

From: **Chelan Evening Farmers Market** manager@chelanfarmersmarket.org  
Subject: Talk About Fresh 7/12/2012  
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## Talk About Fresh!

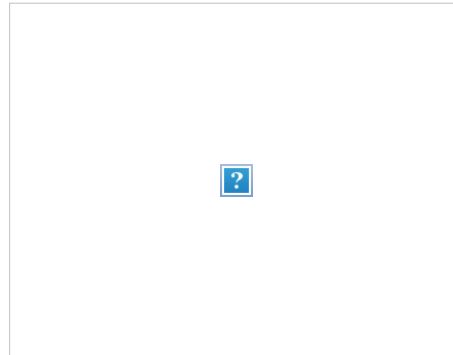
**CEFM's Newsletter**  
Chelan Evening Farmer's Market

Learn more about CEFM by visiting us at  
[www.chelanfarmersmarket.org](http://www.chelanfarmersmarket.org)

### Summer is Here!

This good HEAT promises to bring more and more food to harvest bringing more and more farmers to market to share their bounty.

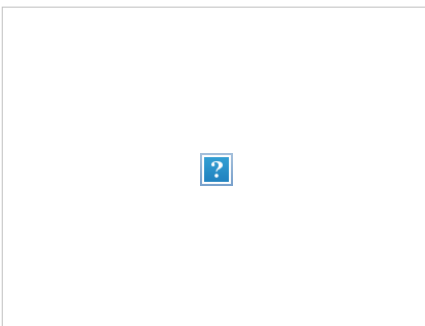
The weather on Thursday promises to be another scorcher, so be prepared with good shade, comfortable clothes and a plan to keep yourself hydrated. Its so great that we have the large shade trees form Riverwalk park to help us out, but there are a few spots that really heat up, so be ready. Could be helpful to find ways to set up extra shade at your booth. Did you all see the great swamp cooler that Detrick's Cherry booth had last week? Cool cats!



### Whats Fresh

This week at the market you will find blueberries, raspberries, apricots, strawberries, cherries, greens of all kinds, salad mix, arugula, garlic scape, chard, spinach, redleaf lettuce, greenleaf lettuce, romaine lettuce, Italian kale, curly kale, basil, Carrots, red beets, golden beets, herbs, flowers, lemonade, jams & jellies, plant starts, hummus, all types of baked goods, flowers, locally roasted coffee, & more!

### On Weather and Water



#### Around the country.

High temperatures and low rain are converging at critical times for much of America's corn crop. Pollination happens during just a critical narrow window of growth during a corn plants life. If there's not enough water during this time, the crop suffers tremendously. Kansas is one of our hardest hit states this summer. If you're a big farmer with a thousand acres of corn, you're at very high risk. If almost everyone is orowing the exact same varietv of corn. the risk is further

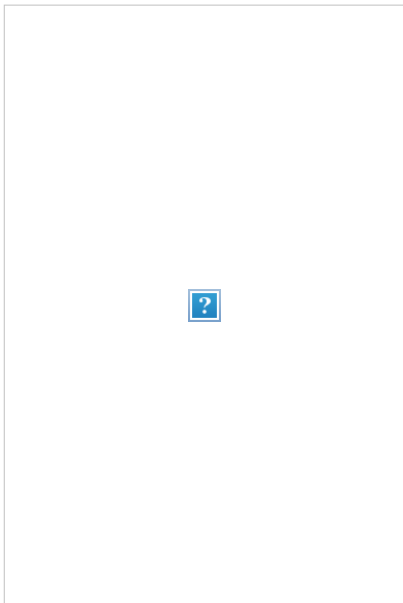
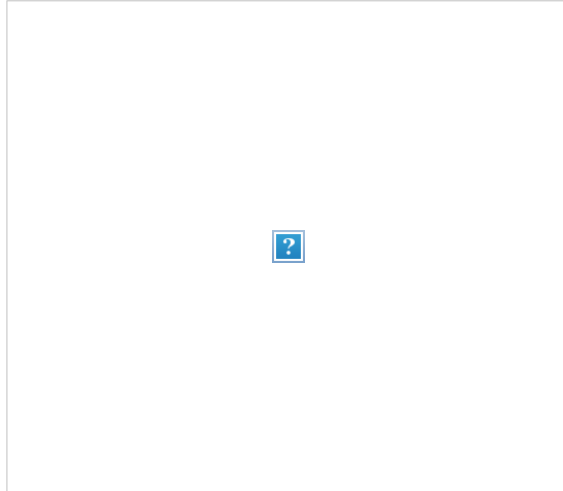
heightened. On the other hand, farmers market growers, tending a diversity of crops on a small scale are far more likely to have some crops succeed, even if certain crops suffer. There is strength in diversity, strength in small scale, strength in communities of cooperation. Take a look around the Chelan Evening Farmers Market, there's much more than meets the eye - including strengthening our community through diversity, scale, and cooperation. Thanks for supporting the farmers who carry big visions in small places.

#### Top five hot weather fans.

1. Eggplant - the more heat the better
2. Corn - its commercial success is measured by the number of heat units in a growing season
3. Squash and Pumpkins - only start vineing once day and night temperatures get high
4. Peppers - green, red, hot, they all like heat
5. Tomatoes - high temperatures brings abundant flowers and tomatoes

#### Five hot-weather wimples

1. Lettuce - needs shade and special care to keep from going bitter
2. Spinach - turns to seed quickly
3. Peas - they love spring and early summer
4. Broccoli - best in spring and fall
5. Onions - prefer cooler wetter weather



## Getting excited about race day?!

Make sure to Save the Date August 2nd's Thursday market. North Cascades National Bank is putting on our 2nd event this year, the 1st Annual Great Zucchini Race.

Grow your own Zucchini Racecar and race it at the Chelan Evening Farmers Market. Build your racer at the Farmer's Market and race it with friends, family, and neighbors. Everyone can participate, everyone's a winner, and it's completely FREE. I hope to have some of you vendors eager to join in on the fun. I believe there might be some pretty stiff competition in the LOCAL's best designed race car category. We are inviting Chelan businesses to enter a car to vie for best in show. These race cars don't necessarily HAVE to race, but they do have to move like a race car. More information to come!

## Did you know

This year the USDA United States Department of Agriculture is 150 years old? May 15, 1862, President Abraham Lincoln signed legislation to create the U.S. Department of Agriculture. Over the next two months - in the midst of the Civil War - he signed additional legislation that expanded and transformed American farming.

Did you also know that the USDA has a program called the Know Your Farmer Know Your Food

Did you also know that the USDA has a program called the Know Your Farmer, Know Your Food initiative (KYF2), established in 2009, which is a USDA-wide effort to carry out President Obama's commitment to strengthening local and regional food systems.

Demand for local and regional foods is strong, as consumers across the country are looking to connect with their food and the people who grow and raise it:

- The number of farmers markets has more than tripled in the past 15 years and there are now more than 7,175 around the country;
- In 1986 there were two community supported agriculture operations, today there are over 4,000;
- There are farm to school programs in 48 states, totaling more than 2,200 and up from two in 1996;
- All 50 states in the U.S. have agricultural branding programs, such as "Washington Fresh" or "Simply Kansas;"
- As Governor of Iowa, Tom Vilsack started one of the first food policy councils. Today there are over 100 food policy councils;
- And the National Restaurant Association declared "locally sourced meats and seafood" and "locally grown produce" as the top two trends for 2011.

Chelan evening Farmers Market is exploring programs that might help our market and local farmers thrive.

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