

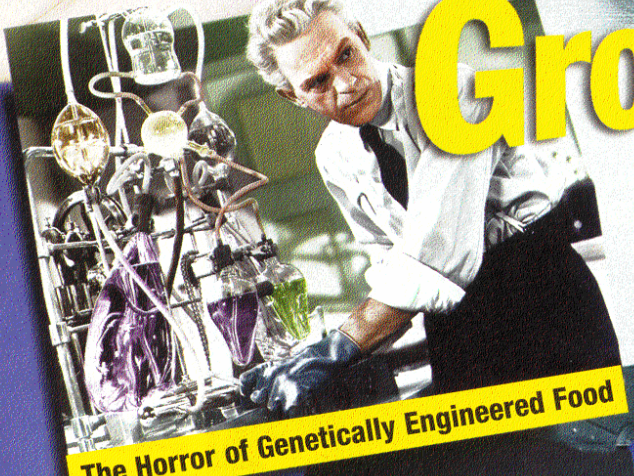
Local Food & Sustainable Cuisine

**“Local Food, Fresh Food,
and
Food Distribution”**





IT Came from the Grocery Store



The Horror of Genetically Engineered Food



**Shopping for True Food:
Greenpeace Publishes Nation's First
Comprehensive List of GE Foods**

Definition of Sustainable Cuisine?

- Good for you
 - Fresh, nutritious, safe, shelf life?
- Enjoyable to eat
 - Tastes good, things you like to eat, know who grew it, well prepared.
- Sustainably grown
 - Uses few/no chemicals, protects soil and water quality, preserves farmer, wildlife, and environmental health
- Sustainably processed and delivered
 - Fewer food miles, minimally processed, few/no additives, minimal packaging
- Sustainably priced?
 - Compared to what? Farmers make a living wage, true cost of food not going “down-stream” but how make affordable to all?

Reasons to create a new food system (and to buy local)

- Fewer food miles. Average bite has traveled 1200 miles to your mouth. See Leopold report for data.
- Fresher food.
- Know where your food comes from, how it was grown, and what has been added to it.
- Access during times of emergency? An old-fashioned notion perhaps, but who could have predicted Katrina?
- Economic development opportunity?

Food Sales and Farm Income by county

| | Riley | Pottawatomie | Shawnee |
|--|-------------------|-------------------|-------------------|
| Total Food Sales | \$ 107 M | \$ 46 M | \$ 393 M |
| Market value of ALL agriculture | \$ 23.66M | \$ 53.80 M | \$ 21.98 M |
| Total farm production exp. | \$ 22.47 M | \$ 54.31 M | \$ 22.99 M |
| # farms | 493 | 842 | 903 |
| Gov. Pmts. | \$ 1.1 M | \$ 2.2 M | \$ 1.5 M |

The Economic Potential for Expansion of Fruit and Vegetable Production in Kansas

\$509,072,440

“Thank you”

Taxable food sales in KS

(food and beverage stores, food services and drinking places;
excludes exempt sales, and “box store” sales)

- Kansas Total = \$5,644,736,000
- 9.3% of food dollar = fruits and vegetables, =
\$524,960,440
- KS income vegetables = \$14,317,000
- KS income fruit = \$1,571,000
- Total fruit + vegetable income = \$15,888,000
- **Difference = \$509,072,440**

References/Sources

- Acres and crop value: USDA 2002 Census of Agriculture
www.nass.usda.gov/census
- Per capita consumption of foods: USDA/ERS
www.ers.usda.gov/data/foodconsumption
- Food expenditures, national average
www.bls.gov/cex/home.htm
- Food sales estimates from state sales tax
Office of Policy Research, KS Dept. of Rev. (S. Brunkan)
- Per acre yields (for Iowa/Midwest)
www.leopold.iastate.edu/research.calculator/home.htm
- County and state population, 2005 est.
<http://quickfacts.census.gov/qfd/states/20000.html>

The Economic Impacts of Increased Fruit and Vegetable Production and Consumption in Iowa: Phase II

Prepared for the
Regional Food Systems Working Group
Leopold Center for Sustainable Agriculture

by
Dave Swenson
Economics Department- Iowa State University

May 2006

Examined 4 scenarios: Iowa supplying 25% of fruit and vegetable consumption at retail prices, at ½ retail and ½ wholesale, and same scenario w/ consumption increased to 5 and 7 servings per day.

Result: between **\$49 and \$224 million** increase to economy over corn and soybeans in direct sales, plus multiplier effect of more \$ in local economy.

Is local food available in KS?

| Food Item | Per capita annual consumption (lb) | Acres (animals) needed | Acres (animals) in KS (2002) | Ratio or percent (have /needed) |
|--------------|------------------------------------|------------------------|------------------------------|---------------------------------|
| Asparagus | 1 | 1080 | 54 | 0.05 |
| Sweet potato | 4.4 | 950 | 29 | 0.03 |
| Tomato | 94.1 | 11,047 | 111 | 0.01 |
| Wheat | 135 | 202,500 | 8,000,000 | 39 |
| Beef | 63 | 340,200 | 5,227,683 | 15.4 |
| Lamb | 1 | 67,500 | 63,270 | 0.94 |
| Chicken | 59 | 45,514,285 | 91,894 | 0.002 |

Assumptions: 2.7 million people in KS, etc.

Acreage estimates for state and 3 county area for locally supplied fruits and vegetables.

| | Fruit | Vegetables | Total |
|--|--------------------|---------------------|--|
| Acres needed in KS | 34,826 | 42,953 | 77,779 (have 47M acres farmland in KS, 2.7 M irrigated – 3% would be used) |
| Acres have in KS | 2036 (5.8%) | 4713 (11.0%) | 6749 (8.7%) |
| Need in 3 county (acres) | 3228 | 3982 | 7210 |
| Have in 3 county (acres) | 94 | 207 | 301 |
| 1910 in 3 county (acres) | 2706 | 7861 | 10,567 |
| Irrig. Acres in 3 counties 2002 | | | 32,601 |

3 counties include Riley, Pottawatomie and Shawnee

Fruit/Apples in Kansas.

- In 1897 Kansas had **2,035,000 acres** of apples. In 2002, there were **599 acres**.
- In 1900, 90% of all apple seedlings used in the U.S. were grown on 800 acres of Kaw bottom land near Topeka. Frederick Wellhouse was considered the ‘Apple King of the World,’ having 1637 acres of orchard in NE KS.



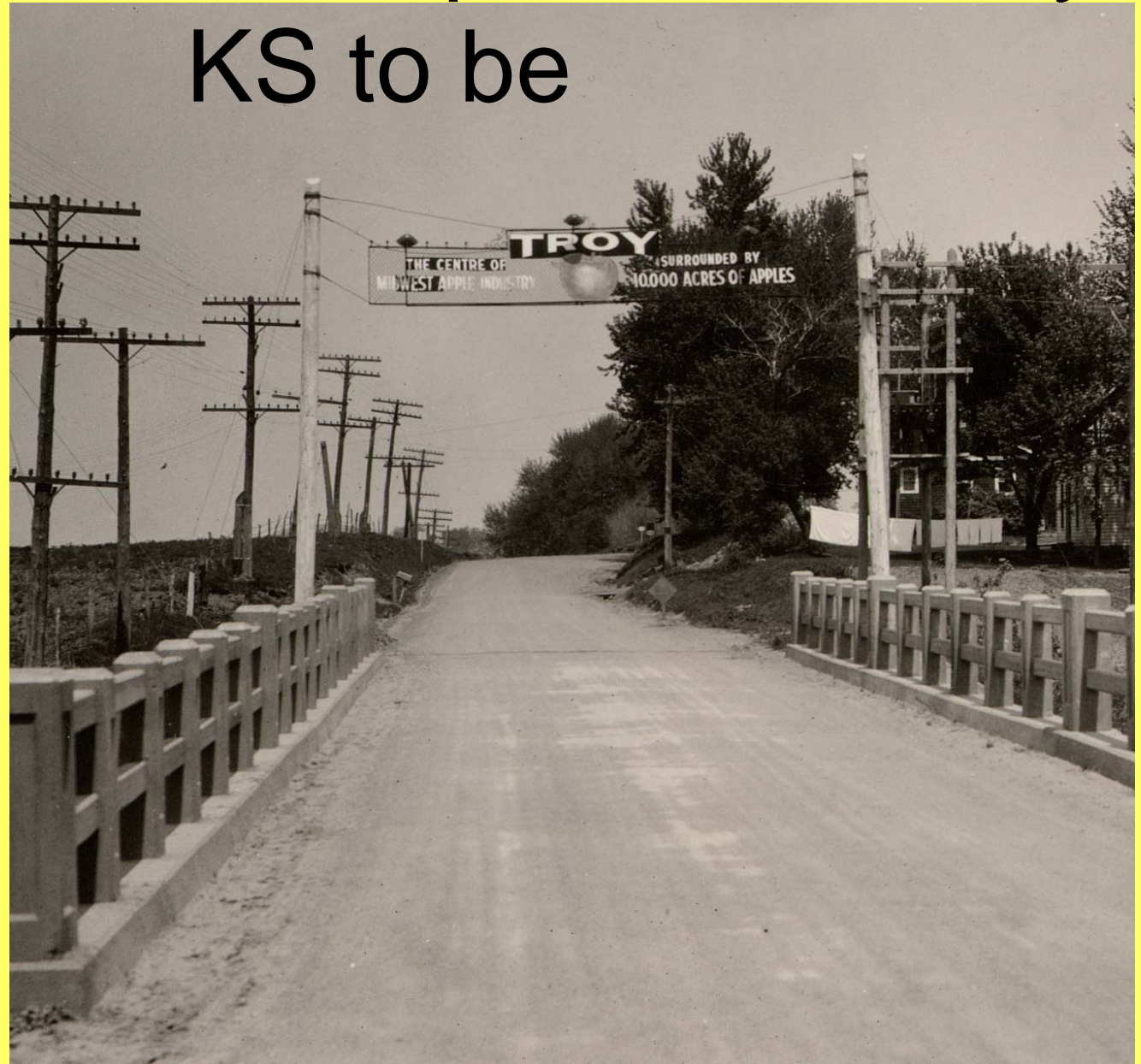
Historical food crop production in the Kansas River Valley



Near Wathena Kansas

Welcome banner proclaims Troy KS to be

- “The Centre of Midwest Apple Industry”
- “Surrounded by 10,000 Acres of Apples”



The Kansas River Valley was home to wine and table grape production.



