

GRABAZZ

AROUND THE KITCHEN TABLE WITH OUTPOST NATURAL FOODS

**BBQ SAUCE
CHALLENGE**

page 22

**CAN
FAMILY FARMS
BE SAVED?**

page 24

A close-up photograph of a young child with light brown hair and freckles. The child is looking down at their right hand, which is held up with fingers spread. Three fresh raspberries are balanced on the tips of the child's fingers. The child's mouth is slightly open, and they appear to be about to eat one of the raspberries. The background is a soft, out-of-focus blue.

**A BERRY
GOOD TIME!**

PLU 3010
SUMMER 2011 • \$1.99

A WORD FROM
THE EDITOR.



WHAT IS GRAZE ?

AUTHENTICALLY LOCAL

We're local and proud – happy to live in a city that values its unique identity. We'll celebrate the real flavors of our community and the surrounding area in every issue.

FRESH

It's simple – we believe that the tastiest flavors are tied to what's in season. Natural and honest food is our favorite food.

SMART

Sure we know our stuff, but we're right along side you on this food journey. We'll share what we know in a positive, expert way without a know-it-all attitude.

FUN

Roll up your sleeves, put your elbows on the table and slop the sauce on the tablecloth. Good food is messy and best shared with laughter and good friends.

GRAZE WILL BE
PUBLISHED QUARTERLY,
WITH NEW ISSUES EACH
SEASON – MARCH,
JUNE, SEPTEMBER AND
DECEMBER.

DEAR READERS,

ON AN UNUSUALLY WARM EARLY MAY DAY, WE VENTURED TO COLUMBUS AND THEN SUN PRAIRIE RESEARCHING STORIES - ONE OF THOSE FLUKE SPRING DAYS WHEN A BLISTER OF HOT AIR FROM DEEP IN THE SOUTH SQUEEZES FAR INTO THE UPPER MIDWEST.

Everything – trees and fields and hedgerows – was viridescent, as a young and energetic life overtook the solemn landscape. The view from our car's windshield was all farm fields, cows, silos and small towns just a block or two long. We were deep in farm country. One could imagine a great bounty appearing in the local grocery stores around these parts in mid-summer. But a vision like that would most likely be imaginary.

The small-town grocery stores are gone, empty and abandoned shells. Not that there was much for them in the nearby fields. No, the farms around here produced commodity crops bound for other places, destined to be rounded up and commingled with crops from other counties and states before being used, perhaps to feed cattle, or cars.

This particular agricultural landscape is a creation of federal policies enacted over the past half century that favor huge factory farms and massive, centralized distribution channels.

Small family farms don't stand much of a chance against those forces. There are now five million fewer farms in the US than in the 1930s and, every week, another 330 farmers leave the land. At the same time, corporate ownership of farmland has skyrocketed.

We had driven out here to record our Table Talk feature about sustainable agriculture. When we asked the small farmers what sustainable agriculture meant to them, they answered in unison. It meant being able to make a living as farmers, paying the help, sending their kids to college.

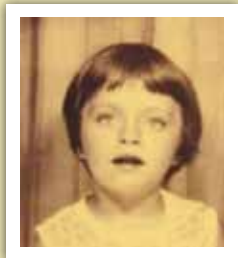
I had expected higher concepts – talk of stewardship of resources and of community building. To be fair, those topics came up and are clearly on their minds, but first and foremost, sustainability had a much more practical definition: survival.

This landscape's plight might be a matter for policy makers, but the pocketbook is a pretty powerful ballot, too. For family farmers, our food dollars can mean survival. How fortunate for us that those farmers also grow such delicious sustenance!

MALCOLM MCDOWELL WOODS
editor

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WHO IS GRAZE ?

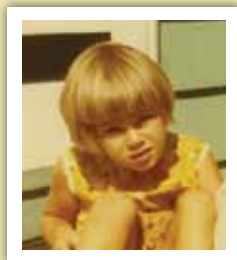


i am **LISA MALMAROWSKI.**

Marketing isn't a dirty word. It's my megaphone to talk about things that really matter, like preserving local food security and the best way to roast a beet. I've made it my mission to turn natural food doubters into evangelists. When I'm not busy turning people on to turnips, you'll find me creating mixed-media art, shopping for shoes or traveling.

i am **MARGARET MITTELSTADT.**

My childhood was filled with simple, honest meals, and it's with great humility that I approach cooking. Great Grandma's apron hangs in my kitchen like a sentry from the Old Country. Of course, like life, not everything I cook turns out as I expected, so I've learned to let go of outcomes and smile with the surprises.



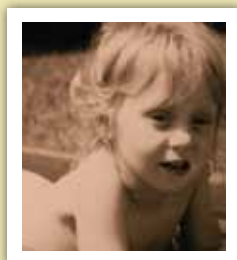
i am **PAUL SLOTH.**

I've been eating for 38 years. It's good to think about food, not only what we're eating, but about those who aren't eating. While some people today search the world over for the perfect truffle, others continue to go to bed hungry. That's crazy, but that's what's so awesome about food. It's a complex issue, one that is worth all the attention it gets.



i am **CARRIE ROWE.**

My Grandmother had a glorious garden. I'd spend hours eating sunshine-warm raspberries and often just sitting, listening to the buzz and hum of all the critters hard at work making all of this magic possible. To me food is magic. And sharing it with people who make me smile is about the nicest thing a girl could ask for.



i am **DIANA SCHMIDT.**

I'm a recovering food snob, eating anything from watercress to tater tot casserole. My love of tasty vittles started as a child in my parent's garden and remains steadfast with the help of food-loving friends and a bit of butter. Of all the food I love to make, nothing makes me happier than canning pickles or squirreling away jars of jam.



**Outpost Natural Foods
is a founding member of
Our Milwaukee, an alliance
that advocates for
locally owned,
independent businesses.**



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- GRAZE.

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IN THIS ISSUE...

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*Thanks to our models: Finn Gingery on the cover; Jason Gettemy with the trout on page 9;
Caley Conway on page 11; and James Turk and Jenny Aicher at our picnic on page 18.*





OUTPOST
NATURAL FOODS



**EAT
LOCAL
CHALLENGE**

September 1-15

can you eat
TOTALLY LOCAL?

WE CAN HELP!

VISIT WWW.OUTPOST.COOP
FOR TIPS, RECIPES AND MORE!

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LOOK FOR US ON FACEBOOK, FLICKR, TWITTER & YOUTUBE
AND DON'T FORGET WE'RE ON THE WORLD WIDE WEB!



OUTPOST
NATURAL FOODS

I (you'll)

SWOON.

THINGS WE LOVE.

1

GOOD HEALTH PEANUT BUTTER PRETZELS |

MOVE OVER COMBOS®, THIS IS THE REAL DEAL

These addictively salty-sweet nuggets are loaded with authentic, all natural peanut butter tucked inside a nutty, whole-wheat pretzel. They're perfectly crispy yet they melt in your mouth. We recommend sharing them with your friends or you'll be tempted to eat the whole bag. Not that we ever have...



INES ROSALES TORTAS DE ACEITE |

NOT A COOKIE OR CRACKER BUT SOMETHING BETTER

These delicious treats are hard to categorize – they're a bit like delicate piecrust baked to golden perfection and seasoned with sweet olive oil and spices. They are ethereal with a flavor that is both exotic and familiar at the same time. And we love how each crispy disc is wrapped individually in waxed paper. Each variety shines, but we're crazy about the cinnamon and the original sweet olive oil.



