



TRACTOR, TROWEL & TABLESPOON

Seasonal Newsletter of the
Healdsburg Certified Farmers' Market

Visit our updated website! www.healdsburgfarmersmarket.org



Spring/Summer 2013

Growers' Profile: Geyserville Gardens



Teri Sears and Stan Lesniak

Geyserville Gardens sit on the very top of the ridge above Canyon Road, with the Dry Creek Valley on one side, and the Russian River Valley on the other. The canyons below are a lush forest of madrone, Douglas fir, and bay trees, and it is here that Teri Sears began to clear trees around her house to let in light for gardening nearly thirty years ago. Today, she and her husband Stan Lesniak have amended the ridgetop soils so they can grow a variety of produce for the Farmers' Market.

"Since we are on the top of the hill, we have to bring in truckloads of Mallard Plus and Featherlite from Sonoma Compost," Teri explained. Stan pointed out the rich cover crop growing in their garden to improve soil fertility over the winter. Among the nitrogen-fixing legumes are fava plants; Stan tells us the tender leaves and flowers of the fava make a good addition to his salads. "We will definitely have fava beans for the Opening Day, May 4th, and also artichokes, lettuce, chard, herbs, and possibly some strawberries," Stan assured us. "Our starter plants will include tomatoes, peppers, eggplants,

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

For the Farmer

Purchasing food directly from the farmer, eliminates the middleman, and places your dollars directly in the pockets of your local farmer and the local economy.

For Your Health and Your Family's Health

Fresh, local, seasonal produce is the most nutritious and flavorful food

For Healdsburg and Your Food Shed

Purchasing food at our Farmers' Market is an investment in our local, diverse, sustainable agriculture, and it keeps dollars in our local economy.

For the Planet

Most of the food sold at the market is grown within ten miles of the Plaza. This eliminates the need for long distance transportation, thereby reducing food miles and the burning of fossil fuels. An important way to lower our carbon footprints.

**Saturday Market
Opens May 4th**

**9 a.m. - 12:00 noon
North and Vine Streets**

**Wednesday Market
Opens June 5th**

**New Time 3:30 p.m. - 6:00 p.m.
Returning to Purity Lot at
North and Vine Streets**

For more information go to
www.healdsburgfarmersmarket.org

TRACTOR, TROWEL & TABLESPOON

Geyserville Gardens Continued from page 1

parsley, thyme, basil, squash, and cucumbers.”

Before farming, Stan had a twenty-eight year career as a mail carrier with the US Postal Service. His regular delivery route in Healdsburg was the area north of the old post office, and later, downtown and around the Plaza. When he retired in 2008, he took a beekeeping course and built his three beehives, which are thriving today. Two of the three hives are from captured swarms. Stan started harvesting and bringing their produce to the Healdsburg Farmers’ Market that same year, and people from Stan’s delivery route were delighted to see their former mail carrier when they came to the market.

The following year, Teri also retired from the USPS, and joined Stan at both the Tuesday and Saturday Markets. Last year, Stan and Teri were among the farmers who voted to move the midweek market from Tuesday to Wednesday. They also voted to try selling on the Plaza. This year, the market will continue to be on Wednesdays, but it will return back to the Purity/Cerri Lot on North Street. The Opening Day will be Wednesday, June 5, and Stan and Teri will be with us, along with the regular farmers of the midweek market.

Teri was also a mail carrier for the first fifteen years of her career. Later, while she was raising four children, she became an early morning clerk, which allowed a better schedule for her family. Teri remembers chicks arriving from hatcheries at the post office. She would always check the boxes, and if one chick was sick, she would wrap it in a towel and keep it in a pocket to warm it up while waiting for the customer to respond to her phone call and pick up the chicks. They noted that there is a lot of service that goes on behind the scenes at the Post Office. “One time we even delivered a banana,” Teri mentioned. “It had an address on it, and a stamp, and it must have been green when it started its journey.”

“It is satisfying to see people appreciating where and how their food is grown,” Stan stated.

On the cold March 4th day when we visited Geyserville Gardens, Stan and Teri’s peach, plum, and apple trees were flowering in the orchard. They showed us where kale and chard, which were planted in late summer, were thriving in the cold

of early spring. The plot for future melons had a plastic cover rolled to one side. In the summer that cover will keep moisture in the ground, heat up the soil, and suppress weeds. One of Stan’s favorite melons is the Collective Farm Woman Melon. He is always scouting out Heirloom varieties of plants, and responding to customers’ requests. Many customers liked the Jenny Lind Melon, and asked for more, so he increased his planting the next year. Nearby were the dormant olallie and Apache berries, and a greenhouse filled with plants waiting for the warmer days ahead.

On the other side of the house, is a large chicken coop and run for a flock of Cuckoo Marans, Rhode Island Reds, Americaunas, Barred Rocks, and Buff Orpingtons. We were impressed with the solar door closer and automatic water trough that Stan had constructed. Nearby was another one of the many Geyserville gardens, where lemon cucumbers were planted far away from seedless cucumbers and other varieties to prevent crosspollination. This is why the name “Geyserville Gardens” is

plural -- there are many little plots set up to maximize sun exposure, and to capture other benefits, on the ridgetop.