Grape Harvest

1930's Grape Production

Riley County – 105,993lbs

Shawnee County 381,044lbs



1930's Grape production:

Wyandotte County – 1,399,870lbs

Johnson County – 653,956lbs



Early Raspberry production in the Kansas River Valley

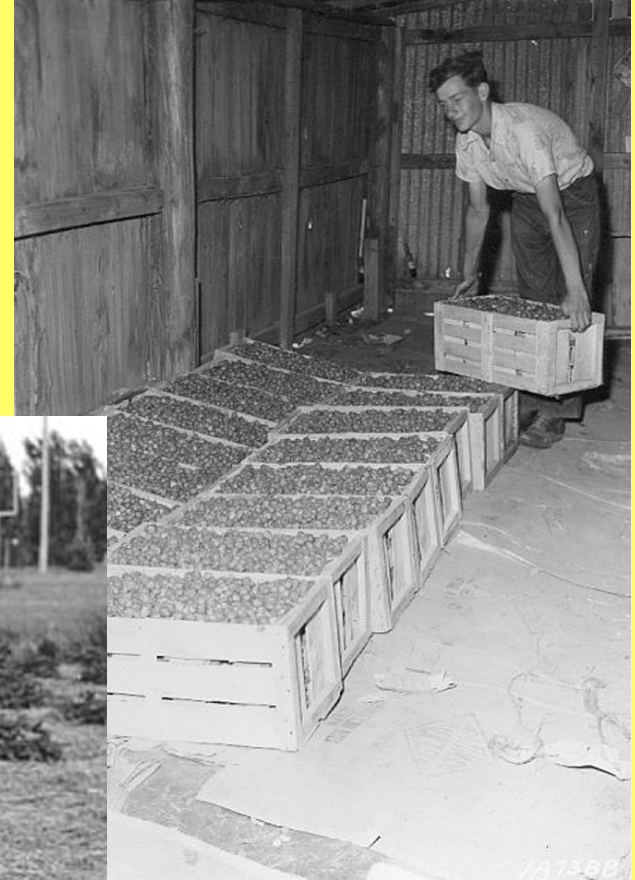


1930 Raspberry Production
Jefferson County – 13,652qts
Johnson County – 23,843qts

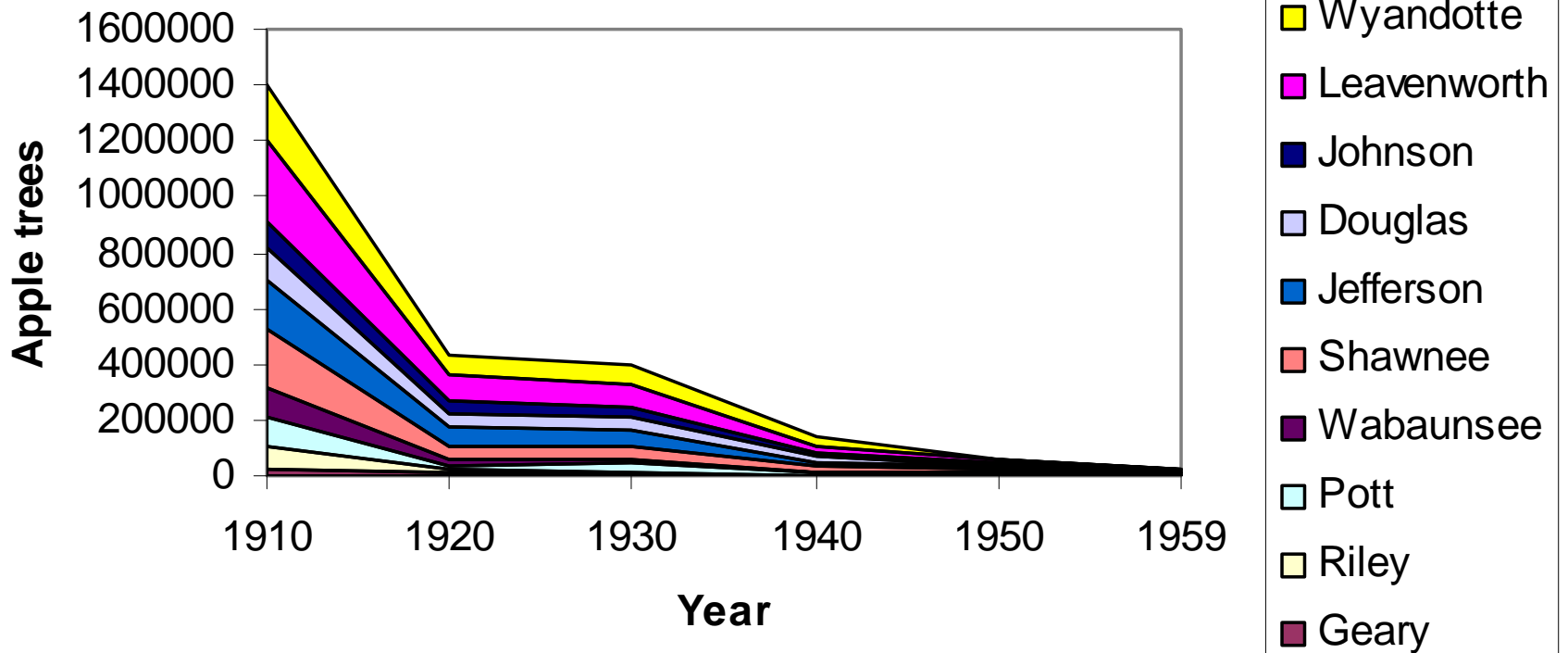
1920 Raspberry production
Wyandotte County – 170,323 qts
Leavenworth County – 60,453 qts



Strawberry production in the Kansas River Valley



Apple



Reasons for “local food crash?”

- Competition from other regions of US
- Railroads, interstate HW system
- Labor shortage during WWI and WWII
- Late frosts in 1920's, Flood in 1951
- Competition from international supply
- Low prices
- Most of valley set up for grain crops now

Nora

America's First Certified Organic Restaurant

Reservations: 202-462-5143

[About Restaurant Nora](#)

[Our Menu / Wine list](#)

[Map & Directions](#)

[Special Events / Meetings](#)



ASIA
Organic
Cuisine
Nora

Reservations: 202-797-4860

[About Asia Nora](#)

[Our Menu / Wine list](#)

[Map & Directions](#)

[Special Events / Meetings](#)

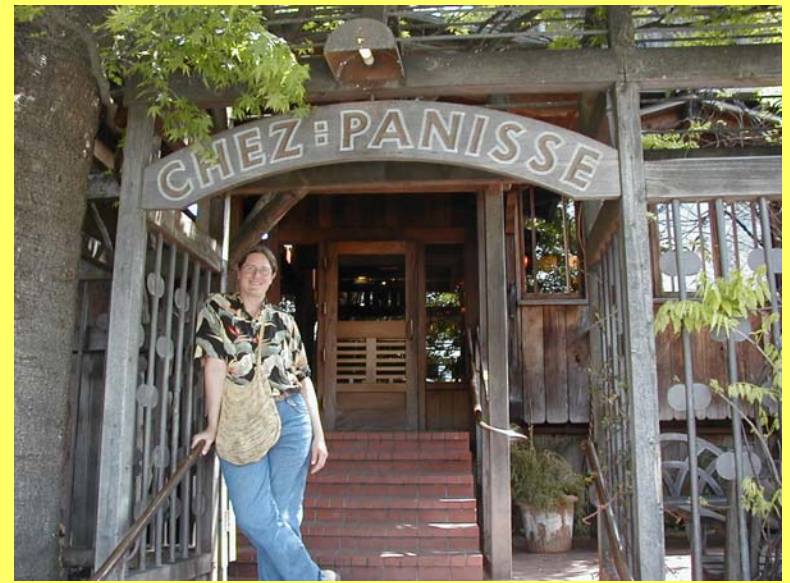
:CHEZ:PANISSE:



Chez Panisse opened its doors in 1971, started by Alice Waters and an assortment of idealistic friends. A neighborhood bistro named after a character in Marcel Pagnol's 1930's trilogy of movies ('Marius,' 'Fanny,' and 'Cesar'), the Restaurant and Café are a homage to the sentiment, comedy and informality of these classic films.



Alice and Chez Panisse have become convinced that the best-tasting food is organically grown and harvested in ways that are ecologically sound, by people who are taking care of the land for future generations. The quest for such ingredients has largely determined the restaurant's cuisine. Chez Panisse has tried for years to make diners here partake of the immediacy and excitement of vegetables just out of the garden, fruit right off the branch, and fish straight out of the sea. In doing so, Chez Panisse has stitched together a patchwork of over sixty nearby suppliers, whose concerns, like the restaurant's, are environmental harmony and optimal flavor.



April 2006 – the pilgrimage



About
Farmer-Chef program
Seafood Solutions
program
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Upcoming

Oct. 23, 2007 3.00pm
Somerville, MA
Chefs Collaborative joins
Project YUM!

[More Events...](#)

At Chefs Collaborative, our growing community of chefs, farmers, fishers, educators, and food lovers is dedicated to promoting sustainable cuisine. Join Us! [learn more »](#)

MEMBER SPOTLIGHT

Come here for comfort.