4

REED'S GINGER ALE

THE PERFECT MIXER IS ALSO PERFECT ON IT'S OWN

There are a lot of ginger brews out there and we know you want someone, anyone to tell you what the BEST one is. Okay, done - Reed's Ginger Ale. Sure, they're not the new kid on the block but there's a reason they've lasted ... it's awesome! Served ice cold, it's super refreshing, not wimpy, and packs a punch without knocking you over. Bonus, no corn syrup!



5

NORDIC CREAMERY ORGANIC BUTTER |

YOU'LL TASTE SUMMER IN EVERY BITE

We admit, we're butter snobs, which is why this is our new main squeeze. Hailing from a small creamery in Westby, Wisconsin, this flavorful butter is redolent with the grasses and flowers the cows are eating throughout the season. For an over-the-top treat try the cinnamon butter on your favorite toast or muffin.

NUESKE'S WILD CHERRYWOOD SMOKED BACON

WISCONSIN'S FOODIE GIFT TO THE WORLD

You can't imagine our delirious excitement when we learned that Neuske's was making an all-natural version of their beloved bacon. Admittedly, applewood smoke makes for a burly, in your face bacon, while wild cherrywood gently kisses each marbled slice with a softer, smoky flavor. We think it's perfect for camp breakfasts or summer BLT's.



WIENKE'S PICKLES

SOMETHING INDEED VERY SPECIAL FROM WISCONSIN

It was love at first bite when we first tried these pickles. How can something so simple be so extraordinary? Cucumbers, vinegar, water and salt get all cozy and happy in an old fashioned jar and tangy, crisp, summer-in-a-jar pickles come out and steal the show at your next picnic. Buy two jars – one to share and one that you stand in front of the fridge and eat furtively when no one is watching.



BEANS & BARLEY'S MAPLE ALMOND FLAX GRANOLA

FOOL YOUR FRIENDS – TELL 'EM YOU MADE THIS

This granola is about as close to homemade as you'll get. Crunchy, just sweet enough, with big chunks of fresh almonds, it's perfect with yogurt and fresh fruit plus it doesn't get soggy! Bonus, it's made by our pals, right in town, on North Avenue.



HOOKED

by PAUL SLOTH

RUSHING WATERS TAPS THE SPRINGS OF SOUTHERN KETTLE MORaine TO MAKE PALMYRA A TROUT-LOVER'S PARADISE

IT'S CLOUDY AND GRAY, WHAT YOU MIGHT EXPECT FROM AN APRIL MORNING. BUT IT'S EARLY MAY AND THIS SPRING IS RUNNING LONGER, COLDER AND WETTER THAN ANYONE HAD EXPECTED. YOU MIGHT SAY IT'S PERFECT WEATHER FOR THE FISH THAT FILL THE PONDS AT RUSHING WATERS FISHERIES IN PALMYRA.

Drew Helwig, the farm's foreman, is still wearing a couple of layers under his waders as he drags a 30-pound net back and forth through one of the farm's 56 ponds, harvesting fish that are ready to be moved to another pond.

For the crews that harvest Rushing Waters' rainbow trout, it could be nicer outside. Then again, the crews that waded daily into the ice-cold water of the spring-fed ponds to harvest fish do so regardless of the weather outside. It could be worse.

Rushing Waters is a year-round operation. In the dead of winter, fish are still harvested by hand. Despite the cold water, Helwig and his co-worker, Luke Meddaugh, have ditched the gloves they wore when temps were even lower.

Everything at Rushing Waters is done by hand, from hatching the eggs and rearing the fish for the 18 months or so it takes to get them to their one-pound market weight, to weeding around the ponds and processing the fish.

"We want to grow the most beautiful, best-taken-care-of fish possible, because it's worth the most money," Helwig said as he hoisted a net filled with fish to Meddaugh.

The 80-acre fish farm, located in Palmyra, in Jefferson County, is about an hour's drive from Milwaukee. As it turns out, the farm is ideally located, surrounded on three sides by Wisconsin's Kettle Moraine State Forest, where the great glacier "dumped all of its load: rocks and boulders and sand," as fisheries manager Peter Fritsch says.

Aside from the area's geological significance, it provides Rushing Waters with an abundance of natural spring water, creating ideal conditions for fish farming.

"We don't have the agriculture and the farming that you do in other areas. We don't have to worry about runoff," Fritsch said. "The watershed is absolutely pristine. The site for this farm, it's perfect. It could hardly be much better."

The farm is the largest of its kind in Wisconsin and harvests some 250,000 pounds of rainbow trout every year, headed to stores and restaurants around the country.

The land started out as a fur farm in the 1940s. The owner raised fish as a hobby. He sold furs at a market at Navy Pier in Chicago and would bring the fish with him to sell. Everyone liked the fish, including the chefs who shopped at the market. The fish are still popular there today and Chicago remains one of Rushing Waters' biggest markets.

"ONE THING ABOUT OUR FARM AND RUSHING WATERS' DIFFERENCE IS THAT WE GIVE OUR FISH ALMOST TWICE AS MUCH SPACE AS THE AVERAGE FARM," SAYS FISHERIES MANAGER PETER FRITSCH. "WE'VE LEARNED THAT BY JUST FOCUSING ON THE HUSBANDRY OF THE ANIMAL YOU DON'T GET THE DISEASES AND YOU DON'T GET THE PROBLEMS THAT YOU DO WHEN YOU JUST PACK 'EM IN."

RUSHING WATERS FISHERIES
N301 COUNTY ROAD H
PALMYRA, WISCONSIN 53156
800 378-7088
WWW.RUSHINGWATERS.NET

In 1994, Bill Graham, a businessman from the Madison area, purchased the farm. Five years later, the farm went completely chemical free.

The conditions at Rushing Waters are not only well-suited to farm raising fish, the cold waters of the farm's ponds have proven ideal for raising one fish in particular: rainbow trout, which Rushing Waters sells fresh and smoked.

Through the years, the farm has tried raising other fish besides rainbow trout. Brook trout are slimier and don't produce as well. Artic char isn't as popular as rainbow trout. And the water is too cold for perch and walleye. Someone even tried to raise tilapia, one of the most common farm-raised fish, but didn't succeed because the fish need warm water.

"Rainbow trout's a good fit. Wisconsin's known for cold water. We're known for rainbow trout. We have great water resources in the state, so rainbow trout's the best fit for our farm," Fritsch said.

Rather than focus on quantity and compete with other farms, Fritsch said Rushing Waters has instead decided to focus on good animal husbandry, which in turn results in a better product. And that means better tasting, fresher fish on your table.

(a) RECIPE.

WHOLE GRILLED TROUT SERVES 4

- 2 1-pound dressed trout
- 2 tablespoons fresh parsley, minced
- 2 tablespoons olive oil
- 2 tablespoons fresh basil, finely minced
- 1 tablespoon fresh rosemary, minced
- 2 cloves garlic, minced
- ½ teaspoon salt
- ½ teaspoon black pepper

1. Mix the parsley, olive oil, basil, rosemary and garlic together and spread inside the fish. Cover and refrigerate several hours.
2. Oil and preheat grill. Sprinkle salt and pepper on the fish and grill over medium heat for several minutes on each side (about 4-5 minutes each side).
3. Remove from grill and serve.



(our) TABLE OF GREENS.

VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE

Ar

ARUGULA



FLAVOR . YOUNG LEAVES - MILD; OLDER LEAVES MORE PEPPERY
USE . RAW; SOUPS, STEWS

Be

BEEF GREENS



FLAVOR . SWEET & MILD; SIMILAR TO SPINACH
USE . STEAM YOUNG LEAVES STIR FRY OLDER LEAVES

G

REENS ARE ONE CLASSY GROUP OF VEGETABLES. CAN WE SAY NUTRIENT RICH? THEY ARE LOADED WITH BETA-CAROTENE, CALCIUM, VITAMIN C, DIETARY FIBER AND MINERALS. GREENS ARE EVEN BEING GIVEN A "GREEN" LIGHT WITH SOME CANCER RESEARCH.

