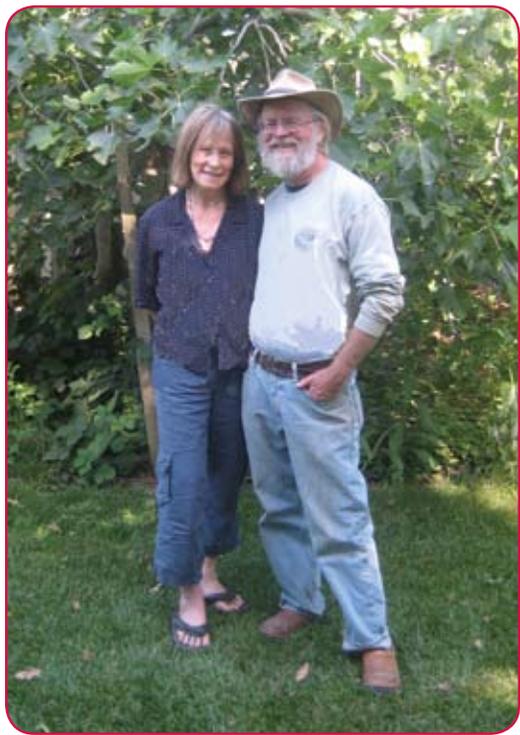


TRACTOR, TROWEL & TABLESPOON

Seasonal Newsletter of the
Healdsburg Certified Farmers' Market
visit our updated website! www.healdsburgfarmersmarket.org

Summer 2010

Growers Profile Lou and Susan Preston



They Veg to Differ

Lou and Susan Preston were talking about writer Wendell Berry as being a good spokesman for the farmer; when I mentioned that Mr. Berry had been one of Wallace Stegner's favorites in the Stanford Writing Program in the 60's...I think I heard a gasp. It surprises many people that he would have made a conscious decision to return to his family farm in Kentucky, leaving Ken Kesey, Larry McMurtry, and other authors to their successes in the publishing world. Eventually Wendell Berry created his own success in his own way by being true to his land.

Mr. Berry's choice is one that parallels the decision the Prestons made ten years ago, when they cut their wine production from 25,000 cases per year to 8,000 with the clear intention of diversifying their farm and restoring the health of their land. "The scale of our grape growing and wine making was not sustainable," Lou said. Like most conventional agriculture, it was a monoculture heavily dependent on fossil

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Farmer's Market Currency

A few years ago, Lou Preston asked if the market could provide a coupon that he could purchase and give to his employees, business associates, as well as visitors to Healdsburg. It would be a way of encouraging more people to support local, sustainable farmers. This year, Eric Drew heard about the success of the SNAP/ Food Stamp tokens at the market, and suggested that the market produce similar wooden tokens for the same use that Lou had described earlier.



Eric and Lou offered to pay for the cost of producing the first Healdsburg Farmers' Market Tokens, which are a sort of currency that can be used to make purchases of local produce, cheese, eggs, meat, honey, hot food, preserved food, and even home-made craft items at the market. The Market Tokens will have a value of \$5 dollars and will be the size of a silver dollar to distinguish them from the SNAP tokens. The farmers and vendors will have their Market Tokens redeemed by the Market Manager from the funds paid to the market for the purchase of the tokens.

These tokens are also referred to as Go Local Currency, Chamber Dollars, or Schumacher Money, named after the author, economist, and ecologist. The Tokens will arrive by July 17th, which is the Market's 32nd Birthday. Lou and Eric have agreed to make the first purchases, and Barbara Wollner has already written a check for Market Tokens that will be given to our musicians as a way of offering them better compensation. Taya Levine made a pledge to purchase tokens for her business, Sonoma Wine and Sign Experience.

If you are interested in purchasing these tokens, please write a check to the Healdsburg Farmers' Market to obtain the tokens at the Market Table. Thank you Eric, Barbara, Taya, Lou and Susan for supporting local, seasonal, sustainable agriculture.

**"Perhaps we cannot raise the winds.
But each of us can put up a sail,
so that when the wind comes we can catch it."
- E. F. Schumacher, "Small Is Beautiful"**

fuels. "We were becoming upset about the damage to the natural world that we witnessed all around us, and the way food was often treated only as entertainment. It was time for us to make a change."