WHO: Hominy Grill, chef Robert Stehling, Charleston, South Carolina.

WHAT: A neighborhood favorite that specializes in classic comfort food using locally grown produce.

WHY: This restaurant is nationally acclaimed for its innovative southern cooking.

EAT: Sautéed shad roe with bacon and mushrooms.

[Visit Hominy Grill...](#)

Blog: Fresh from the Field



A different kind of foraging

SEPTEMBER 14, 2007

At Chefs Collaborative, we work with folks who forage for wild edibles. They sell to chefs and can compose dinner from a walk in the woods. But not all foragers operate that way.

An urban challenge

SEPTEMBER 6, 2007

Going native in the boroughs makes for good reading.

Monthly Newsletter

subscribe now. we don't spam.



Join us today!

Communiques

Get your game on

AUGUST 1, 2007

No, we don't mean poker.

How do restaurants find their fish?

MAY 1, 2007

Wondering about wahoo? Read our paper about seafood sourcing.

Tropical advisory: Try out Fair Trade

JANUARY 1, 2007

It's one thing to know the farmer who grows your greens, but what about the ones who grow your coffee beans?

Examining organic dairy

OCTOBER 1, 2006

Read this paper for the dirt on milk.

<http://www.farmarchefconnection.org/>

Getting Started Latest Headlines

THE
Farmer-Chef
CONNECTION

INFO ABOUT
the 2006 Guide

SEARCH
the 2006 Guide

Feedback

Farmers/Ranchers/
Fishermen

Chefs/
Buyers

QUESTIONS?

Please contact us via
email or 503.467.0800

Start in a new state?
Please contact Ecotrust
via email or 503.467.0800
or Chefs Collaborative
via email or 617.236.5200

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FOOD & FARMS

WSDA
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THE
Farmer-Chef
CONNECTION



The Guide to Local and Seasonal Products

In addition to our signature conferences and events that bring together food producers and food buyers, we publish the Guide to Local & Seasonal Products, a printed and on-line business directory used to both buy and sell product. Get listed in the 2007-08 Guide!

FARMERS

Click here to GET LISTED!

FOOD BUYERS

Click here to GET LISTED!

[Click here](#) for more information.

TOOLKIT NOW AVAILABLE! *Building Local Food Networks: A Toolkit for Organizers*

Interested in hosting a Farmer-Chef Connection event — or something similar — in your area? We've recently released a toolkit that synthesizes our experience building and bolstering local food networks in the Pacific Northwest in order to support the efforts of other communities striving to do the same. In conjunction, we've launched an online, interactive learning community to stimulate peer-to-peer exchange of ideas, questions, and lessons learned around the topic of building local food networks. Learn more [here](#).

2007 Farmer-Chef Connection Events

Slow Food – Midwestern Style

Bob and Elaine Mohr, and their new wood oven



<http://www.slowfood.com/>





Staves & Antebuses

**HUNGRY OF CULTURE
AND ADVENTURE?**



ENJOY

FIND OUT TOURS
"How, during and just
regarding the congress
in Puebla from 6 to 12 oct."

www.tiptours.com.mx

**TASTE THE
FLAVOR OF
MEXICO**

☐ Contacts ☐ Italian Version ☒ International version ☐ National web sites

Esp / Fra



» Slow Food is a non-profit, eco-gastronomic member-supported organization that was founded in 1989 to counteract fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes and how our food choices affect the rest of the world. Today, we have over **80,000** members all over the world. Find out more **about us** and **what we do**.

Join us today!



Slow Food

About us

Philosophy, Mission, History,
Who we are, Where we are

What we do

Taste Education, Defense of biodiversity,
Linking producers and co-producers

Our events

Local, National, International, Calendar

Our publications

Magazines, Newsletters, Books

Convivium Leader Area

Slowweek

Sweden - 26 Sep 07

Cheeeese!

Transforming the sun's rays ...

News

Australia - 01 Oct 07

Beef Beef

Crisis looms for Australian cattle industry
...

Slow Talk 28 Sep 07

Quality Not Quantity

Traditional products are best at meeting
modern quality criteria (...)

Slow Food Congress • Mexico 2007



new area! **watch & listen**

images | audio | video



Terra **Brasilia**





Slow Food USA®

Google Search

☒ Only Search Slow Food USA

TASTE, TRADITION, AND THE
HONEST PLEASURES OF FOOD

■ HOME

- HOW TO LIVE SLOW
- ABOUT US
- JOIN SLOW FOOD
- LOCAL CHAPTERS
- OUR PROGRAMS
- EVENTS
- GENERAL STORE
- PRESS
- SUPPORT

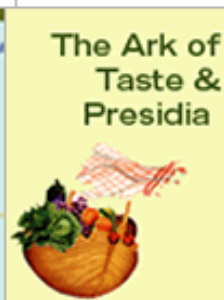
Find Slow Food
in your area

Choose a state



THE FOOD AND FARM BILL

WHAT YOU
SHOULD
KNOW





LocalHarvestSM

real food, real farmers, real community

New Members
sign up here 

user login  view basket

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Featured Product:
[Heirloom Seeds](#)

Food/Farm Events

◀◀ Jan-2008 ▶▶

| | | | | | | |
|----|----|----|----|----|----|----|
| 30 | 31 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |

Newsletter Sign Up

SIGN ME UP

[Newsletter Archives](#)

The best [organic food](#) is what's grown [closest to you](#). Use our website to find farmers' markets, family farms, and other sources of sustainably grown food in your area, where you can buy produce, grass-fed meats, and many other goodies. Want to support this great web site? Shop in [our catalog](#) for things you can't find locally!



■ Farm ■ Fm Market ■ Restaurant ■ Grocery ■ Other

What are you looking for?

- ☒ [All](#)
- ☐ [Farmers' Markets](#)
- ☐ [Online Store](#)
- ☐ [Restaurants](#)
- ☐ [Farms](#)
- ☐ [Grocery/Co-op](#)
- ☐ [CSA](#)
- ☐ [Others](#)

Name/Description/Product

Where?

Search

Featured Products from our Online Stores:

[Navel Oranges](#)

Fresh Picked Washington Navel Oranges grown in California's San Joaquin Valley.



[Wool & Fibers](#)

Knit away the winter with our members' great selection of yarns and rovings.





Username:

Password:

Login

[Search]

ABOUT

SELL

CONTACT



- Robert Waldrop, Oklahoma Food Cooperative President

Terms of Service

You must be a **member** of the Oklahoma Food Cooperative and a **resident of Oklahoma** to purchase food through the Cooperative. Click here for the [membership page](#) to join.. If you live in a different state, please contact our producers directly about ordering their products. Their contact information is listed on their [producer pages](#). Information about local food coops in other states is at <http://www.oklahomafoodcoop.org/otherstates.php>.

Make a Donation (product #5679)!

Buy a Coop Logo T-Shirt! ("Non-Food Items - Apparel")! Buy a Coop Logo

Organic Cotton Grocery Tote (product #6033 or #6034)!

United We Stand!

Click here for details!



| | | | | | | | | | | | | | | | | | | | | | |
|-----------------|---|--|--|--|--|--|--|---|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Open for Orders | SEPTEMBER 2007 S M T W T F S 30 1 2 3 4 5 6 7 8 9 10 11 12 13 | | | | | | | OCTOBER 2007 S M T W T F S 30 1 2 3 4 5 6 7 8 9 10 11 12 13 | | | | | | | NOVEMBER 2007 S M T W T F S 30 1 2 3 4 5 6 7 8 9 10 11 12 13 | | | | | | |
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<http://www.kansasrivervalley.com/>

KANSAS RIVER VALLEY FOODS

Search

Announcements

Memberships now available
Click here to join!

Welcome to our Newest
Producers:

Gasper Family Farm

Kansas Heritage Meats

**ShroomHeads Organic
Farm**

See All Current Producers

Search Producers

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Welcome!

Welcome to the Kansas River Valley Local Foods Website, your source for buying and selling local farm and ranch products in the Kansas River Valley.

Visit our "[about us](#)" page to learn more about our services.

This website specializes in larger quantity wholesale institutional and restaurant sales. For smaller quantity retail purchases, please contact the [producers](#) directly.

[About Us](#) - [Resources & Links](#) - [Discussion Forum](#) - [Join](#)
[Shop](#) - [Producer Login](#) - [Contact](#) - [Home](#)

Pete Garfinkel, MSW, Local Foods Liaison
1606 Throckmorton Plant Science Center, Manhattan, KS 66506
785-313-4033 info@kansasrivervalley.com

Connecting eaters with local growers...

Developing a Local Sustainable Food System, Supporting Your Local Farmer, Providing Good Food

- Click here to find our updated 2007 Directory, including a listing of our Local Growers who provide the freshest, best-tasting, and healthiest foods in the greater Kansas City area

[Food-Finder](#) | [Our Local Food Directory](#) | [Announcements](#) |

[Featured Farmers Markets](#) | [UPDATE Newsletter](#) | [100 Mile Diet](#) | [KC CSA Coalition](#)

Kansas City Food Circle

Our web domain is undergoing some redirection changes - if you have trouble reading or navigating this site, please [CLICK HERE](#)

Local Food Headlines

Cornucopias Amid The Concrete

KC CSA Coalition launches to meet demand for more community supported agriculture - buying clubs and mechanisms for direct purchase and local produce delivery are being developed...



>> full story...

GMO Rice in Kansas - Controversy Reigns Over Paddies Near You...



>> full story...



WELCOME to the Kansas City Food Circle website. In operation for over 12 years, ours is an all-volunteer, grassroots organization created to promote the development of a permanently sustainable local food system. We serve the greater Kansas City area (eaters and growers in Missouri, Kansas, and reaching out to nearby communities in Nebraska and Iowa) providing an alternative to the conventional agricultural system, which is dependent on practices that are neither good for our personal health nor for the health of the living world we are part of. Most of

our work centers on making connections between area growers who meet our organic produce or free-range animal standards and people who want to eat delicious, nutritious, locally-grown food.

