bekkum and their six children live on the farm in southwestern Wisconsin's Driftless Coulee region that has been in Sarah's family for four generations. Alan, a licensed Wisconsin butter and cheese maker for 20 years, produces artisan cheeses from goats' and cows' milk and fresh summer butter, made only during the warm months when the cows are out to pasture. His best-selling cheese, Capriko, is made from a combination of goats' and cows' milk. Alan explains that he developed the hand-crafted semi-hard cheese with a smooth, sweet, nutty flavor as a way to get people who thought they didn't care for goats' milk to give it a try. Another blended cheese is Feddost, which harks back to a Norwegian flavor tradition of infusing the curd with cumin and cloves. Other Nordic Creamery cheeses are cheddars that are mild, aged, or smoked, and Mountain Jack.

abekcum@mwt.net; 608-606-2585; www.wisconsinbutter.com



ORIANA'S ORIENTAL ORCHARD – Stephenson County, Illinois

Food Alliance Certification pending

Oriana Kruszewski began growing Asian pears in her back yard more than 30 years ago because she found store-bought varieties bland and too expensive. In 1996, she bought a 40 acre-orchard in northwestern Illinois where she now grows 20 varieties of pears from China, Japan, and Korea, plus hybrids developed in the United States and 11 varieties of black currants. She expects a very good crop this year. To raise 100 percent organic fruit, she selects disease-resistant strains, paints the tree trunks white with latex paint to discourage borers and moths from laying eggs, and prunes out the dense canopy to allow light and ventilation, which retards mold and other fungus. She picks fruit when ripe and takes it directly to the Market. “Our orchard was never intended to be commercial,” says Oriana, who grew up Hong Kong. “It’s a hobby that got out of hand.” To see Oriana in her orchard, visit skyfullofbacon.com/blog/?p=160
orientalpear@juno.com; 847-673-9175



PAUL FRIDAY FARM – Coloma, Michigan

Food Alliance Certification pending

Paul Friday and his wife, Luiba, farm some 30 acres, and grow his patented Flamin' Fury® peach varieties on two-thirds of them. Paul developed the Flamin' Fury® peaches and claims that they are “the sweetest and most flavorful” of all the peaches. They are also very resistant to disease, insects and cold weather. Paul is a lighthearted and fun-loving Market vendor, known for his propensity for giving out \$2 bills as change and wearing one of his three different styles of top hats.
peach@qtm.net; 269-208-4329; www.flaminfury.com



PRAIRIE FRUITS FARM AND CREAMERY – Champaign, Illinois

Animal Welfare Approved

Leslie Cooperband and her husband, Wes Jarrell, are the proud owners of Prairie Fruits Farm and Creamery. Wes is a professor in the Department of Natural Resources and Environmental Sciences at the University of Illinois, Urbana-Champaign, and Leslie, who also has a Ph.D. in soil science, works full time on the farm. Together, they cultivate some 350 fruit trees and several hundred berry bushes, and operate Illinois' first farmstead cheese-making facility on a seven-acre farm just outside Champaign. The couple's 70-plus Nubian and La Mancha milk goats, fed on a rotational grazing system and home-grown hay, provide milk for a variety of fresh French-style cheeses, including fresh chevre, bloomy-rind cheeses and a raw milk tomme-style cheese. They also produce several styles of sheep milk cheese using milk they purchase from an Amish dairy.

prairiefruits@gmail.com; 217-643-2314; www.prairiefruits.com



PRAIRIE PURE CHEESE – Belvidere, Illinois

American Humane Association Certified pending

Prairie Pure Cheese is a cooperative between a small dairy and its veterinarian, working together to produce high-quality artisan cheeses. Todd and Brenda Aves and their children, Allison, Hayden and Madeline, raise 90 cows on their farm, which has been in the family for over 100 years. Brian (pictured) and Carole Gerloff, along with sons Joseph and Robert, are the other partners. Brian serves as the herd veterinarian for the Aves dairy. The key to the operation's success is its cows: they are fed a diet of home-grown forages and grains and live in a comfortable environment with access to pasture during the warmer months. Prairie Pure's specialty is butterkase cheese, which is used in the crepes sold at the Market. The cooperative also makes mild, aged cheddar, and Swiss cheese, and hopes to add at least one additional variety this season.

bgerloff@att.net; 815-568-5000; www.prairiepurecheese.com

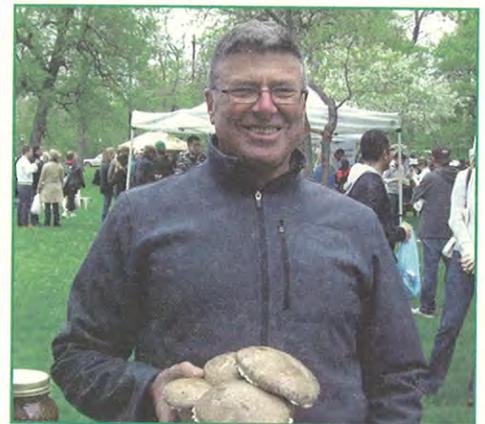


RIVER VALLEY RANCH – Slades Corner, Wisconsin

Certified Organic pending

River Valley Ranch is the oldest mushroom farm in the Midwest. Bill Rose founded it in 1976 with a sizable goal: he wanted to produce the finest fresh mushrooms for the local market. Son, Eric (pictured), joined the operation in 1977, and learned the art of growing mushrooms commercially from his dad. River Valley Ranch still produces fine fresh mushrooms, and also grows a wide variety of produce, including 20 varieties of heirloom tomatoes, 10 varieties of potatoes, a dozen types of peppers, 10 varieties of onions, asparagus, spinach, Winter squash and more. All crops are grown without pesticides or chemicals. Since 1997, River Valley Kitchens, the farm's licensed processing kitchen, has produced pickled mushrooms and more than 25 shelf-stable products. All preserved foods are made in small batches and hand packed. River Valley Ranch is an original member of Green City Market. The farm's motto is "Quality, freshness, and lots of Love"

eric@rivervalleykitchens.com; 262-539-3555; www.rivervalleykitchens.com



SEEDLING FARMS – South Haven, Michigan

Peter Klein is wild about fruit. While working in the restaurant industry, he frequented farmers markets to find the best produce available and forged lasting friendships. When his favorite fruit sellers mentioned that they were retiring, he bought their 100-year-old, 81-acre orchard. Seedling now grows over 80 varieties of fruit and produces varietal ciders and flavored blends in its own cider mill. All ciders are 100% natural, with no preservatives, and are cold pasteurized to keep the taste of true old-fashioned cider. Pete uses a device called a refractometer to measure sugars, and endeavors to pick and sell only perfectly ripe fruit and to show people the wide variety of ways in which they can enjoy it. At the Market, he blends his cider with fresh strawberries, peaches, plums and other seasonal fruits to make smoothies to order.

pete@seedlingfruit.com; 269-227-3958; www.seedlingfruit.com



SMITS FARMS – Chicago Heights, Illinois

Food Alliance Certified

Carl and Debbie Smits started their farm almost 20 years ago with 30 acres and one small greenhouse. Over the years, their love of farming has grown, and so has their operation. With the help of their five children, Kayla, Monica, Rachel, Andrew, and Matthew, and 35 employees, the Smits grow herbs, sweet corn, tomatoes, peppers, melons, cucumbers and squash in greenhouses and on fields spread over 125 acres. In the spring and summer, they also bring bedding plants, baskets, perennials and mixed planters to Market. In the fall, they offer mums, winter squash and potted herbs. The Smits have never used chemical fertilizers on their field crops and rely on sustainable practices such as application of organic matter and compost to grow their herbs and vegetables. They believe that healthy crops require healthy soil and that “in order to take from the ground you have to put back.”

smitsfarms@hotmail.com; 708-758-3838; www.smitsfarms.com

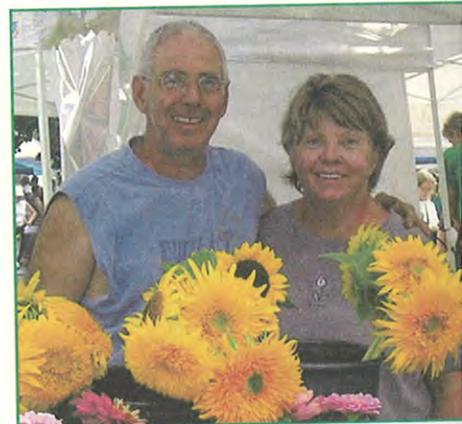


STONEY RUN FIELDS – Hebron, Indiana

Food Alliance Certified pending

Jerry and Jill Heward began their horticultural careers helping their son, Jerry, with his sunflower crop in the mid-1990s. Four years later, enthusiastic about flowers and farming, they bought 11 acres and planted perennials. They have since expanded to annuals and add new varieties of both every year. They note that their well-established plants are a perfect way to start a home garden. Jerry and Jill enjoy the country life and coming to the Market to share their flowers with their city friends.

jerjill@airbaud.net; 219-712-2990



SWEET EARTH ORGANIC FARM – Wauzeka, Wisconsin

Certified Organic

Renee Randall is a pioneer in organic farming: her 120-acre farm was first certified way back in 1974. Her three children grew up working there, and her grandchildren help on the farm when they visit. Forty acres of woodlands produce ramps, fiddleheads and morels in the spring and wild plums later in the summer. Renee is especially proud of her heirloom vegetables and seed saving program. She believes saving seeds helps “honor the history of food and shape a more positive future for food.” Renee grows heirloom tomatoes in many colors, each with a distinct flavor. Nourished by seaweed blends, molasses, compost, and plant teas, her tomatoes, melons, and peppers are ripened on the vine. “We’ve farmed organically for over 30 years because organic practices are life-asserting for the earth, the environment, for people and for the food we grow,” she says.

greener@mhtc.net; 608-875-6026; www.sweetearthorganicfarm.com



THE FLOWER GARDEN – St. Anne, Illinois

Certified Naturally Grown

Robert and Louise Soucie have grown flowers on 20 acres of their 300-plus acre south central Illinois farm since 2003. She has a degree in horticulture from South Dakota State University; he majored in forestry at Southern Illinois University. They grow potted perennials and cutting flowers ranging from asters to zinnias. Lilies are their specialty. "We start them in a greenhouse and plant them on a schedule so that they will be available all season," says Louise. The couple's nephew, Jim Barmann, who has a degree in horticulture from the University of Illinois, helps on the farm, as does their daughter Elise, who sells her home-grown tomatoes, parsley and rosemary at the Market. The couple practices sustainable agriculture, and tries to produce good crops without depleting the soil or polluting the environment. "We are committed to having a successful biological farming system in harmony with nature," Robert explains.

blsoucie@martinton.com; 815-435-2230



THREE SISTERS GARDEN – Kankakee, Illinois

Certified Naturally Grown

Tracey Vowell and Kathe Roybal worked in the restaurant industry until they grew tired of the hard work and decided on a career change. They bought their nine-acre farm in 2000, and named it after the Native American practice of growing corn, beans, and squash in the same mounds – a sophisticated, sustainable system that provided long-term soil fertility and a healthy diet then, and still does. The partners (that's Tracey on left, Kathe at right) focus on specialty vegetables like microgreens (which they grow year-round), pea shoots, heirloom tomatoes, summer and winter squashes, herbs, fresh beans (shelled at the Market) and huitlacoche, a mushroom particularly prized in Mexican cuisine. "I don't know that we chose an easier line of work," says Tracey, a former chef at Frontera Grill, "but at least we're exercising different parts."

threesistersgarden@earthlink.net; 312-399-5585



TINY GREENS – Urbana, Illinois

Certified Organic

Bill Bagby wrote music and worked in disaster relief for the Red Cross before founding Tiny Greens in 1986. "I wanted to do something that would be good for people," he explains. Bill grows baby micro-greens, wheatgrass and sprouts in an 8,000-foot underground building he calls "an eco-builder's dream," and oversees the operation's own water supply that cleans, improves, and reuses water – an important feature for a hydroponics enterprise that draws on 60,000 gallons of water daily. Bill also brings to Market fresh tofu, made with Midwest-grown, organic soybeans in the farm's on-site, certified kitchen and sells made-to-order, internationally inspired vegetarian sandwiches, pizzas, quesadillas and wraps featuring its sprouts and baby micro-greens. Bill urges shoppers to "stop by for lunch or an ounce of fresh wheatgrass juice."

bill@tinygreens.org; 217-328-9367; www.tinygreens.org



KNOW YOUR FOOD...KNOW YOUR FARMER

TJ'S FREE RANGE POULTRY – Piper City, Illinois

Chickens and turkeys have the run of fenced pastures at Timothy and Julie Ifft's central Illinois farm. The couple's fine feathered friends are fed an all-natural diet of corn and soybean meal, with no hormones or animal by-products. The Iffts both grew up on farms and operate TJ's on land they have farmed for more than 20 years. The couple's four children, Tanya, Derek, Braden and Randal, are involved in the day-to-day farm chores and help at the Market, where the Iffts sell free-range eggs along with their poultry. Tji4@maxwire.net; 815-686-9200.



TOMATO MOUNTAIN – Brooklyn, Wisconsin

Certified Organic

With a love for plants and natural systems, Chris Covelli began farming in 1993, focusing on distinctive vegetables. His dream was to put Grandma Covelli's spaghetti sauce in a jar for all to enjoy. Today, Tomato Mountain is a 12-acre farm with its own processing kitchen that was built with the help of a \$12,000 grant from Frontera Foundation. "We do everything from planting the seed to putting the cap on the jar," says Chris. Preserves, salsas, soup, a Bloody Mary mix and, of course, pasta sauce are the main products. In addition, Tomato Mountain sells plants, including herbs and vegetable starts, and dozens of tomato varieties ranging from Sun Gold cherry tomatoes to the old-fashioned heirloom types. "We focus on the highest quality, best flavor, and customer service/education." Chris says.

chrisc@wekz.net; 608-712-1585; www.tomatomountainfarm.com



TWIN OAK MEATS – Fairbury, Illinois

"A healthier hog is a better product for the consumer," says Tom Ifft, who owns Twin Oak Meats with his wife, Amy. The Iffts specialize in Duroc-Yorkshire crossbred hogs, which they believe yield a better quality meat product than other varieties of pork. They feed their livestock a diet of corn and soybeans, with no animal by-products or growth hormones, and raise them in outdoor lots. Their gestating sows have access to pasture. Most days, Tom packs his refrigerator truck to deliver his farm's 45 pork products, including sausage made from old family recipes, to homes in McLean and Livingston counties. On Saturdays, he heads to Green City Market instead. Twin Oak Meats also can be found on the menus of Chicago-area restaurants.

twinoakmeats@maxwire.net; 815-692-4215; www.twinoakmeats.com



Green Certification

Green City Market is proud to be the first Farmers' Market in the country to require all of its Farmers to be certified by a nationally recognized 3rd party agency by the year 2012. We have chosen to support these organizations because of their dedication to ensuring the highest quality products, as well as their commitment to environmental stewardship and the responsible treatment of animals. For more information on these certifications, please visit their websites.



DAVID RAND
Green City Market/City of Chicago Farm Forager



Animal Welfare Approved
www.animalwelfareapproved.org



American Grassfed Association
www.americangrassfed.org



Certified Naturally Grown
www.naturallygrown.org



American Humane Certified
www.americanhumane.org



Certified Humane Raised & Handled
www.certifiedhumane.org



Food Alliance Certified
www.foodalliance.org



USDA Certified Organic
www.ams.usda.gov/AMSv1.0/nop

What Your Dollars Grow

Green City Market is a 501 (c)(3) non-profit organization that counts on membership and donations to help fund our outreach and educational initiatives.

Following are a few of our many projects your dollars support:

The Edible Gardens – Jeanne Pinsof Nolan created and planted the Edible Gardens at Lincoln Park Zoo’s Farm-in-the-Zoo in the spring of 2005 at the request of Green City Market founder Abby Mandel, who envisioned an environment in which children could learn first-hand what it takes to grow the food people eat – and how delicious the results can be. Today Jeanne maintains the welcoming, hands-on vegetable garden for children just across the street from the Market. The bucolic gardens, which cover 5000 square feet, are a partnership between Green City Market and Lincoln Park Zoo. The Edible Gardens are the perfect springboard for introducing the Midwest to what Alice Waters, locavore extraordinaire, calls “edible education.” The Edible Gardens are open to the public on Wednesdays and Saturdays and are also open for school field trips by reservation.



Jeanne Pinsof Nolan shows a young visitor how The Edible Garden grows.

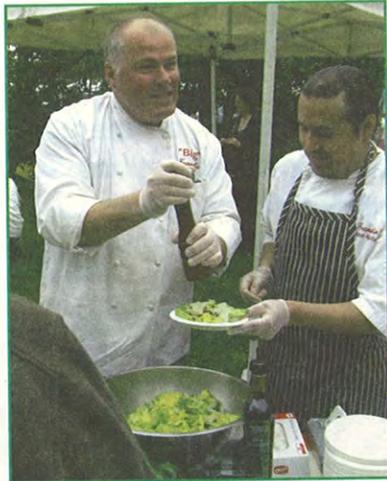
Club Sprouts – Green City Market encourages young people to try new, locally grown sustainable foods with Club Sprouts. At each Market, children are given the opportunity to taste a different fruit or vegetable, from arugula to zucchini. Those who sample the item of the day receive a stamp on their Club Sprouts membership card. Once the card is filled, the child takes home a certificate of accomplishment. Green City Market offers tours of the Edible Garden to Club Sprouts members each Wednesday and Saturday.

The Heritage and Heirloom Preservation Project – Green City Market is working with our Market vendors to help preserve and promote heirloom varieties of vegetables and fruits and heritage breeds of animals – the foods our ancestors enjoyed for centuries. Over decades these products have adapted to local environmental conditions and are often better able to withstand disease and harsh environmental conditions than their genetically engineered relatives. Preserving them preserves the biodiversity of our food supply. Market visitors can visit the Edible Gardens in the Zoo to see the plant on which the fruit or vegetable grows. They also can sample heirloom products during our monthly Savor the Seasons tasting sessions and check out the weekly chef demonstrations for ways to enjoy these products throughout the year.

Savor the Seasons – Each month Green City Market spotlights locally grown seasonal ingredients with tastings and cooking demonstrations aimed at teaching shoppers how to enjoy these delicious foods in new ways. Watch for sessions on freezing, preserving, pickling and more presented by Chicago food professionals.

Green City Market is a non-profit, 501 (c)3 organization. Donations are tax deductible.

KNOW YOUR FOOD...KNOW YOUR FARMER



Green City Market celebrated the opening of its 12th season Saturday, May 15 in Lincoln Park.

More than 8,000 shoppers turned out for the kick off, which began at 7:30 a.m. with a Market tour and ended with "Top Chef" champion Stephanie Izard's sampling of dishes from her soon-to open restaurant Girl and the Goat.

In between, Edible Gardens director Jeanne Pinsof Nolan presented a container gardening workshop, chefs from five Lettuce Entertain You restaurants provided samplings of spring greens at a Lettuce Festival, and not

Green City Market sprouts up for another outdoor season



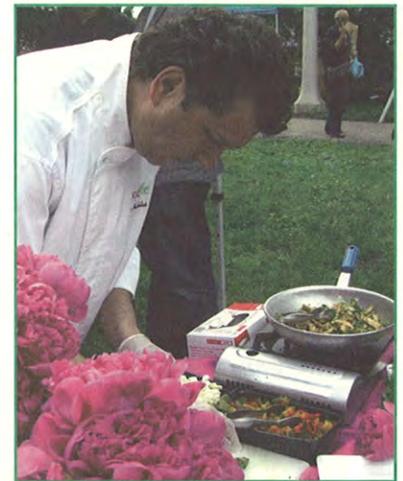
one, but four, chefs participated in a cooking demonstration. NAHA's Carrie Nahabedian and Craig Harzewski prepared a decidedly grown-up grilled cheese sandwich, complete with prosciutto and fried duck egg, while Sarah Stegner and George Bumbaris, of Prairie Grass and Prairie Fire offered a crowd-pleasing dessert of goat cheese ice cream with rhubarb compote.

The farmers' booths brimmed with early spring bounty, from the season's first strawberries, to rhubarb and asparagus – all locally raised and most of it organically or sustainably grown.

Even Mother Nature contributed to the occasion. Skies were clear and temperatures were mild.

The record-breaking crowds forecast a delicious season ahead.

OPENING DAY



GREEN CITY MARKET

2010 MARKET CALENDAR

Wednesday, May 12:
Green City Market moves outdoors

Saturday, May 15:
Market Rally and Season Kick-Off;
Savor the Seasons Lettuce Festival

Wednesday, June 23:
Savor the Seasons
Strawberry Festival

Thursday, July 15:
Annual Green City Market
Chef BBQ

Saturday, July 24:
Asian Festival

Wednesday, July 28:
Savor the Seasons Carrot Festival

Saturday, August 21:
Latin Festival

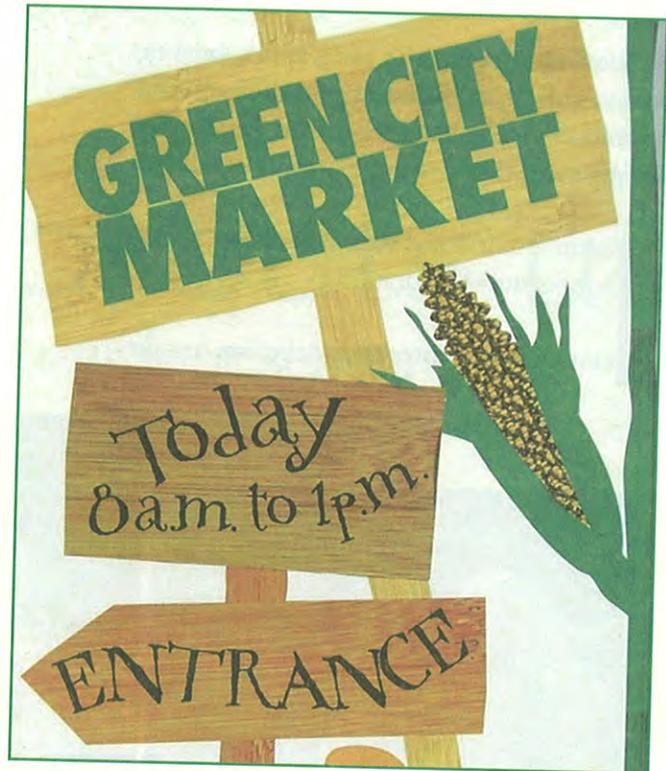
Wednesday, August 25:
Savor the Seasons Tomato Festival

Wednesday, September 8:
Locavore Challenge Kick Off

Wednesday, September 22:
Locavore Town Hall Meeting
at Peggy Notebaert Nature Museum

Wednesday, September 29:
Savor the Seasons Melon Festival

Wednesday, October 6:
Savor the Seasons Apple Festival



Saturday, October 16:
Soulfest

Sunday, October 17:
Annual Green City Market
Harvest Celebration

Saturday, October 30:
Halloween Party; last outdoor
market of the season

Saturday, November 6:
First Indoor Market

Saturday, November 27:
Closed for Thanksgiving

Wednesday, December 22:
Last Indoor Market of 2010

Every Wednesday & Saturday:
Chef Demonstrations, 10:30 a.m.

Every Wednesday and Saturday:
Green City Market Edible
Gardens at the Lincoln Park Zoo's
Farm-in-the-Zoo.

Every Wednesday & Saturday:
Club Sprouts

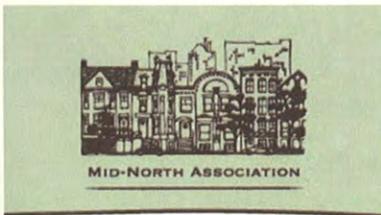
*For updates and more
information visit
www.chicagorencitymarket.org.*

GREEN CITY MARKET

THANKS OUR GENEROUS SUPPORTERS



ArcelorMittal



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Sara Gasbarra

2010 Illinois Specialty Crop Grant Program Final Report

Evanston Community Development Corporation
West End Market
\$10,000 Fully Funded Project

Project Summary

The Evanston Community Development Corporation developed the West End Market as a project at the request of 5th Ward Alderman Delores Holmes. Ms. Holmes was concerned about the lack of convenient access to fresh food experienced by her constituents. She hoped to improve the access to fresh food and provide education about the value of fresh food for overall health to Westside residents. In addition, she saw the opportunity for economic development when Westside residents sell their home grown produce and hand made goods from within the neighborhood. The West End Market first made its debut the summer of 2008. Receiving this grant through the Illinois Specialty Crop Grant Program during the third year of the market turned out to be key to the growth of our program as it increased awareness of our efforts to provide fresh, healthy, specialty crop produce to a low-income area so used to bad eating habits. We were able to capitalize on our first two years' efforts to bring the market back with much more advertising and awareness to the community that made a powerful statement that our farmer's market was here to stay. Being only one of four farmer's markets in such a small town as Evanston, we were able to stay afloat and compete with the surrounding markets in a way that made our residents feel ownership to a positive project happening on the toughest side of town with the most low-income and unemployed residents.

However, introducing a farmer's style market to the Westside has many challenges. It is challenging to introduce fresh produce to a population that is extremely budget conscious and believes their dollar goes farther with processed packaged goods. It is challenging to introduce new cooking methods to families overburdened by daily tasks. It is challenging to introduce new foods and menu items at home when every venue---from schools to community events---- includes low cost processed meats, chips, cookies, and sugared drinks.

Advertising, marketing, and education in a setting that lives the message is the only way to counter the overwhelming belief that fresh food is too expensive, too hard, and doesn't taste good that residents have heard over and over in commercial advertising and incorporated into their thinking. New advertising and marketing campaigns that emphasize the taste, ease, and affordability of fresh food purchased locally from local growers and producers does make a difference, particularly when aimed appropriately at the buyer, preparer, and consumer. The WEM aims its activities directly at children to make food purchase, preparation, and consumption a choice made and enjoyed by the entire family. The WEM directs its educational flyers at the person who purchases, stores, and prepares foods to help them understand how to purchase goods in season at the best price, extend their shelf life with proper storage, and enhance their flavor with easy recipes. General marketing is aimed at the recreational shopper to encourage a visit to the market as entertainment, makes the sights, smells, and new products featured at a fresh market a pleasurable experience.

The objective of this project was to improve access to and consumption of fresh food on the Westside, an area currently without easy access to fresh food with a culture that does not emphasize fresh ingredients. The methods employed to achieve this objective are: 1)direct

outreach to seniors, women with children, and low income residents; 2) demonstrations at the market of the use and preparation of fresh produce; 3) print materials, such as, recipes for products for sale at the market that can be prepared easily at home, brochures indicating when produce is in season, how to store, and how to prepare fresh produce, flyers advertising the market, and coupons; 4) incentives such as the acceptance of the Link card, WIC, senior coupons, and ECDC WEM coupons; 5) ex-offender and youth entrepreneurship in the wholesale purchase and retail sale of produce from African American farmers at the market; 6) partnership with area churches for information dissemination, nonprofit bake sales, and entertainment; and 7) music and live entertainment to create the environment that encourages area residents to linger and associate fresh produce with positive images.

Project Approach

During this grant cycle we were able to successfully pay for a portion of the Market Manager's salary at the West End Market to deliver specialty crop marketing materials to customers and facilitate the purchase of produce at wholesale from African American farmers. We purchased a big 10 X 20 tent for our only specialty crop produce vendor, Second Chance, which included the tent, roller case, side walls, and weight bags. We also successfully distributed several different print materials to promote produce sold at the West End Market. Although not significantly, we increased the amount of vendors participating in the market who was also able to accept payments via the credit card system. Second Chance, our only farmer, continued to accept WIC/Senior coupons and link card payments. The WIC/Senior coupons increased much more significantly than the use of the Link card, despite the marketing.

Our project partners continued to collaborate with the WEM, mainly the connections through the local African-American churches. Pastor Zollie Webb from Friendship Baptist church helped transport produce from Kankakee to Evanston with the Second Chance farmers. We also received help from the youth in the Summer Youth Employment Program who hit the pavement doing door-to-door marketing both for opening day and throughout the season, especially on the days we hosted special events. Our 5th Ward Alderman continued her support by obtaining more funding for the market from the Township of Evanston.

Goals/Outcomes Achieved

Goals

- ✚ Increase access to fresh produce for seniors, women and their children, and low income residents
- ✚ Increase employment and economic opportunity in the Specialty Crop Industry

Access to fresh produce is limited by cost, by awareness, by distance, and by transportation.

Actions to improve access must focus on location within walking distance or on a bus route; affordability of product in comparison to supermarket produce and processed alternatives; awareness of the market through trusted sources; and, transportation or delivery for seniors and disabled residents.

Although many Illinois Specialty Crops are unfamiliar to low income customers, others are of significant interest such as greens and melons. Entrepreneurs, particularly in the African American community, have existed for many years on an ad hoc basis, driving to farms around the state and selling produce in the neighborhoods. ECDC provides a way for such entrepreneurs to receive the technical support necessary to formalize their procedures and

expand their operations in an environment designed to increase sales. The ex-offender program emerged out of just such an opportunistic endeavor. ECDC provides business education, technical assistance, mentoring, and access to capital to existing and new entrepreneurs within the nurturing environment of the WEM. Creating an urban model that formalizes, nurtures, and expands existing entrepreneurs while supporting farmers and new entrepreneurs will increase interest in Illinois Specialty Crops, increase sales, and increase employment.

Expected Measureable Outcomes

-  Increased attendance at the WEM
-  Increased sales to market vendors
-  Increased number of vendors

The inaugural 2008 season focused on demonstrating the feasibility of a farmer's market in a transitional neighborhood and developing a community support base for a farmer's market.

The WEM attracted one on-site farmer, five off-site farmers whose products were sold by market volunteers, and 11 vendors that sold non-food products.

Patrons, farmers, and vendors were surveyed by ECDC throughout the 2008 season with regard to attendance, products, and services available at the market. Approximately 75 families visited the market on a given day, with attendance increasing to 150 families on Celebration Day and Harvest Day. Despite the preponderance of non-food vendors, nearly all customers came for the produce with the ability to purchase other items a valuable service but not essential to the market. Produce sales ranged from \$300 to \$1,200 each market day with average weekly sales of \$688. Produce sales grossed \$11,688 for the season. During the 2009 season, attendance has

increased to 150 families weekly. Market sales, customer attendance, and market environment are tracked weekly.

For the 2010 season ECDC monitored and track attendance, vendor sales, and environment on a weekly basis. Attendance was monitored by mechanical counter by ECDC staff. Sales were monitored by weekly survey forms and narratives prepared by the vendors and collected by ECDC staff. Vendor numbers were monitored weekly by visual survey and confirmed with paid vendor fee receipts.

Results

Despite the WEM going into its third year for the year of this Specialty Crop grant to increase marketing, both attendance to the market and sales were down. Most vendors became very uncomfortable with continuing to share their sales information and were less happy with their sales for 2010 as they were in 2009. Traffic to the market was down and some vendors participated less than they did the previous year. It became a catch 22 for the West End Market. With less foot traffic on any given Saturday, the vendors did not make money. With less vendors participating in the market on a given Saturday (Not all vendors signed up for the entire season), the market visually appeared more empty and therefore less customers came onsite to purchase product. This became the case for many of our non-produce vendors. For Second Chance, our only farmer/specialty crop farmer, sales sort of flat-lined except the increase in WIC/Senior Coupons. By reaching out to more senior recreational centers and senior living organizations, we were able to succeed with the older population in a way we couldn't with other customers. The senior citizens were much more appreciative of our ability to deliver

produce to them directly, help them shop onsite and bring groceries to their vehicle, and take pre-orders for the following Saturday for hot items like greens and watermelon.

Measurable Outcome: Increase attendance at the WEM

Attendance stayed steady as in previous years from 75-150 families on any given Saturday. The two highly marketed special events, Caribbean Day and Fall Harvest, had better attendance from 150 to 225 families. We suffered from more bad weather than in the previous years and had to close down earlier than our market time on three occasions. This and the general economic bad times being experienced nationally could be the reason more people decided to use their dollars elsewhere. Even though we purposely made our produce much more affordable than the popular Downtown Market, we still had customers complaining of high prices. The LINK card marketing was the biggest let down of the season. Link card holders simply did not come to the farmer's market to purchase produce as they would at the more popular grocery-store type businesses. There was a huge "disconnect" between link card holders and the purpose of farmer's markets in general. Most didn't understand the difference between fresh produce vs. pesticide filled produce purchased at places like Jewel or Dominick's. When we attempted to educate this group they seemed to understand but the low traffic at the market continued.

Measurable Outcome: Increase sales to market vendors

Sales did not increase from an average sale of \$688 per week achieved in the 2008 season to \$900 per week by the midpoint of the 2010 season. Our farmer instead averaged around \$450 in weekly sales, not making too much of a profit from all the produce bought at wholesale from other farmers. A bad day avergaing about \$250 and a good day averaging around \$650.

Measurable Outcome: Increase number of vendors

We increased the number of Illinois Specialty Crop vendors from three to six for the 2010 season and provided support to them to continue as a vendor throughout the season. Our goal was five and we surpassed that goal by one. Although only working with one major farmer, Second Chance, this increase is shown through the partnership with other local farmers who supplemented our produce at wholesale prices. First Orchards, Nichols Farm, Oosterhoff, Zeldenrust Farm, Pembroke Farmer's Cooperative, and the Black Oaks Center for Sustainable Renewable Living all worked with the WEM in partnership to provide a good variety of specialty crop produce to be sold by Second Chance for the west side of Evanston.

Beneficiaries

Low income West Side residents, local nonprofit organizations, churches, senior citizens, WIC/Link card holders, youth with the Summer Youth Employment Program, and participants of the Second Chance program as the main farmer are beneficiaries of this project. West side residents who visited the market were able to purchase fresh specialty crops that were affordable to them and grown more locally than produce found in traditional grocery stores. Local nonprofit organizations like the Evanston Township Edible Acres program and the Rimland Services, NFP were able to come onsite and share with the community their new endeavors to grow locally and tend their own small plots of land with fresh produce. Church members were able to access their favorite produce items at a good price and felt good about supporting a project like the WEM and Second Chance that is by the community, for the community. The Summer Youth Employment Program provided youth with a real opportunity to get to know their neighborhoods and market for a good cause for fellow family members and friends.

The West End Market is a small nonprofit market operated by a small but highly effective community-based organization, the Evanston Community Development Corporation. The market is supported by modest vendor fees, small donations, and a significant subsidy by ECDC. The issue of the affordability of processed food versus fresh food is one with international implications. Despite the modesty of the organization and the immensity of the issue, ECDC expected a significant economic impact through its efforts with the West End Market.

Decreasing the cost of fresh food was essential to provide long term impact to the Specialty Crops Industry through the increase in purchases from the vast market of urban residents. Westside residents are absolutely price sensitive due to their limited incomes. Thus, the unit cost of an individual onion is more important than the value price of a bushel of onions. The WEM decreased costs in the following ways:

- ✚ Accepted senior and WIC coupons and the LINK card.
- ✚ Offered ECDC subsidized coupons for produce purchased at the WEM
- ✚ Located the market on a bus route and within walking distance of most Westside residents
- ✚ Provided advanced orders, transportation, and / or delivery to seniors and disabled residents
- ✚ Educated customers in the proper selection, storage, and preparation of fresh produce to get the most out of their purchases

Lessons Learned

We have learned that the food budgets of the low-income families that this market is intended to serve are increasingly stressed by these difficult economic times. Despite all

marketing efforts customers still prefer your general grocery store over our farmer's market. What's interesting is that low-income families in Evanston have access to a limited supply of WIC/Senior farmer's market coupons. However, most WIC/Senior coupon holders have reliably patronized the market. As a result, we established an outreach mobile market and set up at several senior housing complexes once a week outside of the market.

The main unexpected outcome is the development of New Leaf Urban Gardens which developed out of the Second Chance program. Two of the individuals who were involved with Second Chance are currently working on developing what will hopefully become a profitable urban gardening company that will utilize hoop houses and raised-bed farming on vacant lots in Evanston. They have received the blessings of the Mayor and City of Evanston staff to utilize vacant lots all over town to expand their growing plots. The churches have continued to support the endeavor by offering up some church land to grow produce also.

Although disappointed with sales and foot traffic, we plan to hold on to our existing market vendors through the next couple of summers, but we will not attempt to expand the market again until the economy shows substantial signs of recovery and there is more flexibility in the food budgets of the low-income residents in the neighborhoods surrounding the market.

Contact Person

Precious Wright
Current Market Manager
847-756-0159
pwright@evanstoncdc.com



WEST END MARKET

bringing fresh produce and economic opportunities to the West Side of Evanston



June 5th–October 30th
ETHS Parking Lot @ Church St & Dodge Ave
Every Saturday 8:30 AM –3:00 PM
Vendors–Entertainment–Bake Sales
Contact Precious Wright
pwright@evanstoncdc.com 847-756-0159



LINK/Senior Coupons/WIC/Credit Cards
All Accepted

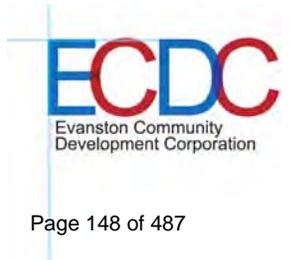


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LINK/Senior Coupons/WIC/Credit Cards
All Accepted

West End Market 'freshens up' neighborhood

Thursday, July 1, 2010, at 9:03 am by [Naomi Daugherty](#)



Evanston's West End Farmers Market, now in its third year, is expanding its efforts to bring fresh produce and more to the neighborhood.

The market is open from 8:30 a.m. to 3 p.m. every Saturday through Oct. 30 at the corner of Church Street and Dodge Avenue.

Much of the produce at the market this year is being grown in the neighborhood by participants in Second Chance Produce, a program sponsored by the Evanston Community Development Corporation, the Boocoo cultural center and local churches. It offers ex-offenders a chance to learn marketing and business management techniques while tending a small farm plot behind Boocoo at 1823 Church St.



Building raised beds for the Second Chance garden plot.

The program director of Second Chance, Cozeake Nelson, said the program "has exposed the west side of Evanston to the opportunity of growing and eating fresh vegetables."



"The garden is beautiful," said Second Chance volunteer Rachel Vanhose, "The vegetables range from collard greens to beans and squash."

The market also also offers a variety of merchandise sold by different venders.



Paula Evans, owner of Queen Bee desserts.

“The market provides economic opportunity for business to come and test their products” said event manager Precious Wright. “We also provide a mentor program for business along with a micro loan fund.”



Patricia Carey Levine from Walter Payton Cancer Fund works on her crafts.

To attract business, the West End Farmers market also offers a variety of entertainment. “Every week we have a different genre of music from jazz to gospel, and in October we also have a big Halloween party for the kids” Wright added.

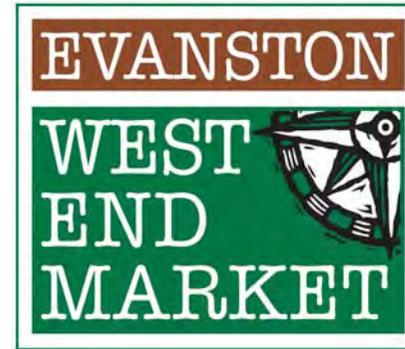
Fun Facts: Strawberries

- The flavor of the smaller berries is better than that of the larger varieties since the latter are often watery.
- Fresh strawberries are available year-round in many regions of the country, with the peak season from April to June.
- Choose brightly colored, plump berries that still have their green caps attached and which are uniform in size.
- Avoid soft, shriveled or moldy berries.
- Do not wash until ready to use, and store (preferably in a single layer on a paper towel) in a moisture-proof container in the refrigerator for 2 to 3 days.
- Fresh strawberries are wonderful eaten with cream, macerated in wine or liqueur or used in various desserts.
- Strawberries are an excellent source of vitamin C and also provide some potassium and iron.

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A project of the Evanston Community Development Corporation (ECDC)



What's In Season?

An educational guide on what to look for at the Farmer's Market!

Strawberry Rhubarb Pie (simplyrecipes.com)

Ingredients

- 3 cups rhubarb stalks cut into 1/2 inch pieces
- 1 cup strawberries, stemmed and sliced
- 1 cup sugar
- 3 Tablespoons of quick cooking tapioca
- 1/4 teaspoon of salt
- 1 teaspoon of grated orange peel
- Unbaked pastry for two-crust 9 inch pie

Preparation

1. Preheat oven to 400°F. Mix the rhubarb and the strawberries with the sugar, tapioca, salt, and orange rind. Let sit for 10 minutes.
2. Turn into a pastry lined pan. Top with the pastry, trim the edge, and crimp the top and bottom edges together. Cut slits in the top for the steam to escape.
3. Bake at 400°F for 20 minutes, reduce heat to 350°F, and bake an additional 30-40 minutes longer (40 to 50 minutes longer if doing a 10-inch pie). Cool on a rack.

Serve warm or cold. If you do cool to room temperature, the juices will have more time to thicken



Spring & Summer Produce

Fall Produce

June

Asparagus
Basil
Cabbage
Carrots
Cherries
Lettuce
Melons
Okra
Peas
Rhubarb
Spinach
Squash
Strawberries
Turnips

July

Basil
Beans
Bell Peppers
Berries
Cabbage
Carrots
Cherries
Corn
Melons
Okra
Onions
Peaches
Peas
Plums
Potatoes
Rhubarb
Squash
Tomatoes
Turnips

August

Beans
Beets
Bell Peppers
Berries
Carrots
Cauliflower
Corn
Cucumbers
Grapes
Lettuce
Melons
Okra
Onions
Peaches
Peas
Plums
Potatoes
Sweet Potatoes
Tomatoes

September

Bell Peppers
Berries
Cabbage
Carrots
Cauliflower
Corn
Cucumbers
Grapes
Lettuce
Melons
Okra
Onions
Peaches
Peas
Plums
Potatoes
Sweet Potatoes
Pumpkins
Spinach
Squash
Tomatoes

October

Apples
Bell Peppers
Cabbage
Cauliflower
Corn
Cucumbers
Grapes
Greens
Lettuce
Okra
Onions
Peas
Plums
Potatoes
Sweet Potatoes
Pumpkins
Spinach
Squash
Tomatoes
Turnips

November

Bell Peppers
Cabbage
Greens
Onions
Peas
Potatoes
Sweet Potatoes
Pumpkins
Spinach
Squash

Health Tip!



While many fruits and vegetables are available year-round, most are at their peak during specific seasons.

Health Tip!



Eat your colors! Divide vegetables and fruits into five groups: red, white, green, yellow/orange and blue/purple. Get at least one food from each group every day and get a variety.

Please accept for your review the attached Final Progress Report for the Natural Food Cooperative of Rockford's 2010 Specialty Crop Grant. We apologize for the late nature of this report. The following narrative will detail the successes, challenges and barriers faced during this grant period.

Project Title - Natural Food Cooperative of Rockford's

Midtown Farmers' Market & Farm to Family Project

Project Summary

The Midtown Farmers' Market opened for its first season in May of 2009. In 2008, community and business members from Rockford's Midtown District and the surrounding area formed the "Natural Food Cooperative Committee of Rockford" to discuss the formation of food cooperative structures in our area that would provide local, organic, natural and environmentally friendly products to the community. The main objective was and continues to be to raise awareness, consumption, and production of locally grown specialty crops in Rockford and the surrounding areas. In 2009 the Natural Food Cooperative of Rockford incorporated and requested that the Total Health Awareness Team serve as fiscal agent for the 2010 grant process. The 2010 Specialty

Total Health Awareness Team

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Crop Grant funding was to allow for the continuation of marketing activities related to our “Local Only” Midtown Farmers Market project located in the Midtown District of Rockford, IL and in implementation of the NFCR “Farm to Family” project.

Project Approach

Through all available media outlets in our area, public/social events, newsletters, web-based resources and the creation of new community and business partnerships, the Natural Food Cooperative of Rockford continued to promote the newly implemented “Local Only” Midtown Farmers’ Market featuring natural, organic and “local-only” produce. In addition, for 2010 NFCR implemented the “Farm to Family” project to increase educational awareness of and participation by current and potential vendors, consumers, producers and distributors in local Specialty Crop markets through the use of the above mentioned venues. The tasks and activities are as follows:

- Project A - Promotion of the Midtown Farmers’ Market
 - Rockford Register Star (RRS) provided weekly advertisements, as well as highlight stories regarding the Midtown Farmers’ Market and specialty crops;
 - In addition RRS provided ad spots in Rockford Woman Magazine.
 - NFCR members had guest appearances on NPR and NIU stations.
 - These stations also provided weekly spots about the Midtown Farmers’ Market.

- Project B - Implementation of the “Farm to Family” project
 - The “Farm to Family” newsletter was created and disseminated throughout the season.

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- While NFCR worked to get a regular column in the newspaper this project was not completed at this time.
- The NFCR website was established and is fully operational and effective for broader dissemination of the NFCR Farm to Family newsletter
- In addition,
 - NFCR Members attended and spoke at several neighborhood meetings through the season to discuss local gardening, specialty crops and farmers markets.
 - NFCR sponsored a booth at the Local Foods Conference where they were able to network with local producers, vendors and consumers.
 - NFCR sponsored keynote speaker Terra Brockman at a Midtown local café, Katie's Cup, for a presentation and book signing.
 - NFCR actively participated in meetings with the U of I Extension and the Winnebago County Health Department to discuss changes to the rules for Farmers' Markets and local vendors which allowed NFCR to provide accurate information to the vendors.
- Project C - Conduct a community assessment through partnership with University of Illinois – Winnebago County Extension to identify “gaps” and assist in strategic planning for “next steps” in the local farmers market and local foods awareness project process.
 - NFCR did maintain a working relationship with the U of I Winnebago County Extension; however due to a lack of funding and resources the community assessment project was never completed.



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- Project D - Work with current partners to establish a Specialty Crop Expo to benefit farmers, vendors, producers, and farmer's market managers in the Northern IL region with options for expansion into the entire state.
 - In lieu of the establishment of a Specialty Crop Expo, NFCR participated in the already scheduled events for 2010 i.e. the Local Foods Conference and other events planned within the area.
- Project E - Production and dissemination of the Northern Illinois Local Foods Directory created by the University of Illinois Winnebago County Extension.
 - NFCR was able to work with U of I extension to draft the template of the Local Resource Directory which is now with Commercial Printing of Rockford; however at this time production, dissemination and incorporation of the Directory have not been completed.

Goals and Outcomes Achieved

The Goals of the Food Coop's Midtown Farmers Market & Farm to Family projects are:

1. By October 31, 2010, increase vendor and consumer participation in the Food Coop's Midtown Farmers' Market,
2. By December 31, 2010, increase participation from current and new farmers, producers, distributors, vendors and consumers in the utilization of our Specialty Crop industry,
3. By December 31, 2010, increase participation from current and new farmers, producers, distributors, vendors and consumers in programs which promote the adoption of "Healthier Food Consumption Practices".

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The expected measurable outcomes for these projects are:

1. By October 31, 2010, the Food Coop's Midtown Farmers' Market will have a minimum of 20 vendors for the 2010 season
2. By October 31, 2010, the Food Coop's Midtown Farmers' Market will have a minimum of 75 shoppers spending an average of \$10 per week at the beginning of the season, with a minimum customer increase of 50 % per week.

Progress for Objectives 1 & 2 - The Midtown Farmers' Market was able to run almost every Friday to date with an average of 10 vendors and >50 consumers/day.

3. By December 31, 2010, the Food Coop's Farm to Family project will have reached over 100 local farmers with resources, educational information and capacity building opportunities related to the participation and resultant enhancement of the Specialty Crop industry.

4. By December 31, 2010, the Food Coop's Farm to Family project will have disseminated educational information for families and individuals residing in communities in and around the City of Rockford, IL, regarding "Healthier Food Consumption Practices" through the utilization of our local Specialty Crop industry.

Progress for Objectives 3 & 4 - The Farm to Family project was accepted well by those NFCR was able to reach. While the Local Directory was not completed, it has been drafted and is ready for production.

Beneficiaries

The Midtown Farmers' Market and Farm to Family Projects were and are beneficial to the individual and the community both in terms of physical and economic health

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supports. In addition the project was beneficial for the local businesses and communities of the Midtown District and downtown Rockford, IL.

Lessons Learned

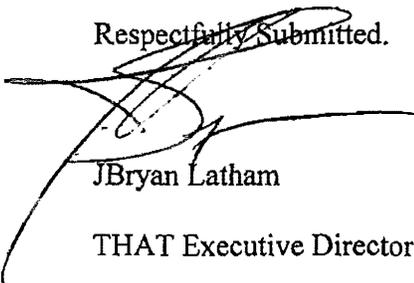
The project proved to be a very learning experience for both the Total Health Awareness Team and NFCR. In the past two years, interested entities continued to find a need to define roles and responsibilities and actual process in order to achieve tasks. This was exacerbated in 2010 by the implementation of the "City Market" this summer which due to a failure by NFCR to address concerns and media related requests and opportunities, left many vendors and consumers concerned and confused about the differences in the Midtown Farmers' Market Specialty Crops and the City Market's all inclusive market. Throughout the project, the Total Health Awareness Team, as fiscal agent, attempted to address many challenges posed by the Natural Food Cooperative of Rockford and their ability to both carry out the activities under this grant agreement; in addition there was a continuous failure by NFCR to provide invoices or to report the activities as outlined in the grant. Point in fact; this report had to be generated in the absence of NFCR with no information coming from the NFCR members. They have continued to display a level of incompetence that leaves THAT concerned for the damage to the progress made to date to heighten awareness of and participation in the Midtown Farmers' Market or in understanding of Specialty Crop markets in our area. The issues posed by NFCR key members seemed to be more about "control over the market" rather than "community collaboration". For THAT, we will no longer serve in any role for NFCR but rather have chosen to support our local Specialty Crop consumers and vendors directly in the future.

THAT/NFCR 2010 Specialty Crop Grant Final Report

For 2011 we feel that the keys to success are 1) stronger communication skills, 2) clearly defined policy & procedures, 3) clearly defined roles & responsibilities, and 4) most importantly ownership in the Specialty Crop projects by more than one group i.e. the producers, vendors and consumers.

The Total Health Awareness Team would like to express our sincere appreciation to IDOA for the past two years of funding for the Midtown Farmers' Market. We look forward to working with IDOA again in the near future. Should you have any questions or need for further clarification, please contact our office at your convenience.

Respectfully Submitted.



JBryan Latham

THAT Executive Director

Contact Person

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2010 ILLINOIS SPECIALTY CROP GRANT PROGRAM
DOWNTOWN BLOOMINGTON FARMERS' MARKET--FINAL REPORT
DOWNTOWN BLOOMINGTON ASSOCIATION

- 1) **NARRATIVE:** The project funded by this grant was the 2010 Market to Menu Campaign, which was managed jointly by the Downtown Bloomington Association and the Town of Normal Uptown Development Department. This cooperative project benefited specialty crop producers participating in the 2010 Downtown Bloomington Farmers' Market and the 2010 Uptown Normal Trailside Market.
 - a) This project received \$10,000 in funding through the Illinois Specialty Crop Program. Along with an additional \$10,000 in funding awarded to the Town of Normal, grant proceeds were used to fund contracts with WGLT Radio and WYZZ/WMBD Television. Downtown Bloomington Association has already been approved for a grant to fund continuation of this program for both the Bloomington and Normal farmers' markets during the 2011 farmers' market season.
 - b) Project Title: 2010 Market to Menu Campaign
 - c) Project Summary
 - i. The initial purpose of the project was to increase awareness of specialty crops and the use of these crops among local consumers, resulting in increased sales of specialty crops at the Downtown Bloomington Farmers' Market.

- ii. This project was intended to build on growing interest in local foods to promote locally grown specialty crops. While interest in local foods has been growing, we also knew that people were sometimes reluctant to try new or unfamiliar products. In addition, we knew they frequently lacked the knowledge needed to cook these products for family meals. This program was intended to increase awareness, stimulate interest in specialty crops, and equip consumers with the knowledge needed to feel comfortable purchasing specialty crops.
- iii. This project built on previously funded projects focused on billboards advertising the Downtown Bloomington Farmers' Market. As attendance increased at the farmers' market, we felt the time was right to more directly address specific awareness and knowledge gaps related to specialty crops.

d) Project Approach

- i. Downtown Bloomington Association and the Town of Normal Uptown Development Department partnered with the WGLT Radio and WMBD/WYZZ production teams to develop campaign materials (videos, podcasts, television and radio broadcasts) starting in May. Contracts were signed in April, and production of the initial set of broadcasts was completed in May. The first broadcasts were aired starting the week of May 31 and continued on a weekly basis through the week of September 13. Videos and podcasts were promoted through WGLT's Market to Menu website, through the Downtown

Bloomington Farmers' Market website, weekly farmers' market email newsletter (which was sent to over 800 recipients each week), and the Market to Menu blog. Production utilized on-air talent from WGLT and the production team from WMBD. In addition, we had a volunteer who assisted the media partners in scheduling farmers from the Downtown Bloomington Farmers' Market, as well as the Uptown Normal Trailside Market. Sixteen weekly programs were aired, featuring

e) Goals and Outcomes Achieved

- i. The following table shows the specific programs that were aired, along with the name of the specialty crop and farmer featured. Where still available, links are provided to the podcasts and videos online.

<http://wgl.t.org/podcasts/market2menu/>

<http://centralillinoisproud.com/>

Week Aired	Produce	Radio Podcast - WGLT (mp3)	Television Video	Farmer	Farm
13-Sep-10	Bell Peppers	http://www.wglt.org/podcasts/market2menu/audio/mm100917.mp3	Not available	David Brown	Brown's Fresh Produce Market
6-Sep-10	Okra	http://www.wglt.org/podcasts/market2menu/audio/mm100910.mp3	Not available	Rita O'Rourke	O'Rourke Family Gardens
30-Aug-10	Spaghetti Squash	http://www.wglt.org/podcasts/market2menu/audio/mm100903.mp3	Not available	Karen Harvey	Harvey Homestead
23-Aug-10	Gala Apples	http://www.wglt.org/podcasts/market2menu/audio/mm100827.mp3	Not available	Theresa Shofner	Shofner Family Farm
16-Aug-10	Mint	http://www.wglt.org/podcasts/market2menu/audio/mm100820.mp3	Not available	Simon Burke	Goodison Garden
9-Aug-10	Blackberries	http://www.wglt.org/podcasts/market2menu/audio/mm100813.mp3	Not available	Rita O'Rourke	O'Rourke Family Gardens
2-Aug-10	Zucchini	http://www.wglt.org/podcasts/market2menu/audio/mm100806.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124455	Lyndon Hartz	Hartz Produce
26-Jul-10	Broccoli	http://www.wglt.org/podcasts/market2menu/audio/mm100730.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124435	Karen Harvey	Harvey Homestead
19-Jul-10	Japanese Turnips	http://www.wglt.org/podcasts/market2menu/audio/mm100723.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124485	Lyndon Hartz	Hartz Produce
12-Jul-10	Kohlrabi	http://www.wglt.org/podcasts/market2menu/audio/mm100716.mp3	Not available	Keith Kuerth	Appleridge Produce
5-Jul-10	Snow Peas	http://www.wglt.org/podcasts/market2menu/audio/mm100709.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124445	Karen Harvey	Harvey Homestead
27-Jun-10	New Potatoes	http://www.wglt.org/podcasts/market2menu/audio/mm100702.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124465	Rita O'Rourke	O'Rourke Family Gardens
21-Jun-10	Beets	http://www.wglt.org/podcasts/market2menu/audio/mm100625.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124495	Ken Myszka	Epiphany Farms Enterprise
14-Jun-10	Basil	http://www.wglt.org/podcasts/market2menu/audio/mm100618.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124505	Simon Burke	Goodison Garden
7-Jun-10	Pak Choy/Bok Choy	http://www.wglt.org/podcasts/market2menu/audio/mm100611.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124475	Ken Myszka	Epiphany Farms Enterprise
31-May-10	Asparagus	http://www.wglt.org/podcasts/market2menu/audio/mm100604.mp3	http://centralillinoisproud.com/search-fulltext?nxd_id=124515	Keith Kuerth	Appleridge Produce

- ii. Our long-term goal is to broaden consumer perspectives on specialty crops sold at our farmers' market, increasing customers' knowledge of these crops and their comfort level purchasing and preparing these products for their families. Feedback from farmers who participated in these broadcasts indicated that we are achieving some success in this goal. Participating farmers reported increased interest and sales of these crops from their customers following their broadcasts.
- iii. For this reporting period, our goal was to show an increase in sales of specialty crops. Based on a survey of our specialty crop vendors, 44.4% of vendors reported an increase of more than 10% in their sales during 2010 compared to 2009. However, 55.5% reported a decrease in sales.
- iv. Because the vendor survey was administered anonymously, we are unable to determine whether sales trends were different for specialty crop vendors who participated in a Market to Menu broadcast compared to those who did not. However, based on informal feedback from vendors who did a broadcast, we think we may need to broaden vendor participation in these broadcasts to get maximum benefit. Our focus next year will be to encourage more vendors to participate in these broadcasts. Several vendors also speculated that the economy was a factor in their reduced sales for 2010. We will be doing some additional work to determine the reason for reduced sales among this segment of our specialty crop vendors.

f) Beneficiaries

- i. The primary beneficiaries of this project are specialty crop producers participating in the Downtown Bloomington Farmers' Market and the Uptown Normal Trailside Market. Additional beneficiaries include the markets' customers, who gained knowledge of nutritious specialty crops and, as a result, were able to add them to their families' diets.
- ii. Quantitative data collected on sales trends indicated mixed results. The specialty crop vendors who reported increased sales indicated a significant increase in their sales—over 10% compared to the 2009 season. However, over half (55%) of our specialty crop vendors reported reduced sales compared to 2009. There are several reasons this may have occurred. Some vendors felt the poor economy played a role. In addition, weather had an adverse impact on some of our vendors' crops and may have affected their sales. Finally, we are also considering the possibility that benefits of this program accrued primarily to the farmers actually participating in the broadcasts. We will be inquiring further into the reasons for these sales trends and attempting to address them when planning our 2011 Market to Menu program.

g) Lessons Learned

- i. Our primary lesson learned is the need to encourage a broader segment of our specialty crop vendors to participate in this program. Next year, we will include questions about Market to Menu participation in our application process, asking all specialty crop vendors to indicate their availability for a broadcast during the season.
- ii. We did not achieve the increased sales trends we anticipated, even though we received very positive feedback from farmers who participated in the broadcasts. We will be doing further investigation to determine the reasons for these results, so we can address them in next year's Market to Menu program.
- iii. The anticipated goals or outcome measures were not achieved this year. It is unclear whether this was due to external reasons such as weather-related crop failures or to poor economic conditions. However, we will be doing further investigation. Because we received favorable feedback from specialty crop vendors participating in this program, we believe one way to address this issue is to encourage broader vendor participation in this program. Next year, we will be taking measures to encourage more vendors to participate in a broadcast.

h) Contact Person: Elaine Sebald, 309-829-9599,

bloomington_farmersmarket@yahoo.com

i) Additional Information:

i. [Market to Menu Blog:](http://www.market-2-menu.blogspot.com/)

<http://www.market-2-menu.blogspot.com/>

Volunteer writes weekly blog highlighting market products currently in season to complement Market to Menu broadcasts. Links to videos and podcasts are also provided here.

ii. [WGLT Market to Menu Website:](http://www.wglt.org/programs/market_menu/index.phtml)

http://www.wglt.org/programs/market_menu/index.phtml

This page provides links to all Market to Menu broadcasts from both the Normal and Bloomington markets. It also includes links to previous seasons' broadcasts. Viewers can also subscribe to the podcasts from this page.

iii. [Downtown Bloomington Farmers' Market Website:](http://www.downtownbloomington.org/index.php?id=6)

<http://www.downtownbloomington.org/index.php?id=6>

Home page includes link to "What's FRESH at the Farmers' Market," our weekly email newsletter with about 850 subscribers, and our Market to Menu blog, which both highlight the current week's broadcasts and provide links to current and past videos and podcasts.

Green City Market - SC--10--13 Final Report

Green City Market experienced significant growth in 2010 and much of it had to do with the support we received from the Illinois Department of Agriculture and the Specialty Crop Grant Program. Your support was instrumental to the expansion of our educational programs that reached over 200,000 Chicagoans in 2010 – doubling our reach in 2009 of just 100,000 consumers. The Specialty Crop Grant Program provided funding for the following programs / projects:

- Preservation and promotion of Heirloom varieties
- Teaching children the importance of specialty crops
- Providing a locavore resource kit to challenge Chicago consumers to support local, sustainably--
-growing farmers and to eat their products

PROJECT SUMMARY

HEIRLOOM AND HERITAGE VARIETIES

Preservation and promotion of heirloom varieties

The Heirloom and Heritage Preservation Project promotes heirloom and heritage products through signage at farmer stands and incorporation into all Green City Market programs. Green City Market works with its Market vendors to help preserve and promote heirloom varieties of vegetables and fruits and heritage breeds of animals – the foods our ancestors enjoyed for centuries. Over decades these products have adapted to local environmental conditions and are often better able to withstand disease and harsh environmental conditions than their genetically engineered relations. Preserving them preserves the biodiversity of our food supply.

CLUB SPROUTS

Teaching children the importance of specialty crops

Club Sprouts is a free, membership tasting program for children 3--10 encouraging them to try new produce. At every Market children are offered a taste of a specialty crop from the Market and receive a “punch” on their Membership Card. After a child completes 8 tastes, and fills up their Membership Card, they are offered a special reward. Besides the daily market tastings, Green City Market also offered hands---on, kid---centered cooking demos for children every Wednesday during June, July, and August. Additionally, we celebrated the concept of “Farm to Table” with our Sprouts at the Club Sprouts Seed to Table Celebration held on June 26th.

THE EDIBLE GARDENS

Teaching children the importance of specialty crops

Another of Green City Market’s programs that teaches children the importance of specialty crops is our Edible Gardens. The Edible Gardens – a partnership with Green City Market and Lincoln Park Zoo – are two bucolic gardens, which now cover 5,000 square feet. The Edible Gardens are designed to engage children with hands---on growing, weeding, composting, and harvesting and to introduce them to the concept of “farm---to---table.” Programs are available for school and summer camp field trips, as well as monthly gardening series for local Chicagoans. The goal of The Edible Gardens is to ensure that families have the knowledge, experience, and inspiration to be a part of creating a local, sustainable food system. In 2010, The Edible Gardens were open to the public on Wednesdays and Saturdays from April through November, and on Thursdays in April, May, September, and October. Field Trips were hosted on Wednesdays and Thursdays during April, May, September, and October. The additional Thursday date was added once again for the 2010 season to accommodate more schools and to allow for more children to experience our hands---on field trip. The public was also welcome to visit the Gardens on all of these days.

In total, the gardens encompass 5,000 square feet of growing space and include two raised beds outside of the large garden, three Earthboxes and two fabric grow bags for potatoes. The Edible Gardens also

demonstrates two different methods of making compost: a cedar three---bin composter and a plastic tumbler system.

The raised beds were specially designed for handicapped access and provide visitors with disabilities to opportunity to participate in hands---on gardening activities. In addition, the surface of the large garden's wider main pathway and the surface area surrounding the raised beds is made of a synthetic material to facilitate easy access for those in wheelchairs.

Families who visit the Gardens learn techniques and methods that are applicable to their home situations, whether they have an expansive backyard garden, rooftop garden or container garden. The Edible Gardens serve as an educational garden for both children and adult alike.

LOCAVORE CHALLENGE

PROVIDING A LOCAVORE RESOURCE KIT PROJECT

The Green City Market Locavore Challenge celebrated its 5th Anniversary as one of our organization's lead programs and this year we hosted a series of events and distributed copies of our Locavore Kit. From September 8 – 22, 2010, Green City Market challenged Chicagoans to become Locavores and commit to eating locally grown and produced foods for two weeks.

PROJECT APPROACH

HEIRLOOM AND HERITAGE

Green City Market has tried to incorporate the "H&H Program" into all of our educational programs. Chef demonstrations feature heirloom varieties of produce as often as possible, The Edible Gardens grows numerous varieties of heirloom products, our Sprouts taste heirloom products at the Club Sprouts Tasting Program, and heirloom varieties are available for tasting at our monthly Savor the Seasons Tasting Festivals, and consumers are confronted with our large "H" signs around the Market designating heirloom varieties of fruits and vegetables.

Heirloom Variety Signage and Education: At the beginning of the 2010 Market season, vendors were asked to submit a list of Heirloom varieties there would be growing/selling at the Green City Market (*this list is attached as supplemental material*). From this list, we created a "cheat---sheet" for Market Heirloom products to hand out at the Market featuring many of these crops (*sheet also attached*). In addition to the cheat---sheet and product list, Green City Market also created packets of information for a few of the notable products (*tomatoes in particular – packet attached*) to provide the history of each variety and help promote sales of these products. As well, during each Market, vendors that are selling Heirloom and Heritage varieties are asked to use our "H" signs to designate the varieties to customers (*see attached photo*).

The Edible Gardens: The small garden at The Edible Gardens – nearly 1,000 square feet – was dedicated to highlighting the beauty, plant heartiness, and delicious flavor of regional heirloom vegetable varieties. Visitors could experience these varieties in the garden by learning their history, distinguishing their often unique plant structure, tasting samples straight from the vine and visiting the Market to purchase them from farmers participating in the Program.

Savor the Seasons Tasting Festivals: One of our most anticipated events is the monthly Savor the Seasons Tasting Festival that highlights a particular product at the very height of its season and availability at the 3 Market. For each month's festival, we invited three of Chicago's chefs to join us and offer up tastings and recipes to further the promotion of the produce used. And our farmers see a jump in sales as the crowds visit farmers that these items (most heirloom) for sale! The schedule for the Savor the Seasons Festivals included:

- **May 12: Lettuce Festival:** Fresh, market salads prepared by: Mon Ami Gabi, Big Bowl (Asian salad featuring local greens), Foodlife (Market Bounty salad with spring strawberries, rhubarb dressing and market greens), Frankie's (cheese plates featuring Market artisan producers,

market bread and watercress salad) and Cafe Ba Ba Reeba (goat cheese and arugula salad). The Market also set up a tasting table giving shoppers the chance to taste over 30 varieties of fresh lettuce and greens, many heirloom varieties, currently available for sale at The Market.

- **June 23: Strawberry Festival:** Gilbert Langlois from Chalkboard (strawberry salad using all market ingredients: arugula, strawberries, goat cheese and tiny sprouts), Tony Galzin from MK (strawberry panna cotta also using Market dairy and eggs) and Mike Ryan from Sable (strawberry soda). The Market also set up a tasting table giving shoppers the chance to taste over 15 varieties of fresh strawberries, many heirloom varieties, currently available for sale at The Market.
- **July 28: Carrot Festival:** Peter Klein of Seedling Farms (carrot smoothie); Paul McGee, Mixologist from The Whistler (fresh carrot juice); Brad Phillips of LM Restaurant (carrot cake). The Market also set up a tasting table giving shoppers the chance to taste over 22 varieties of fresh carrots currently available for sale at The Market.
- **August 25: Tomato Festival:** Tara Lane of Hull--House Kitchen (cold, market gazpacho soup); Chris Pappas of Elate (tomato, onion and goat cheese tart); Enoch Simpson of Girl & The Goat (heirloom tomato salad). The Market also set up a tasting table giving shoppers the chance to taste over 30 varieties of fresh tomatoes (many of them heirloom varieties) currently available for sale at The Market.
- **September 29: Squash Festival:** Sformatto di Zucca created by Chef Chris Macchia of Coco Pazzo; Brown Butter Pumpkin Cake created by Chef Nate Meads of Fritz Pastry; Cider House Rules drink created by Mixologist Tim Lacey of the Drawing Room.

Funding from the SC-10-13 grant helped us create the “cheat-sheet” for market-goers, as well as the research required to put together the packets of information on specific plant varieties. In addition, this funding paid for the printing of our “H” signs that we used throughout the Market to inform shoppers of Heirloom and Heritage varieties. Savor the Seasons tasting products were also paid for with this grant. Other expenses for this project were covered with in-kind and matching donations.

CLUB SPROUTS

Club Sprouts is organized with help from Green City Market staff, The Edible Gardens’ Project Management Team, and daily market volunteers. At every Market, a specialty crop is purchased from a farmer and highlighted for our Sprouts to taste. Tastings include everything from sweet strawberries, bitter spring onions, tangy sorrel, and interesting squash blossoms, to pungent cilantro, woody mushrooms, and savory carrots. It is truly amazing to see how many children become excited by the opportunity to taste a product that maybe Mom or Dad don’t have around the house very often (like a portabella mushroom) or become excited at the opportunity to eat something bizarre and beautiful (like squash blossoms). In addition to the daily tastings, during the months June through August, we also offered cooking demonstrations for children. Green City Market partnered with several “kid--- friendly foodie” organizations to bring chefs to the Market that engaged our Sprouts with hands---on activities featuring specialty crops purchased from our Market vendors.

Date	Chef	Organization	Creation	Featured Specialty Crop Products
June 16	Melissa Graham	Purple Asparagus	Strawberry---Mint Skewers	Strawberries Mint
June 23	Liz Isaacs	Kiddy Cuisine	Portabella Pizzas	Portabella mushrooms Assorted vegetables
June 30	Amy Cox	subURBAN homestead	Red, White, and Blue Sweet Cherry Ice	Cherries Maple syrup Apple cider Blueberries White Raspberries
July 7	Nancy Lufrano	Food Ateliers	Ketchup	Tomatoes and Onions
July 14	Elena Marre	The Kids’ Table	Rainbow Slaw	Cabbage Green Onions Carrots
July 28	Courtney Treutelaar	Common Threads	Chicken Tacos with Peach Salsa and Pickled	Peaches Tomatoes

			Onions	Corn Onions
August 11	Melissa Graham	Purple Asparagus	Pear---Squared Salad	Pears
August 18	Kyle Schott	Midwest Roots	Fruit Parfait	Blueberries Raspberries Blackberries Strawberries
August 25	Anna Wilson	Heritage Prairie Farm	Honey Butter	Honey

Many of the above cooking demonstrations used kid---friendly techniques such as using safety scissors as a chopping mechanism for delicate plants like green onions and mixing ingredients with your fingers in order to get our Sprouts excited about cooking with farm--- fresh ingredients.

Green City Market also hosted our Club Sprouts Seed to Table Celebration on Saturday, June 26th. We invited children and families to join us for a day of gardening, composting, cooking, touring and tasting at Green City Market. These activities included:

- Gardening with Green City Market's Manager Jeanne Nolan – Jeanne led kids in a take---away pear pot gardening activity
- A chance to meet worms and learn about vermin---composting with Stephanie Davies and Amber Gribben of Urban Worm Girl
- Create an Heirloom Seed packet with Sara Gasbarra, Project Manager of The Edible Gardens • “Guess the Beans” activity featuring beautiful Heirloom bean seeds
- Tasting table featuring delicious specialty crops from the Market (lettuce, micro greens, arugula, spinach, rhubarb, asparagus, strawberries, tomatoes, fresh peas as well as a special treat – fresh honey on the comb)
- Hands---on cooking demo on how to make jam from Market fruits featuring Ellis Farms farmer Rene Gelder.
- Chef demonstration with celebrity chef Gale Gand (joined by her daughters) on how to make Strawberry Crepes with kids at home with any of the local strawberry varieties offered at the Market.
- Guided tours of The Edible Gardens

Funding from the SC-10-13 grant provided all the Specialty Crop tastings for Club Sprouts as well as the printing of the Membership Cards, Club Sprouts prizes (buttons and certificates) and the Seed to Table Party supplies (bean seeds, pear pot gardening activity supplies and vendor products for the Tasting Table). Green City Market also acquired a pop-up tent for Club Sprouts to dedicate a separate space from our Market Information Booth for Club Sprouts tastings. Other expenses for this project were covered with in-kind and matching donations.

THE EDIBLE GARDENS

Our Families: In many cases, The Edible Gardens serve as a “backyard garden” for our Chicago families who, because of urban space limitations, cannot grow their own garden. Many neighborhood families followed and worked with us throughout the entire growing cycle, so that their children had the opportunity to sink their hands in the soil, experience gardening during all seasons, develop a connection to the Earth and learn about the importance of growing good, organic food. For several families, 2010 was the sixth year that they worked alongside us in the Gardens.

As an example, children who planted sugar snap peas in April were ecstatic and eager to track the growth of their peas in the following weeks, all the way through to harvest. The kids were able to visit each week and see their snap peas growth and development and when it was time for harvest, they were able to pluck them right off the vines and enjoy them on the spot! Some families took small harvests of these snap peas home, allowing the entire growing process to come full circle.