So the Prestons began by changing the business name "Preston Winery" to "Preston of Dry Creek", which reflects their turn from focusing on wine to a broader, more complex, and sustainable devotion to the place they call home. They converted much of their vineyard land back to riparian corridors for neighboring Pena Creek and Dry Creek, and planted hedgerows for beneficial insects and wildlife. "We asked Terry and Carolyn Harrison of Trees of Antiquity to recommend apple and other fruit trees that are well adapted to our Mediterranean Climate," Susan told me. "We planted Gravenstein Apples and many other varieties, and prunes of course. We planted olives and started making olive oil."

In addition to the acreage they dedicated to fruit and nut orchards, they also planted fields of vegetables, grain, and pasture, which rotate with cover crops. They also have converted to alternative energy sources. While accomplishing all of this, they still sell premium organic grapes to other wineries, and have maintained the high quality of their own wine label.

The Prestons started selling their olive oil and Lou's fresh baked bread at the market in 2006. Since then they have added a wide variety of produce from strawberries to melons, as well as fermented and pickled foods. When I asked Lou if he was especially enthused about any one crop, he didn't hesitate to mention the rye he is growing for his multi-grain bread.

In the spirit of true pioneers, the Prestons also set up their in-town Farm Stand at the Tuesday Market in its new location in the Purity/Cerri Lot, as well as the Saturday Market. They enjoy support from their children Francesca, Maggie, and Tim Preston, as well as Jason Kalogiros and Brenna Sheldon on Saturdays, and Lindsay Challoner and Maureen Chadwick on Tuesdays. Be sure to stop by and find out about their sustainable farming which involves fish-friendly practices, restoration of creeks, chicken tractors, livestock and pasture, and tons of compost. They might also lend you their favorite cookbook, "Nourishing Traditions", by Sally Fallon; it inspired the Prestons to return to eating, growing, and preparing the food that our great-grandparents ate and grew, back when all farms were solar powered.

Market Assistant/Intern

It began with a generous gesture and good community spirit: Dayton Hiles came to the market with his aunt Josephina Fregoso and mother Silvia Hiles to help them set up their Chepa Gardens stall for selling nopales and oranges in the spring of 2009. Then

Dayton looked around for other ways to help. He returned at the end of the market to collect and load market signs when the sun was blazing and the manager was busy finishing market business. Dayton was able to satisfy his High School Community Service Hours, and then he continued to return on Saturdays and even volunteered to pick up signs on Tuesdays.

Witnessing the great contribution that Dayton was providing to the market, Cindy Daniel offered a donation to pay Dayton for

**Cindy stated,
"...this is a real
way we can help
develop interest
in farming.**

SHOPPING WITH THE CHEF



Relish
CULINARY
ADVENTURES

Everyone is invited to meet Donna Del Rey and the chef near Foss Creek Bridge at 10 a.m. Then follow along as we stroll through the market, talking with the farmers and gathering ingredients along the way. At 10:30 a.m. we will return to Foss Creek for a cooking demonstration.

Donna's private classes will continue back at the Cooking Center on Matheson Street for a hands-on learning workshop where participants will prepare a four course lunch. For more information, contact Relish at 431.9999 or www.relishculinary.com

July 10	Gayle Sullivan of Dry Creek Peach & Produce
August 14	Baking Zucchini Bread 10 - 11
August 28	Cooking with Gravenstein Apples



Dayton Hiles and Hanna Inman

part of his work, so Dayton became the Farmers' Market's first Market Assistant and paid High School Intern. The market gave Dayton an opportunity to meet other farmers, work on a variety of farms, learn about local, seasonal produce, and contribute to the community spirit of the market.

This year, Cindy continued her donation, and The Healdsburg Garden Club also donated funds to compensate Dayton for his many hours dedicated to the market. Both Cindy and the Garden Club want to encourage future collaborations between the Farmers' Market and the Healdsburg High School Agriculture Program.

Another award came in the form of The Bruce Campbell Agricultural Studies Scholarship, a named award that is part of The Rotary Club of Healdsburg Scholarship Program. Rotary's Rob Jacobi, said that "...Dayton's volunteer work with the Farmers'

Market clearly helped demonstrate his interest in, and commitment to, small scale agriculture."