ABOUT US - MISSION STATEMENT

KCFC EXPO DOUBLE-HEADER IN 2008

OUR 10th ANNUAL FARMERS EXHIBITION - KC Food Circle Expo 2008 - will again be held at two separate venues in late March and early April next year - please watch our [Events Page](#) and [Calendar](#) for updates.

The west-side Expo will be on **Saturday, March 29th (2008)** at the Shawnee Civic Centre. Estimates indicate that attendance at this single event in 2007 was almost double that of 2006 at Shawnee, and up 12% over our TOTAL attendance at both expos last year - a new record (over 1100 visitors) - we expect even more participation in 2008.

The east-side Expo will be held on **Saturday, April 5th (2008)** - the venue has not yet been determined.

We offer our warmest thanks to all of you who have attended our past expos, and we'd like to encourage you to **mark your calendars for more local food/sus-ag events** - while you are browsing our **our public calendars**, please **take time to drop us a line** if you have any additions or corrections for us to make.

Special thanks and congratulations go out to our sponsors and everyone who help to fund, organize and promote our events. We couldn't do it without you. If you missed the last Expo, our photo albums have been posted via [Picasa](#) ([click here and scroll down the album page for our two sets of Expo 2007 photos](#)).

AGAIN... we are still working on finding a suitable location more convenient to our growers located East of downtown. We welcome your suggestions... a school, perhaps.

CLICK HERE to SEARCH our web sites for key words

KCFC Links for Everyone

[Our 2007 Directory\(.PDF\)](#)
[Food-Finder](#)
[Know Your Grower \(detail\)](#)
[Featured Farmers Markets](#)
[Restaurants](#)
[Events](#)
[Calendars](#)
[100 Mile Diet](#)
[CSA Coalition](#)
[Want Ads](#)
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[Media Links](#)

Food Producers

[Sign Up - Join KCFC](#)
[Review Your Listing](#)
[Update Your Listing](#)
[About your CSA...](#)

Eaters / Buyers

[Sign Up - Join KCFC](#)
[Our Food-Finder](#)
[Know Your Grower \(detail\)](#)
[Find/Join a CSA](#)



The 100 Mile Diet Kansas City



PRESENT
MAGAZINE
www.presentmagazine.com



NATIONWIDE... September is our Eat Local Challenge month - 30 days to read up, use our 100 Mile Diet food resources and *BUY LOCAL!*

Becoming a Localvore

Hello and Welcome to the Kansas City Food Circle's 100-Mile Diet page. We're here to help guide you towards local food in the Kansas City area. Your first stop --- [The KC Food Circle Directory of Local Organic and Free Range Food Producers](#), the definitive source for a diverse variety of locally grown and crafted products including vegetables, fruits, eggs, meats, cheeses, milk, grains, mushrooms, preserves, and baked goods.

Once you've found the food, learn a little more about it by reading the exploits of the [Kansas City 100 Mile Diet team](#) at Present Magazine. Their search for local food in 2006 uncovered innumerable facts, recipes, traditions, opinions, and amusements. The hope is to inspire you to also add a big chunk of local food to your diet. Follow the links above, and/or the primer below if you are interested in the many benefits of eating local food.

What is the 100 Mile Diet?

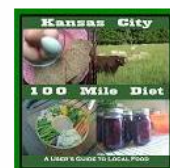
The 100 Mile Diet is a quest for local food. A diet that's based on eating what's nearby and in season.

Why the 100 Mile Diet?

Because the freshest food is the healthiest for both people and the earth. In the United States food travels an average of 1,300 miles from the field to your plate. Local food is fresher due to its proximity, and this freshness helps retain nutritional value. It is also more secure, with food often traveling from the farmer's hands directly to the eater.

How do you eat a 100 Mile Diet?

Look for local food wherever you shop. Get a copy of the KCFC Directory [here](#) and the entire Present Magazine 100 Mile Diet Series from 2006 at <http://www.PresentMagazine.com>.



What is planned for this year?

We will be promoting the 100 Mile Diet through this website, [the sale of a CD \(containing the KCFC Directory, 100 Mile Diet articles, recipes and resources\)](#), and giving a free workshop at the [KC Food Circle Farmer's Expo 2007 \(our 9th annual exhibition\)](#). Then it's up to you to frequent your local farmer's market, join a CSA and/or look for local food at restaurants and on the shelves of grocery stores in the area.

[Download the KC 100 Mile Press Release \(.DOC\)](#)

KC Food Circle Links

[KCFC-FoodFinder](#)

[Know Your Grower](#)

[KC Food Circle Local Food Directory .PDF](#)

[Food Circle Events 2007/2008](#)

[Harvest Hotline](#)

[Organic Farmers Markets](#)

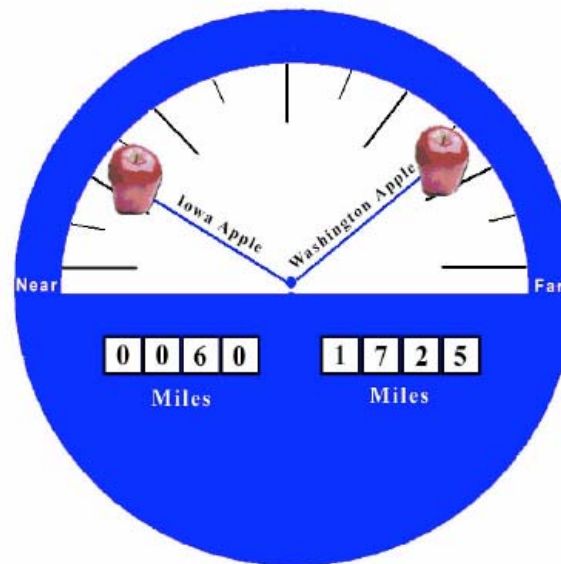
[The KCFC UPDATE Newsletter \(archive\)](#)

[Producer Members: Update Your Listing](#)

[K.C. CSA Coalition](#)

[Become A Member](#)

Checking the food odometer: Comparing food miles for local versus conventional produce sales to Iowa institutions



by:

Rich Pirog, Marketing & Food Systems Program Leader, Leopold Center for Sustainable Agriculture
Andrew Benjamin, student, Iowa State University Agricultural & Biosystems Engineering

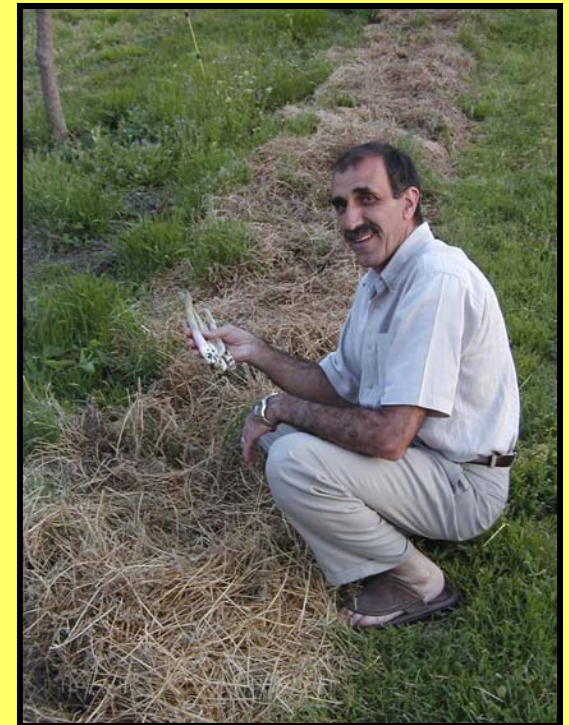
PARIDEAZA FARM – WAMEGO, KS

Zero food miles!

See youtube video “Farm Life”
or “Lambs Play I” and “II”

Farm characteristics:

- 10 acres, organic but not certified.
- About a dozen sheep, ~30+ chickens, ½ acre orchard, ½ acre vegetables.
- Hand work, rototiller, mower, but no tractor.
- Purchase grain and hay.
- 2007 produced 1380 lb vegetables, 760 lb lamb, 49 lb chicken, 624 lb eggs, 40 lb honey (0 fruit). [2853 total lb]





624 lb eggs (per capita 256 lb) or **2.4 people**.

40 lb honey (1 lb per capita) or **40 people** [note: this doesn't supply total sugar consumption 141 lb]

769 lb lamb meat (per capita 1.3 lb lamb or 112 lb red meat) feeds 585 people lamb, or **6.9 people** red meat.

49 lb poultry meat feeds **less than 1** person per year.



1380 lb veg (190 lb
per year per capita)
feeds 7.2 people.