Once again this season, we had one young 5---year---old “gardener”, Elliott Martin, who visited the Gardens each and every Wednesday and Saturday morning with his mom. He was so enthusiastic to help out with every aspect of the garden, including soil preparation, planting, weeding, harvesting and

even fall cleanup. In the spring, Elliott's mom informed us that they had started pumpkin seedlings on their rooftop, but were worried that soon the seedlings would outgrow their containers and be too difficult to manage. We invited Elliott and his parents to bring his seedlings to the The Edible Gardens the following week and we would transplant them in a special bed for him. Over the course of the summer, Elliott arrived to the Gardens every day we were open to visit his pumpkin plants, carefully weeding around them and tending to them very methodically and carefully. He grew three types of pumpkins, a standard orange, a small white one and a miniature size pumpkin. In the fall, he got to take home every one of the pumpkins he grew. It was a very special moment for him, his parents and our staff. In addition, Elliott is very involved in the Green City Market Sprouts Program and watches both the kids cooking demos and adult cooking demos with his mom each day and participates in the tasting program. He expressed to us one day in the garden that he would like to be a chef and farmer when he grows up! He is a wonderful example of what an impact The Edible Gardens and Green City Market's Sprouts programs have on kids living in Chicago.

In addition, efforts were made to promote The Edible Gardens at the Market's Club Sprouts Tasting table. GCM volunteers made sure to inform families and children visiting the table to walk over to the Gardens for ongoing hands---on gardening activities. Many families returning to the Sprouts table in the following weeks complimented GCM volunteers about the Gardens and mentioned that regular visits would be a part of their Saturday morning Market routine.

Field Trips: This year's Edible Gardens field trip was set up similar to previous years. Students were given an organized and interactive tour of both the small and large gardens, and participated in hands---on gardening activities in small groups of 5---10. Hands---on gardening activities included: soil preparation, planting seeds, transplanting (transplants grown by Green City Market farmers), compost---making, weeding, thinning, tomato pruning, harvesting, seed saving, planting garlic and cover crop seeding. Extensive communication is made with teachers before a scheduled trip date so that we can customize a school's field trip to incorporate their specific curriculum into our own. This year, we customized our garden curriculum to include lessons on pollination, organics, worm composting, distinguishing fruits vs. vegetables and climate.

We also incorporated an herb tasting activity into fall field trip visits where children were given the opportunity to taste several varieties of herbs at once, noting their distinct and very different texture, shape, aroma and taste. Schools visiting the Gardens in late October were able to assist us with shutting down the garden for winter and enjoyed pulling plants, cleaning up rows and composting the plant material. In addition, our younger students spent time with Master Gardener, Gloria, who often read excerpts from children's books about gardening, plants and even worms.

Many classes visiting the Gardens took their harvested produce back to school. Kids were excited to leave the Gardens this year with radishes, beets, butternut squash, cucumbers, peppers, potatoes, dried beans, flowers, and tomatoes, to name a few.

Guided Tour and Farmer Meet and Greet:

For the second year in a row, structured activities at Green City Market were incorporated into The Edible Gardens school field trip. These activities included a guided walking tour through the Market, a Seasonal Tasting Table and during the Indoor Market, the addition of a hands---on cooking/food activity. The goal of adding this new curriculum was to foster a greater understanding of the "seed to table" concept to visiting school children, which would then correspond with their experience in The Edible Gardens.

Small groups of students (7---10) are led on an interactive walking tour of Green City Market, where they have the opportunity to visit vendor stalls, meet the farmer or producer and experience the Market's products firsthand through sight and touch. Many farmers were kind enough to explain to the children what and how they grow/raise their products and answer questions. In some cases, children may take samples of items such as cheese and fruit, when available. Children have the opportunity to see several varieties of a particular vegetable at once and are often amazed at how many different kinds of potatoes, tomatoes and squash our farmers

are able to grow. They enjoy the variety of unusual shapes, sizes and colors and the tour is very hands---on.

Seasonal Tasting Table

While some students are visiting the Gardens, or taking a tour of the Market, other groups are learning about and tasting Market products at our Seasonal Tasting Table. Prior to the 14 arrival of the school group, our Market volunteers set up the Seasonal Tasting Table, which includes purchasing the products to be tasted, cutting samples, creating vendor signage and setting up the table. Each item is placed on a plate with a label in front of it detailing its name and which vendor it is from. The purpose of this table is to allow children the opportunity to use their senses of touch, sight, smell and taste as a means of experiencing the delicious and local products available at the Market. The children enjoy making the connection between farmer and product and find it fascinating to discover, for instance, which farmer grew the green beans they are tasting, or which vendor grew the apples used to make the cider they are trying.

Typically, we offer 5---7 items for the school groups to taste, making sure to select products from many different vendors, with an even combination of fruit, vegetables and herbs. For every school group, we include some items that may seem unusual to the children. Leaning Shed Farm's ground cherries were a popular item this fall, as the kids loved the challenge of eating something unfamiliar to them, as well as the "action" of removing the fruit from its outer husk. (This fall, we had school groups tasting ground cherries every week, and most children had never tried them prior to the trip). We also included more common fruits and vegetables like carrots, tomatoes and pears, and the children were amazed at how delicious they were. Some students, who initially expressed their dislike of certain vegetables, were more apt to follow the lead of their peers when tasting. One set of teachers from The Academy of Global Citizenship used the concept of "risk taking" to encourage hesitant students to try something new. In many cases, reluctant students were pleasantly surprised by how much they enjoyed the experience of tasting something they had originally "disliked". Items in this year's Seasonal Tasting Tables included: purple cauliflower, arugula, lemon balm, borage, sun jewel melon, Asian pears, candice grapes, purple haze carrots, red currants, shiso micro greens, French breakfast radishes, lemon basil, and the two years in a row, the overall school favorite, pea---sized tomatoes grown by Leaning Shed Farm.

Adult Programs: In 2010, we began a free Monthly Hands---on Gardening Workshop Series in The Edible Gardens lead by project manager, Jeanne Pinsol Nolan. Workshops were held one Saturday per month for 45 minutes and covered a wide variety of garden topics in conjunction with the season and work in the garden.

- *April 17 Spring Start: Soil Preparation and Planting Cool Weather Crops* The key to a successful organic garden is proper soil preparation. Learn the techniques of good soil stewardship including soil aeration and the addition of compost, soil amendments and fertilizers. We will also learn the proper method to direct seed cool weather crops such as peas, spinach, chard and radishes.
- *May 22 Planning for Summer's Arrival: Transplanting Warm Weather Crops* Join us as we transplant warm---weather crops such as tomatoes, peppers, eggplant and herbs, learning how to properly lay out your garden, space your transplants and pair them with other varieties. • *June 19 Necessary Nourishment: Feeding Your Plants for Healthy Growth and Production* Learn the basic principals and techniques of foliar feeding and side dressing. These techniques provide plants with the extra nutrients they need to ensure good plant health and a bountiful harvest.
- *July 17 Expand Your Growing Season: Planting Fall Crops* Learn how to plant in succession to ensure a continuous harvest throughout the growing season. We will direct seed for plants that will mature in the fall, including carrots, beets and turnips. • *August 28 Keeping A Tidy Garden: Staking, Pruning, Harvesting and Composting* August is often the month when most gardens are at their peak – avoid the "jungle garden" by learning the proper methods of staking and pruning -- keeping your garden tidy and organized during this peak time. Join us as we harvest the garden's bounty and learn the basic principals of home composting.
- *September 18 Growing Locally: Tips for Gardening in Chicago* In conjunction with the "Locavore Challenge" we will explore the plant varieties that thrive here in Chicago and how to successfully

start and maintain a thriving urban garden, whether it be on a rooftop, deck or in a small yard. Eat locally by growing your own food!

- *October 9 Time To Hit the Hay: Putting Your Garden to Bed for the Winter* Bundle up and join us as we put The Edible Gardens to rest for the winter season. We'll be pulling out the remainder of our plants, laying hay, seed saving, composting and tidying up our rows!

Funding from the SC-10-13 grant helped us lay the foundation for the Edible Gardens' season including seed and supply orders and project management expenses. Other expenses for this project were covered with in-kind and matching donations.

LOCAVORE CHALLENGE

The 2010 Annual Locavore Challenge included several special events (each held on Market days) promoting eating locally and supporting local farmers and producers:

On Saturday, September 11, 2010, Green City Market hosted the first Annual Locavore Fair. We invited fellow not for profits, who share our mission as we work collectively towards increasing food access, sustainable food production, stewardship of the land, and the preservation of the small family farm. Even the Shedd Aquarium joined us and promoted 6 different species of animals that have pledged to eat locally. These included Lovely, the Shedd's Malaysian Sailfin Lizard along with a Red---Footed Tortoise, 2 Yellow---Footed Tortoises, an American Bullfrog, Seahorses, and Dart Frogs! Other Participating not for profit organizations at our Locavore Fair included Openlands; Glass Rooster; Slow Food Chicago; Purple Asparagus; The Shedd Aquarium: Right Bite Program and Seven Generations Ahead.

On Saturday, September 18, 2010, Green City Market held our first Annual Locavore Culinary Student Chef Challenge. Three of Chicago's top culinary schools, Kendall College, Le Cordon Bleu, and Washburne Culinary Institute sent a pair of students each to Green City Market where they competed in a "Mystery Basket" competition. Each team received an identical "Mystery Basket" of products from Green City Market, and then had 15 minutes to plan a two---course menu, and 45 minutes to prepare and present their dishes to our panel of Celebrity Chef Judges. The competition showcased the students' abilities to utilize secret seasonal ingredients, as well as demonstrate their creativity and technique in an outdoor kitchen setting. The winning team received a \$500 scholarship from Green City Market, as well as special prizes from Northwestern Cutlery, so no one left empty---handed!

The Locavore Challenge concluded with a Locavore---inspired Dinner and Community Gathering on Wednesday, September 22 at The Peggy Notebaert Nature Museum. Over 200 Locavores joined us for a memorable evening to celebrate the Challenge and share recipes and stories with other supporters. Everyone also had the chance to participate in an interactive community discussion on their Locavore experience. The dinner featured a menu of all Green City Market ingredients sourced directly from our farmers. And during dinner, we provided a presentation from the Organic Gardner, Jeanne Nolan who discussed *Growing Organic Vegetables in Your Own Backyard*.

In addition to these special events, Green City Market also partnered with local restaurants to create and publicize Locavore Menus around the city. On designated evenings during the two weeks of the challenge, restaurants offered prix fixe locavore menus highlighting all the delicious specialty crops that Illinois produces.

All the special events information, prix fixe menu restaurants and more were featured in our Locavore Kit – which we were able to create thanks to the support from the Illinois Department of Agriculture's Specialty Crop Grant Program. This kit focused on information on how Chicagoans can “*Get Educated! Get Ready! Get Local! And Get Involved!*” and also included Green City Market's Top 10 Reasons to Be a Locavore, where consumers can shop in order to purchase locally produced food (nearly 10 different stores in Chicago alone!), and why eating locally is important.

Funding from the SC-10-13 grant helped us create the Locavore Kit that included all relevant information on the Locavore Challenge activities and events, as well as helpful information on “best practices” for

eating locally in Chicago. Other expenses for this project were covered with in-kind and matching donations.

GOALS AND OUTCOMES ACHIEVED

ORGANIZATIONAL GOALS AND OUTCOMES

Through increased efforts at the Market and online portals, Green City Market was able to increase our email listserv from just over 6,000 subscribers to over 8,000 subscribers. This increase in 2,000 people (33%), allows for an increased reach of Green City Market's weekly e-newsletter and special events email blasts. An increase in our electronic reach increases the numbers of consumers involved in our programs highlighting the Specialty Crop producers at the Market.

Our 2009-2010 indoor season included more vendors that we have ever included at the Peggy Notebaert Nature Museum (our indoor home). We are excited to report that over forty (40) vendors participated with us at some point from November through April. In addition to having a record number of vendors involved, we also saw over 18,000 shoppers over the course of our season!

Green City Market has experienced a 40% increase in overall visitors and we anticipate over 200,000 patrons will attend our market by the end of 2010. Over 25,000 people visited Green City Market -a significant increase from 2009. This was due in part from developing tours that embraced our market and our Edible Gardens at The Farm in the Zoo program. Children received a guided tour from one of Green City Market's seasoned volunteers and were given the opportunity to taste farmer's products made available at the "Green City Market Children's Tasting Table."

With the increase in traffic, we also experienced a significant increase in sales at our crepe stand that features farmer's products. Expected earned income should net Green City Market over \$35,000.

For the 2010 Outdoor season, Green City Market was excited to welcome three new vendors: Dietzler Farms, Becker Lane Organic Farm, and King's Hill Farm. Both Dietzler and Becker Lane specialize in Heritage breeds of pork (Becker Lane) or cattle (Dietzler) and King's Hill Farm is a low-acreage, high-output permaculture farm. During our Locavore Challenge in 2010, instead of welcoming guest vendors for two weeks, we highlighted other local nonprofits focused on promoting local food, healthy living, and wellness. Organizations that joined us were: Openlands; Glass Rooster; Slow Food Chicago; Purple Asparagus; The Shedd Aquarium: Right Bite Program and Seven Generations Ahead.

Over the course of our 2009 and 2010 seasons, most of our vendors saw an increase in sales. The increase in our programming for the Heirloom and Heritage Project, Club Sprouts, The Edible Gardens, and the Locavore Challenge directly impacted sales for our farmers and producers at the Market. Of our group of producers that saw an increase in revenues (30 producers), 30% saw a 1-10% increase in revenues, 30% saw a 10-20% increase in revenues, 10% saw a 20-30% increase in revenues, and 10% saw a 40-50% increase in revenues and 10% saw their revenue double as compared to 2009. As the current U.S. economy is in a deep depression, we consider these statistics to be a mark of success of the Know Your Food...Know Your Farmer brochure as a means of sales increase and publicity for our specialty crops producers.

HEIRLOOM AND HERITAGE

At the end of the 2009 Market season, vendors were asked to submit a list of Heirloom varieties they would be growing/selling at the Green City Market (*this list is attached as supplemental material*). From this list, we created a "cheat---sheet" for Market Heirloom products to hand out at the Market featuring many of these crops (*sheet also attached*). In addition to the cheat---sheet and product list, Green City Market also created packets of information for a few of the notable products (*tomatoes in particular – packet attached*) to provide the history of each variety and help promote sales of these products. As well,

during each Market, vendors that are selling Heirloom and Heritage varieties are asked to use our “H” signs to designate the varieties to customers (*see attached photo*).

The Edible Gardens featured over 50 varieties of Heirloom plants:

- Amaranth
- Anise Hyssop
- Arugula (Sylvestra)
- Basil (Genovese)
- Beans – Dry (Jacob’s Cattle)
- Beans – Fresh (Purple Potted Pole Bean)
- Beets (Forono, Chioggia, Bulls Blood, Detroit Red)
- Borage
- Broccoli (De Cicio)
- Carrots (Danver, Parisi Di Tonga)
- Cucumbers (Lemon, Longfellow, Marketmore 76)
- Chard (Bright Lights, Italian Silver Heirloom, Ford Hook Giant)
- Eggplant (Rosa Bianca, Ping Tung)
- Fennel (Di Ferenze)
- Kale (Lacinato, Red Russian)
- Lettuce (Amish Deer Tongue, Red Romaine, Tennis Ball, Mascara)
- Okra (Red Burgundy, Hill Country)
- Peas (Dwarf Gray)
- Potatoes (La Ratte, Cranberry Red)
- Radish (French Breakfast)
- Turnips (Purple Top Glow, Hakurei)
- Tomatoes (Aunt Ruby’s, Black Cherry, Black Krim, Box Car Willie, Brandywine, Hillbilly, Italian Heirloom, Juane Flamme, Mexican Midget, Prudence Purple, Red Zebra, San Marzano)
- Winter Squash (Galeux d’Eysines, Boston Marrow)

At each Savor the Seasons Tasting Festival, the Market saw nearly 500 people! Once the chefs’ “tastes” are gone, these people then visit our farmers that sell the featured product and are able to see a jump in sales from the crowds.

CLUB SPROUTS

The Club Sprouts Tasting program experienced an unbelievable response and in 2010 we had over 900 children participating in the program. Most of these children completed multiple Membership Cards and it was necessary to add additional rewards for our Club Sprouts “graduates” – many of these kids were on their third Sprouts Membership Card by the end of the season! As children completed their cards, they progressed through rewards of Certificate of Accomplishment, Club Sprouts Graduate button, and Green City Market tote bag. Our cooking demonstrations also received a great response and most of the demos had upwards of 30 children in attendance. Most of these children were repeat visitors and joined us for all the hands--on cooking activities! With a focus on using Market ingredients and specialty crops, these demos allowed our Sprouts to learn about the importance of food and its traditions, as well as the importance of shopping locally and supporting farmers at Green City Market. With this understanding, and by giving our Sprouts the opportunity to work with their parents and families on creating kid--friendly, kid--involved meals at home, we are able to push the products sold at the Market, in turn, supporting our specialty crop growers. The Club Sprouts Seed to Table Celebration brought over 8,000 shoppers to our Market and over 200 children participated in our assortment of free events planned for the day.

THE EDIBLE GARDENS

Our Families and Field Trips

We are excited to report that in 2010, more than 25,000 people visited the garden. Of these 25,000, nearly 2,000 were students from the Chicago--land area for our Field Trip program. Response was so strong to our tours of The Edible Gardens and Green City Market that we were required to add a third

day. Special Thursday tours occurred on non-market days, but included a more in-depth hands-on activity for children in the gardens.

The 2,000 students that visited with us in 2010 were from 25 schools: 5 Chicago Public Schools, 6 suburban schools, 14 private schools, and 4 organizations. Of these 25 schools, 10 were returning from visits in 2009. A list of the schools and organizations that participated in The Edible Gardens field trips is below:

- Francis Parker School, 2nd grade, 30 kids, Chicago (Lincoln Park)
- Immaculate Conception School, 2nd grade, 44 kids, Chicago (Old Town)
- St. Ann School, 4th and 5th, 60 kids, Chicago (Pilsen)
- CPS Hamilton Elementary, Kindergarten, 30 kids, Chicago (Lakeview)
- Polaris Charter Academy, 1st grade, 100 kids, Chicago (East Garfield Park)
- Lincoln Park Preschool, Preschool, 30 kids, Chicago (Lincoln Park) • CPS Whitney Young Charter, 8th grade, 125 kids, Chicago (Near West Side)
- Kenilworth Home and Garden Club, 25 adults, Kenilworth
- Rondout School District, Kindergarten through 3rd grade, 60 kids, Lake Forest
- Common Threads, Mixed ages, 30 kids, Chicago, IL
- Willard Elementary School, Kindergarten, 80 kids, Evanston
- The British School, Kindergarten, 60 kids, Chicago (Lincoln Park) • Francis Parker School, 2nd grade, 60 kids, Chicago (Lincoln Park)
- Jewish Day School of Chicago, Kindergarten, 30 kids, Chicago (Edgewater)
- Immaculate Conception School, 4---9 yr olds, 60 kids, Chicago (Lincoln Park)
- Lakefront Children's Academy, Mixed ages, 60 kids, Chicago (Grant Park)
- Park West Coop Nursery School, 3---6 years old, 15 kids, Chicago (Lincoln Park)
- Rockford School District, 8th grade, 60 kids, Rockford
- DePaul University, Freshman Year Studies Program, 25 students, 3 faculty
- North Shore Country Day School, 3rd grade, 30 kids, Winnetka
- Eisenhower High School, Special Education students, 35 kids, Blue Island
- Junior League of Chicago, 35 adults 17
- Francis Parker School, 2nd grade, 60 students, Chicago (Lincoln Park)
- La Lectura Montessori, 3---6 yr olds, 20 kids, Berwyn
- Saint Monica's Academy, Kindergarten, 40 kids, Chicago (Harwood Heights)
- Junior League of Chicago and Cabrini Green, 10 adults with 30 high school girls,
- University of Michigan College of Architecture and Urban Planning, 12 students
- CPS Mozart Elementary School, 4th grade, 60 kids, Chicago (Hermosa)
- Chicago Latvian Preschool, 2---4 years old, 12 kids, Chicago (Sauganash)
- Catherine Cook School, 3rd grade, 60 kids, Chicago (Old Town)
- The Peninsula Hotel's Green Committee, 15 adults
- CPS Hamilton Elementary School, Kindergarten, 85 kids, Chicago (Lakeview)
- Seven Generations Ahead's "Fresh from the Farm" Teacher Training, 20 teachers
- CPS Libby Elementary School, 5th grade, 60 kids, Chicago (Back of the Yards)
- Jewish Day School of Chicago, Mixed ages, 28 kids, Chicago (Edgewater)
- University of Chicago Lab School, 3rd grade, 30 kids, Chicago (Hyde Park)
- The Academy of Global Citizenship, 1st grade, 50 kids, Chicago (Archer Heights)

Adult Programs: The pilot program of our adult workshops proved to be a huge success and we received outstanding feedback from participants. Several attendees participated in all seven workshops for a full season of garden education. The capacity for each class is 25 and for 6 out of the 7 classes we reached capacity. The number of attendees for the workshop series was roughly 150.

LOCAVORE CHALLENGE

In 2010, we took our Locavore Challenge to a much higher level and received a great deal of press over the two weeks. We established a foundation of events that we plan to use as a template for many years to come. The response from our fellow not for profits, colleges and supporters has been overwhelmingly positive. We feel we made a real difference in 2010 and helped thousands of Chicagoans understand

how they can play a part in our regional food system by supporting our farmers, eat better and live a healthier lifestyle.

As part of the Locavore Kit, consumers could pledge to eat locally online and at Green City Market. Over 500 supporters pledged to eat locally (including the 6 different species of animals from the Shedd Aquarium)! And we had over 100 people join us for the Locavore Dinner and Community Gathering and participate in the discussions surrounding Jeanne Nolan's presentation and small group break-out sessions.

BENEFICIARIES

HEIRLOOM AND HERITAGE VARIETIES

Our hope is that our farmers growing heirloom varieties are the primary beneficiaries of this project, but that also our consumers become educated about different varieties and what makes them special, worth preserving, and of course, tasting better! By giving consumers multiple avenues to be confronted with Heirloom varieties (signage, plants growing in The Edible Gardens, packets of information, and tastings at our Savor the Seasons Festivals), the more likely they are to purchase these products from our specialty crop producers.

CLUB SPROUTS

Green City Market's Club Sprouts program focuses on highlighting the importance of specialty crops, sustainable farming, and shopping locally. By giving children a taste of a farm-fresh product at every Market, children learn the difference between food grown on a farm brought direct to them at a farmers' market and food at a big-box grocery store. These children, in turn become excited about knowing where their food comes from and supporting their local farmer. Most of the time, if a child involved with our tasting program enjoys the featured product of the day, Mom/Dad/Nanny/Grandma will take them to the farmer that grows it and purchase some to experiment with at home. These tastings are not only benefitting our Sprouts by showing them new and exciting foods, but also our farmers by increasing their sales.

Additionally, our hands-on cooking demos feature these same Market products grown by our specialty crop vendors. When children become excited about creating their own meals and cooking with their families, mom and dad also become excited about their food and knowing where their products come from. Featuring Market-fresh ingredients in an easy-to-follow and kid-friendly recipe is one of the best ways the Market's educational programs increase sales to our farmers. Parents and children can take the recipe they just learned from our hands-on demo and create their own "shopping list" to walk around the Market with!

THE EDIBLE GARDENS

Because our family and field trip programs are focused on introducing children to the concept of farm-to-table, families are, of course, our first and foremost beneficiary for The Edible Gardens program. The Edible Gardens is Green City Market's primary educational outreach program, giving Chicago families a hands-on education about where their food comes from. As mentioned before, our goal is to ensure that families have the knowledge, experience, and inspiration to be a part of creating a local, sustainable food system.

LOCAVORE CHALLENGE

The Locavore Challenge is one of Green City Market's most exciting educational programs and benefits a whole slew of people in the food communities. First and foremost, the Locavore Challenge benefits our families and shoppers at the Market by creating and sustaining the conversation surrounding eating locally and highlighting our farmer's products. This educational program and especially the kit, drives sales back to our farmers and products. We recognize that their products are sold at a variety of places (not just Green City Market) – places like small co-ops in Chicago, restaurants, and family-owned

grocery stores. The Locavore Challenge and Kit enable us to cross---promote our vendor's products at multiple locations.

LESSONS LEARNED

HEIRLOOM AND HERITAGE VARIETIES

A hard lesson we have had to learn over the 2010 season is that portable signage ("H" signs) is difficult to keep track of and maintain usage consistency. We are working to adapt this table tent signage to something more "farmer---friendly" – possibly small index---card sized signs that are clothes pinned or paper clipped to farmers current pricing signage.

CLUB SPROUTS

With so many children involved in our Club Sprouts program on a regular basis, we have thought about a few changes that we will implement for our 2011 season:

- Many children complete so many Club Sprouts Membership Cards that we will begin all children on a new card at the start of the 2011 season
- Because kids complete 2 or 3 cards per season, our prizes next year will be slightly more substantial – possibilities include kitchen utensils, cooking aprons, hot pad mitts, etc. These prizes, in addition to the cooking demos, will continue that thought process of moving farm---fresh ingredients into the kid---friend kitchen
- Most of our Sprouts participate in our cooking demos on a regular basis. We will move to create cooking "series" for Club Sprouts in the 2011 season featuring just 3 or 4 kid---friendly chefs that children can build a 2--- or 3---week rapport with.

Club Sprouts experienced such an overwhelming amount of interest in conjunction with the increase in children visiting Green City Market. Schools groups, summer camps, and field trips have an opportunity to visit the Market through our field trip program that includes tours, special tasting stations, and hands---on activities in our Edible Gardens. Much of the increase in Club Sprouts, we believe, is due to the cross---promotional efforts of our Edible Gardens Program.

THE EDIBLE GARDENS

Every year, our Field Trip program expands and we have learned to accommodate more and more children each year. For the 2011 season, we have plans to add a third day (Thursdays) to the summer months of June, July, and August. This will allow us to reach even more students, schools, and organizations. We have also learned the importance of the guided tour of the Market and have plans to create a docent program to make the tour of Green City Market even more meaningful and full of useful information about our organization, the farmers that we serve, and sustainable farming practices.

LOCAVORE CHALLENGE

The Locavore Challenge was a huge success in 2010, and we have learned that Chicagoans truly are seeking better alternatives to eat better and live a healthier lifestyle. We also learned that partnering with outside organizations and other "local food distributors" we can sustain a conversation around the local food movement and keep driving it forward.

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ORGANIZATIONAL ACCOMPLISHMENTS

Green City Market is experiencing a record year. Our outdoor season, which kicked off Wednesday, May 12, 2010, has seen an upsurge in attendance with a significant increase in families, children, school groups and Chicagoans at large discovering our market and responding to Green City Market in a big way! Green City Market takes place outdoors in Lincoln Park every Wednesday and Saturday from 7:00am--1:00pm. Within the chef community, Green City Market has become known as the destination for culinary buying and ordering. In addition to the chefs, Green City Market embraces tens of thousands of children, school groups and field trips on Wednesdays as we have developed a full day of programming between The Edible Gardens, Club Sprouts, Market Tours and Tasting Tables. Our Wednesday attendance is generally at 3,000 – 4,000 per market day. Saturdays have exploded! Green City Market has become known at the unofficial “*Town Square of Lincoln Park.*” Our market has 7,000--8,000 shoppers attend on most Saturdays and on Saturday, September 4 (Labor Day weekend), we saw 9,300 visitors to Green City Market. That was a single---day record for us.

All signs point to a continued large crowd of consumers following us to our Indoor Market, which launched on Saturday, November 6, 2010. Green City Market is proud to be able to operate as Chicago’s only year round farmer’s market and provide a solid marketplace for our farmers to be able to sell fresh produce all year round. With your support, we were able to expand our educational programs to reach these thousands of consumers, so many of them children, and offer year round initiatives.

As a direct result of the Illinois Department of Agriculture support, Green City Market is experiencing record crowds at our farmers market and our educational programs are reaching new audiences with an emphasis on children and families, Together, we are making a difference about how people think about food – where it comes from – how it got to their plate – and offer a marketplace where they can come and get to know their farmer and know their food. Green City Market cannot thank the USDA enough for all you have done to elevate the success of our organization and our farmers. Please know how deeply grateful we are and how proud we are to have been selected as a grantees though the Illinois Department of Agriculture Specialty Crop Program.

1st Annual LOCAVORE CHEF'S CHALLENGE

fresh, local - delicious
green city market



1st Annual LOCAVORE CHEF'S CHALLENGE

fresh, local - delicious
green city market



Le Cordon Bleu
College of Culinary Arts

WASHBURNE CULINARY INSTITUTE
OF KENNEDY COLLEGE

Savor the Seasons CARROTS & TOMATOES



Savory



Sweet



Sip

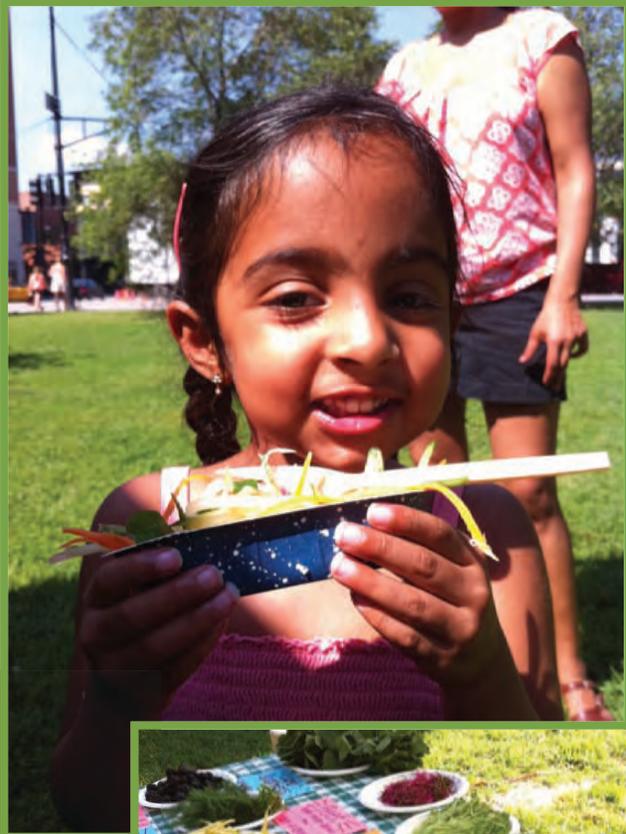


CARROTS

TOMATOES



Club SPROUTS and Tastings



DEMOS

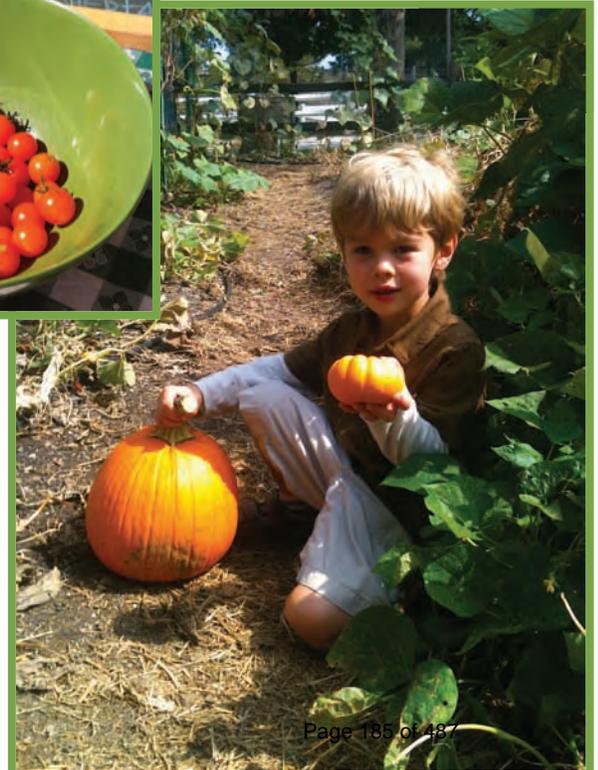


HANDS-ON



TASTINGS

GROW





fresh, local, delicious
green city market

The EDIBLE GARDENS

Green City Market's Edible Gardens project manager Pinsof Nolan, takes participants step-by-step through the growing season with our monthly series of hands-on gardening workshops. All workshops take place one Saturday per month at The Edible Gardens, our 5000 sq. ft organic vegetable garden, located in Lincoln Park Zoo's Farm-in-the-Zoo from April through November. Each workshop lasts about 45 minutes long and participants are asked to dress to garden; water-proof shoes and gardening gloves are encouraged!



MAY

Summer's Arrival: Transplanting Warm Weather Crops

We transplanted warm-weather crops such as tomatoes, peppers, eggplant and herbs, and learned how to properly lay out your garden, space your transplants and pair them with other varieties.

JUNE

Necessary Nourishment:

Feeding Your Plants for Healthy Growth and Production

We learned the basic principals and techniques of foliar feeding and side dressing. These techniques provide plants with the extra nutrients they need to ensure good plant health and a bountiful harvest.




 A wooden sign for 'green city market' with the tagline 'fresh, local - delicious'. The sign features a stylized logo of three overlapping circles in green, blue, and red.

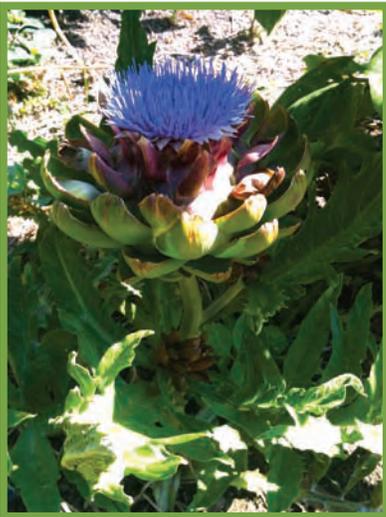
The EDIBLE GARDENS



JULY

ting Fall Crops

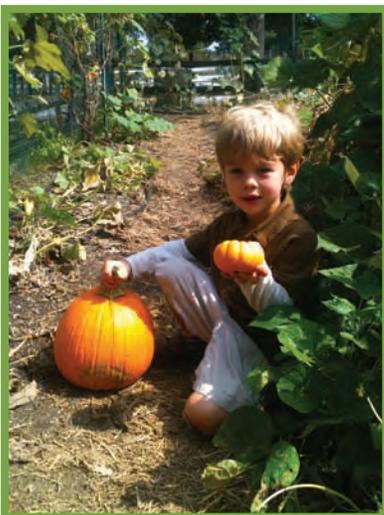
We learned how to plan in succession to ensure a continuous harvest throughout the growing season. We directed seed for plants that would mature in the fall, including carrots, beets, and turnips.



AUGUST

nd Harvesting

August is often the month when most gardens are at their peak - we learned to avoid the “jungle garden” by learning the proper methods of staking and pruning. We harvested the garden’s bounty and learned the basic principles of home composting.



SEPTEMBER

In conjunction with the Locavore Challenge, we explored the plant varieties that thrive here in Chicago and how to successfully start and maintain a thriving urban garden, whether it be on a rooftop, deck, or in a small yard.

GREEN CITY MARKET HEIRLOOM PROGRAM		
Farmer	Category	Item/Variety
Iron Creek	TOMATO	Chalk's Early Jewel Tomao
		Cherokee Purple Tomato
		Sudduth Strain Brandywine Tomato
		Valencia Tomato
Seedling	APPLE	American Apple Crane Melon
	PAWPAW	Pawpaw
	PEAR	American Heirloom Pears
	PERSIMMON	American Persimmon
	QUINCE	Meech's Prolific Quince
Green Acres	BEAN	True Red Cranberry
		Cannelini Beans
		Dragon Tongue
		Chinese Long Beans
		Romano Beans
		Trionfo Violeto
		Barlotto
	BEETS	Chioggia
		Forno
		White
	CUCUMBERS	Chinese
		Armenian
		Italian
	EGGPLANT	Italian
		Turkish
		Spanish
		Puerto Rican
	HICKORY NUT	Shagbark Hickory
	JERUSALEM ARTICHOKE	Jerusalem Artichokes
	KALE	Red
	ONIONS	Cippolini
		Grey Shallots
	PEPPERS	Japanese Twist
		Chiles de Padron
		Trinidad Perfume
		Marconi
		Perfume
Tulip Bell		
SQUASH	Butternut	
	Red Kuri	
	Gardeaux D'eyesmes	
	Yokohamu	
	Black Futsu	
	Rouge Vif D'etumpes	
	Long of Naples	
	Queensland Blue	
	Blue Hubbard	
	Seminole Pumpkin	
Paydon Family		
Boston Marrow		

GREEN CITY MARKET HEIRLOOM PROGRAM		
Farmer	Category	Item/Variety
Green Acres	TOMATOES	Brandywine
		Aunt Ginny's Purple
		Caspian Pink
		Pruckens Purple
		Yellow Brandywine
		Kelloggs Breakfast
		Purple Calabash
		Amish Paste
		Radiator Charlie's Mortgage Lifter
		Sudduth Strain Brandywine Tomato
		Cherokee Purple Tomato
		German Pink Tomato
		German Gold
		Anancis Noir
		Costoloto Genovese
		Isis Candy
		Black Plum
		Anna Russian
	Rutgers	
	Black Prince	
	Hillbilly	
	MELONS	Charleston Grey
		Sioux
		Tigger
		Moon & Stars Watermelon
		Yellow Meated Watermelon
		Goliath
	PERSIMMON	Persimmon
RADISH	Chinese Red Meat	
	Jericho	
	Spanish	
	French	
Genesis	BEANS	Jacob's Cattle Bean
		Crowder Cowpeas-Mississippi Silver Hull Bean
	LETTUCE	Amish Deer Tongue Lettuce
		Grandpa Admire's Lettuce
		Speckled Lettuce
		Black Seeded Simpson
	PEAS	Southern Field Peas
	PEPPERS	Datil Pepper
		Fish Pepper
		Giant Szegedi
		Blue Nose Large Bell
		Sheepnose Pimento
Jimmy Nardello's Sweet Italian Frying Pepper		
Wenk's Yellow Hot Pepper		

GREEN CITY MARKET HEIRLOOM PROGRAM		
Farmer	Category	Item/Variety
Genesis	MELONS	Green-striped Cushaw
		Moon & Stars Watermelon
		Aruan Honey Dew
		Early Silver Line
		Golden Honey Moon
		Tigger
		Banana
	POTATO	Ozette
	SQUASH	Black Futsu
		Long of Naples
		Amish Pie
		Sibley
		Banan
		Neck Pumpkin Butternut
		Japanese Pie
	Marine di Chiogga	
	SWEET POTATO	Beaugard
	TOMATO	Casaba
		Amish Paste
		Cherokee Purple Tomato
		Aunt Ruby's German Green Tomato
		Cherokee Purple Tomato
		Djena Lee's Golden Girl Tomato
		German Pink Tomato
		Orange Oxheart Tomato
		Radiator Charlie's Mortgage Lifter Tomato
		Sudduth Strain Brandywine Tomato
		Big Zebra
		Big Rainbow
		Black Prince
		Copia
		Dad's Sunset
		Great White
		Dr. Wyche's Yellow
		Black Krim
		Valencia Tomato
		Costoluto
		Green Zebra
		Moskvich
		Panto Romanseco
	MELON	Moon & Stars Watermelon
		Aruan Honey Dew
		Yellow Meated Watermelon
Early Silver Line		
Golden Honey Moon		
Tigger		
Banana		
PECANS	American Native	
	Casaba	

GREEN CITY MARKET HEIRLOOM PROGRAM		
Farmer	Category	Item/Variety
Ellis Farms	ASPARAGUS	Mary Washington
		Jersey
	APPLE	Cortland
		Empire
		Golden Delicious
		Granny Smith
		Ida Reds
		Jersey Macs
		Jonathan
		Macon
		MacIntosh
		Red Delicious
		Redimac
		Red Rome
		Winter Banana
	APRICOT	Gold Cot #5
	BLUEBERRIES	Duke
		Elliot
		Jersey
	SWEET CHERRIES	Bing
		HidelFingen
		Windsor
	TART CHERRIES	Montmorency
	GRAPES	Concord
		Niagra
		Delaware
	PEACHES	Candor
		Red
		Haven
		Harbinger
		Loring
		Red Skins
Baby Golds		
PEARS	Bartlet	
	Bosc	
	Fenton	
PLUMS	Methly	
	Stanley	
	Shiro	

GREEN CITY MARKET HEIRLOOM PROGRAM		
Farmer	Category	Item/Variety
Sweet Earth	GARLIC	Bogatyr
		Tochliavari
		German Red
		Georgian Fire
	TOMATO	Amish Paste
		Aunt Ruby's German Green Tomato
		Austin's Red Pear
		Beam's Yellow Pear
		Golden Sunray
		Juane Flamme
		Black Krim
		Black Plum
		Pruden's Purple
		Eva Purple Ball
		Martino's Roma
		Nebraska Wedding
		Siberian
		Speckled Roman
		Stupice
	Sun Gold	
	Reisentraube	
	TOMATILLO	Purple
	LETTUCE	Amish Deer Tongue Lettuce
		Baby Oakleaf
		Marveille des Quatre Saisons
		Red Romaine
		Red Leprechaun
	Red Iceberg	
	BEANS	Brochton Horticulture
		Cherokee Trail of Tears
Boston Favorite		
True Red Cranberry		
Christmas Lima		
Hutterite Soup		
Mayflower		
Golden Lima		
Ireland Creek Annie		
Aunt Molly's ground Cherry		

Green City Market

Heirloom & Heritage Project: Tomatoes



Amish Paste

Very productive heirloom from Wisconsin that produces up to 12 oz, deep-red oxheart-shaped, meaty fruit. (Probably one of the largest paste tomatoes) Lots of sweet, tomatoey flavors from this coreless meaty

fruit. A great slicing and sauce tomato.



Anna Russian

An heirloom oxheart variety from Brenda Hillenius, of Oregon, who got from her grandfather, Kenneth Wilcox, who received

seeds from a Russian immigrant. An excellent, gorgeous tomato. Early maturing for a heart-shaped tomato, the large, visually beautiful, pink-red fruit normally weighs about 1 pound. Superb rich old-fashioned, tomatoey flavors with lots of juice



Ananas Noir

Also known as Black Pineapple, this is one of the most interesting tomatoes we offer. The skin has shades of green, purple, orange, and yellow. Bright green

flesh has bursts of red streaks that will definitely add intrigue to your vegetable platter. The lip smacking flavor starts out sweet and ends with the perfect amount of tang. What's more, the sprawling indeterminate plant yields a tremendous amount of 1 1/2 pound fruits.

Also available as a plant.



Black Prince

The Black Prince Tomato is known in Russia as "Czerno Prinz Tomat" and next to the Black Krim Tomato, this is among the most popular and

best known of Black Tomatoes. This outstanding tomato variety was originally introduced from Irkutsk, Russia (in Siberia) some years ago and is typically regarded as a true Siberian tomato variety due to its outstanding qualities in northern climates. Although the Black Prince could be considered a rare heirloom tomato in the United States and the United Kingdom, this tomato is widely raised in Russia and is regularly sold commercially by some of the larger vegetable seed companies in Russia today. In fact, its cultivation is so widespread in Russia that of late, a company in Volgograd has begun the marketing of a product called "Black Prince Tomato Oil", which is an extract of the Black Prince Tomato. This product is now being widely applied in Russia's food, cosmetics, agricultural and pharmaceutical industries and has been tested to have a wide range of health benefits due to the abundance of lycopene in this Russian tomato. Black Prince produces an abundance of medium sized red-brown tomatoes with dark brown (black) shoulders that features a rich, juicy taste. In fact, in a recent tomato taste test performed by Country Living Magazine, the Black Prince Tomato ranked as the #8 tomato in their taste test.



Black Plum

An oblong tomato ripening to a dark red, with blackish and dark green spots. The flesh is deep red/black in color. Moderate to high in juice, fruit up

to 3" in length. Variety is fairly hardy and will bear in cooler temperatures, as well as grow in hot, dry climates.



Brandywine

Indeterminate, pink fruited, large fruit, oblate shape, some green shoulders, some ribbed shoulders, some cracking, yield can range from low to relatively high, potato leaf, meaty, flavor from insipid to superb.

History: This is fairly certain; Brandywine is a tomato that found its way into the Seed Savers Exchange collection in 1982. It got there via an elderly (now deceased) Ohio gardener named Ben Quisenberry, who received the variety from a woman named Dorris Sudduth Hill. She stated that they had been in her family for over 80 years. I do not know where the Dorris came from – hence, where the tomato originated.

The key question is whether Brandywine was a family heirloom that arose from a commercial variety via selection, or was brought from overseas. The first tomato of a similar description to appear in seed catalogs is Turner's Hybrid (Burpee) or Mikado (Henderson); it is not clear as to whether these are the same tomato with one company renaming it, or two tomatoes that are very similar.

I would love to see the pages from the three catalogs when Turner's Hybrid, Mikado and Brandywine were introduced to read the exact descriptions. (Note: I need to do more research on the above and verify dates, since they do not make sense).

The latter two seed samples, in limited grow-outs, yielded indeterminate, regular leaf plants with large red (scarlet) beefsteak type fruit of fine flavor. Mikado, over several years of growing seeds from each accession, gave a mixture – regular leaf, large fruited red; potato leaf, large fruited red; regular leaf, medium sized pink, and potato leaf, medium sized pink. This indicates that the seed stock is not pure. No outcome resembled Brandywine in fruit size or flavor, however.) Once word of the supreme flavor of Brandywine got around, it became the most popular of the heirloom tomatoes offered via the SSE yearbook, and even found its way into a number of mainstream seed catalogs, such as Stokes and Parks. What is clear is that at least one selection, sold by the defunct Tomato Seed Company of Metuchen, New Jersey, has consistently inferior flavor. The strain carried by Johnny's Selected Seeds came from a seed donation by me – I received the variety from Roger Wentling of Pennsylvania in 1986. He in turn received the variety from Ken Ettlinger of the Long Island Seed and Plant company. Ken received it from Ben Quisenberry, thus the JSS strain is the Quisenberry/Sudduth strain. There is an inaccurate relist of the variety in the SSE yearbook – because I got the strain from "PA WE R", one seed saver relisted it as Pauer's Brandywine, thus illustrating how names can be improperly perpetuated.



Costoluto Genovese

Italian, heat-loving, heirloom tomato that has been enjoyed for many generations along the Mediterranean.

Large, deep-red fruits have a singularly fluted profile, are deeply ridged, and heavily lobed. Meaty, full-flavored, slightly tart, and delicious. Because of its scalloped edges, perfect for use in an arrangement of different colored sliced tomatoes. Makes a rich and pungent pasta sauce.



Caspian Pink

According to sales literature, it is an heirloom discovered in Russia by a Petoseed Company employee shortly after the cold

war ended. It has large, kind of flat (oblate) shaped, pink fruits weighing up to eleven ounces when the plants are pruned. The fruits ripen from the bottom of the plant up. Taste is mild and sweet.



Cherokee Purple

The Cherokee Purple was rediscovered by tomato grower Craig LeHoullier. LeHoullier

claimed that it was more than 100 years old, originated with the Cherokee people. The Cherokee Purple tomato has a unique dusty rose color. The flavor of the tomato is extremely sweet with a rich smoky taste. The Cherokee Purple has a refreshing acid, is watery, thick-skinned and earthy with a lingering flavor. The Cherokee Purple plants are very prolific making this plant a good heirloom for gardeners and farmers.



Hillbilly

85 days.
Lycopersicon
esculentum. Plant
produces good
yields of large 2 lb
orange-yellow
beefsteak

tomatoes with red and pink streaks. Very flavorful. Excellent for salads and sandwiches. An heirloom from West Virginia, USA. Indeterminate. pk/20



Isis Candy

This tomato produces a delightful, 1-inch round, yellow with red tinge and marbling. Gold flesh. Typically a 'cat's eye' star of yellow on one end of

fruit. The delicious sweet taste is rich and fruity. This has been a favorite "candy" treat with kids at my tomato tastings.



Kellogg's Breakfast

1 lb., pale to deep orange beefsteak tomatoes originally from West Virginia, that is thin-skinned,

meaty, has few seeds and a fantastic sweet, tangy flavor. Juice and inside flesh have the same bright orange color as orange juice



Purple Calabash

One of the most interesting looking and complex tasting tomatoes you can grow. The Cinderella pumpkin-shaped tomatoes are about 3 inches wide by 1 1/2

inches tall and very deeply ribbed. Light green-purple at the shoulders gives way to dark purple at the base and an equally dark purple interior. Very complex deep swirling tomato flavors, reminding this taster of a fruity cabernet wine. Indeterminate.



Nebraska Wedding

An old Great Plains favorite with amber - orange fruits. Grown in anticipation of nuptials in the

Summer and Fall. In the old days the Nebraska wedding tomato was put to use in many parts of the wedding. Used for garnish, foods, they were even hung in the church as a sign of a plentiful and prosperous marriage.

The seeds were given to the married couple to help them start their lives and start their farm together. They could grow them to supply their need or sell the tomato.



Pantano Romano

Rare Roman heirloom tomato said to have been grown in former marshes in Rome, Italy.

Similar to Genovese Costoluto. 12 oz., brilliant-red, slightly-ribbed tomatoes with meaty interiors bursting with wonderful, rich, complex, tomato flavors. Expect a good production from these heirloom tomatoes. A great sauce tomato and a sensible choice for farmer's markets due to visual appeal and reputation for intense flavor. Rare tomato seeds. A winner!



Radiator Charlie's Mortgage Lifter

Radiator Charlie's Mortgage Lifter Tomato is a 1940's non-commercial tomato breeding development of a

Mr. Marshall Cletis Byles of Logan, West Virginia.

Naturally, Byles didn't much appreciate his given name, so he was known locally simply as "Radiator Charlie" as he operated a small auto repair shop at the base of a steep hill that was notorious for making trucks overheat. Naturally he did pretty well for himself by having a regular line of customers in need of radiator repair work due to the hill. M.C. Byles gained an interest in gardening after he began working in the cotton fields of North Carolina at the tender age of four years old to help his family make ends meet. As a result of working hard through his childhood, Mr. Byles had no formal education or actual plant breeding experience, yet he would go on to create a most remarkable variety of tomato that would carry his name.

Sometime during the early 1940's, Radiator Charlie decided that he wanted to develop a very large tomato, so he set about trying to locate the largest tomatoes that he could find. He soon located four varieties of very large tomatoes: German Johnson Pink, Red Beefsteak, an unknown Italian variety and an unknown English variety. From these, he grew ten plants which he cultivated in a very unorthodox, very unique fashion. He planted nine of the plants in a circle and then planted a German Johnson Pink in the center of the circle. Byles then cross pollinated the German Johnson's flowers with pollen from each of the nine plants in the circle and saved seed from the resulting tomatoes. The next year, he planted the seeds and selected the best seedlings. The very best of these again went to the center of a circle, while the remaining were planted in a circle around them. Again, the plants in the middle were hand pollinated with pollen from those in the circle. Byles repeated this process for the next six years until he had created a stable variety that met his needs. After that, he never had another type of tomato on his place. The resulting variety became known as the Radiator Charlie's Tomato and soon established themselves as being very desirable. Every spring, gardeners from as far away as 200 miles came to buy their tomato seedlings from Radiator Charlie, which he sold for one dollar each, which was a substantial amount of money for a tomato plant back then. Mr. Byles sold so many tomato plants of his new variety over the next five or six years that the profits of his tomato enterprise paid off the \$6000 mortgage on his home!

After that, the tomato variety became forever known as **Radiator Charlie's Mortgage Lifter Tomato!** In 1985, Mr. Byles shared some of his seed with the Southern Exposure Seed Exchange, who formerly introduced it to the general public. Ever since then, it has been a very desirable tomato variety



Valencia

This round, smooth fruit with a brilliant orange uniform color weighs around 8-10 oz. It is a midseason indeterminate tomato that grows well in northern and cooler climates. It is a family heirloom from Maine. Some say it is called "Valencia" because it looks like a Valencia orange, while others suspect it came from Valencia, Spain. The tomato has an excellent, full, complex tomato taste, with a great balance of acidic and sweet. It is meaty and rich with few seeds. Tasters describe the Valencia as bursting with flavor, rich and buttery as well as pineapple-like, sweet and refreshing



Yellow Brandywine

Indeterminate, golden fruited, large fruit, oblate shape, some green shoulders, some ribbed shoulders, some cracking, yield can range from low to high, potato leaf, meaty, flavor intense and on the tart side.

History: I received seeds of Yellow Brandywine from Barbara Lund of Ohio in 1991. Barbara claims she received the variety from Charles Knoy of Indiana. I sent this variety to Rob Johnston, and that is the strain carried by Johnny's Selected Seed.

In looking at the seed catalog literature, the only tomato listed which matches closely the description of Yellow Brandywine is an old Henderson variety listed in 1890 called Shah – described as a gold fruited sport from Mikado. (William Woys Weaver, in his book, draws the inaccurate conclusion that Shah is a medium sized cream or white tomato).

Apples



Cortland

After the many attributes of McIntosh were discovered, plant breeders began crossing it with other varieties to enhance its traits. One of the earliest was the Cortland, combined with the Ben

Davis variety. Its flavor is sweet compared to McIntosh, and it has a flush of crimson against a pale yellow background sprinkled with short, dark red stripes and gray-green dots.

Cortland has very white flesh and is an excellent dessert apple.

This all purpose apple was developed at the New York State Agricultural Experiment Station in Geneva, New York, USA in 1898. The apple was named after nearby Cortland County, New York.



Cox's Orange Pippin

Cox's Orange Pippin is an apple cultivar first grown in 1825, at Colnbrook in Buckinghamshire, England by the retired brewer and

horticulturist Richard Cox. Though the origin of the cultivar is unknown, the Ribston Pippin seems a likely candidate. The variety was introduced for sale by the 1850s by Mr. Charles Turner, and grown commercially from the 1860s, particularly in the Vale of Evesham in Worcestershire, and later in Kent. A number of crosses and sports from the Cox's have been discovered over subsequent years, and these retain "Cox" in their names e.g. Crimson Cox, King Cox, Queen Cox.

When shaken, the seeds make a rattling sound as they are only loosely held in the apple flesh, whereas other apples have their seeds contained as part of the apple flesh.^[1]

According to the Institute of Food Research,^[2] Cox's Orange Pippin accounts for over 50% of the UK acreage of dessert apples.

Cox is highly regarded due to its excellent flavor. The flavor and texture of the variety changes from complex acidic and crunchy in early September to more mellow and softer after storage.^[citation needed] However it can be difficult to grow in many environments and tends to be susceptible to diseases such as scab, mildew and canker. As a result, apple breeders have hybridized Cox with other varieties to improve yield without too much loss of flavor.



Empire

Empire is the name of a clonally-propagated cultivar of apple derived from a seed grown in 1945 by Lester C.

Anderson, a Cornell

University fruit nutritionist who conducted open pollination research on his various orchards.^[1] In 1945, under the direction of A. J. Heinicke, scientists from the New York State Agricultural Experiment Station of Cornell University in Geneva, New York, harvested the Empire seed, together with thousands of its siblings.^[1] The Geneva teams grew and tested ever dwindling sub-populations of the sibling group until 1966, when the final selection, the Empire, was released to the public at the New York Fruit Testing Association meetings in Geneva.^[1]

Empire apples are red, juicy, firm, crunchy and sweet. They ripen during September and October, and will keep until January.

The original seed was a cross between the varieties McIntosh and Red Delicious



Fameuse- (Snow Apple)

One of the oldest and most desirable dessert apples, a parent of the aromatic McIntosh.

Flesh is tender, spicy, distinctive in flavor, and snow white in color with occasional crimson stains near the skin. Very hardy, heavy bearing tree that is excellent for home orchards. Delicious fresh off the tree, in cider, or in culinary creations.



Golden Delicious

Golden Delicious is a large, yellow skinned cultivar and very sweet to the taste. It is prone to bruising and shriveling, so it needs

careful handling and storage. It is sweeter than the Granny Smith and is a favorite for salads, apple sauce, and apple butter.

This cultivar is a chance seedling possibly a hybrid of Grimes Golden^{[1][2]} and Golden Reinette^[3] The original tree was found on the Mullins' family farm in Clay County, West Virginia, United States and was locally known as Mullin's Yellow Seedling and Annit apple. Anderson Mullins sold the tree and propagation rights to Stark Brothers Nurseries, which first marketed it as a companion of their Red Delicious in 1914.^[4]

"I was born in 1876 on the farm where that apple tree later became famous. My dad was L. L. Mullins, who owned the farm. "Now one day, when I was about 15 years old, that would have been about 1891, dad sent me out with a big old mowin' scythe to mow the pasture field." I was swingin' away with the scythe when I came across a little apple tree that had grown about 20 inches tall. It was just a new little apple tree that had volunteered there. There wasn't another apple tree right close by anywhere. "I thought to myself, 'Now young feller, I'll just leave you there,' and that's what I did. I mowed around it and on other occasions I mowed around it again and again, and it grew into a nice lookin' little apple tree and eventually it was a big tree and bore apples. "Now my dad later gave that piece of the farm in a trade to my brother, B. W. Mullins, and later still he traded the farm place to Uncle Anderson Mullins." Uncle Anderson had a brother-in-law named Gus Carnes, and one day Gus and Uncle Anderson decided to send some of the apples to the Stark Brothers nursery to tell what kind of apple it was. And that was when the tree became famous and started the Golden Delicious apple line, for it was that tree that has produced every last one of the Golden Delicious apple trees that have ever grown anywhere. "The Starks sent a man to look at the tree, just like you've heard, and they bought the tree and the ground for 30 feet around it, and eventually they fenced it. They were to get all the fruit from the tree, down to the last apple." ^[1]



Jonathan

The Jonathan apple is a medium-sized sweet apple, with a strong touch of acid and a tough but smooth skin. It is closely related to the Esopus

Spitzenburg apple.

There are two alternative theories about the origin of the Jonathan apple.

The first is that it was grown by Rachel Negus Higley. Mrs. Higley gathered seeds from the local cider mill in Connecticut before the family made their journey to the wilds of Ohio in 1804 where she planted them.^[1] She continued to carefully cultivate her orchard and named the resulting variety after her husband, Jonathan Higley.^[citation needed]

The other theory is that it originated from an Esopus Spitzenburg seedling in 1826 from the farm of Philip Rick in Woodstock, Ulster County, New York. Although it may have originally been called the "Rick" apple, it was soon renamed by Judge Buel, President of Albany Horticultural Society, after Jonathan Hasbrouck, who discovered the apple and brought it to Buel's attention.[[]

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Mcintosh

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Northern Spy



The Northern Spy apple (*Malus* 'Northern Spy'), sometimes known as "Northern Spie" or "Northern Pie Apple" is

a variety of apple native to the Northern East Coast of the United States and parts of Michigan and Ontario. It is popular in upstate New York.

Skin color is a green ground, flushed with red stripes where not shaded, and it produces fairly late in the season (late October and beyond). The white flesh is juicy, crisp and mildly sweet with a rich, aromatic sub-acid flavor, noted for high vitamin C content. Its characteristic flavor is more tart than most popular varieties, and its flesh is harder/crunchier than most, with a thin skin.

It is a good dessert and pie apple that is also used for juice and cider. Further, the Northern Spy is also an excellent apple for storage, as it tends to last longer due to late maturation.

The Northern Spy apple tree is known for taking as much as a decade to bear fruit unless grafted to a non-standard rootstock, while the native Spy root makes an excellent stock for grafting other varieties to a standard size tree. It was discovered around 1800 in East Bloomfield, New York, south of Rochester, New York, as surviving sprouts of a seedling that had died and was cultivated with stock brought in from Connecticut. The Wagener apple is believed to be one of its forebears. It fell somewhat out of favor due to its dull coloration, irregular shape, tendency of the thin skin to allow bruising, and lack of disease resistance, specifically subject to bitter pit and blossom fireblight, but resistant to woolly aphid and somewhat to scab.

It is not widely available at retail outside its growing regions but still serves as an important processing apple in those areas.



Roxbury Russet

Roxbury Russet is an apple cultivar. It is believed to be the oldest variety of apple bred in the

United States, having first been discovered and named in the mid-1600s in the former Town of Roxbury, part of the Massachusetts Bay Colony southwest of (now part of) Boston.^[1]

It is a grayish-green russet apple known for its good winter keeping qualities as well as its suitability for making cider and juice. It is not widely grown or commercially available due to general commercial disfavor for russet varieties; the dull and heavily marked face makes it hard to sell now.^[2] The yellow-green flesh is firm and coarse-textured, crisp and tart, suited for eating fresh and cooking.^[3] It is available in the 21st century from growers that specialize in heirloom plants. Ripens September to October.^[1] It is available in autumn in farmer's markets in the Northeast. It contains 12.87% sugar that ferments to 6% alcohol in hard cider production.^[4]

The Roxbury Russet apple affectionately and colloquially called the "Roz" (back when it was popular) has also been known by many other names: "Boston Russet", "Leathercoat", Reinette Rousse de Boston, Howe's Russet, Marietta Russet, Belfre Russet, Jusset, Warner Russet, Silvan Russet, Pitman's Russet, Shippen's Russet, Ruginetta di Boston and Belper Russet.^[5] Grown in Roxbury, Massachusetts, by Joseph Warren, who died in 1755 of a broken neck after falling from a ladder while picking apples.^[2] [3] Stores well even without refrigeration; flavor improves in storage.^[4] Propagation wood was taken to Connecticut soon after 1649.^[6]

Thomas Jefferson planted a number of 'Roxbury Russet' trees in Monticello's South Orchard in 1778.^[5]

Propagated by grafting.^[6] Resistant to scab.^[7]



Wolf River

Settlers in Wisconsin began planting apple seeds as early as 1880, but it was another 30 years or so before the state's commercial

orchard industry began. Today, commercial apple orchards are spread throughout the state in 46 counties. Apples are grown from the Mississippi River to Lake Michigan and from the Duluth area along Lake Superior to the Illinois border. 56 million pounds are produced in an average year on 7,400 acres. The heaviest concentrations are in Door county with 2000 acres, and the Gay Mills area with 1500 acres. Bayfield county and the Milwaukee metropolitan area also have smaller concentrations of apple orchards.

Every now and then you may come across a truly gigantic apple at a fruit stand, the size of a small pumpkin or a large grapefruit. More than likely it is a Wolf River, which is a variety native to Wisconsin. The first Wolf River was discovered growing as a seedling along the Wolf river near Fremont in 1875.

Wisconsin orchards offer an interesting mix of varieties. As in Michigan, you will find the Midwestern favorites like Cortland, McIntosh, Paula Red, Northern Spy and Jonathon. There are also significant plantings of the newer gourmet apple varieties like Fuji and Gala. After that, the list of Wisconsin varieties just keeps growing. A surprising number of orchards grow thirty or more varieties. Given the severe winters in Wisconsin, Minnesota varieties like Honeycrisp, Keepsake and Fireside are also well represented.

"Falling leaves and wood smoke in the air mean just one thing to the people of Bayfield, Wisconsin - Apple Festival." read Small Town, Big Apple Festival by Rachel Coughtry
AJ Northern Wisconsin Reporter



Winesap

The Stayman Winesap *Malus x domestica* (also known as Stayman) is a large to medium apple with a dull red skin often

covered with a light russet. The flesh of the fruit is very light greenish-yellow with a crisp texture and a tart, wine-like flavor. This variety is particularly known for applesauce and apple butter, and the fruit stores well.^[1]

Stayman Winesaps will grow in climates where the minimum annual temperature is between 20 and -20 degrees Fahrenheit. The fruit will ripen in October in the more northern climates. The pollen is sterile, as the plant is triploid; pollination must be from another cultivar of apple^[2].

The variety was first produced by Dr. Joseph Stayman of Leavenworth, Kansas in 1866, and was introduced to the general market in 1895.

The apple is hard, crunchy crisp, juicy and slightly tangy. Besides being a great eating apple, it holds its shape in pie baking without turning into apple sauce. For a special applesauce treat, cut the apples leaving the skin on. Hold aside about a third while making the rest into a sauce. Then cook the balance but not to sauce stage. Combine all with honey and you have created a sauce with hidden textures and bright spots when mouthing a peel.



The Heritage and Heirloom Preservation Project – Green City Market is working with our Market vendors to help preserve and promote heirloom varieties of vegetables and fruits and heritage breeds of animals – the foods our ancestors enjoyed for centuries. Over decades these products have adapted to local environmental conditions and are often better able to withstand disease and harsh environmental conditions than their genetically engineered relations. Preserving them preserves the biodiversity of our food supply. Look for the large “H” sign around the Market that designates an heirloom variety of fruit or vegetable or a heritage variety of animal. Visit the edible gardens in the Zoo and see the plant that provides the fruit or vegetable as it grows. Sample different heirloom products during our monthly Savor the Seasons tasting sessions and check out the weekly chef demonstrations for ways to enjoy these products throughout the season.

Green City Market thanks HSBC Bank USA, N.A. for supporting the Heirloom and Heritage Preservation Project



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HERE ARE JUST A FEW OF THE ITEMS YOU WILL FIND AVAILABLE FOR SALE AT GREEN CITY MARKET THIS YEAR. MAKE SURE TO LOOK FOR THE "H" AT THE FARMER'S TENTS!

APPLE: American Apple, Crane Melon, Cortland, Empire, Ida Red, Redimac. **APRICOT:** Gold Cot #5. **BLUEBERRIES:** Duke, Elliot, Jersey. **GRAPES:** Concord, Niagra, Delaware. **MELON:** Green Striped Cushaw, Moon & Stars Watermelon, Aruan Honey Dew, Early Silver Line, Delaware. **PAWPAW.** **PEACHES:** Candor, Red Haven, Harbinger, Loring, Red Skins, Baby Golds. **PEARS:** American Heirloom Pears, Bartlet, Bosc, Fenton. **PERSIMMON.** **PLUMS:** Methly, Stanley, Shiro. **QUINCE:** Meech's Prolific Quince. **SWEET CHERRIES:** Bing, Hidelfingen, Windsor. **TART CHERRIES:** Montmorency, Balaton. **ASPARAGUS:** Mary Washington, Jersey. **LETTUCE:** Amish Deer Tongue Lettuce, Grandpa Admirer's, Speckled, Black Seeded Simpson. **PEPPERS:** Datil, Fish, Giant Szegedi, Wenk's Yellow Hot. **SQUASH:** Black Futsu, Long of Naples, Neck Pumpkin Butternut, Japanese Pie, Marine di Chiogga. **SWEET POTATO:** Beaugard. **TOMATO:** Casaba, Aunt Ruby's German Green Tomato, Djena Lee's Golden Girl, German Pink, Orange Oxheart, Big Zebra, Black Prince, Copia, Dr. Wyche's Yellow, Valencia, Chalk's Early Jewel, Cherokee Purple, Black Krim, Green Zebra, Moskvich, Dad's Sunset, Costoluto, Cherokee Purple.



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**TAKE THE
GREEN CITY MARKET
LOCAVORE CHALLENGE!**



September 8th-22nd, 2010

Become a *Locavore*
and join other Chicagoans
committed to eating
Locally Grown and
Produced Foods for
Two Weeks!



Get Educated!

Learn where your food comes from and where you can get the locally grown and produced items you love.

Get Ready!

Plan ahead so you can choose the vendors and restaurants that support your goals.

Get Local!

Make a conscious effort to buy foods from Illinois, bordering states and Michigan. Shop at the market on Wednesdays and Saturdays from 7am-1pm in Lincoln Park!

Get Involved!

Come to our Community Gathering and Locavore Dinner and enjoy a locally prepared (of course!) family style dinner, celebrate the challenge and share recipes and stories with other supporters. You will also have the opportunity to participate in an interactive community discussion based on your Locavore experience.

Join the Conversation

IL Final Report - 12-25-2012

Pledge today to
become a Locavore!

You can sign-up at the Market
information booth or online at
www.chicagogreencitymarket.org

Locavore Fair

September 11

9:00am-noon at the Market

Support other organizations that share the mission of Green City Market and join us as we work towards increasing food access, sustainable food production, stewardship of the land, and the preservation of the small family farm.

Locavore Culinary School Cook-Off

September 18

8:00am-10:00am at the Market

Three area culinary schools will be participating in a cook-off! Students will be provided with a mystery basket of Market products, prepare, cook and plate a 2-course Locavore dish. The winner will be decided by a panel of celebrity chef judges and will receive a scholarship from GCM.



Kendall College



LE CORDON BLEU.

WCI

WASHBURNE CULINARY INSTITUTE
OF KENNEDY-KING COLLEGE

Continue the Conversation

at the

Community Gathering and **Locavore Dinner**

Wednesday, September 22nd

5:30 pm to 7:30 pm

Peggy Notebaert Museum,

(2430 N. Cannon Dr. in Lincoln Park)

Locavores will enjoy a locally prepared family style dinner, celebrate the challenge and share recipes and stories with other supporters. Everyone will also have the opportunity to participate in an interactive community discussion based on their Locavore experience!

Ticket price: \$25

Tickets can be purchased at the Market, or by calling the Green City Market administrative offices at 773.880.1266, or online at www.brownpapertickets.com.

**Visit www.chicagogreencitymarket.org
often for more information and details
about the Locavore Challenge.**



Stay Connected!

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Twitter at

@GreenCityMarket

Our website at

www.chicagogreencitymarket.org

Make sure to join the Green City Market
newsletter to help you stay connected!

Top Ten Reasons to Be a Locavore

1) Locally grown produce is fresher.

Produce selected at a farmer's market has often been picked within 24 hours of your purchase, as opposed to spending days in transit or cold storage. This freshness not only affects the taste of your food, but the nutritional value which declines with time.

2) Local food just tastes better.

If you've ever tried a tomato fresh from the vine, you understand.

3) Locally grown fruits and vegetables have longer to ripen.

Because the produce will be handled less, locally grown fruit does not have to stand up to the rigors of long distance shipping.

4) Eating local means supporting the local economy.

Keeping food dollars in our region strengthens our economy and maintains jobs.

5) Eating local is better for air quality and pollution than eating organic.

The miles that organic food often travels to our plates creates environmental damage that outweighs the benefits of buying organic.

6) Buying local food keeps us in touch with the seasons.

By eating with the seasons, we are eating foods when they are at their peak taste, are the most abundant, and the best value.

7) Buying locally grown food is fodder for a wonderful story.

Getting to know the farmer who brings fruit to the market, or the baker who makes your bread, adds to the experience and enjoyment of a meal.

8) Eating local is safer.

Food with less distance to travel from farm to plate is less susceptible to harmful contamination.

9) Local food translates to more variety.

When a farmer is producing food that will not travel a long distance, will have a shorter shelf life, and does not have a high-yield demand, the farmer is free to try crops of various fruits and vegetables that would probably never make it to a large supermarket.

10) Supporting local providers supports responsible land development.

When you buy local, you give those with local open space—farms and pastures—an economic reason to stay open and undeveloped.

STORES FEATURING LOCAL FOODS

Chicago's Downtown Farm Stand
66 E. Randolph St., 312.742.8419
bit.ly/downtownfarmstand

Chicago French Market
131 N Clinton St., 312.454.2200
www.frenchmarketchicago.com

Dill Pickle Food Co-Op
3039 W. Fullerton, 773-252-COOP (2667)
www.dillpicklefoodcoop.org

Fox and Obel
401 E. Illinois St., 312.410.7301
www.fox-obel.com

Green Grocer
1402 W. Grand, 312.624.9508
www.greengrocerchicago.com

Irv & Shelley's Fresh Picks
Weekly delivery of organic and local goods
www.freshpicks.com

Olivia's Market
2014 W. Wabansia, 773.227.4220
www.oliviasmarket.com

Pastoral Artisan Cheese, Bread and Wine
2945 N. Broadway, 773.472.4781
53 E. Lake St., 312.658.1250
www.pastoralartisan.com

True Nature Health Foods
6034 N. Broadway, 773.465.6400
www.truenaturefoods.com

Where To Dine

LOCAL RESTAURANTS FEATURING ALL LOCAL PRIX FIXE DINNER MENU

September 8th

Lula Cafe
2537 N. Kedzie Blvd., 773.489.9554
www.lulacafe.com

Nightwood
2119 S. Halsted St., 312.526.3385
www.nightwoodrestaurant.com

Mado
1647 N. Milwaukee Ave., 773.342.2340
www.madorerestaurantchicago.com

September 11th

Big Jones
5347 N. Clark St., 773.275.5725
www.bigjoneschicago.com

September 15th

Prairie Fire
215 N. Clinton St., 312.382.8300
www.prairiefirechicago.com

Province
161 N. Jefferson St., 312.669.9900
www.provincerestaurant.com

September 18th

May Street Market
1132 W. Grand Ave., 312.421.5547
www.maystreetmarket.com



Support Green City Market by donating and becoming a member!

Through your support, Green City Market, a 501(c)3 not-for-profit organization, can continue to act as the leading Chicago resource for local, sustainable, and environmentally friendly food production.

Choose a membership level...

Seedling: (\$50–\$99 donation, \$25 min. students and culinary professionals)

Your Seedlings membership/contribution includes:

- a Green City Market signature Market tote bag,
- a Green City Market Membership card, good for discounts at affiliated businesses:
 - ▶ 15% off Sur La Table non-electronic retail purchases (10% off electronics),
- invitations to special Members-only events,
- and advance access to Chef's BBQ tickets.