Most people are introduced to greens through southern-style cooking – and by golly, that’s some good eatin’. But the kitchen buck doesn’t stop there. With the varieties of greens available at Outpost, there’s always something leafy and wonderful on the menu.

Ch

CHARD



FLAVOR . MILD & FULL-BODIED; LIKE SPINACH
USE . YOUNG LEAVES RAW; SAUTEE

En

ENDIVE



FLAVOR . TANGY, SLIGHTLY BITTER
USE . COOKED OR RAW; SALADS, SOUPS, STEWS

Es

ESCAROLE



FLAVOR . A SLIGHTLY Milder VERSION OF ENDIVE
USE . SEE ENDIVE

Sp

SPINACH



FLAVOR . TENDER & MILD
USE . RAW IN SALADS; QUICKLY BRAISED

Wc

WATERCRESS



FLAVOR . AROMATIC, DELICATE, NUTTY
USE . CURRIES, PILAFS, PLAIN BOILED

Ka

KALE



FLAVOR . STRONG, EVEN BITTER
USE . SAUTE, STIR FRY, SOUPS, STEWS

Co

COLLARD GREENS



FLAVOR . SLIGHTLY SWEET
USE . SAUTE, STIR FRIES, SOUPS, STEWS

Da

DANDELION



FLAVOR . YOUNG LEAVES ARE BITTER & TANGY
USE . SALADS, STIR FRIES, SOUPS, STEWS

(2) RECIPES.

BASIC BRAISED GREENS

SERVES 4

- 10 leaves (1 bunch) greens, such as kale, collards, or chard
- 2 to 3 tablespoons olive oil
- ½ medium-sized onion cut in crescents
- 2 tablespoons water
- 1 tablespoon tamari
- 1 tablespoon sherry vinegar or mirin

1. Cut out and discard the stems (chard stems can be chopped and sautéed with the leaves). Thick stems that reach into the leaf can be removed by folding the leaf in half and pulling the stem out.
2. Wash in lukewarm water. Swish it around, making sure any grit, sand or dirt washes out and falls to the bottom. Lift out the greens.
3. Leave your greens wet – the added water will help to wilt them over heat.
4. Chop the leaves into bite-sized pieces.
5. Heat a large skillet over medium heat. Add oil and onion. Sauté onion, stirring occasionally, until translucent and soft. Add chard stems if using, and sauté briefly. Add greens and toss to coat with oil. Sauté until leaves begin to turn brilliant green and wilt down.
6. Mix together tamari, vinegar, and water. Add to the pan. Cover pan tightly and cook until leaves are tender, about 5 to 8 minutes. If pan becomes too dry, add 1 to 2 tablespoons of water. Taste for doneness. Any bitterness should be gone and the greens should still be green.

Per serving: 79 calories, 7g fat, 1g sat fat, 308mg sodium, 4g carbohydrates, 1g dietary fiber, 2g protein

Adapted from CookusInterruptus.com: How to cook fresh, local, organic whole foods despite life's interruptions.

KALE CHIPS

SERVES 6

Instead of ho hum potato chips at your next picnic or tailgate, set out a heaping bowl of tasty kale chips! All those who laugh won't get to eat any. And soon they will be very, very sad.

- 1 bunch kale
- 1 tablespoon olive oil
- 1 teaspoon seasoned salt

1. Preheat an oven to 350°. Line a non-insulated cookie or baking sheet with parchment paper.
2. Remove the leaves from the thick stems. Wash and thoroughly dry kale with a salad spinner. Drizzle olive oil over the kale and sprinkle with seasoning salt.
3. Bake until the edges brown but are not burnt, 10 to 15 minutes.

Per serving: 58 calories, 2.8g fat, 185mg sodium, 7.6g carbohydrates, 1.5g dietary fiber, 2.5g protein



SO HOW DO I COOK GREENS?

GREENS ARE YOUR BEST FRIENDS.

WHEN PEOPLE SAY "GREENS," MOST OFTEN THEY ARE REFERRING TO THE COMMON GREENS, LIKE COLLARDS, DANDELION, KALE AND MUSTARD.

ALL GREENS ARE MOSTLY WATER AND WILL SHRINK AS THEY COOK DOWN, SO DON'T WORRY IF IT LOOKS LIKE THEY ARE TAKING OVER YOUR PAN OR POT.

TOSS OUT ANY YELLOWING, PITTED OR STINKY LEAVES.

RINSED GREENS WILL LAST AROUND FIVE DAYS IN THE FRIDGE, KEPT IN A PLASTIC STORAGE BAG OR CONTAINER ALONG WITH A SQUARE OF PAPER TOWEL.

SUMMER.

(two ways)

BERRY, BERRY GOOD

RASPBERRIES SCATTERED OVER CEREAL OR TUMBLED ONTO A BOWL OF ICE CREAM - YES, A MILLION TIMES YES. WHAT COULD BE MORE SUMMERY? BUT THIS BODACIOUS BERRY IS READY FOR THE MAIN COURSE, TOO. THIS SAVORY-SWEET SAUCE PACKS SOME HEAT AND IS AMAZING AS A BBQ SAUCE OR GLAZE FOR CHICKEN, TOFU, PORK OR BEEF. AFTERWARDS, COOL OFF WITH A FROSTY RASPBERRY ICE CREAM SODA.

1ST way.

RASPBERRY CHIPOTLE SAUCE.

SERVES 4

- 1 tablespoon olive oil
- 2 teaspoons minced garlic
- 2 teaspoons chipotle chiles in adobo, chopped
- 2 pints fresh raspberries, rinsed
- ½ cup raspberry vinegar or apple cider vinegar
- ¾ cup brown sugar
- ½ teaspoon salt

1. In a medium saucepan, heat oil over medium-high heat. Add the garlic to the pan and saute for about a minute. Add the chipotle chiles and cook, stirring continuously, for one minute. Add the raspberries and cook until soft, two to three minutes. Add the vinegar and stir to deglaze the pan. Add the sugar and salt, and bring to a boil.
2. Reduce the heat to medium and simmer until thickened and reduced by half, eight to 10 minutes. Remove from heat and cool before using.
3. For a clear glaze, strain through a fine mesh strainer, pressing on the solids with the back of a spoon to extract as much liquid as possible.





2ND way.

RASPBERRY ICE CREAM SODAS.

SERVES 4

- 1 pint raspberry sherbet or sorbet
- 1 pint vanilla ice cream
- 1 $\frac{1}{3}$ cups club soda, chilled
- $\frac{1}{2}$ cup Raspberry Syrup, recipe follows
- 1 cup fresh raspberries
- 4 sundae glasses – pint glasses will work as well

Raspberry Syrup:

- $\frac{1}{2}$ cup orange juice
- 2 tablespoons cornstarch
- 10 ounces fresh raspberries
- $\frac{1}{4}$ cup raspberry jam
- $\frac{1}{4}$ cup granulated sugar

1. In a small saucepan over medium heat, whisk together the orange juice and cornstarch until smooth.
2. Add the raspberries, jam and sugar. Bring the mixture to a boil, stirring frequently. Reduce the heat and simmer for 5 minutes.
3. Pour the mixture through a fine mesh sieve into a small bowl, pressing on the solids with a wooden spoon to extract as much liquid as possible. Cool the syrup for 30 minutes.
4. Using an ice cream scoop, put $\frac{1}{2}$ cup of sherbet into each glass. Scoop $\frac{1}{2}$ cup of vanilla ice cream on top of the sherbet. Pour $\frac{1}{3}$ cup club soda on top of the ice cream. Drizzle each glass with 2 tablespoons of raspberry syrup and garnish with fresh raspberries. Serve immediately with straws and sundae spoons.





