

From: **Chelan Evening Farmers Market** manager@chelanfarmersmarket.org
Subject: Talk About Fresh 6/30/2016
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To: manager@chelanfarmersmarket.org



Like



Whats Fresh

Still on the cooler side lately and we may have a few sprinkles on Thursday, but all the better for our local farmers! We have loads of greens, strawberries, raspberries, cherries, apricots, peaches, garlic, nuts, fresh eggs & local chicken, honey, flowers, baked goods, plant starts, local crafts and more.

The Forecast for Market Day

<p>DAY</p> <p>90° HI</p> <p>RealFeel® 96° Precipitation 7%</p> <p>Hot with brilliant sunshine</p>	<p>THU JUN 30</p> 	<p>NIGHT</p> <p>59° LO</p> <p>RealFeel® 59° Precipitation 2%</p> <p>Patchy clouds</p>	<p>THU JUN 30</p> 
<p>W 7 mph Gusts: 12 mph</p> 		<p>W 6 mph Gusts: 13 mph</p> 	
<p>Max UV Index: 8 (Very High)</p>		<p>Max UV Index: N/A</p>	

Thunderstorms: 1%
Precipitation: 0 in

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Precipitation: 0 in



Music at the Market Series

Brian Ernst entertains at the market this Thursday. You must not miss this eclectic, layered musician, a Market favorite who hails from parts elsewhere but is welcome in Chelan anytime.

As always we thank the [Historic Downtown Chelan Assoc.](#) and its members, and [Chelan Chamber of Commerce](#) who proudly help to sponsor our Music at the Market Series.

10 Secrets to save money and get the freshest food possible—from the people who grow it.

It's best to get here early

But if you can't make it until later, what you'll get is still fresher than any that's been shipped to a supermarket, as most farmers pick produce the day it's sold. In the case of perishable products, some bargains can be found at the end of the day.

Many farmers depend on you to survive

Farmers count on the income from markets to get by; nearly all who



participate in open markets run very small operations, and the profit margin is slim.

If you spend \$100 at a farmers' market, \$62 goes back into the local economy, and \$99 out of \$100 stays in the state

If you spend \$100 at a grocery store, only \$25 stays here. So, where do you want your money to go?



Not sure? Ask to taste before buying

Almost all farmers are happy to provide a sample.

Please stop saying how expensive it is

Local farm products would sell for much more in any specialty store, where there would be additional overhead costs and markups.

Farmers don't do deals

With the very thin margins, the prices are often incredibly fair and there's no room for bargaining. The best way to get a good deal? Be a consistent customer.

It's not really about retail sales

It's about cultivating a relationship with people who are willing to spend a little bit more for something a whole lot better.

Standing out in the summer sun is nice, but the job isn't easy

Up early, loading trucks with heavy produce, being mindful of money, home late. Plus, when it rains, customers stay away and bad weather can easily damage products.

You can't get everything all the time

To offer the freshest, best tasting food at a reasonable price, you have to be patient with the farmers and their growing cycles. There are seasons when certain produce isn't available. No peaches in January, sure, but even in some regions, no summer tomatoes until late July.

The Internet has changed farm life for better

Customers from all over can keep connected to farm sites and Facebook pages, and can join mailing lists to hear about special crops, prices, CSA lists,

and more.



Additional Vendor Space Available

We have expanded our market to include more vendor spaces for crafters, prepared foods & other non-farmer booths. We are also opening up to accept vendors throughout the season. Visit our [website](#) to learn more.

Recipe of the Week

Snow Pea, Orange & Jicama Salad

This salad of snow peas, oranges and jicama is sweet, sour and full of crunch.

Ingredients

- * 4 cups snow peas (about 12 ounces), trimmed
- * 2 oranges
- * 2 tablespoons extra-virgin olive oil
- * 1 tablespoon white-wine vinegar
- * 1 tablespoon minced shallot
- * 1 teaspoon sugar
- * 1/4 teaspoon salt
- * 1/2 small jicama, peeled and cut into matchsticks (about 1 cup)



Directions

1. Bring 1 inch of water to a boil in a saucepan fitted with a steamer basket. Have a bowl of ice water by the stove. Steam snow peas until tender-crisp, about 3 minutes. Transfer the peas to the ice water. Drain.
2. Cut peels and white pith from oranges. Working over a bowl, cut the segments from surrounding membranes. Squeeze the peels and membranes over the bowl to extract about 3 tablespoons juice before discarding them. Transfer the segments with a slotted spoon to a small bowl. Whisk oil, vinegar, shallot, sugar and salt into the juice. Return the segments to the bowl along

chicken, sugar and salt into the jar. Retain the segments to use with the snow peas and jicama; toss with the dressing.



Children's Story Time!

Drop in with Jennifer from the Chelan Public Library from 4:30 - 5:30 for Storytime at the Market. Grab a bumper quilt and listen to stories, poetry with movement, rhymes and rhythms while learning early literacy skills.

Free gardening advice

Chelan county is blessed with folks who love to grow plants. This year, we welcome back the Master Gardeners Pam & Patty, every week at the Market's Information Booth. So bring in your wilted leaves and those unidentifiable critters munching wildly in your yard and see what the Master Gardeners have to say.



Friends-of-the-Market

What is the best way to have vibrant community farmers markets?

By making your purchases from local farmers/crafters each week.

If you want to do more to make this a market you can *be proud of*, consider becoming a

Friend-of-the-Market.

Learn more about this program at the market booth located at the front of the market.

2016 Friends of the Market:

Look for this sticker on windows of your favorite businesses and people
HDCA & their members
Chelan Fresh



Chelan Evening Farmers Market would like to thank NCB for their continued support. They are our major sponsor.



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