Green Thumb: (\$100–\$249 donation)

Your membership as a Green Thumb supporter includes:

- a Green City Market signature Market tote bag,
- a Green City Market signature T-Shirt,
- a Green City Market Membership card, good for discounts at affiliated businesses:
 - ▶ 15% off Sur La Table non-electronic retail purchases (10% off electronics),
 - ▶ \$20 credit voucher towards an I-GO car rental,
 - ▶ 10% off cleaning services at The Green Cleaner,
 - ▶ and 15% off retail purchases at Moosejaw Mountaineering,
- invitations to special Members-only events,
- advance access to Chef's BBQ tickets,
- and a poster from the Chef's BBQ.

Your membership as a Blue Ribbon supporter includes all of the Green Thumb benefits, plus:

- 20% off your first Green City Meals class at The Chopping Block,
- a tour of the Market with a chef who supports the Market's mission and lunch to follow,
- an additional membership card to give to a family member or friend,
- recognition of your donation on the Green City Market website,
- and tickets to the Chef's BBQ after party.

Heirloom: (\$500–\$999 donation)

Your membership as an Heirloom supporter includes all of the Blue Ribbon benefits, plus

- a bountiful basket filled with the season's best from our Market vendors,
- 2 additional tours of the market with chefs who support the Market and dinner to follow,
- and an invitation to a private lunch at Perennial for Heirloom, Heritage, and Benefactor members.

Heritage: (\$1,000–\$4,999 donation)

Your membership as an Heritage supporter includes all of the Heirloom benefits, plus:

- a day in the kitchen with one of the chefs who supports the Market with dinner to follow,
- and recognition of your donation at GCM events

Market Benefactor: (\$5,000+ donation)

As a Market Benefactor you enjoy all Heritage benefits, plus:

- an in-home dinner for 6 by a chef who supports the Market.

Visit

www.chicagogreencitymarket.org

to make a donation and become a member!



Green City Market
Thanks to all our sponsors for
their generous support!





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Chicago, IL 60614
(p) 773.880.1266 (f) 773.880.1262
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SC-10-14 - City of Urbana Final Report

PROJECT SUMMARY

In late summer 2009, the City of Urbana/Urbana's Market at the Square completed its grant request for \$10,000 in funding from the State of Illinois Department of Agriculture. The scope of the initial proposal involved creating a several-pronged advertising campaign for a new initiative being created by Market staff called "Eat Here" – programming designed to educate consumers about the benefits of procuring Illinois-grown fruits and vegetables in season from their local farmers markets. While there has been increased focus on farmers markets and knowing the origins of our food, most consumers do not see their local farmers markets as a legitimate place to purchase fruits and vegetables on a regular basis and are unaware of the economic, social, and community benefits farmers markets provide. Advertising would include television, radio, and print advertisements, but would also leverage free promotional tools, such as Facebook. The proposal stated three desired outcomes as a result of the establishment of this initiative and its advertising: to increase the amount of Illinois-grown fruits and vegetables sold by the three largest growers at the Market, to increase patron attendance at the Market by 5% over 2009's attendance, and to create a successful, ongoing awareness campaign across several platforms, tying together Urbana's Market at the Square and the availability of Illinois specialty crops at the Market during the growing season. Several weeks after submitting the original grant proposal, Market staff were asked to submit ideas for a greater grant award, potentially in the amount of \$20,000. In Fall 2009, the City of Urbana/Urbana's Market at the Square was awarded a \$15,000 grant to launch Eat Here's advertising and marketing campaign for the 2010 season.

PROJECT APPROACH

Work on designing and creating the Eat Here marketing/advertising campaign began shortly after the grant award was announced in October 2009, and work continued on

the project throughout the 2010 Market season. Work involving matching funds from the City of Urbana began in April 2010 and continued through early November 2010.

Creating the Campaign

The first task was adjusting potential expenditures, as outlined in the original proposal, due to the adjusted-upwards grant award. This took some work, as the award was more than originally anticipated, but less than what the modified proposal asked for. In the end, staff decided to go with television and radio advertising as originally outlined, plus an enhanced banner project, professionally-printed brochures, merchandising (using t-shirts and reusable grocery bags), and modified newspaper advertising.

Urbana's Market at the Square rooster logo and the font used for Market signage have been a part of the Market's brand and marketing campaign for the last several seasons, and both are widely associated in the community with the Market. The idea was to connect the new Eat Here programming, advertising, and signage with the already-existing Market brand in order to encourage consumers to use Urbana's Market at the Square for those purchases, rather than their local grocery outlet. Use of the rooster placed over Urbana's approximate location in Illinois for banners was intended, from the outset, to solely remind residents and visitors that the Market was the best place to "eat here" – to purchase Illinois specialty crops directly from the grower. Television and radio ads were also part of the larger concept of creating a comprehensive campaign working on several platforms, reminding consumers to purchase their locally-grown fruits and "Eat Here", and to familiarize listeners/viewers with the "Illinois -Where Fresh Is" tagline.

Care was taken to ensure that Market activities promoting other aspects of the Market, such as children's programming, activities of artisans, artistic performance, and the like were supported solely by matching and in-kind resources provided by the City of Urbana.

Television Campaign

Because the City of Urbana has its own television production studio (Urbana Public Television, or UPTV), arrangements were made immediately with studio staff to collaborate with the Market Director on creating a cohesive television advertising campaign for Eat Here. UPTV staff and the Market Director worked together to develop this television advertising campaign, targeted at everyone who eats. This work culminated in one general advertisement used throughout the season. Collaborative work included direction of footage shot at the Market, graphic design direction, scripting, and voicing. The ad was created well in advance of the first Eat Here event to provide for at least a week of “flight” time prior to each event. Eat Here events took place monthly on the second or third Saturday of the month. Television advertisements were scheduled to air for at least a week in advance of the events. Much of the creative work, including basic footage collection, was accomplished in 2009. Because the single advertisement needed to be created prior to the first Eat Here date in May, there was not time to collect additional footage from the current season, but the stock footage was more than adequate. In order to provide the maximum amount of time for the footage and narration, graphic design for the advertisement was limited to ensuring the “Illinois... Where Fresh Is” logo was dropped in on a slide in the final frame of the segment.

Initial scripting included drafts for 15- and 30-second spots, but these were eventually shelved in favor of running a 30-second advertisement. This was clearly the best option, as the ads’ purpose was to educate in addition to selling the Market itself. Upon script approval, the Market Director voiced the advertisements.

Once all components were complete, the advertisement was edited, approved by the Market Director and other pertinent City staff, and sent or uploaded to the television providers for broadcast at designated times.

The Illinois Department of Agriculture has an example of this advertising on their website.

Radio Campaign

The City of Urbana worked with two radio stations reaching demographic groups within the community who were not previously targeted by Market advertising. One station was WPGU-FM, the University of Illinois' "college radio" station that markets to University students, and the other was WBCP-AM, a station primarily oriented toward Urbana-Champaign's African –American community.

The Market Director worked with personnel from both stations to write copy for 30-second advertisements that included the tagline "Illinois... Where Fresh Is" tagline. WBCP chose to provide one advertisement to span the Market season and Eat Here events, while WPGU staff worked with the Market Director on several occasions to create different advertisements depending on what was in season at the Market. Once the scripts for these advertisements were completed and approved by the Market Director, the stations provided voice talent to create them. Station personnel then worked with the Market Director on scheduling the airing of the advertisements, which usually ran the week before an Eat Here event.

The Illinois Department of Agriculture has an example of one of the ads created by WPGU-FM on their website.

Banner/Brochure/Print Advertising Campaign

The City of Urbana/Market Director created designs for twenty 18" x 36" banners to be hung around the Market site for the duration of the Market season that specifically spotlighted the Eat Here program. Another banner was also designed to hang in the Eat Here tent during the event at the Market. The color scheme and designs were specific to Eat Here. The banners were not hung up until just after the May event due to a misunderstanding with the vendor hanging the banners, but once they were up, they were up for the entire season, creating "buzz" for the project for months.

Unfortunately, plans for designing and printing brochures and creating a pair of large newspaper advertisements (the proposed additional newspaper advertisement came as

a result of offered additional funds) did not work out as planned, due to time and staff constraints. No newspaper advertising was created. A brochure was created and made available at each Eat Here event throughout the season, but it was designed and printed in-house in order to save time.

Merchandising Campaign

Merchandising for the Eat Here campaign was not part of the original scope of the grant proposal, but came later when there were additional funds offered. Merchandising, which in this report refers to the giveaway of promotional items branded with the Eat Here logo, is a successful way to generate conversation and activity about a campaign. Eat Here shopping totes for use at the Market as well as T-shirts were created for giveaway at the Market for the September event, in the hopes of attracting more students. All bags and shirts (100 of each) were branded with the Eat Here campaign logo, utilizing the same color scheme and designs as the banners and other materials. All products were successfully given away during the event, along with brochures and other information about local food and farms.

The Illinois Department of Agriculture has a photo of one of the shirts on their website. The artwork for the bag was the same.

The advertisements and promotional items solely enhanced the competitiveness of specialty crops in several ways. The television advertisements showed patrons shopping for a variety of Illinois specialty crops, ran several times a day during the advertising period, and included the **Illinois – Where Fresh Is** tagline and logo. The radio advertisements talked about the procurement of Illinois fruits and vegetables directly from Illinois farmers via the Market and also mentioned the **Illinois – Where Fresh Is** slogan. The promotional shirts and Market bags, with the Urbana's Market at the Square's logo (the chicken) situated over our geographical location in the state of Illinois, provide a visual reminder of the concept of **Eating Here** in the original proposal – “The Eat Here campaign has been designed entirely around the concept of educating all area eaters (and, eventually, all state eaters) about the many benefits of purchasing

Illinois-grown fruits and vegetables, with special emphasis on purchasing those fruits and vegetables directly from the source – the Illinois farmers that grow them. While it is certainly not the only way to purchase them, the most common and most efficient way for many consumers to purchase Illinois specialty crops is at their local farmers market.” These items, with their continuous visibility to all who see them, will advertise the Market as a place to **Eat Here** long after the official campaign comes to an end.

Social Media Campaign

A social media campaign, using free tools such as Facebook and Twitter, was proposed to leverage the paid advertising. During the 2011 season, the Market’s presences on these networks boasted over 2000 Facebook followers and around 500 Twitter followers, but additional accounts were also created on both services for Eat Here to announce events and to distribute other information about local food and farms. Information about Eat Here events was distributed using both the Market Facebook/Twitter accounts and the Eat Here Facebook account, which currently has 136 followers. An Eat Here Twitter account was created, but it became clear that Facebook was going to garner more followers, so the Twitter account was not utilized.

Scheduling the Advertising Insertions

After the decision was made to use a 30-second TV spot exclusively, the selected local television network (WCIA/WCFN) and the local cable provider (Comcast) were contacted for assistance in fitting the funding amount to the desired number of flights, as well as in determining the best times to reach the intended audience. Because Market staff had already pre-determined the Eat Here dates and roughed out a flight schedule for the advertisement, scheduling was smooth and placement was appropriate. Advertisements aired on WCIA aired during morning programming and popular afternoon programming, while advertisements on cable aired on channels including the Food Network, HGTV, and other appropriate outlets.

The Eat Here ads ran on both WCIA and the cable networks through Comcast from May 10-14 (event May 15), June 14-18 (event June 19), July 12-16 (event July 17), August

9-13 (event August 14), September 6-10 (event September 11), and October 11-15 (event October 16), 2010.

Insertions for the radio advertisements were on a similar schedule, with ads planned to run the week preceding an Eat Here event. However, there were occasionally problems with the radio schedule. WBCP would run advertisements several times a day all month instead of for the week prior to the event. WPGU adhered to the proposed schedule most times, although there was a misunderstanding about scheduling for July, where the advertisements ran at the end of the month instead of ahead of the event.

GOALS AND OUTCOMES ACHIEVED

The City of Urbana's main goal for the advertising program made possible by the receipt of this grant was to create a successful and compelling visual and aural educational campaign that also achieved the following sub-goals: a) to raise awareness of Market at the Square in relation to Illinois-grown fruits and vegetables, resulting in increased Market attendance overall and Eat Here event attendance specifically; b) to increase the amount of Illinois-grown fruits and vegetables sold at the Market; and c) to have a lasting educational impact on consumers via the use of social networks in addition to traditional materials. The City was also interested in noting increases in the use of social media to connect with the Market as well as any increases in attendance at the Market by students and minorities – two groups not often targeted by Market advertising. Expected measurable outcomes included a) noting an increase in the amount of fresh produce, in dollars or in pounds, sold at the Market by specific vendors; b) increasing patron attendance at the Market by 5% for the 2011 season, and c) creating a successful, ongoing awareness/advertising campaign across several platforms, tying together Market at the Square and the availability of Illinois specialty crops at the Market during the growing season.

Patron Participation and Attendance

The 2010 Market season was 28 weeks long. Average daily attendance rose from 6218 in 2009 to 6955 in 2010, an increase of almost 12%. Overall yearly attendance rose

from 174,110 in 2009 to an estimated 195,000 in 2010, also an increase of nearly 12%. Both increases are more than double the percentage increases noted from 2008 to 2009. It's clear that the burgeoning interest in locally-grown fruits and vegetables in Illinois has helped elevate attendance at the Market.

Increase in Fresh Produce Sold

It was difficult to convince two of the three vendors to release poundage and/or sales numbers for their fresh produce from 2009 to 2010. However, one of the Market's largest and most popular vendors did relate that his farms' numbers were up across the board, both in terms of the numbers of bunches/"eaches" sold in 2010 over 2009 (3.5% increase) as well as the number of pounds sold in 2010 over 2009 (22% increase). He also volunteered that his gross sales were up from 2009-2010 by 16.5% after experiencing a decrease in 2008-2009 of 5%. He feels much of this can be attributed to weather; his 2009 tomato crop was almost completely destroyed by cool, wet weather. However, weather cannot account for all increases, especially given the increase in patron attendance.

Social Media/Traditional Media Campaign

The Eat Here campaign attracted a lot of attention from patrons. The heavy banner presence at the entrances to the Market site's parking lots (as well as the Eat Here booth) were visually arresting - the programming across all platforms was clearly branded with consistent graphics - the brochure received a positive response, and the merchandise was very well-received. Many of the recipients of merchandise mentioned had heard about the giveaway on the college radio station we worked with on this project. It was also clear that many people had heard about the giveaway specifically or were familiar with the Eat Here concept in general from Facebook, though it was unclear whether they had heard about it through the Market's main page or the Eat Here page.

BENEFICIARIES

Patrons benefited most from Eat Here programming – at least 500 previously undereducated patrons learned how they could support local farmers and Illinois specialty crops right there at the Market. Local farmers also benefited from the exposure via a potential increase in sales – not just at the Market, but other outlets featuring local produce sales. The Market also benefited from the exposure; patrons asked, in the off-season, if Eat Here programming would be available in 2011. Local businesses benefited from extra foot traffic.

LESSONS LEARNED

Grant funding works best when there are enough staff to complete proposed work.

While it was a privilege to have the opportunity to get more funding for this project, the work load was too great for one person wearing several different hats. It would be best, in the future, to find an intern or volunteer to run the entire program within the Market framework.

It may be best to consolidate social media messaging in one or two “places”.

While creating separate social media accounts for different projects seems like a good way to provide choice to the consumer, it actually was redundant, given the fact that Market at the Square had over 2000 “fans” (Facebook) and 500 “followers” (Twitter) during the season. Many more people were reached directly about Eat Here programming via the original Market Facebook and Twitter accounts than designated accounts.

Having a “background of awareness” at the Market via this type of programming will provide a long-term benefit to farmers and Illinois specialty crops.

Shoppers were very responsive to the materials that were available, especially the brochures and the photos of farmers at their farms that were on display – having these materials available at the point of entry/exit for the Market helps enhance the feeling that local foods are important. The placement of banners and general branding of this

initiative served to constantly remind people, while at the Market, that local is important and that supporting Illinois farmers is something they can easily do.

ADDITIONAL INFORMATION

The banners developed for the Eat Here project were, like the merchandise that was also developed, part of the branding effort for the Eat Here programming. The rooster used in the banner is the Urbana's Market at the Square's logo, and is used on all of the Market's materials; it is a widely known brand throughout the area, so people in the area know that something with the rooster on it signifies something happening at Urbana's Market at the Square; we opted to use the familiar rooster as opposed to a graphic of a fruit or vegetable, which would not have signified the Market as a place to buy Illinois specialty crops. Additionally, the placement of the rooster is directly over Urbana's geographic location. The bicycle and the tractor on the larger banner signify our rural/urban setting. On the small banners, which are visible from the street by motorists and pedestrians, the Market's name is listed, so people understand that "**eat local, eat here**" has something to do with the Market even if they are unfamiliar with the Market's logo. The larger banner was created as part of the display for the Eat Here programming; people who saw it were already within the Market and were learning about the program.

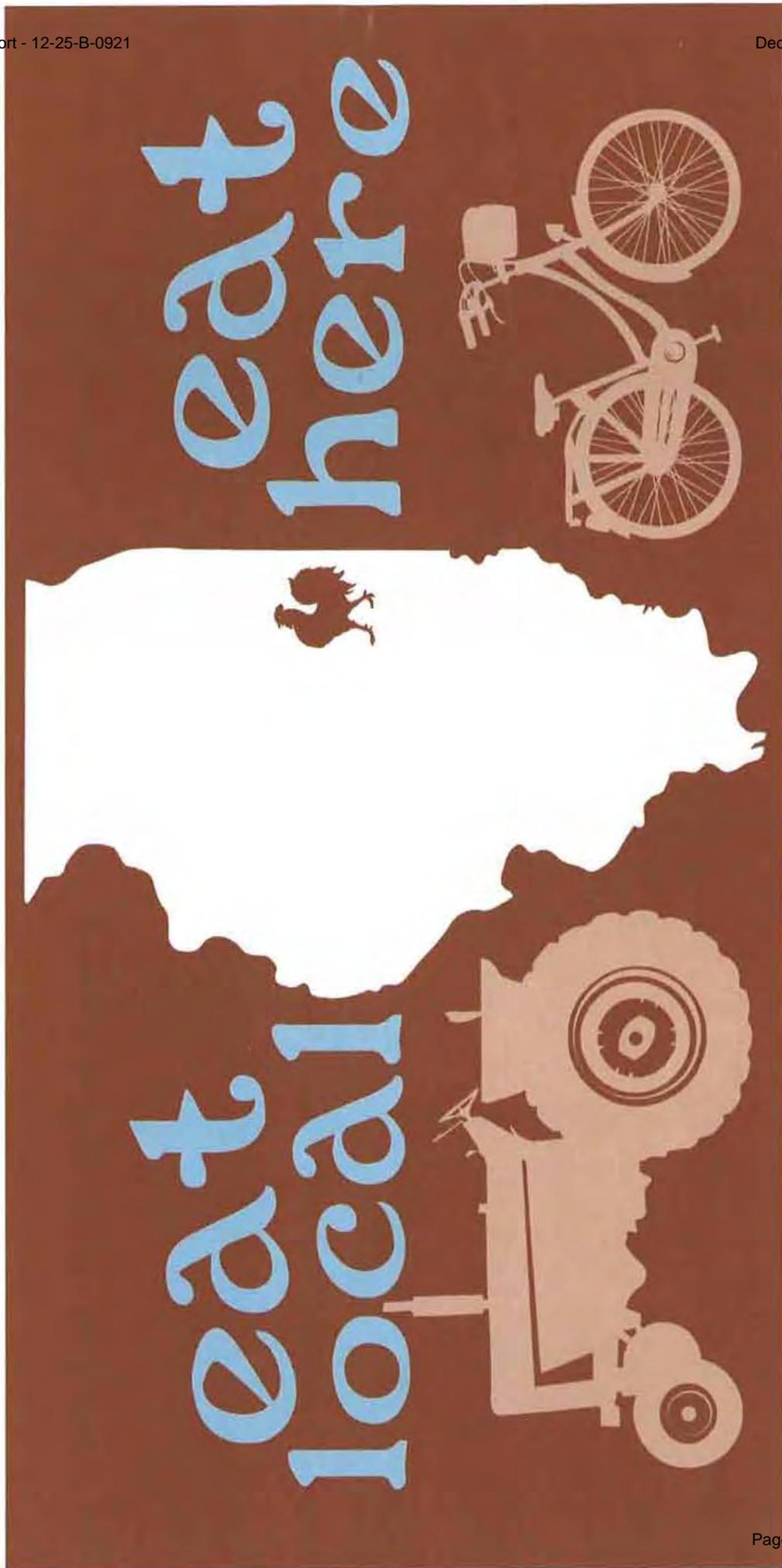
As explained above regarding the merchandising, these materials were developed per the original proposal – to educate people about the benefits of purchasing Illinois-grown specialty crops and the added value of purchasing them directly from the producer at a farmers market. These materials were designed with the intent of creating a visually striking and memorable campaign that would remind eaters to include Urbana's Market at the Square as a place to procure these specialty crops – indeed, only Illinois growers are permitted to sell at our Market, so any fruits and vegetables purchased at our Market are Illinois specialty crops.

CONTACT

Lisa Bralts, City of Urbana, (217) 384-2319, ljbralts@urbanaininois.us



18" x 36" banners



design for tent banner



2010 ILLINOIS SPECIALTY CROP GRANT PROGRAM FINAL REPORT

High Tunnels for Illinois Tomatoes and Peppers, retitled:

MANAGING THE LEARNING CURVE AND REDUCING RISK OF HIGH TUNNEL PRODUCTION ON ILLINOIS FARMS

Original Purpose

To help increase use of high tunnels for season–extension of crops in Illinois, especially within the model of the small family farm.

Purpose with Added Focus

To help increase use of high tunnels for all season–extension crops in Illinois, especially within the model of the small family farm *by providing much needed construction knowledge to beginning Illinois farmers and all Illinois farmers considering high tunnel production and thereby making high tunnel production a profitable option on high-wind farms.*

Problem

The purpose responds to the struggle a small organic farm experiences while trying to make a profit over a 5-month market season.

This same problem of a short growing season in Illinois remains with the added complication of high winds across flat fields. The farmers of Peasants' Plot in their first experience (now 3 seasons) of high tunnels see that the risk of wind damage on wind-exposed farms compromises the promise of high crop yields, making high tunnel production an ambitious and difficult project with a steep learning curve.

Importance and timeliness of high tunnel mentorship and education existed in 2010 and still in 2012. This project provides help for farmers to tackle the early frustration factor and the financial loss from damages to crops and the tunnels themselves. In recent years, with the global food system in question by media and filmmakers, more people are seeing the need for specialty crops with a focus on organic and local. The people that make the leap to start a farm with this focus are often beginning farmers with a passion. Issues such as GMO's, the state of organic seed, pesticides, and localizing the food economy are encouraging this trend of new, inexperienced

farmers. Training programs such as CRAFT-sponsored Farm Beginnings and the addition of sustainable agriculture programs in colleges reflect this trend. These new farmers have much to learn in general. Manufacturers of the high tunnels did not advise specifics related to farming in Illinois and, outside of this project's booklet, currently no Illinois-specific literature exists on the topic of high tunnel construction. For example, the quality of vinyl ends is misrepresented by salespeople and written instructions from the company omit the absolute need for wind-exposed farms to seal the bottom of the tunnels. High tunnel workshops exist minimally through CRAFT in Illinois but more are needed.

More high tunnels are available to start-up farms due to funding from the Environmental Quality Incentives Program. EQUIP provides financial help to promote agricultural production and, to date, over 4000 tunnels have been put up nationwide. Points to support the economic advantage of high tunnels: Tomatoes in June can be priced at a premium and/or sold in higher quantity since the marketplace demand is high against a small supply. The short growing season plaguing Illinois farmers can be extended through December and started earlier for spring crops.

Activities Performed

2010

Late March 2010

Todd McDonald ordered 2 high tunnels from Farm Tek, later than expected due to blizzard conditions in Washington DC and associated administrative delays.

Early April 2010

Julia McDonald began marketing efforts to spread the word of the High Tunnel Workshop using networks such as CRAFT, University of Illinois, Kankakee Community College and Family Farmed. 16 people signed up for the workshop.

Mid April 2010

Ground was tilled and all ground posts installed and leveled.

Peasants' Plot hosted a High Tunnel Workshop on April 19th during which Todd showed his "do-it-yourself" economical PVC high tunnel and answered questions. The 16 participants then broke out into groups and assembled and erected hoops for one of the high tunnels. Handouts accompanied the entire workshop illustrating construction steps and listing material costs.

At the end of the workshop participants filled out a survey and established the start of a “High Tunnel Network” by providing contact information.

May – Early June 2010

Farm crew finished installing purlins and planted 188 organic seedlings under one tunnel. Crew planted a small control group of organic tomato and pepper seedlings outside the tunnels for comparison with high tunnel plants.

Mid – Late June 2010

Unseasonably high temperatures in late May and early June dissuaded Todd from installing plastic over the newly-planted tomatoes and peppers. This decision was supported by temperatures measured in the smaller “do-it-yourself” high tunnel, those reaching the upper 90s even with venting.

August 2010

Julia McDonald sent email invitations for an informal September Work Day (to serve as “Farm Tour”) to continue education on erecting high tunnels. This email included a follow-up survey to see if anyone was beginning a high tunnel project.

September 2010

After receiving no reply from the email invitation to a workday, Julia elicited the help of James Theuri at the University of Illinois Extension Kankakee office to host a workshop on November 17th. At the workshop, Todd shared his construction experiences and challenges. An invitation to the farm was extended to workshop participants afterward.

2011

May 2011

Plastic was installed over one tunnel. Tomato seedlings were planted and trellised.

July 2011

Extension office hosted High Tunnel Workshop with Todd and Julia as presenters on July 22nd. Material covered construction and growing practices. Julia added names/contact info to the High Tunnel Network. Ironically, high tunnel plastic ripped in a storm on the same day of workshop. New plastic (the plastic that was intended for the other tunnel) was installed after windstorm a few days later. Todd took notes to reduce the probability of storm damage in the future.

September 2011

September 5th, a windstorm tore plastic off the same tunnel again.

Peasants' Plot farmers arranged a meeting with Zachary Grant, the student farm manager at the U of I Student Sustainable Farm in Urbana, to discuss "weatherizing" and risk management.

October 2011

October 21st, Peasants' Plot farmers met with Zachary Grant to share high tunnel experience and ideas for management against wind damage. The meeting confirmed a need for more rigid end construction with sliding doors to quickly enclose during storms. The Student Sustainable Farm joined the High Tunnel Network, as did 2 other farms by the end of 2011.

2012

July 2012

University of Illinois Extension promoted Peasants' Plot Field Day as "Sustainable Agriculture Farm Tour" over radio and in the local newspaper.

August 2012

Peasants' Plot hired two additional interns for part-time work in anticipation of time needs for high tunnel end construction.

Todd ordered polycarbonate from Farmtek.

On August 9th 2012, Peasants' Plot Farm Tour took place from 9:00 – 11:00 with 12 participants, all beginning farmers. The tour started in the seedling house and moved to the field and packing shed. Many topics were covered. Todd briefly talked about the basics of erecting a high tunnel, giving a general overview of several construction options.

Julia added participants from Farm Tour to High Tunnel Network.

Julia created High Tunnel Survey on surveymonkey.com and shared link with High Tunnel Network with promise of stipend. Julia collected photos from farms.

Zachary Grant compiled data from the survey and used his own research to create content for a *High Tunnels on Illinois Farms* booklet. The content accomplishes the following:

- Familiarizes new and experienced growers with the challenges and benefits associated with high tunnel production in Illinois.
- Provides a very basic overview on high tunnel building, as well as site specific/unique Illinois challenges (e.g. sustained wind damage).
- Uses farm profiles to encourage growers to tackle the learning curve associated with high tunnel production in Illinois.

Zachary sent his document and selected photos to Educational Publishing at U of I to help with layout, design and editing. Graphic designer at Educational Publishing completed layout and cover design of first draft version.

Zachary worked with Molly Bentsen and graphic designers at Educational Publishing to establish a workplan for a more extended version of the booklet to be printed in the spring of 2013.

Julia sent James Theuri her High Tunnel Network email list for future booklet distribution.

September 2012

Grant funding for expanded project in the amount of \$13,710.94 was received on September 21st.

Todd ordered purlins with hardware and groundposts from Farmtek.

Todd purchased and picked up lumber for framing and sliding doors.

Julia confirmed work plan with Educational Publishing and requested invoice for full job, through to print.

Early October 2012

Julia sent stipend checks in the mail to 13 farms.

Julia invited High Tunnel Network to a High Tunnel Workshop to witness construction of ends and possibly install plastic. She sends the same invitation to her Yahoo email group of 61 sustainable farmers (greenfarmers@yahoo.com) which is another network including farmers from both Illinois and some in Wisconsin.

The workshop is scheduled on Peasants' Plot for November 3rd, 1:00 – 3:00 pm.

Activities Projected

Mid - Late October 2012

Construction Plan:

Layout and set 24 3' ground posts	10 hours
Cut, notch, drill and install 24 vertical 2 x 6s	24 hours
Make two 8' doors and two 4' doors	16 hours
Notch 2x6s for horizontal 2x4s, cut install and bolt 2x4s to metal hoops	20 hours
Cut, drill and install polycarbonate	22 hours
Install plastic (possibly during November workshop, weather permitting)	8 hours

Outreach Plan:

James Theuri will promote the November High Tunnel Workshop at his Extension-sponsored Sustainable Agriculture Tours on October 19th and October 26th where other high tunnels will be viewed. Both farms are members of the High Tunnel Network. The two tours have been advertised widely by U of I Extension.

Workshop Plan:

Julia will print from her computer a very small first run of the booklet (stapled) to distribute to attendees of the High Tunnel Workshop on November 3rd. The day will cover weatherizing and construction of high tunnels on farms exposed to high winds. Todd McDonald will show options for constructing ends with sliding doors to help seal the structures quickly during sudden storms. Other ideas will be discussed regarding wind resilience and booklets will be handed out for workshop participants to take home.

Julia will send follow-up emails in late November to High Tunnel Network to determine any new plans for high tunnel construction and mentoring needs in the spring.

Booklet Creation and Distribution Plan:

High Tunnels on Illinois Farms (or similarly named) is planned for print in the spring of 2013. It will be more extensive than the version attached with this report. Zachary will have more time in the winter months to write an actual step-by-step approach to high tunnel construction. He will also include more detailed farm profiles and include some farms that did not have time to participate in the survey this season. Educational Publishing will see the project through to printing. After printing, James Theuri of Extension will distribute the booklets.

Ongoing Activities

Photos and notes continue to collect on Peasants' Plot to document construction of ends and any experience with storms. Notes include observations of the effect of extra purlins.

Comparison of Actual Accomplishments with Goals

Construction goals were mostly completed with some weather delay in 2010.

Harvest yields were collected over the years (per normal farm practice) but too many variables prevented a direct comparison between field and tunnel tomatoes. Weather and storm damage compromised the goal of hosting a formal Farm Tour in 2010 and made impossible the demonstration of impressive high tunnel yields compared to those from unprotected beds. Storm damage in 2011 destroyed plastic twice. Because of unanticipated weather delays and events in

both 2010 and 2011, records simply do not give a reliable comparison between unprotected tomatoes and tunnel tomatoes.

To this date, outreach goals across the length of the entire project were surpassed with the collaboration of Extension and the addition of 2 workshops at the Extension office.

The survey was a success and very helpful in the creation of a first-run booklet with survey data, photos and narrative by Zachary Grant. Work has been contracted out through to print with Educational Publishing. James Theuri has agreed to distribute the booklets after print.

Construction of tunnel ends on Peasant's Plot is ready to go with all parts purchased and Todd's schedule freed for labor. Todd's normal farm and market duties shift to interns during the construction project.

Role of Partners

The marketing activities in 2010 involved partnership with CRAFT, Kankakee Community College, Kankakee Extension Office, and Family Farmed. CRAFT was especially helpful in arranging a potluck for that first workshop, gathering participants and calibrating survey data. Since the start of this project, in addition to the workshop on the farm, Todd McDonald shared his experience in high tunnel construction at two Extension workshops. Names of workshop participants expanded the High Tunnel Network in anticipation of future farm tours and/or workdays. In October 2011, Todd and Julia visited Zachary Grant at the student farm at U of I/Champaign/Urbana. The meeting confirmed need for tightly sealed plastic at the bottoms, a second layer of plastic at attachment sites and, most critically, rigid end construction with sliding doors to quickly enclose the tunnels in high winds. The farmers also wondered about the benefit of more purlins. The meeting opened the door for partnership in 2012.

Julia McDonald, co-proprietor of Peasants' Plot, handled all marketing, administration for the project. She elicited cooperation from CRAFT, Collaborative Regional Alliance for Farmer Training, the University of Illinois Extension and Student Farm at U of I.

Zachary Grant, University of Illinois Student Sustainable Farm Director and University Research Specialist, acted and continues to act in the role of Project Leader for *High Tunnels...* Booklet.

James Theuri is the local U of I Extension Small Farm Educator. The Extension network includes 13 Small Farm Educators like himself. He will handle distribution of the *High Tunnel...* booklet after printing.

Outcomes Achieved

Calibrated data from 2010 workshop:

100% agreed that the investment in high tunnels is worthwhile.

85.7% “strongly agreed” while 14.3% “agreed” that Todd McDonald provided useful information regarding the high tunnel construction.

42.9% “strongly agreed” while 35.7% “agreed” that they felt equipped to order and erect a high tunnel on their own farm. 21.4% were neutral.

42.9% “strongly agreed” while 50% “agreed” that the hands-on part of the workshop was organized. 7.1% were neutral.

92.9% “strongly agreed” while 7.1% “agreed” that the handouts were helpful.

92.9% “strongly agreed” while 7.1% “agreed” that the discussion was valuable.

The High Tunnel Network has grown to 32 beginning farmers.

Of the farmers in the High Tunnel Network, at least 12 have working tunnels. Seven of these farms had tunnels erected between 2010 and 2012. Of those, four farmers were among the Peasants’ Plot workshop attendees in 2010. Five farmers replied that the attendance of a workshop helped encourage their use of high tunnels.

300 booklets are planned for distribution through University of Illinois Extension, providing farmers with help to more quickly overcome the huge learning curve in high tunnel construction.

Long-term Outlook

Peasants' Plot was successful in increasing awareness of high tunnel production in Illinois, demonstrated in three main ways. First, this increase in awareness is demonstrated by a hosting of and/or participation in 3 workshops and one Farm Tour. Second, a list of 32 Illinois beginning farmers now form a High Tunnel Network for continued learning. Third, a printed booklet researched by a professional in the field and contributed to by at least 12 farms, approved by Extension educators, will be available to 300 beginning farmers. Potential exists for a wider distribution through websites and the U of I online bookstore. Peasants' Plot remains dedicated to overcoming the learning curve associated with high tunnel use and sharing their experiences with other new farmers, hopefully reducing that steep curve for others. Julia plans to stay connected to the project by helping with distribution as needed.

Exponentially, beneficiaries of this project are gained every year as more tangible data and demonstration is made available in Illinois.

Beneficiaries 2010 - 2012

The beneficiaries of this project are:

- 1) Members of the High Tunnel Network. This is mainly Illinois farmers in their first few years of business, including market growers, those with CSA members and those who are in the planning stage of becoming farmers.
- 2) Farmers that receive the booklet through Illinois Extension, specifically by way of 13 Illinois Extension Small Farm Educators. James Theuri has an established list of about 60 specialty crop farmers. He estimates that the other 12 Small Farm Educators have an average of 20 farmers like this easily. This means a total potential to reach 300 just within the current Extension network.
- 3) Beginning farmers that receive the booklet through CRAFT.

Example of potential economic impact:

One farm reported \$6000 increase in revenue related to high tunnel production. Other farms reported much less. This could be because most of those surveyed are still in their first couple of years of high tunnel growing and farming. On average, the 12 farms with tunnels estimated \$1625 extra income per farm in one growing season, but that number is offset quite a bit by the farm with the sizable income. Most farms reported an increase of \$500 – 999. Given 2 - 3 more years with mentoring, all the surveyed farms could report closer to \$6000. This is a reasonable prediction based on numbers from a 2007 Purdue study and because one farm already reports that increase.

Using tomato production numbers from the 2007 Purdue study: net revenue from tomatoes @\$2.50/lb is about \$6000 for 1500 sq ft of high tunnel. This is low because many of the farmers on the list sell direct and at an organic premium closer to \$3.50/lb.

Lessons Learned

Peasants Plot farmers learned that high tunnel construction involves a steep learning curve and were not able to take full economic advantage of their tunnel in its initial years, losing expensive plastic to storms on multiple occasions. The farmers learned better methods for construction through this experience.

Project managers on high tunnel construction projects should always anticipate delays based on frequency of windy days and inexperience.

Julia learned to be more motivational when attempting to survey farmers during their busiest time of the season. After gathering no response from her follow-up inquiry emailed in 2010, she decided to add a stipend incentive and use a quicker and more professional format this year. She used a website called surveymonkey.com for the 2012 survey.

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High Tunnels in Illinois: Reducing the Learning Curve

Zachary Grant

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University of Illinois at Urbana-Champaign*



UNIVERSITY OF ILLINOIS
EXTENSION

College of Agricultural, Consumer and Environmental Sciences

Background

High tunnels are solar driven greenhouse production systems and an emerging adaptive farm technology. Commercial structures are usually non-permanent steel structures covered by one to two layers of UV-resistant polyethylene plastic. Some other characteristics and requirements associated with high tunnel production are the following: no heat or minimal heat; drip and overhead irrigation; roll up/down side or end wall ventilation; manual to minimal automation. Utilization of these simplistic technologies can increase yield; crop quality; and in some scenarios reduce pest pressure for a number of annual and perennial whole food crops.

At the University of Illinois Urbana-Champaign Sustainable Student Farm (SSF), three 30 x 96 foot movable high tunnels are used extensively for nearly year-round vegetable production. Movable high tunnels represent the newest progression in season extension. They allow for diverse crop rotations, perennial crop inclusion, and easier cover crop usage to name a few benefits. The cropping schedules in these tunnels vary depending on the season. A typical year starting in late summer would



Established salad green plantings ready for late fall and early winter harvesting at the Sustainable Student Farm

include succession planting the tunnel sites to cold hardy crops, like baby salad greens and spinach, harvesting from these tunnels into late December with cold hardy salad green crops. These plantings would be allowed to overwinter under a second layer inside the main high tunnel structure. After getting final cuttings from the overwintered greens, the high tunnel sites could be rotated with a new planting of cold hardy crops in early February. As these crops come out, the tunnel can again be planted with warm season crops up to 8 weeks earlier in some cases. A tomato planting transplanted in late March under a two-layer system could produce vine-ripened tomatoes as early as June 1st in hardiness zone 5b. These warm season plantings can be harvested all summer until the cycle starts over again.

The possibility of three to four crops from each high tunnel is an intriguing option for growers who want to remain competitive all year long with their small farming business. Some growers report gross returns as high as \$10-\$15 per square feet. However, there are some challenges associated with high tunnel production. There are learning curve obstacles for growers, with no background in greenhouse or high tunnel production. These must be overcome to attain the higher gross revenues these systems can bring. Some of these include but are not limited to:

- Managing complex nearly year-long crop schedules that can include multiple succession plantings. With the addition of high tunnels to the production plan, growers now have to figure in planting dates from February through October and even into November in some cases.
- Some specialized equipment such as pinpoint seeders and bed prep rakes need to be utilized to make intensive planting easier and more efficient. There can be additional expense and training associated with the new equipment and techniques.
- Unless hiring an independent contractor, which can cost up to 50% the cost of the structure, a grower must assemble high tunnels themselves. This requires some construction experience, laying out square sides with the 3:4:5 triangle, and comfort handling power tools. If you have limited help in building the tunnel, it is advisable to start with smaller structures (30ft x 48ft and smaller) and work on one at a time. Purchasing too many high tunnel kits at once could turn quickly into a large investment of the grower's time and take away from other farm responsibilities.
- For year-round production, adapting and building new markets can be intriguing for some growers.

Other growers find exploring new markets and the grind of production throughout the year more burden than boon.

- Finding a satisfactory site for building can be a challenge. A fairly level, well-drained site is the best option for high tunnel placement. Digging drain tiles along the length of the tunnel can help with excessive rainfall and large snow melts that might saturate the soil on the outside beds inside the tunnels.
- Orientation and wind exposure is in some cases the most important site factor. Traditionally, a N-S orientation is recommended below 40° latitude and E-W for above 40° latitude. However, at the SSF (40° latitude), which is right on the cusp of the recommendation, an E-W orientation was very detrimental in dealing with strong spring wind events. The E-W orientation was chosen to optimize light for winter production. Strong 35+ mph sustained winds during spring windstorms has caused pre-mature plastic ware and failure on all tunnels. Facing the end walls into the direction of the strongest winds, regardless of latitude and seasonal use, might help ameliorate some of this <http://www.mielkesfarm.net/tunnel2a.jpg> effect.



Here is a picture of a set up for a second tunnel within a high tunnel for winter production in January. The crops are protected under the secondary layer of floating row cover fabric.



Salad greens under a second tunnel layer inside a high tunnel at the Sustainable Student Farm. This photo was taken in January.



Spring greens in a high tunnel



Spinach variety 'Space' thriving under two-layer winter system in late January. Spinach is a very versatile winter crop for high tunnel production.



A diversity of crops growing in a mid-April high tunnel. Salad green crops, head lettuce, and early pepper transplants thrive in this early spring microclimate. Note the use of drip tape in the tunnels.



Tomatoes in late May trellised and pruned to a single stem. Note the lack of weed pressure due to the landscape fabric placement over the entire area.



Already well into harvesting tomatoes in the 3rd week of June

Survey and Analysis of High Tunnels in Illinois and the Midwest

A survey was conducted in the summer of 2012 to better understand the uses and issues associated with high tunnels in Illinois and the Midwest. A total of 13 growers responded to the survey. The following is a collection of the responses as well as an analysis. Percentages were rounded to the nearest whole number.

1. Do you have a high tunnel ("hoophouse" or anything that could be described as a passive-heat greenhouse)?
 - All 13 respondents either had high tunnels or plan on getting one or more. They collectively had 20 high tunnels with each farm averaging 1.5 tunnels per farm.
2. How long have you used this structure?
 - The average time of using these structures was 3.5 years. With a range of 6 months to 5 years.
3. What have you grown under your high tunnel?
 - Percentages of respondents arranged according to similar categories from most to least grown
 - o Tomatoes: 77%
 - o Salad green mixes and other greens (arugula, mache, spinach, mustards, Asian greens, kale, chard, and bok choy): 54%
 - o Peppers: 46%
 - o Root Crops (beets, carrots, radishes, and turnips): 38%
 - o Head Lettuce: 31%
 - o Other warm season crops (eggplant, okra, zucchini, and green beans): 16%
 - o Herbs (Cilantro and Basil): 16%
 - o Vegetable Transplants: 16%
 - o Other Brassicas (Broccoli and Cauliflower): 8%
 - o Fruit (strawberries, blackberries, and raspberries): 8%
 - o Flowers: 8%
4. What is your seasonal breakdown of high tunnel usage?
 - Early spring through summer (March-summer)
100% of respondents utilize high tunnels during this period and were growing mainly tomatoes, peppers, herbs, root crops, other greens, vegetable transplants, and fruits
 - Fall through early winter (September-November)
46% of respondents utilize high tunnels during this period and were growing mainly salad green mixes, other greens, and root crops
 - Overwinter (November-March)
38% of respondents utilize high tunnels during this period and were mainly growing salad green mixes, other greens, and root crops.
5. From what company did you purchase your high tunnel?
 - Five different companies were used. Two farms used second hand or home built tunnels
6. What is the full description of the tunnel: Ex: Gothic style? Other? Dimensions?
 - 50% Quonset
 - 45% Gothic Arch
 - One tunnel had an undisclosed description
 - 31% of growers decided to build their own or reuse repurposed tunnels.
 - 69% used pre-fabricated structures from actual vendors
7. Was the manufacturer helpful? Give examples.
 - Manufacturer help with technical assistance seems to vary considerably from vendor to vendor. Some claiming excellent knowledge of kits and assembly, to no useful help at all.
8. Do you have one or two layers of plastic?
 - 85% use a single layer, one utilizes only shade cloth for their tunnel, and one farm utilized a double layer inflated system (additional heat retention and wind protection)
9. How have you enclosed your ends?
 - The end wall materials vary with the surveyed growers. Most chose to frame the end wall with 2x4's and greenhouse plastic. Other options included polycarbonate ends, plastic zippers, complete plywood end walls, and no end walls.

10. Do you have a moving tunnel?

- *All high tunnels in this survey except one, "some what movable", were considered non-movable*

11. Are you heating the tunnel?

- *No high tunnels in this survey were indicated to have heat. The one exception would be one tunnel being used for vegetable transplants.*

12. Describe briefly the biggest challenge you have faced during construction/installation?

- *The responses for challenges related to construction and installation were as follow:*
 - o *Not enough people to install plastic*
 - o *Finding enough labor for construction*
 - o *Squaring the high tunnel*
 - o *Conflicts with time working on the high tunnel and not fulfilling other farm duties*
 - o *Structural stability*
 - o *Issues related to plastic installation and preventing plastic from blowing off*
 - o *Experience with high tunnel construction*
- *Challenges relating to the security of the plastic in high winds and overall structural stability were the most frequently cited challenges whether during construction or growing.*

13. Describe briefly the biggest challenge you have faced during the growing season?

- *Outside of plastic and structural issues, some other challenges encountered during the growing season in high tunnels include:*
 - o *Seed bed prep and bed management within the confines of a closed structure*
 - o *Temperature management, mainly excessive heat due to infrequent manual ventilation*
 - o *Weed control*
 - o *Insect Issues*
 - o *Proper Irrigation scheduling*
 - o *Excessive moisture invading the out side beds of the tunnels due to winter snow melt*
 - o *Pollination issues*

14. Have you had damage from storm or winds?

- *46% of respondents had issues with plastic in storms or high winds.*

15. Describe this damage briefly.

- *Damage related to storm or winds from these growers was from ripped or torn plastic and /or tunnel failure.*

16. Does your farm insurance cover the high tunnel?

- *Only 23% of respondents had insurance that covers against high tunnel damage*

17. Did you attend any high tunnel workshops through CRAFT or another farm organization?

- *46% of respondents had attended some form of workshop related to high tunnels*

18. Did the attendance of a workshop help encourage the use of high tunnels?

- *38% of respondents were encouraged to use high tunnels based on these workshops*

19. What revenue have you gained during the extended season of November and February using high tunnels?

- *69% of respondents had no to little noticeable gain in revenue during this period*
- *23% of respondents had a \$500-\$1,000 gain in revenue during this period*
- *8% of respondents had a \$5,000-\$7,000 gain in revenue during this period*

20. What revenue have you gained during spring?

- *54% of respondents had no to little noticeable gain in revenue during this period*
- *23% of respondents had a \$500-\$1,000 gain in revenue during this period*
- *15% of respondents had a \$1,000-\$3,000 gain in revenue during this period*
- *8% of respondents had a \$5,000-\$7,000 gain in revenue during this period*

21. What revenue have you gained during the summer?

- 69% of respondents had no to little noticeable gain in revenue during this period
- 23% of respondents had a \$500-\$1,000 gain in revenue during this period
- 8% of respondents had a \$3,000-\$5,000 gain in revenue during this period

22. What is the highest revenue crop you grow in your high tunnel?

- *There was no universal agreement among respondents as to the most valuable crop to grow in high tunnels. Two growers indicated having any crop available was valuable to the farm because of brand recognition throughout the year and increasing CSA share values for shareholders.*
- *Tomatoes and greens were indicated by two being the most valuable crop*
- *Others included root crops (beets and carrots) and spinach.*

Analysis

Based on the above survey results, an analysis of the results will help clarify some of the issues and potential solutions associated with the learning curve for high tunnel production. There were a variety of questions and responses that need to be grouped together to better understand the results. The following categories were chosen as the best fit based on the questions.

Experience and Growing History

Every grower that responded was growing in some form of a high tunnel. The average of 3.5 years growing experience is fairly typical considering the relative new adoption of high tunnel technology in the Midwest. Most growers had only one tunnel, but some did have more than one. Putting one tunnel up at a time is a recommended to not interfere with other farm obligations. However, if you have experience; additional labor; and/or the money to hire a firm to put the tunnel together, then putting up more than one kit at once might make sense.

The break down of the types of crops and season were also fairly typical for the Midwest. More than 75% were growing tomatoes, more than 50% growing salad green crops, and almost 50% were growing peppers. These crops, based on square footage and most markets, are the most profitable crops to grow in high tunnel space. This is a key consideration when allocating high tunnel space in a commercial operation. A number of different crops can be grown in high tunnels, but only certain crops are profitable. Unless of course the only market is a CSA operation, in which case having a larger variety of less profitable crops might make sense in the high tunnel space. All growers were utilizing high tunnels in the traditional manner, which is to start warm season crops earlier in the spring months. Almost 50% of growers were using the high tunnel for fall and early winter production. Slightly less than 40% were overwintering crops in their high tunnels for marketing. This is also pretty common due to the fact that using the high tunnels for early spring produc-

tion is more straightforward in planning. On the other hand winter production presents challenges in planning and growing techniques even experienced outdoor growers might not be familiar with.

Structures and Challenges

Five different vendors were utilized and two growers opted to build their own tunnels from locally available materials. This indicates a vast majority of growers prefer the convenience of purchasing a kit that has all the materials they need for construction. Building a high tunnel from locally available materials is possible and potentially cheaper. However, significantly more planning needs to go into these designs in some cases. The style of structure was nearly evenly split between Quonset and Gothic arch. There are advantages and disadvantages for both types. However, the Gothic arch is highly recommended in heavy snow areas and for ease of movement inside the high tunnel itself.

The majority of growers (85%) used only a single layer of greenhouse grade plastic. Citing ease of installation, one layer being enough, and lack of electrical hook up to inflate two layer, as the main reasons behind this decision. One grower exclusively used their high tunnel with shade cloth only, and one grower did use two layers inflated plastic. The rationale from this grower was increased durability in high wind scenarios and more heat retention during winter growing. The choice to use one or two layers can be very situational. Two layers of plastic does offer more heat retention in the winter months, but does cut 10% more light out, which is critical during those low light months. Using an inflated double layer in high wind scenarios is a great option to solving the issue of premature plastic failure for certain growers. Solar charged inflation fans are available for growers without access to electricity to power the fans.

End wall construction is another common question that arises when constructing high tunnels. The simplest and most common method in this survey was to frame end walls with 2x4 wood, and then utilizing pipe straps or specially designed framing connectors to attach them to the high tunnel bows. Plastic is then attached to the

framing using roll bar cap or wooden furring strips. The end wall should have areas framed out for a door and ventilation. Other options growers chose to explore were polycarbonate end walls attached to the framing, plastic with a zipper door and no framing, solid plywood, and no end walls. Utilizing no end wall is risky unless you are well protected from high wind situations. Solid plywood is a strong option, but does not allow light to pass through and potentially awkward to frame. The plastic zipper door with no framing is the simplest idea some greenhouse manufacturers offer, but is often found to be inadequate in high wind scenarios and in need of constant replacement. Polycarbonate panels attached to the end wall framing are the best of both worlds in regards to rigid structural stability and light penetration. Another framing option is 2" metal tubing. This is more expensive than 2x4 wood end walls, but will likely triple the life of the end wall. Many companies offer designs options for end walls, but a grower might be best suited to adapting their own design to their ventilation and equipment access needs.

None of the growers were heating or moving their high tunnels in this survey. The lone exception was the one grower using the high tunnel for transplant production. In that scenario, heat was only utilized when necessary in late winter/early spring. Both of these options in high tunnels represent the newest and sometimes most challenging part of high tunnel construction and management. Movable tunnels have many benefits including the ability to increase crop rotation diversity, utilize cover crops more efficiently, start crops on alternate sites and then move the tunnel over them for protection when needed, and ease of access on the uncovered sites for using larger equipment for bed prep, etc. A movable high tunnel can act as two high tunnels in one by transitioning over sites during different "high tunnel seasons", therefore allowing maximum use of a high tunnel for each site. An example would be early planted tomatoes left in a high tunnel until November, then moved over an alternate site that was planted in salad greens 6 weeks prior. The salad greens will likely not need protection until then and the tomatoes would need the extra protection to produce that long. Movable tunnels are more expensive and can be a challenge to move without the right equipment or many people. The input of heat into high tunnels can increase the quality of a number of different crops that would otherwise be affected by prolonged and repeated freezing. Leaf lettuce is a good example of this concept. While leaf lettuce is quite hardy, it will eventually succumb to harsh winter nights in January and February. By inputting heat to keep nighttime lows as close to 32°F, leaf lettuce will do much better through the middle winter months. A grower must weigh the costs and benefits of adding these features to their high tunnel system.

The major challenges related to construction and management of high tunnels varied considerably. They were as follows:

- Construction
- Not enough people to install plastic
 - Making a smaller tunnel can help remedy this. It is possible to cover a 30x48 ft. high tunnel with just two people with some experience.
- Finding enough labor for construction
 - This is always a problem. Advertising your build as a workshop could help get other interested growers to assist in the build.
- Squaring the high tunnel
 - This is where the Pythagorean theorem and 3:4:5 triangles come in handy. Squaring the corner posts by checking both diagonals is how the ground post installation should begin.
- Conflicts with time working on the high tunnel and not fulfilling other farm duties
 - Another problem that could be solved by hiring a firm to build it for you if your time is too valuable. Otherwise trying to build at the beginning or end of the year can help alleviate this issue. If the tunnel is small and movable, building in the off-season inside a large pole barn could be another option.
- Structural stability
 - This is where planning for a homemade high tunnel becomes complicated. Kits from a high tunnel manufacture usually contain enough structural support to prevent failure.
- Issues related to plastic installation and preventing plastic from blowing off
 - Another one of the most common issues related to high tunnel construction. The key is getting the plastic on as tight as possible if there is only going to be one layer. This is best accomplished early on a day with winds less than 5 mph and preferably warm. Having enough people around to hold the plastic is critical.
- Experience with high tunnel construction
 - Hiring an independent contractor is always an option, but is usually cost prohibitive for most growers.
- Challenges relating to the security of the plastic in high winds and overall structural stability were the most frequently cited challenges whether during construction or growing.
 - Again, a pre-fabricated kit is the best option for structural stability. Having ground anchors in the corners or concrete footed corners will help prevent uplift of the tunnel. Problems with wind are best solved by placement of a high tunnel in an area with a good wind break, orienting the end wall into the direction of the strongest prevailing winds, using two layers that are air inflated, or some combination of the above.

Management

- Seed bed prep and bed management within the confines of a closed structure
 - o Raising the sidewalls a few extra feet can maximize bed space and ease of movement around the tunnel, especially along the perimeter. Some greenhouse manufacturers will sell kits that raise the sidewall up. Using hand equipment or a walking tractor allows a grower to maximize the bed space used. Getting large equipment into a tunnel can be cumbersome and can limit the maximum use of the space.
- Temperature management, mainly excessive heat due to infrequent manual ventilation
 - o Automatic ventilation is an option, can be solar powered if there is no access to electricity. Having vents in the end walls is another way to maximize ventilation possibilities.
- Weed control
 - o The best option here is the use of landscape fabric to cover the entire interior of the high tunnel. It can be re-used year after year.
- Insect Issues
 - o Exclusion by putting screens where the sides roll up, mowing the perimeter, and increasing biological control with predators.
- Proper Irrigation scheduling
 - o Using drip irrigation or overhead mist systems will help ease irrigation needs.
- Excessive moisture invading the outside beds of the tunnels due to winter snow melt
 - o Installing drainage tiles along the perimeter and raising the interior beds should help with excessive moisture issues.
- Pollination issues
 - o Use of parthenocarpic or self-fruitful varieties will solve this problem.

Revenue Generation

- o Tomatoes and greens were the only crops that were mentioned by more than one grower as being the most profitable crops in their high tunnel systems. On a per square foot basis this is generally true. However,

depending on your respective market, this could vary. If you primarily market through a CSA, then having more diversity throughout all the various high tunnel seasons may be what your customers demand.

- o Over all the high tunnels seasons, an average of 65% of the growers saw little to no appreciable gain in income with high tunnels. About 8% of growers saw an increase of between \$3,000-\$7,000 in additional income generation throughout the various seasons. These growers had multiple years of experience and established markets.
- o To attain the higher rates of return from high tunnels, growers need to gain experience in high tunnel production and establish markets for their products.

Closing Thoughts

Issues with structural stability and wind are serious concerns for growers just entering into high tunnel production. Greenhouse grade plastic can be very expensive and getting the full life (4-5 years) out of greenhouse plastic is critical. Only 23% of the growers who responded have high tunnel damage written into their farm insurance policies. The amount of damage a policy is willing to cover like varies considerably. While most structures are warranted against failure, plastic is not. A single layer of plastic is definitely easier to attach to a smaller frame; however, bigger structures retain more heat and are cheaper to put up in terms of overall expense per square foot. An example of this is putting up two 30x48 ft. high tunnels opposed to a single 30x96ft tunnel. Putting up the two tunnels covers the same square footage, but you have to put up two additional end walls, that will likely be more expensive than just doubling the amount of structural bows and having only two end walls.

Every single respondent except one in this survey indicated they would continue to use high tunnels as a part of their small farm business. Even though there are challenges associated with integrating high tunnels into your business plan, they are a viable option for making your farm more profitable in the long term. The extra time, effort, and money invested in high tunnels will pay off with each year of experience gained.



After squaring the corners, running a string from corner to corner will help get the posts in the ground straight.



Finding a day with no to little wind is often the most challenging part about attaching plastic to a high tunnel. It is helpful to tie tennis balls along the edge of the plastic to ropes down the length of the sheet. While pulling the plastic over the top having someone in the tunnel to assist the plastic over the structure can prevent snags.



Having a flat solid surface is helpful when putting together bow pieces for the high tunnels



Simple end wall with pull out doors built with 2x4 lumber and greenhouse plastic



Make shift scaffolding, a hay rack, or ladders are necessary to attach the purlins and other hardware components that are out of reach



End wall built with steel tubing. Using steel is much stronger than wood and will last for years. Having a sliding door or a door that opens in should be considered if winter access is necessary.

Suggested Reading

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Upson, Steve. 2004. Hoophouse Construction Guide. Samuel Roberts Noble Foundation Agricultural Division. 24 p.

Helpful Websites

www.plasticulture.org
General all around high tunnel info

<http://www.fourseasonfarm.com/>
Eliot Coleman's web site

<http://www.newfarm.org>
Search NewFarm archives for high tunnel articles

<http://aunaturelfarm.homestead.com/>

www.johnnyseeds.com
Floating row covers, seeds, etc.

<http://attra.ncat.org/>

www.hightunnels.org/

<http://plasticulture.cas.psu.edu/H-tunnels.html>

<http://www.rimolgreenhouses.com/>

<http://www.growerssupply.com/farm/supplies/home>

<http://www.uvm.edu/sustainableagriculture/hightunnels.html>

<http://www.smallfarmtools.com>

<http://hoophouse.msu.edu/index.php?q=home>



2010 Illinois Specialty Crop Grant Programs

Dewitt County Human Resource Center Final Report (Narrative)

A) Has the Project Changed from Initial Request?

We received an additional \$486 from our original funding request (\$5000 instead of \$4514). The additional expenses went to offset the supervision required to accomplish the project. The scope of our project did not change due to the increase in funding.

B) Project Title

Dewitt County Human Resource Center Specialty Crop Project

C) Project Summary

Our organization was looking for additional activities for our clients. Applying for the specialty crop grant seemed like a good fit. The previous year, our organization participated in growing crops for our town's Farmer's Market for the first time. In addition, through our sheltered work program for persons with disabilities, we provided recycling to our community. With the grant, we planned to integrate recyclable materials with the overall project of growing specialty crops. By doing so, we would be utilizing our organization's recycling resources and, simultaneously, developing our gardening program. In addition, we figured advertising the use of recyclables through gardening was another methodology to promote ecological sustainability, a benefit to all citizens of our community.

D) Project Approach

We began the project by purchasing necessary equipment for the project and purchasing melon and squash seeds (41 different varieties). Originally we conceived of completing this grant on our 18 by 138 feet garden lot; however, a local neighboring business, Black's Heating and Air Conditioning Repair, lent us some of their land, which is roughly 140 by 240 feet. The additional land provided us with a great opportunity to grow specialty crops that people had not seen in our area but, also, required additional planning on our part.

Preliminary activities included designing our garden and calculating the outlay of the land. We decided on constructing mounds in 8 rows (5 feet length and 15 feet width apart). In addition we tested our soil to see if we needed to add any fertilizer before planting and met with a local Master Gardener to discuss the design of the garden, upkeep of fertilization throughout summer, how to effectively water the plants, and how to protect the produce from pests and insects. Lastly, we created a time table related to accomplishing our goals for the grant.

In May, we tilled up half the garden (4 rows) towards the end of the month and built mounds to plant the seeds in (average of 22 mounds per row). Originally we had planned to plant the rows two weeks apart but rain curtailed the plan. The remaining half of the garden did not get tilled and planted until the end of June due to heavy rainfall throughout June and, due to time restraints, we were unable to complete mounds in the second half of the garden.

During May through July we spent a majority of hours (roughly 25) shredding newspaper as mulch for the project. Overall, we placed 1968 lbs. of shredded newspaper

in just half our garden, roughly 4800 square feet (5 feet width multiplied by 240 feet multiplied by 4 rows). Thus, by our estimation, we used about 410 lbs. of newspaper shred per 1000 square feet. The only caveat with our calculations, I would assume, is that we needed more shred because of the mounds we built (i.e. the mounds raised some sections of the garden while lowering other sections and, in turn, we needed additional shred in the lower sections). I would suspect that if we had not built mounds we would have used significantly less shred because at higher areas of the garden we used approximately an inch in height and in lower areas we used approximately 2 to 3 inches in height. Unfortunately, we were unable to cover the entire garden with shred due to time restrictions. By the time we planted the second half of the garden in late June we were beginning our picking season and our picking season consumed the majority of our time, from late June through August, negating our intention of adding shred to the second half of our garden.

The net result was that half the garden was built like we intended, with newspaper shred as mulch and mounds for which to grow the seeds in. The other half of the garden, planted in late June, did not receive newspaper shred or constructed mounds. The contrast between the two halves of the garden did provide favorable results for using newspaper mulch to mitigate weeds. The half of the garden with newspaper shred produced minimal weeds and took, on average, 1 hour a week to keep completely clear of weeds. The half of the garden without mulch was more cumbersome. We spent, on average, 4 hours a week on weed control and were unable to keep the weeds completely clear of the plants.

Harvesting squash and melons throughout late June until the end of August was a difficult task. In late June the half of our garden planted in late May was producing strong

yields of squash and continued to do so until the end of August. Our squash yields had very little damage due to insects and rodents. In late July and through August our melons planted in late May produced; however, we lost over half our melon yields due to insects and rodents. Our observations were that as soon as the melons became ripe, insects and rodents had little difficulty breaking the skin of the melons. If we had gotten our fruit off of the ground, our yields for the farmer's markets, I assume, would have been much greater. We purchased materials to build trellises late in the season but were unable to create the trellises in time for the melons.

The half of the garden planted in late June had less success producing. The squash produced some yields but the output was roughly 25% of the earlier planted squash. In addition, the plants matured at roughly 25% of the size of the earlier planted squash. The late season melons never did mature as the weather became too cold during October to support them.

We participated in Farmer's Market from late June until the end of August. Originally we participated in our Clinton Farmer's Market and later expanded to include the Lincoln Farmer's Market. We utilized two Farmer's Markets because Clinton could not solely support our yields. What we offered at the Farmer's Markets was different than every other supplier at the Market. Varieties of summer squash included Lemon, Green Tipped Scallop, Zucchini Rampicante, Mogango Liso, Ronde De Nice, Green Bush Vegetable Marrow, Striata D'Italia Zucchini, Cocozellas Di Napoli, Costata Romanesco, Lebanese White Bush Marrow, Odesso, and more. Varieties of melons included Sierra gold, American Schoon's Hardshell, Minnesota Midget, De Castillo, Jenny Lind, Banana, Tiger, and more. In addition to the varieties of squash and melons, we created a

nutritional sheet for squash and melons to accompany the produce at the Farmer's Markets and a recipe sheet for people in the community unfamiliar with squash.

In early August we put out a press release and held our field day to showcase the construction of our garden and what we produced. According to our log book, we had 45 people visit (although seem people did not sign the log book so our total number of visitors was greater than 45). At the field day we passed out health benefits of squash and melons, held tours of our garden, showed pictures of the project as it unfolded, passed out squash chips and dip, and gave away free squash to anyone who visited. Black's, the local business that donated some of their land for the project, also provided giveaways for visitors. Our local paper, *Clinton Journal*, did a write up of the event.

Lastly, we tilled our garden in October so that the newspaper could decompose. We did have problems with half of our garden because of the mounds we built. In hindsight we should have built smaller mounds so that the garden would have been easier to till. The part of our garden that we did not build mounds on was easy to till. We will have to break up the mounds with a tractor in order to level out the ground for next year.

E) *Goals & Outcomes Achieved*

Our initial goal included increasing the capacity for agricultural related programs at the Dewitt County HRC East facility. We achieved this goal by acquiring equipment that can be used year after year in the garden and increasing our knowledge about growing produce through this project. In addition we acquired start up capital for the proceeding year.

Our second goal consisted of determining the feasibility of using newspaper shred as mulch to assist in growing produce. From our observations, the shredded newspaper performed well as mulch. The areas covered with newspaper were effective in eliminating weeds. We found that rain solidified the newspaper shred and we did not need to reapply additional shred as the summer progressed. Our calculation for our garden was that we used roughly 1968 lbs. of newspaper shred over 4800 square feet. The cost that we sell newspaper shred is \$00.0625 per pound suggesting that the cost of 1968 lbs. of mulch to cover 4800 square feet would have been \$123.00. Market costs for organic mulch, such as at Soil Building Systems, sells organic mulch between \$27.50 and \$49.00 per cubic yard. Using gardenplace.com's mulch calculator we can compute our garden in cubic yards. 4800 square feet with an estimated height at 2 inches would result in 29.7 cubic yards. If we had purchased 29.7 cubic yards of organic mulch from a company, such as Soil Building Systems, between \$27.50 and \$49.00 per cubic yard, the cost would have been, respectively, between \$816.75 and \$1455.30. In contrast recycled newspaper shred costs \$123.00 for 4800 square feet with savings in the hundreds to thousands. The results of our project suggest using shredded newspaper as mulch is inexpensive, especially compared to organic mulch retail prices, and effective in controlling weeds.

Our third goal was to improve the economic environment in the community. At our field day, where a minimum of 45 people attended, we described and showcased how we used recyclable materials as mulch. We have not personally seen an increase in sales of shredded newspaper to the community. As a rural farming community, Dewitt County could benefit from the savings of using organic recyclable materials but, as of yet, we do

not know of any impact that our project has generated along those lines. The money we utilized for purchases of equipment and farming materials did go to local businesses, except for the seeds which we ordered from Missouri. Our agency, Dewitt County HRC, benefited by the proceeds of the crops, which has furthered our gardening program, such that we should be able to sustain the program for years to come. Lastly, we helped bring some diversity of crops to two Farmer's Markets, which should have a positive impact on the image of those Farmer's Markets in proceeding years.

Our fourth goal consisted of increasing our community member's knowledge of the nutritional benefits of consuming squash and melon products. In our field day we talked about the nutritional benefits of squash and melons, along with providing nutritional handouts. In addition, we provided nutritional handouts and recipes at our local Farmer's Market.

Our fifth goal was to increase the consumption of squash and melon products. The variety of melons and squash that we brought to the Farmer's Markets on a weekly basis increased the appreciation and knowledge of squash and melons in the community. Often, community member's reported never cooking squash before and tried cooking squash for the first time due to our project. For many who had eaten squash or melons before, they had not seen the varieties we had procured and were intrigued by the multitude of options.

Our last goal was to increase community awareness of environmentally responsible garden mulch from recycled newsprint. We accomplished this goal through our field day by showcasing our garden and talking about the benefits of using shredded newspaper as mulch.

F) *Beneficiaries*

Short term economic impact included using funds to purchase equipment and farming materials at local businesses, except for the seeds which we ordered from Missouri. Our agency, Dewitt County HRC, benefited both short term and long term. The money we made from the Farmer's Market is going to further our gardening program, such that we should be able to sustain the program for years to come. The diversity of crops we brought to the two Farmer's Markets should have a positive impact on the image of those Farmer's Markets in proceeding years and, in turn, could have a long term economic impact for the Farmer's Markets. The overall long term economic impact of the project is difficult to calculate, particularly with the use of shredded newspaper as mulch since we do not know, of yet, how influential our project has been to community members.

G) *Lessons Learned*

We learned about how effective and inexpensive using newspaper shred is as mulch. If the primary purpose of the mulch is for weed control, newspaper shred is vastly cheaper than more popular mulch alternatives. While I could see some people not wanting to buy shredded newspaper mulch for aesthetic reasons, for most local gardeners using newspaper shred would provide the benefits of weed control at a fraction of the price.

Another lesson we learned was about the variety of squashes and melons and what varieties the public reacted too. In the years to come we can revise our catalog and

incorporate what the public chose to purchase. In the case of melons, we learned that in order to ensure a good return, the melons need to be safeguarded from exposure to the ground. Squash plants, on the other hand, are strong producers if planted at the ideal time.

An unexpected lesson that we learned was about what is needed to construct and maintain a large garden. In one year we went from using 2484 square feet of ground to 36084 square feet of ground. The opportunities and labor involved in constructing a large garden are endless.

We had two major regrets during the project. The first is that we were unable to follow our original time table for planting our seeds. If we had kept to our time table the yields, especially our melons, would have been greater. The second regret is that we did not constructing the trellises early enough to utilizing them. We lost over half our melons and trellises could have prevented many of those losses.

H) *Contact Person*

Chris Hodgson, DT Coordinator (217) 935-2218 chrisahodgson@dewittcountyhrc.org

Summer Squash



Delicate flavor, soft shell and creamy white flesh of summer squash is a perfect addition to any summer meal. Summer squash, members of the Cucurbitaceae family, come in many different varieties. While each type varies in shape, color, size and flavor, they all share some common characteristics. The entire vegetable, including its flesh, seeds and skin, is edible. In addition, some varieties of squash plants produce edible flowers.

Nutritional Profile

Summer squash is an excellent source of manganese and vitamin C. It is also a very good source of magnesium, vitamin A, dietary fiber, potassium, copper, folate, and phosphorus. In addition, summer squash is a good source of omega-3 fatty acids, vitamin B1, vitamin B2, vitamin B6, calcium, zinc, niacin, and protein.

Well-Rounded Cardiovascular Protection

Many of these nutrients are helpful for the prevention of atherosclerosis and diabetic heart disease. Magnesium is helpful for reducing the risk of heart attack and stroke. Together with potassium, magnesium is helpful for reducing high blood pressure. Vitamin C and beta-carotene can help prevent the oxidation of cholesterol. Vitamin folate is needed by the body to break down a dangerous metabolic byproduct called *homocysteine*, which can contribute to heart attack and stroke. Finally, summer squash's fiber has been shown to lower high cholesterol levels.

Disease-Fighting Food

High intakes of fiber-rich foods help to keep cancer-causing toxins away from cells in the colon, while the folate, vitamin C, and beta-carotene help to protect these cells from the chemicals that lead to colon cancer. The antioxidants vitamin C and beta-carotene also have anti-inflammatory properties that make them helpful for conditions like asthma, osteoarthritis, and rheumatoid arthritis, where inflammation plays a big role. The copper found in summer squash is also helpful for reducing the painful symptoms of rheumatoid arthritis. Some lab studies have shown vegetable juices obtained from squash to be parallel to juices made from leeks, pumpkin, and radish in their ability to prevent cell mutations (cancer-like changes).

Supports Men's Health

In research studies, extracts from squash have also been found to help reduce symptoms of *benign prostatic hypertrophy*, or BPH. In this condition, the prostate gland becomes enlarged, which can cause difficulty with urinary and sexual function. Squash may be helpful in reducing BPH symptoms.

