



Market Update

October 2009 | Volume 2, Issue 6

Six Great Reasons to Shop Our Farmers' Market

Each month we will be sharing a great reason to shop at our market. This month is:

Reason

6

As is often said, "Variety is the spice of life!"

Our market is full of choices – fruits, veggies, baked goods, honey and meats. You can broaden your menu offerings at home by trying new varieties of your favorite foods. Enjoy the new colors, textures and flavors!

Market Management's Minute

The summer has certainly passed quickly. Without all of our vendors and customers, our market wouldn't have grown as it did. Last year, we had a feeling that a farmers' market would be a positive addition to downtown Alliance, but we never imagined it would be as successful as it has become. We are pleased that the EBT Farmers' Market token program has been a success this year – it has benefited both our customers and our vendors.

We are very interested in your comments and suggestions for improvement. We will be giving questionnaires to all our vendors this month. If you are a customer and would like to share your thoughts (both pro and con), please feel free to write them down and give them to us at our booth next to the caboose or log on to www.alliancefarmersmarket.com and click on our e-mail address. We look forward to hearing from you.

Thank you again for a wonderful season. Have a great winter and spring. We hope to see you at the caboose on JUNE 19th for the beginning of our third season. Please mark your calendar!

**We hope you have enjoyed the market this summer!
We have certainly appreciated your support.**

Please visit our website

www.alliancefarmersmarket.com

**We will be updating our website in the spring.
Look for news about our 2010 season.**

Coming Up...

October 10

Musicians

Tytely Wounde Stryng Band
Dennis Kempthorne and John Whitacre
Traditional Celtic and Early American Music

Demonstrations

Demo has been cancelled

Community Table

Stark Parks
Keep Alliance Beautiful
Lions Club – Rose Day
Church of God

October 17

Musicians

“Outlet”
Bluegrass

Demonstrations

Betsy Cornell
Winter Squash or Applesauce

Community Table

Church of God
Lions Club – Rose Day

“We love going to the Farmers’ Market to meet, greet and eat! It is a wonderful experience and we appreciate the hard work that makes it possible.”

Ron and Corliss Vuksta

Food for Thought

Statistics from the Environmental Protection Agency indicate that 80% of what Americans throw away is recyclable, yet our recycling rate is only 28%. Can your family develop ways in your own home to increase your recycling efforts? A little effort by a lot of people can go a long way toward improving our communities. A lot of effort by a lot of people can do great things! We hope you will become involved.

We Appreciate Our Supporters

Without the following supporters who cared about the idea of developing a farmers’ market here in Alliance, the success of our endeavor would not have been possible. Our committee wishes to extend a huge THANK YOU to each one of them for their interest and vision in our project. We sincerely apologize if we have missed anyone.

City of Alliance Administration
Mount Union College
Alliance Community Hospital
Alliance Review
WDPN – 1310
Alliance Health Department
Bonfert Glass
Chamber of Commerce
Chuck & Joyce Onaitis
CJ’s Signs and Lighting
DeHoff’s Flowers
Frank Sacha
Healthy Heart, Healthy Pleasures

J&J Custom Woods
John Blaser
Keep Alliance Beautiful
Lowe’s
Melissa Gardner
Midlake Products
Richie Kindler – Jupiter Studios
Rodman Public Library
Sanitex
Sherwin Williams
True Value Hardware – Minerva
Whitacre-Greer

Behind the Scenes

Our Alliance Farmers’ Market Committee was very fortunate this season to have two student interns from Mount Union College who provided us with publicity and website updating.

Megan Stewart from Jackson Township, a junior business major with a concentration in management, wrote the press releases you have read in the newspaper. She also assisted us at the market until the first of August when she began cheerleading practices. If you attended the market early in the season and saw a “tomato” taking vendor attendance or talking with children, you have seen Megan.

Chelsey Wallace, a senior media computing major, worked hard to bring our website up to date and has been keeping it current each time we send her changes. She also made it possible for us to receive e-mails to our website. Feel free to check out www.alliancefarmersmarket.com to see the fruits of her labor. Chelsey, a graduate of Marlington, will graduate from Mount Union in December and plans to continue her education at Kent State in the field of visual communications.

