

# TRACTOR, TROWEL & TABLESPOON

## Seasonal Newsletter of the Healdsburg Certified Farmers' Market

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Fall  
2008



The Early Bird's Place on Chalk Hill Road

### Myrna and Earl Fincher

Most farmers rotate in and out of the market as their crops come and go with the seasons, but there are a dozen or so local farmers who plant a variety for every season, and in such a succession that they always have something to truck into town. Among those farmers are the husband and wife team of Myrna and Earl Fincher. They are also among the handful of farmers who participate in both the Tuesday Market, from its beginning in June to its finale at the end of October, as well as the Saturday market, from day one in May, through the end of November. And in nineteen years, the Finchers have only missed a few markets.

Their 3½ acres and home are between Chalk Hill Road and Maacama Creek, and they say their weather is influenced as much by the cold of Mt. St. Helena as the Russian River. "We can get temperatures as much as 10 degrees colder than Alexander Valley and town, and then we can also have the opposite extreme," Myrna explained. So the Finchers plant later than most farmers, and their harvest is at its peak in late September when most farms are winding down. In the spring they sell plant starts. In November, if an early frost hits, they have their beautiful gourds and bird houses to sell for the early craft season.

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**Tuesday Market on the Plaza**  
Continues through October 21<sup>st</sup>

**Saturday Market**  
Continues through November 29<sup>th</sup>  
Rain or Shine  
(Including the Saturday after Thanksgiving)

### From the Farm to the Food Pantry

For eleven years, Bob Myers arrived at the end of the Farmers Market to pick up and deliver unsold food from the farmers to the Shared Ministries Food Pantry. Bob retired from the volunteer job a few years ago, and we are very happy that Melita Love is bringing back this tradition. Thank you Bob, for your cheerful dedication for so many years, and thank you Melita for resurrecting the delivery to the Food Pantry. Farmers can bring their extra produce to the shade by the market table, and Melita will make sure it is delivered to the Pantry.



In the photo above, Bob Myers, Melita Love and farmers Nathan Boone and Zureal Bernier

## Myrna and Earl Fincher

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"This has been our best year ever for gourds," Earl remarked as he led me through his chicken yard. The chickens have a canopy of trellised gourd plants giving them shade through the summer. The flock of 150 hens lay 12 dozen eggs every day in the spring, but they are only laying 5 dozen by the fall. Their favorite breed is the Americauna, because they are good layers, docile, and their blue-green eggs are beautiful as well as healthful (they are supposed to be lower in cholesterol.)

Myrna's grandmother was born on Chalk Hill Road. Myrna met Earl when he moved to Healdsburg from Missouri during his High School years. They celebrated their 50<sup>th</sup> wedding anniversary this summer, and have three daughters, Dianne, Debbie, and Beverly, and have eight grandchildren and 3 great-grandchildren. Often, their friends Elba Branch and Eileen White help at their market stall.

The rainbow chard in the garden is 4 feet high, and this has been a great year for all of the crops. Earl gives most of the credit to the rabbit, horse, and chicken manure that he works into the soil. This has been an especially bad year for gophers on most farms, but not for the Fincher's Farm. Perhaps this is because Earl's Owl and Kestrel Houses attract the natural predators of gophers. The gourd feeders and houses especially attract cavity nesters such as the tree swallow, blue bird and titmouse, and they help to keep down the insect population on the farm.

Earl points out his abundant tomato plants. "I planted tomatoes in rows 4 feet apart from each other last year, and this year they are 5 feet apart and they are still too close together. I will plant them wider next year". At 71, Earl is still learning and inventing. "Life is a constant time of learning, if we have an open and inquisitive mind."

## 30<sup>th</sup> Birthday Tee-shirts

- Celebrating the Market's 30<sup>th</sup> Birthday, the tee-shirt includes Art Read's Original 1978 design with the Market Truck.
- The back of the shirt includes the 2007 Oxford English Dictionary Word of the Year: Locavore.
- All proceeds from the sale of these 100% Organic Cotton shirts, caps and tote bags, support teachable moments at the Farmers' Market and events such as the Zucchini and Pumpkin Festivals.

Now available with long sleeves



**Lo-ca-vore** (lō'kāvōr) *noun* 1. someone who eats food grown or produced locally. 2. living the locavore life!



## Pumpkin Festival

Celebrate the Harvest  
and the Colors of Fall

Saturday, October 25<sup>th</sup>

North and Vine Streets  
One block west of the Plaza

### Registration of Pumpkin Cars

8:30am to 9:30am

### Most Creatively Designed Pumpkin Cars

Announced at 9:45am

Adults' Division 1<sup>st</sup> Prize

2 Three-Course Dinners, Cyrus

Children's Division age 11-17 1<sup>st</sup> Prize

Gift Certificate at the Jimtown Store

Children's Division age 10 & under 1<sup>st</sup> Prize

Gift Certificate at the Jimtown Store

All participants receive Farmers' Market  
Coupons

### Pumpkin Car Races

Begin at 10:00

Pumpkin cars must come with wheels attached  
and ready to roll within an 11-inch track.

The axel must be inserted in the squash.

### Pumpkin Carving

Winners announced at 11:00

Pumpkins for carving and safe carving tools  
provided by the market.

For more information call 431.1956



Paula Wurlitzer  
and her mother  
Cora Combs,  
visiting from  
Combs Ranch



Pictured at left:  
Max Opperman and Joel Kiff.  
Max helps out at Ridgeview  
Farm during his summer  
vacation from Healdsburg  
High School.

Renee, Sarah and Joel Kiff  
will make Hot Cider for the  
last market on Thanksgiving  
weekend. So be sure to bring  
your out of town guests to the  
market and come by to say  
"Farewell till Spring".

