



TRACTOR, TROWEL & TABLESPOON

Seasonal Newsletter of the
Healdsburg Certified Farmers' Market

Visit our updated website! www.healdsburgfarmersmarket.org

Spring/Summer 2012

Growers' Profile: Strong Arm Farm



Scott and Heidi live and farm at the end of Limerick Lane just south of Healdsburg. They bring vegetables, bouquets, canned goods, and Sonoma Coast seaweeds to our Saturday Market.

Heidi Herrmann grew up tending fruit trees and enjoying the harvest on her family's 20-acre apple orchard in San Juan Bautista. When it was time to declare a major in college, the natural choice was Ornamental Horticulture at Cal Poly, San Luis Obispo. After graduation, she worked at Swanton Berry Farm. "I call it my MBA experience," Heidi explained. "I learned about the growing, marketing, pest control, payroll, running a you-pick operation, selling at the farmers' markets and the distribution of produce from a company that was certified organic since 1987, and signed on with the United Farm Workers Union in 1998, the first organic strawberry farm to attain such a distinction. Swanton set a standard for impeccable business integrity." Moving up to Sonoma, she managed Laguna Farm's CSA for 2 years.

Heidi then gained valuable experience working on a Biodynamic CSA and Dairy in The Netherlands. "It is the oldest

Midweek Market Moves to Wednesday

It's official. The Farmers' Market Board of Directors has carefully looked at all of the responses to the surveys, listened to all concerns, and received approval from the City of Healdsburg. The new Midweek Market Day will be on Wednesday afternoons, at the same 4:00 to 6:30 time in the afternoon.

Norma Passarino was on her way to the library after the board had made its decision. "Mary, I never had a chance to respond to the survey."

"What would you prefer, Auntie Norma?"

"I like the idea of the morning market."

Auntie Norma walks everywhere in town, so I take her concerns to heart. I responded that, like her, many retired people would prefer the mornings. But then the working people preferred the afternoons so they could swing by after work. And the farmers... most of them need their mornings to farm and harvest so they can sell fresh produce at the market in the afternoon.

And so the board has decided that the Midweek Market will be on Wednesday afternoons on the Cerri (Purity) Lot.

Auntie responded with the words that are music to my ears: "Whatever the day and time is, I will be there."

A similar message came via email earlier in the month from her niece Lee Nalle. Lee, like so many of our regular customers, fills her market totes on Saturdays, and then she needs to stock up on fresh fruits and vegetables again midweek.

"Doug and I had a nice discussion during dinner about our preferences for the continuation of the Healdsburg



continuously running biodynamic farm in Europe," Heidi said. When she returned home, she began teaching in the Sustainable Agriculture Program at Santa Rosa Junior College, and continued there for six years, where she taught hundreds of aspiring farmers and food growers in a variety of courses.

She started Strong Arm Farm in Sebastopol in 2009, and began vending at the Occidental Farmers' Market. A year later she moved up to Healdsburg, began co-farming with Scott Knippelmeir, and sold at our Saturday Farmers' Market in August of 2010. Scott had his own large backyard farm selling at a roadside stand, which they may resurrect someday, "since it was so much fun to literally feed our neighbors, and start great conversations."

Scott Knippelmeir has a Bachelor of Arts degree in Trombone Performance, and had a career in music before he decided to turn to farming. While he still plays in a few bands in Oakland, his new passion is in understanding the intricacies of farming and soil science. He was raised in the agricultural community of Fremont, Nebraska, where his family still runs a sizable hog operation. Friends in Healdsburg helped Scott find his two and a half acres where he and Heidi cultivate an acre of row crops and tend the established fruit trees. Heidi has transplanted many of the perennial plants from her farm near Sebastopol, which include asparagus, artichokes, and flowers. Heidi also grows medicinal herbs for the Sonoma County Herb Exchange, including skullcap and Holy Basil (Tulsi). (sonomaherbs.org)

Heidi and Scott are in the process of applying for Organic Certification for Strong Arm Farm. Although many farmers have decided not to tackle the paperwork involved in acquiring organic certification, Heidi sees the value in the certification. "Customers

Running a sustainable, diverse and productive farm is possible when you have not just one, but four strong arms, and a lot of good farming experience and knowledge.

frequently ask, 'Is your produce organic?' And we want to have the certificate to build credibility and trust in our products, quickly and easily. Taking the time to explain that our practices meet the standards and why we aren't certified (yet) is repetitive and takes a lot of time at the market. The CCOF sign would solve that and open up wholesale markets too."

They recently applied and were awarded a conservation grant from the Natural Resource Conservation Service (via EQIP Farm Bill funds) to improve soil and habitat features on their farm. These funds make it possible and profitable to improve (and mitigate) the impact farming has on the land.

Part of their commitment to organic is in planting cover crops. When I visited their farm, much of their land was dormant or knee-high in cover crops, but the surrounding native plants, mostly coyote bush, were alive with beneficial insects. The hedgerows they planted are also home to quail, which bring challenges to the farm. "We have to set up row cover just to get the cover crop started," Scott told me. "Otherwise the quail will eat all the seeds and seedlings."