COOK THIS!

ONE COOK – ONE
INGREDIENT
OUTPOST PUTS
LOCAL CHEF
MICHAEL ENGEL
TO THE TEST WITH
APRICOTS



by LISA MALMAROWSKI



THE COOL, BUTTERY COLORED WALLS OF PASTICHE BISTRO IN BAY VIEW MADE THE PERFECT BACKDROP FOR A CULINARY ADVENTURE, AS WE SURPRISED CHEF MICHAEL ENGEL WITH FRESH, ORGANIC APRICOTS AND CHALLENGED HIM TO 'COOK THIS!'

NAME 3 INGREDIENTS YOU CAN'T LIVE WITHOUT?

I love mushrooms and cooking with wine... and extra virgin olive oil. Oh, bacon. Yeah, that's four!

WHAT IS YOUR FAVORITE 'SECRET' INGREDIENT?

It's not really secret, but I love using Herbs de Provence when I can.

WHAT IS YOUR LEAST FAVORITE FOOD?

Liver – I make it but I don't like to eat it. But I do like paté which is weird. And fried eggs... I don't care for eggs. I think it's mostly about texture for me.

WHAT IS THE BEST THING ABOUT OWNING AND RUNNING PASTICHE?

It's a family thing. My sons work here. Angela and her son work here. It's a real family place. I spend a lot of time here so it's good have everyone around.

IF YOU WEREN'T A CHEF, WHAT WOULD YOU DO?

Hmmm, I don't really know what I'd do if I didn't do this. I've always done this!

WHAT DO YOU COOK AT HOME THAT YOU NEVER COOK AT THE RESTAURANT?

Cook at home? Nah...I'm here all the time. When I opened up the place I brought all my pots and pans and knives here. I hate to admit it, but I eat mostly cereal and frozen pizza at home.

TELL US A FUN FACT ABOUT PASTICHE.

We go through more than 140 pounds of butter a week between the meals we serve and the desserts Angela makes.

SUM UP WHAT PASTICHE IS ALL ABOUT.

Good, quality food doesn't have to be expensive and you should be able to afford a decent bottle of wine to go along with your meal.

YOU KNEW IMMEDIATELY WHAT YOU'D MAKE WHEN YOU FOUND OUT THE SECRET INGREDIENT WAS APRICOTS.

I really like serving fruit chutneys and sauces with cooked and grilled meats. The sweet and savory go so well together, and apricots and pork are a great combo.



Stone fruits are so interchangeable in many recipes too, so if you don't have apricots, try pluots or peaches instead.

OUR FAVORITE QUOTE FROM MICHAEL ENGEL...

Parsley makes it fancy!

PASTICHE BISTRO & WINE BAR
3100 S. KINNICKINNIC • 414 482 1446
WWW.PASTICHEBISTRO.COM

PORK MIGNONS WITH APRICOT & RIESLING SAUCE

by MICHAEL ENGEL, CHEF & OWNER OF PASTICHE BISTRO & WINE BAR

SERVES 5

2 large pork tenderloins, cleaned, with silver skin removed
5 slices of Nueske's* bacon
2 tablespoons extra-virgin olive oil
2 tablespoons Herbes de Provence*
Salt and pepper to taste
¾ cup good German Riesling wine
¾ cup beef stock
¾ cup demi-glace*
4 fresh apricots (plums or pluots also work), stones removed, cut into ½ to 1 inch chunks
2 tablespoons Pedro Ximénez (PX) sherry**
Vegetable oil for searing

Other supplies - butcher's string for tying mignons

1. Preheat oven to 400°.
2. Slice the pork tenderloins into approximately 15 to 17 1-inch thick medallions. Place in bowl. Toss with olive oil, Herbs de Provence and salt and pepper to taste.
3. Arrange slices in groups of three (four, in the case of smaller diameter medallions) and do your best to make sure they all wind up approximately the same size. You will be making a 'mignon.' Wrap each

mignon with bacon and tie securely but not too tightly (see photo on bottom left of page 14).

4. Heat a large, heavy-bottomed, oven-safe fry pan or skillet over a medium-high flame, add a small amount of olive oil and the pork mignons and sear until the bottom is browned. Turn the mignons over and sear another 20-30 seconds. Then, place in the oven 10-15 minutes (until they reach an internal temperature of around 140°). Remove from pan and place on a plate to rest.
5. Remove any excess oil from the pan, then deglaze pan with Riesling wine, beef stock and demi-glace. Taste and add salt and pepper as desired, then reduce by approximately half or until thin sauce consistency is achieved. Add sherry and chopped apricots, mix and remove from heat.
4. Carefully remove the strings from the mignons, arrange them on a oven-safe serving platter and warm for a minute in the oven. Then put the sauce in a bowl and serve alongside mignons.

BE A DEMI-GLACE CHEAT

Let's get real, making your own demi-glace at home takes hours plus numerous ingredients and steps. If you need just a little and the sauce you're making has other flavors to layer, try this 'cheater' version instead.

MAKES ABOUT 1 CUP

- 2 cups low-sodium beef broth, preferably homemade
1 tablespoon butter
1 teaspoon arrowroot powder or cornstarch, dissolved in 3 tablespoons water
1/8 teaspoon sherry vinegar, if using
1. Simmer the beef broth and butter in a saucepan over medium-low heat until reduced by half.
 2. Add arrowroot mixture, stirring slowly. Simmer and reduce slightly again, until mixture is smooth and rich.
 3. If too thick (this should not be gravy consistency) add vinegar and stir.



STONE FRUIT *for the* UNINITIATED

APRICOT OR STONE FRUIT CHUTNEY MAKES ABOUT 1 QUART

This chutney is infinitely customizable to your taste. Try peaches, plums or pluots instead, sweeten it with sherry or honey, or kick it up with more hot pepper. This chutney is wonderful with grilled meats or poultry and elevates grilled tofu to a whole new level.

- 2 $\frac{3}{4}$ pounds apricots, plums or pluots, stones removed, cut into $\frac{1}{2}$ to 1 inch chunks
- 3 $\frac{3}{4}$ pound Granny Smith or other tart apple, peeled, cored and cut into $\frac{1}{2}$ to 1 inch chunks
- $\frac{1}{2}$ large yellow onion, diced fine
- $\frac{1}{2}$ large red onion, diced fine
- 1 cup dried cherries
- 2 cups cider vinegar
- 1 $\frac{1}{4}$ cup sugar
- 1 $\frac{1}{2}$ teaspoon minced fresh ginger
- $\frac{1}{2}$ teaspoon ground allspice
- $\frac{1}{2}$ teaspoon ground cloves
- $\frac{1}{2}$ teaspoon ground ginger
- 1 teaspoon salt
- $\frac{1}{4}$ teaspoon cayenne pepper
- Pinch of crushed red chili peppers
- 3 whole star anise
- 3 whole cinnamon sticks

1. In a 2 quart heavy-bottomed saucepan combine all ingredients.
2. Bring to a boil, then reduce heat, partially cover and simmer until it thickens, about 45 minutes to an hour (stirring frequently to prevent scorching).
3. Discard whole star anise and whole cinnamon sticks before serving.

FOODIE GLOSSARY

DEMI-GLACE* - This rich brown sauce is grounded in French cuisine and is traditionally an intensely flavored reduction of veal and beef bones, involves numerous steps and can take upwards of 12 hours to make! That's why many home cooks prefer to buy it already prepared or substitute a cheater version (we know, it makes professional chefs shudder!).