Information and more found at <http://www.whfoods.com/genpage.php?tname=foodspice&dbid=62> by The George Mateljan Foundation for The World's Healthiest Foods







ILLINOIS *where fresh is* *Final Report*

[http://www.agr.state.il.us/marketing/Spec_Crop_Projects/2010_Projects/Illinois%20Where%20Fresh%20HERO%20FINAL\[1\].rv](http://www.agr.state.il.us/marketing/Spec_Crop_Projects/2010_Projects/Illinois%20Where%20Fresh%20HERO%20FINAL[1].rv)

http://www.agr.state.il.us/marketing/Spec_Crop_Projects/2010_Projects/Jewel_Peaches_FINAL_5.wmv

http://www.agr.state.il.us/marketing/Spec_Crop_Projects/2010_Projects/Jewel_CORNNo_Murai.mov

http://www.agr.state.il.us/marketing/Spec_Crop_Projects/2010_Projects/Jewel_MUSHROOMS_30__and_5.mov



Outline of Grant project:

- The DOA/ Specialty Crops Industry and CBS 2 worked together to create an integrated marketing campaign: “Illinois Where Fresh Is” that combined the power of broadcast television and the internet.
- Our grant application was for \$50,000 and we received \$83,942. With the additional funding we were able to increase the frequency of the :05 and :30 spots, strengthening the reach and messaging of the outreach.



Project Summary:

- The campaign made “Specialty Crops” top of mind with consumers and promoted healthier eating habits among children and adults. By modifying consumer buying habits to purchase specialty crops we increased industry sales and helped keep the Illinois economy strong.
- By securing an additional partner and donating CBS 2 services and inventory we extended the message to achieve a more significant impact.
- Our motivation is based on our support of the Illinois economy and all things related. Our campaign ran 5/10-7/11/10 in conjunction with the seasonality of specialty crops, striking when the iron is hot.



Project Approach:

- CBS 2 contributed the following in kind services:
 - production of a :30 broadcast vignette and :05 ID including:
 - Creative concepting
 - Script writing
 - Graphics
 - Music selection, license
 - Post production
 - all internet creative; banners and web links
 - :30 and :05 on air inventory.
- Our grant application was for \$50,000 and CBS 2 received \$83,942 (+68%).
 - The original grant application guaranteed 14M impressions Adults 18+, our final delivery was 24.5M impressions (+75%)



Project Approach:

CBS 2 secured a retail partner to extend the DOA message:

Executed a five week campaign with Jewel Food Stores that aired July 15 – August 18

93 :30-second vignettes and 14 :05 vignettes aired – delivering 6.8M impressions adults 18+

- Specific specialty crops promoted within the “Illinois Where Fresh Is” message

- 7/15- 7/21 – Peaches
- 7/22- 7/28 – Corn
- 7/29- 8/4 – Mushrooms
- 8/5 – 8/11 – Corn
- 8/12 – 8/18 – Roma Tomatoes

The logo for Jewel-Osco, featuring the brand name in a red, italicized, sans-serif font with a horizontal line underneath.

(Produce item also featured in Jewel weekly circular – identified as grown in Illinois)

Goals and Outcomes Achieved:

- We customized an education and outreach initiative to achieve our goal by:
 - Producing a :30 vignette
 - Running the vignettes in targeted programming on CBS 2, both paid for and in-kind
 - Extending the campaign with in-kind :05 ID's
 - Further extended the campaign by securing a retail partner in Jewel
 - Including a run of site schedule on cbs2chicago.com with links to Illinoiswhererefreshis.com



Goals and Outcomes Achieved:

	<u>Promised</u>	<u>Delivered</u>	<u>Performance</u>
•:30 vignettes	279	291	104%
•:05 ID's	67	103	154%
•Totals:	346	394	114%
•Cbs2chicago.com	552,000 impressions	553,979 impressions	100%
•CBS 2 TV	22.7 Million impressions	24.5 Million impressions	+108%



Goals and Outcomes Achieved:

	<u>Promised</u>	<u>Delivered</u>	<u>Performance</u>
•:30 vignettes	45	57	127%
•:05 ID's	67	103	154%



Beneficiaries:

•If the “Illinois.....Where Fresh Is” campaign encouraged 10% of every Illinois household in the Chicago Designated Market Area to shift just \$5 per week of their current grocery budget to the Specialty Crop Industry, we can see over \$1.5M per week in additional support. That’s over \$1.5M per week more circulating in the Illinois economy.....benefiting everyone in the State!

•Specialty Crops farmers win

•Chicago residents win

•Farmers markets win



Lessons Learned:

- All goals, outcome measures were achieved and surpassed
- The whole is greater than the sum of its parts
 - By combining forces we were able to have a stronger and more impactful effect in the community



Contact Persons:

From start to finish we've enjoyed collaborating with you on this important message, your professionalism and enthusiasm are inspiring!

We hope moving forward we can work together again to help the Department of Agriculture's voice in the community.

Please contact us with any questions or concerns.

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SC-10-19 Final Report for Specialty Crop Grant: Old Town Market (OTM) Farm to Table Belleville Main Street - Sponsor

Project Title – SC-10-19 Specialty Crop Grant: Old Town Market (OTM) Farm to Table

Project Summary

- i) Belleville Main Street became the sponsor of the Belleville Old Town Market and sought to bring people to the market and wrote the proposal for the Farm to Table project. Previously the only activity for children at the market was a coloring corner for kids with periodic staff doing artwork with the children. When the Illinois Specialty Crops call for proposals was issued we saw this as an opportunity to actively involve children in the market by teaching them about the importance of farmers, sustainability, seasonality of specialty crops, food safety and safe handwashing techniques through hands-on-cooking at the market. Each child participating in the Farm to Table activity took home a bag with a small amount of produce available at the market that day. This project was developed to engage children and their parents in the community's farmers market and build support for the farmers and the farmers' market.
- ii) Since we already provided cooking demonstrations for adults at the market we decided that this grant presented a great opportunity to reach out to children who will be the future customers of farmers and farmers' markets. The timing of the call for proposals allowed us to align with the "Know Your Farmer" campaign of the USDA. We wanted to connect children with "where their food came from".

Project Approach

- i) During the 1st year of the grant, as indicated in the grant proposal, four lesson plans were developed by dietetic interns working under the supervision of Marjorie Sawicki at Saint Louis University. Recipes featured the specialty crops in season at the time of the Farm to Table sessions. In accordance with the grant focus and to minimize food safety risks all recipes featured fruits and vegetables, no meat, and only occasionally used yogurt, cheese or eggs as secondary ingredients. Each child participant received a duo-tang folder containing the 2 featured recipes, 2-3 more recipes for the fruit or vegetable of focus for the week, and three additional handouts:
 - Three-legged stool of sustainability
 - Fight BAC for Food Safety
 - Illinois...What's in Season.A demo (slicing an apple) was used to talk about land availability for growing food and to discuss good soil, safe water and clean air needed to produce food today and in future – this was utilized the first year and part of the second year of the grant until the children grew weary of the demonstration. Every child was taught to demonstrate the proper handwashing technique at the beginning of a session at the market. If a new child joins the group the "regulars" teach them proper handwashing. Every child participated in the hands-on cooking of two dishes featuring the specialty crop selected for a cooking demo. Each child who participated took home a small

amount of produce that was used in the recipes. We scheduled 2 farm tours at Braeutigam's Orchards where Tom Range introduced his orchard, berry and vegetable farm to the children and their parents. Though we initiated a pre-post test during the 1st year, it was dropped by the second session offered because the children reported that they felt like they were in school and resented the activity and we lost their attention. We quickly learned that if this project were to be successful the children needed to be engaged with the skills development and that the educational tips needed to be integrated into the actions of cooking or chopping. We also partnered with the Les Dames d'Escoffier, St. Louis Chapter. They came to the market and toured the market with the children, purchased farm products and cooked with the children...they prepared pumpkin pancakes with the children, gave them chefs hats and aprons for their participation. Our observation was that the chef hats and aprons were quite a draw for participation. In addition, the Saint Louis University Dietetic Interns were scheduled to conduct 2 cooking demonstrations during the Fall under the supervision of Marjorie Sawicki and the children who regularly participated in the Farm to Table session automatically gathered and began assisting the interns during the demo. The children automatically made themselves part of the cooking event and the dietetic interns graciously adapted their plans to accommodate the children.

During the 2nd year of the grant the presentations were adapted to introduce the history and origin of a featured fruit or vegetable to the children and the parents who stayed to participate in the program. We moved away from a 4-week session format and started cooking with children 2 weeks per month during the market starting in June and running through October. We also did not have the budget to schedule a farm tour so we started having a farmer come and talk with the children about their farm when they had a free moment during the market. We partnered with Les Dames d'Escoffier again and they prepared a pasta salad with the children and gave them their hats and aprons. It was during this event that we decided that we would embrace involving younger children if they showed an interest in participating. We knew that they would not stay for the entire time due to attention span but they would be allowed to wash their hands, don an apron and stir or add ingredients to the dish with their parent's assistance. Again in the Fall, the Saint Louis University Dietetic Interns were scheduled to conduct 2 cooking demonstrations with Marjorie Sawicki supervising and again the children gathered and assisted the interns during the demo.

Finally, during the 3rd year of the grant we modified our approach to educating the children at the beginning of the session. We condensed the original lesson plans into the key points to be shared with the children and using conversational approach we educated them about the importance of farmers, the three legged stool of sustainability, seasonality with the origin and history of the featured fruit or vegetable of the day, the Fight BAC cycle for keeping food safe to eat and then the handwashing techniques including tips about when they need to wash hands again during the cooking phase. Our assessment of knowledge gained was measured by the accuracy of their responses when we discussed the designated topic. We began a new ritual after children sampled their dishes. They went in teams of 2 to each farmer at the market with a small tasting of the dishes prepared and said, "thank you for raising our food" then they shared with their parents and other customers at the market. This

action engaged children with farmers and it was quite popular. We nearly always had quite a gathering of adults, standing outside the children's tent area, wanting to know what we were preparing that day. A few "regulars" waited for the children as they cooked and passed tastings of the dishes. We partnered with the Les Dames again this year and they prepared stir-fried vegetables to serve over steamed Missouri brown rice and then chopped apples and pears to serve over prepared sweet 'sticky' rice from Missouri. The Saint Louis University Dietetic Interns conducted 2 cooking demonstrations with Marjorie Sawicki supervising but this year the adults gathered and assisted the interns during the demo. It is obvious that interactive cooking activities are very popular.

ii) Project partners included both formal and informal partners. During the 3 years of the project there were 4 formal partners and their contributions are noted below:

- Belleville Old Town Market/Belleville Main Street sponsor
 - Market Manager allocated 2 vendor spaces in a visible, safe location for the cooking sessions of Farm to Table; set up the Facebook page; coordinated the delivery of the tents and tables for each Farm to Table session; assisted with the set up and breakdown of the tables and tents; spread the news of the sessions to the customers of the market for each event of Farm to Table for Kids; and included the Farm to Table for Kids in their purchased advertisements in the local paper. Belleville Main Street also planned and promoted
- The Belleville Parks and Recreation Department
 - Safely stored, delivered and picked up the tables and tents used by the Farm to Table for Kids project. They also provided trash cans at the market and made sure that there was one trash can located near the tents for ease of disposal of waste and paper plates.
- The Mayor's Office
 - During the last 2 years of the project, the Farm to Table for Kids was part of the Farmers Market feature in the Mayor's Newsletter at least twice yearly.
- The Les Dames d'Escoffier International – St. Louis Chapter.
 - Once yearly the St. Louis Les Dames group came to the market and toured the market with children: talking with the farmers, purchasing specialty crop items with the children and then preparing and sampling the foods in really easy to prepare recipes. They provided each child with a tall chef's hat and branded apron. This activity always generated a lot of enthusiasm among the children and the parents or grandparents. This was closely linked to the presence of chef's working with the children and the impact of the wardrobe issued to the children.

There was one informal partner, "Polly the Apron Lady" who made and donated 16 children's aprons for the project. The aprons became part of the ritual in preparing children for cooking at the market.

Goals and Outcomes Achieved

i) Activities to meet the goals:

Goal 1. Develop a 4-week curriculum to educate youth on specialty crops and sustainable food systems.

- Lesson 1 – Sustainability/Handwashing/Knife skills – developed
- Lesson 2 – Food Safety/Specialty Crops/Food Preparation – developed
- Lesson 3 – Three “E”s of Sustainability/Specialty Crops/Food Preparation – developed
- Lesson 4 – Know Your Farmer/Local Food/Specialty Crops/Food Preparation and Farm Tour - developed

Goal 2. Conduct a farm tour to “put a face to the farmer” and an understanding of the importance of farmers in food systems.

- Identify local farmer willing to host farm tour for parents and children.
 - The farmer was Tom Range of Braeutigam Orchards – a diversified orchards, berries, and vegetable farm. Two farm tours were scheduled in 2010. While this was very well received we did not continue with the farm tour in years 2 and 3 because of the cost and lack of transportation for 25% of the children (their parents were vendors at the market).
- Incorporate time in every lesson to have a farmer at the Old Town Market meet the children and share a few words about their farm and what specialty crops they bring to sell at the market.
 - We had three farmers who took turns coming to talk to the children during the sessions at the market. Touring the market with the Les Dames was a positive manner to achieve the same goal.
- Incorporate into every lesson plan the importance of farmers for a sustainable food system.
 - During every session with the children we discussed why farmers are an important part of a sustainable food system. During the third year of the grant this was tightly linked to the 3-legged stool of sustainability when we spoke of the three “E”s of sustainability:
 - How the environment has to be protected for healthy soils, clean air and clean water so that the farmer can grow foods that are healthy and safe to eat.
 - How purchasing foods from our local farmers helps to keep them on their farm for future generations and that our whole community benefits by supporting the farmers with our purchases
 - How everyone should have the opportunity to purchase food from the farmers and that is why community working together to provide space for the farmers market, that consumers buy from the farmers at the market, and that the farmers are committed to coming to the farmers market so that everyone has a chance to access healthy foods. We even talked about

how paying a fair price for the food helps the farmer pay for their employees.

Goal 3. Teach cooking skills and food safety through hands-on preparation with a dietitian and sous chef at the farmers market using specialty crops in season and provide specialty crop foods to each child participating in the program.

- During the 1st year we presented the lessons as 4 lessons offered twice as 4-week sessions where children would come for all 4 weeks.
- During the 2nd year we adapted and offered the 4 lessons as combined into 2-week sessions and repeated it monthly June through October.
- During the 3rd year we streamlined the lessons into discussion of the 4 topics prior to moving into the cooking skills portion of the lesson...this worked well. We scheduled the lessons for 2 weeks monthly June through October.
- All children had hands-on participation in cooking skills, food safety and handwashing techniques – we removed the knife skills at midpoint during the second year when we had larger groups and younger children.

Goal 4. Increase knowledge of sustainable food systems.

- Though we taught the concepts of sustainable food systems our attempts to use formal written assessment via pre & post-tests was a failure. We condensed the original lesson plans into the key points to be shared with the children and using conversational approach we educated them about the importance of farmers, the three legged stool of sustainability, seasonality with the origin and history of the featured fruit or vegetable of the day, the Fight BAC cycle for keeping food safe to eat and then the handwashing techniques including tips about when they need to wash hands again during the cooking phase. Our assessment of knowledge gained was measured by the accuracy of their responses when we discussed the designated topic.

Goal 5. Increase knowledge of specialty crops and the nutritional benefits of including them in your diet.

- Children were taught to look for a variety of colors in their fruits and vegetables because they provide different vitamins and minerals.
- Children were encouraged to try new foods because by trying them more than once allows them to grow accustomed to the taste and they might like it after a number of tries.

Table 1 that details the beneficiaries served by the Old Town Market Farm to Table project shows the progress towards meeting the outcome goal of 96 children educated about specialty crops, sustainability, safe food handling and handwashing techniques from baseline to the close of the grant. The first year of the grant there were 56 participant contacts, second year of the grant there were 147 participant contacts, and during the third year of the grant there were 250 participant contacts for education.

Beneficiaries

- i) The beneficiaries of this project accomplishments include the following:
- the nearly 150 children - developed cooking skills and farmer appreciation
 - the parents of the children - realized that their children eat vegetables
 - Belleville Old Town Market – experienced improved image in the community
 - Les Dames d’Escoffier – achieved their project goals of farmers market participation
 - 9 farmers whose specialty crops were purchased for Farm to Table
 - the 8 individuals who developed teaching skills by cooking with the children.
- ii) Table 1 provides details of the participation in the Farm to Table project over the three years of the grant funding. Nearly 250 contacts were made with children during the project. Of those 250 contacts over 3 years it is estimated that in the 1st year 6 children attended all 8 sessions; in the 2nd year 8 children attended regularly; in the 3rd year the number grew to 13 children attending regularly throughout the summer.

Year & Number of Sessions	Number of Children	Progressive Attendance Totals
2010 (8 sessions)	56	56
2011 (11 sessions)	91	147
2012 (10 sessions)	99	246

Table 2 provides detail of the purchases made at the market from the local farm vendors of specialty crops. The measurable economic impact of the project is closely tied to the amount of produce that was purchased from local farmers as supplies for the project. The intangible economic impact comes from purchases made by the families who brought their children to the market for participation in the Farm to Table activities and perhaps purchased more specialty crops as a result of the children learning to cook and accept the fruits and vegetables grown by the farmers and featured in the recipes.

Farmer	2010 Purchases	2011 Purchases	2012 Purchases	Total
Braeutigam Orchards	\$31.00	\$12.00	\$68.39	\$111.39
Lehr’s Vegetable Farm	\$49.00	\$139.00	\$105.50	\$293.50
Phil Elliott	\$57.65	\$16.00	\$80.00	\$153.65
Turkey Hill Grange	\$23.00	\$27.00	\$0.00	\$50.00
Eckerts Orchards	\$7.27	\$0.00	\$41.78	\$49.05
John High	\$20.50	\$0.00	\$0.00	\$20.50
Berger Farm	\$0.00	\$0.00	\$59.00	\$59.00
Cooley Farm	\$0.00	\$0.00	\$18.00	\$18.00

Dale Black	\$0.00	\$8.00	\$0.00	\$8.00
Yearly Totals	\$188.42	\$202.00	\$372.67	\$763.09

Lessons Learned

- i) Overall there were several lessons learned by doing the Old Town Market Farm to Table during the 3 years of funding. The lessons learned can be separated into those that are positive in nature and those that are negative:
 - Positive
 - Parents like their children to learn to cook and try new foods
 - Parents like their children to learn about agriculture and farmers
 - Children loved learning to cook, sampling their recipes and distributing samples of their work to farmers, family and farmers' market shoppers
 - Aprons and chef hats attract children and parents to participate in the activity – it is appealing
 - Small groups of 5 children at separate tables worked well
 - Children engage in interactive investigation and conversational evaluation
 - The farm tour was well received the first year of the grant but we didn't have enough money to continue with it the 2nd & 3rd year.
 - Negative
 - While parents like their children to be engaged in the activity, they don't want it to register their children for the program, commit to a 4-week series, nor dedicate longer than 45-60 minutes for the interaction
 - The larger number of children and the expansion to younger children meant that the knife skills instruction were dropped – this was something lamented by the older children
 - The removal of the knife skills component increased the pre-prep of ingredients significantly and increased the need for a cooler, ice packs and containers for the prepped ingredients. (Used existing personal cooler and ice packs).
 - Immediately in the first year of the grant the children verbally complained that pretest – posttest format was too much like school and they would sometimes leave if prompted to participate
- ii) There were perhaps three unexpected outcomes of this project:
 - As we worked through 3 years of working with this project, the “Aha” moment came when we decided to have the children sample their recipe, then take the 1st samples served to the farmers with the message, “Thank you for growing our food”. Finally the connection was made between the farmers and the teams of children in the marketplace. I wish we had done this from the very beginning.
 - The impact of chef's hats and aprons and of chef's in their regalia was significant and if such a project were to be done by others in the future it would be wise to obtain in-kind support to purchase these supplies to attract more children.
 - There was one young man who participated in the program for all three years. He was the most vocal about wishing that we had continued with the knife skills. We have invited him to join us for cooking demonstrations at the market next year to assist.
- iii) We did not achieve the goal of formal assessment of knowledge gained from the

program – I believe that if this were done in a classroom setting or at a boy scout, girl scout, 4-H, or boy's & girl's club as an environment where formalized education is conducted for a badge or achievement, then the previously planned formal evaluation would have worked. In this outdoor, action environment filled with distractions where there is limited time allotted for participation we had to adapt and use a conversational inquiry to assess knowledge and educate the children. We also found that we had to accommodate younger children or appear exclusionary.

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Final Grant Report for SC-10-21

Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production

Project Summary

Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production is a research, analysis and strategic planning project undertaken by FamilyFarmed.org and professional service contributors Kathy Nyquist, an independent business strategy consultant, Lindsay Record, of the Illinois Stewardship Alliance, and Dean (Robbie) Robert, President/CEO of Sysco Central Illinois. The objectives were to identify the barriers to increased Illinois specialty crop production for wholesale markets in Illinois, devise workable solutions to resolve those barriers and complete a feasibility assessment of achieving required input factors for private investment in infrastructure development in Central Illinois.

It was assumed that in order to significantly increase the supply of Illinois grown fruits and vegetables into the Illinois wholesale marketplace – while lowering costs of distribution, improving food safety and Good Agricultural Practices, and increasing systemic efficiency – the following factors had not been addressed. This project aimed to take a closer look at the following:

1. A centralized facility that aggregates, stores and distributes product from area farms to Illinois wholesale buyers could greatly increase supply, in turn demand, and ultimately consumption of locally grown specialty crops. Prior to investing in such, the feasibility must be determined and documented.
2. That identifying a low cost system for farmers to become GAP certified could remove a significant barrier for farmers to sell at the wholesale level, as this is swiftly becoming a requirement for doing wholesale business.
3. That other barriers to entry into wholesale markets exist, yet they have not been studied nor documented, and an action plan to address these barriers must be prepared with input from stakeholders and experts on the discovered topics.

Project Approach

The primary methods for arriving at an action plan were two open-invite grower/buyer meetings in Central Illinois, a survey completed by Illinois fruit and vegetable growers, and follow up phone call interviews with growers and buyers. The meetings took place in Springfield on January 8 and June 3. The survey ran from February 2 through April 6. Phone interviews were completed in May. The project team found great benefit in drawing quantitative data and qualitative insights from the meetings, survey, and interviews.

Key Findings regarding barriers to meeting wholesale demand:

- There is a large capacity among a network of growers with experience in wholesale marketing to further expand production and sales to wholesale buyers. Almost half of respondents who indicated this growth potential said that they could at least double participation by 2015. Extrapolating from survey responses, this could result in 550-700 acres of additional production by 2015.
- The most significant barriers to scaling up identified in this study include marketing (finding buyers and negotiating terms), processing capacity, risk of not selling crops grown, access to funding/financing, food safety certification cost, liability insurance cost, grower satisfaction level with current marketing channels, and labor availability.
- To address these barriers, growers recommend improving the local food system infrastructure, providing education and information about resources available, help with lowering their costs, and building win-win relationships with buyers.
- 83% of respondents believe a packing house would be valuable and the chief reasons cited were marketing, to make life easier and to let farmers focus on farming.

Recommendations for the Specialty Crop Industry to help mitigate barriers that growers face:

1. Encourage the development of regional packing houses to supply wholesale markets.
2. Support existing efforts across the state to better inform farmers about funding and financing options.
3. Implement a Good Agricultural Practices (GAP) food safety audit cost-share program and offer GAP training to Illinois growers.
4. Create and disseminate a resource sheet to inform growers about options for locating qualified farm labor.
5. Create and disseminate a fact sheet and support existing efforts to train growers about best practices in post harvest handling.

Project Team Contributions:

- Project Director Jim Slama organized and facilitated the two meetings and crafted the Action Plan recommendations. He also served as the primary liaison with and interviewer of wholesale buyers throughout the project.
- Project Manager Holly Haddad crafted and administered the survey and drafted the action plan.
- Contractor Kathy Nyquist analyzed and presented statistical findings from the survey. She also served as the primary liaison with and interviewer of growers throughout the project.

- Contractor Lindsay Record assisted with outreach to growers throughout the project, advised on survey and action plan drafts, and conducted grower interviews.
- Dean Roberts assisted in an advisory capacity on the survey drafts and project planning meetings. He also contributed to the buyer survey that was used as an interview guide with wholesale buyers.

Feasibility Study

In addition to the research conducted for the Action Plan, the Project Team corresponded with and interviewed growers, buyers and operators with experience in produce aggregation and processing systems, both in Illinois and Virginia. The team also conducted secondary research to obtain market and trends data from the USDA and syndicated sources, and additional input for economic analysis from published case histories of analogous private companies and SEC filings of public companies. Through the synthesis of these sources a high-level economic model was built by the Project Team, and reviewed with experienced operators to validate its assumptions.

The Project Team concludes that a packing house is feasible based on favorable market dynamics, political climate, grower engagement and financial projections. Of note:

- Market demand is strong and the growth potential is increasing
- With increasing national and state support for local food system development, the political climate is favorable for the development of a packing house
- There are strong indications that Illinois farmers will increase their participation in wholesale marketing if a packing house were developed
- Financial modeling presents that a packing house facility scaled to process the yield of acreage likely to participate within 2-5 years of startup can generate operate profitably.
- Potential business risks can be mitigated with attention to the following:
 - Management team skill is critically important, particularly in marketing and sales
 - Establish a wide and cooperative network of growers
 - Collaborate with other intermediaries to strengthen the market
 - Engage all stakeholders to maintain a supportive climate

An informal assessment of the potential acreage that might participate if a packing house were established indicates several thousand acres in the areas surrounding both Kankakee and Peoria, and additional acreage throughout the state. Project stakeholders also noted that southern Illinois is a vast fruit producing area and could be an ideal spot for a regional packing house. The study presents potential packing house locations, roll out beginning with a proof of concept facility, packing house profit maximizing strategies, and potential ownership structure options.

The Project Team emphasizes that a financial model built for a feasibility assessment using operating data from analogous companies is not a guarantee of actual results once the business is a going concern, nor is it equivalent to a financial model developed for a business plan. It is designed as a *test of reasonableness* for the economic viability of a business concept, and on that basis this feasibility assessment for an Illinois pack house has a positive result: *a facility scaled to process the yield of acreage likely to participate within 2-5 years of startup can generate positive cash flow.* It is vital that any party seeking to own and operate a pack house conduct due diligence on every aspect of the business, write a robust business plan and create financial forecasts that reflect that plan.

Project Team Contributions:

- Contractor Kathy Nyquist was the primary researcher and author of the study.
- Project Director Jim Slama, Project Manager Holly Haddad, Contractor Lindsay Record, and Dean Roberts all assisted with input and recommendations on the study drafts.

Goals and Outcomes Achieved

It was the intention that the work performed in this grant term set the stage for significant sign-on and investment by stakeholders to both implement the Action Plan and begin to realize the economic impact of an Illinois-grown wholesale-level food system.

Goal	Actions Undertaken	Progress/Accomplishments/Outputs and Outcomes
By the end of the grant term, engage stakeholders to identify barriers to increased supply and entering into wholesale markets and devise solutions to overcome them.	1. Identified and recruited stakeholders. 2. Engaged stakeholders through meetings, surveys, and phone calls.	1. Stakeholders identified barriers to increased participation in wholesale markets. 2. Stakeholders offered thoughts on how to mitigate barriers. 3. Action plan to mitigate barriers completed. 4. Project team suggests consideration of the recommendations offered.
By the end of the grant term, build the business case for private investment in an aggregation and distribution facility to connect Illinois specialty crop growers with customers. Given demand	1. Performed research. 2. Conducted interviews to verify assumptions with growers and buyers. 3. Developed financial model.	1. Feasibility study completed. 2. The project team recommends advancing the to the next stage of creating a business plan.

and well-documented supply shortages, this hinges on the quantification of the volume, variety and cost of supply.		
Longer term, identify Illinois specialty crop growers who will commit to starting or increasing production for wholesale markets	1. Identified key stakeholders who are interested in remaining engaged.	1. Of these growers who have indicated strong interest in staying engaged, a handful have emerged as very interested in growing for a packhouse facility. Should the project advance into a business planning phase, growers will remain engaged.
Longer term, induce private investment in an aggregation and distribution facility in Central Illinois.	1. Disseminate project outputs (Action Plan and Feasibility Study). 2. Secure funding for a business plan. 3. Secure facility financing.	These steps are projected to be completed after this grant term.

Beneficiaries

Projected beneficiaries:

Actuals:

Farmers: From small to large, currently supplying wholesale to those exploring the possibility, and currently in specialty crop production to those exploring shifting part or all of their acreage into fruits and vegetables.	Farmers from across the projected spectrum participated in this project and contributed to the action plan and feasibility study. Should the project proceed to business planning and implementation stage, farmers will surely continue realizing benefits.
Wholesale Buyers: All non-direct market buyers including small to large, from currently buying local to those interested in doing so, including all levels and sizes of institutions, supermarkets, distributors, restaurants, aggregators and so on.	Buyers played a crucial role in informing the research for this project. Again, should the project proceed to business planning and implementation stage, buyers will surely continue realizing benefits.
Industry Professionals: There is currently a lack of specific knowledge and documented research as to the barriers	The project team believes that industry professionals will find great value in the action plan and feasibility study as this

and recommendations for Illinois growers to ramping up their supply into wholesale markets.	research has not been performed before.
Potential Investors: Will be well informed to make decisions based on research, analysis and recommendations provided by the project results.	The project team believes that potential investors will see great value in the action plan and feasibility study as the research and findings are presented with the 'next steps to be taken' in mind.
Illinois Specialty Crop Industry at large: The industry will be enhanced through the increased ability of Illinois fruit and vegetable growers to compete with other states and growing regions in a wide variety of consumer markets.	The project team also believes that specialty crop industry stakeholders will see great value in the action plan and feasibility study as the stage is set for next steps to be taken to help growers scale up supply.

Projected Economic Impact

- Every acre dedicated to wholesale specialty crop production yields an average of \$6-12 thousand increased cash receipts vs. commodity crops
- The identification of a low-cost system for farmers to become GAP certified will reduce the economic burden of this crucial cost of doing wholesale-level business
- Development of an aggregation and distribution facility in Illinois reduces marketing, distribution, and transportation costs for all sellers, and it enables the cultivation of significant new acreage of specialty crops
- Both the development of new specialty crop acreage and a distribution facility will result in new jobs throughout the supply chain

Replacing out-of-state imports with Illinois grown produce keeps a significant portion of the dollars involved in fresh and processed produce flowing through the Illinois economy, creates a secure supply of fruits and vegetables within the State of Illinois, and contributes to the economic multiplier effect. Dollars spent on local food are recycled through the local economy at a rate of 1.4 to 2.6 times, which is an additional \$19 to \$36 billion generated in Illinois each year.

Actuals: Though no economic impacts were realized within the 6 month grant term, the project team anticipates the above projections can be realized with project continuation.

Lessons Learned

The project team is very satisfied with the project outcomes and results. The project was implemented as planned and no significant issues arose.

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Additional Information

Photograph of June 3 Stakeholder Meeting Attached

Copies of any work product created with grant funds

Report Attached

Chart outlining grant fund use & expenditures

Spreadsheet Attached

Copies of all invoices relating to grant fund expenditures

Invoices Attached

Any additional information related to the grant

Other products and press clippings attached



READY TO GROW

A Plan for Increasing Illinois Fruit and Vegetable Production

Action Plan and Feasibility Study

July 2010

PREPARED BY FAMILYFARMED.ORG AND FUNDED BY THE ILLINOIS DEPARTMENT OF AGRICULTURE



Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production

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Project Team member Robbie Robert, of Sysco Central Illinois, provided valuable in-kind guidance and input on this project, and team members are grateful for his advisory contributions.

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STAKEHOLDERS AND ADVISORS

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Bob Bloomer, Chartwells Thompson Hospitality/ Chicago Public Schools
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Action Plan and Feasibility Study



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ABOUT FAMILYFARMED.ORG

For the past decade, FamilyFarmed.org has been a leader in the development of local food systems. FamilyFarmed.org's mission is to expand the production, marketing, and distribution of locally grown and responsibly produced food, in order to enhance the social, economic and environmental health of our communities. The FamilyFarmed EXPO is the Midwest's leading local food trade show. It also features farm and food financing and policy conferences. The next EXPO is scheduled for March 17-19, 2011.

Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production

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Action Plan and Feasibility Study

INTRODUCTION

Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Crop Production is a research, analysis and strategic planning project led by FamilyFarmed.org located in Oak Park, Illinois. The study was funded by the Illinois Department of Agriculture through a 2009 USDA Specialty Crop Block Grant.

OBJECTIVES OF THE PROJECT

The project has three objectives:

1. Identify the barriers that keep growers from entering or increasing production for wholesale markets in Illinois,
2. Devise workable solutions to resolve those barriers, and
3. Assess the feasibility of increasing production substantially enough to encourage the development of food systems infrastructure in Illinois.

The primary outputs of the project are an Action Plan aimed at reducing the barriers to increasing the supply of Illinois-grown fruits and vegetables into the Illinois wholesale marketplace and a Feasibility Study for a fresh produce aggregation and distribution facility. The goal of the Action Plan is to provide the Illinois Food Farms and Jobs Council and stakeholders in the Illinois Specialty Crop Industry with actionable recommendations to reduce barriers and increase Illinois specialty crop supply into wholesale markets. The goal of the Feasibility Study is to present the business case for private investment in an aggregation and distribution facility to connect Illinois specialty crop growers with wholesale customers, and highlight risks and opportunities for investors to consider before entering the market.

KEY DEFINITIONS USED IN THIS REPORT

Food Hub: A food hub is an emerging concept that encompasses some of the roles of a packing house (see definition below). Food hubs can be relatively small or large warehouses that aggregate produce and facilitate sales to wholesale customers or directly to consumers. Ideally they are located in close proximity to the farms they serve.

Food Safety Certification: USDA or private certifiers work with growers to review their On-Farm Food Safety Plan against a set of scoring guidelines based on Good Agricultural Practices (GAP). This on-farm audit allows the

certifier to determine a pass or fail score based on farm performance. Key indicators used in this process include soil and land use history, irrigation and wash water safety, worker health and hygiene, animals, traceability, chemical usage, and cooling operations. A passing score gives growers one year of food safety certification, sometimes known as GAP Certification.

Good Agricultural Practices (GAP): Good Agricultural Practices, or GAPs, are a set of recommendations that can help improve the quality and safety of produce. GAPs focus on four primary components of production and processing: soil, water, hands, and surfaces. GAPs are important as more and more wholesale buyers are requiring third-party audits certifying that a farm/facility is adhering to a self-authored plan to minimize the risk of contamination by microbial pathogens. These plans are based on the Food and Drug Administration's "Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables."

Hazard Analysis and Critical Control Point (HACCP): This is a food safety certification geared towards food processors. It includes farms that raise animals or do value added production.

Packing House: A packing house is an aggregation facility that receives and prepares raw fruits and vegetables from farmers to then sell fresh and in some cases frozen to wholesale customers. Packing house roles vary from facility to facility and can offer such services as washing, cooling, sorting, grading, packaging, labeling, and sales, marketing and distribution.

Wholesale: Wholesale is used in this document to differentiate from direct to customer sales channels such as farmers markets, a CSA program, and you-pick enterprises where the customer pays the farmer directly. In this report, wholesale encompasses all sales channels where an intermediary is utilized such as in sales via distributors, processors, supermarkets, restaurants, auctions, schools, and food service companies. Over 99% of the food consumed in the US moves through wholesale channels.

Ready to Grow: A Plan for Increasing Illinois Fruit and Vegetable Production

EXECUTIVE SUMMARY

There is great potential in expanding the production, supply, sales and consumption of Illinois-grown fruits and vegetables through wholesale marketing channels. Direct-to-consumer channels such as farmers markets and Community Supported Agriculture (CSAs) are growing rapidly, yet more than 99% of agricultural products consumed in the U.S. are purchased through wholesale channels¹. Any serious ambition to scale up local food production requires a system that reaches wholesale markets.

Demand for locally grown food is strong and increasing. According to Mintel, a leading market research company which tracks consumer purchase and lifestyle trends, "Local procurement is a fast-growing category with tremendous promise, and marketers that are aware of the many dynamics at play can generate significant revenues."² As reported by Food Navigator USA, Mintel found that one out of six Americans goes out of their way to buy local products yet 30% reported being unable to locate them. Locally-sourced fruits and vegetables show greatest consumer interest, with 31% purchasing these products from local sources at least once per week.³

The trend is similarly strong in the restaurant industry. Chefs surveyed by the National Restaurant Association ranked locally-grown produce as the #1 menu trend of 2010⁴, and the editors of FoodChannel.com rank "Locavore" (local food) as first among the top food influencers of the decade⁵. According to National Restaurant Association research⁶, "89 percent of fine-dining operators serve locally sourced items, and nine in 10 believe demand for locally sourced items will grow in their segment in the future. Close to three in 10 quickservice operators serve locally sourced items now and nearly half believe these items will grow more popular in their segment in the future. Seventy percent of adults say they are more likely to visit a restaurant that offers locally produced food items."

In addition to high demand, the economics of local food systems are impressive. Dollars spent on local food are recycled through the local economy at a rate of 1.4⁷ to 2.6⁸ times, which can significantly increase regional economic development and job creation. A 2010 study by the Leopold Center for Sustainable Agriculture examined the economic outcomes of growing 100% of the state's consumption of 28 types of fruits and vegetables in Illinois. The study found that this volume of goods has a retail value of \$988 million and would require 2600 farm jobs to produce⁹. The incremental effects are not known, but with less than 5% of Illinois fruit and vegetable sales

currently produced in Illinois¹⁰, the upside could be considerable.

Despite high demand, promising economics, and the fact that four-fifths of Illinois land is farmland, 89% of which is prime farmland¹¹, Illinois wholesale buyers cannot currently meet their demand for fruits and vegetables from in-state production. The fourteen buyers interviewed for this report repeatedly stated that their demand for Illinois-grown fruits and vegetables far surpasses available supply, so they resort to purchasing produce grown outside the state. If they could, they would purchase over \$23 million in Illinois-grown produce on an annual basis:

More than 99% of agricultural products consumed in the U.S. are purchased through wholesale channels

LOCAL FOOD DEMAND FROM SURVEYED BUYERS	
Chartwells Thompson/ Chicago Public Schools	\$500,000
Chipotle	\$150,000
Fortune Farm Direct	\$1,500,000
Goodness Greeness	\$1,000,000
Hy-Vee	\$400,000
Irv and Shelly's Fresh Picks	\$250,000
Lettuce Entertain You	\$500,000
Locavore Foods	\$500,000
Sustainable Foods	\$4,000,000
SYSCO Chicago	\$8,000,000
SYSCO Central Illinois	\$2,000,000
Testa Produce	\$500,000
US Foods	\$2,500,000
Whole Foods Market	\$1,250,000
TOTAL	\$23,500,000

This sampling represents only a small percentage of Illinois retailers, restaurants and distributors, so overall demand is substantially greater. With \$14.6 billion spent annually on fruits and vegetables in Illinois and less than 5% of that expenditure currently produced in Illinois, a large percentage of the remainder can be captured by a local food system in Illinois¹².

Action Plan and Feasibility Study

To address the challenges Illinois growers face with wholesale marketing, the Project Team studied barriers that prevent growers from increasing participation in wholesale markets and proposes an Action Plan to mitigate them. This work is the culmination of a six-month assessment in which 181 growers were surveyed, 14 trade buyers and 20 growers interviewed, and over 60 stakeholders participated in two downstate strategy sessions. Understanding barriers is important to help growers, buyers, policymakers and other stakeholders understand the challenges faced in meeting the growing demand for local food as well as the opportunities to overcome them.

The Project Team also completed a Feasibility Study to determine the viability of a packing house as a way to overcome some of the barriers. A packing house, or food hub, is a facility that aggregates and packs produce from a number of farms and ships it in large volumes to customers. Demonstrating feasibility is the first step in the business development process which then leads to formal business planning and the construction of a facility.

KEY FINDINGS REGARDING BARRIERS TO MEETING WHOLESALE DEMAND:

- There is a large capacity among a network of growers with experience in wholesale marketing to further expand production and sales to wholesale buyers. Almost half of respondents who indicated this growth potential said that they could at least double participation by 2015. Extrapolating from survey responses, this could result in 550-700 acres of additional production by 2015.
- The most significant barriers to scaling up identified in this study include marketing (finding buyers and negotiating terms), processing capacity, risk of not selling crops grown, access to funding/financing, food safety certification cost, liability insurance cost, grower satisfaction with current marketing channels, and labor availability.
- To address these barriers, growers recommend improving the local food system infrastructure, providing education and information about resources available, help with lowering their costs, and building win-win relationships with buyers.
- 83% of respondents believe a packing house would be valuable and the chief reasons cited were marketing to let farmers focus on farming.

RECOMMENDATIONS FOR THE ILLINOIS FOOD FARMS AND JOBS COUNCIL AND THE ILLINOIS SPECIALTY CROP INDUSTRY TO HELP MITIGATE BARRIERS THAT GROWERS FACE:

1. Encourage the development of regional packing houses to supply wholesale markets.
2. Support existing efforts across the state to better inform farmers about funding and financing options.
3. Implement a Good Agricultural Practices (GAP) food safety audit cost-share program and offer GAP training to Illinois growers.
4. Create and disseminate a resource sheet to inform growers about options for locating qualified farm labor.
5. Create and disseminate a fact sheet and support existing efforts to train growers about best practices in post harvest handling.

FEASIBILITY ASSESSMENT FOR A PACKING HOUSE:

The number one recommendation of the Project Team is the development of a system of regional packing houses to aggregate produce and ensure that buyers can get a high quality product in sufficient volumes with proper post harvest handling, food safety, and packaging. To develop momentum towards this, the Project Team conducted a Feasibility Study for the development of an aggregation, packing and distribution facility (packing house) serving wholesale customers. The primary determinant of feasibility is the commitment of sufficient acreage to provide the necessary raw material for a packing house to operate profitably as an independent commercial business.

With increasing national and state support for local food system development, the political climate is favorable for the development of a packing house

Through interviews, secondary research and the development of a financial model, the Project Team concludes that a packing house is feasible based on favorable market dynamics, political climate, grower engagement and financial projections. Of note:

- Market demand is strong and the growth potential is increasing
- With increasing national and state support for local food system development, the political climate is favorable for the development of a packing house

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- There are strong indications that Illinois farmers will increase their participation in wholesale marketing if a packing house were developed
- Financial modeling presents that a packing house facility scaled to process the yield of acreage likely to participate within 2-5 years of startup can operate profitably.
- Potential business risks can be mitigated with attention to the following:
 - Management team skill is critically important, particularly in marketing and sales
 - Establish a wide and cooperative network of growers
 - Collaborate with other intermediaries to strengthen the market
 - Engage all stakeholders to maintain a supportive climate

An informal assessment of the potential acreage that might participate if a packing house were established indicates several thousand acres in the areas surrounding both Kankakee and Peoria, and additional acreage throughout the state. Project stakeholders also noted that southern Illinois is a vast fruit producing area and

could be an ideal spot for a regional packing house. The study presents potential packing house locations, suggests beginning with a proof of concept facility prior to roll out, and identifies profit maximizing strategies and potential ownership structure options.

The Project Team concludes that Illinois fruit and vegetable growers interested in wholesale markets are for the most part **Ready to Grow**. This report presents concrete ways the Illinois Specialty Crop Industry can help them accomplish their goals to more closely meet the current and projected demand. One action the industry can begin pursuing immediately is the business planning process for the development of regional packing houses, which is the next step following a positive feasibility assessment.

This work is the culmination of a six-month assessment in which 181 growers were surveyed, 14 trade buyers and 20 growers interviewed, and over 60 stakeholders participated in two downstate strategy sessions.

Action Plan and Feasibility Study

PART ONE: READY TO GROW ACTION PLAN

OBJECTIVES

The goals of the Action Plan were to identify the barriers that keep growers from entering or increasing production for wholesale markets in Illinois and devise workable solutions to resolve those barriers.

METHODOLOGY

This work is the culmination of a six-month assessment in which 181 growers were surveyed, 14 trade buyers and 20 growers were interviewed, and over 60 stakeholders participated in two downstate strategy sessions. The grower/buyer meetings took place in Springfield on January 8 and June 3. The survey of Illinois fruit and vegetable growers ran from February 2 through April 6. Phone interviews of buyers and growers were completed in May. The Project Team found great benefit in drawing quantitative data and qualitative insights from the meetings, survey, and interviews.

FamilyFarmed.org began the project at the January 2010 Illinois Specialty Growers Conference in Springfield where the project was presented and an initial grower/buyer panel discussion was convened. FamilyFarmed.org, the Illinois Department of Agriculture, and AgriNews advertised the project and panel meeting. Over 35 stakeholders attended, primarily growers and buyers, and these stakeholders greatly informed the content development of the survey as well as provided initial thoughts on barriers to scaling up production.

The goal of the survey was to inform both the Action Plan and Feasibility Study. Quantitative and qualitative questions were presented to gather the following information from growers:

1. Demographics, such as number of years farming, acres of fruits farmed, acres of vegetables farmed, percentage sold direct, percentage sold wholesale, and units produced;
2. Thoughts and opinions on scaling-up operations to meet wholesale-level demand;
3. Thoughts and opinions on barriers to scaling up;
4. Ideas for addressing those barriers;
5. Potential production/sales increases if those barriers were removed; and,
6. Thoughts and opinions on whether or not a packing house that aggregates, packs, markets and distributes fruits and vegetables would be valuable as a way to increase participation in wholesale markets.

The Project Team developed a print and complementary online version of the survey (please see Figure 4 in the Appendix for survey) and shared it with stakeholders to test and provide feedback. The survey was then launched February 22 and was advertised across the state via print and online ads, in print and online newsletters, through mailings to grower groups, and through electronic announcements to list serves.

In all, 181 responses were collected, far surpassing the Project Team's expectations. While the majority of these responses were received online, the option for growers to mail or fax in a paper survey was indeed valuable as a full 10% of responding growers utilized this option. The pool of responses was then culled to remove those whose farms were not in Illinois, who did not grow fruits or vegetables, and surveys that were significantly incomplete. This left 138 surveys in the final data pool. These survey respondents were diverse enough to represent a cross section of Illinois farmers and the surveys complete enough to analyze the findings. It is important to note that nearly all questions in the survey were optional. Therefore, the total number of responses varies from question to question.

The Project Team reviewed the findings both internally and with stakeholders at a meeting on June 3, 2010 in Springfield. Select follow up phone interviews were conducted to gain further insight into barriers and to invite interested growers to participate as advisors in the Action Plan and Feasibility Study. In all, the Project Team interviewed 20 growers and 14 trade buyers. Actionable recommendations for barrier mitigation are proposed based on grower input on the surveys, from the two meetings in Springfield, from phone interviews, and from analysis and interpretation by the Project Team.

SURVEY RESPONDENTS – KEY CHARACTERISTICS

The following section hones in on the survey data as this information provided the primary basis upon which this study's recommendations were founded. By design, demographic questions were largely omitted from the survey. Rather than collect extensive demographic data which can dampen response rates, the Project Team felt it more important to gather growers' insights into barriers to scaling up, ideas to mitigate those barriers, and interest in a packing house. It was therefore optional for growers to provide demographic data such as zip code. This section provides a high-level snapshot of survey respondents for a better contextual perspective of the barriers cited.

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SIZE OF FARM

Combined fruit and vegetable acreage of respondents ranged from less than one acre to 352 acres planned for 2010 (see Table 1). The average of all respondents was 31.3 acres and the median was 5.0 acres. The largest 20% of the 88 growers who provided acreage data accounted for 81.8% of the acreage planned for 2010. The breakdown of fruit and vegetable acreage follows:

- Fruit acreage among respondents varied greatly from less than one acre to 300 acres planned for 2010. The average of all respondents was 16.2 acres and the median was 1.0 acre. The largest 20% of the 66 fruit growers who provided acreage data accounted for 92.0% of the fruit acreage planned for 2010, indicating a greater concentration of small farms among fruit grower respondents than in the total sample.
- Vegetable acreage among respondents was almost 60% greater than fruit acreage, although a smaller range was reported, from less than one acre to 175 acres planned for 2010. The average of all respondents was 23.8 acres and the median was 4.5 acres. The largest 20% of the 71 vegetable growers who provided acreage data accounted for 81.0% of the vegetable acreage planned for 2010.

TYPES OF CROPS GROWN

Growers were asked to volunteer a list of the “top crops grown on your farm.” This could have been interpreted as top in acreage or sales. The Project Team thought it valuable to capture whether respondents represented a variety of fruit/vegetable crops grown, a specific segment of the Illinois fruit/vegetable industry, highly diversified operations, and so on. Growers indeed crossed the spectrum, and vegetable crops cited by respondents were even more numerous and varied than fruits. In no particular order and not an exhaustive list, crops mentioned included:

- Fruit: berries, melons, peaches, plums, rhubarb, apples, pears, and grapes.
- Vegetables: pumpkins, tomatoes, squash, corn, sweet corn, green beans, peppers, asparagus, potatoes and leafy greens.

GEOGRAPHIC LOCATION

Respondents from all corners of the state were represented. See Figure 1 in the Appendix for a map detailing the location and acreage of the 63 respondents who provided zip codes.

TABLE 1: AVERAGE AND MEDIAN ACREAGE OF SURVEY RESPONDENTS

	Respondents Providing Acreage Data	Total Acres Planned for 2010	Average Acres	Median Acres	% of Total Acres from Largest 20% of Respondents
All Respondents	88	2758	31.3	5.0	81.8%
Fruit Acres	66	1066	16.2	1.0	92.0%
Vegetable Acres	71	1692	23.8	4.5	81.0%

TABLE 2: YEARS OF FARMING EXPERIENCE AMONG SURVEY RESPONDENTS

How many years have you been farming fruits and vegetables?	Number of Response(s)	Response Ratio
<1 year	16	9.5%
1-5	42	25.1%
6-10	22	13.1%
>10 years	53	31.7%
I do not grow fruits and vegetables (these respondents were taken to the end of survey leaving 138 in the data pool)	29	17.3%
No Responses	5	2.9%
Total	167	100%

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YEARS OF EXPERIENCE

Years of farming fruits and vegetables ranged from under one year to over 10 (see Table 2). Interestingly, some respondents reported currently being primarily grain or soy producers who are just beginning small-scale fruit and vegetable farming.

MARKETING CHANNEL PARTICIPATION

For both fruits and vegetables, respondents cited the wholesale channel as accounting for anywhere from 0% to 100% of their sales (see Table 3). More specifically:

- The majority (64%) of fruit growers sold fruit exclusively through direct channels in 2009, compared to only 5% selling exclusively through wholesale channels. The average reported percentage of 2009 fruit sales through direct channels was 83.3% compared to 14.5% through wholesale. (Note – the study did not inquire as to total dollar sales by channel, so these figures are an average of the reported percentages.)
- The wholesale channel appears to be better developed among responding vegetable growers than fruit growers. A smaller percentage (41%) of vegetable growers sold vegetables exclusively through direct channels in 2009, and a larger percentage (12%) sold exclusively through wholesale channels. The average reported percentage of 2009 vegetable sales through direct channels was 66.0% compared to 32.9% through wholesale.
- Marketing channel activity projected for 2010 was not significantly different than that reported for 2009.

SUMMARY OF KEY CHARACTERISTICS

Though limited demographic questions were asked, the Project Team asserts that the survey responses represent a healthy cross section of Illinois fruit and vegetable farms. There was great variety reported in farm size, marketing channels, crops grown, location, and grower experience farming fruits and vegetables.

PERCEPTIONS ABOUT SCALING UP PRODUCTION

A key finding is that a significant number of growers indicated that if certain barriers were removed, it would be possible for them to scale up supply for the wholesale market.

Of the 83 who responded to the survey question, Would it be possible for you to increase your supply to wholesale markets if certain barriers were removed or conditions were met?, 66 (80%) answered yes and 17 (20%) answered no.

Examples of comments from growers stating it would be possible to increase supply if certain barriers were removed or conditions were met:

- I'd like to have 1 crop for wholesale marketing, if there was a method of refrigerated storage and distribution
- 300 acres available
- Local aggregation center
- I would need more access to land and more equipment
- If we had a ready market
- Grants to help increase production and packing

Examples of comments from growers stating it would not be possible to increase supply:

- I need affordable land to expand my production
- Delivery is the biggest barrier. It takes three or four hours round trip, including unloading and paperwork, for one load--during the busy fall season I don't have that much time for one load.
- I simply am not interested

TABLE 3: CHANNELS OF DISTRIBUTION USED BY SURVEY RESPONDENTS

	Respondents Selling 100% Direct in 2009			Respondents Selling 100% Wholesale in 2009			2009 Direct Sales, Average Reported Percentage	2009 Wholesale Sales, Average Reported Percentage
	#	response ratio	avg. acres	#	response ratio	avg. acres		
Fruit	29	64%	5.8	2	5%	8.5	83.3%	14.5%
Vegetables	24	41%	12.1	7	12%	56.7	66.0%	32.9%

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- The cost of meeting the requirements for food safety in the wholesale market and the profits to be made are limiting factors
- Labor-labor-labor
- I need buyers ready to work with me

This question was asked again, though slightly differently, later in the survey. When asked, "Would you increase your participation in the wholesale market if certain barriers were removed or conditions were met," 58 (72%) said yes and 23 (28%) said no. This larger percentage of negative responses could mean that while it would be possible to scale up, growers were simply not interested in doing so. In fact, some respondents cited that they were not at all interested in wholesale, were nearing retirement and not interested in scaling up, or were otherwise satisfied with their marketing channels and/or current operations. It is also possible that the significantly greater number of negative responses in the second instance was impacted by its position in the survey. The second question about increasing participation in the wholesale market followed an

extensive line of questioning about the significance of existing barriers that may have caused respondents to perceive the opportunities for scaling up more negatively.

Characteristics of the 58 growers who said they would increase wholesale production suggest a large capacity for expansions among an experienced network of growers (see Table 4). This group of respondents has a combined capacity of over 2100 acres. Half of these growers are already participating in the wholesale market and have room for expansion. The average projected percentage of sales through wholesale markets in 2010 is 59.2% for fruit and 58.2% for vegetables among these respondents.

Those who responded positively in the second instance were then asked to project what 'scaling up' might look like for their operation in 2012 and 2015 (see Table 5). Almost half of respondents indicated that they could at least double participation by 2015. Extrapolating from survey responses, this could result in 550-700 acres of additional production by 2015.

TABLE 4: ACREAGE OF RESPONDENTS WHO ANSWERED "YES" TO QUESTION: "WOULD YOU INCREASE PARTICIPATION IN WHOLESALE MARKETS IF BARRIERS WERE ADDRESSED?"

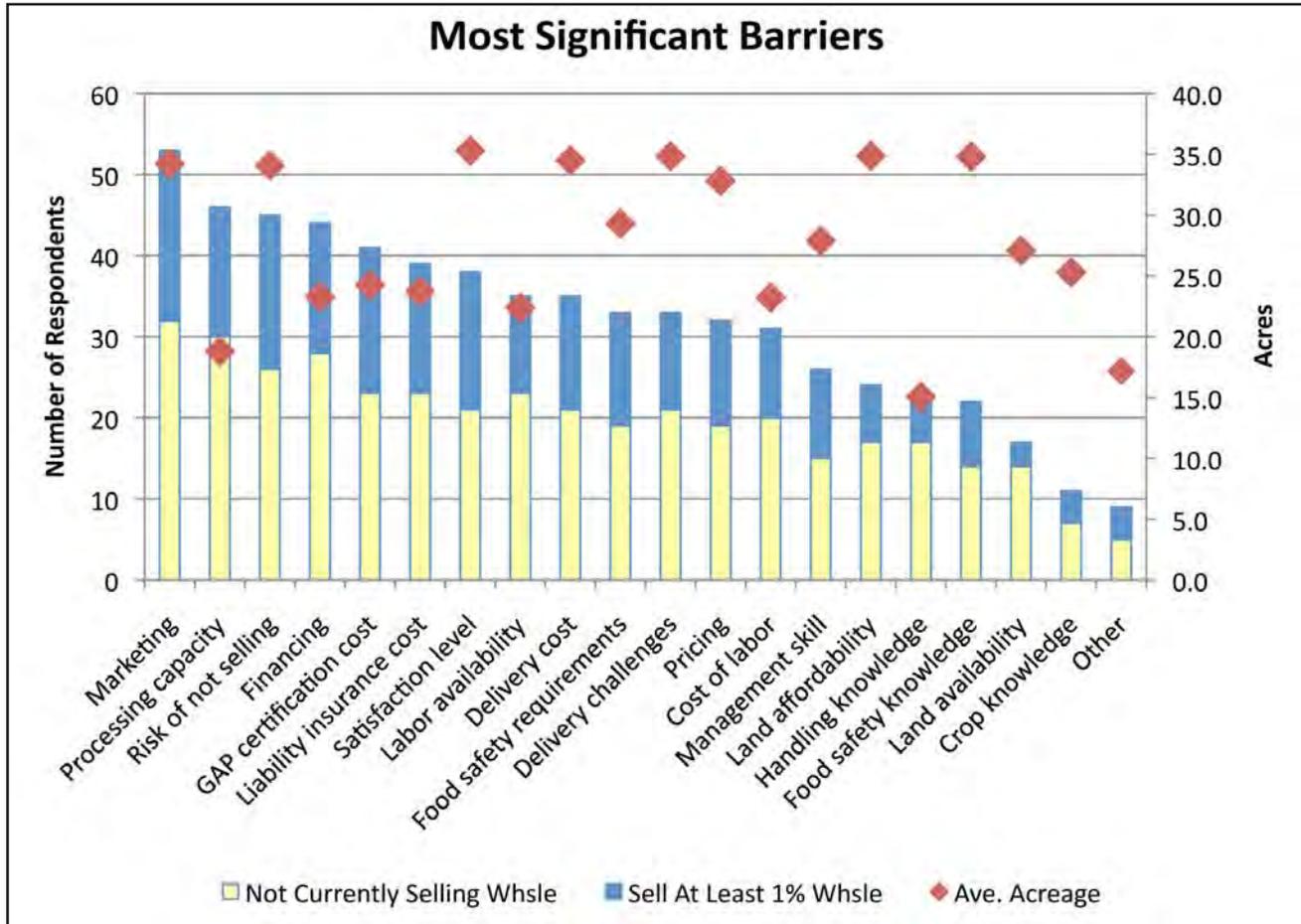
	# Respondents	Total acres projected for 2010	Average acres	2010 Wholesale Sales, Average Projected Percentage
All Respondents	58	2107	36.3	
Fruit Acres	37	624	16.9	59.2%
Vegetables Acres	48	1483	30.9	58.2%
Already selling wholesale	29	1625	56.0	

TABLE 5: POSSIBLE INCREASE IN ACREAGE OF RESPONDENTS WHO ANSWERED "YES" TO QUESTION: "WOULD YOU INCREASE PARTICIPATION IN WHOLESALE MARKETS IF BARRIERS WERE ADDRESSED?"

	Total	<10%	10-25%	25-50%	50-75%	75-100%	100%+
Possible Increase by 2012							
# Respondents	53	5	17	11	5	6	9
Total Acreage of Respondents	1937	507	644	346	254	14	171
Acreage of Respondents Currently Selling Wholesale	1465	308	433	331	246	14	133
Possible Increase by 2015							
# Respondents	47	5	9	12	4	6	11
Total Acreage of Respondents	1593	438	582	247	160	22	144
Acreage of Respondents Currently Selling Wholesale	1345	328	577	133	154	12	141

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TABLE 6: MOST SIGNIFICANT BARRIERS AND SELECTED CHARACTERISTICS OF RESPONDENTS CHOOSING



BARRIERS TO INCREASED WHOLESALE PARTICIPATION

Next, growers were asked to rate particular barriers, 20 in all, on a scale from 1-5 as being “not at all significant” to a “very significant” factor in “preventing you from increasing participation in the wholesale market.”

MOST SIGNIFICANT BARRIERS TO SCALING UP

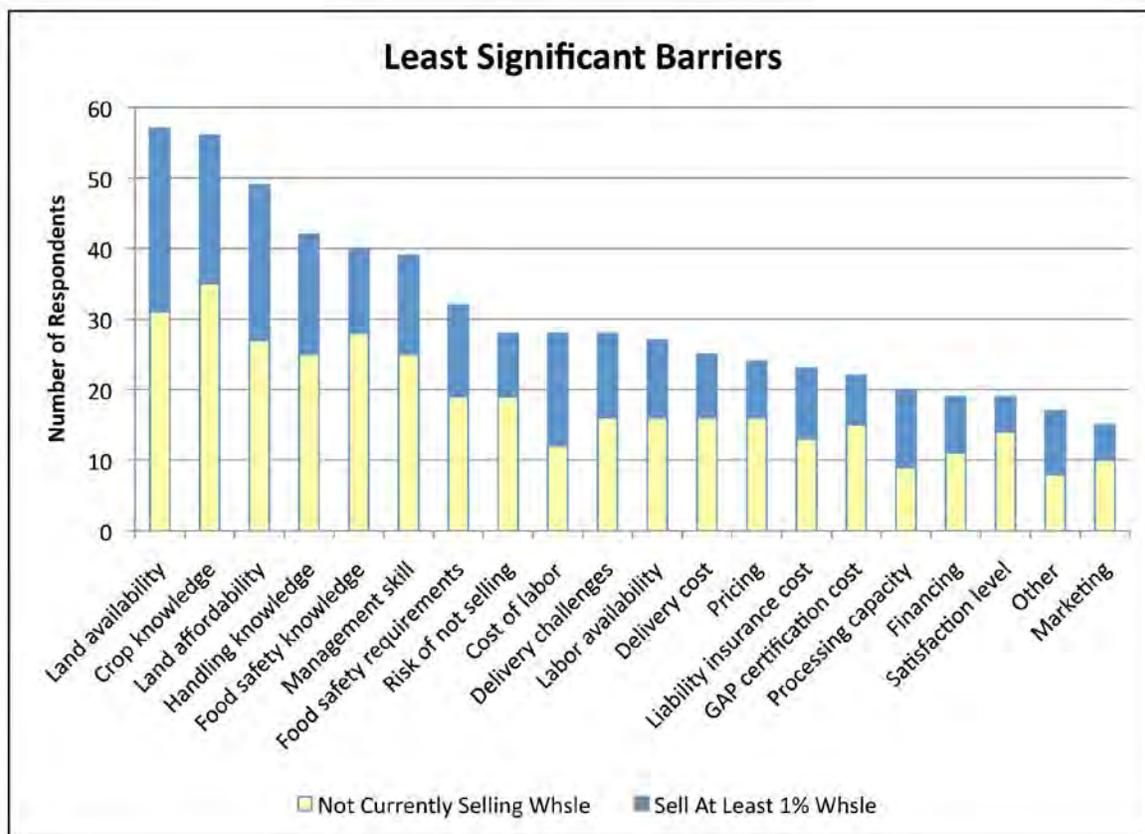
Significant barriers are defined as those for which the majority of respondents selected 4 or 5, with 5 meaning “very significant”. Marketing – defined as finding, negotiating, and securing commitments from buyers – ranked as the #1 barrier among respondents, both direct and wholesale sellers, and the #3 barrier – risk of not selling what I grow – is closely related (see Table 6). These barriers are cited more frequently among the larger growers, with average farm size of about 34 acres.

Processing capacity is the #2 barrier, but is considerably more significant to direct marketers and smaller growers. Other barriers cited as significant among a large number of the largest growers include satisfaction level with the way things are and delivery costs and other issues. Good Agricultural Practices (GAP) certification cost and liability insurance costs, while lower in the significance rankings, were affirmed as important barriers in discussions with stakeholders at the June 3 meeting.

Marketing – defined as finding, negotiating, and securing commitments from buyers – ranked as the #1 barrier among respondents

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TABLE 7: LEAST SIGNIFICANT BARRIERS AND SELECTED CHARACTERISTICS OF RESPONDENTS CHOOSING



LEAST SIGNIFICANT BARRIERS

Least significant barriers, those rated as 1 or 2, with 1 being “not at all significant”, related to land availability/cost and technical knowledge (see Table 7).

IDEAS FOR BARRIER MITIGATION

Growers were asked an open-ended question, “What ideas do you have for addressing some of these barriers?” The following ideas are just some of the 52 comments offered:

- I am filling out this survey on behalf of 6 Amish communities located within 50 miles north and south of where I live. There is possible 20 acres grown at present and I think that could easily be increased to 50 acres if marketing would be in place.
- It would be helpful to have a truck come through and pick up the produce.
- A coop or third party that could handle deliveries, perhaps building mixed loads from local growers with complementary product offerings.

- Educate store managers as to the benefits of locally grown produce. Maybe that has to be done at the consumer level as well. Demand has to come from them.
- Grants or cost shares for farmers to upgrade their packing facilities to GAP standards in trade for grower agreements (contracts) to grow vegetables for financing the facilities. Price schedules set up to be profitable for both sides. Affordable and correct yields setup for crop insurance.
- Promote local food to area farmers who are considering transitioning from commodity crops to food production.
- Establish/improve storage, processing, and distribution infrastructure.

Many of the ideas offered by growers spoke to the need for more infrastructure, education/ information, help with lowering costs, and building win-win relationships with buyers. These ideas feed directly into the recommendations presented at the end of Part One of this report.

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PACKING HOUSE FINDINGS

The Project Team began this project with the assumption that a conveniently located packing house would be a potential solution to some of the barriers growers face in scaling up production to better meet demand. For this reason, a series of questions was asked specifically about a packing house. These were asked after allowing respondents to provide their own ideas to reduce barriers. Findings from these questions include:

POSITIVE FINDINGS REGARDING A PACKING HOUSE

- 83% of respondents would find a packing house valuable.
- Most commonly cited reasons for finding a packing house valuable were marketing and to make life easier/focus on farming.
- Suggested features and services of a packing house were those that are commonly offered by a packing house included cooling, washing, grading, packaging, distribution and marketing. Some also cited on-farm pickup.
- New ideas presented by respondents for packing house services included cold storage, flexible hours and freezer space (from a berry grower).
- Two growers suggested establishing the facility as a grower cooperative, and one suggested considering an auction.
- Comments/quotes in support of a packing house for mitigating barriers:
 - o would be able to meet requirements of larger markets/buyers
 - o reduction of my labor and allow concentration in areas we have skills for and enjoy
 - o A “pack house” is the main obstacle slowing down my operation.
 - o I could concentrate on growing!

- o If I could find processing facilities I could transition my current 100 acres of conventional corn/soy

83% of respondents would find a packing house valuable

NEGATIVE FINDINGS REGARDING A PACKING HOUSE

- Most commonly cited reasons for not finding a packing house valuable included distance, already have on farm packing house, cost, and farm operation too small
- Many commented that they did not understand what a packing house does/offers
- Comments/quotes citing that a packing house would not be valuable:
 - o We have our own packing house. I can see that it would be VERY valuable for someone without a packing house.
 - o Do not have enough produce to have the need

DRIVING DISTANCE

When growers were asked how far they were willing to travel to a packing house (“check all that apply”), most stated under 30 miles (see Table 8 below). There was also significant interest in on-farm pick up. These preferences were similar for respondents who currently participate in the wholesale market, but several larger growers indicated willingness to travel distances up to 200 miles.

INPUT FROM JUNE 3, 2010 STAKEHOLDER MEETING IN SPRINGFIELD

Over 30 Project stakeholders and advisors met to discuss the development a packing house in Central Illinois. An informal assessment indicated that farms with several thousand acres in the areas surrounding both Kankakee and Peoria might utilize regional packing houses if they were developed. Participants also pointed out that southern Illinois is a vast fruit producing area and

TABLE 8: PREFERRED DRIVING DISTANCE TO A PACKING HOUSE

	Number of Response(s)	Response Ratio	Average Size of Farm (acres)	Number Selling Wholesale	Response Ratio
I would drive <30 miles	43	51.8%	12.0	17	41.5%
I would drive <100 miles	11	13.3%	19.4	7	17.1%
I would drive <200 miles	4	4.8%	46.9	2	4.9%
If they offered on-farm pick up	25	30.1%	32.4	15	36.6%

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could be an ideal spot for a regional aggregation facility/ packing house.

The discussion suggests the following factors are important to the success of an aggregation and distribution system in Illinois:

- A network of packing houses or food hubs throughout the state with proximity to both growers and customers
- A wide and cooperative network of growers
- Pre-season crop planning
- Reliable agreements with parties who take possession of goods (packing house or wholesale buyer), whether tacit or contractual
- Skillful and equitable marketing capability
- Tight correlation between quality and price

- The difference in barrier rankings between those currently selling wholesale and those who are not selling wholesale is significant enough to suggest that (1) to even begin participating in wholesale markets a particular set of barriers must be addressed, and (2) once those barriers are addressed, a different set of barriers faced by growers in the wholesale market could see an increase in significance as more growers participate.
- Many barriers to scaling up for wholesale markets can be mitigated through the development of a packing house (see Table 9), and there was demonstrated strong interest in this concept.
- More than 60 growers provided their contact information and 39 explicitly invited follow-up discussions to advance the study. This indicates that a packing house could have a strong base of growers to serve.

Farms with several thousand acres in the areas surrounding both Kankakee and Peoria might utilize regional packing houses

A packing house is not likely to mitigate the following barriers, which were cited as significant among 40% or more of survey respondents. Other steps will need to be taken to assist growers in addressing these barriers:

- Access to funding for capital improvements, equipment
- GAP certification cost
- Grower satisfaction level with the way things are
- Availability of labor
- Cost of labor or other labor issue
- Meeting food safety requirements

SUMMARY OF FINDINGS, IMPLICATIONS

Some overall assertions of the Project Team follow. They are based on survey findings, feedback from the stakeholder meetings and phone interviews.

- The success of the January and June meetings and the high survey response demonstrate significant interest in wholesale markets among growers.

TABLE 9: ROLE OF A PACKING HOUSE IN MITIGATING BARRIERS

Barrier (40%+ cited as significant)	Role of Packing House
Marketing	Marketing is key function
Lack of processing capacity	Washing, grading, packing
Risk of not selling what I grow	Marketing
Delivery cost	Shortened delivery span
Delivery challenges	Distribution service
Pricing	Marketing
Liability insurance cost	Meet requirements for wholesalers allowing growers to carry lower levels of coverage

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RECOMMENDATIONS

The Project Team presents five recommendations to address the most important barriers uncovered in the study.

1. ENCOURAGE THE DEVELOPMENT OF REGIONAL PACKING HOUSES TO SUPPLY WHOLESALE MARKETS

A packing house or food hubs around the state offering services such as washing, grading, packaging, distribution, and marketing could go a long way toward mitigating some of the top barriers identified. Those barriers included marketing, lack of processing capacity, risk of not selling what is grown, delivery cost, delivery challenges, and liability insurance and pricing. Compared to other recommendations, this could be a resource-intensive recommendation as it entails infrastructure development; however, the return on investment could be very significant for growers, consumers, and the specialty crop industry in Illinois.

As previously stated, the project began with the assumption that such a facility located in Central Illinois would be worth considering. After reviewing the survey data and meeting with stakeholders, it has emerged that a more viable option to further explore is the potential for multiple packing houses to serve a greater number of growers and to be more locally tailored to supply, transportation, and other such factors. As such, the number one recommendation of the Project Team is to commence a business planning and development process for such a facility or facilities. For a more in-depth analysis of the feasibility of a packing house, see Part Two of this report.

2. SUPPORT EXISTING EFFORTS ACROSS THE STATE TO BETTER INFORM FARMERS ABOUT FUNDING AND FINANCING OPTIONS

The most commonly cited barrier that cannot be addressed with a packing house was access to funding for capital improvements and equipment. This barrier was more significant for those growers who are not currently selling wholesale, likely indicating that it is more of a hurdle to overcome to even begin to participate in wholesale markets. Conversely, as growers who currently sell at least some wholesale noted it is less of a barrier than other factors, the Project Team asserts that supporting existing efforts to inform growers about financing options is an appropriate course of action.

This might take the shape of any or all of the following actions:

- Support growers who want to attend conferences such as the Financing Farm to Fork conference in Chicago. The conference presents an array of funding and

financing options for farmers and brings in traditional and nontraditional food and farm investors to meet directly with growers.

- Support initiatives to add training modules to existing grower conferences/meetings around the state that specifically address funding and financing options.
- Create a fact sheet and distribute it to growers listing information about existing funding and financing options, eligibility, how to apply, and who to contact for more information. This could take the form of a question and answer fact sheet that would help the grower figure out which option might be best for his or her situation and goals.

3. IMPLEMENT A GOOD AGRICULTURAL PRACTICES (GAP) FOOD SAFETY AUDIT COST-SHARE PROGRAM AND OFFER GAP TRAINING TO ILLINOIS GROWERS

Growers and buyers alike acknowledge that following GAP food safety recommendations is becoming an expectation for doing wholesale-level business. An Illinois program to help growers learn food safety best practices and a cost share program to lessen the expense of participating in a USDA GAP audit would help growers better meet these expectations. Such a program would allow Illinois-grown produce to better compete with out of state GAP certified produce. Currently, some Illinois buyers interviewed favor purchasing out-of-state GAP certified produce over Illinois non-certified produce.

Growers validated this point in the survey as 53% cited GAP certification cost and 41% cited meeting food safety requirements as significant barriers to scaling up. Among growers currently experienced in selling wholesale, the significance of these two barriers was even higher at 60% and 45%, respectively. This indicates that this barrier might increase as the number of growers selling wholesale increases.