Teri and Stan agree that the joy of the market is visiting with people, swapping recipes, and sharing information. “It is satisfying to see people appreciating where and how their food is grown,” Stan stated as we walked back to the house. Inside, we enjoyed the warmth of the wood fire that Teri fuels with logs from the trees that were felled to allow sunshine on Geyserville Gardens. Stan, who is the chef in the family, treated us to a slice of his lime and avocado pie, made with Persian limes from their orchard. Stan and Teri have a lot of work ahead of them, so it was good to take some time to relax before the busy market season begins on May 4. ■



Stan and Teri’s Recipe for Kale Chips

This works well with any variety of kale, or try with other sturdy greens, such as collard greens, for tasty and healthful snacks.

Ingredients: Kale • Olive Oil • Salt

- Preheat oven to 225
- Trim the ends of stems and cut into 3 or 4 inch pieces
- Toss with olive oil to lightly coat, and add salt.
- Put the leaves on baking sheets in a single layer
- Bake approximately 30 minutes.
- Start checking at this time for an acceptable degree of chewiness and crispness.
- Could go up to another 10 minutes depending on the density of the leaves you are using.

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

AVISIP-Alexander Valley Internet Service Provider
Janice Bald, Charles Reichel, CPA
Rhonda Bellmer
Bernier Farms
Ann Carranza
Tom Chambers, Healdsburg City Council
Joan Conway, Sophie's Five Acres
Wendy Dayton-Nerdz I.T.
Roy Domke
Donna Del Rey, Relish Culinary Adventures
Downtown Bakery
Dry Creek Kitchen
Alan Foppiano
Healdsburg Chamber of Commerce
Thankfully, there's Healdsburg
Jimtown Store
Pat Marchand
Shaun McCaffery, Healdsburg City Council
Erika McGuire
Mike McGuire, Sonoma County Supervisor
Russ Messing
Reta Wasson Munselle
Denny and Matt Murphy, Murphy Ranch
Katie Wetzel Murphy
Vickie Norris - The Norris Group & Webistree.com
Susan Rose
Vernon Simmons
Barbara Stewart
Toy B'Ville
Gary Wilson, CPA
Barbara Wollner
Jon Wright Feed



And thank you for your financial support of these programs:

Carl Hegerhorst Memorial Scholarship

Pat Hegerhorst, Katie Wetzel Murphy, Cindy Daniel

Farmers' Market Assistants

Opperman and Son, in gratitude to Joel Kiff

Food Stamp

(SNAP/CalFresh) Matching Funds

Community Foundation Sonoma County
Healdsburg Farmers' Market
Kaiser Permanente

Musicians at the Market

Janice Allen

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



Photo by Barbara Wollner

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 a copier, printer, fax, scanner
- Purchase of a small laminator



Photo by Phil Workman

2012 **Zucchini Festival** with Mr. Healdsburg, Chris Herod, County Supervisor Mike McGuire, and City Councilman Shaun McCaffery starting the Zucchini Car Races.

This year the Races will on the second Saturday of August

August 10th

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 11
- Saturday, June 8
- Saturday, July 13
- Saturday, August 17 (3rd Saturday of Aug)
- Saturday, September 14
- Saturday, October 12
- Saturday, November 9

We are looking for sponsors to partner with Relish Culinary Adventures and the Farmers Market to teach how to cook with the most nutritious fresh, local, seasonal ingredients.

Contact Relish Culinary Adventures at 877-759-1004

2012 Pumpkin Festival Team



Photo by Ann Carranza

Last year's team, from left to right: Tom Chambers, Katie Wetzel Murphy, Mary Kelley, Barbara Wollner, Shawn McCaffery, Rhonda Bellmer, Russ Messing



Photo by Linda Mayberry-Chavez

Cooking Demonstration with Mei Ibach



Photo by Susan Rose

Farmers' Market Team from left to right:

Ed Miller, Scott Knipplemeir, Katie Wetzel Murphy, Emmett Hopkins, Mary Kelley, Sharon Vyborny, Horace Criswell

Thank You



Sign & Photo by Barbara Wollner

Thanks to all the Healdsburg businesses who donated prizes to our Pumpkin Festival last year

2013 Farmers' Market Board of Directors

Emmett Hopkins, President
Foggy River Farm

Sharon Vyborny, Recording Secretary
Vyborny Farm

Horace Criswell, Treasurer
Sophie's Five Acres

Scott Knipplemeir, Publicity
Strong Arm Farm

Ed Miller, Publicity
Carrot Top Farm



Mary Kelley
Manager and Newsletter Editor
Mary@HealdsburgFarmersMarket.org

Gus Morris
Market Assistant

Katie Wetzel Murphy,
Community Representative

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

2013 Events

Market's 35th Birthday
July 20st

Zucchini Festival
Saturday, August 10th
Zucchini Car Races and Giant Zucchini Contest

Pumpkin Festival
Saturday, October 26th
Pumpkin Car Races, Pumpkin Carving

Arts and Crafts Fair
November 2nd, 9th, 16th, 23rd, 30th

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 4th through November 30th
Music Every Saturday
(see website for list)

Wednesday Market In the Purity (Cerri) Lot

One block northwest of the Plaza
North and Vine Streets
3:30 p.m. to 6:00 p.m.
June 5th through October 30th

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.



Find us on
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Discover More about Us!

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

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HealdsburgFarmMarket](http://www.facebook.com/pages/HealdsburgFarmMarket)



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