Scott and Heidi are the only people in Sonoma County to hold

a license from California Fish and Game for the harvesting of sea vegetables (a.k.a. sea kelp or seaweed.) They harvest, rinse, and package the kelp, and sell it at a few local outlets. Heidi will be teaching a class in June about the ecology and use of seaweed, followed by a foray to the coast as part of the organization Daily Acts (dailyacts.org). Relish Culinary Adventures may also host a lecture and tour.

One of their commitments to Organic farming is to use as few petroleum-based products as possible. "Last year we used only 20 gallons of diesel on the farm. We do all of our wood chipping, mowing, plowing, and bed building with one small BCS walk-behind tractor." Running a sustainable, diverse and productive farm is possible when you have not just one, but four strong arms, and a lot of good farming experience and knowledge. We are looking forward to seeing Scott and Heidi back at the market on Opening Day, Saturday, May 5. ■

Zucchini Festival

Saturday,
August 18th



Join us for this
Healdsburg tradition at 10 a.m.

For more information go to
www.healdsburgfarmersmarket.org

Miso Soup Recipe

by Scott Knippelmeir and Heidi Herrmann

- 1 tablespoon olive oil
- 1 cup chopped mushrooms
- 2 cloves garlic
- 4 quarts water
- 1 teaspoon soy sauce
- 4 oz. diced firm tofu
- 2 tablespoon dried, flaked seaweed (nori is good)
- 1 teaspoon grated ginger
- 1 cayenne pepper
- 3 teaspoon miso paste
- 1 teaspoon sesame seeds (for garnish)

Saute mushrooms and garlic in olive oil. Add water, soy sauce, tofu, seaweed, ginger and pepper. Simmer for 10 minutes or so. Mix the miso paste with a cup of hot water and add mixture to soup. From this point on, don't let the soup boil, as it will kill beneficial probiotics in the miso ferment. Stir. Serve and garnish with sesame seed and perhaps a couple drops of sesame oil.

SHOPPING WITH THE CHEF



Chefs' Market classes are repeated monthly with different chefs and seasonal menus through November.

The chef will meet shoppers for a free, guided walk through the market at 10 a.m.. She will introduce the group to the farmers, and assemble ingredients for a cooking demonstration. Guests may pay to join a cooking class and lunch at the Relish Culinary Center, made with fresh ingredients from the Market.

Saturday, May 12

Saturday, June 9

Saturday, July 14

Saturday, August TBD

In a Nutshell: Good Reasons to Support Your Farmers' Market

- **For the Farmer:**
Direct sales, without a middleman, put dollars directly in the pockets of the farmers
- **For the Health of You and Your Family:**
Purchase the freshest, most nutritious and flavorful food
- **For Healdsburg and Your Food Shed:**
Support of local, sustainable, small family farms
- **For the Planet:**
Locally grown food reduces your carbon footprint

Community Representative

Katie Wetzel Murphy has been a reliable volunteer at our Zucchini and Pumpkin Festivals over the past eight years. In November of 2011, she was elected by the sellers of the market to be our Community Representative, a non-voting position in our market organization.

This spring and every spring, Katie has a greenhouse full of starts, and like all of our farmers at the market, she will put in a vegetable garden when the soil can be tilled. Katie is also a great cook, and like many of our customers, she is always looking for the freshest seasonal produce at the market. She appreciates the value of the market for the growers, the cooks, as well as the community of Healdsburg.

Katie completed a B.A. in Agricultural Economics from the University of California, Davis, before joining her family business. She has three children, and she and her husband Denny live in Alexander Valley. ■



Donna Del Rey of Relish Culinary Adventures (left), Shopping with Chef Lia Huber (right) and Shopper JoAnne Young (center)

Farmers' Market Opens May 5th

Join us for this
Healdsburg tradition at 9 a.m.

For more information go to
www.healdsburgfarmersmarket.org



We love it when Farmers' Market volunteers remember to fill their Market Totes with fresh fruits and vegetables.

Pictured here is Pumpkin Festival volunteer
Katie Wetzel Murphy

Thank You...for Your Support of the Healdsburg Certified Farmers' Market

AVISP-Alexander Valley Internet Service Provider

Janice Bald, Charles Reichel, CPA

Rhonda Bellmer

Bernier Farms

Chris Baldenhofer

Ann Carranza

Wendy Dayton-Nerdz I.T.

Donna Del Rey, Relish Culinary Adventures

Colleen Farrell

Alan Foppiano

Healdsburg Chamber of Commerce

Thankfully, there's Healdsburg

Katie Wetzal Murphy

Rita Wasson Munselle

Vickie Norris-The Norris Group & Webistree.com

Janet Norton

Susan Rose

Suzanne Shirtzinger

Gary Wilson, Charles Reichel, CPA

Jon Wright Feed

Barbara Wollner

And thank you for your financial support of these programs:

Carl Hegerhorst Memorial Scholarship

Pat Hegerhorst

Farmers' Market Assistants

Pat Hegerhorst

Food Stamp

(SNAP/CalFresh) Matching Funds

Community Foundation Sonoma County

Healdsburg Farmers' Market

Kaiser Permanente

Farmers' Market Tokens/Veggie Rx

Laurie Martin, RN, MS, LAC; Toby Daly, MS, LAC

Traditional Healing Arts

Healdsburg Chamber of Commerce

Thankfully, there's Healdsburg

Mary Kelley

Valley Oak Farm



We thank you for your donations of winter squashes, prizes, and volunteer time given to the Pumpkin Festival last fall.