HERBES DE PROVENCE - A Provençal herb mixture. Usually contains savory, fennel, basil, thyme, rosemary, bay leaf, chervil, tarragon, marjoram, mint and occasionally lavender.

NUESKE'S BACON - Nueske's smokehouse is one of Wisconsin's greatest gifts to the nation and we were delighted when Nueske started offering an all-natural cherrywood smoked bacon. Look for it in our natural meat departments or by the eggs.

PEDRO XIMÉNEZ (PX) SHERRY** - A fortified, sweet wine that tastes like liquid raisins and is excellent to use when cooking with fruit. Wonderful served with chocolate as a simple dessert. Substitute with Moscato wine or sweet balsamic vinegar.

* AVAILABLE FROM SPECIALTY GOURMET RETAILERS OR ONLINE ** AVAILABLE FROM WELL-STOCKED LIQUOR STORES

Cherries, peaches, nectarines, apricot, plums and even the 'fancier' hybrids like apriums or pluots are commonly referred to as "stone fruits" because the seed is large and hard like a stone. Stone fruits are seasonal in our country June through August. The upper Midwest is home to some pretty fine stone fruit, but many of the orchards are small, so our local and regional supply tends to be inconsistent.

Look for firm fruits that yield lightly to pressure without being too soft. Ripen hard fruits on your counter in a paper bag, but watch carefully as they can go soft quickly. Refrigerate ripe stone fruit or blanch in boiling water, slip off the skins, and freeze for a jolt of summer in the dead of winter.

These delicate and succulent fruits require special care to prevent bruising or ripening too fast - that's why our produce staff handle these seasonal delicacies so carefully!





splendor in the

I GRASS



by LISA MALMAROWSKI • photos by PAUL SLOTH

PACK YOUR PICNIC BASKET, BOO-BOO. THE SUN IS WARM, THE BREEZE IS FRESH AND THE SOFT GRASS IS OH-SO READY TO SOFTLY EMBRACE YOUR SPONTANEITY. IT'S SUMMERTIME AND THE PICNICKING IS EASY. ENJOY SULTRY SUMMER TAPAS ALFRESCO WITH THESE SIMPLE, COOL SPANISH INSPIRED RECIPES AND FOODS.



JAMON Y MELON

SERVES 6

This is simple and outstanding when melons are at their luscious peak.

½ ripe Honeydew or Cantaloupe melon
4-6 slices prosciutto or thinly sliced ham

Cut melon in half, remove seeds and cut away rind. Cut into 1.5 inch cubes. (about 1 ½ inches). Cut prosciutto slices in half and wrap each melon cube. Use toothpicks to hold in place. Serve cold or at room temperature.



TORTILLA DE PATATAS

SERVES 6

One of the most beloved tapas, this Spanish omelet is similar to a frittata and is easy to make. You can add other seasonings that strike your fancy and even serve with mayonnaise or tomato sauce. Plus, it's delicious served cold making it perfect for summer soireés.

1 ½ cups potatoes, peeled and sliced into ½ inch slices
2 tablespoons olive oil
1-2 cloves garlic, roughly chopped
1 medium onion, sliced into rings
¼ cup flat leaf parsley or chives, chopped
4 x-large or 5 medium eggs, well beaten
Salt and freshly ground black pepper to taste
Special equipment – one, 8” non-stick or well-seasoned cast iron, oven safe skillet

1. Par-boil the potato slices for about 5 minutes. Drain and set aside.
2. Heat the oil in the skillet over medium heat, add the onion and cook until soft and translucent. Then add the garlic. Cook for another few minutes.
3. Add the potato slices and mix it all up a bit to combine. Cook for another 5 minutes or so, then make sure the onions and potatoes are flat, and evenly distributed before the next step.
4. Add parsley or chives and salt and pepper to taste, to the beaten eggs. Pour eggs over the mixture in the skillet. Cook over a low to medium heat for about 10 - 15 minutes or until the eggs nearly set.
5. To finish, pop skillet into a warm 350° oven and cook until set, but not rubbery. Let cool slightly and remove from pan.
4. Cool and cut it into wedges to serve.



OLIVES A LA SEVILLANA

SERVES 6

These flavorful olives are best served at room temperature.

½ pound large green olives
½ teaspoon ground cumin
1 teaspoon fresh oregano
1 teaspoon fresh rosemary
1 teaspoon fresh thyme
½ teaspoon dried thyme
2 bay leaves
½ teaspoon fennel seed
2 teaspoons crushed black pepper
4 cloves garlic, lightly crushed and peeled
4 anchovy fillets, chopped
50/50 mix of white wine vinegar and water, enough to fill jar

1. Find a glass canning jar big enough to hold all of the olives with marinade.
2. Sterilize the jar with boiling water and leave to dry naturally in a warm oven. Do not dry with towel.
3. Meanwhile, lightly crush the olives and place in a bowl with all dry ingredients and mix well.
4. Fill the jar with the seasoned olives, then add the vinegar and water mix. Shake well and marinate, refrigerated, for several days. They should keep for weeks in the refrigerator.

FOR MORE INFO ON:
SAXON CREAMERY CHEESE - PAGE 21
CEDAR CREEK WINE - PAGE 29



BAGUETTE WITH GOAT CHEESE, PAPRIKA & TOMATOES

SERVES 6

The sunny taste of Spain all rolled into a super simple tapa you'll want to serve year round!

- 4-5 cloves garlic
- 2 tablespoons olive oil
- 4-6 ounces fresh goat cheese
- 1 ½ teaspoon smoked Spanish paprika
- ¼ cup sun-dried tomatoes in oil
- 2-3 tablespoons capers, drained
- ½ rustic baguette

1. Bring goat cheese to room temperature.
2. Meanwhile, heat oven to 350°. Place the garlic cloves, unpeeled on a pan and drizzle a small amount of olive oil over the top and roast until garlic is soft – approximately 15 minutes. Remove and allow to cool.
3. Add the paprika, roasted garlic and remaining olive oil to the softened goat cheese and mix well. The cheese will turn a pinkish-orange color.
4. Cut baguette into slices about a 1/3-inch thick. Spread cheese mixture on each slice. Place sun-dried tomatoes and a caper or two onto each slice of bread.

CEDAR CREEK SANGRIA

- 1 bottle Cedar Creek Winery Cedarburg Spice wine
- 2 cups white soda
- 1 cup fruit juice (orange, cranberry, pineapple, white grape or your choice)

1. Mix all ingredients together. Pour over ice and garnish with fresh fruit (sliced citrus or berries).
2. Kick back, put your feet up, watch the clouds move. Enjoy!





CHEESE!

| by PAUL SLOTH

SAXON CREAMERY - RAISED THE RIGHT WHEY

ELISE KLESSIG-HEIMERL DESCRIBES CHEESE THE WAY MOST PEOPLE MIGHT. THE CHEESES MADE AT HER FAMILY'S COMPANY, SAXON HOMESTEAD CREAMERY, LEND THEMSELVES TO MORE TRADITIONAL DESCRIPTORS.

The gouda, called Big Ed's, is creamy and buttery, a flavorful mild cheese. The award-winning Green Fields, a monastery-style, washed-rind cheese, is the company's "most mature cheese." It's earthy, grassy, more complex ... a little pungent.

But Klessig-Heimerl's words eventually betray a deep personal affection for her cheese. Saxon's cheddar, Pastures, is a two-year cheddar, full, rich-flavored and semi-firm. "We're almost out of her," says Klessig-Heimerl. That's right, she said her.

"When she's younger, she tastes more benign. She tastes deeper and richer the older she gets," Klessig-Heimerl says.