Possible suggestions for the structure of such programs include:

- Offering an audit cost-share program for growers to become GAP certified. The Wisconsin Department of Agriculture, Trade and Consumer Protection is currently offering a cost share program through funding from the Specialty Crop Block Grant program. The program pays 75% of the cost for a USDA GAP/GHP audit.
- Engaging the university/educational community, non-profits and other grower groups to assist with grower training, such as through a train-the-trainer method. This could be done inexpensively through an annual webinar for agricultural professionals on Good Agricultural Practices.

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- Offering “Best Practices in Food Safety” workshops around the state at existing conferences/grower gatherings.

GAP cost-share and grower training could be implemented rather quickly and rather inexpensively. In fact, such an initiative could be rolled out with a pilot program to ensure it best meets the needs of growers. The short-term return on investment would be barrier removal, improved understanding of on-farm food safety best practices, and more GAP certified farms in Illinois. Longer term, the impact on production, sales and consumption of fruits and vegetables in Illinois could be very significant, especially in light of the Illinois Food Farms and Jobs local procurement goals by institutions.

4. CREATE AND DISSEMINATE A RESOURCE SHEET TO INFORM GROWERS ABOUT OPTIONS FOR LOCATING QUALIFIED FARM LABOR

Like financing, this was cited as a significant barrier more so for growers who are not currently in the wholesale market. Again, this could indicate that it is more of a hurdle to overcome to even begin to participate in wholesale markets. One respondent noted that by nature, specialty crops are highly seasonal and very labor intensive. Still, there are several pools of qualified and interested labor around the state such as Farm Beginnings graduates (programs in Northern, Central and Southern Illinois), community college agriculture/local food production students (such as Richland Community College, John A. Logan Community College, Heartland College), workforce development agricultural program graduates, and Illinois Department of Economic Opportunity’s summer youth training program participants. A fact sheet that explains the programs, associated costs, if any, and who to contact for more information could be very beneficial for growers seeking qualified help. The creation and distribution of such a fact sheet would be very inexpensive, could be implemented quickly, and could have a very significant impact, especially for smaller operations.

5. CREATE AND DISSEMINATE A FACT SHEET AND SUPPORT EXISTING EFFORTS TO TRAIN GROWERS ABOUT BEST PRACTICES IN POST HARVEST HANDLING

Proper cooling is critical for many fruit and vegetable crops grown for the wholesale market. Cooling and cold storage were the most commonly cited features

of a packing house that growers mentioned on their own without suggestion by the Project Team. Wholesale buyers overwhelmingly affirm this, citing that “preservation of the cold-chain” is the most important factor in maintaining product quality and shelf life. It is critical that growers understand proper post harvest handling practices, especially cooling, to ensure their products will meet the needs of buyers.

To best address this need, the Project Team recommends:

- Developing a fact sheet to inform small to mid-size growers about best practices in preserving the cold chain while produce is under their control. This could include resources on common cooling practices used on small farms and how to access the necessary equipment.
- Offering workshops based on the fact sheet at grower meetings/conferences across the state.
- Supporting the dissemination of other best practice resources to growers such as making available books, manuals, training and workshops on post harvest handling and cooling. One example is “Wholesale Success: A Farmers’ Guide to Selling, Postharvest Handling and Packing Produce.”

CONCLUSION

Supply is currently falling far short of wholesale level demand for Illinois grown fruits and vegetables. Demand will only increase with institutional buyers responding to consumer demand and pursuing the Illinois Food Farms and Jobs local procurement goal of 20% by 2020¹³. When asked what barriers keep them from scaling up to meet this demand, growers were very forthcoming with obstacles and possible solutions. Growers were also very interested in actively participating in the process to remedy the barriers, the most significant of which is a packing house that can resolve a myriad of barriers. This project has illuminated that Illinois growers are indeed ready to more closely meet the wholesale level demand for Illinois grown fruits and vegetables. Through barrier mitigation, especially proceeding with a business plan for packing house development, the Illinois Food Farms and Jobs Council and the Illinois Specialty Crop Industry can help bridge the supply gap and realize the many benefits of a thriving local food system.

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PART TWO: READY TO GROW FEASIBILITY STUDY

OBJECTIVE

The goal is to assess the feasibility of increasing production substantially enough to encourage the development of food systems infrastructure in Illinois.

METHODOLOGY

In addition to the research conducted for the Ready to Grow Action Plan, the Project Team corresponded with and interviewed growers, buyers and operators with experience in produce aggregation and processing systems, both in Illinois and Virginia. It also conducted secondary research to obtain 1) market and trends data from the USDA and syndicated sources, and 2) operating data relating to staffing, financials and facilities from similar companies which were used as analogs, or equivalents, for relevant aspects of their operation. Financial disclosures such as one would find in an annual report were accessed for publicly-traded companies, and case histories were accessed for private companies which are not required by the U.S. Securities and Exchange

Commission to publicly disclose financial statements. Through the synthesis of these sources a financial model was built and reviewed with experienced operators to validate its assumptions. Sources are cited where discrete inputs were used.

Private Analog Case Studies¹⁴

- Alsum Produce
- Appalachian Sustainable Development
- Cherry Capital Foods
- Goodness Greeness
- Growers Collaborative
- Grown Locally
- Parker Farms
- Westcott Orchards

Public Analog Financial Disclosures¹⁵

- Birds Eye (now private)
- Chiquita
- Del Monte
- Dole
- Fresh America (no longer operating)
- Pilgrim's Pride
- Tasty Baking
- Total Produce (Great Britain)
- Tyson

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FINDINGS

1. THE ENVIRONMENT IS FAVORABLE FOR THE DEVELOPMENT OF A PACKING HOUSE IN ILLINOIS

MARKET SIZE AND GROWTH POTENTIAL

Demand for local food is strong and increasing. According to Mintel, a leading market research company which tracks consumer purchase and lifestyle trends, “Local procurement is a fast-growing category with tremendous promise, and marketers that are aware of the many dynamics at play can generate significant revenues.”¹⁶ As reported by Food Navigator USA, Mintel found that one out of six Americans goes out of their way to buy local products yet 30% reported being unable to locate them. Locally-sourced fruits and vegetables show greatest consumer interest, with 31% purchasing these products from local sources at least once per week¹⁷.

The trend is similarly strong in the restaurant industry. Chefs surveyed by the National Restaurant Association rank locally-grown produce as the #1 menu trend of 2010¹⁸, and the editors of FoodChannel.com rank “Locavore” (local food) as first among the top food influencers of the decade¹⁹. According to National Restaurant Association research²⁰, “89 percent of fine-dining operators serve locally sourced items, and nine in 10 believe demand for locally sourced items will grow in their segment in the future. Close to three in 10 quickservice operators serve locally sourced items now and nearly half believe these items will grow more popular in their segment in the future. Seventy percent of adults say they are more likely to visit a restaurant that offers locally produced food items.”

The story is no different in Illinois. Buyers interviewed for this study have indicated a desire to purchase over \$23 million in Illinois grown produce on an annual basis. They include:

Chartwells Thompson/ Chicago Public Schools	\$500,000
Chipotle	\$150,000
Fortune Farm Direct	\$1,500,000
Goodness Greeness	\$1,000,000
Hy-Vee	\$400,000
Irv and Shelly's Fresh Picks	\$250,000
Lettuce Entertain You	\$500,000
Locavore Foods	\$500,000
Sustainable Foods	\$4,000,000
SYSCO Chicago	\$8,000,000
SYSCO Central Illinois	\$2,000,000
Testa Produce	\$500,000
US Foods	\$2,500,000
Whole Foods Market	\$1,250,000
TOTAL	\$23,550,000

And this is just the beginning. With \$14.6 billion spent annually on fruits and vegetables in Illinois and less than 5% of that expenditure currently produced in Illinois, a large percentage of the remainder can be captured by a local food system in Illinois (see Figures 2 and 3 in Appendix).

POLITICAL CLIMATE

The political climate for development of a packing house is likewise favorable. According to the USDA Economic Research Service²¹, “Federal, State, and local government programs increasingly support local food systems. Many existing government programs and policies support local food initiatives, and the number of such programs is growing... State and local policies include those related to farm-to-institution procurement, promotion of local food markets, incentives for low-income consumers to shop at farmers’ markets, and creation of State Food Policy Councils to discuss opportunities and potential impact of government intervention.” This is evidenced strongly in Illinois. For example, the Illinois Local Food, Farms, and Jobs Act of 2009 has established a goal for State institutions to procure 20% of all food and food products from local farms or manufacturers by 2020²².

Drivers for state and local policies are partly economic. Dollars spent on local food are recycled through the local economy at a rate of 1.4²³ to 2.6²⁴ times, which is an additional \$19 to \$36 billion generated in Illinois each year. Job creation can also be significant. A Leopold Center study projected that if 100% of Illinois consumption of just 28 types of fruits and vegetables were grown in Illinois, 2,600 jobs would be required²⁵. With less than 5% of Illinois fruit and vegetable sales currently produced in Illinois, the upside might be an increase of 2,400 jobs. Other drivers for state and local government support relate to food security, environmental and health objectives. It is widely accepted that an efficient and integrated local food system can strengthen homeland security, reduce greenhouse gas emissions, and give underserved communities improved access to healthy foods.

AVAILABILITY OF SUPPLY

Of equal or greater importance to customer demand and a favorable political climate is the willingness of Illinois growers with large acreage to commit production to the packing house. There must be buy-in from a strong base of growers who agree to the pricing arrangement and participate in pre-season crop planning. As the Ready to Grow Action Plan concludes, there are strong signals of grower interest in increasing participation in the wholesale market if a packing house were established.

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An informal assessment of the potential acreage that might participate indicates several thousand acres in the areas surrounding Kankakee and Peoria, and additional acreage throughout the state. (See Packing House Findings in Part One.)

2. THE BUSINESS CASE APPEARS FAVORABLE FOR THE DEVELOPMENT OF A PACKING HOUSE IN ILLINOIS

To determine if a packing house in Illinois can operate profitably, a financial model simulating a pro forma profit and loss statement was developed by the Project Team. The financial model was built according to the following business design and input assumptions. The business model is based on discussions with current operators and Project advisors, and inputs were obtained from numerous sources cited throughout the analysis. Where no source is cited, inputs were derived using operating data from analogous packing houses noted under Methodology. Inputs with the greatest bearing on the financial model's findings were verified with at least two experienced sources, and where there was disparity the more conservative view was incorporated.

BUSINESS MODEL

Operating Model

The packing house develops relationships with a core group of growers and buyers and conducts pre-season crop planning. The production plan indicates the approximate quantity and timing of varieties to be delivered to the facility. On-farm pick-up may be offered, and the cost for this service is negotiated with other terms. Agreements confirming price to the grower may be written if the packing house customer also commits to a wholesale price. At the facility, raw material is cooled, washed, graded, packed, labeled and shipped to customers according to their specifications. Retail grade product is packed in cases and seconds are bulk packed and shipped to processors.

Services

In addition to packing services, packing house staff oversees crop planning, buying, selling, food safety assurances and traceback, and the operation maintains a high level of liability insurance to satisfy wholesale buyers. This is beneficial to growers since it reduces the amount of coverage they are required to carry. The packing house may also coordinate GAP food safety audits and technical assistance programs as secondary services. To the extent possible, these are carried out during the off-season.

Revenue Model

The packing house earns a commission on sales negotiated with each grower and pays the grower the balance of proceeds after commission and packing fees. Packing fees are dependent on the type of service required and include a markup. This revenue model incents the packing house to maximize price and volume, and to boost profit margin by minimizing direct and indirect overhead costs. Growers are incited to improve quality to attract a higher price, and to achieve uniformity which increases percent pack out by reducing processing spoilage (for further explanation see Production).

Company Structure

The financial model emulates a for-profit business with taxable income and no operating subsidies, but assumes below-market-rate financing for property and equipment through USDA. The ownership structure is flexible within this framework, allowing for corporate owners or a cooperative to govern the company and determine how its proceeds will be distributed. A few growers expressed interest in a cooperative to the Project Team. The chief benefit of a cooperative is that all the factors of production are controlled by the business owners, increasing the reliability of supply because suppliers share in the profits. The chief risk is the ability of the cooperative to lead a challenging and complex marketing and logistics operation. For further discussion on the



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challenges of cooperative management of agricultural businesses, see *Romance vs. Reality: Hard Lessons Learned in a Grass-fed Beef Marketing Cooperative*²⁶.

FINANCIAL MODEL INPUTS

Production

Grower participation was the greatest uncertainty at the start of the study, so the financial model was built to test the impact acres of production would have on net income, also called sensitivity analysis. This required a conversion from acres to throughput (volume sold). The average yield/acre is 12,000 pounds for a wide assortment of specialty crops, two-thirds of which is retail grade and the remainder seconds²⁷. The average weight per retail case is 25 pounds²⁸. Seconds are modeled in bulk weight.

Throughput

A small processing spoilage rate is factored into the percent pack out (percentage of raw material converted to case pack or bulk weight). All output is assumed sold, but price will vary widely. On these assumptions, average maximum throughput is 5 cases per week per square foot of packing area. Without seasonal extension or importing, the facility will operate from April through October, with 75% of annual throughput between late June and late September. Plant capacity is determined by the utilization rate during this season, and the financial model limits throughput to a seasonal utilization rate of approximately 95%.

Pricing

To maximize volume and reduce complexity, the large majority of product is sold to distributors rather than directly to retailers. The average price per case is \$10.00 with modeled sensitivities from \$8.00-\$15.00 per case. Seconds sold in bulk to processors are priced at 30% of retail price on a per pound basis with sensitivities from 10-50% of retail price. Commission on sales is variable between 5-10% based on volume and complexity. The financial model assumes an all-inclusive packing fee of approximately \$6.00 per case for cooling, housing, packing, containers, labeling and freight. In practice this fee will vary based on the type of service required, but the effect of this variance is immaterial to net income estimated by the financial model.

COSTS

Variable costs for the packing and shipping operation (labor, materials, equipment and overhead expense) are covered by packing fees. Office staff and overhead expenses are based on four employees at startup (manager, bookkeeper, quality, sales) and the addition of two staff people for each additional \$5 million in

revenue. Salaries are based on averages for rural locales²⁹. Capital expenses for building and equipment are based on averages for rural areas and depreciated over 30 and 15 years, respectively. Financing is based on USDA Rural Development guaranteed loan programs which afford 0% financing and other favorable terms³⁰. Debt service expense is based on a below-market interest rate and principal payments deferred until the business stabilizes (outside of model projections). Such terms are negotiated with the lender and would require an eligible, highly creditworthy borrower.

ANALYSIS

The Project Team recommends a conservative development plan: start with a single small- to mid-sized facility to prove the concept, then build multiple facilities throughout the state and expand their capacity on pace with acreage commitments. While grower interest appears very strong, commitments will take a few years to develop. As one grower advised, "No prudent farmer would agree to expand his acreage by 50% for any customer in the first year of their relationship; this has to build over time"³¹.

Location

To minimize transportation time, expense and emissions, the packing houses need to be close to growers, near major transportation routes, and as close to customer bases as possible. This suggests at least three facilities to serve Illinois, and possibly more. Illinois is 390 miles long and 210 miles wide, with farms widely scattered throughout the state (see Figure 1 in Appendix for a map showing the location of the growers who responded to the Illinois Ready to Grow survey). Chicago and St. Louis are 300 miles apart, so one facility will not optimally serve both metropolitan areas. A facility in the southern part of the state serving St. Louis, a facility in the north serving Chicago, and one in a central location serving the mid-sized cities of Springfield, Bloomington and Champaign could create an efficient local food system for the state.

Facility Size

The Illinois Ready to Grow survey suggests 550-700 acres committed state-wide by 2015 among survey respondents; however, input from stakeholders suggests the potential of several thousand acres in the regions identified above. The financial model was therefore designed to determine the size of facility that could profitably serve one to two thousand acres, with capacity for additional acreage. It suggests an 18,000 square foot facility which requires approximately 1,200 acres to break even, and can serve up to 3,500 acres at 95% of capacity during peak season (see Table 10). This facility has a total capacity of 68,000 cases per week and 3.5 million cases per year.

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Financials

The economics of a facility of this size are attractive (see Table 10 below). The base case for the financial model is 3,500 acres, \$10.00 average case price, seconds sold in bulk at 30% of retail price and 8.5% commission. This is an estimate of the business in steady state; the startup years may more closely resemble the lower acreage scenarios. In the base case, net revenue (gross revenue minus bad debt expense) is \$12.3 million. This is on par with established packing houses serving large metropolitan markets and in line with the procurement estimates from buyers interviewed for this study (see Market Size and Growth Potential). Gross margin is 12.1%, which is equivalent to public companies in the fresh produce industry (see Table 11). Overhead expenses (selling, general and administrative) stabilize at 5.3% of net revenue, which is lower than most public company comparables due to lower corporate overhead and advertising costs, and therefore the operating margin is higher than public company comparables at 6.8% vs. an average of 3.7%

Profit Maximizing Strategies

Net dollar income is modest at this scale (see Table 10), and can be increased either by expanding the facility to accommodate additional acreage in season, or by increasing asset utilization in non-seasonal periods. Utilization can be increased through seasonal extension technologies such as hoop houses, or through importing and value-added processing in the off-season. Under the same business model, expanding to the pound weight equivalent of 10,500 acres would maximize annual utilization of the facility and generate \$37 million in revenue. Note that importing in off-season will change the revenue mix into lower margin business, so the \$1.6 million net income is overstated.

Pricing Sensitivity

The financial model also analyzed sensitivities to price at \$8.00 for retail cases and 10% of retail price for bulk product. All other factors held equal, this produces a -\$3.5 million (-29%) net revenue variance and a -\$55,000 (-12%) net income variance from base case, so the business records \$374,000 net profit at this low end of the pricing scale. At \$8.00 per case grower proceeds decrease 56%, bringing into high relief the reality that growers carry the majority of pricing risk. Every player in the supply chain prices on a cost-plus basis except the grower, who gets what remains irrespective of the farm cost of production. A grower cooperative ownership structure reduces the financial risk for growers because they share in the downstream profits.

3. THE BUSINESS CASE IS NOT WITHOUT RISKS, BUT THERE ARE WAYS TO MITIGATE.

There are large risks in the produce wholesaling industry. Perishables is a challenging and demanding business requiring skillful planning and negotiation, sophisticated logistics, strong relationships, excellent sales skills, hard work and a lean and flexible operating model to survive wide variances in pricing and production. The challenges are evidenced by the number of startups operating under subsidies as nonprofits, and failed attempts by commercial interests to enter the wholesaling business. As one extension agent who works closely with packing houses observed, "Produce is a tough business. Lots of commodity growers think they can transition into this. I've been at this for 23 years and can count on one hand how many have done it successfully and hung in for more than five years. And I still have fingers to use!"³²

From interviews with operators and other stakeholders, four themes emerged as important factors for success:

TABLE 10: ILLINOIS PACKING HOUSE FINANCIAL DATA AND ACREAGE SENSITIVITY ANALYSIS

Acres	Net Revenue	Gross Margin	SG&A	Operating Income	Operating Margin	Net Income	Seasonal Utilization	Annual Utilization
500	\$1,767,136	12.1%	20.2%	(\$143,350)	-8.1%	(\$320,527)	13.4%	4.4%
1000	\$3,534,272	12.1%	10.1%	\$69,760	2.0%	(\$107,417)	26.8%	8.8%
1260	\$4,453,183	12.1%	8.0%	\$180,577	4.1%	\$2,210	33.7%	11.1%
2500	\$8,835,680	12.1%	5.5%	\$583,668	6.6%	\$263,889	66.9%	22.1%
3500	\$12,369,952	12.1%	5.3%	\$839,135	6.8%	\$429,612	93.7%	30.9%
10500	\$37,109,856	12.1%	5.0%	\$2,619,505	7.1%	\$1,584,375	281.0%	92.6%

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TABLE 11: COMPARABLE PUBLIC COMPANY MARGIN ANALYSIS

Company	Ticker	Data Range	Gross Margin	SG&A	Operating Margin
Chiquita	CQB	2007-2009	14.5%	10.2%	4.3%
Dole	DOLE	2007-2009	10.1%	6.9%	3.1%
Del Monte	FDP	2007-2009	9.8%	4.9%	5.0%
Fresh America	FRES.PK	1999-2001	11.1%	10.7%	0.4%
Total Produce	TOT.L (€)	2008-2009	13.4%	11.8%	1.6%
Birds Eye	n/a	2004-2006	21.0%	13.4%	7.6%
Avg. Produce			13.3%	9.6%	3.7%
Pilgrim's Pride	PPC	2007-2009	3.6%	4.5%	-0.9%
Tyson	TSN	2007-2009	4.8%	3.2%	1.6%
Tasty Baking	TSTY	2007-2009	34.4%	28.4%	6.0%

Management team skill is critically important, particularly in marketing and sales

Growers need assurance that they will be rewarded with a better price if they deliver a better quality product, so the sales staff must be able to effectively gauge and market quality to buyers to ensure an equitable correlation between quality and price. This is a skill that is gained with experience, so if the sales staff is relatively inexperienced, functions such as transportation and logistics could be outsourced until the team has perfected marketing and sales.

Establish a wide and cooperative network of growers

There should be a core group of growers that participate in pre-season crop planning, but cultivating relationships with a broader range of growers will increase the likelihood of filling gaps if weather or other unplanned events disrupt supply. These transactional relationships can be the foundation for future partnerships as the business expands.

Collaborate with other intermediaries to strengthen the market

This is a highly interdependent industry, one in which "coopetition" – cooperation with competitors – can expand markets and support prices. During pre-season crop planning, other intermediaries serving the same market should be consulted to avoid gluts which reduce the price for all players. During harvest, these intermediaries will become customers, and vice versa, as a means for finding markets and filling orders.

Engage all stakeholders to maintain a supportive climate

The Project Team witnessed the beneficial effect of establishing informal networks throughout the study. Representatives from the Illinois Department of Agriculture were contacted at the outset to secure

financial support and establish goodwill for the project. Representatives from agricultural nonprofits, the Illinois Farm Bureau, the Illinois Local Food Farms and Jobs Council and Extension services were engaged as project advisors, which afforded invaluable insight and provided access to multiple networks of growers. Buyers and growers were brought together to better understand the issues, needs and requirements on both sides of the wholesale transaction to set expectations. This inclusive approach can similarly benefit the business development process for a private interest. These stakeholders will become important business partners and enablers to a commercial enterprise, so building trust through appropriate engagement and transparency can pay dividends once the business is established.

CONCLUSION

This study demonstrates that it is feasible for a packing house to operate profitably. The Project Team emphasizes that a financial model built for a feasibility assessment using operating data from analogous companies is not a guarantee of actual results once the business is a going concern, nor is it a substitute for a financial model developed for a business plan. It is designed as a test of reasonableness for the economic viability of a business model, and on that basis this feasibility assessment for an Illinois packing house has a positive result: a facility scaled to process the yield of acreage likely to participate within 2-5 years of startup can operate profitably. It is vital that any party seeking to own and operate a packing house conduct due diligence on every aspect of the business, write a robust business plan and create financial forecasts that reflect that plan.

This study demonstrates that it is feasible for a packing house to operate profitably.

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APPENDIX



FIGURE 1: MAP OF GROWERS WHO RESPONDED TO THE ILLINOIS READY TO GROW SURVEY

63 survey respondents provided zip code information

- Blue pins represent farms under 10 acres
- Green pins represent farms of 11-50 acres
- Yellow pins represent farms over 50 acres

FIGURE 2: CALCULATION FOR EXPENDITURES ON FRUITS AND VEGETABLES IN ILLINOIS, 2008

Figure	Description	Source
\$657	2008 Average annual expenditures of all consumer units: • Fruits and vegetables at home	(U.S. Bureau of Labor Statistics 2009)
\$3,744	• Food at home (total)	(Ibid)
17.5%	• Percent fruits & vegetables of all food at home	$\$657 / \$3,744 * 100$
\$2,698	• Food away from home (total)	(Ibid)
\$473	• Fruits & vegetables away from home	$\$2,698 * 17.5\%$
\$1,130	• Total fruits & vegetables home & away	$\$657 + \473
12,901,563	2008 IL population	(U.S. Census Bureau 2008)
\$14,584,534,677	2008 Retail expenditures on fruits & vegetables in IL	$\$1,130 * 12.9 \text{ million}$

FIGURE 3: CALCULATION FOR THE PERCENT OF ILLINOIS FRUIT AND VEGETABLE SALES PRODUCED IN ILLINOIS

Figure	Description	Source
\$14,584,534,677	2008 Retail expenditures on fruits & vegetables in IL	Figure 2 above
27%	Farm value compared to retail value (%)	Derived from (Swenson, Selected Measures March 2010, 35)
\$3,937,824,363	2008 Farm share of retail sales (\$)	$\$14.5 \text{ billion} * 27\%$
\$221,281,000	2008 Cash receipts to IL farmers for vegetables, fruit, nuts	(USDA NASS 2009)
5.6%	Percent of IL fruit and vegetable sales produced in IL (Note: overstated by the unknown portion of cash receipts from processors and out-of-state customers)	$\$221 \text{ million} / \$3.9 \text{ billion} * 100$

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- 1 2 3 4 5 Availability of labor _____
- 1 2 3 4 5 Cost of labor or other labor issues, explain: _____
- 1 2 3 4 5 Access to funding for capital improvements, equipment _____
- 1 2 3 4 5 Management skill for running a larger operation _____
- 1 2 3 4 5 Pricing, explain: _____
- 1 2 3 4 5 Delivery cost _____
- 1 2 3 4 5 Delivery challenges, describe: _____
- 1 2 3 4 5 Lack of processing capacity _____
- 1 2 3 4 5 My satisfaction level with the way things are _____
- 1 2 3 4 5 Other _____

8) What ideas do you have for addressing some of these barriers? _____

9) Would you increase your participation in the wholesale market if certain barriers were removed or certain conditions were met?
 No Why? _____

 Yes Which barriers/conditions? _____

10) If yes, by what percentage would you increase your production/sales of fruits and vegetables for wholesale markets...
 ... by 2012? _____% e.g. <10% of current production/sales, 10-25%, 25-50%, 50-75%, 75-100%, 100%+
 ... by 2015? _____%
 Comment _____

11) As one possible way to increase your participation in wholesale markets, how valuable would it be if you had easy access to a pack house (that aggregates, packs, markets and distributes fruits and vegetables)?
 Very valuable Why? _____
 Somewhat valuable Why? _____
 Not valuable Why? _____

12) What does 'easy access' mean to you? Please check all that apply.
 I would drive <30 miles
 I would drive <100 miles
 I would drive <200 miles
 If they offered on-farm pick up
 My ZIP code is _____

13) If a pack house is valuable to you, what features and services would you like it to have? _____

The following information will be used only to inform the project and will kept strictly confidential within the independent project team.

Your Name _____ Name of Farm _____
 Address _____
 Phone Number (_____) _____ Email _____

Are you willing to have someone contact you for a brief follow-up phone interview? Yes _____ Best time to call _____

*Thank you for participating in the survey!
 Please tell other growers about it!*

Questions? Contact FamilyFarmed.org at (708) 763-9920
 7115 W. North Ave. #504, Oak Park IL 60302
 Fax (708) 763-9925 info@familyfarmed.org

Please return by mail, fax or email by March 19, 2010

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Clinton Area Farmers and Artisans Market - SC-10-22 Final Report

Project Summary:

The Clinton Area Farmers and Artisans Market partnered with the University of Illinois Extension office in DeWitt County to enhance the Family Nutrition Program as a pilot project at Webster Elementary School in Clinton, IL for all 4th grade classes, including a combined 4th/5th Special Education class.

Project Approach:

Outline of Work Accomplished

- **January**
 - 5 - Planning meetings Market Association members, and other supporters of local food production.
- **February**
 - CAFAM meeting and grant update.
 - Meeting with Extension Staff.
 - In-service for 4th grade teachers at Webster Elementary School in Clinton, IL to prepare for the upcoming lessons in March-May.
 - First day of classes- focus on food sanitation and some nutrition. Seed catalogs handed out from Baker Creek Heirloom Seeds and Seed Savers (20-30 catalogs were donated by each company). Teachers administered the Pre-Test later that week.
- **March**
 - CAFAM meeting- put together student folders with Extension staff.
 - Salad Garden seeds arrived and were delivered to each class. 5- Cups and Potting Soil was delivered to each class.
 - Intro to Gardening- Featured lesson and classroom hands-on activity- Salad Bowl Garden. Each class received the seeds and potting medium to produce one or two large "salad bowls" for their class to grown and, those with grow lights (4 classes) were eventually able to eat some of their crops. Lettuce, spinach, radish, and carrot varieties varied by classroom, so classes could compare their bowls and try new varieties of vegetables. Each class was also assigned a three month project to investigate and start gathering information for a webpage dedicated to one of the specific Illinois Specialty Crops that will be highlighted throughout the summer at the Clinton Area Farmers and Artisans Market.
 - National Nutrition Month class- also covered letters to farmers, update on seed ordering, Spring Market on 27th. 25- Market and Extension staff appeared on the WHOW radio program, "*Around Central Illinois*", to promote the coupon and grant work. 27- Spring Farmers Marketclasses sent some of their excess plants from the salad bowl gardens, flower, and herb starts. These were sold at the Market and each class made between \$2.00 and \$12.00. Each class determined how much they would sell their plants for during a math exercise in the March 22 class. Expenses were figured down to

the individual costs of the Dixie cup (about 3 cents), seed (2-3 cents), and the soil (another 2 cents). Classes set their own selling points, which ranged from 15 cents to \$1.00 per cup. For a listing of some of the plants that the classes raised, see pages 3-4 of the **2010 Grant Teachers Meeting 2 16 2010.doc** in the attached documents. NOTE- NO GRANT FUNDS WERE USED TO PRODUCE THE PLANTS SOLD AT THIS MARKET. ALL SEEDS, CUPS, AND SOIL, WERE DONATED TO THE CLASSROOMS EITHER AS MATCHING OR IN-KIND FUNDING FOR THIS PROJECT AS CAN BE SEEN IN THE FINAL BUDGET SPREADSHEET. INCOME GENERATED FROM THESE SALES WERE USED BY EACH CLASS TO PURCHASE HEALTHY FRUIT/VEG SNACKS FOR THE STUDENTS. TOTAL INCOME GENERATED WAS \$17.75.

- **April**
 - Lesson- Victory Gardens.
 - Container Gardening Lesson with Marilyn Black, DeWitt County Master Gardener.
- **May**
 - Each student was allowed to choose 3 packets of seeds, one each from the edible bean/pea group, tomato family, and squash family to start in the classroom for take home and growing for family consumption. These seeds were delivered from the end of April through the first part of May. Each student, and their teachers and aides, also received a free Market tote and 8, \$1.00 coupons good for purchasing the vegetable or fruit of the month at the Market. May's featured crop was Asparagus. Free Market totes were also available for the first 100 customers attended the May Markets. Newspaper and radio ads began to promote the Featured Vegetable/Fruit.
 - On May 29, a **Tasting Day** was held for all the classes in the program. With the exception of about 5 of the 172 students participating, all of the recipes were tried, and several were very well-received, much to the surprise of the students. Recipes included, fresh and pickled local asparagus, black bean and sweet corn salsa, asparagus and sweet onion pizza, edamame, sugar snap peas, peanut butter/pumpkin apple dip (served with a variety of unusual apple varieties including Pink Lady, Cortland, and Gala), summer squash and onion vinegar salad, and mixed organic salad greens with an herb dressing. The dilled asparagus surprised many of the students and most asked for seconds and thirds!
- **June**
 - Featured crop- onions, including green, walking, sweet candy.
- **July**
 - Featured crop- green bean varieties.
- **August**
 - Featured crop- sweet corn varieties including "baby" corn.
- **September**
 - Featured crop- apples. The last full week of September was the annual Apple and Pork Festival in Clinton. The Market was open both Saturday and Sunday from 8 to 5. Black Kettle BBQ was our food vendor, and they assisted with

- “Tastings”** throughout the two days. Black bean and sweet corn salsa, squash salad, and peanut butter/pumpkin dip served with heirloom apples from Country Mist Orchard (Heyworth, IL) were served free of charge to over 300 customers.
- **October**
 - Featured crop- pumpkins. Sugar Grove Nature Center had several hundred excess pumpkins from their Autumn Celebration. Two hundred were donated to the Market and 100 were distributed to parents and their children on the 29th during Clinton’s Downtown Trick or Treating on the Square. The remaining 100 were given away on the 30th on the Square. Each of the above months had **“Walking Picnics”**. The public was invited to bring a dish to share at the park during the Ice Cream Social weekends. Dishes included many of the same recipes promoted during the school year. Recipe cards were made available, and disappeared quickly!
 - **November**
 - Extension staff visited the 5th grade classes (former 4th graders) and did the follow-up post test and survey. 20- Holiday Market- free tasting were once again done featuring the same recipes done throughout the school year, and added asparagus/ham/cheese rolls and sweet sweetcorn bread.
 - **December**
 - Final delivery of classroom materials for Spring semester. Each classroom received a set of the 5 “Learn Great Foods” booklets (Herbs, Apples, Beans, Lettuce, Pumpkins) and the 4-H Gardening manuals (including a leaders guide for each teacher). The school library was designated by the teachers as the place where the remainder of the books and resources materials would be placed. These materials compliment those materials purchased through morefruitsandveggies.com that each class received in April and May.

Goals and Outcomes Achieved:

The Project Objectives were to integrate aspects of local food production, focusing on specialty crops grown in Illinois, with the existing Family Nutrition Program run annually by DeWitt County Extension. Increasing local awareness and consumption of locally grown Illinois specialty crops and improving market access for growers of Illinois specialty crops as well as consumers, especially lower and limited income families and individuals were also stated objectives.

Expected Measurable Outcomes for this grant included the following:

1. Increased use of the Market as a source of fresh, locally-grown produce by families and individuals in the Clinton area. This was measured by surveys (classroom and customer) and accounting of coupon reimbursement. We expected a 50-70% return rate on coupons, both Market issued and FNMP issued coupons. Outcome- use of coupons by the students and teachers did not occur. Reason for this may include: living outside of Clinton; other family/sport activities on Saturday mornings; lack of understanding of the overall coupon program. In addition, the 100 customers who received totes and coupons did not redeem their coupons as expected. The coupons were advertised in the papers,

on the radio, and by word of mouth at the Market. However, it wasn't until a combined coupon form was developed and used starting in July that redemption of the coupons picked up. In addition, for the Apple „n Pork Festival, vendors were encouraged to put together mini CSA bags. This was a very positive way to increase the coupon use, as well as a way to get a greater number of customer names for the Market database (customers had to write their names and addresses on the back of the coupon in order to be able to receive the bag).

2. Improved knowledge of Illinois specialty crops, where they come from, who is growing them, and how these crops can be grown on small scales for family consumption.

Outcome:

The results from 6 of the 7 classes that participated in the pre and post testing were evaluated. The Special Education class did not participate in the testing. Copies of the test form used and results can be found in the attached documentation (Test Results_Evals and Classroom Materials). Overall, knowledge of where one can get fresh fruits and vegetables centered around a generic answer of *Farmers Markets*. Other high ranking answers included IGA and Save-A-Lot (both local grocery chains in Clinton) and Walmart. Other high scoring answers included *Store, Garden, and Farms*. Most students felt that both *Fresh/Raw* and *Fresh/Cooked* would be the most nutritious way to eat fruits and vegetables. In regards to figuring out exactly *what* perishable meant, students were fairly split between it being a *good* thing and a *bad* thing. For choices of alternatives to Potato Chips and Cookies, the majority choose apples, carrots, corn, or potatoes. For an alternative to drinking soda, students choose apple juice, milk, orange juice, and water. In trying to determine "apples from asparagus", students had very little problem with matching *Pumpkin* to a "*pies and seeds*" description. However, they had more trouble with *Beans, Apples, and Onions*. **ALL RESPONSES TO BOTH THE PRE/POST TESTS CAN BE FOUND IN THE ADDITIONAL DOCUMENT FILE- 2010 Webster 4th Grade Class- Pre and Post Tests.xls.** Correct answers are highlighted in gray with red font in the Test Results file. Generally, students did do better on the Post- Test with *Apples and Corn*.

Website for Specialty Crops- due to the classes feeling overwhelmed with the number of classes presented, Spring Break, and just overall time limits, it was decided to forego this project. Those classes that did have time to complete the data gathering and contact a farmer or two, turned in their materials. It is hoped that in 2011 these materials can be incorporated into the CAFAM website.

Volunteer Hours- valued at \$10 per hour. 30 from Extension Master Gardeners and Master Food Preservers to help in curriculum and survey development, delivery, and evaluation. 10 hours per month for 12 months from Market Association volunteers- 120 hours total. More time was required as the project progressed.

Market Coupons- As mentioned earlier in this report, there was difficulty in getting customers to actually use the coupons they were given. The original coupons were given as stapled booklet- one coupon per Specialty Crop. About 185 sets were

distributed between the school and customers at the Market. Of those, less than 10% were actually used, virtually none from the students or teachers. For a month and a half, another tactic was used- placing the coupon in the monthly ad in the newspapers. This only had an overall return rate of about 10. Therefore, a “multiple use” coupon was developed. Customers could pick up a new coupon at each Market and have the opportunity to purchase at least 8 different Specialty Crops, saving a dollar for each purchased crop. This was moderately successful. It wasn't until the “CSA” approach during the Apple „n Pork Festival in late September that the vendors saw an significant return. This was probably the most disappointing facet of the entire grant project. However, it does mirror the same non-use of the SNAP and Senior FM coupons that is seen each year at our Market.

Market Totes- These were very popular with the adults. We have yet to see if the students are actually using them.

Classroom Resources- a wide-range of materials from posters and bookmarks promoting nutrition to 4-H Gardening manuals to herb and vegetable id wheels were distributed to each class as well as to the school's library. Teachers were very appreciative and pleasantly surprised by the overall amount of materials we were able to find for their classes.

Seeds- We had originally estimated spending about \$1.50 per seed packet. This, however, was an underestimation. The average was between \$2 and \$2.50 per packet. The extra \$300 we were allocated was applied to this line item, as was an increase in the Market's Matching Funds. For future classes, we are planning to have each *class* order 8-10 different seed varieties and species, and then hosting a seed swap during an Open House that will feature a “Tastings” menu for attendees.

Food for Sampling Days- Overall, this was significantly reduced on actual food costs, but made up in volunteer hours to purchase, prepare, and serve the food to the students and the public. We also included the \$800.00 in value of the donated pumpkins in this line item.

Newspaper ads- One of the two newspapers we deal with had problems coordinating between the sales staff and the printing staff. Because of this we lost out on a couple of months“ of running ads. However, the other paper was able to provide us with a larger ad than we usually run.

Radio Ads- In addition to providing a significant amount of In-Kind Funding, WHOW invited the Market to be part of the “Around Central Illinois” public affairs program once a month. This 20 minute program is live and then repeated as a taped broadcast the following week. In addition, staff usually also incorporated quotes from the broadcast into at least one major news feature each month. Guest appearing with Market staff included the local Extension FMNP staff, Master Gardeners, and Master Food Preservers (a now discontinued program due to lack of funding).

Beneficiaries:**Class Specialty Crop Assignments and Class Demographics:**

Crop	Teacher	Students
Asparagus	White	11 M/ 10 Fe 19 White, 1 Hispanic, 1 Asian
Onions	Kessinger	12 M/ 10 Fe 22 White
Beans	Morris	11 M/ 12 Fe 20 White, 1 Native American, 1 Asian, 1 Hispanic
Corn	Clark	13 M/8 Fe 18 White, 3 Hispanic
Apples	Zimmerman/Horvath	15 M/ 5 Fe 18 White, 1 African American
Pumpkins	Houk	10 M/ 12 Fe 22 White
Herbs	Flanagan	13 M/ 9 Fe 22 White
Salads	Gullone	10 M/ 11 Fe 17 White, 2 Hispanic, 1 African American, 1 Native Am

Lessons Learned:

Plans were underway at the end of the 2010 semester to continue this program into the 2011 4th grade class. The Market will be opening for its 11th season on March 26, and popular events such as the “Tastings” will continue to be a part of the off-season Markets, as well as the regular season. We will continue to promote the SNAP and Senior FM coupon programs among our vendors. There is reluctance on many farmers to be part of this program because of the added paperwork they must do to participate in the programs. And, as we saw with our own customers, just getting people to actually use the coupons they are given can be a great challenge.

The Clinton Area Farmers and Artisans Market appreciates being able to be part of this grant program for the past two years. In the coming years, we plan to use what knowledge and insights we gained to expand gardening and fruit and vegetable production within our local economy and communities. We plan to try and establish partnerships with the local High School Ag Program’ s Greenhouse, HRC East’ s expanded community gardening project (possibly opening a weeknight market at their facility on Rt 10 east of Clinton), and becoming involved in a newly established food and nutrition program being developed in the K-12 schools by the District’ s nurse.

Contact:

Elizabeth Burns, 217-935-3364, aroundaboutacres@gmail.com

Specialty Crops 2010 Pre-Test

Match the fruit or vegetable name to one of the descriptions given:

- 1. _____ Asparagus a. varieties include Arkansas Black, Honey Crisp, and Pink Lady
- 2. _____ Beans b. Native American crop; the “baby” variety is popular in Chinese food
- 3. _____ Corn c. not just for pies, the seeds are very nutritious
- 4. _____ Onions d. is usually planted by roots called crowns
- 5. _____ Apples e. this legume can actually make nitrogen fertilizer
- 6. _____ Pumpkins f. the sweet candy variety regularly sells out at the Clinton Farmers Market

7. **List five places where you might be able to buy locally grown fruits and vegetables:**

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

8. **Circle which type of carrot you think would have the greatest nutritional value:**

 fresh raw fresh cooked canned

9. **What does perishable mean?**

10. **Write in an “Instead of...” fruit or vegetable that you could eat or drink:**

- a. Instead of potato chips, I could eat _____.
- b. Instead of cookies, I could eat _____.
- c. Instead of a soda, I could drink _____.

Agenda- Inservice with Webster School 4th Grade Teachers

February 16, 2010

- 1. Pre-Test**
- 2. Divide up crops among classes**
- 3. Handout lists of seeds per class**
- 4. Discuss possible farmer mentors for each class**
- 5. Lesson Plans and Activities Calendar**
- 6. Other Activities**
 - a. “Where In Illinois Are They?”**
 - b. Website pages**
 - c. Catalogue Order**
 - d. Farmer-Student Correspondence**
 - e. Seed Swap**
- 7. Resources**
- 8. Other Needs/Concerns**

Contact Information:

Elizabeth Burns, Around About Acres, 13931 Prairie Center Rd, Clinton, IL 61727

h- 217-935-9107 c- 217-417-4366 aroundaboutacres@gmail.com

March- Salad Bowl Container

Each Class will receive one seed packet each of lettuce, spinach, radish, and carrot (varieties are listed below by class in the same order listed above). Potting soil will also be provided. The Class will need to provide the container (be creative!).

Asparagus Class Forellenschluss, Bloomsdale, Pink Beauty, Little Finger

Onions Class Amish Deer Tongue, Giant Noble, Purple Plum, Chantenay Red Core

Beans Class Mascara, Gignate D’Inverno, Rat’s Tail, Parisenne

Corn Class Strawberry Cabbage, Merlo Nero, Saxa 2, Shin Koroda #5

Apples Class Lolla Rossa, Monstrueux De Viroflay, White Hailstone, Cosmic Purple

Pumpkins Class Tango, New Zealand, Sparkler, Lunar White

Herbs Class Red Wing (Mix), Arugula, Munchener Bier, Amarillo

Salads Class Rocky Top (Mix), Garden Cress, Early Scarlet Globe, Tonda Di Parigi

NOTE: The Herb and Salads Classes will be raising other types of greens than a spinach variety. Also, dependent upon seed availability, some substitutions might have to be made.

April- Edible Flowers and Herbs

Each Class will receive two seed packets of herbs and one seed packet of an edible flower (varieties are listed below by class in the same order listed above). Potting soil will also be provided. Dixie Cups for planting will be provided.

Asparagus Class Cinnamon Basil, Common Chives, Dwarf Jewel Mix Nasturtium

Onions Class Dark Purple Opal Basil, Borage, Edible Sunflower

Beans Class Fine Verde Basil, Cilantro, Shungiku Edible Chrysanthemum

Corn Class Lemon Basil, Vulgare Oregano, Lavendar

Apples Class Licorice Basil, Summer Savory, Pansy Mix- Historic Florist

Pumpkins Class Greek Dwarf Basil, Lemon Balm, Calendula- Radio var.

Herbs Class Lime Basil, Thyme, German Chamomile

Salads Class Genovese Basil, Dill, Yarrow

NOTE: All are dependent upon seed availability, some substitutions might have to be made.

May- Victory Gardening

Each student will be able to place an order for one each of the following:

Edible Bean or Pea

Tomato

Vining Crop such as cucumber, pumpkin, gourd, squash, or melon

All orders will need to be filled out and turned in by March 22 so the seed can be ordered and received in a timely manner from Baker Creek Seeds.

2010 Specialty Crop Order Form

Student Name: _____

Teacher's Name: _____

Bean or Pea Selection

Catalogue Page Number: _____

Catalogue Order Number: _____

Price of Seed Packet: _____

Tomato Selection

Catalogue Page Number: _____

Catalogue Order Number: _____

Price of Seed Packet: _____

Vine Crop Selection

Catalogue Page Number: _____

Catalogue Order Number: _____

Price of Seed Packet: _____

DUE MARCH 22!!

Lesson Plans/Activities Calendar

Feb 22 **First Day- Lucretia leading classes. Hand out of Salad Bowl Container supplies.**

Interim Work for Classes-

Plant their Salad Bowls, Catalogue Orders.

March 15 **Discuss with classes their Salad Bowls and how they have progressed. How these plants are grown for marketing. Where some of the farmers who grow these in Illinois live. Discuss the overall concept of the different “Classes”- e.g. Apples, Corn, etc., including website research and farmer mentors. Hand out Edible Flower and Herb seeds and materials.**

Interim Work for Classes-

Might be able to start sampling from Salad Bowls and sharing among classes, Plant Edible Flowers and Herbs, Farmer/Mentor Correspondence, Catalogue Orders.

March 22 **Growth updates on Salad Bowls and Edible Flowers/Herbs. What is a Farmers Market?**

Interim Work for Classes-

Prepare plants for sale at the Clinton Farmers and Artisans Spring Market to be held Saturday, March 27th at the Methodist Church in Clinton from 9 am to 3 pm. Students can sell directly, or drop the plants off and the Consignment Booth will sell them at no cost. Classes might want to do a small display table of what they have been studying to date.

April 19 **What is a Victory Garden? Hand out to students their seed orders. They can start them at school, or at home. Discuss how to grow in various ways. Also, growing for Market.**

Interim Work for Classes-

Seed/Plant Swap at school. Finalize website materials, and get these to Elizabeth for final work on the pages for posting prior to the Market opening on May1, 2010.

April 26 **Lucretia leads the classes.**

Interim Work for Classes-

Students prep any plants they would like to sell at the Market.

May 17

Sampling Day, Meet the Farmer. Farmer/Mentors and Chefs would be on hand to allow students to sample specialty crop recipes, answer questions, and help evaluate plants.

Additional Information:**Websites:**

For each Class, research and prepare one 4x6 index card with the following for their specific

Specialty Crop:

- a. **History**
- b. **How to Grow**
- c. **How to Preserve**
- d. **Recipes**
- e. **Folklore**
- f. **Web Links to Other Sites**
- g. **Photo Gallery- include classwork on this overall project, if allowable by school and parents**

Farmer/Mentor:

Each class needs to correspond with an Illinois farmer, the more local the better. We can help with this, or students/teachers/parents might know of a local farmer.

Where in Illinois Are They? :

Each class will be provided with a map of Illinois and some local food directories. Divide the map up into 5 regions, NE, NW, Central, SE, and SW , using Interstate 39/51, I-80, and I-70 as the division lines. Using the directories, find one farmer in each region that raises the crop the class is studying. Fill out an index card with the Farmer's Name, address/email, Crop(s) grown, and Directory found in, and place that on the map in the correct region. May want to do more than one, and you may want to send a correspondence to the farmer.

<u>Classroom</u>	<u>Alternative</u>	<u>Pre-Test</u>	<u>Post-Test</u>
Morris	apple	1	
Houk	apple	1	
Clark	apple juice	1	3
Flanagan	apple juice	2	5
Morris	apple juice	3	2
Gullone	apple juice	3	2
Houk	apple juice	7	8
White	apple juice	3	
Gullone	banana smoothie	1	
Flanagan	beans		1
Gullone	fruit juice	1	2
Morris	fruit juice		1
Clark	fruit juice		1
Gullone	fruit punch		1
Gullone	fruit smoothie	1	
Houk	fruit/veggie	1	
Clark	grape juice	1	1
Flanagan	grape juice	2	
Morris	grape juice		1
Gullone	grape juice		
Houk	grape juice		2
White	juice	1	
Flanagan	juice	1	
Gullone	juice	1	1
Morris	juice		2
Houk	juice		1
White	lemonade	2	
Gullone	lemonade		1
Houk	lemonade		1
Clark	mango		1
Gullone	milk	1	2
Morris	milk	2	2
Houk	milk	3	
White	milk	4	
Clark	milk	4	4
Flanagan	milk	5	4
Clark	milkshake		1
Morris	nutrition smoothie	1	1
Morris	orange juice	2	2
White	orange juice	2	
Clark	orange juice	3	3
Flanagan	orange juice	3	1
Houk	orange juice	4	1
Gullone	orange juice	8	3
Flanagan	pumpkin seeds		1
Gullone	raspberry juice		1
Clark	regular juice	1	
White	tomato juice	2	

Classroom	Alternative	Pre-Test	Post-Test
Houk	tomato juice	2	3
Gullone	tomato juice		1
White	V8	1	
Gullone	V8	1	1
Flanagan	V8	2	3
Clark	V8	3	1
Morris	V8		2
Houk	V8		6
Clark	vegetable juice		1
Flanagan	vitamin	1	
Gullone	water	1	
Gullone	water	2	4
Houk	water	3	
Morris	water	4	8
Flanagan	water	4	6
White	water	5	
Clark	water	8	4
Flanagan	water or milk	1	
Gullone	water or milk		1
Gullone	water with lemon	1	

Did You Know...

Also called Rocket, this is a peppery green very popular in Mediterranean dishes.

How to Select

Look for bright green leaves that are delicately crisp, and stems that are neither withered nor slimy.

How to Store

Loosely wrap Arugula in damp paper towels and place in a plastic bag for up to 3 days in the refrigerator.

Nutrition Benefits

Low fat, cholesterol free, very low sodium, good source of folate and calcium, excellent source of vitamins A and C.

Nutrition Facts	
Serving Size 4 cups (80g)	
Servings Per Container	
Amount Per Serving	
Calories 20	Calories from Fat 5
% Daily Value*	
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 3g	1%
Dietary Fiber 1g	4%
Sugars 2g	
Protein 2g	
Vitamin A 40%	• Vitamin C 20%
Calcium 15%	• Iron 6%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Saturated Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300 mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



ARUGULA

Did You Know...

Carrots are not always orange and can also be found in purple, white, red or yellow. Carrots were the first vegetable to be canned commercially.

How to Select

Choose well-shaped, smooth, firm, crisp carrots with deep color and fresh, green tops.
Avoid soft, wilted or split carrots.

How to Store

Refrigerate carrots in plastic bag with tops removed up to 2 weeks.

Nutrition Benefits

Fat free; saturated fat free; low sodium; cholesterol free; excellent source of vitamin A; good source of vitamin C; low calorie.

Nutrition Facts			
Serving Size 7" long, 1¼" diam. (78g)			
Amount Per Serving			
Calories 30	Calories from Fat 0		
% Daily Value*			
Total Fat 0g	0%		
Saturated Fat 0g	0%		
Trans Fat 0g	0%		
Cholesterol 0mg	0%		
Sodium 60mg	3%		
Total Carbohydrate 7g	2%		
Dietary Fiber 2g	8%		
Sugars 5g			
Protein 1g			
Vitamin A 110%	Vitamin C 10%		
Calcium 2%	Iron 2%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat	9	Carbohydrate	4
		Protein	4

CARROT



Equipment, requirements, and supplies:

Container must have bottom drainage hole(s).

Will need 2-4 inches of filler if container is large.

Use fertile soil (not regular garden soil) or growing mix.

Slow release fertilizer.

Place in full sun location.

Watering can.

Will need plant stake or method of labeling.

Will need trellis/fencing/cage for plants that vine or for tomatoes.

Container planting instructions:

Cover drainage holes.

Cover bottom of pot (2-4 inches) with filler if large container.

Add fertile potting soil/compost.

Sow seeds in rows or broadcast (follow spacing directions on seed packet).

Fertilize and cover with vermiculite.

Water well the first time and every other day until seedlings emerge and then as needed.

Place the container in a location that will receive 6-10 hours of sunlight. Use grow lights; place on the sidewalk or at the edge of driveway, etc.

Hannah Ballenger 4-26-10

Green Salad dressing

Dressing

2tbsp white wine vinegar

2tbsp extra virgin olive oil

1tbsp lemon juice

1tsp clear honey

1tsp pesto sauce

Baked apples

apples

1 tsp. sugar

1 tsp. cinnamon

1/4 of butter

bake at 450

~~Peanut butter marble brownies~~

chocolate chips

melted chocolate

1 tsp cocoa

bake at 450

peanut butter

BQ Mariah Moore
in Mrs. Stanigan's class

Apple Pie

1 Tbls. lemon juice

$\frac{3}{4}$ cup Sugar

2 Tbls Flour

$\frac{1}{2}$ tsp Cinnamon

$\frac{1}{8}$ tsp Nutmeg

6 medium Granny Smith apples

1 Deep dish pie crust

1 Pie crust top

Combine all ingredients in large bowl.

Pour into bottom crust

Dot with butter (optional)

Cover with top crust

Poke a few vent holes in top

Bake 375° for 45-50 minutes

Maddie's Salsa Recipe

Ingredients: Tomatoes, ~~Onions~~ ^{Onions}, ~~Pepper~~ ^{Pepper}, ^{Spice}
 Tomato juice

~~Rules~~ Steps

First, cut up fresh ~~onions~~ ^{Onions} (Make sure you wash them) Next, cut up fresh tomatoes into tiny pieces



Pumpkin Nutrition

The bright orange color of pumpkin is a dead giveaway that pumpkin is loaded with an important antioxidant, beta-carotene. Beta-carotene is one of the plant carotenoids converted to vitamin A in the body. In the conversion to vitamin A, beta carotene performs many important functions in overall health.

Current research indicates that a diet rich in foods containing beta-carotene may reduce the risk of developing certain types of cancer and offers protect against heart disease. Beta-carotene offers protection against other diseases as well as some degenerative aspects of aging.

Pumpkin Nutrition Facts

(1 cup cooked, boiled, drained, without salt)

Calories 49	Zinc 1 mg
Protein 2 grams	Selenium .50 mg
Carbohydrate 12 grams	Vitamin C 12 mg
Dietary Fiber 3 grams	Niacin 1 mg
Calcium 37 mg	Folate 21 mcg
Iron 1.4 mg	Vitamin A 2650 IU
Magnesium 22 mg	Vitamin E 3 mg
Potassium 564 mg	

Pumpkin Nutritional Analysis

A complete pumpkin nutritional breakdown.

Lettuce

Use, Care and Storage

Lettuce leaves should be picked when crisp. Wrap the fresh unwashed leaves in plastic wrap and store in the refrigerator for a few days. Do not store lettuce with apples, pears or bananas. Toss lettuce that looks slimy or has brown spots.

Rinse lettuce just before serving. Pat dry with a clean towel and tear leaves into pieces rather than cutting them. Salad dressing will cling to dry leaves better than wet.

There is no successful long term preservation of lettuce. Lettuce does not respond well to freezing, canning or drying. Lettuce should be eaten while it is fresh and crisp.

Nutrition Facts

The nutritional value of lettuce depends on the variety. In general it provides small amounts of fiber, some carbohydrates and a little protein. Its most important nutrients are Vitamin A and potassium.

Calories **9**

Dietary Fiber **1.3**

Protein **1 gram**

Carbohydrates **1.34 grams**

Vitamin A **1456 IU**

Vitamin C **13.44**

Calcium **20.16**

Iron **0.62**

Potassium **162.4 mg**

Strawberry and Greens Salad

Recipe #10006

great way to use up those 'pick your own' strawberries...looks and tastes good too..

by Evie*

15 min | 15 min prep

SERVES 6

mixed salad green (of your choice)

3 radishes

1 package strawberry

2 spring onions

1 red pepper

2 tablespoons finely chopped coriander

1/2 cup vinaigrette (your favorite)

1. Wash and dry the salad greens.
2. Break into bite-sized pieces.
3. Place in a plastic bag.
4. Wash, trim and grate the radishes.
5. Wash the strawberries.
6. Trim spring onions and slice finely.
7. Cut red pepper flesh into thin strips.
8. Add the grated radishes, strawberries, spring onions, red pepper and coriander to the lettuce.
9. Just prior to serving pour over the vinaigrette.
10. Toss to mix in bag and arrange on a serving platter.
11. Serve immediately.

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Share your experience with others, and post your comments on the recipe. Type **10006** in the Search box at the top of Recipezaar, to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 (107g)

Recipe makes 6 servings

The following items or measurements are not included below:

vinaigrette

Calories 32

Calories from Fat 2 (8%)

Amount Per Serving	% DV
Total Fat 0.3g	0%
Saturated Fat 0.0g	0%
Monounsaturated Fat 0.0g	
Polyunsaturated Fat 0.2g	
Trans Fat 0.0g	
Cholesterol 0mg	0%
Sodium 3mg	0%
Potassium 185mg	5%
Total Carbohydrate 7.8g	2%
Dietary Fiber 2.2g	8%
Sugars 4.7g	
Protein 0.9g	1%
Vitamin A 703mcg	14%
Vitamin B6 0.1mg	5%
Vitamin B12 0.0mcg	0%
Vitamin C 86mg	143%
Vitamin E 0mcg	0%
Calcium 18mg	1%
Iron 0mg	2%

[detailed view...](#)

[how is this calculated?](#)

All the Greens Tossed Salad

Recipe #16242

This recipe was devised from what I had on hand. I was asked to come up with a recipe for a fund raiser cookbook, this is how it was created. It is fast and the different textures make the salad interesting. It can be used as a base for additional ingredients for a main course.

by Babygeri

45 min | 45 min prep

SERVES 4 -6 , 8 cups approx.

Salad ingredients

1 bunch endive
 1 bunch iceberg lettuce
 1 bunch spinach
 1 bunch romaine lettuce (or any other leaf lettuce of your choice)
 2 kirby cucumbers
 1 bunch green onion
 3/4 cup frozen peas
 3/4 cup alfalfa sprout
 1/2 cup green olives
 1 bunch Italian parsley

Dressing

3/4 cup olive oil
 1/4 cup red wine vinegar
 1 dash salt
 1 dash cracked pepper
 1 pinch sugar
 1/2 teaspoon oregano
 1 garlic clove

1. Wash and dry a large salad bowl and rub with one clove garlic.
2. Wash greens and dry well, place in bowl.

<http://www.recipezaar.com/recipe/print?id=16242>

Nutrition Facts

Serving Size 1 (720g)

Recipe makes 4 servings

The following items or measurements are not included below:

1 bunch Italian parsley

red wine vinegar

Calories 492

Calories from Fat 378 (76%)

Amount Per Serving	% DV
Total Fat 42.1g	64%
Saturated Fat 5.9g	29%
Monounsaturated Fat 29.6g	
Polyunsaturated Fat 5.0g	
Trans Fat 0.0g	
Cholesterol 0mg	0%
Sodium 199mg	8%
Potassium 1745mg	49%
Total Carbohydrate 26.3g	8%
Dietary Fiber 13.7g	54%
Sugars 8.6g	
Protein 10.2g	20%
Vitamin A 22607mcg	452%
Vitamin B6 0.5mg	23%
Vitamin B12 0.0mcg	0%
Vitamin C 91mg	152%
Vitamin E 8mcg	28%
Calcium 277mg	27%
Iron 7mg	38%

detailed view...

how is this calculated?

3. Wash cucumbers, onions and rinse sprouts and parsley; defrost frozen peas and dry.
4. Chop, dice or slice, your preference.
5. Place greens in bowl.
6. Add cucumber, peas and onions.
7. Toss lightly.
8. Top with sprouts and green olives.
9. Mix the dressing, oil, wine, salt, black pepper, sugar, oregano.
10. Mix with whisk and pour over salad when ready to serve.
11. Serve with loaf of hot Italian bread.
12. Very good and healthy for the New Year.
13. You can transform this salad into a chef salad very easily with mild cheese provolone and your choice of cooked meat.
14. bite sized pieces of chicken or shrimp.
15. Use your imagination!

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Share your experience with others, and post your comments on the recipe. Type **16242** in the Search box at the top of Recipezaar, to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Mixed Green Salad with Red and Yellow Pepper Vinaigrette

- 4 cups mixed fresh greens (combine a leaf lettuce with crisp varieties) romaine, Boston, with red leaf or Oak Leaf or your favorite lettuce
- 4 tablespoons
- 2 tablespoons crumbled blue cheese or goat cheese (optional)

Wash and dry lettuce leaves. Tear into bite size pieces. Place in an oversized bowl with room for tossing. Place in refrigerator until ready to toss and serve. Can be prepared up to 2 hours in advance. Makes one cup of vinaigrette.

Pour 4 tablespoons of vinaigrette over the greens and toss well with two large forks to coat. Add crumbled cheese, if desired and toss to combine. Serve immediately. Yields 4 one-cup servings.

Red and Yellow Pepper Vinaigrette

- 1 small yellow bell pepper, finely chopped (about 1/2 cup)
- 1 small red bell pepper, finely chopped (about 1/2 cup)
- 4 tablespoons red wine vinegar
- 2 tablespoons extra-virgin olive oil
- 2 teaspoons warm water
- pinch of sugar
- 1/2 teaspoon salt
- Freshly ground black pepper to taste

In a medium bowl, whisk together all ingredients until combined well. This vinaigrette will keep, tightly covered, in the refrigerator for 3 days. Recipe may be doubled. Makes one cup.

Try these simple vinaigrette recipes with your favorite salad greens.

Citrus Vinaigrette

- 1/4 cup fresh orange juice (juice of one small orange)
- 1/4 cup fresh lemon juice
- 2 tablespoons olive oil
- 2 tablespoons canola oil
- 1/2 teaspoon coarse Kosher salt (1/4 teaspoon table salt)
- Freshly ground black pepper

Combine the juices and salt and pepper. Slowly whisk in oils until incorporated. A blender or food processor may also be used. Pour into a glass jar and seal. Serve over your favorite salad greens. The vinaigrette will keep, tightly covered, for a week in the refrigerator. To warm cold vinaigrette, place jar in a bowl of hot tap water for a few minutes.

Mustard Chive Vinaigrette

- 1 tablespoon grainy Dijon-style mustard
- 1/4 cup finely chopped fresh chives
- 2 tablespoons white vinegar
- 1 tablespoon water
- 2 teaspoons honey
- 1/4 teaspoon salt
- 4 tablespoons olive oil

Add freshly ground black pepper to taste.

Using a whisk or fork, in a small bowl combine all ingredients except the oil. Slowly add the oil, whisking vigorously, until the vinaigrette is emulsified. Pour over your favorite salad greens and toss. Store remaining vinaigrette in the refrigerator, in a tightly sealed glass jar, for up to one week. To warm cold vinaigrette, place jar in a small bowl of hot tap water for a few minutes. Makes 1/2 cup.

SWEET CORN

Nutritional facts:

- Sweet corn is cholesterol-free and low in fat.
- Sweet corn contains many vitamins including folate, vitamin B5 and 5% of both riboflavin and B6.
- It also contains vitamin A, vitamin C, vitamin E, thiamine and niacin.
- Sweet corn contains 20% of the day's requirement for sodium and 12% of the daily manganese requirement.
- It also contains calcium, magnesium, phosphorous, potassium, zinc, copper and selenium.
- Sweet corn also delivers 1 proline and leucine.

Use and storage:

- Sweet corn is best when eaten as soon as picked. It is best to use the corn within 2 days.
- If you must store sweet corn, use plastic bags and refrigerate as soon as possible leaving it in the husk.
- Sweet corn is traditionally boiled. However it can be steamed, grilled, roasted and even microwaved.
- Freezing is the best method for preserving sweet corn.

Sweet Corn Chowder Recipe

#156693

A light summery chowder. If it is summer please, please use fresh, i mean just picked corn from the cob it's delicious
by VegBear

45 min | 10 min prep

SERVES 6

5 cups water
1 small yellow onion, peeled and fine diced
1 carrot, peeled and fine diced
1 stalk celery, fine diced
1/4 cup parsley, minced
6 cups corn kernels (takes 8-10 ears)
1 teaspoon sea salt
black pepper
1/2 teaspoon maple syrup (optional)

1. In a large pot bring the water to a boil, then add the onion, carrot, celery and parsley. Turn heat down and simmer, uncovered for 25 minutes. Add the corn and cook 5 more minutes.
2. Transfer half the soup to a blender and blend until smooth. Return to the pot.
3. Add the salt and pepper, taste for flavor. Add the maple syrup if you want a sweeter soup.
4. Enjoy.

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Share your experience with others, and post your comments on the recipe. Type **156693** in the Search box at the top of Recipezaar to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 (394g)

Recipe makes 6 servings

Calories 155	
Calories from Fat 11	(7%)
Amount Per Serving	% DV
Total Fat 1.3g	2%
Saturated Fat 0.2g	1%
Monounsaturated Fat 0.4g	
Polyunsaturated Fat 0.6g	
Trans Fat 0.0g	
Cholesterol 0mg	0%
Sodium 410mg	17%
Potassium 425mg	12%
Total Carbohydrate 36.6g	12%
Dietary Fiber 4.6g	18%
Sugars 1.1g	
Protein 5.3g	10%
Vitamin A 1954mcg	39%
Vitamin B6 0.3mg	16%
Vitamin B12 0.0mcg	0%
Vitamin C 15mg	25%
Vitamin E 0mcg	0%
Calcium 22mg	2%
Iron 0mg	5%

[detailed view...](#)

[how is this calculated?](#)

Sweet Corn Dip Recipe #372611

This is a yummy dip that you won't be able to stop eating. Sometimes I add some cooked, chopped bacon. Cut down the fat by using low-fat or fat-free varieties of the cheese, sour cream, and miracle whip. Add an extra jalapeno if you like it spicy!

by Thunder Bay Laura

15 min | 10 min prep

SERVES 8

1 (11 ounce) can white shoepeg corn, drained
 1 (15 ounce) can sweet corn, drained
 1 cup Miracle Whip
 1/2 cup sour cream
 1 jalapeno, seeded and chopped
 1/2 lb colby-monterey jack cheese, grated
 1/2 cup white onion, chopped

1. Place chopped onion in a microwave-safe dish and microwave on high for 30 seconds. (This step cuts back on the intense flavor of raw onion - you may skip this step if you prefer).
2. Combine all ingredients in medium-sized bowl.
3. Serve with fritos or plain ripple potato chips.

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Share your experience with others, and post your comments on the recipe. Type **372611** in the Search box at the top of Recipezaar, to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 (146g)

Recipe makes 8 servings

The following items or measurements are not included below:

Miracle Whip

Calories 221

Calories from Fat 112 (51%)

Amount Per Serving	% DV
--------------------	------

Total Fat 12.6g	19%
-----------------	-----

Saturated Fat 7.4g	37%
--------------------	-----

Monounsaturated Fat 3.6g	
--------------------------	--

Polyunsaturated Fat 0.8g	
--------------------------	--

Trans Fat 0.0g	
----------------	--

Cholesterol 31mg	10%
-------------------------	------------

Sodium 169mg	7%
---------------------	-----------

Potassium 287mg	8%
------------------------	-----------

Total Carbohydrate 20.1g	6%
---------------------------------	-----------

Dietary Fiber 2.6g	10%
--------------------	-----

Sugars 2.4g	
-------------	--

Protein 10.4g	20%
----------------------	------------

Vitamin A 327mcg	6%
------------------	----

Vitamin B6 0.2mg	7%
------------------	----

Vitamin B12 0.3mcg	4%
--------------------	----

Vitamin C 7mg	12%
---------------	-----

Vitamin E 0mcg	0%
----------------	----

Calcium 233mg	23%
---------------	-----

Iron 0mg	3%
----------	----

[detailed view...](#)

[how is this calculated?](#)

Sweet Corn Casserole

Recipe #401912

This is definately an EASY "comfort dish". I got this recipe from my MIL soon after my husband and I began dating. She got this recipe from one of her many fellow military wives, during their time as a military family (my FIL was in the Air Force). It is quite sweet but has no added sugar! My hubby loves this!!!

by KPH

50 min | 5 min prep

1 9x13 pan

1 (8 1/2 ounce) box Jiffy corn muffin mix

1/2 cup melted butter

2 eggs

1 (14 1/2 ounce) can whole kernel corn (drained)

1 (14 1/2 ounce) can cream-style corn

1 cup sour cream

1. Preheat oven to 350.
2. mix all ingredients together,.
3. pour into 9x13 pan (coated with cooking spray)
4. bake for 40-50 minutes until golden brown!
5. Enjoy!

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Share your experience with others, and post your comments on the recipe. Type **401912** in the Search box at the top of Recipezaar, to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 9x13 pan 1523g

Recipe makes 1 9x13 pan)

Calories 3103
Calories from Fat 1670 (53%)

Amount Per Serving	% DV
Total Fat 185.6g	285%
Saturated Fat 99.8g	498%
Monounsaturated Fat 59.5g	
Polyunsaturated Fat 13.5g	
Trans Fat 0.0g	
Cholesterol 773mg	257%
Sodium 6148mg	256%
Potassium 2150mg	61%
Total Carbohydrate 332.3g	110%
Dietary Fiber 29.2g	116%
Sugars 73.8g	
Protein 56.0g	112%
Vitamin A 5399mcg	107%
Vitamin B6 1.0mg	47%
Vitamin B12 2.4mcg	39%
Vitamin C 57mg	96%
Vitamin E 8mcg	29%
Calcium 518mg	51%
Iron 13mg	73%

how is this calculated?

Fresh Sweet Corn Salad

Recipe #66478

This salad is fresh, light, and goes with everything. Be sure to use fresh sweet corn when making it, the sweeter the better. If you make it the day before serving, flavors will have a chance to blend. This keeps for several days in the fridge. Cook time is minimum chill time.

by Terri F.

2½ hours | 25 min prep

SERVES 8

6 ears fresh sweet corn
 1 red bell pepper, diced
 1 orange bell pepper, diced
 6 green onions, finely sliced (scallions)
 2 tablespoons fresh cilantro, chopped
 2 tablespoons fresh parsley, chopped

For dressing

1/3 cup rice vinegar, seasoned with basil and oregano (I use Nakano brand)
 1/4 cup extra virgin olive oil
 salt
 pepper

1. Remove husk from corn and steam in salted water until tender.
2. Drain corn and cut from cob.
3. In a large bowl, mix corn, red and orange peppers, scallions, cilantro, and parsley.
4. Add vinegar, olive oil, and salt and pepper, and mix well.
5. Chill several hours or overnight.

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Share your experience with others, and post your comments on the recipe. Type **66478** in the Search box at the top of Recipezaar. to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 (120g)

Recipe makes 8 servings

Calories 129
 Calories from Fat 69 (53%)

Amount Per Serving	% DV
--------------------	------

Total Fat 7.7g	11%
----------------	-----

Saturated Fat 1.1g	5%
--------------------	----

Monounsaturated Fat 5.2g	
--------------------------	--

Polyunsaturated Fat 1.1g	
--------------------------	--

Trans Fat 0.0g	
----------------	--

Cholesterol 0mg	0%
------------------------	-----------

Sodium 13mg	0%
--------------------	-----------

Potassium 282mg	8%
------------------------	-----------

Total Carbohydrate 15.5g	5%
---------------------------------	-----------

Dietary Fiber 2.8g	11%
--------------------	-----

Sugars 3.7g	
-------------	--

Protein 2.7g	5%
---------------------	-----------

Vitamin A 1141mcg	22%
-------------------	-----

Vitamin B6 0.1mg	6%
------------------	----

Vitamin B12 0.0mcg	0%
--------------------	----

Vitamin C 64mg	107%
----------------	------

Vitamin E 1mcg	3%
----------------	----

Calcium 13mg	1%
--------------	----

Iron 0mg	4%
----------	----

detailed view...

how is this calculated?