Would you like to volunteer or donate?

Last year, the Farmers' Market teamed up with Community Foundation Sonoma County (CFSC) to support the setup of cooking demonstrations. CFSC also helped raise funds for the Food Stamp (EBT) Matching Funds Program, and helped with outreach in the community about the EBT program. We are looking for other individuals and organizations who might enjoy a similar collaboration with the Farmers' Market. Please contact us at mary@healdsburgfarmersmarket.org

Would you like to volunteer?

- Zucchini Festival
- Outreach for Food Stamp (EBT) Participation
- Updating database and printing mailing labels
- Distributing newsletters
- Setting up Cooking Demonstrations
- Taking pictures for our newsletter, website and Facebook page

Would you like to donate funds for the:

- Purchase of Veggie Rx tokens for our musicians
- Market Assistants
- Carl Hegerhorst Memorial Scholarship
- Purchase of Matching Funds for Food Stamps (EBT)
- Purchase of an answering machine
- Purchase of a copier, printer, fax, scanner
- Purchase of a small laminator

Midweek Market. I would vote for a move to Wednesday afternoon (no music/parking conflicts then.) I may even get to some of those (Tuesday) concerts if they are on a different night (from the market day). And if we have Farmers' Market music the other weeknight while I shop—the best of both worlds. Plus the produce wouldn't have to sit in the car, which is what happened if I went to both events on the same night. It was hard for me to take the produce home, maybe eat or make a picnic, get back to the Plaza, and find a place to park for the concert.

Weekday morning markets may be good for people with more flexibility, but I like the idea of fresh produce from that very morning being available that afternoon."

I liked this email from Mark Hagerman, who shops with his wife and daughter on most Saturdays. On Tuesdays, his wife Rosie would finish her workday around 5 p.m. and head over to the market.

"Hey Mary,

I'm finally getting our market day input to you. I talked to Rosie and as "regulars" who love the fresh food we get at the market I think we would adjust to whatever day and time works best for the farmers and managers involved in the market. I don't know if that helps but that's our input...

Take Care, Mark"

Thank you Mark and Rosie, thank you Auntie Norma and Lee. Thank you to all of you who responded to the survey, via Google Docs, Facebook, emails, phone calls, and conversations on the street. The Opening Bell of the Wednesday Market will ring at 4:00 p.m. on June 6. Let's rebuild our market to where it was in 2004, when lines of people were waiting for the cowbell to ring as farmers set out their fresh produce. We can rebuild this Midweek Market, and we can continue to support our farmers who are dedicated to local, sustainable farming. ■



Lee Nalle returning egg cartons to the Midweek Market.

2012 Farmers' Market Board of Directors

Emmett Hopkins, President

Foggy River Farm

Sharon Vyborny, Recording Secretary

Vyborny Ranch

Horace Criswell, Treasurer

Sophie's Five Acres

Russ Messing, Publicity

Deergnaw Olive Oil

Kerry Williams

Williams' Ranches

Mary Kelley

Manager and Newsletter Editor
Mary@HealdsburgFarmersMarket.org

**Chris O'Connor
Brendan Swift**

Market Assistants



The purpose of this organization is to plan, maintain and protect the Healdsburg Farmers' Market, which:

- Provides for the direct marketing of high-quality, reasonably priced produce for the benefit of producers and consumers;
- Educates the public so they will understand the importance of supporting local, sustainable agriculture, and preserving the agricultural heritage and character of the City of Healdsburg and the surrounding community;
- Raises awareness of the health benefits provided by the growing and availability of fresh, seasonal produce to the individual and the community.

DATES TO REMEMBER

2012 Events

Market's 34th Birthday
July 21st

Zucchini Festival
Saturday, August 18th
Zucchini Car Races and Giant Zucchini Contest

Pumpkin Festival
Saturday, October 27th
Pumpkin Car Races, Pumpkin Carving

Arts and Crafts Fair
November 3rd, 10th, 17th, 24th

Healdsburg Certified Farmers' Market

P.O. Box 2198
Healdsburg, CA 95448
707.431.1956

Saturday Market

North and Vine Streets
One Block West of the Plaza
9:00 a.m. to Noon
May 5th through November 24th

Music Every Saturday
(see website for list)

Wednesday Market

In the Purity (Cerri) Lot

One block northwest of the Plaza
North and Vine Streets
4:00 p.m. to 6:30 p.m.
June 6th through October 31st

For more information go to
www.HealdsburgFarmersMarket.org

Farmers' Market Tee-shirts

Featuring Art Read's Original 1978 Market Truck. All proceeds from the sale of these 100% Organic Cotton shirts, as well as caps and tote bags, support the Farmers' Market and events such as the Zucchini and Pumpkin Festivals.



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- Current produce at the market
- Tips from the farmers
- Upcoming events

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