At Saxon Homestead Creamery, the company she started with her husband, Jerry Heimerl, and her brother, Karl Klessig, the cheeses aren't just products, they're children. And the children, Klessig-Heimerl explains, are all girls. "It's a female product. It's our first food, milk. Why wouldn't you call her 'she'?"

In four years, Klessig-Heimerl and her family have turned the milk from their grass-fed cows into award-winning cheeses and continued a farming tradition started by her German ancestors. They took over the farm from Klessig-Heimerl's late father, Ed, who has a cheese named in his honor.

The family still farms the land Ed Klessig farmed for decades in and around Cleveland, a tiny town just a stone's throw from Lake Michigan, between Sheboygan and Manitowoc. Like their father, Elise and Karl wanted to create something they could pass on to their children.

Elise and Jerry manage the cheese company. Karl runs the dairy farm, which turns 161 years old this summer.

Elise and Jerry raised five children of their own. Now they look after the cheeses they make like they're children. "It's like raising children. You have to grow 'em. They're so similar," Jerry says. "It begins at the beginning."

The cows, a Holstein cross, are out on grass from May through the middle of November. That's a huge part of the young company's success. "It all starts with the sun and the soil. We forget to give the old boss credit," Elise says. "When you have cows on grass and you're making an aged cheese, you're loading the gun for flavor. Take away either one of those and you lessen the flavor."

SAXON HOMESTEAD CREAMERY
855 HICKORY STREET, CLEVELAND, WI
920 693 8500
WWW.SAXONCREAMERY.COM



BEST BBQ!

(a shoot out)

WE SPENT AN AFTERNOON WITH OUR PANEL OF EXPERTS* RIGOROUSLY TESTING SOME OF OUR BEST-SELLING BARBECUE SAUCES. WE METICULOUSLY TRIED EACH SAUCE WITH BOTH PAN-GRILLED CHICKEN AND TOFU. WE DISCOVERED IT WAS REALLY HARD TO PICK THE 'BEST' SAUCE. NOT ONLY DID EVERYONE'S TASTE DIFFER, WHAT YOU'RE PAIRING THE SAUCE WITH MATTERS, TOO. A NUMBER OF OUR TASTERS CAME IN WITH CLEAR PREFERENCES, BUT AFTER TRYING DIFFERENT SAUCES, THEIR FAVORITES CHANGED.

The moral of the tasting – branch out and try something new and don't be afraid to mix things up a bit. And seriously, just about any barbecue sauce tastes great on grilled foods!

TWO FAT GUYS SMOKY BARBEQUE SAUCE

"This brings back memories of my childhood – this is my favorite!"

Consistency – medium thick
Smells like – tamarind, light sweet smoke
Flavor – sweet, smoky, rich tomato, full bodied, spicy
Perfect for – ribs, shrimp, chicken... just about anything



BULLFROG ORIGINAL BARBEQUE SAUCE

"This tastes Mexican inspired and really fresh."

Consistency – medium, slightly chunky
Smells like – spice, smoke, Tex Mex, curry
Flavor – balanced, unique, curry/cocoa notes, mildly spicy, celery
Perfect for – skirt steak in a taco, chicken, ribs



KALLAS BAR-BEE-QUE SAUCE

"Intense flavor. When I think of barbecue sauce, this is it!"

Consistency – thickest of the bunch
Smells like – tangy smoke, honey
Flavor – smoky, sweet, tangy, slightly spicy and rich
Perfect for – chicken, tofu, baked beans, ribs

SPEED QUEEN HOT BAR-B-Q SAUCE

"Oh man, now I want hot wings with a side of blue cheese and celery sticks!"

Consistency – medium thick
Smells like – mustard, vinegar, spice
Flavor – Bright, super hot, balanced mustard, tangy
Perfect for – wings



* OUR TASTING PANEL INCLUDED EVERY CENTRAL OFFICE EMPLOYEE THAT WE COULD LURE AWAY FROM THEIR DESK WITH FREE FOOD

OUTPOST'S

(secret recipe)

Alpha Omega Salad

SERVES 8

THIS IS, HANDS DOWN, OUR MOST REQUESTED RECIPE. IT'S PROBABLY BECAUSE THIS IRRESISTIBLE GRAIN SALAD IS CRUNCHY AND CHEWY AT THE SAME TIME - IT MAKES YOU FEEL HEALTHY JUST BY EATING IT. IT'S PERFECT FOR SUMMER BBQ'S. IF YOU'RE NOT IN THE MOOD TO COOK, LEAVE IT TO OUTPOST - THIS SALAD IS USUALLY FEATURED THROUGHOUT THE YEAR AT ANY OUTPOST!

2 cups kamut, cooked
1 tablespoon red wine
1 tablespoon lemon juice
2 tablespoons sunflower oil
2 tablespoons flax oil
½ teaspoon garlic, minced
2 ¼ cups carrots, grated
½ cups onion, chopped
1 red bell pepper, chopped
1 green bell pepper, chopped
3 tablespoons parsley chopped
2 tablespoons chives, chopped
½ cup frozen peas
¾ cup plus 2 tablespoons dried cranberries
½ cup plus 2 tablespoon sunflower seeds
Salt & freshly ground pepper to taste

1. To make the vinaigrette, whisk together red wine vinegar, lemon juice, sunflower oil, olive oil, flax oil and minced garlic. Set aside.
2. In a separate large mixing bowl, mix together kamut, carrots, onions, peppers, parsley, chives, peas, ¾ cup dried cranberries and ½ cup sunflower seeds. Fold in the vinaigrette and thoroughly combine. Season with salt and freshly ground pepper to taste. Set in refrigerator for at least one-half hour before serving to marry the flavors.
3. To serve, sprinkle the reserved dried cranberries and sunflower seeds on top. Garnish with a few sprigs of chives or parsley.

Per Serving (1/2 cup) 209 calories, 12g fat, 1g sat fat, 22 carbohydrates, 6g protein, 148mg sodium, 4g fiber

KAMUT IS THE BRAND NAME FOR KHORASAN WHEAT, AN ANCIENT GRAIN TYPE. TWO TIMES LARGER THAN MODERN DAY WHEAT, IT'S BELOVED FOR ITS RICH NUTTY FLAVOR.



TABLE TALK.

IS SMALL SCALE FAMILY FARMING SUSTAINABLE?
AND JUST WHAT DOES SUSTAINABLE MEAN?

by MALCOLM MCDOWELL WOODS





At upper left (from left): Kay Jensen, James Baerwolf and Robert Karp. At left, Chris Covelli. Photographed at Sassy Cow Creamery. This page: fresh greens thrive in a hoop house at JenEhr Family Farm.

THE FAMILY FARM IS STILL WHAT MOST OF US PROBABLY PICTURE WHEN WE THINK OF AGRICULTURE AND THE ORIGINS OF THE FOODS WE EAT. BUT THAT NOSTALGIC IMAGE IS UNSUPPORTED BY REALITY. IN THE TWENTIETH CENTURY, THE NUMBER OF FARMS DROPPED BY MORE THAN HALF AND BY THE CENTURY'S END, THE EPA WAS REPORTING A LOSS OF 3,000 ACRES OF FARMLAND A DAY. IT MAKES US WONDER: IS SMALL SCALE, FAMILY FARMING STILL PRACTICAL OR SUSTAINABLE?

We gathered several experts around a small, cozy table at the Sassy Cow Creamery in Columbus, Wis., and asked them. Margaret Mittelstadt, Outpost's director of community relations, served as moderator. Our guests were Kay Jensen, co-owner of JenEhr Family Farm; Chris Covelli, owner of Tomato Mountain CSA; James Baerwolf, co-owner of Sassy Cow Creamery; and Robert Karp, executive director of the Biodynamic Farming and Gardening Association.