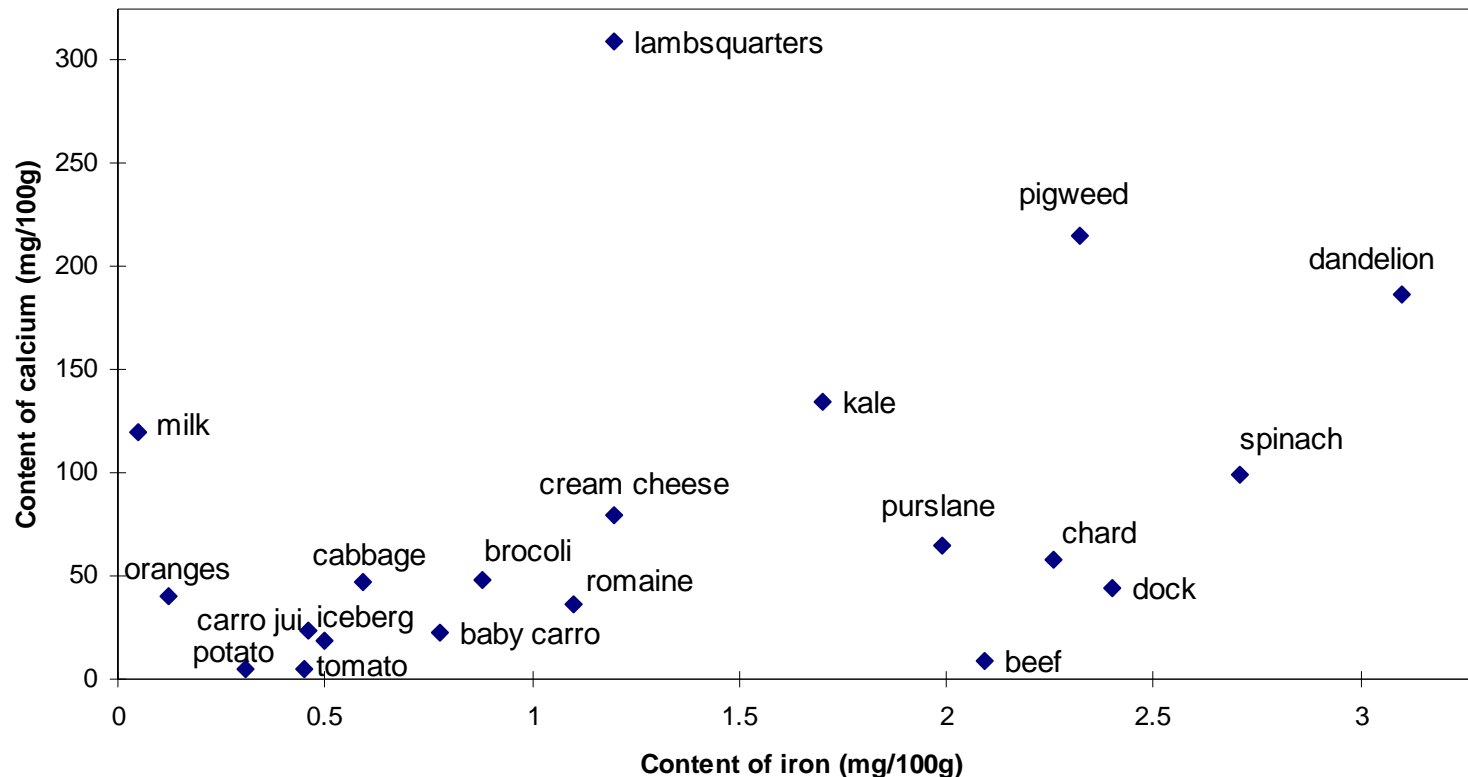
Note: 110 lb
asparagus feeds
122 people, 80 lb
okra feeds 267
people!



Marketing "Wild Salad Mix," i.e.
weeds. Can also be called "spontaneous
vegetation."



Mineral comparison: weeds and common foods



Jennifer Grieshaber, Owner/Chef of Edisia's, 406 Poyntz

We are now offering Bierochs daily! They feature Kansas Black Angus ground sirloin, Edesia's house-made sauerkraut, and sauteed onions wrapped in a yeasted dough and baked until golden brown.

Edesia's would like to thank Parideaza Farm in Wamego for providing some of the fresh, local, organic produce we use daily.

***Parideaza Farm** offers their produce to the public on Wednesday afternoons from 4-6 pm in front of the People's Grocery at 523 S. 17th St. (in the shopping complex at the corner of Fort Riley Blvd. and S. 17th S.).*

In celebration of the wonderful local, organic tomatoes currently available, Edesia's offers the following seasonal offerings:

Tomato, Basil, and Fresh Mozzarella Salad. Served on mixed greens and dressed with our balsamic dressing.

Hummus, Lettuce, and Tomato - Vegetarian version of the classic. The bacon is replaced by Edesia's hummus and basil pesto. Served on toasted 10-grain bread.



Edesia's Bakery & Cafe

EDESIA'S
bakery & cafe

Edesia's is located below the Strecker-Nelson Gallery at 406 Poyntz Ave., in downtown Manhattan, KS. Come enjoy our newly-renovated art-gallery atmosphere, our free Wi-Fi, and the tasty, scratch-made creations of our chefs, bakers, and baristas. Take home a box of goodies from our pastry case and a bag of our whole-bean coffee fresh-roasted for Edesia's by an artisan coffee roasting house in Seattle.

Our kitchen is large, but our pastry case is not so we bake in small batches. We specialize in fulfilling special order requests for scratch-made and hand-crafted breads, sweets, and pastry, and would be happy to provide the treats for your next party...or perhaps just a loaf of fresh bread for your dinner.

We open at 6am Monday through Friday, on Saturday at 8am, and we are **NOW OPEN for Sunday brunch** beginning at 9am. We look forward to seeing you!

9/24/2007 THIS WEEK'S FEATURED ITEMS:

We have two new sandwich specials for fall, served with your choice of a garden salad or one of our deli sides:

Smoked Turkey and Brie on Cranberry Walnut Bread

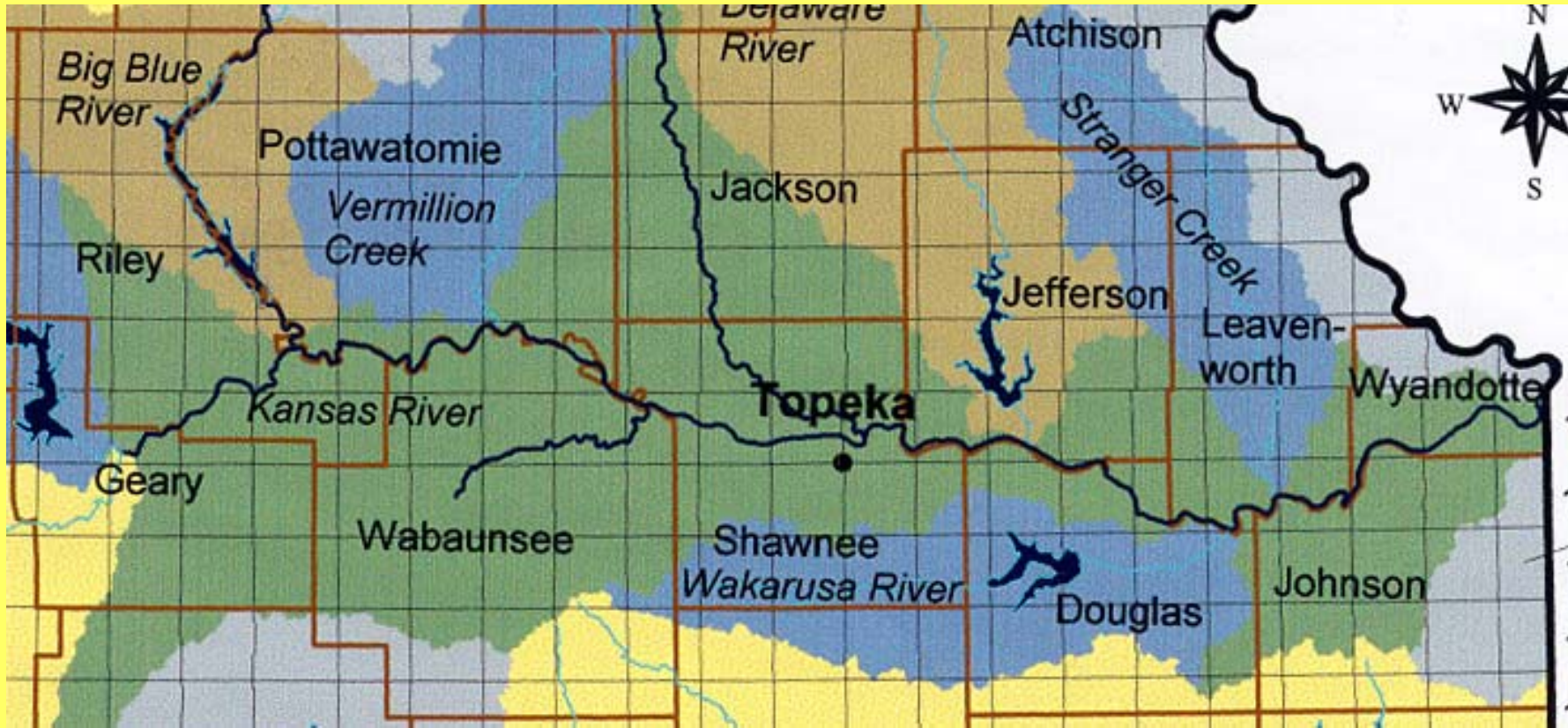
Welcome
From the Oven
Our Coffee
Menus
Custom Catering
Sunday Brunch
Internet Links
Contact Us
E-mail

Laurie Pieper, co-owner of Morning Star Bed and Breakfast (617 Houston St)

THE MORNING STAR BED & BREAKFAST



The Kansas River Valley



- Counties include: Geary, Riley, Pottawatomie, Wabaunsee, Jackson, Shawnee, Jefferson, Douglas, Leavenworth, Wyandotte & Johnson

The Kansas River Valley Initiative

- The word “Topeka” derived from the Kaw word “To-pe-ga-ka,” which means “place to dig good potatoes.”
- Need to use our valuable soil and water assets in Eastern KS to grow fruits and vegetables (again) to feed Kansas.
- This valley used to produceapples, sweet potatoes (Wamego)...

Barriers to re-creating local food networks in the KS River Valley

- Lack of fruit and veg farm infrastructure (equipment, misc. supply, knowledge)
- Low labor supply, expensive (relative)
- No local transportation network
- Lack of supply to “prime the pump” or meet demand once it starts?
- Some willingness to buy, but barriers include:
 - Price (\$2/lb vs. \$0.30/lb for tomatoes)
 - Need to match quantity (lg-lg, sm-sm)
 - Say they need to buy from “approved vendors?”
 - Perception of hygiene/safety problems w/ local?