Sweet Corn Pasta Bake

Recipe #304837

i love corn so i have to put this one in so i can have it in my menu. Tip: The pasta bake can be made to end of step 3, then covered and refrigerated for up to 2 days. Remove from fridge and stand for 10 minutes before baking.

by Sonya01

1 hour | 10 min prep

SERVES 4

- 400 g penne pasta
- 1/3 cup light cream cheese
- 2 (420 g) cans creamed corn
- 4 green onions, thinly sliced
- 300 g shaved chicken, roughly chopped
- 1/3 cup grated light tasty cheese

1. Preheat oven to 180°C Cook pasta in a large saucepan of boiling salted water, following packet directions, until just tender. Drain pasta, reserving 1/2 cup cooking water. Return pasta and reserved water to saucepan with cream cheese, corn, green onions and chicken. Cook, stirring, over medium heat for 3 minutes or until cheese has melted and ingredients are combined. Season with salt and pepper.
2. Spoon mixture into a 12-cup capacity ovenproof dish. Sprinkle with cheese.
3. Cover with foil and bake for 30 minutes. Remove cover and cook for a further 10 minutes or until top is golden.

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Share your experience with others, and post your comments on the recipe. Type **304837** in the Search box at the top of Recipezaar. to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts	
Serving Size 1 (429g)	
Recipe makes 4 servings	
Calories 767	
Calories from Fat 201 (26%)	
Amount Per Serving	% DV
Total Fat 22.4g	34%
Saturated Fat 8.8g	43%
Monounsaturated Fat 7.8g	
Polyunsaturated Fat 4.0g	
Trans Fat 0.0g	
Cholesterol 82mg	27%
Sodium 800mg	33%
Potassium 790mg	22%
Total Carbohydrate 119.1g	39%
Dietary Fiber 13.9g	55%
Sugars 7.2g	
Protein 30.0g	59%
Vitamin A 901mcg	18%
Vitamin B6 0.6mg	31%
Vitamin B12 0.4mcg	6%
Vitamin C 13mg	22%
Vitamin E 1mcg	4%
Calcium 122mg	12%
Iron 2mg	15%
detailed view...	
how is this calculated?	

Sweet Corn Salsa Recipe #56561

Want a different flavor for your Tortillas' or you nachos? Try this. I made it once and my family went crazy over it. NOTE: I had to add serving size on this recipe before it was excepted. I am not sure what it really is.

by Stacy Buzzell

3¼ hours | 5 min prep

SERVES 8 , 2 cups

1/4 cup frozen corn

1 cup salsa

1/4 cup black beans

2 tablespoons sugar

1 tablespoon white corn syrup

1/2 teaspoon Worcestershire sauce

1/2 teaspoon apple cider vinegar

1. Cook corn in a microwave safe dish for a minute on high.
2. Let cool.
3. Mix all ingredients well.
4. Refrigerate for 2-3 hours.

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Share your experience with others, and post your comments on the recipe. Type **56561** in the Search box at the top of Recipezaar, to get back to this recipe easily.

Recipe Notes & Rating: 5 stars 4 stars 3 stars 2 stars 1 star

Nutrition Facts

Serving Size 1 (49g)

Recipe makes 8 servings

Calories 40	
Calories from Fat 1	(2%)
Amount Per Serving	% DV
Total Fat 0.1g	0%
Saturated Fat 0.0g	0%
Monounsaturated Fat 0.0g	
Polyunsaturated Fat 0.1g	
Trans Fat 0.0g	
Cholesterol 0mg	0%
Sodium 199mg	8%
Potassium 129mg	3%
Total Carbohydrate 9.7g	3%
Dietary Fiber 1.1g	4%
Sugars 4.9g	
Protein 1.1g	2%
Vitamin A 95mcg	1%
Vitamin B6 0.1mg	3%
Vitamin B12 0.0mcg	0%
Vitamin C 0mg	1%
Vitamin E 0mcg	0%
Calcium 11mg	1%
Iron 0mg	1%

[detailed view...](#)

[how is this calculated?](#)

April 26, 2010

Dear O'Rourke Family Farms,

We are a 4th grade class at Webster Elementary School in Clinton, Illinois. As part of a nutrition project with the U of I Extension Service, we have been asked to research sweet corn. We have looked up the nutritional values of sweet corn and found a few recipes. The last part of our project is to contact a producer of sweet corn. We found your name off the "Illinois Farm Direct" website. We came up with a few questions and are hoping that you could take a couple of minutes out of your busy spring planting season to answer them.

1. When is the best time to plant sweet corn?
2. When do you buy the seed?
3. How many different varieties do you plant?
4. Do you use a special planter to plant it?
5. How many acres do you plant?
6. How long does it take the seed to germinate?
7. What is the height of a stalk?
8. How do you keep insects and animals from eating it?
9. Do you use any chemicals?
10. How long does it take from planting to harvest?
11. What is your selling price?
12. Do you have a favorite recipe that uses sweet corn?

We look forward to any answers you have time to give us. The goal of the project is to get students interested in growing their own produce and to learn to take advantage of our local Farmers' Market.

Our address is: Webster Elementary
c/o of Mrs. Clark's class
612 N. George St.
Clinton, IL 61727

Thank you,
Mrs. Clark's 4^m grade class

From: "Pavlina Davis"
To: "Barb Gullone"
Date: 4/8/2010 10:06 PM
Subject: Re: Salad Greens

Hello a 4th Grade Class in Clinton,

Sorry for not responding sooner to your e-mail, but my lettuce plants were calling me.:-) It is exciting to know that you are studying nutrition. It is very important to know about different foods and how to eat healthy so that you would be strong to do all you have to do in life. I hope your Rocky Top Lettuce mix and Garden Cress are growing nicely. Here are my answers to your questions:

ad 1. Arugula, Asian Greens, Buttercrunch, Claytonia, Corn Salad (Mache), Endive, Freckles (Flashy Trout Back), Green Butterhead, Green Grand Rapids, Green Oakleaf, Green Romain, Green Summer Crisp, Lettuce Mix Encore, Lettuce Mix Allstar, Minutina, Mizuna, Purslane, Red Butterhead, Red Grand Rapids, Red Lollo, Red Oakleaf, Red Romain, Red Summer Crisp, Red Velvet, Redleaf Amaranth (Spinach substitute), Spinach, Summertime, Tetragonia (Spinach substitute).

ad 2. Good source of nutrients.

ad 3. Salad mix.

ad 4. We pick them by hand almost every day so that the customer would get them fresh.

ad 5. We start planting at the beginning of March in the greenhouse and continue to do so every 4-5 weeks until September. We harvest throughout the whole season beginning mid-April and ending mid-November. We have a special house with raised beds for salad greens that is covered with plastic like a greenhouse (but it does not have any heat) and it allows us to start planting early and harvest late in the season. We also have other raised beds to plant the salad greens in the summer.

ad 6. We don't spray our lettuce and that's why in the summer we grow only those kinds that bugs don't care for. The others we grow in the spring only.

ad 7. We have a very useful irrigation system that saves us a lot of time.

ad 8. Greenhouse only.

ad 9. An excellent source of vitamin A (in the form of beta-carotene), folate, vitamin C, vitamin B1, vitamin B2, manganese and chromium.

ad 10. Sunny, but when it gets very hot in the summer, they have to be shaded with special black cloths otherwise they get bitter and boldt.

ad 11. Sealed plastic bags (for example, reclosable gallon bags) so that the air could not get to them.

I hope my answers will help you in your research. Please let me know your results. If you would like to visit us at our farm and see how we grow lettuce, please do not hesitate to contact me at 224-612-2507.

Best regards to you all,

Pavlina Davis
Omega Farm (First Fruits Produce Co.)
www.omegafarmonline.com

— Original Message —

From: "Barb Gullone"

To:

Sent: Thursday, March 25, 2010 12:46 PM

Subject: Salad Greens

Hello,

We are a 4th grade class in Clinton, IL, and we are studying nutrition and specialty crops. We are the salads class and we are growing Rocky Top Lettuce mix and Garden Cress in our classroom. We have some questions we need to research and we hope you have time to answer them.

1. What different kinds of salad greens do you grow?
2. Why did you decide to grow salad greens?
3. Which do you sell the most?
4. How do you harvest salad greens?
5. when do you plant and when do you harvest?
6. How do you control animal and insect problems?
7. Do you use irrigation methods?
8. Do you start your seeds in a greenhouse or do you sow them directly into the ground?
9. What is the nutritional value of salad greens?
10. Do the plants prefer a sunny or shady location?
11. How are salad greens best stored after harvest?

Thank you so much. We look forward to hearing from you.

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— Scanned by M+ Guardian Messaging Firewall — Clinton Unit School District —

From: Linda Kleiss
To:
Date: 4/23/2010 4:38 PM
Subject: RE: Herb questions for you!

Dear Mrs. Flanagan and class,

I used to operate Kleiss Nursery but retired and closed the nursery in 2008. I still love many herbs and will answer your questions. I hope you will attempt to find others to give you their unique answers. I suggest you contact Sandy Mason at the University of Illinois extension office in Champaign. She has interesting herb handouts that I believe you will find useful.

1. We acquired seeds from various seed companies. Park Seed would be a good contact for you.
2. We raised herbs both because we enjoy them and our customers expected to have a wide selection of herbs when she shopped at Kleiss Nursery.
3. Herbs are used for cooking, landscape beauty, and fragrance.
4. We started herb seeds, in pots, anywhere from the beginning of January to the beginning of April depending upon the germination requirements of the seed and length of time for the plants to reach a saleable size. Some herb plants are grown from cuttings, small pieces of "mother" plants.
5. Seeds are pressed onto a potting soil mixture. Some seeds are covered with more soil, if they like to germinate in darkness while other seeds enjoy having light to encourage germination. You must research each plant to find out how that particular seed prefers to grow.
6. Different herbs are harvested at different times. Some plants are harvested by snipping off needed portions weekly, such as Basil. Other plants have a definite harvest period if for instance their flower buds are being used for fragrance, such as Lavender.
7. Every herb plant has different specific needs. However, most like full sun and well drained soil.
8. Herb plants should be checked daily for needed water. When the soil feels dry or the plant looks wilted, water. Do not water without checking first.

9. We did not use machines to harvest herbs as we did not row crop them.

10. We grew herbs, in pots, in our greenhouses. We generally used 6 very large greenhouse benches/tables on which to grow our herb pots.

11. When Kleiss Nursery was open we maintained our company website.

12. Since our plants were grown in the greenhouses we did not have animal issues EXCEPT with catnip. We had to build a cage to surround the pots of catnip to protect them from our greenhouse cats!

13. Some herbs are useful within 6 weeks after planting and others take 2-6 months to produce.

14. I suggest you consult Susan Belsinger's website: susanbelsinger.com. She has written a book called Not Just Desserts-Sweet Herbal Recipes. Her chocolate pudding with bay is delicious!

I hope this assists you with your project.

Linda Kleiss

retired, Kleiss Nursery

> Date: Fri, 23 Apr 2010 11:00:23 -0500
> From:
> To:
> Subject: Herb questions for you!
>
> April 23, 2010
>
> Hello!
> We are a 4th grade class that is studying all about herbs in our
> Science class. We pulled your name up in the search results for
> Illinois Farm Direct and wondered if you would mind answering some or
> all of the questions below for us. We appreciate anything you can tell
> us about growing herbs. We would like to know:
>
> 1. Where do you get your seeds at to start growing herbs?
> 2. Why do you raise herbs?
> 3. What are herbs used for?

- > 4. When do you start planting the seeds?
- > 5. How do you plant the seeds?
- > 6. When is harvest time?
- > 7. Do herbs take any special care?
- > 8. How often do you have to water the plants?
- > 9. Do you use any machines for harvesting the herbs?
- > 10. How much land do you have to grow the herbs on?
- > 11. Are you on any websites?
- > 12. Do you have any problems with animals eating/destroying your plants?
- > 13. How long does it take for herbs to grow and be able to be used?
- > 14. Do you have any favorite recipes that you like to use your herbs for?
- >
- > We thank you very much for your time and look forward to hearing from you!
- >
- > Sincerely,
- > Mrs. Celeste Flanagan's 4th Grade Class
- >
- >
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- >

Hotmail is redefining busy with tools for the New Busy. Get more from your inbox.
http://www.windowslive.com/campaign/thenewbusy?ocid=PID28326::T:WLMTAGL:ON:WL:en-US:WM_HMP:042010_2

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From: Teresa Santiago
 To:
 Date: 4/25/2010 5:19 PM
 Subject: RE: Herb questions for you!

Hi Celeste,
 I would be happy to answer your students' questions! See below.

Take care,
 Teresa

> Date: Fri, 23 Apr 2010 11:01:16 -0500
 > From:
 > To:
 > Subject: Herb questions for you!
 >
 > April 23, 2010
 >

> Hello!
 > We are a 4th grade class that is studying all about herbs in our
 > Science class. We pulled your name up in the search results for
 > Illinois Farm Direct and wondered if you would mind answering some or
 > all of the questions below for us. We appreciate anything you can tell
 > us about growing herbs. We would like to know:

> 1. Where do you get your seeds at to start growing herbs?
 I order most of my seeds from a company called Johnny's Seeds.

> 2. Why do you raise herbs?
 I raise herbs for a few different reasons. First of all, I raise them because I can make money by selling them and can make a living that way. I also love all of the sensory experiences of growing herbs including:

- Taste—I love to cook and I like to learn new ways of flavoring foods with different herbs.
 - Smell—Herbs smell wonderful and I love harvesting them and smelling all of the different scents.
 - Sight—Herbs have different textures, sizes, and colors of leaves and flowers. They are very pretty.
 - Hearing—Yes, hearing! Many herbs have pretty flowers that insects are attracted to and the herb beds are literally buzzing with bees, beetles, butterflies, and more!
- I also love learning about the medicinal uses of herbs.

> 3. What are herbs used for?
 Herbs are used for flavoring foods, as medicine, as scents, and as pretty garden plants.

> 4. When do you start planting the seeds?
 The first seeds I plant are the parsleys and they are planted in February in my house, then transplanted outside later.

> 5. How do you plant the seeds?
 A few kinds of herbs are seeded directly into the soil in the field, but to get a head start, I plant most of the seeds in my greenhouse in a special potting soil. Then they are transplanted outside when the weather is warmer (starting about now actually).

> 6. When is harvest time?
 We harvest our herbs every Friday starting at the beginning of May and going through the entire summer until it gets colder, about September or October.

> 7. Do herbs take any special care?
 Not really. The perennial ones need to be pruned back before they leaf out in the spring. And you should keep all of your herbs weeded, but they need very little fertilizer and no watering unless there is a bad drought.

> 8. How often do you have to water the plants?
 I water my transplants when I plant them in the field, but then they are on their own.

- > 9. Do you use any machines for harvesting the herbs?
No, I hand cut them with a sharp serrated knife.
- > 10. How much land do you have to grow the herbs on?
The area that I grow my herbs on is very small compared to farms that grow corn or soybeans. It is less than one quarter of an acre.
- > 11. Are you on any websites?
Not yet, but hopefully very soon I will have my own website.
- > 12. Do you have any problems with animals eating/destroying your
> plants?
No. We have 2 dogs, Plenty and Sandy, who keep deer and rabbits out of the field, and the insects don't seem to bother them.
- > 13. How long does it take for herbs to grow and be able to be used?
Most herbs planted by seed in the early spring will be able to be harvested starting in about June or July. Some of them take a year to get established to the point where you can harvest large amounts from them.
- > 14. Do you have any favorite recipes that you like to use your herbs
> for?
I do! Here is my favorite one!

Mint Salsa

2-3 cloves garlic

1/2 jalapeno or Serrano peppers

1/2 c. fresh mint leaves, gently packed

1 Tablespoon chopped fresh basil

2 pounds tomatoes

1 teaspoon sugar

1 teaspoon cumin

1/2 teaspoon salt

juice of one lemon

3 Tablespoons olive oil

Process first four ingredients in food processor until finely chopped. Add rest

of ingredients and process until tomatoes

are in small chunks. Serve with chips or

over pasta with black olives. Great on

hamburgers too.

>
> We thank you very much for your time and look forward to hearing from
> you!
>
> Sincerely,
> Mrs. Celeste Flanagan's 4th Grade Class
>
>
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>

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SC-10-23 - Geneva Green Market NFP FINAL REPORT

Project Summary:

Geneva Green Market, a group that has received not-for-profit status with the IRS, exists to provide a venue for the distribution of locally grown and/or produced foods and to educate the public on the benefits of consuming local foods. In this endeavor, the Geneva Green Market, NFP, contributes to the health of the community by providing fresh, nutrient rich foods; the health of the environment by supporting sustainable, bio diverse farms, and the health of the local economy by promoting local farmers.

The grant funds were used to promote the Geneva Green Market and, for the second time the Geneva Winter market (Community Winter Market), which moved the market indoors and extended it year round. Grant funds were used to buy space in local media (i.e. local newspapers, radio), publish a promotional farmer's brochure and fund various signage including sign boards, posters, cards, and business sized publications. These advertisements and promotional materials highlighted the season's incoming crops, chef's demos, market dates, and special events (such as the tomato tasting event in mid season). Attendance and dollars spent were tracked. The results attained from similar activities completed in 2009 informed each of these activities.

Project Approach:

The Geneva Green Market has established a reputation for consistent, high quality, local, fresh food since beginning its open air market in 2007. It is a community source for specialty crops with vendors offering more than 100 goods on any given market day. In particular, these include locally grown, natural or organic, herbs fruits and vegetables as well as heritage and heirloom crops, even some native seed varieties. The Geneva Green Market created a marketplace, by connecting local farmers to customers, and customers to local farmers. This dialogue allows farmers' direct contact to their consumer base, thereby allowing them to respond more dynamically to gauge market needs and demands. This communication creates a beneficial feedback loop or virtuous cycle. In doing so this enhances the economic viability of local farmers and healthy communities.

The establishment of the Geneva Winter Farmers Market (2007), name changed to the Community Winter Farmers Market (2009) provided a continuation of the open air market. With its' initial success, conversation stated in 2008 with the farmers about growing crops through the winter. In 2009, we had commitment from enough farmers to begin to grow specialty under hoop houses and storage of winter crops. We provide a place to sell their specialty crops. The Inglenook Pantry, 11 N. 5th, Geneva, IL, 60134 hosts the Community Winter Farmers Market. It has developed a sustainable vendor/farmer and customer base and there is demand from the community for such a market.

The advertising funding provided by the Illinois Farmers Market Advertising Grant Program in 2008 to support the Geneva Green market was essential for its success. The 2010 Grant includes advertising support for both the Geneva Green Market and the Community Winter Farmers Market. This support is essential for the promotional activities and contributes to the greater success of both markets.

A major change occurred by changing the name of the Geneva Winter Market to the Community Winter Farmers Market. We wanted to include more communities in the Fox River Valley and beyond Kane County. We believed it tied in with the local food policy better during the winter months. We also wanted to invite other specialty crop farmers/producers/fiber producers that were not selling at our summer open air market, however the grant funds were used only to promote the specialty crops farmers.

Project Approach:

Print Advertising – Layout, design, copy writing, and media buy of ad space of the following ads:

Geneva Republican-

Covers Batavia, Geneva, St. Charles, IL readership.

Timeline: Geneva Green Market – May 2010 thru October 2010
2 ads- ¼ page \$125.00, 3ads 1/2 page \$660.00

Timeline: Community Winter Market – November 2010 thru December 2010
1 ad ½ page \$220. Total cost: \$1005.00

Kane County Chronicle –

Covering South Elgin, west Kane County, and west DuPage County.

Timeline: Geneva Green Market- May 2010 thru August 2010
8 ads 1/8 page \$300.00

Timeline: Community Winter Market – January 2010 thru December 2010
6 ads ¼ page \$848.00 Total cost: \$1148.00

Elburn Herald Publications –

Expanded into Maple Park, Elburn, Kaneville, Sugar Grove, and Montgomery, IL. This is a weekly paper with a circulation population of farms and a growing suburban influx with a strong 8000 readership. Our main purpose is to gain awareness to the farm community readership to a local specialty crop market.

Timeline: Geneva Green Market – June 2010 thru October 2010
10 ads 1/8 page \$360.00, ½ page \$89.00

Timeline: Community Winter Farmers Market – January 2010 thru December 2010
18 ads 1/8 page \$ 642.00, ¼ page \$89.00, ½ page \$355.00 Total cost: \$1535.00

Daily Herald Publications:

Expanded into DuPage County mostly a suburban readership.

Timeline: Geneva Green Market – June 2010 thru September 2010
7 ads ¼ page \$675.00 Total cost: \$675.00

City of Geneva Publications –

The City of Geneva mentioned the Geneva Green Market in 40 emails to the business community. The Geneva Green Market was mentioned 6 times in radio ads. It was included in the Geneva Chamber of Commerce Visitors guide which had 120, 000 piece print. The Geneva green market was included in the Swedish Days advertising brochure, the largest festival in Illinois.

Cost: \$1000.00 (in kind contibution)

Radio Station WBIG General and Business Ads –

The radio station ran public service ads about the Geneva Green Market.

Timeline: May 2010 thru December 2010,
Cost: \$400.00 (in kind contribution)
The monies allocated to the radio ads were reallocated to specialty ads thru out the year.

Timeline: May 2010 thru December 2010
Geneva Republican: \$660.00
Elburn Herald: \$89.00,
Insight \$355.00
Cost: \$1504.00

Geneva Green Market Brochure –

Design and printing of new market brochure. Print poster to distribute to merchants in town to display in windows.

Design: \$100.00
 Brochure: \$366.60
 Posters: \$63.75
 Cost: \$530.75

Educational Videos –

Timeline: May 2010 thru December 2010
 Cost: \$4000.00,
 Link to videos are attached.

Website and Newsletter –

The remaining monies allocated from the grant were spent in this area. In July 2010, our webmaster/ communications man, Freight Train Media, took a permanent leave of absence. Izabella Kowalski and Lindsay Pompa, have worked together to reconstruct our website, email lists, and social media outlets.

Timeline : January 2010 thru December 2010
 Cost: \$ 1760.00

Goals and Outcomes achieved:

Geneva Green Market – June 2010 thru October 2010

The number of visitors to the Geneva Green Market increased by 11% with average attendance of 520 people per week over a 22 week period. We attribute the increase to regular advertising and the partnership of the Geneva Public Library and Delnor Hospital to help the Geneva Green Market in its effort to bring specialty crops to our community.

2007: average attendance - 100 people per week
 2008: average attendance - 300 people per week
 2009: average attendance - 468 people per week
 2010: average attendance - 520 people per week

Community Winter Market –

The number of visitors increased by 66%. We consider this increase a phenomenal accomplishment. We attribute this increase to our farmers and their dedication to this Winter market and to our loyal customers.

2009: average - 200 people per week
 2010: average - 300 people per week

Kids Corner – June 2010 thru October 2010

The Kids Corner attendance increased by 75% in 2010. We attribute this increase to the partnership with Delnore Hospital and Kane County thru their "Fit For Kids" initiative.

The Geneva Green Market farmers brochure helped to raise awareness of locally grown fruits and vegetables It was handed out to customers and visiting chefs. The brochure also informed the public of the sustainable agricultural practices of our farmers. It is a wonderful resource for our community. Over half of our farmers are within 20 miles of Geneva. Once again this gives our community a better understanding of the choices of true locally grown crops. Posters increased public awareness and the number of market visitors at the Geneva Green Market and the Community Winter Market. They also increased interest among tourist to Geneva. Local advertising and stories helped to raise awareness. Please see attached articles.

Beneficiaries:

The farmers benefitted with the increase in foot traffic. They saw on the whole a 120% increase in their sales. They are building a customer base and long term relationships with their clientele. This helps in maintaining a sustainable community. They are also building relationships with chefs in the area.

Families benefitted through the partnering with Delnor Hospital, and the Geneva Public Library. Through the "Fit for Kids" grant to Delnor Hospital, the Geneva Green Market had an intern to work with kids at the Kids Corner. This was a huge help for 8 weeks. The Geneva Public Library brought materials to the market once a month. Delnor Hospital also provided a registered dietician once a month for questions. The Geneva Academic Foundation also brought materials to the market to inform parents of ongoing activities.

It is with the help of individuals that volunteer their time and energy that help to build a strong community. The help of the Geneva Green Market board of directors; Connie Weaver, President; Diana Morin, Secretary; Tammy Wilson, Treasurer; and numerous others that set up, take down, distribute materials, fix broken tents and run for water and coffee that helps to run the Geneva Green Market and the Geneva Community Winter Market and The Illinois Department of Agriculture Grant program is what continues to increase awareness of Specialty crops available in Kane county.

Lessons Learned:

After evaluating the outcome of our goals set forth, it is clear that the continued success of the Geneva Green Market and the Winter Community Market can be attributed to heightened Awareness generated by print media and web traffic. Grant funding is critical in this area because Geneva Green Market, NFP relies solely on donations. Advertising in the print media helps to increase press coverage. The use of social network media also helps to raise public awareness. We the Geneva Green Market, NFP will continue to strive to educate the public on the benefits of local healthy food, and the importance of supporting local agriculture with benefits to the local economy.

Contact:

Connie Weaver, Geneva Green Market, genevagreengreenmarket@gmail.com



<http://genevagreengreenmarket.org/>

YouTube:

http://www.youtube.com/watch?v=nNYd9UCzqpg&feature=channel_video_title

<http://www.youtube.com/watch?v=qBSoWRzvv08&feature=relmfu>

http://www.youtube.com/watch?v=ErvglWe8lHs&feature=channel_video_title

<http://www.youtube.com/watch?v=nbgLge266Oc&feature=relmfu>

Vimeo:

<http://www.vimeo.com/16515356>

<http://www.vimeo.com/16512655>

<http://www.vimeo.com/15817264>

<http://www.vimeo.com/15540561>

<http://www.vimeo.com/15684900>

local, sustainable, fresh food...

THURSDAYS 7:00^{am}-1:00^{pm}

IL Final Report - 12-25-B-0921 December 2012

JUNE - OCTOBER

geneva
green
market



chefs
demos!



rain or
shine!

kids
corner!

LOCAL SEASONAL FRUITS
AND VEGETABLES EVERY WEEK!
WE PUT THE "FARMER" IN THE MARKET!



75 N RIVER LANE, GENEVA, IL



support local farmers
your

sign up for our newsletter online!

Page 381 of 487

www.GenevaGreenMarket.org

EDUCATION SUPPORT
by joining the GSM, NFP membership

LOCAL FOOD
in the winter months
sponsored by:
geneva green market

COMMUNITY WINTER MARKET
11 N 5th St. Geneva IL 630 377.0373
A WINTER FARMERS MARKET
local heirloom vegetables
fresh eggs, artisan cheese, fresh breads,
natural meat ... and much more!
genevagreenmarket.org/farmers

NEWSLETTER
at www.GenevaGreenMarket.org
Get the

EVERY SATURDAY
9 am to 1 pm
11 N. 5th St., Geneva



WINTER AD

local, sustainable, fresh food ...

from the farmer's field to your plate ... see you there.

Sponsored by: **geneva green market**

kid's corner!

chef demos

THURSDAYS 7^{AM}-1^{PM} • JUNE-OCTOBER

FRUIT & HEIRLOOM VEGETABLES every week!
We have **SWEET CORN, PEACHES, HONEY CRISP APPLES, SQUASH, POTATOES, EGGS, CHEESE, MEAT** and more.

75 N RIVER LANE, GENEVA
www.GenevaGreenMarket.org



rain or shine!!!

SUMMER AD

local, sustainable, fresh food ...

from the farmer's field to your plate ... see you there!

geneva green market nfp

chef demos

kid's corner!

THURSDAYS 7^{AM}-1^{PM} • JUNE-OCTOBER

Savor the Season's Flavors: New **FRUIT & VEGETABLES** every week! Including **HEIRLOOM & RARE** varieties, **SPECIALTY GREENS, HERBS, FREE range EGGS, Pastured MEATS** and more.

75 N RIVER LANE, GENEVA
www.GenevaGreenMarket.org



rain or shine!!!

SUMMER GUIDE AD

Examples of advertisements

Advertisements were supported by grant funds with non-specialty crop portions supported from various matching and in-kind sources.

SC-10-25: From Rooftop to Tabletop: Gardening at the Gary Comer Youth Center

A) Narrative outlining entire grant project:

The initial purpose of the project was to facilitate the transition of the Gary Comer Youth Center's rooftop garden to a rooftop urban farm. From the time the grant proposal was submitted, three additional growing spaces were developed: 1) a 15,000 square-foot community-based youth farm with a 20' x 60' hoop house; 2) an environmental education garden that creates a green campus between the Youth Center and a newly constructed high school; and 3) a backyard raised-bed garden. These three additional garden spaces expanded the scope of the project from the rooftop garden to all four Gary Comer Youth Center gardens. The expanded growing space provided more opportunities for youth to learn all aspects of growing specialty crops from seed to table. The new sites also provided more opportunities to work with educators and community members. The grant supported four projects: 1) Teen employment; 2) Training and workshop sessions for area growers, GCYC and community members; 3) Develop a distribution model to increase the availability and amount of locally grown produce in the community; and 4) Develop a book: How to grow Rooftop Crops: From Rooftop to Tabletop. Project #4 resulted in the completion of a garden-culinary themed annual calendar, which will be used to complete a book in 2011. The calendar features growing tips, recipes and photos of youth growing and consuming specialty crops grown in the four GCYC gardens. The Illinois Specialty Crop Grant facilitated the growth of more than 15,000 square feet of new growing space, partially supported 85 youth involved in seed-to-table gardening, and reached 800 GCYC youth, family and community members through a weekly food distribution program. Specialty crops were also sold to area chefs and restaurants through a student-led social entrepreneurial project, Rooftop Crops.

The Illinois Department of Agriculture Specialty Crop grant helped to build an emerging source of locally grown, fresh produce and flowers to the GCYC community. Plans for 2011 include expanding the youth farm to 2 acres, building a second year-round hoop structure, and increasing opportunities for more youth to participate in the seed-to-table program.

B) Project Title:

SC-10-25 From Farm to Fork: Cultivating a community around Illinois Specialty Crops

C) Project Summary:

The GCYC gardens are located on the south side of Chicago in the Greater Grand Crossing neighborhood, which has been designated as a “food desert” by a study evaluating the availability of fresh food in local communities. In this community access to food low in nutrition is easier than accessing healthy, fresh produce. The IL Dept of Agriculture Specialty Crop grant helped the Comer Science and Education Foundation to address this problem by developing a sustainable urban agriculture system. The goals of the project were two fold: to increase the availability and consumption of a wide variety of locally grown, organic specialty crops in the Youth Center service area and also to foster youth development through job training and entrepreneurial experiences. More than 1,400 pounds of produce were grown and distributed from the four GCYC gardens, creating a source of fresh, locally grown produce in the community.

D) Project Approach:

Four initiatives were utilized to increase knowledge, availability and consumption of Illinois Specialty Crops and in turn increase access to healthy, locally grown food in the Greater Grand Crossing community: 1. Teen employment; 2. Training and workshop sessions; 3. Distribution model; 4. Calendar: From Rooftop to Tabletop.

1. Teen Employment: Stipend-based apprentice and internship opportunities were available in two programs: Rooftop Crops, an entrepreneurial project in which crops were sold to area chefs and restaurants, and Green Teens, a green career exploration program.

In 2010 more than 85 youth ages 13-18 participated in Rooftop Crops and Green Teens, stipend-based apprentice and internship programs designed to develop work readiness skills and to provide hands-on experience in all aspects of a sustainable, urban, organic seed-to-table systems.

Area chefs and restaurants purchased produce through Rooftop Crops, a social entrepreneurial program designed for youth to learn a wide variety of skills associated with growing and selling organic crops. Rooftop Crops customers include Chef Rick Bayless' Frontera and Topolobampo restaurants, Chef Art Smith's Table 52 restaurant and the Chicago Department of Tourism's Downtown Farmstand.

In the Green Teens program youth participated between 6 and 20 hours per week in the year-round program. Youth rotated through six pathways: a) Environmental science/study; 2) growers; 3) culinary; 4) Community Outreach and 5) Design/Build. The environmental cohort participated in the Foundation's efforts to transform a brownfield into a new community garden. The project resulted in the establishment of a new 15,000 square foot garden and the construction of a 20' x 60' hoop house. The growers planned, planted, maintained and harvested more than 1,400 pounds of organically grown vegetables from the four GCYC gardens. Specialty crops included a variety of unique mustard greens, lettuces and 10 varieties of heirloom tomatoes. The culinary cohort learned how to prepare healthy meals using produce from the gardens. Eight weekly tastings and cooking demonstrations were organized throughout the summer. Recipes and tip sheets were also distributed. The Community Outreach team developed a series of fliers,

surveys and other outreach events to publicize 8 weekly farmer's markets, held at the Youth Center. The team conducted interviews with community members to ascertain their experience and attitudes around food. The Design/Build cohort participated in design charettes, planning and installation of the three new gardens, including a raised-bed garden, the community youth farm, and a rain garden that creates a green campus between the Youth Center and a newly constructed high school, the Gary Comer College Prep high school.

2. Training and workshop sessions: Through the Green Teen program, youth participated and led training and workshop sessions to GCYC youth attending summer camp or other programs, GCYC families, area educators, volunteers and community members. Additionally, GCYC garden staff hosted 15 garden workdays for community volunteer groups and educational partners such as the University of Chicago, DePaul University and Loyola University. Weekly Master Gardener garden days were also offered throughout the year. Up to 8 University of Illinois Master Gardeners participated in the weekly garden days.

3. Produce Distribution Models: Two produce distribution models were utilized: weekly, community distribution events, Harvest Table, held at GCYC throughout the growing season; and a social entrepreneurial venture, Rooftop Crops, which sold specialty crops to area chefs and restaurants.

Harvest Tables were the weekly culminating events of the Green Teen program. Drawing on the southern farming tradition of gathering everyone around a table to partake in the harvest, the GCYC Harvest Table is a weekly farmer's market to showcase the produce grown in the garden, to promote nutritional education and healthy meal planning and preparation and to provide educational opportunities to the GCYC community. In 2010, eight Harvest Tables were held, each attracting about 100 people. Each week the five cohorts worked in tandem to host a

farmer's market-type event. Each week the growers would sell crop and flowers from the GCYC gardens. The culinary cohort planned, prepared and delivered tastings and culinary demonstrations of techniques used in the preparation of healthy meals, for which recipes were also distributed. The Environmental study/science group developed campaigns around recycling and transitioning a former Brownfield into a garden. The Community Outreach team created and passed out fliers in the community to encourage participation at the Harvest Tables. Tours of the four gardens were also offered on a weekly basis. The Design/Build cohort developed a fact sheet on how to build raised-beds in your backyard, including how to incorporate recycled materials. The cohort also gave tours to the backyard garden in which the youth constructed raised beds. The youth also conducted surveys and interviews with community members.

4. Calendar: From Rooftop to Tabletop: Based on their experiences in the 2010 growing season and community distribution events, the youth developed a template for an eventual garden-focused cookbook in 2011. The resulting calendar provided the youth an opportunity to incorporate specialty crop growing information, culinary tips and recipes and a beautiful printed calendar, which was distributed to more than 1,000 GCYC community families and educational partners.

E) Goals and Outcomes Achieved (*Please Refer to Appendix 1 and Appendix 2 for more detailed reports and charts.*)

In addition to the project narrative in the Project Approach section, participants also completed pre- and post-tests. Participants in the Green Teen program completed the pre- / post tests.

Based on this assessment tool, the average participant could name 12 plants at the beginning of the session and 21 plants upon completion. The variety of vegetables also increased significantly. More than 20 types of vegetables could be named at the end of the session. The most frequently

identified vegetables included potatoes, tomatoes, collard greens, cucumbers, bell peppers, squash and a variety of herbs and microgreens. Youth also increased their knowledge of the benefits of eating locally grown produce. In the pre-test youth identified benefits such as healthy, fresh, know origins, no chemicals. By the post test, more participants identified those characteristics. Additionally youth were able to identify additional benefits such as organic, no pesticides, and no preservatives, natural. Participants also increased their awareness of green careers. In the pre-test participants identified eight careers, including environmental scientist, garden designer, gardener, youth gardener, community organizer. At the end of the session, 13 careers were identified, adding recycler, landscaper, entrepreneur, educator and fashion designer to the list. Eight students responded either “don’t know” or “no response” in the pre-test; only one person checked either of those responses in the post-test. The assessment also addressed alternative energy and its sources.

Finally, we added a question to the post test to inquire about what the youth learned over the summer. Many of the Green Teens described skills that they gained in their specific cohort groups. For instance, many noted that they had gained skills in cooking and were more aware about the importance of a healthy lifestyle. In addition, some youth identified learning elements of garden design and construction. Nevertheless, many of the Green Teens identified broader skills. Many stated general gardening skills including planting crops, maintain the garden and harvesting as things they had learned. Some youth identified that they acquired an awareness of the importance of a clean environment as well. Furthermore they specified ways in which this could be done i.e., filtering water and recycling. Lastly, many youth identified leadership, cooperation, communication and positive outlook as skills they had acquired.

In addition to the hands-on component of the project, youth were also involved with two food distribution projects. Eight weekly harvest tables brought in about \$500. All income was used to continue the program after the Specialty Crop Block Grant program ended. More importantly, every week more than 100 people (youth, family and community members) gathered at GCYC with the central theme being locally grown crops. Crops sold included broccoli, cucumbers, herbs, a wide variety of cut flowers, garlic, greens (specialty mustard greens, collards, spinach, turnip, beets), lettuces, okra, peppers (bell, sweet, chili), potatoes, squash, strawberries and tomatoes.

The second entrepreneurial project, Rooftop Crops sold specialty crops to five chefs and restaurants. About 20 youth participated in some aspect of the project to include planning, seeding, maintaining, harvesting, packaging, marketing, and sales and delivery. About 700 pounds of produce was sold through Rooftop Crops. Crops sold included cucumbers, edible flowers, eggplant, herbs, mixed greens (specialty mustard varieties were the most popular) microgreens, okra, peppers, squash (and squash blossoms) and tomatoes. While tomatoes and cucumbers made up the bulk of the sales by weight, specialty items such as herbs and microgreens were the most lucrative crops.

F) Beneficiaries

The beneficiaries of the IL Dept of Agriculture Specialty Crop grant include both direct and indirect beneficiaries. The primary direct beneficiaries are the 85 youth participants of the Green Teen program. Other direct beneficiaries include the 800 people who participated in one of the eight Harvest Tables, the GCYC community food distribution events. In addition to the Green Teen program, about 150 youth from Kindergarten to 8th grade also participated in a six-week garden program. Additionally, 120 volunteers and community members participated in 12 open

garden work days. The Master Gardeners participated with more than 1,500 hours of service. Indirect beneficiaries would also include the 850 members of the Gary Comer Youth Center, the 50 GCYC staff and partners, and the 550 students and staff of the Gary Comer College Prep High School and the 300 members of the South Shore Drill Team, a 5-year building partner. The expansion of the GCYC garden program into the community through the off-site Community Youth Garden and the raised-bed backyard garden will provide an opportunity to reach additional beneficiaries in the future.

g) Lessons Learned

Project staff reported a number of lessons learned and insights from the project. The key lesson is youth are interested in urban agriculture. The first year of the Green Career Exploration program for Green Teens at GCYC was a success. More than 100 youth participated with 85 completing the year-round program. The success of the rooftop garden proved to be a catalyst to more gardening opportunities in the community. In 2010, three new growing spaces were added, significantly expanding the capacity to grow more Illinois Specialty Crops. Marketing is one area identified for more focus in 2011. Incorporating social media, electronic sales, LINK cards and other initiatives were identified as potential areas of growth. Producing a garden/culinary themed calendar will be the basis for an expanded publication in 2011. Incorporating all aspects of the seed-to-table program, featuring the GCYC youth and community members' is a priority. The rooftop garden's catch phrase "The Sky's the Limit" continues to be the most significant insight, as the interest in growing, buying and consuming locally grown specialty crops seems to be expansive as we look forward to 2011 and beyond.

h) Contact Person

Marjorie Hess, tel: 773 358 4070, email: mhess@gcyhome.org

i) Additional Information

Appendix 1: Green Teens pre- / post-test results and analysis

Appendix 2: Rooftop Crops 2010 report

GCYC 2011 Calendar

Comer Rooftop Crop flier

Harvest Table flier(s)

Media coverage / links to media reports

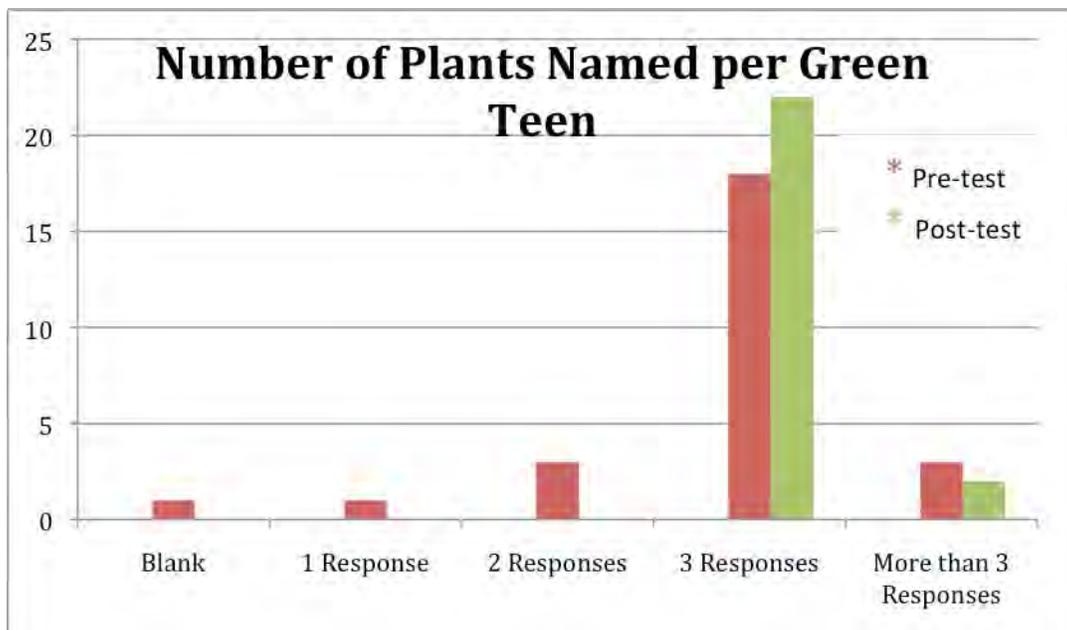
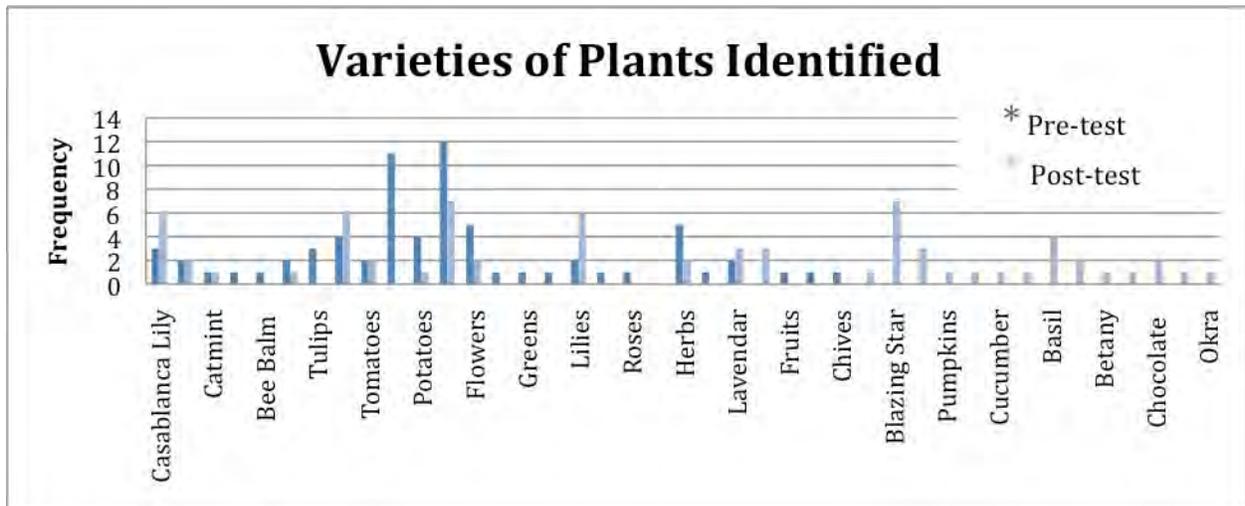
Photos of four GCYC gardens: Rooftop, Environmental Education garden, Community Youth

Farm and Community Backyard garden

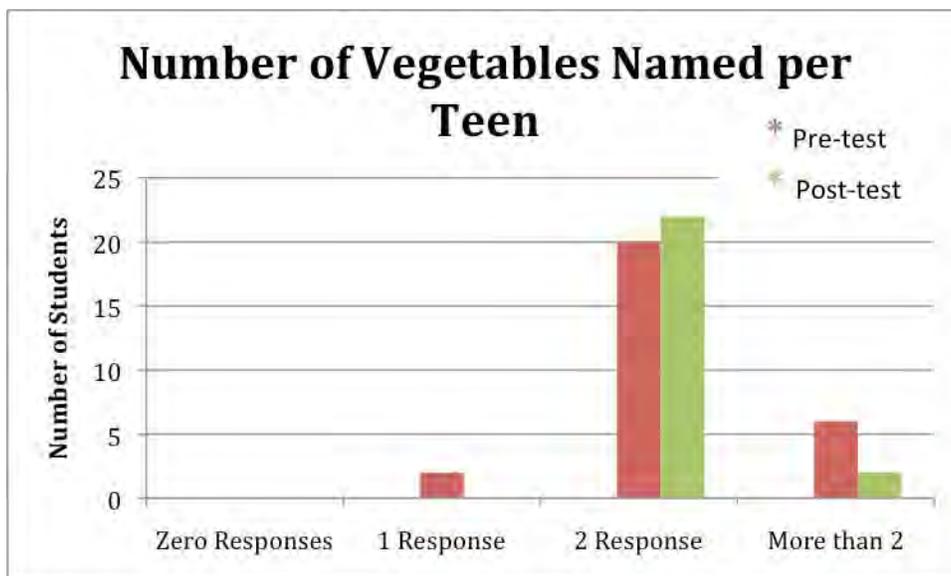
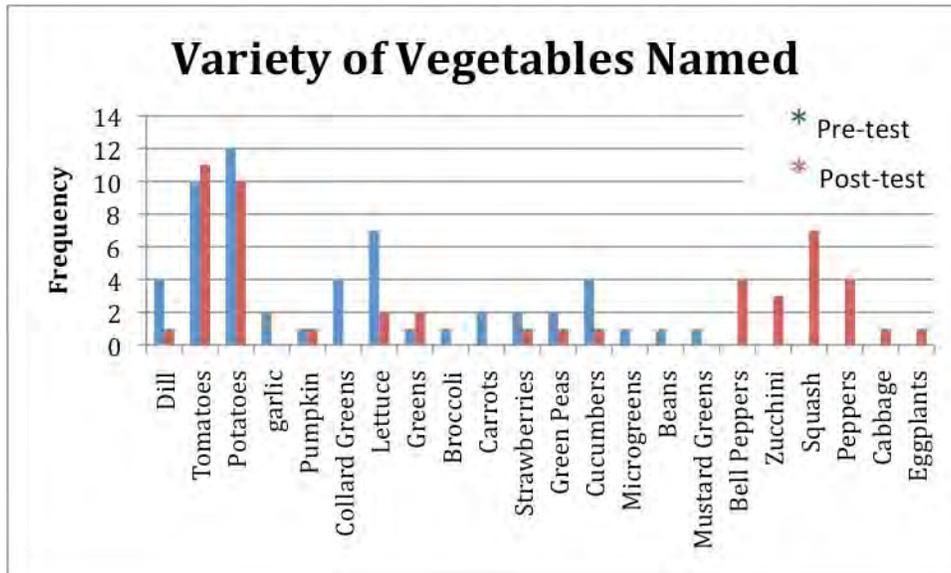
Gary Comer Youth Center /GREEN TEEN SUMMER 2010 PRE/POST TEST CHARTS

The first series in each chart refers to pre test results, the second to the post test results

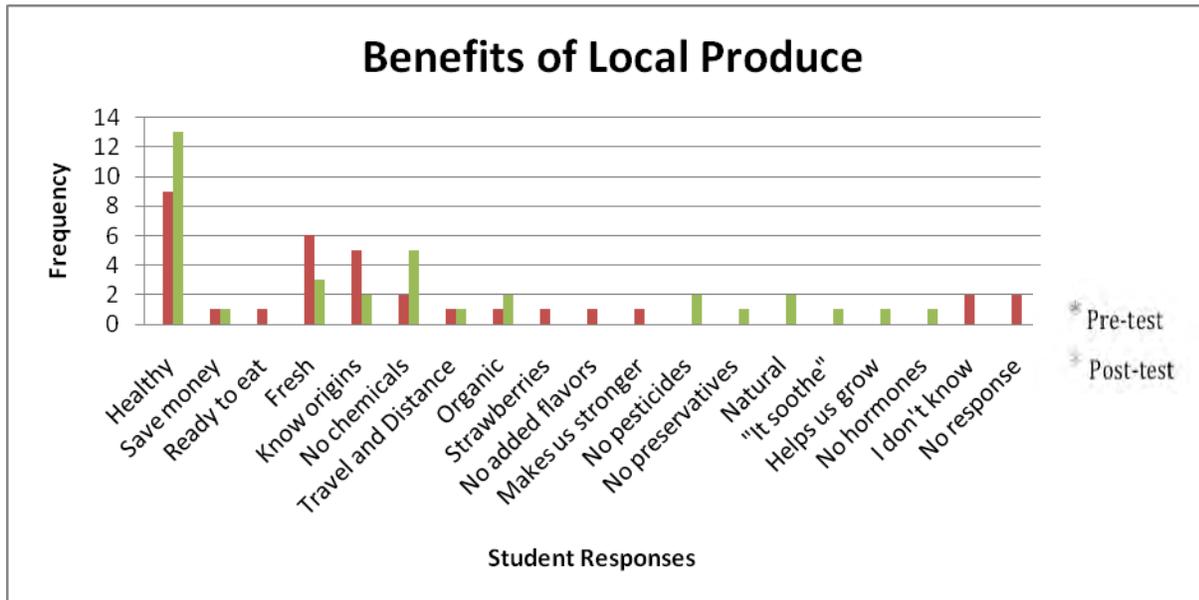
Question 1: Name Three Plants in the Garden



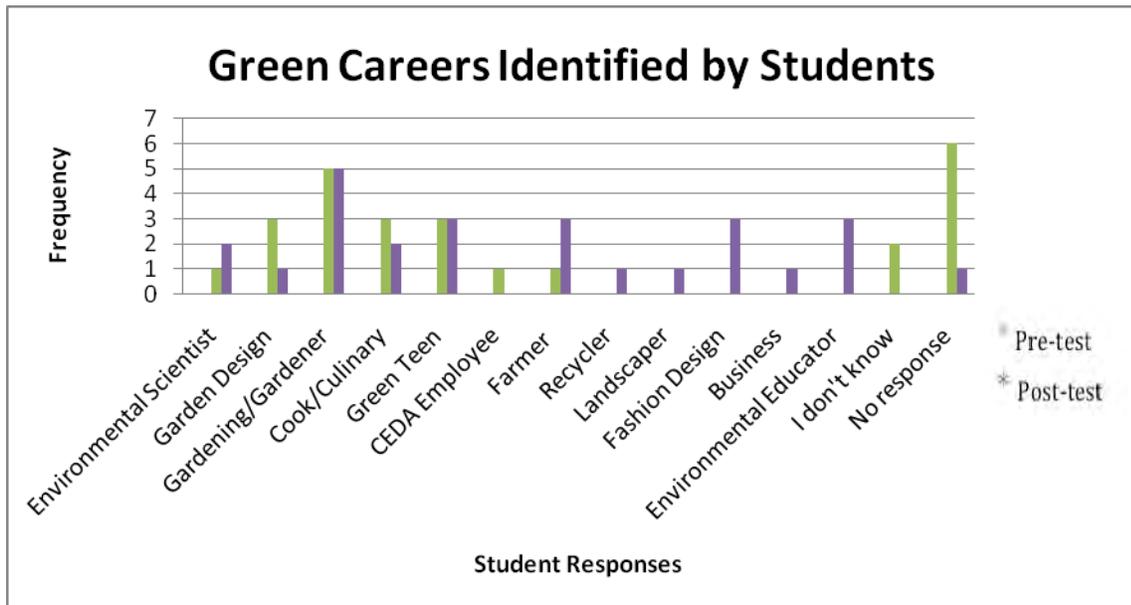
Question 2: Name two vegetables that grow in the garden



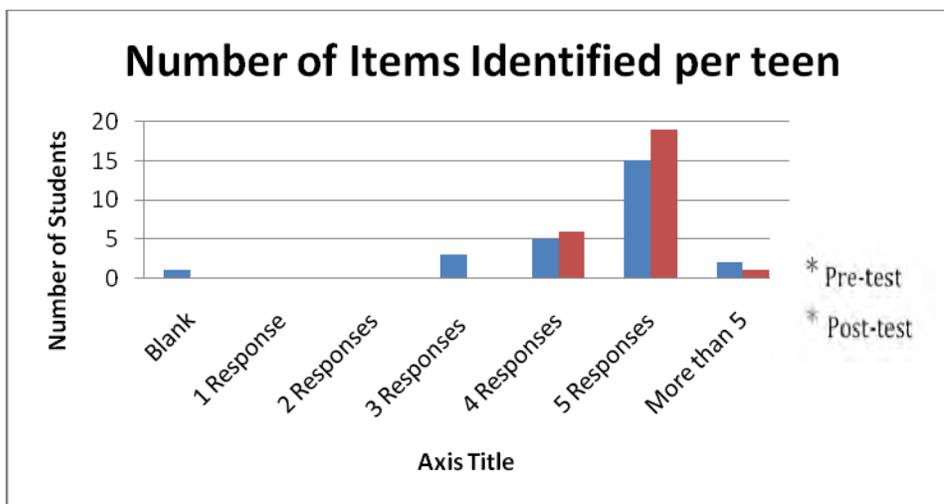
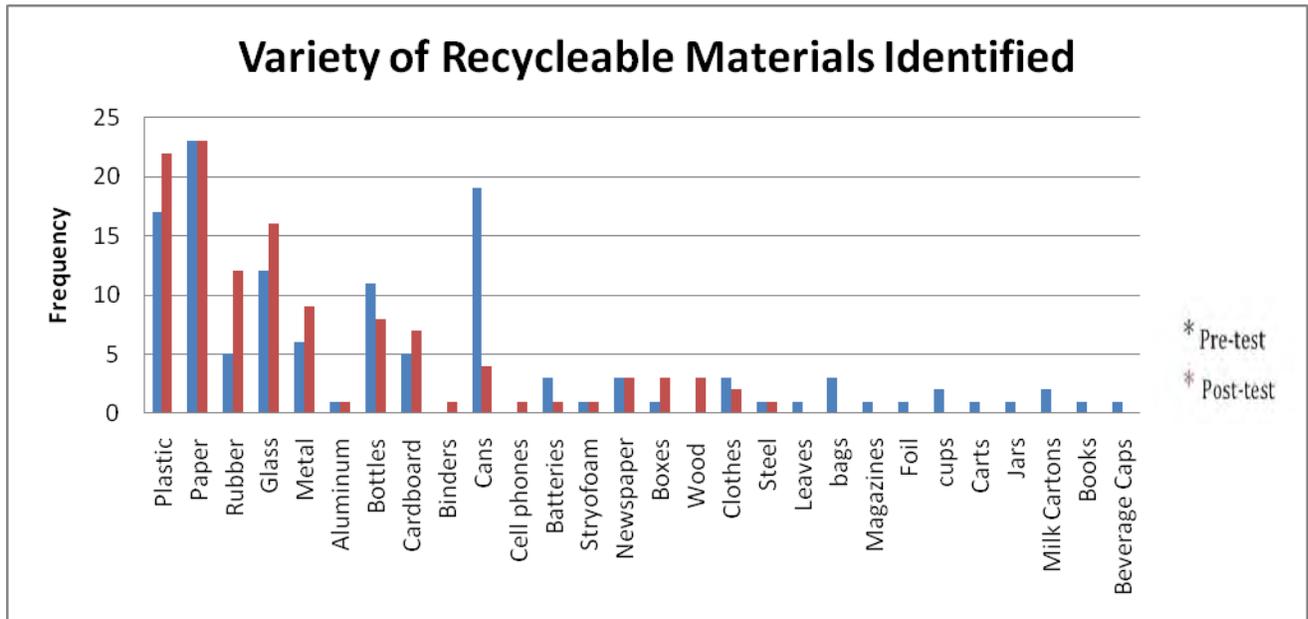
Question 3: Name one benefit of eating locally grown produce



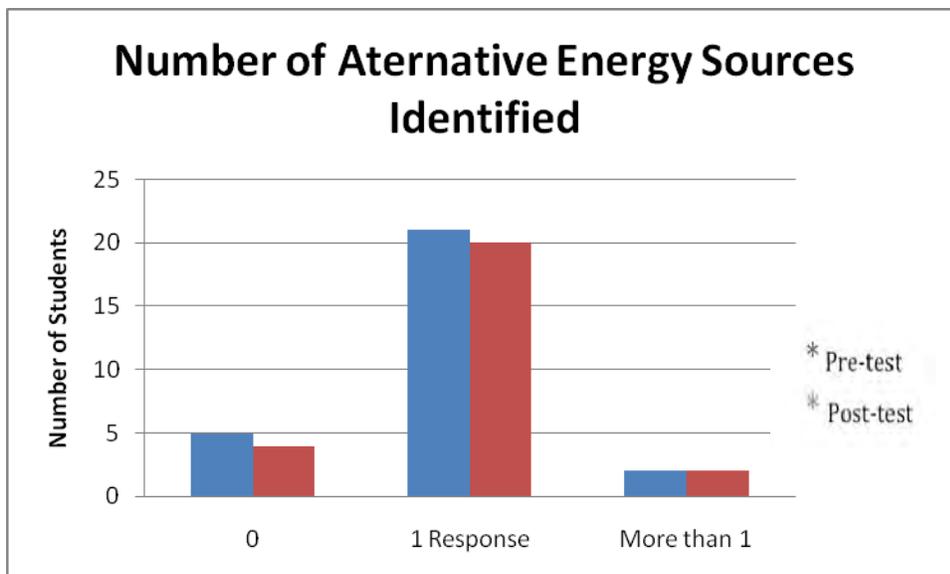
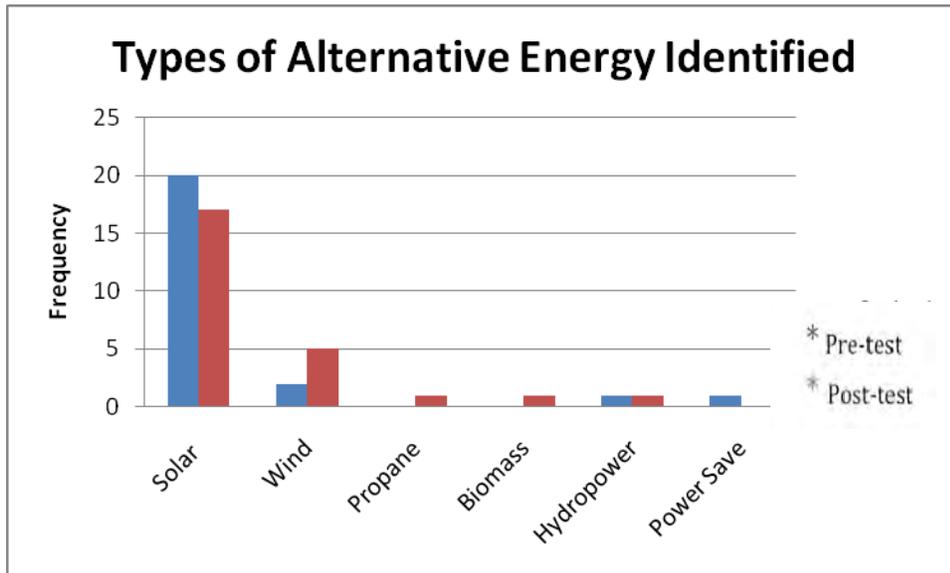
Question 4: Name and describe one green career



Question 5: List five things that can be recycled



Question 6: Name one type of Alternative Energy



Question 7: Describe one thing you learned as a Green Teen this summer

- Students identified leadership, cooperation, communication and positive outlook as skills they had acquired.
- Students stated general gardening skills including planting crops, maintain the garden and harvesting as things they had learned.
- Students identified that they acquired an awareness of the importance of a clean environment as well. Furthermore they specified ways in which this could be done i.e., filtering water and recycling.
- Students noted that they had gained skills in cooking and were more aware about the importance of a healthy lifestyle

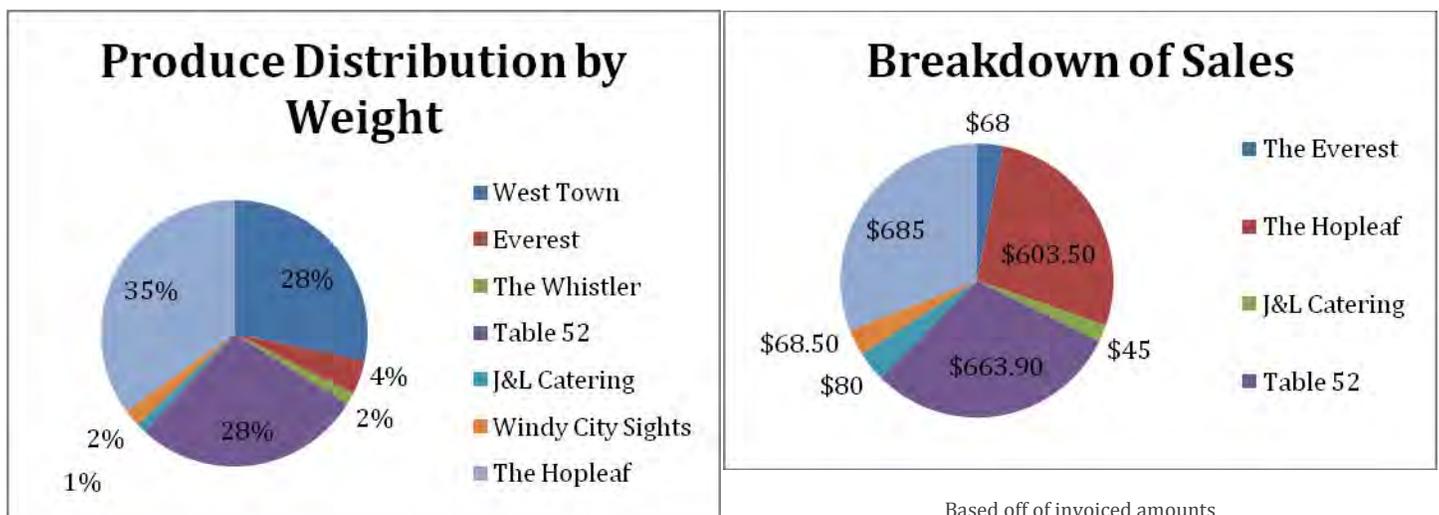
- Students identified learning elements of garden design and construction, specifically the construction of garden beds was mentioned.

+ Rooftop Crops

Rooftop Crops at a Glance

Over the summer, the Gary Comer Rooftop Garden was joined by three other garden sites with the help of the summer Green Teens. As a result, there has been movement to increase production and expand our relationships with our clients. Roughly 1,400 pounds of produce was harvested this summer and fall of which about fifty percent was sold through rooftop crops. The remainder of the produce was distributed internally through our weekly produce market, Harvest Table, various culinary programs and to staff and students. There was also a portion of crop lost to spoilage.

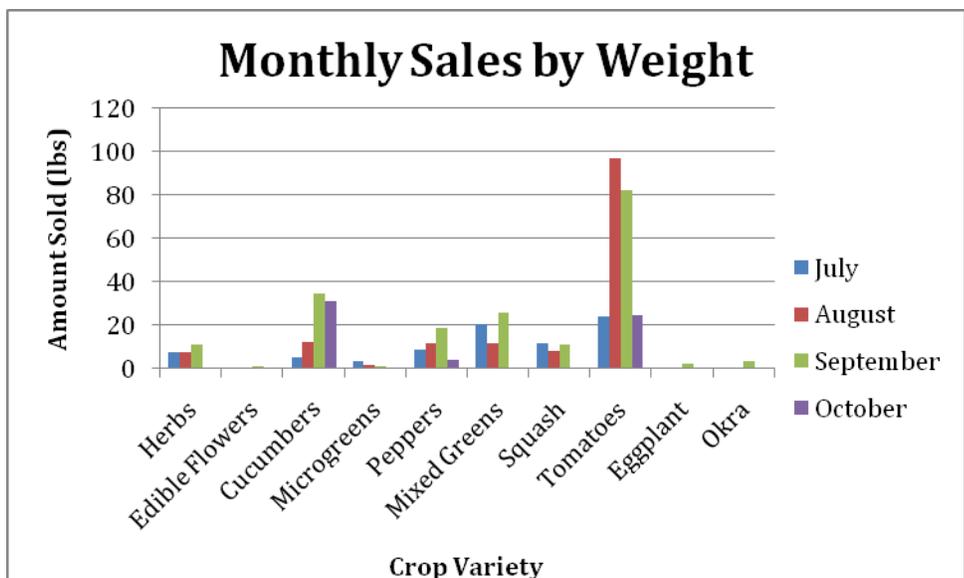
Rooftop Crop Sales Overview



As illustrated in the above charts, the majority of our produce was sold to three customers: Table 52, West Town Tavern and The Hopleaf. While Table 52 and West Town Tavern were customers since before the summer, The Hopleaf joined us in July and purchased a large portion of our produce ever since.

Breakdown of Sales by Produce Type

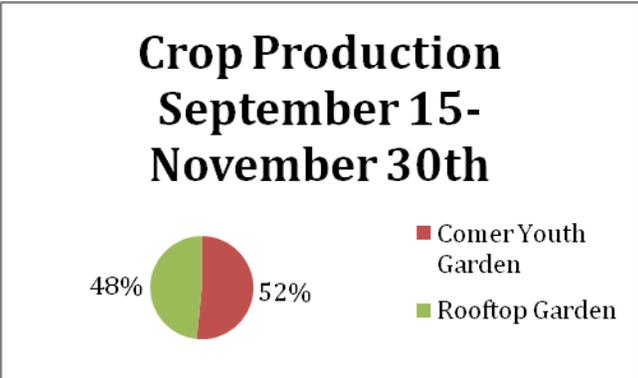
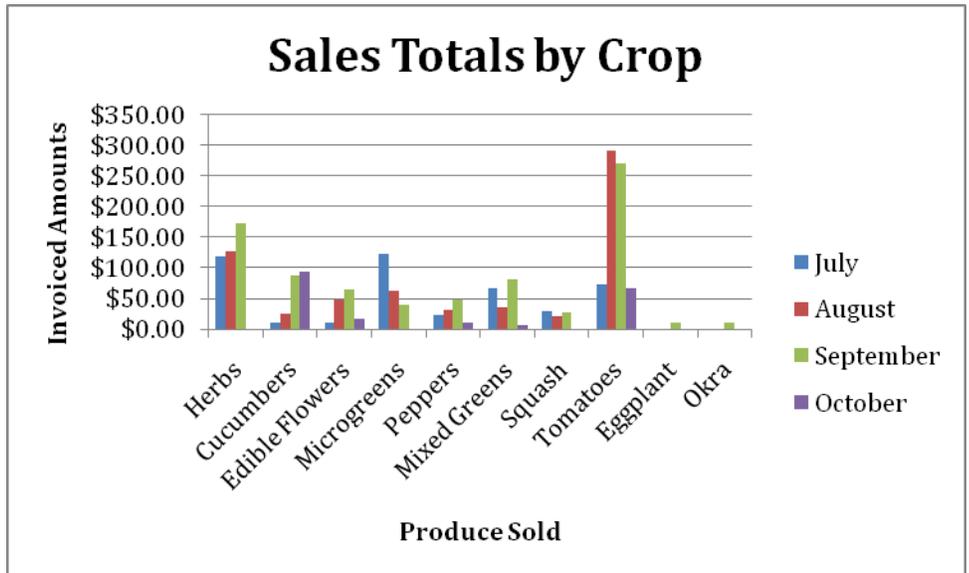
The following charts display sales as broken down by the type of produce. From this we can see that while tomatoes and cucumbers make up the bulk of the weight, they bring in proportionally less money than specialty items such as herbs and microgreens. As the summer progressed, restaurants



became increasingly aware of our herb availability and we were able to expand our sales. However, our microgreen production dropped off significantly despite bringing in a significant portion of our sales for September.

The Comer Youth Garden

During the summer, the construction of the Comer Youth Garden was completed and despite the relatively short growing season almost 250 lbs of produce was harvested at this site. Harvesting began mid September and lasted until the end of November.



Labor and Delivery Considerations

Rooftop Crops depended on student labor for a large part of the summer. Every week 6 Rooftop Crop students and one volunteer worked 9 hours a week, collectively contributing 63 hours of labor. This enabled not only for produce to be harvested and packaged for restaurants, but also enabled us to maintain the Rooftop Garden, a task that has become more difficult since the school year has begun. On top of student labor, Rooftop Crops has required additional labor in terms of organizing harvests, and packaging crops for deliveries.

Delivery and transportation of crops was another key component to Rooftop Crops. Deliveries were scheduled for Wednesday afternoons with the expectation that the crop is packaged and ready to go by noon. Over the course of the summer 16 deliveries were made, totaling 360 miles and 25.4 hours. These do not include Whistler deliveries, which were performed separately. Due to the time commitment and relatively far distance Gary Comer is from downtown, it is necessary to account for the transportation costs.



Conclusion

Rooftop Crops has made significant strides this summer not only in expanding the customer base, but also in establishing routine procedures. We successfully harvested over 1,400 pounds of produce and sold 50% to Chicago restaurants. While the program has come a long way, there still many improvements to be made. In the next coming months Rooftop Crops will continue to streamline procedures and create a system to more effectively track sales and distribution.

WHAT IT TAKES TO BUILD A BACKYARD GARDEN

GCYC GREEN TEENS DESIGN/BUILD GROUP

SITE PREPARATION:

- ◆ CHOOSE A NICE SUNNY PLACE AND WATER SOURCE
- ◆ REMOVE, TRASH, WEEDS, AND BRICKS
- ◆ MAKE SURE THE SITE IS LEVEL

MATERIALS NEEDED:

- ◆ WATER
- ◆ MULCH (SUCH AS WOODCHIPS)
- ◆ BED FRAME (RECYCLED PLASTIC LUMBER, WOOD LUMBER, STONE)
- ◆ FILTER FABRIC AND/OR NEWSPAPER
- ◆ PLANTS (VEGETABLES, FLOWERS, HERBS)
- ◆ COMPOST

TOOLS:

- ◆ RAKE
- ◆ POWER DRILL
- ◆ WORK OR GARDEN GLOVES
- ◆ BROOM
- ◆ WHEELBARROW
- ◆ POTATO FORK/PITCH FORK
- ◆ SHOVEL
- ◆ HAND TROWEL
- ◆ LEVEL

BEFORE:



AFTER:



WHAT IT TAKES TO BUILD A BACKYARD GARDEN

GCYC GREEN TEENS DESIGN/BUILD GROUP

DIRECTIONS:

1. PREPARE THE SITE (SEE OTHER SIDE FOR DETAILS)

2. BUILD YOUR BED FRAME:

WE RECOMMEND THAT THE BED BE NO MORE THAN 4 FEET WIDE SO THAT YOU CAN REACH THE MIDDLE OF THE BED.

SOME BED SIZES WE RECOMMEND: 4' X 4', 4' X 6', 3' X 6' BECAUSE THEY ARE EASY TO MAINTAIN

YOU CAN BUY A BED FRAME KIT OR GO TO A LUMBER STORE WITH MEASUREMENTS, OR, GO TO A GARDEN CENTER FOR STONE.

3. PUT BED FRAME ON LEVELED SITE.

4. MAKE SURE BED FRAME IS LEVEL.

5. ADD A LAYER OF NEWSPAPER INSIDE BED FRAME (FOR WEED PREVENTION)

6. ADD A LAYER OF FILTER FABRIC INSIDE FRAME (FOR WEED PREVENTION)

7. ADD COMPOST TILL BED FRAME IS FULL

8. ADD PLANTS

9. ADD MULCH AROUND PLANTS (CAN BE WOODCHIPS, PLASTIC, OR ROCKS)

10. WATER YOUR VEGETABLE GARDEN!

BEFORE:



PLANTING:



AFTER:



HARVEST:



GARY COMER
YOUTH CENTER
HOME OF THE
SOUTH SHORE
DRILL TEAM

Comer's Rooftop Crops



Planting Seeds for Success

While growing everything from cucumbers to tomatoes to popcorn and potatoes, GCYC youth and Garden Manager Marji Hess also lay the groundwork for bright futures in college and careers.



