

From: **Chelan Evening Farmers Market** [manager@chelanfarmersmarket.org](mailto:manager@chelanfarmersmarket.org)  
Subject: Talk About Fresh 8/14/2014  
Date: August 12, 2014 at 5:05 PM  
To: [manager@chelanfarmersmarket.org](mailto:manager@chelanfarmersmarket.org)

CE

Like



## 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)

### Our 2014 Best in Show winner!



*2014 Best in Show Winner Lake Chelan Museum!*

### Whats Fresh

What an abundant market we have! You can expect, strawberries, cherries, blueberries, apricots, peaches, currants, zucchini, greens, root vegetables, cheese, pies, scones, cookies, breads & loads of other delicious baked goods, salsa, apple & cherry cider, lemonade & tea, flowers, plants, waffle-dogs, honey, wine, Two Lakes Catering, local jams & jellies, local crafts and much more.

THURSDAY



Showers  
Likely  
High: 80 °F

## The Forecast for Market Day

Showers likely and possibly a thunderstorm before 11am, then a chance of showers and thunderstorms after 11am. Partly sunny, with a high near 80. Northwest wind 5 to 13 mph. Chance of precipitation is 60%. New rainfall amounts of less than a tenth of an inch, except higher amounts possible in thunderstorms.

Lets have NONE of that Thunder/Lightning stuff!

## Recipe of the Week

### Salpicón (Mexican cold brisket)



*Have you ever heard of 'salpicon'? It is basically an amazing marinated cold brisket recipe with onions, tomatoes, chipotle peppers, cheese and cilantro.*

#### Ingredients

- \* One 2-pound boneless beef brisket
- \* 1 large white onion, quartered
- \* Kosher salt
- \* 3/4 cup olive oil
- \* 6 tablespoons distilled white vinegar
- \* 1/4 cup fresh lime juice
- \* 1/4 cup minced red onion
- \* 2 tablespoons dried crumbled Mexican oregano
- \* Freshly ground black pepper

- \* 1 cup seeded chopped cucumber (from 1/2 English or hothouse cucumber)
- \* 1 cup seeded chopped tomatoes (from 2 tomatoes)
- \* 1/2 cup capers, drained
- \* 1/4 cup chopped fresh cilantro
- \* 4 radishes, finely chopped
- \* 12 corn tortillas
- \* 2 avocados, halved, pitted, peeled and sliced, for serving

### **Directions**

1. Put the brisket in a large pot and fill with enough water to cover the meat by an inch. Add the onion quarters and 1/4 cup salt. Bring to a boil. Reduce the heat to medium and simmer partially covered until the brisket is very tender, 2 1/2 hours. Add more water if needed to keep the meat covered. Turn off the heat and let the brisket cool in the cooking liquid to room temperature. Drain the brisket, discard the water and cool completely.
2. Meanwhile, prepare the vinaigrette by whisking the olive oil and vinegar in a medium bowl until well combined. Add the lime juice, red onion and oregano and whisk again. Season the vinaigrette with salt and pepper.
3. Shred the brisket into a large bowl. Add the cucumbers, tomatoes, capers, cilantro and radishes and toss to combine. Add the vinaigrette and toss to coat. Season with additional salt and pepper if needed.
4. To make the grilled tostadas: Heat a grill pan on the stovetop over medium-high heat. Place a corn tortilla onto the hot pan until the tortilla is crisp with a slight char. Cook for about 5 minutes each side. Scoop the shredded beef salad onto the grilled tostada and garnish with some avocado slices.

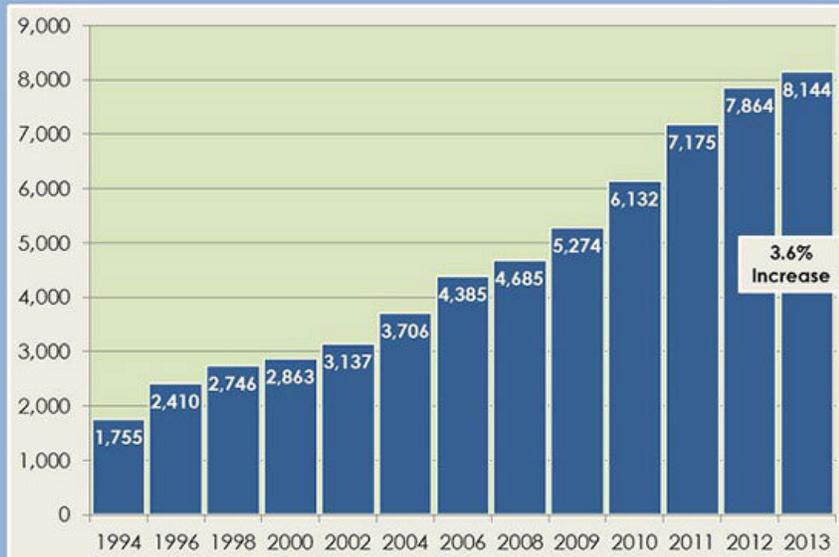
## **Farmers Market Boom Is Leveling Off**

### **Here's why growth in the number of farmers markets is leveling off.**

In the Chellan valley and its surrounding counties, the big challenge is spreading the word about our markets. All the folks that I've met have been supportive and wonderful, and I feel very confident that it will continue.

According to government data, new markets like ours may soon be tougher and tougher to come by. In celebration of National Farmers Market Week, the U.S. Department of Agriculture this week released figures showing that farmers markets have posted explosive growth in recent years, but that growth is slowing. This year, there are 8,144 farmers markets in the U.S., just a 3.6 percent increase over 2012. That compares to growth of near 10 percent in 2012 and of more than 17 percent in 2011.

## National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

"That says that something that grows really rapidly can't continue to do that forever," says Larry Lev, a professor and extension economist at Oregon State University who studies farmers markets.

The rapid growth in farmers markets in recent years has been a result of several factors: the local food movement, the desire to support local businesses and farmers, and community-building all have contributed.

The numbers suggest there's plenty more room for growth – Americans spent \$7 billion on locally sourced food purchases in 2011, according to USDA data, compared to the nearly \$700 billion they spent on groceries in that same year.





While growth slows, new markets also face the perennial problem of getting established. An analysis of Oregon farmers markets co-written by Lev found that while the number of markets posted steady growth over a seven-year span, 62 new markets opened, but 32 did not reopen during that same period. In addition, 25 percent of markets didn't make it past their first year.

One reason is that many are fragile enterprises. Many markets are volunteer-run, often by people with other jobs and responsibilities. If the chief organizer leaves town, that can leave the market without a central organizer. In addition, some markets find they don't have enough of a consumer base to be sustainable.

Getting and keeping customers interested are key issues facing our farmers markets. With your continued support, I think we will all be enjoying our local markets for a very long time.

---

## Free gardening advise

Chelan county is blessed with folks who love to grow plants. This year, we welcome back the Master Gardeners 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.



---

## Children's Story Time!

The Chelan Public Library brings Story Time to each and every market this season. At 4:30 and again at 5:30, our creative and animated readers invite you to share in the fun. All ages.

---

## Other Farmers Markets you can support

**Pateros** will be holding a farmers market every **Friday, 3-7 PM**. Location is on the Mall in downtown Pateros. For details contact Karen @ 860-0810, [klizkoch@gmail.com](mailto:klizkoch@gmail.com).

**Chelan Saturday Market** is every **Saturday** at the Chamber of Commerce parking lot from **9am – noon**



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



©2014 Chelan Evening Farmers Market | Chelan WA | Major Sponsorship Provided by North Cascades Bank

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

Powered by [Mad Mimi](#)®