IOWA PLACE-BASED FOODS

[Home](#) :: [Foods at a Glance](#) :: [Food Stories](#) :: [Culinary Tourism](#) :: [About this Project](#) :: [Q&A](#) :: [Links](#) :: [E-Contact](#)

According to Lucy M. Long, folklorist and professor at Bowling Green State University, culinary tourism is about "exploratory eating." Long, who coined the term, writes that "culinary tourism... is about individuals exploring foods new to them as well as using foods to explore new cultures and ways of being. It is about groups using food to 'sell' their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity."

from A Folkloristic Perspective
on Eating and Otherness,
in *Culinary Tourism*,
University of Kentucky Press,
2004

Culinary Tourism

WHAT A DIFFERENCE A DAY MAKES by Riki Saltzman

This column is featured in [Edible Iowa River Valley](#) a quarterly publication and website that features Iowa's restaurants, markets, bakeries, and more as well as tips about Iowa's cultural attractions.

EDIBLE IOWA RIVER VALLEY is a seasonal magazine that celebrates and showcases family farmers, chefs, food artisans, farmers' market vendors and other food-related businesses for their dedication to using the highest quality, seasonal, locally grown products. Edible Iowa is part of a nationwide family of publications, each locally owned and operated and each dedicated to showcasing the food that makes its region great.

[A Day Trip Tasting the Traditions of Central Iowa](#)

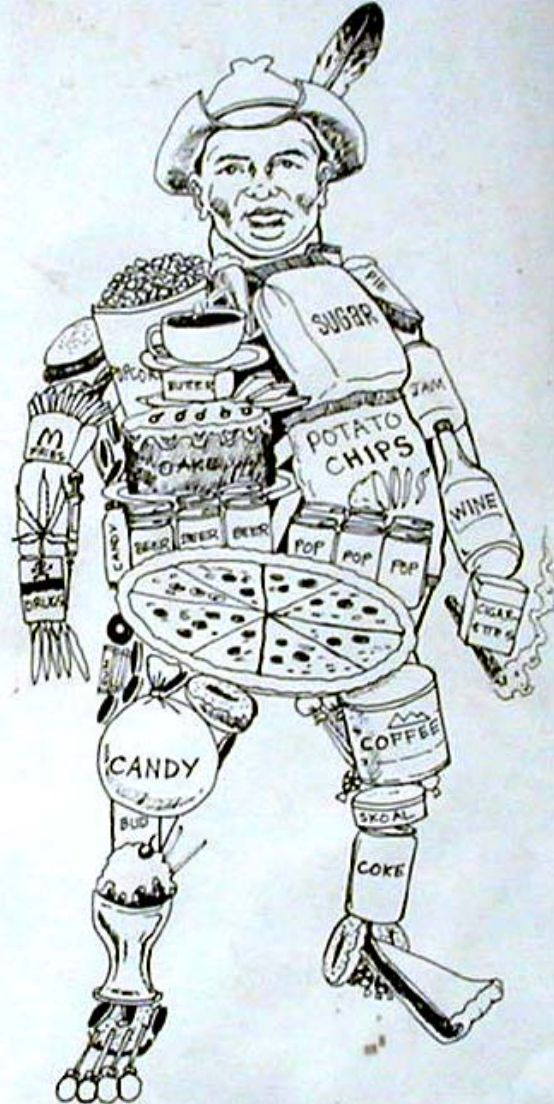
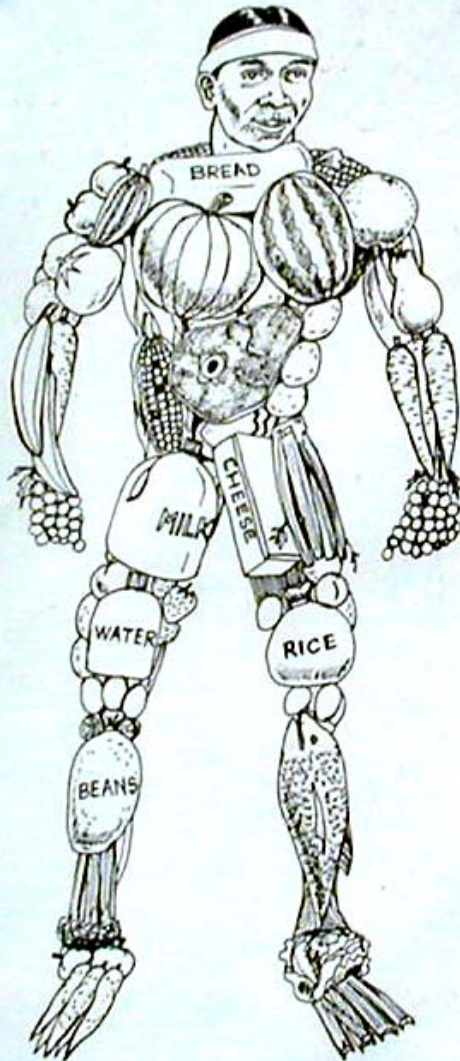
[A Day Trip Exploring Des Moines's Ethnic Markets](#)

And coming soon:

A Day Trip from Waterloo to Waverly

“You are what you eat”

(sign on dining hall of a summer camp in New Mexico)



So, lets eat local!!!



The End

Perceptions of the U.S. Food System: What and how Americans think about their food.

Results from a Kellogg Foundation study from 2005.

- There is a high level of public satisfaction, and no groundswell of public support for government intervention in the nation's food system.
- The connection between food and health is a consistent theme in the news media.
- While people understand that obesity is a health problem, they view it as a matter of individual choice, not a systemic problem.
- The public finds it difficult to think systemically about food.

Perceptions cont....

- The public is aware of dangers in food production, such as mad cow disease and pesticides, but have little understanding of other dangers. Opinions on all these topics is largely unformed and malleable.
- The public believes that organic and locally grown foods are healthier, supportive of small farmers, their communities, and are more environmentally friendly.
- However, widespread, loyal, consistent use of organic and locally grown foods continues to be rare.
- Americans value farms and are concerned that the number of farms in the U.S. is in decline.

Additional findings from “Not While I’m Eating: How and why Americans don’t think about food systems.”

Based on “cognitive elicitations” from 30 individuals.

- Americans think very little about where their food comes from.
- For the majority of living Americans, food has always been available and acceptably healthy.
- Fewer and fewer Americans participate in food production, or even witness it. (which is contrast with most other cultures of the world).
- The connection between *food and nurturance* reduces critical thinking about food. **People are motivated to block out troubling information about food.**

100% local food in Columbia, MO





Leslie Cooperband's goat cheese dairy farm, Urbana, IL. (previous life as a soil scientist). She and her husband, Wes Jarrell (Dept. head at U of IL) also raise free-range chickens and peaches.





Are we
“eating in the dark?”

How much do we
know about our food?



Kansas Farmers' Markets



68 Kansas Farmers' Markets are open for another season. In communities all over Kansas, markets are offering homegrown and homemade products. Wherever you live or travel through Kansas, you are not far from a farmers' market. Stop in soon to take home a fresh taste of Kansas.



[2006 Kansas Farmers Market Directory](#)

[About the Directory](#)

[References and Resources](#)

[Printable PDF Version of Directory](#)

[Revise Market Information or Contact Us](#)

The U.S. system lacks labels for:

- Genetically modified food (most soy products)
- Irradiated food
- Country of origin (voluntary)
- Now meat can maintain its color due to the addition of carbon monoxide
- Only recently required a label for trans-fatty acids. Have been banned in Denmark (and recently NYC?).
- Many potentially harmful ingredients still allowed (artificial sweeteners, etc...)

Taxable food sales in KS

(food and beverage stores, food services and drinking places;
excludes exempt sales, and “box store” sales)

- Kansas Total = \$5,644,736,000
- 9.3% of food dollar = fruits and vegetables, =
\$524,960,440
- KS income vegetables = \$14,317,000
- KS income fruit = \$1,571,000
- Total fruit + vegetable income = \$15,888,000
- **Difference = \$509,072,440**

Iowa Produce Market Potential Calculator

Demo

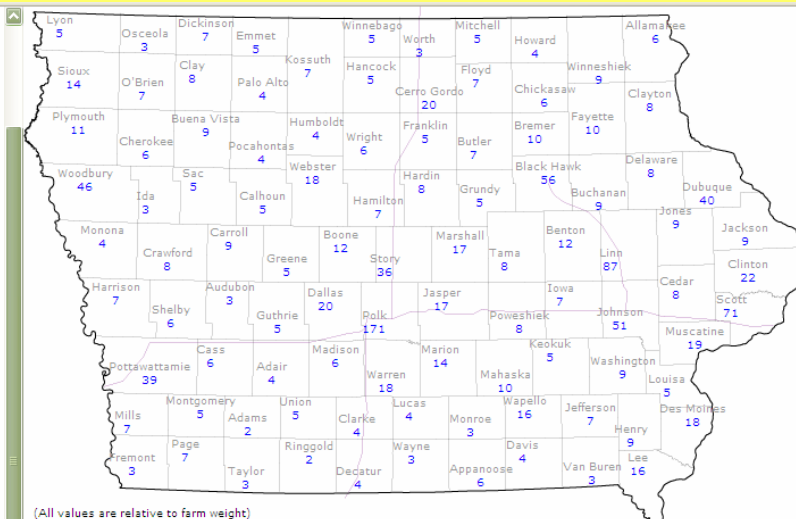
Demand for

Target market share: 100 %
Iowa yield: 100 %
Iowa acreage: 100 %

- [Demonstration on how to use the calculator](#)
- [Definitions of terms](#)
- [Printing tip](#)
- [Calculator home page](#)