**Last Markets:**  
Tuesday October 21<sup>st</sup> and  
Saturday November 29<sup>th</sup>

## Warming up to Winter Squash

by dedicated Locavore, Kathy Nichols

**Pumpkins are a Vegetable!** Pumpkins get all the glory this time of year, with their scary carved frowns and big glowing grins, but I am particularly fond of the squashes I can eat.

**Very Nutritious!** Winter squash is a mature squash that stores well: It will hold up to a month in a cool spot. They are a great source of fiber, vitamin A, vitamin C and potassium. They also contribute a respectable dose of B vitamins. Winter squash is a complex carbohydrate, making it a healthy starch choice with lots of good nutritional value in relatively few calories.

I asked Myrna Fincher about her favorite variety of winter squash. It is butternut squash, which she likes prepared very simply so she can enjoy the wonderful flavor of the vegetable itself. Myrna cuts the squash in half, scoops out the seeds and bakes it (cut side up) with a little butter in a 350 degree oven for an hour. When it is done she adds a little more butter along with some salt and pepper. Simple and delicious.

**Butternut Soup!** Another favorite in the Fincher's household is butternut soup. Roast the squash as described above. Then puree the cooked squash (scooped out of the hard shell) with cream (Myrna uses Half and Half) and a little nutmeg. Baked apples are also a good addition.

One of the great things about butternut squash is that the skin is easy to peel before cooking using a vegetable peeler. I like to toss cubes of squash with olive oil and balsamic vinegar (and sometimes a little curry powder), and then roast in a 350 degree oven for around 40 minutes, testing periodically for doneness.

**Beets and Squash Combo!** Myrna also gave me a recipe tip for those delectable little beets they sell at the market. She and Earl like them steamed. She puts the whole beets (with the leaves cut off, leaving about ½ in on the top) in a steamer basket over boiling water for about 10 – 15 minutes. Once cooked, the peel slips off easily. Serve sliced with a little butter, salt and pepper and enjoy.

Can you imagine orange squash and red beets together on your plate? Lovely! Our Farmers' Market brings us healthful, locally grown food at the peak of its flavor and nutritional value. When we buy at the Market, we support the health of our local farming community.

*Eat well! Share your favorite ways to enjoy winter squash with Kathy Nichols, the Healthy Habits Coach, at [kathy@healthyhabitscoach.com](mailto:kathy@healthyhabitscoach.com) or 707.431.7524.*

## Healdsburg Certified Farmers' Market

P.O. Box 2198

Healdsburg, CA 95448

707.431.1956

[www.healdsburgfarmersmarket.org](http://www.healdsburgfarmersmarket.org)

### Saturday Market

North and Vine Streets

One Block West of the Plaza

9:00 a.m. to Noon

May 3<sup>rd</sup> through November 29<sup>th</sup>

### Tuesday Market on the Plaza

4:00 p.m. to 6:30 p.m.

June 3<sup>rd</sup> through October 21<sup>st</sup>



### 2008 Farmers' Market Board

Chair: Renee Kiff, Ridgeview Farm

Recording Secretary: Zureal Bernier

Treasurer: Susan Rose, Flicker Garden

Publicity: Nancy Skall, Middleton Farm

Paul Kaiser, Singing Frog Farm

Dave Legro, Fishing Vessel Bumblebee's Fish Sales

Heidi Snowden, Wine Barrel Tables

Community Representatives:  
Judy Biondolillo and Taya Levine

Market Manager: Mary Kelley

Newsletter Editor: Mary Kelley

[mary@healdsburgfarmersmarket.org](mailto:mary@healdsburgfarmersmarket.org)

The Healdsburg Certified Farmers' Market is a Non-profit sustained by the farmers and vendors of the market for the purpose of providing quality, reasonably priced produce to consumers. The market also educates the public on the importance of supporting local, sustainable agriculture, and preserving the agricultural heritage and character of Healdsburg and the surrounding community.

# DATES TO REMEMBER

## 2008 Events

**October 11<sup>th</sup>**

Shop with the Chef Carrie Brown of the Jimtown Store will lead a tour through the market 10am to 10:30am

**October 25<sup>th</sup>**

Pumpkin Festival

**November 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup>**

Arts and Crafts Fair

For more information call  
Heidi Snowden at 632.6970

**October 18<sup>th</sup>**

Book Signing

"Abundant Harvest" by Ariel Ross &  
Elizabeth Schmidt

**October 18<sup>th</sup>-November 29<sup>th</sup>**

Book Signing

"Artisan Cocktails-Drinks Inspired by  
the Seasons from the Bar at Cyrus" with  
author Scott Beattie

**November 15<sup>th</sup>**

Shop with the Nutritionist,  
Kathy Nichols

## Farmers' Market Canvas Totes-\$8



Keep your heavy duty canvas bags on hand for toting your Farmers' Market produce, and touting your devotion to the Healdsburg Farmers' Market. The tote features the original 1978 Market Truck Logo by Art Read. All proceeds go toward supporting the Farmers' Market.

Made in USA, 100% Cotton

## HEALDSBURG

### Farmer's Market



## Saturday Market

North and Vine Streets  
One block west of the Plaza  
9:00 a.m. to Noon

May 3rd through November 29th  
(Including the Saturday  
after Thanksgiving)  
Rain or Shine

## Tuesday Market on the Plaza

Plaza and Center Streets  
4:00 p.m. to 6:30 p.m.

June 3<sup>rd</sup> through October 21<sup>st</sup>

## Music Every Saturday

Graphic Design by  
Barbara Tuscany



Printed on Recycled,  
and Recyclable paper