Cooking Up Healthy Habits

A full menu of cooking classes led by GCYC Culinary Director Karen Armijo and Chef Stephen Menyhart takes youth from seed to table. Chef demonstrations in the garden are a sweet treat!



For more information please contact GCYC Garden Manager Marji Hess, tel: 773.358.4070, email: mhess@gcychohome.org



Grow in the Snow!

- The unique micro-climate of the rooftop garden combined with row covers creates a year-round growing season. On a sunny winter day it's 20 degrees warmer up on the roof than in a ground-level garden.
- Fall, winter and spring crops may include a wide variety of baby salad greens, mâche, unique mesclun mixes, spinach, and herbs
- All grown organically



Sample List of Comer's Rooftop Crops

We are interested in growing what you need. Here's a list of possible winter/spring crops. Limited Quantity. For availability and a price list, please contact GCYC Garden Manager Marji Hess at 773.358.4070, email: mhess@gcychome.org

Fall Mesclun Mix: Tasoï Mustard, Mibuna Mustard, Bull's Blood Beet Greens, Red Deer Tongue Lettuce, Red Salad Bowl Lettuce, Parris Island Cos Lettuce, Forellenschluss Lettuce, Rouge d'Hiver Lettuce, Winter Bloomsdale Spinach

Greens Mix: Red Giant, Early Mizuna, Tatsoï, Red Russian Kale and Arugula

Herbs (fresh/dried): Basil, chives, cilantro, mints, oregano, rosemary, sage, thyme

Lettuce Mix: Dark Lollo Rossa, Firecracker, Red Salad Bowl, Tango, Parris Island and others

Lettuces (baby heads/leaf): Winter Density, Red Salad Bowl

Mâche: Vit



Gary Comer Youth Center

7200 S. Ingleside Ave.

Chicago, IL 60619



The Gary Comer Youth Center, on Chicago's South Side, offers positive extracurricular alternatives in a welcoming and safe environment. Our mission is to provide the support for all of our students to graduate from high school, prepared to pursue college and careers. For more information, find us on the web at www.gcychome.org.

Comer Rooftop Crops

Where the sky is the limit

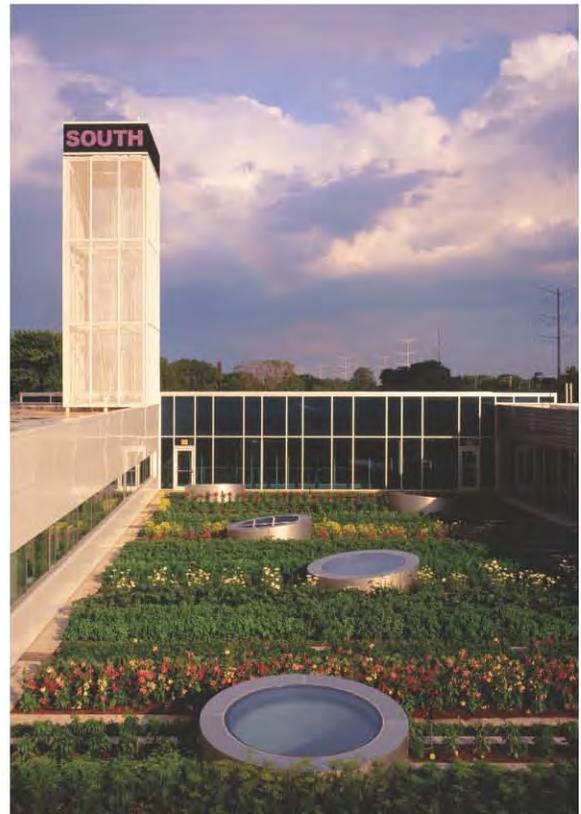


*Images from top:
GCYC Green Teens dig in to all parts of gardening from seed to table.*

No one's too young to plant seeds and grow their appetite for healthy meals.

Heirloom and organic gems are Comer Rooftop Crops' specialties.

Sweet! Fresh herbs captivate all tastes.



*Above:
The 8,600-square-foot GCYC rooftop garden is an oasis overflowing with more than 1,000 pounds of organic crops and hundreds of native perennials.*

Planting Seeds for Success

While growing everything from cucumbers to tomatoes to popcorn and potatoes, GCYC youth and Garden Manager Marji Hess also lay the groundwork for bright futures in college and careers.

Cooking Up Healthy Habits

A full menu of cooking classes led by GCYC Culinary Director Karen Armijo takes youth from seed to table. Chef demonstrations in the garden are a sweet treat!



Images from top:
From ice spinach and mâche, to spring potatoes, summer sunflowers and fall greens, Comer Rooftop Crops are always in season.

Grow in the snow!

December 2012

Four Seasons of Flavor

The unique micro-climate of the rooftop garden combined with row covers creates a year-round growing season. On a sunny winter day it's 20 degrees warmer on a rooftop than in a ground-level garden.



Images from top:
Youth chefs hone their culinary skills by preparing fresh salads with the rooftop garden's bounty.
Comer's "Salad Confetti Microgreens" are bursting with big flavor.

The Gary Comer Youth Center offers positive extracurricular alternatives in a welcoming and safe environment.

Our mission is to provide support for all of our students to graduate from high school, prepared to pursue college and careers.

For more information, please contact:

GCYC Garden Manager Marji Hess

773.358.4070

mhess@gcyhome.org

August 11, 2010

Comer Youth Center project is a garden in the desert

By Pete Reinwald, Special to the Tribune

Drivers on South Chicago Avenue near 73rd Street notice something turning green, and it's not just the traffic light. It's something beautiful and edible.

"In the midst of a big street, you turn around, and then there's a farm," said Joshua Jackson, 16.

It's a new community garden, where Jackson and dozens of fellow teenagers at the Gary Comer Youth Center are helping to turn 15,000 square feet of blight — about a third of an acre — in the Greater Grand Crossing community into fruit trees, nut trees, landscape plants, collard greens, mustard greens, pole beans and more. And it's all organic.

The garden is an extension of the center's rooftop-garden program, across the street at the corner of South Chicago and Ingleside avenues. There, teens have been growing plants, fruits and vegetables as part of an educational program that emphasizes healthy cooking and eating and the benefits and business of organic gardening.

The community garden builds on that by emphasizing, among other things, urban land use, year-round gardening and community outreach. Planting began last month, when the youth center received about 600 plants.

"It's about education," said Marji Hess, garden manager at the youth center, whose mission is to help kids get through high school and help prepare them for college and careers. "It's about looking at a community and looking at young people, who up to now, had not had an opportunity to grow food locally, learning to do that, and sharing that knowledge with the community."

Greater Grand Crossing could use that knowledge. A 2006 report by Mari Gallagher Research & Consulting Group identified the community as a "food desert," lacking supermarkets and access to fresh food. As a result, residents have an increased risk of chronic health problems.

"That gas station is the only source of food in the area," said Hess, standing in the community garden and motioning to the corner of 73rd Street and South Chicago Avenue. "A food desert means that it is more convenient to get food at that gas station than to get healthy food."

The new community garden rests on part of a 1.7-acre lot owned by the Comer Science and Education Foundation, the nonprofit Delta Institute, and the City of Chicago, Hess said. Emily Emmerman, special projects coordinator at the Gary Comer Youth Center, said the center plans to eventually purchase the entire tract.

Years ago, the land was the site of a gas station and a distribution center for chemicals and petroleum, Emmerman said. That meant the land needed to be cleaned to Environmental Protection Agency standards.

"We took the most conservative approach known to us, which was to bring it up to residential standards," Emmerman said.

A Delta Institute affiliate, the Delta Redevelopment Institute, had attempted to recruit a "green grocer" to build a store on the site, said Chris Slattery, senior associate director at the Delta Institute. "When that failed, we helped the Gary Comer Youth Center apply for planning grants for a community food project."

The organization, whose mission is to help promote the sustainable reuse of brownfields, has been working with the Comer Science and Education Foundation for about five years to manage the redevelopment of the site and others in the neighborhood, Slattery said.

(cont d on back)

(Cont'd)

A couple of years ago, there was a seasonal farmers market on the site that was "relatively successful" in terms of community interest, said Ald. Leslie Hairston, 5th. When efforts turned to attracting a green grocer, she said, "nobody wanted to invest in building" because of the state of the economy.

"That's my opinion," she said. "That doesn't change the need. People need to eat. People need to have access to food. People need to have access to nutritious food."

Hairston said she thinks the community garden could have a greater community effect than the farmers market because of the educational component, including cooking demonstrations.

"You also have to raise awareness and educate people," she said. "Look at things like diabetes, high blood pressure and obesity. Part of that is because people don't have access to fresh food."

The Gary Comer Youth Center's garden program has continued to blossom. Youths from nearby Paul Revere Elementary School take classes in gardening at the rooftop garden, on the center's main building. They lie among 8,600 square feet of plants, seeking refuge and peace from an unsafe neighborhood, encouraged by Hess to look into the sky, breathe and connect.

This year, the center initiated a program called Green Career Exploration, funded by city's Community Development Block Grant Apprenticeship program. "Green teens" ages 13 to 18 work nine hours a week during the school year and during the summer receive a stipend — up to \$15 a day — for working 20 hours a week.

Green teens specialize in areas such as cuisine, environmental science, community outreach and garden building. The group's build-and-design cohort recently completed a backyard garden, featuring edible landscaping, at a Gary Comer Youth Center annex near the main building. The program's banner emphasis is "seed to table," encompassing all education and skills required from planting to eating.

"Our youth are taking to it and loving it," Hess said. Attendance is 90 percent, and nobody has dropped out, she said.

The green teens use their organic produce for culinary classes and sell it to local restaurants, such as Frontera Grill and Table Fifty-Two.

On Fridays, the green teens sell the fruit and vegetables to the community and get a whiff of entrepreneurial experience.

"The youth are being exposed to a business model," Hess said.

This fall, green teens will build a greenhouse in the community garden so that they can grow plants during winter.

Jackson, a student at Gary Comer College Prep, appreciates "seeing how a farm starts."

"It's kind of like critical thinking, because you're putting a farm in the city," said Jackson, who wants to open an organic restaurant one day.

Fellow student Brianna Dukes, 17, said the program has taught her valuable life skills, including avoiding the gas station for meals.

"A lot of people, that's where they go," she said. "You can't buy fresh strawberries. I don't see tomatoes. I don't see hot peppers. No healthy stuff there."

September 26, 2010



The Gary Comer College Prep School at 7131 S. Chicago Avenue
Alex Garcia Tribune

Comer Prep shines as beacon of hope

Stainless-steel exterior gives feeling of security, glass walls and skylights keep things bright

By Blair Kamin

8:56 p.m. CDT, September 26, 2010

The bright new charter high school rises next to the scene of a senseless inner-city killing — a 17-year-old girl, chatting with a friend on her cell phone, shot dead in 2008 after two men argued on a CTA bus.

The \$20 million school is a legacy of the late Gary Comer, the innovative founder of the Lands' End clothing empire, who grew up in the Grand Crossing neighborhood and never forgot it.

Like a neighboring youth center that also bears Comer's name, the school is a beacon of optimism for an area that needs it.

Here at 7131 S. South Chicago Ave., just blocks from streets where crimes like burglary and robbery are almost as commonplace as a Starbucks in Lincoln Park, a protective outer shell of glistening stainless steel gives way to an interior that is washed in natural light — from windows, skylights and glass walls that line hallways instead of concrete block.

The crests of elite universities (Princeton, Stanford, Northwestern) adorn the wallpaper in the soaring, light-filled lobby.

Without speaking a word, the architecture sends a message to the school's 510 students: You are safe here — and you will be challenged.

The school, called Gary Comer College Prep, was designed by Chicago architect John Ronan, whose wide-ranging portfolio includes the under-construction Poetry Foundation building in River North and, alongside the school, the Gary Comer Youth Center at 7200 S. Ingleside Ave. The exuberant youth center, home to the South Shore Drill Team and winner of a 2009 national design award from the American Institute of Architects, is sheathed in materials that include bulletproof glass.

"You have to create a secure environment. It's a precondition for learning," Ronan explained the other day as he walked the sidewalks outside the school.

(cont'd)

Built for the Comer Science & Education Foundation and formally opened Sept. 14, the school raises a broader question that ultimately may be impossible to answer: Can better buildings help produce better students?

It is far easier to quantify the academic challenges that the school's teachers confront. Only 5 percent of the adults in Grand Crossing have earned a bachelor's degree and less than half the students in the neighborhood graduate from high school, according to the school's managers, the Noble Network of Charter Schools. And the physical setting around the school — a hard-edged commercial strip, storefront churches, vacant lots — is no less daunting.

In this tattered context, Ronan's brightly colored buildings inject a jolt of optimism as well as a sense of order.

Like the 4-year-old youth center, which is topped by an 80-foot LED tower and wrapped in bold red and blue panels, the school grabs the eyes of passing drivers with its zesty lime-green walls. Attractive modern fencing, a welcome departure from Mayor Richard Daley's ubiquitous fake wrought-iron, keeps out gang members and other troublemakers. Facing a nearby six-corner intersection, letters atop the fencing spell out "Grand Crossing."

"That was Gary's idea," Ronan said. "He wanted to give (the neighborhood) an identity that Lincoln Park has, or Kenwood has."

As they would on a college campus, students walk between the buildings. Fortuitously, the school shares the youth center's gym, cafeteria, music rooms, art rooms and computer labs. Without the arrangement, the school would have been twice as big and cost twice as much. True, there are inconveniences associated with using two buildings rather than one, but the school literally has them covered.

When it rains, green-and-white Comer Prep umbrellas keep the perambulating students dry. When it turns cold, jackets donated by Lands' End will help keep them warm.

"As I've said to the students, we are going to get them ready for college in every way that we can," says the school's 29-year-old principal, James Troupis, a 2003 Northwestern graduate. "I still remember those days walking up Sheridan Road, in negative temperatures, sleet coming down, wind coming off the lake, having to go between classes at NU."

While Ronan's stainless-steel exterior conveys a feeling of protection, it is anything but fortresslike, more a streamlined screen than a brutal wall. With typical attention to how people use urban spaces, the architect provides a swinging metal gate just to the side of his monumentally scaled lobby entrance. Through the gate, away from the dangerous streets, is a protected outdoor plaza that students have come to call "the Quad."

It is all ruggedly handsome, which is just right for this industrial-strength section of Chicago. Yet the straightforward exterior is simply a warm-up for the light-filled spaces that await inside.

A glassy, two-story lobby that looks back toward the youth center is monumental without being stuffy. Alongside it is a tiered lecture hall that prepares students for amphitheater-style learning once they graduate.

On corridor walls, custom-designed letters from Ronan's shop cleverly spell out the school's core values: "Grit," "Zest," "Optimism" and "Gratitude." Appropriately, because the vast majority of the students are black, the letters are framed by black-and-white photographs of African-American achievers and by pictures of students and teachers.

What ultimately elevates the interior, though, is Ronan's manipulation of space and light.

(cont'd)

By ringing the perimeter with classrooms and pushing services and offices (even the principal's) to the building's center, he guarantees that natural light will pour into the classrooms. The perforated steel on the outside may look impenetrable, but the light goes right through it and the windows behind it.

Better yet, Ronan places skylights directly over the building's long corridors and cuts openings between the first and second floors, ensuring that the daylight will reach the lower floor. In the most innovative move, he puts glass walls between the hallways and the classrooms, an arrangement that ordinarily would raise concerns about distracted students, safety and fingerprints. But Comer is not an ordinary place.

The charter school operated out of a glassy exhibition room in the youth center for two years, and the teachers and students came to like the openness.

"Here, I feel so lucky," said physics teacher Chris Carlson, whose lab is especially brightly lit because it occupies one of the building's corners. The corridor glass stays clean, by the way, because "we tell the students not to touch it," according to principal Troupis.

Such features, it should be noted, are not simply aesthetic. The interior's transparency is designed to create a "stay on your toes" culture of performance and accountability. And it may promote a sense of community without the acoustical problems associated with the open classrooms that were all the rage in the 1970s.

It is too early in the life of Gary Comer College Prep to know what sort of impact the design will have on students and whether it will help raise test scores and other measures of achievement. The school's 96 percent attendance rate is an encouraging sign, but by no means conclusive. Only next year will the fledging school have students in all four years of high school. It is currently teaching in grades 9 through 11.

Nonetheless, good design and even good mechanical systems can help reframe both the environment and what students expect of themselves.

"The trend (from various studies) suggests, over and over, that quality of air and the abundance of natural light makes a difference in how a child learns," said John Weekes, a Portland, Ore., architect who chairs the American Institute of Architects' national committee on education design. It's common sense: Better conditions mean less sickness — and that means more attendance and more learning.

Ronan's design offers a potent reminder of architecture's ability to transform lives — not single-handedly, but in partnership with committed teachers and parents. You know it when you knock on the door of Pilar Landon's 11th-grade math class at Comer, and a young woman comes to the door, gives you a firm handshake and invites you in to see students intently following every number their teacher writes on her 8-foot-high marker board.

bkamin@tribune.com



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FRIDAY 4:00
The GREEN TEENS
HARVEST TABLE

An aerial photograph of a modern building's courtyard. The courtyard features a paved walkway, several circular water features, and landscaped greenery. A group of people is gathered on the walkway. The building's facade is visible on the right side of the image.

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Do you know? Do you
know the benefits of buying
produce?

ASK me!

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Illinois Specialty Crops, Agritourism, and Organic Conference Block Grant Final Report

1) Narrative outlining entire grant project:

The Illinois Specialty Crops, Agritourism and Organic Conference was held January 5-7, 2011 at the Crowne Plaza Hotel, Springfield, IL. The purpose of the conference was to assist specialty crop producers in (1) managing their production and price risk; (2) educating specialty crop producers in developing "Good Agricultural Practices," "Good Manufacturing Practices," and "Good Handling Practices," as it relates to their production of specialty crops; (3) increasing consumer knowledge as it relates to the child and adult nutrition advantages from the consumption of specialty crops; (4) assisting our producers with incorporating agritourism as a value-added opportunity; (5) promoting food safety practices to our growers throughout the production and marketing chain; (6) encouraging consumers to buy local and buy fresh produce; (7) providing educational programming on disease and pest management control in the production of fruits and vegetables; and (8) providing a tract of workshops on organic production and marketing and to assist organic growers with being in compliance with the National Organic Standards. The mission of the Illinois Specialty Growers Association is to put more money into members' pockets through educational programming, commodity promotions, legislative and regulatory oversight, and networking opportunities.

a) This should include how the project may have changed initially if funding level differed from request, what happened during the project and future direction.

No changes from original request. The project followed the timeline as presented, and everything went as well as expected if not better. We will proceed with planning for the 2012 conference.

b) Project Title: Illinois Specialty Crops, Agritourism, and Organic Conference – January 2011

c) Project Summary

i) Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.

The Illinois Specialty Crops, Agritourism, and Organic Conference provides educational sessions at their January conference which have an impact on the entire specialty crop industry - from growing fruits, vegetables, and herbs both conventionally and organically and provides value-added opportunities by incorporating agritourism activities into the producer's operation. Not only do producers have the opportunity to learn production and marketing techniques but they have an opportunity to learn how to sell an "experience" at their farm market by incorporating agritourism activities.

The program also addresses various aspects related to entering and competing in the wholesale market arena. Issues to be investigated include invoicing, pricing, marketing, packaging, supply, labeling, delivery, insurance, quality assurance, certification and audits. This portion of the educational agenda has a good fit as wholesale markets search to satisfy demand for local produce and producers search for additional marketing opportunities.

A trade show featuring cutting-edge technology gives producers an opportunity to view equipment, crop protection products, new fertilizers, new seed varieties, packaging supplies, new marketing opportunities through Market Maker, greenhouse infrastructure items, food items available for resale in a roadside market (i.e. bakery items, jams and jellies, etc.), crop insurance products available to producers which enable them to manage risk, and exhibits geared to producing produce organically and how to comply with the National Organic Standards.

This conference benefits the specialty crop industry by incorporating both conventional and organic production practices and provides opportunities for producers to market their production through retail and/or wholesale outlets. It also provides information to roadside marketers on how

to incorporate agritourism activities which will provide a value-added opportunity to their operation.

ii) Establish the motivation for this project by presenting the importance and timeliness of the project.

Because of the huge interest in local food, organic and value-added, this conference was the ideal opportunity for producers to start the learning process in these areas or become further educated if already in the business. We had a lot of interest from new and beginning farmers and saw a lot of new and younger faces than in previous years. This goes to show the popularity of the local food movement.

iii) If the project built on a previously funded project with the SCBGP or SCBGP-FB describe how this project complimented and enhanced previously completed work.

This is a different and stand-alone conference each year, but we do build on previous workshops and subject matter as we plan each year for the next conference.

d) Project Approach

i) Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.

Conference planning begins in early June with a team of around ten individuals with the goal of having all programming in place by September 1 so that our graphic artist has ample time to prepare the pre-conference brochure. We send out the Exhibitor Prospectus in late August soliciting trade show vendors and then follow up in November with past exhibitors that have not yet committed for the coming year. After the pre-conference brochure is prepared, we put together a press release that is sent to various outlets (see i. Conference Promotion below). The pre-conference brochure is mailed mid-November and speaker confirmation letters are also sent in mid-November. Exhibitor confirmation packets are mailed in early December. Conference registrations begin to arrive from early December up until the time of the conference in early January. In mid-December, the graphic artist prepares the conference signage and the on-site brochure (which is different from the pre-conference brochure). We then begin assembling attendee packets which include the on-site program, speaker listing, exhibitor listing, evaluation, association brochure and dues form. In early January, registration is cut off and name badges are prepared. A team of five staff work the registration desk throughout the three-day event and two AV technicians assist the speakers in the seven breakout sessions with loading their PowerPoint presentations and trouble-shooting difficulties that may arise electronically.

All aspects of conference preparation went extremely well. Lessons learned would be to cut off pre-registration a little earlier next year. Too many last-minute registrations contributed to a few errors in name badges and not enough time to proof our work. At the conference, one of our workshops (high tunnels) proved so popular that the room we chose was not large enough and we had attendees spilling out into the halls. Next year, we will better gauge which workshops will be the most popular and plan our breakout rooms accordingly.

The conference does charge a fee to attend the one-day workshop and/or the two-day conference. Grant funds are used to pay for expenses associated with specialty crop speakers and topics. Registration and exhibitor income is used to pay for expenses for specialty crop speakers above the grant amount and also covers non-specialty crop topics and speaker expenses. Registration and exhibitor income also covers hotel expense, food-related expense, supplies, etc. After taking into account our registration/exhibitor income and grant income, any revenue generated above and beyond expenses (if any) goes toward future conferences. All income stays within our conference budget.

ii) Present the significant contributions and role of project partners in the project.

Diane Handley, Manager, Illinois Specialty Growers Association, serves as project leader for the Illinois Specialty Crops, Agritourism, and Organic Conference. Project partners include Illinois Department of Agriculture and University of Illinois. A project team consisting of representatives from academia assists with the development of the agenda for the conference. The team includes staff from University of Illinois, the Illinois Department of Agriculture, and the Illinois Specialty Growers Association.

University of Illinois: Rick Weinzierl, Mosbah Kushad, Mohammad Babadoost, Chuck Voigt, John Pike, Jeff Kindhart, Deborah Cavanaugh-Grant and Elizabeth Wahle.
Department of Agriculture: DeLayne Reeves

e) Goals and Outcomes Achieved

i) Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.

Conference Promotion: Press releases were sent to *FarmWeek*, *Fruit Grower News*, *Vegetable Grower News*, *American Fruit Growers*, *American Vegetable Growers*, the *Packer*, the *Grower*, *Country Folks Grower*, *Illinois Times*, *Farm World*, county Farm Bureau managers, Extension service, and all Illinois newspapers with an ag section. Radio interviews were conducted with RFD Illinois twice. A pre-conference brochure was sent to all past participants.

Trade Show Promotion: Sent exhibitor prospectus to past and potential exhibitors, contacted past exhibitors who did not respond to the the initial prospectus, and sent exhibitors listing of conference attendees 30 days after conference ended.

Conference Planning: Team leaders met to discuss potential educational session topics. They then met with affiliated association committees to brainstorm topics of interest and were encouraged to confirm speakers and their topics by September 1, 2010. At that time, team leaders were requested to send to the conference coordinator the titles of sessions, presenter's name, and contact information in preparation for the pre-conference flyer mailing and the speaker confirmation packets.

Membership promotion: ISGA membership was solicited throughout the conference registration process.

AGR-Lite Crop Insurance Session: Invited Roger Schnitzler, FARM Insurance Co., to explain AGR-Lite to our producers. Roger delivered a presentation at conference.

Good Agriculture Practices (GAP) Certification Workshop: Worked with University of Illinois staff in developing a certification program; promoted the certification program in all conference publicity; implemented the program at the conference.

Evaluation Form: Developed evaluation form to be distributed with conference registration material. Summarized evaluation forms to determine perceived quality of topics, speakers and facilities. 2012 conference planning will take into consideration suggestions gleaned from the 2011 evaluation results.

ii) If outcome measures were long term, summarize the progress that has been made towards achievement.

It would be difficult to state long-term success when the cycle of farming is cyclical but we are highly optimistic that every single attendee received information that will contribute to their long-term success as a producer in the specialty crop industry. If survey results are factored in, the conference scored in the "Excellent" range consistently, so it seems messages were received.

iii) Provide a comparison of actual accomplishments with the goals established for the reporting period.

Increase conference attendance by 20% over 2010 attendance: Our attendance increased 30% so our goal was definitely obtained.

Develop educational programming with topics that will assist producers with their decision making in 2011: We provided very timely workshop topics which included GAP certification, high tunnels, pumpkin production, and expanding farmers' markets. Conference topics that will assist with decision-making ranged from pest control, disease management, marketing, organic practices, crop insurance, labor and legal issues, and wholesale readiness, to name a few.

Increase ISGA membership by 10% by promoting membership at the registration desk during the conference: Membership increased exactly 10% as the result of membership promotion.

Increase AGR-Lite crop insurance participation by 10% by promotion of this crop insurance tool at the conference: This outcome will be difficult to measure until after the deadline of the next crop insurance sign-up. Approximately 22 producers attended the crop insurance session.

Provide a certification program for producers regarding "Good Agricultural Practices, Good Handling Practices, and Good Manufacturing Practices" which will provide assurance to the consumer that their produce is safe: Growers that attended our training received the necessary information needed to develop a Food Safety Plan for their farm, which is the guide the auditor would use to certify the GAPs adopted to minimize the risks of food-borne illness from produce grown on that farm. The actual certification will come as a result of the farm passing the third-party audit. Commercial buyers are approaching the act of food safety certification differently. This may be due to the fact that FDA is still developing the regulations. Some buyers seem to be accepting of producers attending a GAPs training session. Others are requiring that producers conduct a self audit which we provided. Other buyers want a copy of the Food Safety Plan but are not going to require an audit and the "big buyers," most of which already required the third party audit, are maintaining this standard.

Evaluate the conference by completing attendance summaries and make comparisons with previous years, and by having attendees complete a conference evaluation of session topics, speakers, and facility. Increase completed conference evaluations by 20% when compared to a year ago by providing incentives to attendees for completing evaluations. Without providing incentives, we increased the number of returned surveys by 42%. Evaluation results were extremely positive.

iv) Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

Addressed in iii above.

f) Beneficiaries

i) Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.

This conference benefited the specialty crop industry (fruit, vegetable, and herb producers) by providing sessions for both conventional and organic production practices and providing opportunities for producers to market their product through retail and/or wholesale outlets. It also provided information to roadside marketers on how to incorporate agritourism activities which will provide a value-added opportunity to their operation. Vendors also benefited from the opportunity to meet with current customers and showcase their products to new customers.

ii) Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

Hard figures for any long-term financial improvement or business growth would be impossible to obtain from the over 700 producers who attended this conference. The education and benefits they received by attending this conference would hopefully be utilized for years to come.

g) Lessons Learned

i) Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.

We learned that local food, farmers' markets, organics and niche marketing continue to be extremely popular subject matter, and we were on target in our conference offerings on these areas. We learned that we need a session or workshop for small farmers and beginning farmers and future conferences will provide topics for this group of individuals.

ii) Provide unexpected outcomes or results that were an effect of implementing this project.

The fact that our attendance increased by 30% was totally unexpected. It is true that attendance at our specialty crop conference has gradually increased over the last five years, but the huge jump this year was a surprise.

iii) If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

I feel that we satisfactorily met all our goals and measurable outcomes and, in some cases, the success of the conference is above and beyond what we anticipated.

h) Contact Person

Diane Handley, Manager of Illinois Specialty Growers Association and Conference Coordinator of the Illinois Specialty Crops, Agritourism, and Organic Conference

i) Name the Contact Person for the Project, Telephone Number and Email Address

Diane Handley, Manager
Illinois Specialty Growers Association
309-557-3662
dhandley@ilfb.org



Pumpkin Production and Pest Management for 2011

- | | |
|--|---|
| <p>10:00 Welcome and Introductions</p> <p>10:10 Pumpkin Production at Royal Oak Farm Orchard
Dennis and Paul Norton, Harvard, IL</p> <p>10:50 Insect Management in Pumpkins and Other Vine Crops
Rick Foster, <i>Purdue University</i></p> <p>11:30 Performance of Pumpkin Varieties in Northern Indiana
Liz Maynard, <i>Purdue University</i></p> <p>Noon Lunch</p> <p>1:00 Comments and Questions on the Morning Program
Moderator and Audience Discussion</p> | <p>1:20 Pumpkin Diseases: Observations from 2010 and Recommendations for 2011
Mohammad Babadoost, <i>University of Illinois</i></p> <p>2:10 A Detailed Look at Weed Management in Midwestern Pumpkin Production - Elizabeth Wahle, <i>University of Illinois</i></p> <p>3:00 Break</p> <p>3:30 Performance of Pumpkin Varieties in Southern Illinois
Alan Walters, <i>Southern Illinois University</i></p> <p>4:00 Production and Marketing Strategies that Match Consumer Demand - John Pike, <i>University of Illinois</i></p> <p>4:40 Audience Discussion</p> <p>5:00 Adjourn</p> |
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High Tunnels, 2011: Tomatoes and More

- | | |
|---|---|
| <p>10:00 Welcome</p> <p>10:10 FarmTek High Tunnel Systems - Lynn Walters, <i>Farm Tek</i>, Dyersville, IA</p> <p>10:50 High Tunnels at the Dixon Springs Agricultural Center - Insights and Results - Jeff Kindhart, <i>University of Illinois</i></p> <p>11:30 Producing Salad Greens for Dining Services at the U of I Student Sustainable Farm
Zachary Grant, <i>University of Illinois</i></p> <p>Noon Lunch</p> <p>1:00 Comments and Questions on the Morning Program
Moderator and Audience Discussion</p> <p>1:20 Experiences with Conventional, Hydroponic, and Organic Production of Tomatoes in High Tunnels
Aaron Trover, Simpson, IL</p> | <p>2:00 Observations on Insect Management in Purdue University's High Tunnel Systems - Rick Foster, <i>Purdue University</i></p> <p>2:40 USDA NRCS Seasonal High Tunnel Projects
Ivan Dozier, <i>USDA NRCS</i></p> <p>3:00 Break</p> <p>3:30 Survey of High-Tunnel Production and Pest Management Practices - Rick Weinzierl, <i>University of Illinois</i></p> <p>4:00 Irrigation Pointers for Raised Beds in High Tunnels
Jeff Kindhart, <i>University of Illinois</i></p> <p>4:30 Audience Discussion</p> <p>5:00 Adjourn</p> |
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Good Agricultural Practices: Making a Farm Plan and Becoming GAP-Certified

- | | |
|---|---|
| <p>10:00 Welcome</p> <p>10:10 Overview: Preparing for GAP Audits and Certification
John Pike, <i>University of Illinois</i></p> <p>10:30 Hands-on Development of YOUR Farm Safety Plan
Phil Allard and John Atsaves, <i>USDA</i></p> <p>Noon Lunch</p> <p>1:00 Comments and Questions on the Morning Program
Moderator and Audience Discussion</p> <p>1:20 Observations on Developing Farm Plans - Grower Panel</p> | <p>1:50 GAP Inspections: How Do They Work? What Happens?
Phil Allard and John Atsaves, <i>USDA</i></p> <p>3:00 Break</p> <p>3:30 GAP Inspections, continued
Phil Allard and John Atsaves, <i>USDA</i></p> <p>4:00 Observations on the Inspection Process - Grower Panel</p> <p>4:30 Audience Discussion</p> <p>5:00 Adjourn</p> |
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- Wed., Jan. 5 - 4th Pre-Conference Workshop cont. -

Expanding Farmers Market Opportunities

- | | | | |
|-------|---|------|---|
| 10:00 | Welcome and Introductions. | 2:00 | Break |
| 10:15 | How to Achieve Community and Financial Support for Farmers Markets - Stacy Miller, <i>Farmers Market Association</i> | 2:15 | Illinois Food Systems: Illinois Food, Farm, and Jobs Council, Chicago Food Policy Council, Evanston Food Policy Council, Springfield Local Food Task Force
Delayne Reeves, <i>Illinois Department of Agriculture</i> |
| 11:30 | Networking Roundtables: Funding and Grant Opportunities | 3:45 | Networking Roundtables: Food Rules, EBT, Social Marketing, Grant Opportunities |
| Noon | Lunch | 5:00 | Adjourn |
| 1:00 | Marketing Changes and Innovations: EBT/SNAP, WIC, Commercial Ready Opportunities, Innovative Ways to Reach Consumers - Lisa Bralts, <i>Market at the Square</i> , Urbana. | | |

Conference Registration:

Wednesday: 8 a.m. – 4 p.m.
Thursday: 8 a.m. – 4 p.m.
Friday: 8 a.m. – 12:00 Noon

Conference Trade Show:

Wednesday: 4:30 – 6:30 p.m.
Thursday: 8 a.m. – 5:30 p.m.
Friday: 8 a.m. – 1:30 p.m.

Thursday, January 6, 2011

Opening Session:

- 9:00 a.m. **Welcome and Conference Overview** - Rick Weinzierl, *University of Illinois*
- 9:20 a.m. **Is Your Operation Market Ready? Understanding the Expanding Market for Local Foods**
Julie Fox, *The Ohio State University*
- 9:40 a.m. **MarketMaker Updates: Essential Tools for Local Food Producers**
Dar Knipe and John Pike, *University of Illinois Extension*
- 10:45-11:45 **Breakouts**, see next page
- 11:30 - 1:30 **Lunch in Trade Show**
- 1:30 - 3:30 **Breakouts**, see next page
- 4:00 -4:45 **Affiliated Association Annual Meetings**
- 6:00 - 7:30 **Banquet: "The Heart and Soul of Farm Marketing"** by Ken and Barb Hall, Poplar Grove, IL
Presentation of Cider Contest and Herb Display Contest Awards

Banquet Speakers

Ken and Barb Hall will talk about life in the direct farm marketing business and what makes family businesses unique. They will also address their mission, why they're in the business, and what they believe is important!!

Friday, January 7, 2011

- | | | | |
|--------------|--------------------------|---------------|--------------------------|
| 8:00 - 1:30 | Trade Show open | 11:45 - 12:15 | ISGA Annual Meeting |
| 9:00 - 11:30 | Breakouts, see next page | 1:30 - 3:30 | Breakouts, see next page |
| 11:45 - 1:30 | Lunch in trade show | 3:30 | Adjourn |



Join Our Contests

Thursday, January 6

Cider Contest!

8:00 – 9:45 am Registration

10:00 am Judging

6:30 pm Awards Presentation at Banquet

For more details or an application, contact Elizabeth Wahle, University of Illinois Extension, (618) 692-9434 wahle@illinois.edu or www.specialtygrowers.org/confagenda.htm.

2nd Annual Herb Display Contest

Compete for the most dazzling display with the winner receiving complimentary membership in IHA for one year (\$50 value)

We provide you with an 8-foot table. You create an appealing and inviting display. You will need to bring all merchandise (herbal-related products) and information items (recipes or literature).

Competition is FREE! Open to anyone wanting to participate. Contact IHA Vice President Kay Carnes at kcarnes@illinois.edu or (217) 778-4423 to sign up.

The winner will be announced at the Thursday Evening Banquet.

Getting There and Staying There

DIRECTIONS FROM I-55

Exit 94, Stevenson Drive. Go west one block to Dirksen Parkway.
Turn right (north) 1.5 blocks. Hotel is on the right (3000 S. Dirksen Parkway).

HOTEL RESERVATIONS

Lodging is available at the Crowne Plaza for \$85 per night (single or double), plus 10% tax, through Dec.14.
(After Dec.14, availability is not guaranteed at conference rate.)

BY PHONE: Call 217-529-7777.

Ask for in-house reservations, identify your organization as "Illinois Specialty Crops, Agritourism and Organic Conference."

ON LINE: www.cpspringfield.crowneplaza.com.

Fill in Travel Dates & Traveler Information and "check availability."
Click Corporate, Group Identificaiton. Fill in the group booking code: GRO

QUESTIONS?

Contact Diane Handley
Phone: 309-557-2107 • Fax: 309-557-3729 • Email: handley@iffb.org

	Fruits	Vegetables
Thursday 10:45-11:45	Using SmartFresh on Apples for Retail Operations Mike Parker, <i>North Carolina State University</i>	Understanding Insecticides and Selecting the Best Options - Rick Weinzierl, <i>University of Illinois</i>
Thursday 1:30-3:30	<p>1:30 Review of the 2010 Season Moderated Audience Discussion</p> <p>2:00 Peach Production in North Carolina - Striving for Profitability - Mike Parker, <i>North Carolina State University</i></p> <p>2:50 New Issues in Insect Management in Apples and Peaches - Rick Weinzierl, <i>University of Illinois</i></p>	<p>Sweet Corn:</p> <p>1:30 News in Sweet Corn Hybrid and Variety Development Seed Industry Panel</p> <p>2:10 Transplanting Sweet Corn: Effects of Transplant Age and Maturity Date on Yield and Quality Tim Coolong, <i>University of Kentucky</i></p> <p>2:45 Corn Earworm Management in Sweet Corn Rick Foster, <i>Purdue University</i></p>
Friday 9:00-11:30	<p>9:00 Managing Apple and Peach Diseases, with Notes on the Strengths and Weaknesses of Sulfur Mohammad Babadoost, <i>University of Illinois</i></p> <p>9:40 Fruit and Vegetable Production at Brautigam Orchards Tom and Pat Range and family, Belleville, IL</p> <p>10:20 Basics of Fertility Management for Apples and Peaches - Elizabeth Wahle, <i>University of Illinois</i></p> <p>11:00 Peach and Apple Variety and Rootstock Review Moderated Audience Discussion, Mosbah Kushad, <i>University of Illinois</i></p>	<p>Tomatoes and Peppers:</p> <p>9:00 Fundamentals of Pepper Production Bill Shoemaker, <i>University of Illinois</i></p> <p>9:40 Promising Pepper and Tomato Varieties Seed Industry Panel</p> <p>10:15 Observations on Pepper and Tomato Variety Performance - Jeff Kindhart and Elizabeth Wahle, <i>University of Illinois</i></p> <p>10:50 Disease Management in Tomatoes and Peppers Mohammad Babadoost, <i>University of Illinois</i></p>
Friday 1:30-3:30	<p>1:30 Opportunities and Resources for Small Fruit and Strawberry Production Jeff Kindhart, <i>University of Illinois</i></p> <p>2:15 Fruit Industry Perspectives from Women Owners and Co-Owners - Grower Panel: Lori Murray, Mozier, IL, moderator</p> <p>3:30 Adjourn</p>	<p>Cole Crops and Crucifer (Brassica) Greens:</p> <p>1:30 Basics of Stand Establishment Bill Shoemaker, <i>University of Illinois</i></p> <p>2:10 Disease Management in Cole Crops and Crucifer Greens - Mohammad Babadoost, <i>University of Illinois</i></p> <p>2:50 Insect Management in Cole Crops and Crucifer Greens - Rick Weinzierl, <i>University of Illinois</i></p> <p>3:30 Adjourn</p>

	Organic I	Organic II
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Thursday 10:45-11:45	Cultivating Diversity: A Recipe for Organic Opportunity Lisa Kivirist, <i>Inn Serendipity Farm and B&B, Kellogg Food & Society Policy Fellow</i> , Co-Author: ECOpreneuring, Rural Renaissance, Edible Earth, Browntown, WI	
Thursday 1:30-3:30	<p>Integrated Organic Vegetable Production Systems:</p> <p>1:30 Niche Marketing = Niche Production: Why Marketing Specialty Crops to High End Chefs Comes Before Production - Marty and Kris Travis, <i>Spence Farm</i>, Fairbury, IL</p> <p>2:00 Phytophthora in Peppers, Cucumbers, Melons, Squash, and Pumpkins Mohammad Babadoost, <i>University of Illinois</i></p> <p>2:35 Creating a Livelihood on a Fresh-Market Vegetable Farm - John Hendrickson, <i>University of Wisconsin</i></p>	<p>Organic Grain and Livestock Systems:</p> <p>1:30 Finding the Best Fit: Cover Crops on Your Farm Joel Gruver, <i>Western Illinois University</i>; <i>Integrated Livestock Systems</i>; Stan Shutte, <i>Triple S Farms</i>, Stewardson, IL</p> <p>2:10 Marketing and Storing Organic Grain to Optimal Advantage! Allen Williams, <i>Williams Farms</i>, Cerro Gordo, IL; Jack Erisman, <i>Goldmine Farm</i>, Pana, IL; Marvin Manges, <i>Fizzle Flat Farm</i>, Yale, IL; Moderator: Duane Baker, Seed Coordinator, <i>Midwest Organic Farmers Cooperative</i>, Newton, IL</p> <p>3:00 Livestock: Organic and Beyond Allan Sexton, <i>Meadow Haven Farm</i>, Sheffield, IL</p>
Friday 9:00-11:30	<p>Organic Cultural Practices:</p> <p>9:00 Management for Organic Production and Soil Conservation Michelle Wander and Carmen Ugarte, <i>University of Illinois</i></p> <p>9:45 Strategies for Managing the Weed Seedbank and Encouraging Weed Seed Predation Adam Davis, <i>USDA ARS</i>, and <i>University of Illinois</i></p> <p>10:30 Cultivation and Seedbank Management for Improved Weed Control on Small- and Mid-Scale Diversified Farms Eric Gallandt, <i>University of Maine</i></p>	<p>Organic Fruit Production:</p> <p>9:00 Adding Value: Aronia Berry Production and Fruit CSA Teresa Santiago, <i>Teresa's Fruits and Herbs</i>, Eureka, IL</p> <p>9:45 A More In-Depth Look at Insect Management Options in Organic Fruit Production - Rick Weinzierl, <i>University of Illinois</i></p> <p>10:30 Key Considerations in Planning and Managing an Organic Apple Orchard - Deirdre Birmingham, <i>Regan Creek Farm</i>, Mineral Point, WI</p> <p>11:00 Making the Most Out of Weather-Kissed and Pest-Kissed Organic Fruit Wes Jarrell, <i>Prairie Fruits Farm and Creamery</i>, Urbana, IL</p>

Friday 1:30-3:30	<p>Organic Seeds – Saving, Exchanges and Commercial Sources:</p> <p>Panel and Audience Discussion: Jack Juvik, <i>University of Illinois</i> Shanyn Siegel, <i>Seed Savers Exchange</i>, Decorah, IA Jim Hicks, MOFC Board of Directors, <i>Seedsman</i>, Chillicothe, IL</p> <p>MODERATOR: Duane Baker, Seed Coordinator, <i>Midwest Organic Farmers Cooperative</i>, Newton, IL</p> <p>3:30 Adjourn</p>	Page 428 of 487
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Herbs

Agritourism/Marketing

Illinois Gardener Question and Answer Session on Herbs

Dianne Noland, Chuck Voigt, Phil Nixon, and Jim Schmidt, *University of Illinois*

1:30 Using Facebook, Twitter, and More to Market Your Products - Deborah Niemann-Boehle, Cornell, IL

2:30 Marketing Fresh and Processed Herbs to the Nutraceutical Market
James Simon, *Rutgers University*

9:00 Rutgers Research Report on the Fight Against Basil Downy Mildew - James Simon, *Rutgers University*

10:00 Potentially Effective Treatments for Basil Downy Mildew
Mohammad Babadoost, *University of Illinois*

10:30 Transitioning to Organic Greenhouse Production
Sal Gilbertie, *Gilberties Herbs*, Easton, CT

1:30 Seasonal Herbs at Gilberties
Sal Gilbertie, *Gilberties Herbs*, Easton, CT

2:30 Horseradish: Herb of the Year, 2011
Chuck Voigt, *University of Illinois*

3:30 Adjourn

Social Media Marketing

Julie Fox, *The Ohio State University*

1:30 Fit More P's in Your Pod: Working with Partners for Effective Promotion - Stephanie Rhodes, *Bloomin' Communications*, Alto Pass, IL

2:30 Tourism Programs and Signage Information
Cindi Fleishli, *IL Bureau of Tourism*, and *Illinois Department of Transportation Representative*

9:00 The "Dazzle is in the Details: Getting the Most out of Merchandising and Sales Promotion
Stephanie Rhodes, *Bloomin' Communications*, Alto Pass, IL

10:00 Get Media Savvy and Get Known
Joy Neighbors, *The JOY of PR*, Flat Rock, IL

11:00 Illinois Agritourism Website and Promotions Update
Heather Wilkins, *Central Illinois Tourism Development Office* and Diane Handley, *Illinois Specialty Growers Association*

1:30 Expanding the Experience with Culinary Agritourism.
Ann Dougherty, *Learn Great Foods*, Mt. Carroll, IL

2:30 Agritourism Safety and Liability Considerations.
John Pike, *University of Illinois Extension*

3:30 Adjourn

Irrigation/Business Management

Irrigation

Drip Irrigation Regimes for Tomatoes and Specialty Peppers - Tim Coolong, *University of Kentucky*

Improving Enterprise Management

Improving Commercial Readiness:

1:30 Post-Harvest Handling and Transportation Methods that Allow Small-Scale Growers To Deliver Top-Quality Produce
Jeff Kindhart, *University of Illinois*

2:30 Projects Funded by the 2011 Specialty Crop Block Grant Program and Prospects for 2012
DeLayne Reeves, *Illinois Department of Agriculture*

3:00 University of Illinois Research Supporting Specialty Crop Production and Marketing
Jozef Kokini, Associate Dean of the College of ACES, *University of Illinois*

Labor and Legal Issues

9:00 Updates on Legal Issues for Specialty Crop Producers - Rich Schell, *Law Offices of Kurt Wagner*

9:50 Panel Discussion on Labor Issues - Terry Veich, *Veich Farms*, Vincennes, IN, Jeff Flamm, *Flamm Orchard*, Cobden, IL, Cliff Ingersol, *Twin Garden Farms*, Harvard, IL, and Tom Halat, Huntley, IL. Moderator: Don Ahrens, Shawneetown, IL

10:40 Update on Insurance for Specialty Crop Producers - Roger Schnitzler, *FARMCO*, Wisconsin Dells, WI

Marketing

1:30 Selling Into Wholesale Markets - Adam Degroot, St. Anne, IL, Gerry Kettler, *County Market*; Michel Higgins, *Maldaners*; Mike Orf, *Hy-Vee*; Irv Cernauskas, *Irv and Shelly's Fresh Picks*. Moderator: Jim Slama, *FamilyFarmed.org*

3:30- Meet the Buyers Reception, with buyers from Auggies, Chartwells Thompson (Chicago Public Schools), County Market, Goodness Greeness, Hy-Vee, Irv and Shelly's Fresh Picks, Maldaners, Schnucks, Southern Illinois University, SYSCO, Testa Produce, and Whole Foods.

Illinois Specialty Crops, Agritourism and Organic Conference Registration Form

IL Final Report - 12-25-B-0921

December 2012

**- Must be received by
December 28, 2010 for pre-registration -**

Please print clearly or type the following registration information for each participant. Please circle any pre-conference workshops you will be attending.

Name(s) _____ 1, 2, 3, 4 _____ 1, 2, 3, 4
 _____ 1, 2, 3, 4 _____ 1, 2, 3, 4

Farm Name or Organization _____

Address _____ City _____ State _____ Zip _____

Phone FAX Email _____

Description of Operation: _____ Vegetable _____ Fruit _____ Herb _____ Irrigated Grower _____ Organic
 _____ Agritourism _____ Master Gardener _____ Roadside _____ U Pick _____ Wholesale _____ Farmers Market
 _____ Industry Support _____ Other _____

FREE Magazine Subscriptions to all Registrants! PLEASE CHECK any of the following you'd like to receive a one-year subscription to:

___ Growing Magazine ___ American Fruit Grower ___ American Vegetable Grower ___ The Fruit Grower News
 ___ The Vegetable Grower News ___ Country Folks Grower ___ No thanks - none at this time.

Pre-Conference Workshops

#1 - Pumpkin Production and Pest Management for 2011 (January 5, 2011)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

#2 - High Tunnels, 2011: Tomatoes and More (January 5, 2011)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

#3 - Good Agricultural Practices: Making a Farm Plan and Becoming GAP-Certified (January 5, 2011)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

#4 - Expanding Farmers Market Opportunities (January 5, 2011)

Attending _____ @ \$35/member*; \$45/non-member (includes lunch); **on-site registration \$15 more per person**..... \$ _____

Specialty Crops, Agritourism and Organic Conference (Thursday & Friday, January 6-7, 2011)

Registration Fee (Includes trade show and educational sessions; **on-site registration \$15 more per person**)

First Person Attending.....\$50/member; \$60/non-member = \$ _____

Additional Person(s) # _____ at \$25/member; at \$30/non-member = \$ _____

Banquet Tickets # _____ @ \$25 (\$30 on-site)..... Vegetarian Option (circle if preferred) # _____ \$ _____
 (Dietary restrictions requested in advance)

Trade Show Only Pass (Thursday - Friday, January 6-7, 2011) (for those individuals attending only the trade show activities)

Attending _____ @ \$10/person = \$ _____

2011 ISGA DUES (see below)..... \$ _____

Designate as my specialty association: (check one)*

_____ Illinois Herb Association (\$50) _____ Illinois Vegetable Growers Association (\$50)
 _____ Illinois Irrigation Association (\$45) _____ Illinois State Horticulture Society (\$70)

If you choose to join more than one association, the basic ISGA membership fee is \$40 plus \$5 for IIA, \$10 each for IVGA and IHA, and \$30 for ISHS.

* member = member of Illinois Specialty Growers Association (ISGA)

Total Due: \$ _____

Please return completed form with payment (a check made payable to ISCC or complete the credit card information below) no later than December 28, 2010 to: Illinois Specialty Crops Conference • 1701 Towanda Avenue • Bloomington, IL 61701

Credit Card Payment

Cardholder name: _____

Mailing Address _____ City _____ State _____ Zip _____

(as it appears on statement)

Total Amount of Transaction: \$ _____ Type of Card: MasterCard VISA Discover

Account Number: _____ Expiration Date: _____

(month)

(year)

Signature of Cardholder: _____ Page 430 of 487



FUN things to do in Springfield!



- Celebrate our state's great history at the Abraham Lincoln Presidential Library & Museum. www.alplm.org
- Visit the Old State Capitol, President Lincoln's Law Office and the "New" State Capitol.
 - Tour Abraham Lincoln's former home, built in 1839.
 - Explore the state's colorful history at the Illinois State Museum. www.museum.state.il.us
 - Visit Oak Ridge Cemetery, where Lincoln's Tomb is located.
- See lemurs, cheetahs, penguins and more at the Henson Robinson Zoo.
- Shop at White Oaks Mall, with Bergner's, Macy's, Abercrombie & Fitch, and more!



Illinois Specialty Crops, Agritourism and Organic Conference

1701 Towanda Avenue
Bloomington, IL 61701



Address Service Requested

December 2012

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Look INSIDE for Conference Agenda

All Conference Attendees will receive **FREE** subscriptions to industry magazines of your choice! *(see registration)*

IMPORTANT DEADLINES:

Dec. 28 – Conference Registration

Dec. 14 – Hotel Reservations

EVALUATION SUMMARY
2011 ILLINOIS SPECIALTY CROP, AGRITOURISM & ORGANIC
CONFERENCE
(based on 65 responses)

1. What were your objectives in attending this workshop or conference?
 - 1 Learn more about marketing my products.
 - 2 Learn more about GAP and meet with potential buyers.
 - 3 Learning.
 - 4 Acquiring new information.
 - 5 Networking, seeing old friends.
 - 6 To gather more information regarding farmers markets and improve our farming operation.
 - 7 To learn in general.
 - 8 Network with other producers, gain knowledge.
 - 9 Education.
 - 10 Learn more about GAP and gain more knowledge on vegetable crops.
 - 11 GAP and food safety issues/sustainable production practices.
 - 12 Just starting, need lots of information.
 - 13 Learning more about growing herbs.
 - 14 Solving disease and insect problems.
 - 16 Gain knowledge about organic farming and practices.
 - 17 Learning, networking.
 - 18 To meet and talk to friends.
 - 19 Networking, learn about cover crops.
 - 20 Keeping up to date with growers' trends and research.
 - 21 Get ideas and learn more about crops we grow.
 - 22 General education.
 - 24 Getting educated on a start-up organic farm.
 - 25 To learn more in promoting farmers markets.
 - 26 Learn new ideas/seeds/methods of running my agri tourism farm.
 - 27 Learn as much as possible.
 - 28 Learn about growing techniques for fruits/veggies.
 - 29 Finding ways to be a better partner from tourism perspective.
 - 30 Learn about crops and agri tourism.
 - 31 Networking and learning new things or new ideas.
 - 32 Wealth of knowledge to start farm.
 - 33 To learn about sustainable/organic practices in Illinois.
 - 34 Meet old friends – make new friends. Learn new things.
 - 35 Network, starting an operation – orchard management.
 - 36 Learning current trends.
 - 37 Learn more about marketing and GAP.
 - 38 Learn about farmer markets and expanding grant opportunities.
 - 39 Get new ideas.
 - 40 To determine if we want and are able to take the risk in raising specialty crops.
 - 41 Yes – need to know all I can about this as we are just getting a start in this venture.
 - 42 Learn more about opportunities with specialty crops.
 - 43 Learn about aspects of agri tourism to better position our event.
 - 44 Enhance our marketing strategies, further our farming knowledge/know-how.
 - 45 Learn more about advertising and marketing.
 - 46 Network, learn organic standards, management practices.
 - 47 General update.
 - 48 Get more information on high tunnels.
 - 49 Get more information about high tunnels.
 - 50 Get update on herb issues.
 - 51 Information and idea exchange.
 - 52 To learn about innovative ways to promote farmers markets.
 - 53 Fertilization on pumpkins, herbicides, fungicides, and pesticides on pumpkins, pumpkin varieties.
 - 56 Hoping for practical, useful tips to have successful market (customers/vendors).

- 57 Ideas to invigorate our local farmers market.
- 58 To exhibit – increase NRCS visibility to new potential clients.
- 59 Networking and promoting organic and organic certification.
- 60 Gather information on production of organic apples and berries and marketing.
- 61 Obtain information on growing methods, equipment, varieties, organic methods (vegetables and small fruits).
- 62 To learn best (or at least better) practices in produce production.
- 63 Organic tree fruit sessions.
- 64 Presenting in pre-conference session, also learning from other presenters.
- 65 As a speaker, I hoped to share useful, practical information.

2. Did you meet your objectives?

Base	Yes	No
60	59 98%	1 2%

- 3 Some.
- 19 Mostly.
- 20 Mostly.
- 24 Mostly.
- 25 Yes from marketing changes panel.
- 29 Yes – to some degree. Understand aim was to producer.
- 33 Some, loved organic tracks – other tracks were \$ \$ \$.
- 36 Partially.
- 41 Great start.
- 45 Somewhat.
- 49 Mostly.
- 52 Yes. I was exposed to a whole range of markets across the state.
- 56 Somewhat.
- 57 Absolutely!
- 65 Based on immediate, initial feedback, yes.

3. What was the best part of the workshop or conference for you?

- 1 Tourism and media information.
- 3 Braeutigan Orchard; the review of 2010 fruit season; specialty crop block projects funded.
- 4 High tunnels and organic sessions.
- 5 Variety of speakers.
- 6 Being educated about the different medias.
- 7 Good workshops Thursday on herbs.
- 8 High tunnel breakouts.
- 9 Mohammad Babadoost.
- 10 GAP workshop and materials handed out.
- 11 Workshop on GAP – received much information.
- 12 Hoop houses.
- 13 Chuck Voigt and Sal Gilbertie.
- 14 Receiving information from the people who know and do the research.
- 16 Lots of information and topics available (great info at trade show), networking with conference attendees and participants.
- 17 New ideas – social networking.
- 18 Information.
- 19 Seed bank management.
- 20 Eric Gallandt.
- 21 Getting advice from presenters on problems we are facing on our farm.
- 22 High Tunnel session.
- 24 Marketing disease management, fundamentals of production, agri tourism.
- 27 Breakout sessions.
- 28 Lectures backed by data.

- 29 Networking idea/exchange.
- 30 Networking with people.
- 32 A lot of choices in seminar topics.
- 33 Organic track. John Hendrickson, great research!
- 34 Aronia berry presentation, Sal Gilbertie.
- 35 Networking.
- 36 Talking with other producers, informative sessions.
- 37 All good. Sorry I missed pre-conference workshops.
- 38 Something for everyone.
- 39 Good programming.
- 41 Almost all the sessions.
- 42 The Trade Show offered good chance to meet helpful people and good literature.
- 43 Social media marketing – Julie Fox.
- 45 Dr. Babadoost talking about phytophthora.
- 46 Meet with buyers. High Tunnel day – great!
- 47 Breakout sessions.
- 48 Jeff Kindhart's talk.
- 49 USDA guy.
- 51 Friends.
- 52 Marketing Changes and Innovations Panel presentation.
- 53 Pumpkin diseases.
- 54 Weed control and disease.
- 56 Last section.
- 57 Farmers market workshop.
- 58 Wasn't able to attend breakouts – many visitors to our booth.
- 59 Workshop: organic weed control. Conference: the people.
- 60 Learning information that I was unaware of for production and marketing.
- 61 High tunnel growing and organic weed control methods.
- 62 Profitability concepts/cost factors in implementing ideas.
- 63 Trade Show and organic tree fruit sessions. Networking. Everything was very well organized!
- 64 Stacy Miller of FMC – great to have a national leader for markets in the house!
- 65 This was a new conference for me and I enjoyed meeting some new people as well as visiting with some people I've known for a while.

4. What was the least productive part of the workshop or conference for you?

- 1 Merchandising and sales – session was too generic.
- 3 Illinois Gardener Q & A on herbs.
- 6 No comment.
- 7 Dinner Thursday night.
- 12 Grain storage – poor.
- 16 Management for Organic Production and Soil Conservation. It could have been good, but it wasn't!
- 20 Panel discussion.
- 21 Session on Market Maker.
- 22 Cole crops (am organic).
- 24 Fruits banquet.
- 27 Discussion groups.
- 28 Learning about your farm's history and your family.
- 29 Being able to discuss ways tourism departments can help producers.
- 32 Pumpkins, fruit trees, and banquet.
- 38 Should provide free Wi-Fi and Internet connection during sessions.
- 39 The tourism program.
- 41 Pre-conference – too many great selections to choose from. Also, keep academics more relevant to production processes.
- 42 Most that was presented was common sense, especially "Market Ready." This was very basic – I was hoping for more specifics.
- 45 Niche marketing and signage.
- 46 Overview of U of I research.
- 47 Creating a livelihood on a fresh market vegetable farm.

- 48 The bug guy.
- 49 The bug guy.
- 53 Marketing strategy.
- 56 EBT discussion.
- 59 Non local food! Farmers in attendance = please promote your product. Pumpkin soup, pie, bars, frozen fruit?
- 61 Welcome session.
- 62 N/A.
- 63 I really liked this conference and the friendly atmosphere.
- 64 Could not reliably access any wireless free of charge. Couldn't live blog or demonstrate examples of social media.

Ratings:	Poor		Average		Excellent	
	1	2	3	4	5	Base
Conference Location	1 2%	0 0%	5 8%	20 32%	36 58%	62
Hotel Accommodations	1 2%	0 0%	7 15%	11 24%	27 59%	46
Lodging Room Reservation via Internet	0 0%	1 4%	2 7%	11 39%	14 50%	28
Conference Registration	0 0%	2 3%	12 21%	13 22%	31 53%	58
Wednesday Workshop(s)	0 0%	1 3%	2 6%	10 29%	22 63%	35
General Session & Workshop Session Topics	0 0%	0 0%	3 7%	26 57%	17 37%	46
Thursday Lunch in Trade Show	5 12%	8 19%	11 26%	13 31%	5 12%	42
Friday Lunch in Trade Show	3 9%	6 18%	13 38%	9 26%	3 9%	34
Banquet	1 3%	2 5%	12 32%	13 34%	10 26%	38
Trade Show	0 0%	4 8%	13 26%	20 40%	13 26%	50
Value for my Business	0 0%	0 0%	10 19%	27 51%	16 30%	53
Overall Rating	0 0%	0 0%	7 12%	34 60%	16 28%	57

Additional Comments:

- 24 Friday Lunch in Trade Show – didn't go.
- 29 Friday Lunch in Trade Show – didn't use.
- 32 Friday Lunch in Trade Show – ate elsewhere.
- 33 Thursday Lunch in Trade Show – no vegetarian. Good service.
Friday Lunch in Trade Show – not local! Good service.
Value for my Business – cheap conference.
- 35 Thursday Lunch in Trade Show – short on wraps.
- 41 Banquet – quality of meal was a "5," but services was "1" to "0."
- 55 Conference registration – need Internet pre-registration.
- 60 Thursday Lunch in Trade Show – had to wait half hour for veggie wraps.

5. What topics/issues would you like to see addressed at next year's conference?

- 1 Breakdown/multiple sessions about social networking.
- 2 More GAP information, maybe more high tunnel redone since could not go to it due to GAP meeting.
- 3 Weed control in the specialty crop field; asparagus production; raised bed applications.
- 4 Similar to this year.
- 5 Greenhouse production.
- 10 Food safety bill regulations for irrigation and treatment options.

- 11 The food safety issue bill that was just signed and subsequent regulations of FDA. Irrigation water quality issues, especially surface H₂O users.
 - 12 Legal issues, brand name, insurance.
 - 15 B & B on the farm.
 - 16 Organic farming.
 - 17 More on social media networking.
 - 18 Control of insects and disease. But mainly new regulations from federal and state government.
 - 19 Combinations of cover crops.
 - 20 More time on soils. Organic III – so we can have soil, vegetables, fruits.
 - 21 More on small-scale livestock production, pastured pork, pastured broilers, etc.
 - 22 There is plenty I haven't heard yet in existing talks.
 - 24 Updates in the industry of any kind.
 - 25 Building relationships between farmers and vendors and farmers market managers. Problems with county health departments on farmers markets.
 - 27 Pricing – apples, peaches, pears.
 - 28 Wi-Fi – this is 2011. The conference Wi-Fi was essentially non-existent. The hotel had ridiculous Wi-Fi prices.
 - 29 Marketing/Promotion/Partnership – Barn Tours/Farm Tours.
 - 30 Grants – public and private. Angel financing.
 - 32 Will let you know.
 - 33 Organic pest control, organic fertilizers and irrigation for organics, soil preparation for clay soils, composting basics.
 - 36 Strawberries, raspberries.
 - 37 Foodie topics, culinary tourism, partnerships.
 - 38 More local food policy council information.
 - 39 Direct marketing operations – other farm operations.
 - 40 Breakout session for beginners to include cost factors.
 - 41 See more on asparagus, relevant research; more experiences updating laws, regulations, policies, etc.
 - 42 You need more specifics like the media information Joy shared.
 - 43 Promotional material evaluation – here's my rack card...what's good, what's bad, etc. Agri tourism is not always orchards, farmers markets, etc. Incorporate special events, i.e. barn tours, farm-city relations, tractor drives – heritage days (antique).
 - 44 We paid a total of \$120.00 and ended up embarrassed. Falling in line for the lunch just to find we have to pay for the lunch. Next time, make it clear on your program that lunch or any meal is for members only.
 - 45 Labor laws, minimum wage, contracted labor, tax solutions (loopholes).
 - 46 More great information. More high tunnel research from other universities – U of I not doing it.
 - 49 Pass out handouts for all.
 - 53 Tomatoes, disease, fertilization, weed control, variety performance, pepper workshop.
 - 54 Asparagus.
 - 56 State regulations.
 - 59 Interagency coordination for grower: equipment, org certification, cost share.
 - 61 Equipment and uses available for small farms. Less than 10 acres.
 - 63 More on organic tree fruit production.
 - 64 Farmers markets, communications, connecting.
6. Who would you like to see as speakers?
- 3 Jim Eckert; Voss Pecan; women in charge.
 - 4 Elliot Coleman.
 - 11 Joel Salatin.
 - 13 Richters Herbs.
 - 16 Allan Sexton, Gary McDonald.
 - 17 Julie Fox.
 - 18 Anyone that you can get that is knowledgeable in their field.
 - 20 John Hendrickson, University of Wisconsin – Madison.
 - 30 Rick Bayless – Frontera Foundation.

- 40 Jeff Kindhart.
- 41 Jeff Kindhart and Rick Weinzierl.
- 42 Someone from Iowa Barn Foundation, barn groups from counties in Illinois.
- 44 Speakers ran out of handouts!
- 46 More organic management.
- 50 Felder Rushing (Mississippi); someone from Bowood Farms (St. Louis).
- 52 Someone from the Leopold Center at Iowa State University.
- 56 Vendors, FM managers.
- 58 An NRC employee to explain NRCS programs and assistance available.
- 59 Org cert.
- 63 Organic tree fruit growers. More from Rich Weinzierl.

7. Would you like to be a speaker?

Base	Yes	No
16	6 38%	10 63%

- 11 Possibly.
- 33 Sure.
- 35 Yes.
- 40 Not yet.
- 45 Pumpkin patch leader (Arthur, Illinois).
- 46 Elliot Coleman, CEO/owner of Rimol Greenhouse Company, Joel Salatin, head of MOSA.

If so, please include your name and contact info on reverse side of form.

- 11 Matthew P. DeJong, 18330 Stony Island Ave, Lansing, IL 60438; (708) 474-1865.
- 35 Rich Tobiasz, 1075 Breezy Lawn Rd, Spring Grove, IL 60081; (815) 675-6455; eofarm@mchsi.com; organic topics, soil.
- 59 Trish Dougherty, c/o MOSA; trdougherty@mosaorganic.org.

Ratings:	Poor		Average		Excellent	
	1	2	3	4	5	Base
"Is Your Operation Market Ready? <i>Understanding the Expanding Market for Local Foods</i> " By Julie Fox, General Session Speaker	2 5%	5 13%	18 46%	14 36%	0 0%	39

- 16 Didn't apply to me.
- 42 Julie needs to "get over" her new phone – we don't care.

Ratings:	Poor		Average		Excellent	
	1	2	3	4	5	Base
"MarketMaker Updates: <i>Essential Tools for Local Food Producers</i> " By Dar Knipe and John Pike, General Session Speaker	0 0%	2 6%	14 41%	10 29%	8 24%	34

- 16 Didn't apply.
- 33 Lacked focus for this conference (talked about Florida national markets). There are better tools like local harvest.

Ratings:	Poor		Average		Excellent	
	1	2	3	4	5	Base
<i>"The Heart and Soul of Farm Marketing"</i> By Ken and Bark Hal, Banquet Speakers	0 0%	0 0%	7 27%	9 35%	10 38%	26

24 Didn't stay – banquet went too long!

32 It was so late by the time they started to speak that we left – previous speaker way too long.

Session Evaluations

Ratings:	Poor		Average		Excellent	
Speakers	1	2	3	4	5	Base
Cindi Fleishli and Kyle Armstrong	1 17%	0 0%	2 33%	2 33%	1 17%	6
John Atsaves	0 0%	0 0%	0 0%	2 67%	1 33%	3
Mohammad Babadoost	0 0%	0 0%	3 14%	8 38%	10 48%	21
Deirdre Birmingham	0 0%	0 0%	0 0%	0 0%	2 100%	2
Martina Bockenstedt	1 17%	0 0%	1 17%	2 33%	2 33%	6
Deborah Niemann-Boehle	0 0%	2 29%	2 29%	1 13%	2 29%	7
Lisa Bralts	0 0%	0 0%	0 0%	3 50%	3 50%	6
Tim Coolong	0 0%	0 0%	2 29%	4 57%	1 14%	7
Adam Davis	0 0%	0 0%	0 0%	6 67%	3 33%	9
Adam Degroot						0
Ann Dougherty	0 0%	0 0%	1 17%	0 0%	5 83%	6
Ivan Dozier	0 0%	0 0%	0 0%	1 25%	3 75%	4
Mike Flamm	0 0%	0 0%	0 0%	1 100%	0 0%	1
Rick Foster	0 0%	0 0%	2 18%	6 55%	3 27%	11
Julie Fox	0 0%	0 0%	0 0%	4 50%	4 50%	8
Eric Gallandt	0 0%	0 0%	0 0%	1 10%	9 90%	10
Sal Gilbertie	0 0%	0 0%	0 0%	1 20%	4 80%	5
Zackary Grant	0 0%	0 0%	1 14%	4 57%	2 29%	7
Joel Gruver	0 0%	0 0%	0 0%	1 25%	3 75%	4
John Hendrickson	0 0%	1 13%	0 0%	3 37%	4 50%	8
Jim Hicks	0 0%	0 0%	0 0%	0 0%	1 100%	1
Wes Jarrell	0 0%	0 0%	0 0%	1 50%	1 50%	2

Ratings:	Poor		Average		Excellent	
Jeff Kindhart	0 0%	0 0%	3 14%	8 36%	11 50%	22
Lisa Kivirist	0 0%	0 0%	0 0%	4 44%	5 56%	9
Matt Kleinhenz						0
Jozef Kokini	1 25%	0 0%	2 50%	1 25%	0 0%	4
Mosbah Kushad	0 0%	0 0%	0 0%	1 100%	0 0%	1
Liz Maynard	0 0%	0 0%	2 40%	3 60%	0 0%	5
Gary McDonald	0 0%	0 0%	0 0%	0 0%	1 100%	1
Stacy Miller	0 0%	0 0%	0 0%	5 83%	1 17%	6
Joy Neighbors	0 0%	0 0%	1 14%	2 29%	4 57%	7
Dianne Noland	0 0%	0 0%	0 0%	1 100%	0 0%	1
Dennis and Paul Norton	0 0%	0 0%	1 25%	1 25%	2 50%	4
Mike Parker	0 0%	0 0%	0 0%	3 75%	1 25%	4
John Pike	0 0%	0 0%	2 18%	1 9%	8 73%	11
Tom, Pat, Kurt and Jane Range	0 0%	0 0%	1 33%	1 33%	1 33%	4
Delayne Reeves	0 0%	0 0%	0 0%	3 37%	5 63%	8
Stephanie Rhodes	0 0%	1 13%	2 29%	2 29%	2 29%	7
Teresa Santiago	0 0%	0 0%	2 40%	1 20%	2 40%	5
Rich Schell	0 0%	0 0%	0 0%	1 33%	2 67%	3
Roger Schnitzler						0
Allan Sexton	0 0%	0 0%	0 0%	2 67%	1 33%	3
Bill Shoemaker	0 0%	0 0%	0 0%	6 67%	3 33%	9
Sharon Siegel	0 0%	0 0%	0 0%	0 0%	1 100%	1
James Simon	0 0%	0 0%	0 0%	2 50%	2 50%	4
Wayne Sirles	0 0%	0 0%	0 0%	0 0%	1 100%	1
Marty and Kris Travis	0 0%	0 0%	0 0%	2 33%	4 67%	6
Aaron Trover	1 13%	3 45%	1 13%	2 29%	0 0%	7
Terry Veich						0
Chuck Voigt	0 0%	0 0%	0 0%	1 25%	3 75%	4
Elizabeth Wahle	0 0%	0 0%	0 0%	1 13%	6 87%	7
Alan Walters	0 0%	0 0%	1 17%	2 33%	3 50%	6

Ratings:	Poor		Average		Excellent	
Michelle Wander	0 0%	1 11%	5 56%	3 33%	0 0%	9
Rick Weinzierl	1 8%	0 0%	0 0%	3 21%	10 71%	14
Alan Williams, Jack Erisman, Marvin Manges, Duane Baker	0 0%	0 0%	0 0%	0 0%	1 100%	1
Lipe, Boggio, Murray	0 0%	0 0%	0 0%	0 0%	2 100%	2
Organic Seeds Panel	0 0%	0 0%	0 0%	2 67%	1 33%	3
News in Sweet Corn Hybrid Panel	0 0%	0 0%	1 100%	0 0%	0 0%	1
Illinois Gardener Panel	0 0%	0 0%	0 0%	2 100%	0 0%	2
Seed Industry Panel	0 0%	1 17%	1 17%	3 50%	1 17%	6
Seedsaver Panel	0 0%	0 0%	0 0%	1 100%	0 0%	1
Grower Panel	0 0%	0 0%	0 0%	1 100%	0 0%	1
Panel	0 0%	0 0%	0 0%	1 100%	0 0%	1
Marketing & Storing Grain	1 100%	0 0%	0 0%	0 0%	0 0%	1
Labor panel	0 0%	0 0%	0 0%	2 100%	0 0%	2
Women Panel	0 0%	1 100%	0 0%	0 0%	0 0%	1
Lindsay Record	0 0%	0 0%	0 0%	1 100%	0 0%	1

Additional Comments:

- 3 Love the fruit industry perspective from women! Gives me hope!
- 4 Overall, the conference was excellent. This is a "must attend" every year.
- 6 Really enjoyed myself. Looking forward to next year.
- 7 All herb speakers were good. Agri Tourism "Joy" of market – 10. Great job. Well-rounded program.
- 10 I liked the mix of "experts" and growers as speakers in each section.
- 12 Great – very informative.
- 13 Too much noise transfers between meeting rooms. Brochure is way too difficult to follow the schedule. Should be able to register for conference online and pay online.
- 14 Very informative conference. Learned a lot to apply to my vegetable/fruit operation.
- 17 Sometimes inexperienced speakers don't know how to limit their comments to time allotted.
- 18 Overall, a very good program.
- 22 All should have handouts or have presentations on Web.
- 23 Great show!
- 24 Your banquet needs to flow better. Friends need to be acknowledged and awards be given, but you **MUST** have better flow. It ruined the banquet.
- 26 Good show – learned a lot.
- 28 Some speakers definitely needed more time – Jeff Kindhart.
- 29 Would like tables to sit at – classroom style. Handouts would be helpful. Didn't get until after most times – or not at all.
- 30 Some speakers couldn't adjust their PA gear and were hard to hear.