We extend a HUGE THANK YOU to both of these students for their dedication to our market. We wish them well in their future endeavors.

Vendors

Arrowhead Orchard – Apples, apple butter, cider, vegetables

Bernie Mendiola – Flowers, plants, fruits, veggies

Blackbird Meadows Farm – Organically grown produce and herbs

Breezy Hill Farm – Flowers, organic produce

Brenckle Farms – Produce

Don Myers – Tomatoes, squash, pickles, pumpkins

Fedamore Farm – Baked goods

Hillside Produce – Fried pies, veggies

Hostetler's Farm Bakery – Baked goods, jellies, produce

Jose Quiroz – Vegetables

Kridler Gardens – Plants

Locust Hill – Jams, baked goods, pound cake, fresh herbs (10/17 only)

Marcia's Baked Goods – Pet-friendly treats

Marshall Apiary – Honey, bees-wax candles

Per Ardua Farm – Jams, jellies, produce

Shirley Webb – Baked goods

Snyder's Orchard – Fruits, vegetables

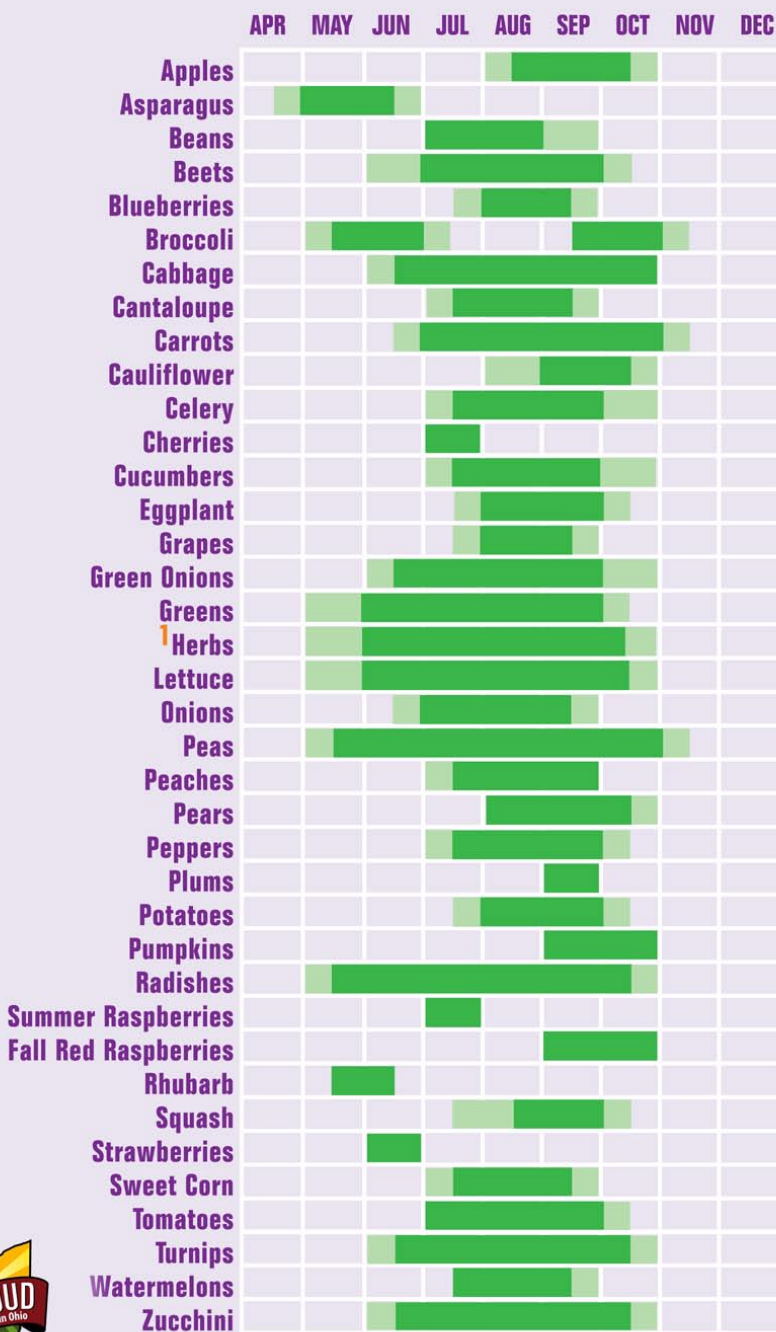
Tri Pine Farm – Freezer beef and pork (10/10 only)