Margaret Mittelstadt To get us started, we wanted to discuss sustainable agriculture. So, what is sustainable farming?

Chris Covelli I believe that's supposed to be talking about the biological aspect of it, I think, but there are very few farms that are economically sustainable. And it seems to me that's at least as important.

Kay Jensen We always think of preserving the land and that kind of thing, but it has to be of at least equal importance that whoever is farming that land can afford to send their kids to college, can afford to live in decent housing and so on. If your family has a passion for farming, it shouldn't mean you suddenly have to make choices between basics and going to see the theater once or twice a year. So many farm families I know can't afford a vacation.

So, when we look at sustainability, it needs to be not only how we take care of the land as far as erosion and water protection and air protection but also that there is a reasonable economic return to the people who are farming.

James Baerwolf That goes along with my views on it, too. Every decade we lose several thousand dairy farms... and fewer and fewer farmers. The milk supply is very sustainable but the amount of people involved in doing it keeps dropping every year. How do we reverse the trend so that you're growing the milk production supply but you're also growing the producers that are producing that milk?

Margaret At some point it has to pay the bills.

Chris In the end, we have that responsi-

bility for ourselves, too. We can't expect that just because we work hard and that we make a good product that we'll make it, either. Some of the things are out of our hands. The number of dairy farms has a lot to do with bigger policy governmental-type issues that sort of push the direction into being bigger and more efficient.

Kay James, you were saying a goal was to produce the same amount of milk or more with more farms so that we have more people taking better care of the land. What is the philosophy behind that?

James It's just for me, I enjoy farming and I enjoy seeing my kids involved in farming. But, as time goes by, there is less need for people to do that because we have fewer operations. So the ability for someone to come in and be a farmer or to take over a family farm becomes more difficult all the time.

Kay It seems to me a lot of the vegetable growth that's happening is happening on what used to be dairy farms.

James That's getting at the fact that animal agriculture in general, the number of operations, whether it be beef or hogs or poultry, it's a continued concentration of ownership so that allows fewer opportunities for people to get involved.

Chris But there's not a lot you can do about that, which is what I was saying. What you must do is have a product which isn't really part of that whole thing. That's what I would say, I would do what I can do and feel good about that. That's why I'm not a politician, because the other end of it, the policy issue, is hard for us to control.



Kay I have a question. Oftentimes when consumers hear organic, they assume it's sustainable, and it's not necessarily. For example, you can purchase an organic chicken and it's exactly like a conventional chicken except the feed source is different. So, I'm always curious about the whole concept of sustainable and organic. We know you can be organic and not sustainable, but can you be sustainable and not be organic? Can you be truly sustainable if you're using dangerous chemicals on your farm?

Chris Dangerous chemicals, I feel like you're raising lots of other issues. Which chemicals are dangerous?

Kay Let's just talk about any of the herbicides or any of the pesticides that are used. So my question is can you be sustainable if you're not organic?

Robert Karp Doesn't it seem as though every farm is on a journey, is on a path, ideally, toward greater and greater sustainability. I mean, to me, the art of farming is that you're always improving, you're always tweaking your system, you're always looking for ways to enhance that. So I do think you have a problem with conventional organic where they're taking advantage of consumers' perceptions of what an organic farm is but they're not. Ideally, you have some conventional farmers who try to go in a more ecological direction so they take a few small steps toward sustainability. I think you have to honor that as long as they're not greenwashing their products. But ideally, the kind of agriculture you're all doing, you're really trying to create an organism on the farm. It's not just a kind of conventional farming without chemicals, there's an art to creating that farm as a healthy ecosystem and to me that's what the consumer really thinks organic means – the farm is really a diversified ecosystem.

Margaret Do you all think there is a disconnect between the consumer and the farmer or the grower and how they see organic and how they envision what is going on?

Chris There's nothing in our society that prepares people to know anything about their food supply. I almost do believe there's some sort of conspiracy. We know calculus when we come out of college but people don't know the first thing about their food. "What's that?" they'll say at the farmers market. That's broccoli.

I think there's a mass disconnect, that's why I'm trying to create value educating customers and creating relationships and

taking that level of personal responsibility and that's kind of what it's all about.

Robert I think every farm nowadays, every organic sustainable farm is also an educational center - a kind of cultural center to reintroduce people to agriculture. To introduce people to plants and animals.

Kay And that sounds fine. But be at a farmers market selling similar items side by side and one might be organic or really practicing sustainability and the one next to it sees that there are more customers and the spiel at the conventional one starts to change. It's greenwashing.

James It seems once marketing gets into it, everything comes from the farm... cleaning products, everything. Every other food commercial now, they're getting you to the farm no matter what or where their product is coming from.

Chris But we can't do anything about that. All we can do is what we can do, so we ought to focus on that. What we can do is create relationships with people and educate them, do the best we can. The whole sustainable thing is a social and environmental responsibility, it's both of them. For our customers, for us to make money... People ask about the price of an item and I answer, "do you want me to pay my employees ten dollars an hour, or seven?"

Margaret There is another disconnect. Being a retailer and trying to promote products that are sustainably grown, we see the consumer come in expecting something in terms of price. They can go to a gas station and get a gallon of milk for three dollars, though they don't know where it came from or who produced it.

Kay The Harvard Business Review just reported on a study that cheap, junk calories cost one-tenth the cost of nutritionally-dense calories. That's one of the things we're dealing with and it goes back to Chris' first point about economic sustainability.

Robert It's interesting to think about a retail store - which historically was the place that divided the farmers from the consumers - how that store can become a connecting point. I think Outpost has done some great things in that direction but I think there's a lot more than can be done, including helping with financing. You know, capital is a huge issue for farmers.



Kay I have to tell you, Outpost did do that! When we put up our first hoop house, we went to Outpost and they said, yeah, we'd love to help and they did just that. They have a fund set up just for that.

Robert I think there's a lot of need for that. It's key. I think that's why in some ways you see a lot of young people going into vegetable production rather than animal production, it's a capital issue.

Margaret What other challenges do you face in trying to maintain that property?

Chris My goal is to make my farm create good-paying, livable jobs with health insurance and figuring out that scale and who it's going to be marketed to. That's the huge question.

Kay Well, that's another part of sustainability. We've talked about the land, we've talked about the farmer, but we need to be able to pay the people who work with us (and we can say they work for us, but they really work with us), a living wage. I don't want a new person every year and that's what we end up with because what we do doesn't allow us to increase their wages annually. The people we hire should be able to raise their kids, live in a house, and have health insurance because that's another part of that sustainability issue. We need to have people who are paid well because they contribute back to the economy.

Margaret Do you think the deck is stacked against you?

Kay We're all doing what we can but at the same point what we're doing here for Graze is moving it to the next level. Do what you can means also stepping up to the next level. So when you get the next group of college students or the next group of kindergartners, you're doing more than just running your acres in those moments, you're creating a little bit of awareness.

We're not at rallies and marches, we have two kids, we're just too busy. But we know that the 110 acres we're farming and those 600 CSA families that we feed every single week and the people that come to our farmers market and the folks that see our picture at Outpost, a seed has been planted.

Robert This type of farming, without friendly consumers, without friendly forms of capital, without friendly policies,



THERE'S AN ART TO CREATING THAT FARM AS A HEALTHY ECOSYSTEM AND TO ME THAT'S WHAT THE CONSUMER REALLY THINKS ORGANIC MEANS – THE FARM IS REALLY A DIVERSIFIED ECOSYSTEM.

(local) EXPERTS



At Outpost, we carry hundreds of products from local and regional suppliers and are proud to partner with farmers all over our state. Look for the local/regional signs throughout our stores - and help support sustainable agriculture!



it's a real challenge, but fortunately there's a whole wave of consumers who care about this, there are more and more people who kind of get it. The question is can they make it real in a way that can actually allow some farmers to get started, survive, and actually talk about it?