IOWA STATE UNIVERSITY

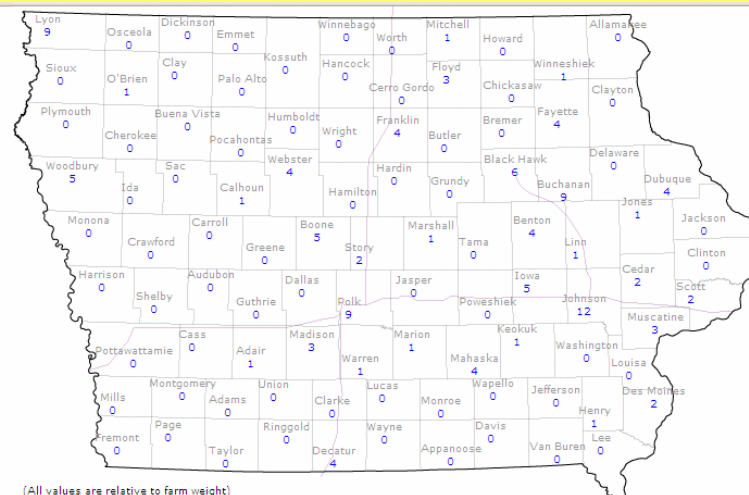
Site developed and hosted by Iowa State University's [Center for Transportation Research and Education](#) with support



State Data

Demand: Asparagus in Acres, Iowa Yield per Year

State Total: 1,300

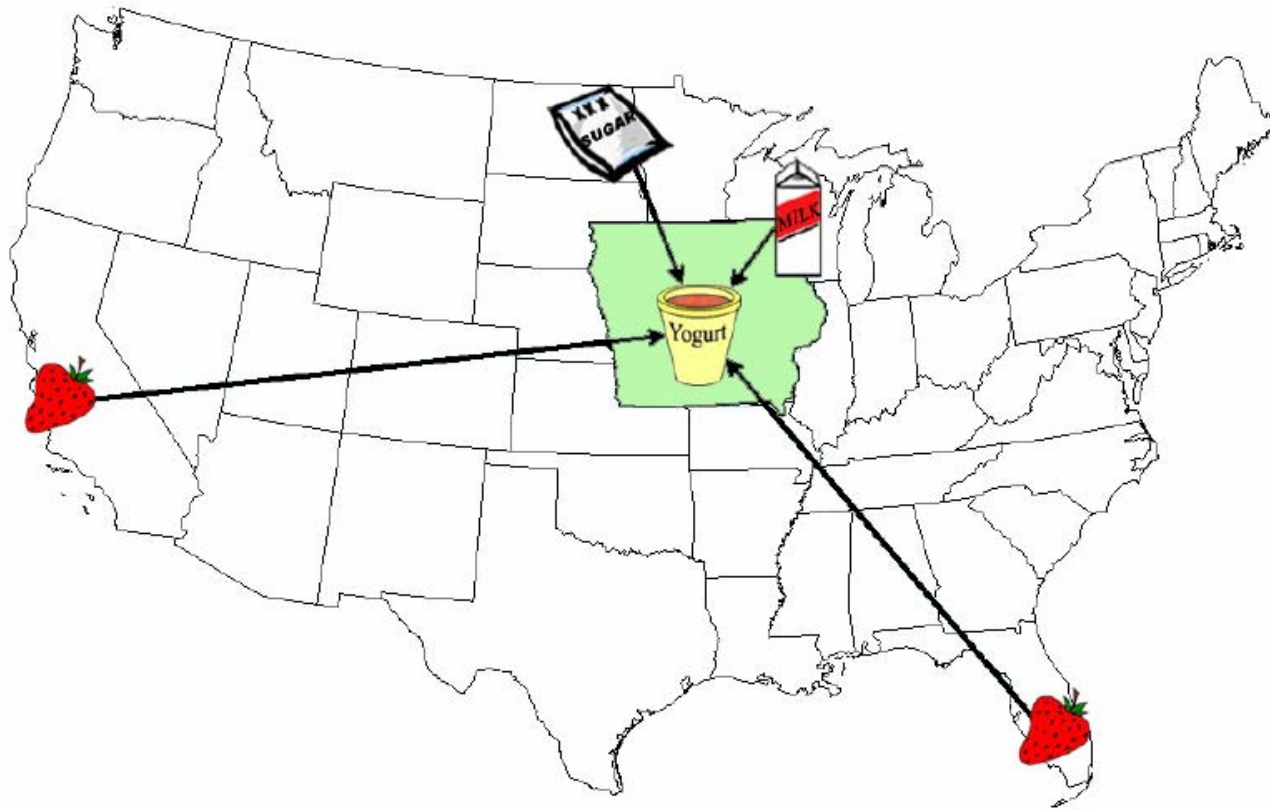


State Data

Supply: Asparagus in Acres, Iowa Yield per Year

State Total: 118

Calculating food miles for a multiple ingredient food product



Survey Results – Local or Organic?

- Author David Burress, Institute for Public Policy and Business Research, KU
- Scope – Kansas River Valley
- Funded by – USDA Fund for Rural America, 1998-1999
- Methods included consumer interviews, phone surveys and focus groups.
- Results presented to Kaw Valley Heritage Alliance Annual Workshop, April, 2000

Burress Survey Results

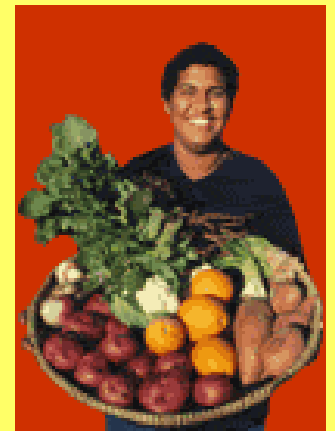
- A majority of Kaw valley consumers claim to consume local and/or organic produce.
 - 40% purchased produce at a farmers' market in the last year
 - 36% purchased organic food at least “occasionally”
 - 56% did one or both

Local production is more important to the consumer than organic production

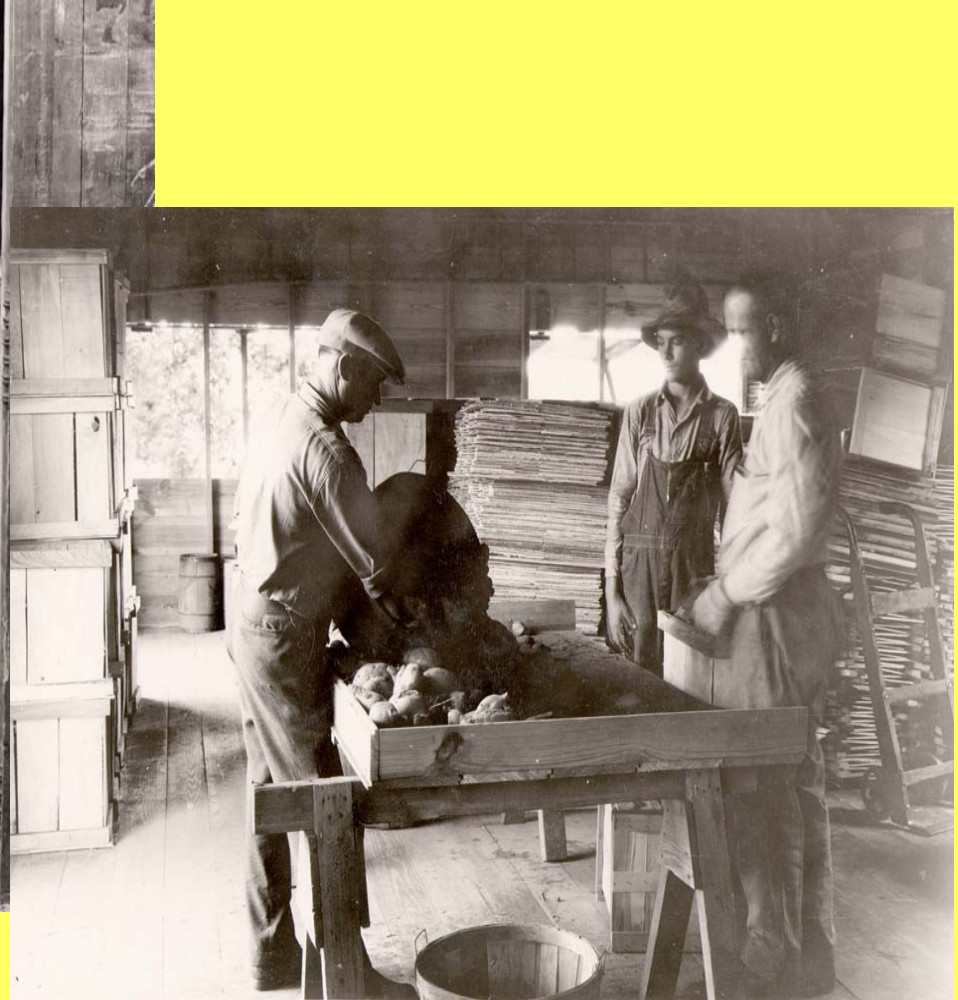
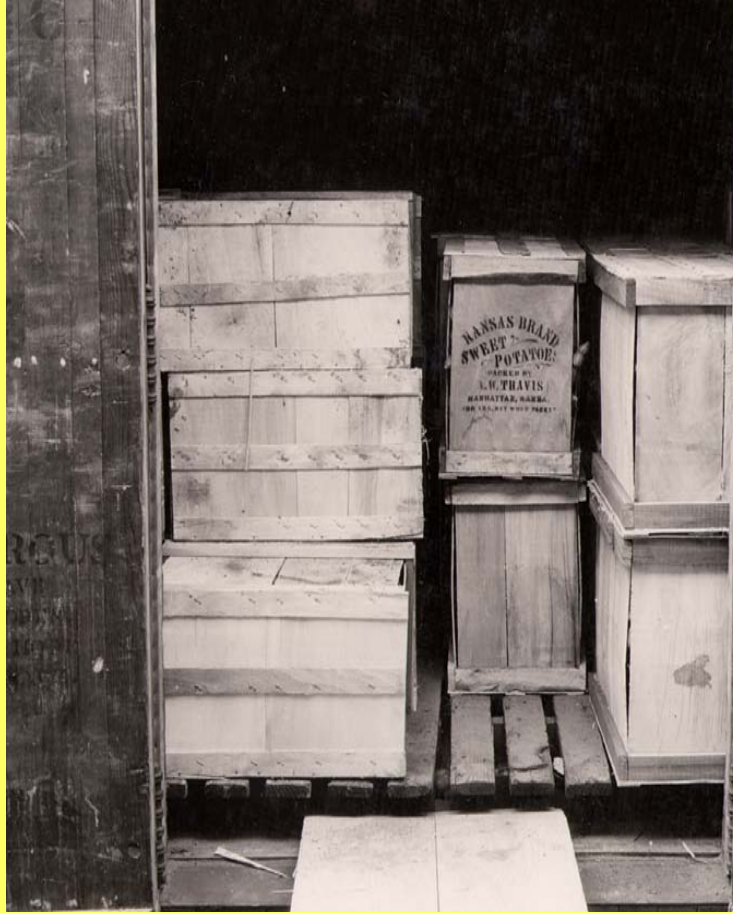
- Ranked as “somewhat important” or “very important” to choice of a grocery store:
 - Availability of organic food 41%
 - “ of locally grown produce 59%
- With equal price and quality, would prefer:
 - Non-local organic produce 26%
 - Local non-organic product 60%
 - Didn’t know, didn’t answer 14%