Yummies for Da Tummy – Baked goods

Plus more vendors who sign up weekly!

Produce Availability

OHIO Produce Availability



¹Herbs: Cilantro, Dill and Parsley

Peak Season

Tasty Recipes

Making the Most of Your Farmers' Market Produce

Seasonal Pestos to Enjoy Year Round

Dorsey Ney, owner of Andrea's Garden Café and Healthy Heart, Healthy Pleasures, presented a demonstration September 5 at the Market.

Pestos are rich in flavor. They have basic ingredients that can be slightly altered with little change to the outcome. You may vary the "green" you use as long as you remain true to the theme: green, garlic, oil, nuts, salt, pepper, and cheese. These are the essential ingredients, but you must have a blender or food processor to use. Pesto is used over pasta of all kinds, sautéed veggies, roasted potatoes, beans, inside omelets, on crackers, as a garnish, etc. The blend forms a thick paste. If it looks too dry, add oil and blend some more. All pestos may be stored frozen and used later.

Basil Pesto (most common)

Combine in a blender:

- 3 c. fresh basil
- 4 cloves garlic
- ½ c. pine nuts
- ½ c. parmesan
- ½ c. olive oil
- ¼ c. lemon juice (or simply squeeze some lemon juice on the blending brew)

Parsley Pesto (year round)

Combine in a blender:

- 4 c. loosely packed parsley
- ¼ c. olive oil
- 3 cloves garlic
- ¼ c. walnuts
- 1 to 3 Tbsp. of lemon juice
- 2 to 3 tsp. lemon rind
- 1 to 2 tsp. balsamic vinegar
- ½ c. parmesan
- ½ tsp. salt

Savory Pesto

Combine in a blender:

- ½ c. savory leaves
- 1½ c. fresh parsley
- 2 large cloves garlic
- ½ c. parmesan
- ½ c. walnuts or pine nuts
- ½ c. olive oil
- Salt and pepper to taste

Spinach Pesto (year round)

Combine in a blender:

- 4 c. fresh spinach
- ½ c. olive oil
- 2 cloves garlic
- ½ c. pecans
- 1 c. parmesan
- 1 Tbsp. lemon juice
- Salt and pepper to taste

Autumn Fruits Jam

Betsy Libby, Blackbird Meadow Farm, presented a demonstration September 19 at the Market.

- 2 large apples (Molly Delicious or any cooking variety), peeled
- 3 small nectarines
- 2 small peaches
- 5 large red plums OR 10 prune-type plums
- 1 small pear, peeled
- 2½ Tbsp. lemon juice
- ¼ tsp. crystallized ginger (optional) chopped fine
- Pinch of cinnamon
- 3 c. granulated sugar
- 1 c. water
- 2 tsp. grated lemon rind

1. Chop all fruit into small pieces.
2. Combine fruit, lemon rind, lemon juice and water in large saucepan. Bring to a boil, stirring often. Reduce heat to medium, cover pan and cook for 10 minutes until fruit softens.
3. Add sugar to fruit mixture. Return mixture to a boil while stirring constantly. Continue boiling, stirring occasionally, until mixture forms a gel. This can take between 10 and 30 minutes depending on the amount of pectin in the fruit (it will vary with each batch). Stir in ginger and cinnamon.
4. Ladle into sterilized jars and boiling water process for 10 minutes (complete processing directions can be found in the Ball Blue Book of Preserving or any book on canning). Jam should have ¼ inch of headspace. Makes six ½ pint jars.