Dayton will be leaving Healdsburg in the fall to begin studies in Agriculture Systems Management at Cal Poly, San Luis Obispo. Becky Deniz, the Agriculture Teacher and FFA Advisor at the High School, recommended Hanna Inman to fill in for Dayton as needed this summer, and then take over as Market Assistant in the fall and continue in her junior year in 2011.

Dayton has trained Hanna to operate the SNAP/Food Stamp Electronic Benefit Terminal and dispense SNAP tokens, sell tote bags and tee shirts as fundraisers for the Farmers' Market, help set up for the musicians, set up the market table and signage, and then take it all down at the end of the day. This is physically demanding work, so it helps that Dayton was a starter in both Healdsburg Football and Baseball, and Hanna is devoted to track. Go Hounds!

Dayton's good spirit has created something that never existed before; maybe such dedication to the market began when he was a child, playing on the banks of Foss Creek on Saturday mornings, and carving pumpkins at the Pumpkin Festival with Henri Lipton, Cindy Daniel's son. Cindy stated, "...this is a real way we can help develop interest in farming."

"A couple of interesting statistics: the average age of the American farmer is 57 years old and only 1% of the population actually declares their main occupation to be farmer. It's more important than ever to support the growing emergence of young people interested in farming again. Our local farmers' market is a great place to connect young students with farmers to learn about the importance of this work, and the opportunities- especially here in Healdsburg where we have so many innovative small scale farmers and producers offering organic produce, dairy products, and sustainably raised meats. We all need to recognize the importance of producing food that is good for our health, our community, and our planet- and do everything we can to help our young farmers create a new agricultural landscape for America.

"I look forward to seeing this program evolve, and wish Dayton all the best! Perhaps he'll come back to Healdsburg and be a farmer at our market someday!"

Thank you Cindy Daniel, Healdsburg Garden Club, Becky Deniz, and the current Farmers' Market Board for creating this new program for students like Dayton and Hanna.

Thank You For...

Volunteering

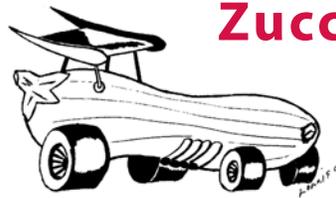
Chris Baldenhofer
Judy Biondolillo
Wendy Dayton, Vista Graphics
Taya Levine
Nora Linville
Katie Wetzel Murphy
Vickie Norris-Webistree.com
Susan Rose
Jon Wright Feed

Donations

Cindy Daniel and Doug Lipton
Healdsburg Chamber of Commerce
Thankfully, there's Healdsburg
Healdsburg Garden Club

SNAP Matching Funds

Bernier Family
David Dietz
Melita Love
Care Morgenstern
Healdsburg Farmers' Market



Zucchini Festival

Saturday, August 21nd

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

For more information go to www.healdsburgfarmersmarket.org

2010 Farmers' Market Board of Directors

Russ Messing, President
Deergnaw Olive Oil

Sharon Vyborny, Recording Secretary
Vyborny Ranch

Dave Legro, Treasurer
Fishing Vessel Bumblebee

Emmett Hopkins, Publicity
Foggy River Farm

Kelly Sullivan, Publicity
Wyeth Acres

Mary Kelley
Market Manager and Newsletter Editor
Mary@HealdsburgFarmersMarket.org

Dayton Hiles
Intern/Market Assistant



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

2010 Events

Market's 32nd Birthday
July 17th

Zucchini Festival
Saturday, August 21st
Zucchini Car Races and Giant Zucchini Contest

Gravenstein Apple Day
Saturday, August 28
Apple juicing and cooking Demos

Pumpkin Festival
Saturday, October 30th
Pumpkin Car Races, Pumpkin Carving

Arts and Crafts Fair
November 6th, 13th, 20th, 27th

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 1st through November 27th

Music Every Saturday
(see website for list)

Tuesday 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 1st through October 26th

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.



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



Discover More About Us!

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

Become a Fan of Healdsburg Farmers' Market

www.facebook.com/pages/Healdsburg-Farmers-market/76427967265?ref=ts

**FREE tote and tee to our
1000th FaceBook Fan**



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HEALDSBURG CERTIFIED FARMERS' MARKET

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Healdsburg, CA 95448