Vegetables in Kansas

- In 1930 there were **56,732 acres** of commercially-grown vegetables in Kansas.
- In 1980 the acreage was 7265, and by 1997 this had dropped to 3126 acres, and in 2002 to only **2854 acres** of vegetables.
- Vegetables are generally more profitable than grain crops under irrigation.



Irish and Sweet Potatoes were early introductions and are well adapted to the area



Packing shed located in Manhattan KS near the Union Pacific Tracks



Plans

- Already have established a Center for Sustainable Ag and Alternative Crops at KSU. One project was to host a web-site listing farmer profiles and products.
- Land-of-Kansas and other labels will help identify locally grown crops.
- Governors Food Policy Council will help provide linkages.
- Kansas Rural Center has pilot tested this model successfully in Salina, KS.
- Plan to play the role of “broker” in some communities to increase local food purchases by institutions.

What we have in Kansas:

- Newly formed Governor's Food Policy Council (and also the Kansas Rural Life Task Force)
- ONE example of a community-wide council, the [Salina Food Policy Council](#) (begun in ~2000)
- Strong network of Farmers' markets (68 in 2006 vs. 14 in 1980)
- Increasing number of CSA's, and interest in local food.

Goals of a Kansas Food System

[from the 1980 'Cornucopia Report']

- Abundance
- Dependability
- Safety
- Efficiency
- Appropriateness
- Equitability
- Wealth
- Flexibility and Openness
- **Sustainability**

The United States Congress defined sustainable agriculture in the 1990 Farm Bill. Under that law, the term sustainable agriculture means:

“An integrated system of plant and animal production practices having a site-specific application that over the long term will:

- 1) Satisfy human food and fiber needs.
- 2) Enhance environmental quality and the natural resource base upon which the agricultural economy depends.
- 3) Make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls.
- 4) Sustain the economic viability of farm operations.
- 5) Enhance the quality of life for farmers and society as a whole.

Marketing

- Grocery stores – trend is for bigger. Now Walmart has super stores.
- Food comes from all over.
- Large distributors deliver food from warehouses.
- Hard for local food to enter this system.
- Alternative markets include face-to-face transactions at farmers' markets.
- CSA model; “community supported agriculture,” or subscription farming.
- Agri-tourism possible.
- Need more institutional buying of local foods?

Comparison of economic assumptions:

- No minimum wage for farmers.
- Competition is a race to the bottom?
- Some farm worker standards in place, but long battle to get them.
- Trends toward confinement livestock farms with corporation-serf relationship, not independent farming.
- Organic standards do not deal with economic justice issues.
- ***Fair Trade*** label used for international products (coffee, cocoa) assures living wage for farmers.
- Move towards a North American Fair Trade label (see www.foodalliance.org)

Reasons to consider an alternative food system?

- Non-point source pollution continues to threaten drinking water sources, and has created a dead zone in the gulf of Mexico the size of NJ. EPA not effective in enforcing the Clean Water Act.
- FDA allows many ingredients and food processing procedures that consumer advocates consider un-safe.
- Obesity has risen from 15 to 31% in the past 25 years.
- Though the food pyramid and other USDA recommendations have advocated fruits and vegetables in the diet for over 50 years, less than 20% of Americans actually eat 5 or more servings per day.
- An alternative food system, which took root in the “back to the land” movement of the 1960’s has an organic label, and enjoys 20% growth rate per year. There is interest in an alternative.

What you can do:

- Buy Kansas-grown foods
- Go to farmers' markets
- Determine food origins
- Change diets....consume foods tuned to our seasons.
- Become a producer/gardener!
- Support local or regional-owned grocery stores.
- Join a food cooperative.
- Change your local school lunch program.
- Get acquainted with local farmers
- Join discussion groups.
- Process and preserve more foods.
- Educate yourself and the people around you – family and friends.

Food and income – not simple

Some argue that they can't afford to eat fruits and vegetables, and yet the typical American grocery bill includes pop (empty calories), processed breakfast cereals and snack foods, etc.

At an average (est.) cost of \$2 per lb, if a person ate 1 lb of vegetables/fruit per day, that is a yearly bill of \$730.
Cheap health insurance?

Kansas 2003 estimated household spending of \$1175 on meat/poultry/seafood, only **\$488 on fruits and vegetables**. A total of \$507 is spent on cookies, crackers, cereals, snacks & chips, sauces and gravies, and frozen meals.

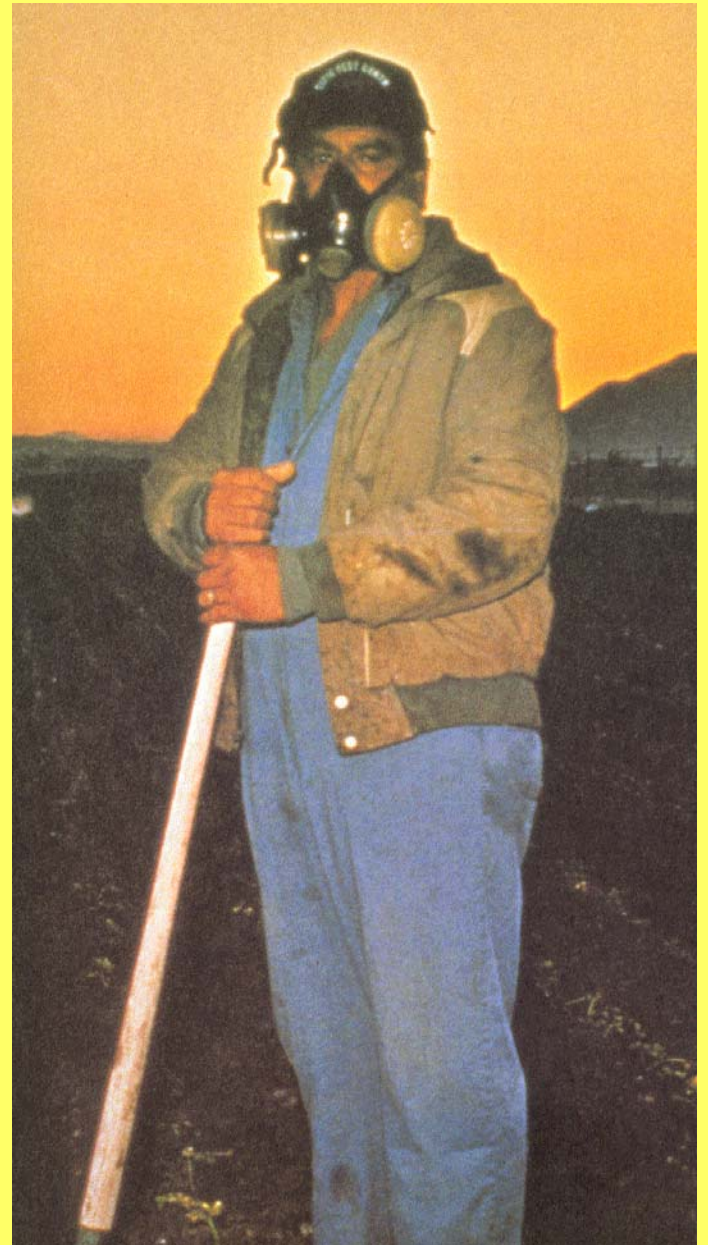
“Finding Food in Farm Country”

The economics of food & farming in Southeast Minnesota -by Ken Meter and Jon Rosales, 2001

- Between 1997 and 2003, local farmers sold an annual average of \$912 million into the commodity market.
- But they spent an average of \$996 million each year – an annual loss of \$84 million.
- Federal (farm) subsidies average \$98 million per year to this region. Even with subsidies, farm net income only averaged \$15,000 per farm, with much of this from non-farm activities.
- Area residents spent \$500 million per year buying food from outside the region. Only \$2 million was spent buying food directly from farmers.
- The flow of cash outside the region for farm inputs and food, estimated at close to \$1 billion in this 7 county area, represents an extraction of wealth from the rural economy.

Is it time for
a change?

**Do you know who is
growing your food?**





foodroutes.org

- <http://www.localharvest.org>

The FoodRoutes [Find Good Food](#) map can help you connect with local farmers and start eating the freshest, tastiest food around. [Click here](#) to find your local food on our interactive map, listing farmers, CSAs, and local markets near you.

What are you looking for?

- Farms
- Farmers' markets
- Restaurants
- Food Co-ops
- CSA
- Farm stands
- U-pick