Margaret Can they carry on the story? Can they create the awareness?

Robert We need distributors who share these same values... who want to help grow this food system.

Kay Absolutely. Here's the attitude difference: There's a big distributor down in Chicago. We put our toe into that pond and their attitude was: "We will come in and clear out your field, we'll take everything in that field, for this price." Well, that price loses me money. "We know," they said, "but we're going to take everything you grow." They seriously meant it.

Then you go to a co-op distributor that we work with up in Minneapolis - excellent co-op distributor. Broccoli was moving really fast and we had a pallet of broccoli going up to them. The co-op buyer called me back and said "Kay, we still want your broccoli, but now it's more per case." I said "What are you doing? Thank you, but what are you doing?" He said, "Listen, it just went up in California, so I'm paying you the same price." The distributor in Chicago could care less if my kids go to college, if I pay my taxes.

Robert Financial management is a huge issue.

Kay That's why that distributor in Chicago can get away with that. A lot of farmers don't know the difference between cash flow and profitability.

Robert Because farming is a lifestyle, it's not just a business. And it's very hard to do the books for something that encompasses your whole life.

Kay Farmers have also traditionally decided that we didn't need as much as other people and were willing to make do with less, whether it was a martyr complex or what else.

Robert Then there was the cultural tendency for farmers to retire through their land base. "We don't need to save for retirement, we'll just sell off the land." This has been a tragedy, really for the landscape. That's been a huge part of the loss of farmland. It's equally important we figure out how to pass on these organic farms, whether they're two acres or 500 acres, so that they don't get lost.

Margaret One of the opportunities for Outpost is to be a distribution channel for the smaller-scale farmers, to bring their products and stories to the market. I hope we can bring your stories to the people buying your products, and even those people who might not be buying your products, and give them an idea that there's so much more behind the gallon of milk or can of salsa that's sitting there on the shelf.



(up the) CREEK

by MALCOLM McDOWELL WOODS



WIPE THE SMIRK OFF YOUR FACE. IF YOU'RE

STILL AVOIDING WISCONSIN WINES BECAUSE OF SOME OLD BIAS THAT ONLY WEST COASTERS CRAFT GOOD WINES YOU'RE NOT ONLY MISSING THE BOAT, YOU'RE MISSING THE CREEK.

Cedar Creek, that is. As in Cedarburg's Cedar Creek Winery, purveyor of numerous award-winning wines.

Driving into Cedarburg, you might be skeptical that good wine can be found there. It's not wine country, not as you might imagine wine country, anyway. There are no softly rolling hills striped with row upon row of old-growth vines, just shaded streets, stately houses and then a several-block-long main street, neatly bordered by cream city brick buildings.

The winery is set off from the main street, headquartered in an old 1860's woolen mill that hugs Cedar Creek.

The mill offers foot-thick limestone walls and a basement that looks purpose built for storing and aging wines. That's how it must have looked to the couple who first established a winery at the site, in the 1970s. The Stone Mill Winery was famous for its Wisconsin cherry wines, and the winery was a popular stop for tourists visiting Cedarburg over the years.

In 1990, the winery was purchased by the Wollersheim family, who already operate the Wollersheim Winery in Prairie du Sac. The winery, renamed Cedar Creek, shifted its focus away from fruit-based wines to more traditional offerings.

Today, Cedar Creek bottles more than a dozen varieties - from sweet whites to robust, dry reds - as well as a handful of fruit wines, a nod to the winery's heritage. Those wines have racked up a good number of gold, silver and bronze medals in wine competitions, as well as numerous fans.

Summertime best-sellers at the winery include perennial favorites such as Strawberry Blush, a semi-sweet white redolent with strawberry, and a sophisticated unoaked Chardonnay that reveals the complexities of the grape.

The grapes aren't grown in Cedarburg - the soil and climate here don't provide the most ideal conditions for the temperamental grapes. About a fifth of the winery's grapes are Wisconsin grown, however, on Wollersheim Winery land. The rest come from Washington state's fertile grape-growing region, carefully monitored by Wollersheim's vintner, Phillippe Coquard.

The Cedarburg winery has a tasting room, offers tours of the wine cellar and aging operation and sells all of the wines. You can also find many Cedar Creek wines at Outpost.

CEDAR CREEK WINERY
N70 W6340 BRIDGE RD., CEDARBURG
800 827 8020
WWW.CEDARCREEKWINERY.COM

IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

...I EAT, YOU EAT, EVERYONE WE KNOW EATS



I'M HUNGRY. FOR MOST OF US, THE CONDITION OF BEING HUNGRY IS ONLY FLEETING, TEMPORARY. STOMACH PANGS USUALLY ARE QUICKLY SATISFIED BY AN UNCONSCIOUS TRIP TO THE KITCHEN CUPBOARD AND THEN ALL IS WELL AGAIN. WE ARE GRATEFUL FOR THIS SIMPLE ABUNDANCE.

Unfortunately, for many area people, especially children, hunger is a present and persistent situation they can't walk away from. Sherrie Tussler, executive director of Hunger Task Force, faces this issue head on every day. "Somewhere within a mile of our home a child is waking up in a house without food."

Hunger Task Force, advocate for the hungry and home of the "free and local" emergency food bank, has been serving the metro Milwaukee area since 1974. The organization does not charge for the food or services. Local area food pantries act as its conduit to the needy. For Tussler and Hunger Task Force, not charging for donated food is a simple decision. "You don't end hunger by limiting food access to people without money to buy food." Instead, the organization relies on community food and cash donations to keep the place staffed, the doors open, the lights on and hungry people fed.

The pace of providing free food for people in need is only increasing, as more and more people find themselves in a hunger situation they didn't plan on due to the recession. "Hardly anyone doesn't know someone that lost their job and failed their mortgage payment. These folk are truly hurting," says Tussler. It could be the family next door.

Children are often at the fulcrum of the hunger crisis as they depend on others for food. In the past, public school programs helped to fill part of that gap throughout the year but this summer will be different. "Due to federal [and state] budget cuts, the public schools have cut back on summer school and after school programs," Tussler explains. "These schools were places where needy children could be fed in safe, supervised environments." On top of those budget cuts, food bank donations typically drop off over the summer months. It's a one-two punch for the most vulnerable in our community.

Outpost's Think Outside the Lunchbox summer food drive aims to help ameliorate hunger for area kids out of school. This year will mark the eighth year for the program. Food donation boxes and collection jars are located at all store locations. Last summer, with help from generous owners and shoppers, Outpost provided more than 2,500 pounds of food and nearly \$2,500 in cash donations. This summer, Outpost hopes to increase each figure by twenty percent.

I asked Sherrie to complete this sentence: In an ideal world... "I eat, you eat, everyone we know eats. Rent and mortgages are paid from our good work. Kids grow up safe, happy and well fed. Sometimes we relax and have fun with the people we love. The future seems worry free."

photos courtesy Hunger Task Force

CHECKOUT



WHERE . **OUTPOST'S CENTRAL BAKERY**

WHO . **BAKERS SHAUN & LAURA, MIXING UP SOME SCONES**

WHEN . **JUNE 1, 2011 . EARLY EVENING**

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It was these turbulent times that birthed Outpost Co-op - April 1970 in fact. Milwaukee needed a place to buy real food from real people, so the community pooled their money and our co-op was born.

Funny thing is that no matter how much things change some things remain the same. Outpost is still true to its name - an outpost of delicious and healthy food choices in a turbulent, complicated world. Only today we're way bigger and more diverse than our founding mamas and papas could probably imagine.

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