- 33 Martina Bockenstedt – 40 minute FarmTek ad.
Aaron Trover – didn't talk much (I know he was nervous, but we got LITTLE information).
Rick Foster – not enough data to present!
Jeff Kindhardt – lots of experience, no organic information, other information very transferrable.
Lisa Kivirist – not a lot of information – more motivational.
Michelle Wander – knows a lot – unfocused.
Adam Davis and Eric Gallandt – great information. Clear, focused.
Didn't like 40 minute FarmTek ad. I shop at FarmTek. KEEP sales information in the Trade Show! I want research by non-biased university.
- 34 All workshops were excellent. The computers for e-mail are a great idea!
- 36 Disappointed in banquet. Caterer ran out of food. Our table was served after program started with some people getting half-ass portions.
- 41 Aaron Trover – (1) delivery. Jozef Kokini – (1) content.
Great conference! Intend to be back next year. Please select speakers that can more relate to practitioners, not academics (i.e. Jozef Kokini was very bad choice in my opinion). Also, people that can speak before groups is essential too.
- 42 If you charge that much for the banquet – it should offer more. We did not get \$25 worth!
Very disappointed.
- 45 Signage and tourism people very scripted (bad thing) and couldn't answer most questions.
- 46 Speakers should all have enough copies of presentations. All presentations should be available on a Web site for conference attendees.
- 48 Pass out more handouts!
- 49 Pass out handouts for more of talks.
- 53 Have copies of every session/slide would be very helpful. Larger trade show.
- 55 Need to be able to pre-register online! Start Q's at 1:00 p.m. not 1:15. Have handouts ready before presentation.
- 58 I would recommend a handout with resources listed. Could be included in participant package.
- 63 Table service at the banquet vanished after giving us our main course. We were stuck with used dishes and no coffee service. Please provide recycling – at least aluminum can and plastics. Speaker awarding plaque to Lowell was way too long.
- 64 Please make sure there is free Wi-Fi for people to access. There was a lot of emphasis on marketing and social media at the conference and to not have that technology available was a surprise.
- 65 Bill Shoemaker (4) but presentation was a bit too basic. Ridiculous for a hotel like this to not have free wireless Internet access in all rooms for guests! Please recycle and make recycling receptacles available. Our banquet table was not cleared and while other tables had water glasses refilled and coffee served, our table was not staffed. Otherwise, hotel was adequate. Unless I missed it, water was not made available to me as a speaker on Thursday. On Friday, I saw water set out for speakers. Not a huge deal, but just wanted to point it out.

2010 Specialty Crop Grant Report

“Using Economic Data to Support the ‘Buy Fresh Buy Local’ Movement”

SC-10-27

Illinois Stewardship Alliance

Project Summary

The Illinois Stewardship Alliance requested funds to conduct an analysis of the local food and farm economy and to promote specialty crops through an established advertising campaign, “Buy Fresh Buy Local Central Illinois”. The economic analysis was conducted by Ken Meter of the Crossroads Resource Center who has successfully completed many similar analyses beginning with “Finding Food in Farm Country” focused on southeast Minnesota. The analysis was used to show concrete data and educate farmers, consumers, community leaders, the business community and elected officials of the importance of investing in a local food system.

This project also promoted central Illinois specialty crops through the established Buy Fresh Buy Local Central Illinois campaign. The campaign offered farmers, restaurants and retailers use of an attractive label identifying locally produced food and members of the campaign were also listed in a membership directory which connects consumers to specialty crop producers and other local, diversified farms. Additional promotion and advertising were undertaken including the distribution of t-shirts, magnets, educational pamphlets and farmer profiles. The Buy Fresh Buy Local campaign used the results of the economic analysis to provide consumers with concrete data that demonstrates the importance of supporting specialty crop producers.

The needs for this project are many. First, specialty crop producers need a coordinated effort for promoting their industry. Many producers focus on production and don’t necessarily have the time or resources for advertising. An in-house survey of central Illinois direct market farmers showed the average advertising budget to be \$200 or less. A group of specialty crop producers decided to start the “Buy Fresh Buy Local Central Illinois” campaign in 2008 to raise public awareness about the availability of local food and encourage consumption.

Another motivating factor in this project was the need to garner public support for the specialty crop industry from business leaders, community leaders, elected officials and citizens. Across the country, communities are finding a variety of ways to support local agriculture. “Buy Local” campaigns, tax incentives, farm-to-school programs, grant programs and economic development activity are a few of the many examples of activities that are ongoing. As we often note in central Illinois, trends start at the coasts and slowly move their way in. The local food movement is more than a trend but it is slowly taking hold with the potential for economic development and increasing health in communities. Central Illinois has great production potential but needs support from various sectors to succeed, including government, business and other. This project provided both economic data and a framework to understand ways that communities can support specialty crop production. This project will pave the way for future specialty crop by raising the awareness about its’ potential.

Project Approach

There were two approaches of this project, first, to provide factual information to present to legislators, business leaders, consumers, chefs and others on the value and benefits of locally produced foods including support for specialty crop growers and, second, to provide new advertising and marketing opportunities for specialty crop members of Buy Fresh Buy Local Central Illinois that will enable producers to differentiate their products and create further demand for locally produced foods.

The tasks completed to promote specialty crops began with membership development. A meeting was held with 25 members to gather information about their advertising needs and to provide educational information about marketing specialty crops and how members can utilize the available marketing materials to promote their business. After membership was developed, 8,000 promotional directories were printed and distributed at farmers markets, businesses, events and other locations to promote Central Illinois specialty crop producers. The directories provided contact information about specialty crop producers and description of their operation and information about where to find locally produced foods including farmers markets, restaurants and retail outlets. Twelve farmer profiles were written and designed to “tell the story” of specialty crop members and promote the specialty crop members to the public. T-shirts, magnets and specialty crop educational brochures were purchased to further educate consumers on the history, origin, use and recipes of specialty crops including: winter squash, herbs, lettuce, eggplant, apples and more. A holiday farmers market benefitting 22 specialty crop producers was organized and held in November to expand the market opportunities since the regular season market ends at the end of October.

In order to show the economic impact of specialty crops, ISA hired economist and consultant, Ken Meter, of the Crossroads Resource Center, collected data to examine the local food system in an eight county region in Central Illinois. Mr. Meter made two trips to Springfield to present his findings to various audiences. On March 25 he presented to a select audience of 30 local leaders and met with 8 individuals in private meetings including the Sangamon Region Planning Commission and Illinois Department of Commerce and Economic Opportunity staff. A final written report and power point presentation with the results of the analysis were provided for further distribution. On October 27th, KOctober 28th, a public program was held with over 50 people in attendance which was held in partnership with Lincoln Land Community College, Illinois Department of Economic Opportunity, Illinois Department of Agriculture, Springfield Urban League, Slow Food Springfield and the Springfield Area Local Food Task Force. Co-sponsors provided both funding for the event and promotional support. This event provided an opportunity for local leaders to hear about several existing programs that support, increase or expand specialty crop production. Local economic development staff and others heard about the potential for economic activity for existing specialty crop producers and developing programming to expand specialty crop production in Central Illinois. Ken Meter presented his findings and the Springfield Area Local Food Task Force presented recommendations about how strengthen the area local food system.

Key data from the economic impact analysis shows that current food and farming systems do not retain wealth and that if food is produced and consumed locally, there would be a greater retention of wealth. This data was presented to economic development specialists who clearly understand the implications of the data but may not be inclined to think about specialty crop production as a viable type of economic development, even in the heartland of agricultural production. While traditional economists may not shift their thinking or actions immediately, we have “planted the seed” of the idea which we can continue to foster.

Key Report Findings

Agriculture and Production Data

- Sangamon Region farmers sell \$1.227 billion of commodities per year (1984-2007 average), spending \$1.224 billion to raise them, for an average gain of \$3 million each year (0.24% of sales). Yet the region’s farmers experienced production losses totaling \$985 million from 1998 to 2007 (in 2007dollars). Production income peaked in 2007 primarily because commodity speculation drove grain prices up temporarily. Economic Research Service data show that national farm income from production fell close to zero in 2009, after this speculative bubble collapsed, and after farm input prices rose. Similar trends are likely for the Sangamon Region.
- Moreover, 29% of the region's farms and ranches reported a net loss in 2007 (Agriculture Census),after subsidies are taken into account. This is well below the national average, and less than the 2002 value of 36%.
- Sangamon Region farmers and ranchers earned \$340 million less by selling commodities in 1969 than they earned in 2007 (in 2007 dollars). Sales of livestock and related products fell 80%, from \$689 million in 1969 to \$131 million in 2007. Indeed, these losses in the livestock production system are the key explanation for declining farm revenues.
- Net crop sales in 2007 were slightly less than in 1969 — and more importantly, have remained below1969 levels since 1984 (in 2007 dollars). The largest single production expense is fertilizer and lime, totaling \$236 million in 2007 — well above the 1969 level of \$167 million.
- Farmers and ranchers earn another \$37 million per year of farm-related income — primarily rental income for land and insurance payments (24-year average for 1984-2007). Federal farm support payments averaged \$142 million per year for the entire region over the same years. When these sources of income are taken into account, net farm income has averaged \$159 million over this 24-year span. Still, many farm families rely deeply on off-farm income. Agriculture Secretary Tom Vilsack points out that nationally, 89% of income earned by farm families comes from off-farm sources [*Source:* comments at the “Home Grown Economy” forum sponsored by Rep. Collin Peterson in Marshall, Minnesota, February 16, 2010].

Sangamon Region consumers (2007):

- Sangamon Region consumers spend \$1.2 billion buying food each year, including \$668 million for home use. Most of this food is produced outside the region. \$1.6 million of food products (0.1% of farm cash receipts, and 0.1% of local consumer needs) are sold by 241 farmers directly to consumers, but not always to Sangamon Region consumers.

- Estimated change in net assets for all region households was a combined loss of \$968 million in 2007 alone (BLS). This places additional pressure on Sangamon Region residents as they pay for food.

Farm and food economy summary:

- Farmers gain \$3 million each year producing food commodities, spending \$636 million buying inputs from external suppliers, for a total outflow of \$633 million from the region farm economy. Meanwhile, consumers spend more than \$1 billion buying food from outside. Thus, total loss to the region is \$1.6 billion of potential wealth *each year*. This loss amounts to more than the value of all commodities currently raised in the region.

Sangamon Region: markets for food eaten at home (2007):

Source: Bureau of Labor Statistics

Sangamon Region consumers spend \$1.2 billion buying food each year, including \$668 million for home use. Home purchases break down in the following way:

(millions)

Meats, poultry, fish, and eggs \$ 141.9

Fruits & vegetables 112.2

Cereals and bakery products 91.2

Dairy products 77.0

“Other,” incl. sweets, fats, & oils 245.7

- If Sangamon Region consumers purchased only 15% of the food they need for home use directly from regional farmers, this would produce \$100 million of new farm income in Sangamon Region— an amount equivalent to 8% of the 2007 farm sales in the region, and 33 times the net gain farmers earn from selling commodities in an average year.

Goals and Outcomes Achieved

Measureable Outcomes from Grant Application:

“Monitoring of media coverage and attendance at economic analysis presentations will be monitored by Illinois Stewardship Alliance staff. Presentations will target at least 100 relevant individuals including agriculture leaders. Frequency and types of advertisements will also be tracked by Illinois Stewardship Alliance staff. Members will be surveyed regarding any noted changes in sales after advertising campaign (i.e. customer mentions seeing or hearing ad, increased business or sales after the time of the ad, new customers seeking out producer). ISA staff will continue monitoring for the duration of the grant period.”

The following outcomes were reached:

- Ken Meter presented economic impact analysis to approximately 115 people
- One newspaper article¹, radio coverage and TV coverage of Ken Meter events

¹ State Journal Register, May 18, 2010 - <http://www.sj-r.com/features/x1035104510/Kathryn-Rem-A-food-revolution-begins>

- 8,000 Buy Fresh Buy Local Central Illinois directories were printed and distributed
- Two newspaper articles^{2 3} about Buy Fresh Buy Local Central Illinois member
- 12 farmer profiles written and created
- 100 Buy Fresh Buy Local Central Illinois t-shirts printed and distributed
- 500 Buy Fresh Buy Local Central Illinois magnets printed, 150 distributed
- 48 Specialty Crop Buy Fresh Buy Local members signed up
- 8 radio ads aired

Goals of the project were reached:

- Assist specialty crop farmers with resources for marketing their products
- Promote locally produced foods in central Illinois
- Expand Buy Fresh Buy Local chapters and the affiliated messages and marketing to reach more consumers
- Demonstrate the economic viability of sustainable farming by spotlighting specialty crop and diversified operations
- Strengthen local community networks, promote health, and retain local wealth through economic activity generated in local food systems
- Raise awareness about the availability of locally produced foods giving consumers the choice to support local farmers
- Compile quantitative data that can be used (a) as baseline data to understand the workings of the regional farm and food economy; (b) to unify the work of diverse stakeholders who will be involved in strengthening local food systems, and (c) to assist local stakeholders in identifying strategic priorities for community economic development and (d) to assess the economic impact of community-based food systems.

Beneficiaries

The target beneficiaries of this project are specialty crop producers in central Illinois but because of the interrelated nature of diversified production, the message is not isolated but supports local food production. The majority of Buy Fresh Buy Local Central Illinois members are specialty crop producers. The economic data was and will be continued to be used by many to make the case that local food can equal economic development. Those who have used this data include: Springfield Area Local Food Task Force, Buy Fresh Buy Local Central Illinois and Illinois Department of Economic Opportunity. The 2010 survey of Buy Fresh Buy Local Central Illinois members is not complete so economic data is not available.

Lessons Learned

² Peoria Journal Star, July 24, 2010 <http://www.pjstar.com/features/x1070618271/Living-Water-Farms-reaps-benefits-of-geothermal-hydroponics>

³ Illinois Times, September 2, 2010 <http://www.illinoistimes.com/Springfield/article-7715-farmer-sells-produce-online.html>

The economic data was of interest to many varied stakeholders and will continue to be useful. It takes time for attitudes to shift but it appears that having solid data can be helpful in drawing attention. Several communities in Illinois have expressed interest in duplicating the economic impact analysis and we have fielded many requests for copies of the report. The economic impact data has been nothing but positive in raising awareness. The promotional campaign is difficult to measure but could have been much tighter in the delivery. Due to a staff leave of absence, the timeline was not ideal considering the growing season.

Links to final products:

Springfield Area Local Food Task Force Report – with economic data

http://sfc.smallfarmcentral.com/dynamic_content/uploadfiles/101/SALFTF-Report-Final-OCT2010.pdf

Buy Fresh Buy Local Central Illinois directories

Springfield - http://sfc.smallfarmcentral.com/dynamic_content/uploadfiles/101/DIRECTORY2010-WEB1.pdf and Bloomington-Normal

<http://hlfm.org/BFBL%20DIRECTORY%202010%20Bloomington%20Web%20PDF.pdf>

Economic Impact Report

http://sfc.smallfarmcentral.com/dynamic_content/uploadfiles/101/Sangamon.Region.Local.Food.Economy.pdf

Addendum to Final Report

This is a response to the USDA Report Review Remarks, “There is mention of grain prices, ranches, livestock, and other non-specialty crop commodities in this section. Was this economic analysis specifically for specialty crops or was it a general agricultural economic analysis of the region? If it was a general agricultural economic analysis, then it does not solely enhance the competitiveness of specialty crops. If this is the case, then the project staff must illustrate how matching funds were provided for the non-specialty crop commodities.”

While the economic analysis associated with the project did extend beyond specialty crop production, matching funds and in-kind funds (totaling \$2,750) were provided for the non-specialty crop commodities. \$750 was a match from a Lumpkin Family Foundation grant which covered the nearly 40% of the cost of the economic impact analysis. The match was incidentally omitted from the financial report but is indicated on Invoice # 1004303. An additional \$2,000 was provided as an in-kind donation by Ken Meter for his presentations on October 27 and 28. This is indicated on invoice #1011011.

Contact Person

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2010 Illinois Specialty Crop Grant Program - Final Report

Trailside Farmers' Market, Normal, IL



Project Narrative

With the support of the 2010 Farmers' Market Advertising Grant Program, the Town of Normal's Trailside Farmers Market was able to continue producing the increasingly recognized *Market to Menu* program. With most of the unexpected challenges having been worked out in the first year of the program, this year's production went very smoothly and the project was carried out as per the original proposal. In the spirit of increased collaboration and efficiency, we have agreed to partner with the neighboring Downtown Bloomington Farmers' Market to co-produce the program in 2011.

Project Title

Market to Menu - Trailside Farmers Market, Normal, IL

Project Summary

The purpose of the Market to Menu advertising program is to increase local consumers' awareness of specialty crops in season by educating them on the benefits and use of the products and in turn to increase the sale of these products at local farmers markets, specifically our Trailside Farmers Market in Normal and the Downtown Bloomington Farmers' Market in neighboring Bloomington, IL. This is accomplished by extending the Market to Menu program, an innovative, farmers' market based, multi-media specialty crop advertising program that has been very well received throughout the community.

Project Approach

Under this program, weekly television and radio programs featuring interviews with local farmers at the farmers' market, highlight specialty crops in season along with recipes and methods for use of these products. In addition to TV and radio broadcasts, content is offered online through blogs, streaming radio, streaming video, and podcasts in multiple websites including those of our media partners and sites related to the markets themselves.

Market to Menu's partners include our regions Fox affiliate, Fox 42 WYZZ/WMBD, and WGLT-FM, an award winning public broadcast station at Illinois State University. These organizations work in a unique collaboration on this project to develop segments that are both entertaining and informational and available on TV and radio. We feel that this integrated marketing strategy allows us to reach a large audience in a more meaningful and lasting way.

Goals and Outcomes Achieved

- 16 Market to Menu segments were produced, including 8 vendors from the Trailside Market and 16 different specialty crops.
- WYZZ/WMBD reported *Market to Menu* received: an average of 11,000 unique visitors per month; 438 click throughs to market related sites (uptownnormal.com, downtownbloomington.com); average 1,250 video views per month.

Beneficiaries

We can identify three main groups that benefit from this program:

- *Trailside Farmers' Market:* As a result of continuing exposure through the Market to Menu program, the Trailside market has continued to grow. Besides a poster program, *Market to Menu* is the only marketing program we have for the market and with current budget conditions it is unlikely that this will change.
- *Farmers at the market:* Despite a change in the location of the market, and it's notoriously slow start, farmers noted that 2010 was the best sales year they had ever had at Trailside - with the majority of producers supplying specialty crops, we can attribute this to an increase in demand for these goods.
- *Local Consumers:* Armed with increased knowledge of the benefits and methods for using new and exciting specialty crops, or markets customers now not only know what swiss chard is (or any other of the various crops we highlighted) – but also how to use it!

Lessons Learned

We have identified the following best practices over the past year:

- While farmers are interested in marketing they are also very busy, so program expectations and requirements must be clearly communicated early on – preferably during pre-season meetings. In addition, with a multi-partner program we have learned to streamline communication channels. Currently we have the radio station, which has established relationships with the farmers from the first year, contact farmers prior to their scheduled shoot.

Contact Person

Viktor Schrader

Uptown Marketing Manager

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Copies of any work product created with grant funds:

Many of the podcasts and videos can be found here - <http://market-2-menu.blogspot.com/>

SC-10-29 - Pana Chamber of Commerce

Final Report

Project Summary:

The Pana Chamber of Commerce prepared an application for the FY2010 Farmers Market Advertising Grant Program of the Illinois Department of Agriculture from funds as provided by the U.S. Department of Agriculture for Specialty Crop Grant-Farm Bill. The grant was written to provide the Pana Chamber of Commerce with funds to off-set the costs associated with the advertising of the 2010 Pana Chamber of Commerce Farmers Market.

The 2010 Pana Chamber of Commerce Farmers Market was to be held every Friday afternoon in Downtown Pana from May 20, 2010 through October 21, 2010 (23 Weeks). The event was to provide a set-up time of 3:30 p.m. and open for business at 4:30 p.m. until 7:00 p.m. After Committee review and input from vendor advisors the 2010 Market was moved from downtown Pana to Pana's Kitchell Park, Chautauqua Pavilion on June 24, 2010. The result of the move was instant success as vendors as well as the general public responded more than anyone expectations.

The event was designed not be a stand alone Farmers Market as the Pana Chamber will plan events outside of the grant to help attract Market Shoppers. These other events included entertainment, other displays and attractions to help draw in the general public. The Pana Chamber of Commerce encouraged other local Clubs and Organizations to take part of each Friday Market and play a role to make the day a success for the vendors. The Pana Chamber of Commerce prides itself in providing "Free Family" type events and the Farmers Market helped us to continue our mission.

The Pana Chamber of Commerce was dedicated to the success of the event with the help from the Department and the Grant to meet our dual goals. The Chamber Farmers Market Committee held monthly meetings to review the project and make adjustments

for as needed. Those meeting included an end of year meeting that addressed the 2010 Farmers Market and project into the 2011 Farm Market.

Project Approach:

The Pana Chamber of Commerce's grant funded project entailed 23 weekly newspaper advertisements in the local newspaper, the Pana News-Palladium. The advertisements focused on the market and its vendors and associated activities. The purpose was to encourage increased attendance at the market from throughout the region by existing and new consumers. Grant funds supported the specialty crop portion of the advertisements. Representatives of the Chamber of Commerce contacted the newspaper before each ad ran to update the vendor and produce list for that week's advertisement. Non-specialty crop products and activities were supported by matching and in-kind sources.

The Pana Chamber of Commerce is proud to have hosted several events during the summer to promote the Pana Trade Area. The third weekend in May for the last 50 plus years the Pana Chamber of Commerce has hosted "Pana Day's" in downtown Pana. The event is now a six block street fair that boasts free entertainment all three days and usually attracts form 6,000 to 8,000. The weekend before the 4th of July the Pana Chamber of Commerce hosts the Pana Open Car Show, this year being the 55th. During the Same day the Chamber also hosts the Illinois State Classic Antique Bicycle Championship. Both of these events are held in Historic Kitchell Park attract 5,000 to 6,000 and are considered as Illinois Chautauqua Events.

The first full weekend in August the Pana Chamber of Commerce host the Illinois Valley Blacksmith Association's - Pana Blacksmith Hammer-in and Craftsmen Gathering. Also during the same day the Chamber in cooperation with the Central Illinois Antique Tractor Association, Hosts an Antique Tractor Show. Both of these events are held in Historic Kitchell Park attract 4,000 to 5,000 and are considered as Illinois Chautauqua Events.

These events are promoted as "Free Family Days" and are alcohol free. The events also illustrate the approach the Pana Chamber used to effectively host our Pana Farm Markets. The Chamber used much of the structure of these events translating their success to the Friday Farm Markets. The Chamber included the Farmers Market to our list of "Free Family" and "Alcohol Free" Events.

The justification of the event is based on the Pana Trade Area Population of near 27,000. As an Agriculture Community we want to encourage more specialty growers to raise their crops and have a great place to help market their products. The Pana Chamber of Commerce hosted successful Farmer Markets in the 1970's and 1980's and wanted to return to those days. The success of the above events can be directed at group of board members dedicated to promote the Pana Trade Area.

We have found that the success of our Market was directly attributed to a good strong advertising program using the Grant funds to inform the general public about the Market. We have successfully used the Pana News Palladium and we feel that we have wonderful results from their advertising. Since the Farmers Market had no way of self support, the funding of the Grant to advertise and give us the base for a stronger future Farm Market Program was paramount to the success of the 2010 event.

Goals and Outcomes Achieved:

The Goals of 2010 Pana Chamber Farmers Market were many. The first goal was to place the Market in a proper location that would present the Market at a site that would maximize the amount of traffic that the Market could receive. Putting the Site in the proper location where it can be seen, with ample display space for the vendors, enough parking for both the vendors and public, and a site where electricity and water are available. Various sites were studied and a site was selected. After Committee review and input from vendor advisors the 2010 Market was moved from downtown Pana to Pana's Kitchell Park, Chautauqua Pavilion on June 24, 2010. The result of the move was instant success as vendors as well as the general public responded more than anyone expectations.

Our second goal was to identify the local and area growers that will serve as our vendors. Press releases were published and PSA's were issued to local radio plus using on line internet sites for mailing packets to prospective growers. From this effort we compiled a list of growers and set out a mailing of packet to make them aware of our Market. We plan to expand this effort for 2010.

The Committee then approached other smaller goals. The Committee secured permission from the City of Pana to close off the street at the site and later was granted permission to move the event to the Chautauqua Pavilion in Pana's Kitchell park. Daily Friday Farmer Market managers were identified and part of their task was place signage in the morning providing directions to the Market, to secure barricades and block off the street, greet the vendors, signing them in and assist in identifying their setup sites, the Day Managers worked through tear down handling any issues that came up. At the end of the day the Manager, finalized cleanup, removed the barricades and directional signs to the site.

Another one of the goals was to have the vendors call in each Wednesday and give us an overview as to what they might to offer at Friday's Market. The items that they expected to offer were then channeled to the Farmers Market Ad in each Pana News Palladium. This gave the general public an idea what to expect when they attended each Friday's Market. We would like to improve on the vendors calling in for 2010. The public also learned quickly that the "Early Bird" catches the "Worm" as the term "While quantities last" or "as available" were used often.

The original goals we had for the Pana Farmers Market were to follow the guidelines as set forth in the 2010 Illinois Farmers Market Advertising Grant program -- to have 10 to 20 vendors, and 500 - 1,000 visitors each Friday. To help measure the impact of the grant we are planning a "Questioner" that each vendor fill out to self appraise our event. Our goals are to provide an arena for the specialty grower to sell their products, provide a service to the Pana Trade Area, and host another non alcohol "Family Free" event.

In the final Committee meeting to summarize and review the Grant and the 2010 Farmers Market we felt that we did meet our goal to follow the guidelines of the Grant Program. The goal to have 10 to 20 vendors, and 500 - 1,000 visitors each Friday did have some success. We were fairly stable, once the weather allowed crops to grow, to have 10 Vendors most Friday markets. Upon moving the event to Kitchell Park the vendors during prime summer plot production was as high as 20. The goal of 500 to 1,000 visitors might have been a bit lofty last year but this year 500 plus visitors was not rare. When weather was good and vendors had crops to sell, we probably averaged 500 to 600 each Friday. Another factor was the visible spread of the age groups. To watch youngsters come with their young parents and listen to the family conversations while they shopped was amazing. It was fun to watch younger housewives pick up an egg plant or what ever and hear them remark, "How do you cook these?" and then an older housewife would tell them how to fix it. That lead to exchanges of recipes and it was common to see that happen. To watch those same families take home good, locally grown, healthy fruits and vegetables was thrilling. On the other end of the spectrum was the large group of those over 50 doing the same.

The questioner transformed into great communications and notes at each Market. The vendors were eager to share information from other Markets. They were able to give us pointers as to how we were doing and things that we could do better. We found that they were usually on point with their issues and we took their advice and all were better off as a result. Our goals to provide an arena for the specialty grower to sell their produce, provide a service to the Pana Trade Area, and host another non alcohol "Family Free" event, we feel, were a great success.

Beneficiaries:

From the standpoint of the local grower we feel that they benefited greatly. Four of our vendors were family farms that make their living from growing and selling their produce. At the final committee meeting, they both express great glee with the over expected success of the Pana Farm Market. Based on the 2010 sales of their produce they are

both going to increase their production. A Southern Illinois orchard plans more trips to the Pana Market as they attended three times and sold out each time. All of the other smaller producers gave similar reports.

The business community as a whole benefited from the increased traffic in our town during the Friday Farm Markets. The buying public benefited from the availability of fresh healthy produce on their dinner tables. The event itself was "a happening", a social event, gave many people something special to do and attend. All of us on the Chamber Committee enjoyed attending the Farmers Market as all of the vendors were very friendly and helpful and it was "Fun". Vendors and buyers are already asking about 2010. Our only foe was the weather.

At times we had special musical entertainment provided by one of the vendors, even a dog show, one family farm also did fresh baked goods and they sold out at every Market, one lady raises Pumpkin Blossoms and she sold out each week, most of our markets were catered to by Midwest Meats with a cookout and they are a family farm marketing their beef and pork, one local family had cherry trees in their back yard and the grand kids harvested the cherries with the proceeds going into their college fund, and sold them all in one day. One family farm had planted pecans and they were at most every Market selling pecans to happy buyers. One of our special events held during National Farmers Market week was put on by one of our specialty grower was a "Tomato Tasting"

All of our growers benefited from the effort to present an event that reached beyond the Farmers Market to attract buyers. We feel that was a benefit to all and plan more of the same for 2011. Also as a secondary benefit it will give the other local business in our Community the ability to market their businesses to those who come to town on Friday afternoon.

We feel that our successful 2010 Farm Market Program added another component to making Pana, Illinois a better place to live and raise a family, work, live, or do business

in. We feel that it is important since that the Pana Area has a strong Ag background to make a firm commitment to the local growers to establish Pana as a good home for a Farm Market. It is important for the local residents to know that they can buy Farm Fresh right here at home on a regular scheduled basis. Pana, Illinois... Where Fresh is

Lessons Learned:

It was a concentrated effort by the Committee to review each Friday Market and make rapid adjustments. The lessons that we learned were small and noted. We felt that the good planning, before our Market season started, was key to a successful event. Also extremely valuable was including key vendors in on our Committee meetings and their input and experience was extremely valuable. Have quality grower/vendors is extremely import as the buying public can see the difference and quality brings them back. While we did have good signage we plan to expand the signage for 2011.

Contact:

Jim Deere, Pana Chamber of Commerce, 217/562-4240, panail@consolidate.net

NEW LOCATION

FARMER'S MARKET

FRIDAY, JULY 30, 2010 • 4:30 TO 6:30 PM

KITCHELL PARK CHAUTAUQUA PAVILION

Pana Mayor Steven D. Sipes to sign Proclamation for National Farmers Market Week at 4:25 p.m., then will open the selling for the afternoon at 4:30 p.m.

Mark your Calendars: Friday August 6, 2010 - Join us to celebrate National Farmers Week... B. P. Flower Farm, J.C. and Connie Large, Owaneco, Illinois will host an "Adventure in Heirloom Tomatoes" with approximately 20 different types of Heirloom Tomatoes will be on display. Those in attendance will be able to learn of their history, profile and use. Also, while they last, Illinois Farmers Market Magnets will be distributed to those who attend. Several other projects are in the planning for the event.

- **Midwest Meats / Pana** - Selling a full line of Frozen Pork and Chicken Products along with Spices & BBQ Sauce.
 - **Stre mming's Gardens/ Pana** - Tomatoes, Cukes, Yellow Squash, Variety Peppers, Potatoes & Onions.
 - **Pat Clutter, Pana** - New crop pumpkin blossoms. - JULY 29, 2010
 - **Sauger Orchards, Kell** - (as available) Peaches, Blackberries.
 - **B.P. Flower Farm / L.C. & Connie Large, Owaneco** - Green and Yellow Beans, Cukes, Peppers, Leeks, New Red and White Potatoes, Yellow Squash, Tomatoes.
 - **Clark Farms / Steve & Leann Clark, Herrick** - Home Baked Whole Wheat Bread & Cinnamon Rolls.
 - **Mickey Gardens / Mickey Seed Co. Millersville** - Garden Vegetables.
 - **J&W Produce / Joe & Wendy Weishaar, Pana** - (as available) Tomatoes, Eggplant, Onions, Apples, Green Beans, Zucchini, Yellow Squash, Blackberries, Raspberries, Sweet Corn & Cukes.
 - **Halbrook Farms / Shelbyville** - Sweet Corn, Egg Plant, Peppers, Yellow/Butternut & Acorn Squash.
 - **Herbies Garden, Pana** - Tomatoes
 - **Wallace's Garden, Tower Hill** - Tomatoes, Cukes & Garden Vegetables
 - **P.A.W.S. / Pana Animal Welfare Society** - Homemade Leashes, Dog Toys & Dog Treats.
- Items Offered While Supplies Last!**

SPOTS AVAILABLE TO AREA...

All Illinois Farmers, Gardeners, Growers, Artists, Craftsmen, Churches, Clubs, Organizations, Charities & Entertainers Welcome
 For more information contact the Pana Chamber of Commerce at 217-562-4240 or www.panachamber.com

Office Hours:
 Mon. - Fri. 8:30 am - 4:30 pm

Booth Fee \$3.00. Non for profit Clubs and/or Organizations are welcome to set up booths at no charge.



No Alcohol On Premises! No Resellers or Flea Market Items!
 All Vendors Must Comply With Christian Co. Health Dept. Guidelines

Pana Chamber Of Commerce

NEW LOCATION

FARMER'S MARKET

**FRIDAY, AUGUST 6, 2010 • 4:30 TO 6:30 PM
KITCHELL PARK CHAUTAUQUA PAVILION**

Join us to celebrate National Farmers Week... B. P. Flower Farm, J.C. and Connie Large, Owaneco, Illinois will host a unique tasting opportunity with "Adventure in Heirloom Tomatoes" with approximately 30 different types of Heirloom Tomatoes will be on display. Those in attendance will be able to learn of their history, profile and use, as well as have a chance to taste them!

COOK OUT IS BACK!!!!

AUGUST 5, 2010

- **Midwest Meats / Pana** - Serving 7oz. ribeye sandwiches, brat patties, pork burgers and BBQ. Also, Selling a full line of their farm raised frozen Beef and Chicken Products along with Spices & BBQ Sauce.
 - **Pat Clutter, Pana** - New crop pumpkin blossoms.
 - **J&W Produce / Joe & Wendy Weishaar, Pana** - Tomatoes, Eggplant, Onions, Red Apples, Zucchini, Yellow Squash, Blackberries, Peppers, Anaheim Green Chilies, Poblanos, Cucumbers, Sweet Corn, Large Cantaloupe Melons, Honey Dew Melons.
 - **Clark Farms / Steve & Leann Clark, Herrick** - Home Baked Whole Wheat Bread & Cinnamon Rolls.
 - **Mickey Gardens / Mickey Seed Co. Millersville** - Garden Vegetables.
 - **Sauger Orchards, Kell** - (as available) Peaches.
 - **Stremming Gardens** - Tomatoes, Cukes, Yellow Squash, Variety Peppers, Brussel Sprouts, Potatoes, Onions.
 - **Halbrook Farms / Shelbyville** - Sweet Corn, EggPlant, Yellow, Butternut & Acorn Squash, Peppers.
 - **Herbies Garden, Pana** - Tomatoes
 - **Wallace's Garden, Tower Hill** - Tomatoes, Cukes & Garden Vegetables
 - **Pana Heritage Guild** - Fundraiser Raffle Ticket
 - **P.A.W.S. / Pana Animal Welfare Society** - Homemade Leashes, Dog Toys & Dog Treats.
- Items Offered While Supplies Last!**

SPOTS AVAILABLE TO AREA...
 All Illinois Farmers, Gardeners, Growers, Artists, Craftsmen, Churches, Clubs, Organizations, Charities & Entertainers Welcome
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SC-10-32**2010 ILLINOIS SPECIALTY CROP GRANT PROGRAM****High Tunnels to Extend the Growing Season (Georgia C. Shank)****FINAL REPORT**

- 1) Narrative outlining entire grant project
 - a) The grant was funded as initially requested. No changes were made to the project as originally intended. The high tunnel was erected and a crop was planted. Informal tours have been given to prospective high tunnel owners plus a tour to a kindergarten class. Hopefully in the near future, more tours will be held with Illinois specialty crop growers and local farm bureaus.
 - b) High Tunnels to Extend the Growing Season
 - c) Project Summary
 - i) High tunnels benefit the Illinois specialty crop industry by extending the season, protecting crops from weather issues, and reducing disease and insect problems. All of these factors help the specialty crop grower produce the best crop possible and therefore puts more money in the producer's hands.
 - ii) The project was to raise awareness, to both young and old, of how high tunnels work, their benefits, and how they can extend the growing season for specialty crop growers. Even though a small percentage of farmers have been growing in greenhouses and high tunnels for many years, the concept is still rather new. The timeliness of the project couldn't be more crucial. Consumers are becoming more conscious about fresh local foods. They want to know where the food that they feed their families is coming from and what, if any, chemicals have been used on them. Also, with the rising gas prices, being able to grow locally will help keep the prices of local food down.
 - iii) The project was not subject to a previous funded project with the SCBGP or SCBGP-FB. This project was not complimented or enhanced by previously completed work.
 - d) Project Approach
 - i) I started by selecting a level area with a slight slope. I had tested the soil from bottom ground and had decided to use it to make handmade raised beds. Since I was planting fall strawberry plugs, I did not erect the tunnel until September. The erection of the high tunnel was a very frustrating experience. Several crates arrived with very little labeling. The directions for the tunnel were very hard to understand and skipped around a lot. The erection ended up taking several weekends and took longer and more labor than expected. The strawberries arrived before the manual ends of the tunnel were completed. Due to the sensitivity of the strawberries, I wanted to get them planted but the fall winds began to kick in. I needed to finish the ends to protect the young strawberries. I also needed to learn how to pump water from a pond to irrigate the beds. All of the strawberries got planted and are now dormant in the tunnel with anticipated harvest to begin in late April to early May. Even though they are dormant, the high tunnels still has weekly or daily duties. When the sun comes out, even on winter days, the roll down side need to be cracked so that the temperatures inside do not become too hot. On nights with close to below zero

temperatures, row covers need to be put on the crop only to be taken off when temperatures rise in the afternoon. Any excessive snow that collects on the tunnel needs to be removed so that the weight does not weaken the plastic. I experienced excessive ice which I could not remove until the sun helped remove it on the south side. In the spring months, two daily trips to the tunnel are necessary to open and close the roll down sides. After the 65 mile winds took the top off and the row covers off, several days were spent securing the top and trying to figure out which plant went in which hole of which row cover. Overall, I have learned so many tips and techniques to the process.

- ii) The only significant contributions or project partners in this project were those who helped erect the tunnel.
- e) Goals and Outcomes Achieved
- i) The activities that were completed in order to achieve the goals of the project included many hours of planning, construction and planting.
 - ii) The progress that has been made towards achieving the project is the successful erection of the high tunnel and the growing strawberries inside the tunnel.
 - iii) The actual accomplishments and the goals established for the reporting period are in line with each other.
 - iv) I gathered information on what kind of high tunnel was best for my area and I studied the directions on how to erect the tunnel. I gathered information on what specialty crop perform the best under a high tunnels. I read and continue to read all I can about how to raise strawberries. A lot of the data I referred to came from Lewis Jett and his study. So far, I have successfully erected the high tunnel and the strawberries are growing and filling out in hopes of beginning harvesting in May. The high tunnel is showing to be a true testimony to everything it was said to be.
- f) Beneficiaries
- i) Many individuals involved in specialty crop growing have visited the tunnel to learn about high tunnels and their benefits. Just the presence of the high tunnel has sparked interest for those who had no clue what a high tunnel was. One school class has visited the high tunnel and was given the basics on growing under a high tunnel. Since the tunnel has only been up a few months and the strawberries are just now fruiting, it has not been until recently that any tours would be effective. ii) The potential economic impact of this project is yet to be determined. It all depends if those who have or will tour the high tunnel decide to also grow specialty crops with this technology. Approximately twenty five people plus the class of twenty have visited the tunnel. The visits vary per individuals. The children from school were given a basic introduction to high tunnels and how they work, but they were mostly interested in the strawberry plants. Most of the older individuals already have an outside growing operation and were given a "hands on" tour of the benefits of high tunnels. They were able to visually inspect the construction plus how to plant and grow under a high tunnel. Being able to take a tour prior to deciding on a high tunnel is almost priceless, something I wish I would have been able to do but did not have access to. I am even able to educate individuals when they see the

- strawberries and wonder why and how they are earlier than most strawberries. Overall, I know of two individuals who are seriously trying to figure out if they can justify the cost and where they could place a tunnel on their land.
- g) Lessons Learned
- i) Constructing a high tunnel correctly is much more time consuming and labor some than most would expect. Due to their temporary construction, high winds are not friendly to high tunnels. On February 28th, winds in excess of 65 miles per hours skinned the plastic off of the high tunnel and ripped the row covers off. Luckily the structure had been constructed well enough that the wind did not take it down. (see photo below of wind damage) On the positive side, the high tunnel as expected is aiding in growing quicker and with less problems than without a high tunnel.
 - ii) There were no unexpected outcomes or results of this project.
 - iii) The goals of the high tunnel are being achieved.
- h) Contact Person
- i) Georgia Shank, 618-664-0008, shankrealestate@hotmail.com
- i) Additional Information
- i) Photos of tunnel



Rafters set 4' apart. Corner rafters set in concrete



Raised beds covered with row covers. Top going on a calm fall day.





Roll down sides and ridge vents complete.



Complete tunnel before storm door installed.



Strawberries planted under row covers with rubber walkways.



February 28th after 65 mph winds took top and row covers off.

Final Report for the 2010 Illinois Specialty Crop Grant Program

Woodstock Farmers' Market NFP

SC-10-34

Summary:

2010 was another year of growth for the Woodstock Farmers' Market (WFM). Using the resources from the 2010 Specialty Crop Grant, the WFM was able to promote itself as a year round local resource for specialty crops. This ability to reach the McHenry county area and identify the WFM as the only producers market (only crops raised by the vendors can be sold at the market) in the area resulted in significant increases in foot traffic and sales of many market vendors. The education received by vendors and customers allowed for a winter market with additional value-added products. The market completed several counts of people entering the market (a 10-minute count every hour on the half hour, on three separate occasions) at all entry points. The numbers were significantly higher than hoped, at about 2,000-2,500 people per Saturday market. Along with giving us a base-line yearly count for future measurement comparisons, the market board felt that the increased attendance was the result of the promotional activity the grant permitted.

The WFM has used two other instruments to assess the needs of its customers. Both individual interviews and the Rapid Market Assessment (RMA) developed by Oregon State University indicated that customers wished to have a greater variety of products, particularly in the spring and fall when local produce was in short supply. Part of their frustration resulted from our choice to be a local specialty crop "producer-only" market which meant not offering tomatoes in May. The majority of customers were not aware when crops are harvested.

The monies allowed us to educate the public regarding local harvest schedules, and ways to preserve foods to expand seasonal possibilities. The education regarding food preservation also enhanced food safety as our vendors expanded market offerings through value-added product. This allowed the WFM to increase offerings in the spring and fall when most needed. For the first time we offered a winter market at the local Farm bureau building. We had already provided food safety classes to interested vendors through earlier grant funding. This grant allowed for increased value-added offerings.

To accomplish these two goals the Market:

- Provided permanent poster stand provided at our new community information table would indicate peak harvest times for local specialty crops as well as nutritional value..
- Upgraded our web site www.woodstockfarmersmarket.org to show additional information about market vendors including pictures of their products as well as links to their individual web sites.

- Is producing a cookbook with recipes for products offered at the market as well methods of preserving specialty crops.
- Offered the Master Preserver instruction to five vendors.
- Offered chef demonstrations in June, July and August to expand knowledge of specialty crop food preparation. Spinach, salad greens, carrots, dill, cucumbers, beets, and garlic were supplied by market vendors. It is estimated that approximately 70 people attended each of these demonstrations.
- Offered two presentations on food preservation of specialty crops at the market. Approximately 40 people attended these presentations.
- Assisted with publicity on these events through newspaper advertisement and roadside posters. Advertising was also supported by vendor fees, in kind contributions and matching funds.
- Provided books for the McHenry County College library on storing and preserving produce. Nearly all specialty crops were covered as well as the various methods of preserving them including drying, pickling, canning. By educating our customers on preservation, we increase the competitiveness of our local specialty crop production, as our produce can be used out of season.
- Provided funding for speakers on the importance of specialty crop production and consumption at the McHenry County Bioneers conference. The topics covered were “Food – How it’s all connected”, “Becoming a Four Season Locavore”, “How to Make Local Food Happen”, and “Healthy Schools” which covered nutrition in the schools.

These actions produced increased knowledge and consumption of Illinois specialty crops through consumer education regarding crop availability, preparation, and preservation.

Project Approach and Beneficiaries:

The main challenge for a producer-only market is educating customers on the availability of crops, and expanding the use of local produce year-round through safe preservation techniques. Past grant monies have been spent on an education campaign stressing the importance of specialty crop consumption by providing community education to future vendors and customers at our local community college. The result was an increase in vendors and customer traffic by at least 1,000 customers for our Saturday market.

This grant is responding to concerns expressed by our customers in past evaluations regarding availability and use of local specialty crops. The intent was to increase consumption of local specialty crop by the general public through education on alternative food preparation and safe food preservation techniques. We also supported increase use of specialty crop product by vendors as they learn safe food preservation techniques to produce value-added product. This provided increased seasonal offerings for customers. The winter market was an added economic benefit for the farmers and provided an extension of fresh and preserved local food offerings

By featuring local chefs we increased our customer base. All publications were done through local businesses.

Finally, we educated the public on ways to eat locally throughout the year we will increase the viability of Illinois specialty crops.

The educational activities of the WFM built on activities already funded by our vendor fees such as distributing flyers, using coupons for new customers, working with local restaurants in cross-marketing events and the ongoing music provided each market by local artists. The effort is to make the market a community event. The City of Woodstock's support allows for the use of the central downtown park (the Square). The Square is the focal point for most city events. The city's allowing the WFM to surround the Square with vendors twice a week means the market is part of the best known area in the Woodstock area.

Other important in-kind projects continued as well. Vegetable transplants are grown by vendors for local community gardens. This effort received positive press exposure. The WFM worked with the local high schools to promote various work projects. An invitation was extended to all school groups with the enticement of free vendor space. So far the schools have raised over \$1,000 selling plants, market bags, and planters. Interestingly, student groups not traditionally represented in extracurricular activities have been the ones participating. These included students enrolled in the special education program at the Clay Street Academy We also had the Illinois Extension Services Master Gardeners to provide answers to gardening questions. While all these provide benefits to local food production, they also provide a positive image of Illinois specialty crops.

To recap, we suggested six activities to address the goals of educating the public regarding local harvest schedules and possible uses of Illinois specialty crops; expanding seasonal possibilities through community education on food preparation and preservation; and expanding specialty crop market offerings through preservation of value-added product. We accomplished this through the following:

- A permanent poster stand provided at our new community information table indicated peak harvest times for local specialty crops.
- Upgraded our web site to allow for this information to be further advertised.
- Preserver instruction to our vendors through the Extension Service.
- Local chef demonstrations at the market to expand knowledge of specialty crop food preparation.
- Expanded our educational efforts by offering two presentations on food preservation of specialty crops.
- Provided books to the McHenry County College library. The College has just started a new culinary program so books will be used by students as well as be available for the public.

- Provided expanded publicity on these events through newspaper advertisement and roadside posters. The Woodstock Independent and Shaw Suburban Media (Northwest Herald) were used.
- Supported speakers on specialty crop production and preservation at the McHenry County Bioneers conference.
- An unexpected opportunity provided by the grant activities was the offering of a winter market held at the local Farm Bureau Building.

Goals and Outcomes Achieved:

We used the Rapid Market Assessment (RMA) for this grant. This was developed in 1998 specifically for farmers' markets. We found the tool highly effective in producing valuable feedback, easy to administer and fun for the market goers as well. Questions will query whether customers felt better informed regarding crop harvest times, specialty food crop use, and knowledge on increasing local food consumption through safe food preservation. We found the RMA methodologies used in 2009 resulted in very strong data, allowing us to much better understand the dynamics of our customer base.

NOTE: For those unfamiliar with Rapid Market Assessment, developed by Oregon State University, please consider reviewing their document located at <http://smallfarms.oregonstate.edu/marketing/publications.php>.

Lessons Learned and Future Plans:

We did run into one difficulty. The chef who was to have worked with the students at McHenry County College was unable to complete the project in a timely fashion. We brought this project to the Loyola University Retreat and Ecology Center in Woodstock who is starting a program on sustainable food development. Their chef has agreed to complete this project. Farmers have been contacted regarding product they will be growing in the next season. This book will provide the same information (recipes using specialty crops grown by vendors, ways of preserving them and ways of using preserved product) and will be available during the harvest season. Proceeds will be used to support the Woodstock Farmers' market and provide funds for student education at Loyola. Finished product will be submitted when complete.

Contact Person:

Patricia Inman, pinman@niu.edu, 815-477-0701

SC-10-35
December 2012

REV 8
2/24/11

2010 Illinois Specialty Crop Grant Program
Final Report

1) Project Narrative

a) This project did not change in funding level or its original intent to provide a demonstration area for the production of vegetables within the southernmost region of Illinois.

b) Spring Valley Farm & Vineyard Commercial Tomato Production Demonstration Project.

c) Project Summary

i) The southernmost counties of Illinois, Pulaski County in particular, were once large sources of locally grown produce for the State of Illinois and surrounding Missouri and Kentucky. Over the years, a lack of access to the wholesale markets in Chicago and St. Louis, the rise in the costs associated with getting products to the wholesale markets and reluctance on the part of local suppliers to purchase local goods led to a near extinction of vegetable production in the southern Illinois region. This project was designed and implemented to encourage the reemergence of commercial vegetable production within southern Illinois, to demonstrate the new accessibility to local and regional markets over shipping to wholesale outlets, and increase local consumer access to locally grown produce.

ii) With an increase in the demand for locally grown produce, not only through direct consumer markets, but also within the supermarket/grocery store retail markets, the opportunity for small farmers to diversify is currently available. Research also suggests that this trend is expanding at an ever-increasing rate as the "Buy Local" food movement spreads. Small farmers need to seek ways to diversify and be able to realize a profit and the growing markets provides an excellent time for small farmers to enter the market while demand is high and growing for locally grown foods.

iii) n/a

d) Project Approach

i) In January 2010, two Clear Span high tunnels measuring 42' wide and 48' long were construction in Pulaski County. The high tunnels were planted with tomatoes and a small plot of various vegetables during the spring. During the fall, the tunnels were planted with lettuce, Chinese cabbage, napa cabbage, and spinach for fall through winter production. A farm tour/field day was held in October with the assistance of the Pulaski/Alexander Farm Bureau and the local Cooperative Extension Service office. Throughout the spring, summer, and fall individual farm tours were given to interested farmers and consumers.

ii) During the course of the project, the local farm bureau and cooperative extension offices assisted with the promotion of this project. They assisted with the planning of the field day. Another entity that became a great proponent of the project and assisted with marketing and promotion of the project was Food Works, Inc. from Carbondale, Illinois. Food Works was an unidentified collaborator at the time of the grant application, however they provided endless support to the project.

e) This project included three goals and three related outcomes. Goal #1: An increase in vegetable production within Southernmost Illinois through the use of high tunnel production systems. Goal #2: An increase in the amount of vegetables produced within the five southernmost counties of Illinois and made available for commercial consumption. Goal #3: An increase in the number of farmers introduced to specialty crop production, mainly vegetables, through the use of high tunnel production methods. The expected outcomes included: increasing the knowledge of local producers, encouraging them to diversify into high tunnel commercial

vegetable production; a general increase in the number of producers who are familiar with the production of specialty crops through the utilization of high tunnel production methods, and a general increase in the production of specialty crops in southern Illinois.

i) In order to achieve the goals and outcomes of this project, the high tunnels were constructed and a demonstration area with both tunnel production and outside production was implemented. A farm tour and individual tours were conducted that included information about how the demonstration area was progressing and information about marketing and selling to direct and retail outlets was disseminated to those visiting the farm. At three different times during the year, film crews were present at the farm to film segments and perform interviews about the nature of the project and how Spring Valley Farm is filling a void in the locally grown market in southern Illinois.

ii) Through this project, the availability of locally grown produce has increased in southern Illinois. This project provided locally grown produce to the following outlets throughout the year: Neighborhood Coop Grocery in Carbondale; Schnuck's Markets in Carbondale and Cape Girardeau, MO; Schnuck's distribution center in St. Louis, MO where Spring Valley Farm produce was sold as locally grown produce in the St. Louis market; the Old General Store Direct Farm Market, and the Pulaski Food Mart. The marketing that has been done in regards to the project has also increased awareness among the farm community of the opportunities available to small farmers looking for a diversification method which can realize profits in the marketplace.

iii) The goals to be accomplished were to increase vegetable production within Southernmost Illinois through the use of high tunnel production systems, increase the amount of vegetables produced within the five southernmost counties of Illinois for

commercial consumption, and to increase the number of farmers introduced to specialty crop production. This project has directly contributed to the accomplishment of all three of these goals during the life of the project. Over 75 farmers have been given tours of the demonstration farm either through the field day activities or through private visits. More consumers have been made aware of the project than farmers. Consumers have also taken individual farm tours of the facility. Additionally, the audience reached through the WSIU special and Food Works documentary filmed at the farm, which included information about the demonstration project, is not yet available. There has been contact with two local farmers about the possible construction of high tunnels within the next two years -- one in Alexander County and one in Pulaski County. Due to the planning and expense involved in designing and starting a commercial vegetable operation from scratch, it could be several years before either is actively producing commercial vegetables.

iv) The demonstration project was used to increase the knowledge of local producers and encourage them to diversify into high tunnel commercial vegetable production. At the present time, there are plans for the construction of at least two high tunnels (one in Pulaski and one in Alexander counties) within the next two years. The successful outcome will be the construction of five new high tunnels over the next five year period. The second outcome was the general increase in the number of producers who are familiar with the production of specialty crops through the utilization of high tunnel production methods. The project's successful outcome would be the attendance of at least 150 people to the farm tour. Through both the tour and individual visits, at least 150 people have been exposed to the demonstration project and the high tunnel production

methods. Finally, the third outcome was a general increase in the production of specialty crops in southern Illinois. The success of the project is based upon a 5% increase in the amount of vegetable production within the five southernmost counties over the next five years. The 2007 Census of Agriculture reported 707 acres of vegetables harvested in the southernmost five counties in Illinois. A five percent increase would be an increase of 36 acres of vegetables in production within the next five years. At the present time, we are aware of a 12 acre increase in production one year after the completion of the demonstration project.

f) Beneficiaries

- i) There are several groups that benefitted from the completion of this project. Local southern Illinois farmers have been exposed and made aware of the profitability of high tunnel commercial vegetable production and have a willing and able mentor for further farm development within the area. Local consumers have the availability of more locally grown produce. Local advocacy groups such as Food Works and the Small Farmers Network have the ability to show progress in the “Buy Local” movement by passing on the success of this demonstration project. Finally, local retailers have the ability to access locally grown produce that can be stocked on their shelves within mere hours of harvest.
- ii) Farmers who choose to diversify into commercial vegetable production will be able to enter a market that is currently growing and expanding. Farmers with one acre of conventional row-crop corn, yielding 200 bushels an acre will gross \$1,400 per acre at \$7 per bushel market price. A one-acre high tunnel vegetable production area has the ability to gross approximately \$10,000. The additional profitability and economic impact of commercial vegetable production can help boost small farm sustainability and bolster

rural community economies. The benefits to consumers is the ability to purchase locally grown produce that is fresher and of higher quality than produce that has been shipped from various regions of the United States and Mexico. The time from fork to plate can be reduced from weeks to hours.

g) Lessons Learned

i) The production of high tunnel vegetables is more weather dependant than traditional row crops. One negative aspect to the project was our lack of anticipated water needs for the drip irrigation system. Especially given the heat and dry conditions of the growing season in which the project was undertaken. The purchase of municipal water was too costly and reduced profits. A well was dug, which reduced the cost of water over time, but was an unexpected capital outlay to the project. Additionally, the construction of the high tunnels should be undertaken in the fall/winter or as early in the spring as possible for production. The tunnel construction delayed the warming of the ground in the tunnels and also delayed the time plants were transplanted into the high tunnels. This affected the timing of the harvest, which earlier is always better. Also, our availability and willingness to conduct individual farm tours was more beneficial than the group one-day farm tour. The individual tours enabled us to discuss the operation in a more personal manner and assisted with providing beneficiaries with more information specific to their interests and needs.

ii) The most unexpected outcome of the project is the demand for locally grown produce within the southern Illinois/southeast Missouri market. The demonstration area allowed Spring Valley Farm to double its capacity for vegetable production, however there was still demand for our product above and beyond what we could produce. This has led to

plans for a substantial expansion of capacity in 2011. Another unexpected outcome is the interest level of the community and region's producers and consumers for this project. It is obvious from the response, visits, and inquiries about the project that there is considerable interest from the farming community to explore the option of diversifying into commercial vegetable product, from consumers to learn more about where their food is grown and how it is grown, and from retailers to fill a market that is preferred by their consumers.

iii) N/A

h) Contact Person: Jerry P. Thurston, (618) 342-6866; thurston.jerry@yahoo.com

2) Copies of any work product created with grant funds: Attached is a copy of the flyer that was distributed for the fall farm tour. As indicated above, the organized farm tour was not very well attended. Individual farm tours were given throughout the year to interested farmers and consumers, which proved to be a more valuable experience for all involved.

3) Budget information worksheet: Attached

4) Copies of Invoices: Attached

5) Additional Information (n/a)



Spring Valley Farm & Vineyard

Field Day and Farm Tour

High Tunnel Vegetable Production Demonstration Project
Funded in part by Illinois Department of Agriculture Specialty Crop Grant Program

October 8, 2010



Tours of the demonstration area will begin at 9am and end at 3pm



Demonstration Area located at 17 Cypress Road, Pulaski, Illinois.

Directions from Interstate 57: West from I-57 Exit 18 to Old US 51. South approximately 4 miles to the Village of Pulaski. West on Commercial Avenue to 17 Cypress Road.

Final Report

PROJECT NUMBER: IDOA SC 10 36

PROJECT TITLE: Impact and Commercial Acceptance of Selected Sustainable Practices in Highly Mechanized Floriculture Crop Production Systems

1a) Initial changes in proposed research: The grant award was announced October 23, 2009 with a beginning date of January 1, 2010 and termination on 12-31-2010. Funds were received late and were not available to the researchers until April 27, 2010. The late receipt of the funds negatively affected one of the proposed research activities - a reduction in the number of plant species tested from the proposed three to one, due to the inability of the researcher to deficit spend in preparation of the plants for the proposed research. There was also a change-over of personnel, as the original principal investigator, Dr. Daniel Warnock, left the University and G. Kling picked up the project as an overload beginning June 15, 2010. By that time the research was well underway and the opportunities for G. Kling to make changes in its execution were limited.

1b) Project Title: Impact and Commercial Acceptance of Selected Sustainable Practices in Highly Mechanized Floriculture Crop Production Systems

1c) Project Summary:

1ci) Consumers exhibiting greater degrees of environmental awareness, mass marketers adopting strict purchasing guidelines that encourage environmental sustainability, and government policies to reduce carbon emissions have resulted in a demand for floriculture crops that not only solve the needs of consumers but are also grown and marketed using sustainable production, distribution, and marketing methods. Green industry stakeholders have identified production practices which reduce plastic use as one of several major focus areas to increase sustainability.

The use of renewable and biodegradable inputs while growing an aesthetically pleasing and healthy plant will improve the economic, environmental, and social sustainability of current production systems. However, costs, such as poor integration of sustainable practices into established systems, increased carbon footprints, increased product shrinkage, and reduced plant health, which may be associated with sustainable production practices, are ill defined. As the starting point towards a program that increases sustainability through grower education and marketing sustainably produced specialty crops to the public, the research focused on the production input of plant containers to estimate the economic and cultural impacts of implementing sustainable production practices in greenhouse operations.

1cii) A reduction in the use of petroleum-based plastic containers, currently estimated to be 59% (320 million pounds) of the plastic used in agriculture annually, is of benefit to the industry due to reduced negative environmental impacts [plastic disposal represents 20% of the waste stream by volume, and minimal (< 4%) recycling that occurs, and reduced energy usage during pot manufacturing. Pot manufacturers and horticultural operations will benefit as the information gathered will be marketable to larger corporations mandating sustainable production policies. Companies marketing directly to the consumer are likely to see greater acceptance and profit of products produced in a sustainable system. Consumers indicated a willingness to pay up to 20% more for bedding plants produced in an “earth friendly” manner. The potential to increase sales is important to horticultural businesses that often operate on small profit margins with highly perishable crops. The adoption of non-petroleum based pots provides an opportunity for Illinois specialty crop growers to increase their sales and profitability.

1ciii) n/a

1d) Project Approach

1di) The primary objective was to provide a thorough evaluation of the pros and cons of utilizing biocontainers to produce a floricultural crop in a mechanized production system. The performance of seven types of biocontainers were compared with an industry standard plastic pot to determine how well plants grew in each container under different irrigation systems and how the containers withstood the rigors of production, handling, transport and physical testing. Containers tested included pressed manure, coir, wheat-based bioplastic, paper, wood fiber, and straw, along with standard industry plastic pots. The containers were utilized to produce a common floricultural crop, coleus, in a greenhouse production system featuring three kinds of irrigation: ebb-and-flood table, drip tubing and hand watering. Following production, the plants were evaluated for quality and quantity of growth, and along with their containers loaded into transport flats, placed onto greenhouse carts and transported 200 km to a commercial greenhouse for evaluation of dents, tears, crushing, creasing and fraying. Following evaluation, plants were reloaded, return shipped and then evaluated a second time.

An additional set of containers was filled with a commercial pot-filling machine and data collected on filling time, damage to the pots, spills and performance of the containers with mechanical pot-handling equipment. Both new and used (pots emptied at the end of their production cycle) were mechanically tested for crush strength and puncture resistance.

PLANT GROWTH. There were not visual differences in the quality of the coleus crop produced in any of the containers. Container type had no effect on total dry mass or final leaf area and there were no significant interactions between container type and irrigation method for plant dry mass or final leaf area. Plant volume (length x width x height of crown) was not different with regard to irrigation method, container type, or the interaction between irrigation and container. Ebb and flood irrigation produced greater dry plant mass than hand watering or drip tubing.

Evaluation of the bio-containers also tested the effect of the containers on the pH and electrical conductivity (EC) of the potting media. Potting media pH was impacted by container type and irrigation method. Although most of the bio-containers produced a slight rise in media pH over the course of the 7 weeks, the rise in pH was not culturally meaningful; as plant growth was not significantly affected. Within a given irrigation type, plant growth in bio-containers was no different than growth in conventional plastic pots. EC did not vary by irrigation method or container-type.

MECHANICAL FILLING: The proportion of successfully filled pots did not vary by container type; however, the proportion of damaged containers did vary among the containers tested. Compared to the plastic control, coir, paper, and pressed manure pots were damaged more frequently by the mechanical filling process than other pot types. Despite these statistical differences, none of the containers experienced filling damage levels greater than 1.5%. With careful attention to the machine settings, all types of the biopots can be mechanically filled with minimal damage. The time required to mechanically fill the various types of pots varied with the pot type and was primarily a function of the denesting process – individually pulling the new containers apart after removal from the shipping carton. Containers such as peat, pressed manure and straw were substantially slower to separate than the control or other pot types.

MECHANICAL SPACING: In the lifting tests, neither damage to containers nor container spillage proved to be significant issues for most of the containers. Damage was only seen in the pressed manure containers (2.2%) and was likely linked to the use of a spacer with in-curved tines and the very soft-sided nature of the container which allowed the pots to wedge into the bar. Similarly only minor spillage was seen in the coir (2.2%) and wood pulp (3.6%) containers. This spillage was a direct result of the most pressing concern – the inability of the spacer bars to pick

up the containers tested. The flexible nature of the coir containers and lack of a defined lip caused the containers to slip through the slots in the rack. In other cases, the weight of the softened watered pots, caused them to wedge into the spacer bars, preventing a smooth release, resulting in tipped plants. Lifting success of the coir containers was 28.8%, wood pulp 69.8%, and wood fiber 91.9%. For the plastic, bio plastic, and pressed manure containers, 99-100% of the containers were lifted successfully.

It was not possible to mechanically space the straw and peat containers due to the lack of an appropriate spacer bar to handle these pots. Although the commercial facility had a large range of spacer bars, none of those were acceptable for the straw and peat containers. The straw and peat containers tended to get wedged in the mechanical spacing bars and either not release or become torn in the release process.

These results show the importance of matching an appropriate spacer bar to the container used in production. While most of the bio-containers tested performed well with the spacer bars used at our facility, overall performance for some was limited, given improper matching of equipment with the product being tested. Growers are encouraged to work with manufacturers to determine what spacing equipment is most suitable for the bio-container being considered for adoption.

SHIPPING: The proportion of pots damaged during shipping differed with container type. The overall significance of this factor was driven largely by differences in pressed manure and peat pots compared to the plastic control. Both of these biocontainers experienced significant losses in shipping, with the pressed manure pots experiencing damage in 27% of the pots measured and the peat pots showing damage in 35% of the pots measured.

Care should be taken when handling and transporting well-watered peat and pressed manure containers, especially after they have been in production several weeks. As such, these containers may be best suited for shorter rotation crops where the pots can remain in transport trays during production.

POT STRENGTH: For crush load, the container type, irrigation method, and the container type X irrigation method interaction were all significant. Pots made from manure, paper, peat and wood pulp tolerated higher crush forces due to their flexibility. Bio-plastic, coir and straw pots had crush resistance similar to conventional plastic pots. When looking solely at conventional plastic containers, no significant difference in crush load was found in comparing ebb-and-flood to hand irrigation or ebb-and-flood to drip irrigation. Similarly, there were no significant differences in crush load for bioplastic containers when comparing the three irrigation types. In contrast, the peak crush load for non-plastic bio-containers (coir, manure, paper, peat, straw, and wood pulp) differed by irrigation method. Containers irrigated by hand or drip irrigation had significantly higher crush loads than ebb-and-flood containers. Moisture content of the pots had a strong effect on crush loads. Crush strength of wet new containers is diminished (compared to new dry crush strength) in coir, manure, paper, peat and wood fiber pots.

Peak puncture loads differed by container type, irrigation method, and the container type X irrigation method interaction. Plastic, bio-plastic, coir and straw pots all exhibited high resistance to puncturing. Manure, paper, peat and wood pulp containers exhibited lower puncture resistance than the other types. For peat containers, ebb-and-flood irrigation did not significantly impact mean puncture load as compared to drip irrigation or hand watering. Ebb-and-flood watering did lower puncture resistance in manure, paper, peat and wood pulp containers when compared to drip irrigation and hand watering. The puncture resistance of paper, peat and wood

pulp containers was lowered by wetting of the containers (new) and by use of the containers to produce a crop (used).

CONCLUSIONS:

1. Bio-containers can be utilized to produce a commercial crop that is equivalent in quality and quantity to a crop produced in traditional plastic containers.
2. All bio-pots tested could be filled with a mechanical filling machine; however coir, paper, and pressed manure pots were damaged more frequently by the mechanical filling process than other pot types. It is conceivable that the proportion of damaged pots could decrease as workers become more familiar with the products.
3. Bio-plastic, and pressed manure containers could be mechanically spaced as well as plastic controls, whereas difficulties were encountered in mechanical spacing of coir, wood pulp and wood fiber containers. It was not possible to mechanically space straw and peat containers due to the lack of an appropriate spacer bar to handle these pots.
4. All pot types can be shipped with only minimal damage except for pressed manure and peat pots which tend to tear in the shipping/handling process.
5. Pots made from manure, paper, peat and wood pulp tolerated significantly higher crush forces than the other pot types due to their flexibility. Bio-plastic, coir and straw pots had crush resistance similar to conventional plastic pots.
6. Irrigation type had no effect on crush load for bioplastic and plastic containers; whereas coir, manure, paper, peat, straw, and wood pulp containers irrigated by hand or drip irrigation tolerated higher crush loads than those irrigated with ebb-and-flood. Moisture content of the pots had a strong effect on crush loads.

7. Manure, paper, peat and wood pulp containers exhibited lower puncture resistance than the other types, thus presenting a potential disadvantage in the production and shipping system.

1dii) Significant Contributions and Role of Partners:

Dr. Daniel Warnock – initial planning and coordination of the research

Dr. Gary Kling – mid- to end experiment coordination, data summary and reporting

Ms. Candice Miller – day-to-day hands-on experimental production and data collection

Mr. Andrew Koeser – post experiment statistical analysis and initial manuscript production

Mr. Dave Wiesbock and staff at Mid-American Growers, Inc., Granville, IL – technical advice, and use of facilities for pot filling and handling

1e) Goals and Outcomes Achieved:

1ei) Greenhouse production experiments – completed

Mechanical filling, spacing and handling experiments – completed

Pot crush and puncture testing - completed

1eiii) All goals and outcomes achieved except for economic analysis of bio-pot use compared to traditional plastic – not possible due to lack of appropriate equipment for spacing and handling experiments

1f) Beneficiaries

1fi) Both producers and consumers are potential beneficiaries of this research. Results from this research demonstrate to commercial producers that there are bio-pots currently on the market that compare favorably in all ways tested to traditional plastic pots. Producers anxious to provide products to environmentally conscious consumers now have documented evidence that they can produce plants in a more environmentally friendly manner without sacrificing efficiency

and quality. As a result, consumers should expect to see increasing numbers of plants being produced with bio-containers, resulting in a reduction in plastic pot use and waste.

1fii) We have demonstrated that plants produced in bio-containers are equal in size and leaf area to those produced in plastic pots. Most of the bio-containers performed well with ebb-and-flood irrigation, drip tubes and hand watering. We have also demonstrated that some bio-containers can be utilized in existing commercial pot-filling and mechanical spacing systems. We have demonstrated that several of the bio-containers have similar (to plastic pots) or improved resistance to crushing and puncturing and are suitable for shipping with no increase in damage to the containers.

1g) Lessons Learned

1gi) We have learned that not all bio-containers are suitable for commercial production. Some of the softer materials utilized in the manufacture of these pots do not hold up well in highly mechanized handling or shipping conditions. We have also learned that replication and statistical analysis is quite difficult in a limited greenhouse space. Conduct of this research required us to set up multiple but separate ebb-and-flood tables interspersed with benches equipped for drip tubes and manual watering within a single greenhouse.

1gii) We had expected some of the bio-containers to become quite weak and susceptible to crushing and puncturing following their use to produce a crop. Indeed, some containers, were easily damaged and yet others were unexpected resilient to crushing and puncture due to their flexible nature.

1giii) We were disappointed that an economic analysis of the use of bio-containers was not possible. The lack of available mechanical equipment to space the bio-containers made an economic analysis impossible. The only economic difference that we can point to is in the cost

of the bio-containers themselves. Even then, the prices for these products can be expected to change rapidly as they begin to be adopted. As the volume of use in the industry increases, the price for these containers will likely drop, small amounts for some and larger amounts for others. A more accurate prediction of costs would require analysis of the raw feedstocks and manufacturing costs, including energy.

1h) Contact Person

1hi) Gary Kling, University of Illinois, 1201 S. Dorner Dr., Urbana, IL 61801, gkling@illinois.edu, phone 217 333-3363, FAX 217 244-3469.

1i) Additional Information. Two manuscripts have been prepared for publication in HortTechnology and are currently in internal review. A poster was presented at the Amer. Soc. for Horticulture Sci., August 2012: A. Koeser, C. Miller, G. Kling and D. Warnock. Biocontainers and the bigger picture: Evaluating overall performance of plastic pot alternatives in greenhouse production of coleus.

2) Copies of any work product created with grant funds – n/a