



THE MIGHTY DOLLAR

In meeting with retailers the past few weeks in hopes to reach new markets, we have had an eye-opener in the portion of the dollar a farmer actually receives when we buy something. We have also been wrapping our heads around the concept of "just" prices after a store 70 miles away offered us exactly double what a local store can pay.

The manager at the distant store explained to us, as she was figuring what she could offer for a top dollar amount, her co-op believes in paying farmers a just price so they can have a living wage. Her consumers are paying more than the larger grocery stores, because she markets and sells her farmers' story. She visits a different farm every week, then posts stories and photos both in the store and on social media. The marketing plan is obvious as you walk through the aisles and see farmers faces attached to products on the shelves. Her customers see their money keeping small farms in business, providing jobs and maintaining a rural economy.

This begs the question, can our local store offer a better rate to their local farmers? If we demand a better price for the farmer, the cost of the product will go up in order for the store to cover their overhead. We can easily assume that less people will purchase the items. It's a lose-lose situation for both the store and the farmer. Does connecting the farmer to consumer create a strong enough connection to warrant a higher price?

Should we leave it up to the consumer to decide if their local economy is worth spending more? Is it fair to ask the store to make less profit? Is a living wage for farmers a priority? According to the distant store manager, "just" prices is not just a catchy slogan. Her customers are willing to pay more. But in her situation the population density is much higher as is the income level, allowing her to develop this niche market.

Cue the importance of direct to consumer sales. If you can get a product straight from the farmer, they get the total profit. Cut out the middle man and you are giving your local economy a direct boost. Of course we know you understand this concept, you are CSA members afterall.

Reaching a retail milestone,

Eric & Rebecca

IN THE CRATE

Spaghetti Winter Squash
Rainbow Carrots
Yukon Gold Potatoes
Rutabaga
Garlic Bulb
Radishes
Boc Choy or Red Celery
Mixed Lettuce
Pesto Basil Bunches
Choice Item (1)
Green Cabbage *family shares*
Salad Turnips *family shares*

"Some people say that you can't make a living farming. I just tell them that doing anything else isn't really living at all."

-author unknown

MEMBER EVENT

**Sunday, October 8
10:00 am to 1:00 pm**

- Enjoy Pumpkin-Themed Treats and Fresh-Pressed Apple Cider
- See Our Farm and Get to Know Your Farmers
- Wagon Rides to Pumpkin Patch for Pick-Your-Own Pumpkin

Please let us know if you plan to attend when you get your weekly share. Email or text message.

QUICK FACT: According to the USDA, the American farmer receives 15.6¢ of each dollar spent on food. The good news is that buying at a farmers market breaks this statistic. Direct-to-consumer means the farmer receives \$1.00 for every \$1.00 spent at the farmers market!!

SPAGHETTI SQUASH

If there was one item we had to identify as being unexpectedly over-productive this season, far and away, it would be spaghetti squash. We have harvested nearly three times the amount versus the other varieties. So we are excited to share it with you to free up some space in our shed!

Spaghetti squash are unique in their texture. After cooking, you scrape noodle-like strips from the rind and use it just like you would pasta. The biggest difference is that it tends to be a bit more watery and has just a bit of crunch, as if it were cooked *al dente*. Don't forget that these noodles have more nutrition than pasta, less carbs, and are always gluten-free.

RAINBOW CARROTS

Harvesting of the UW Madison trial carrots is complete thanks to our volunteer Cindy (filling in for Mr. Smith) and her three children who spent hours on Monday doing the grunt work in some pretty miserable heat. Now we need to share them with you for feedback on your favorite in regards to flavor. We did wait a bit too long to the harvest as some are much larger than we'd like. We were hoping to have the local biology class involved in the data collection/research end of the project and it just did not work out. We apologize for this.

RUTABAGA

Rutabaga is a cruciferous vegetable that is known in other parts of the world as "swede." It is a cross between cabbage and turnips. The leaves are used much like other leafy vegetables, such as spinach or chard, while the root meat can be prepared in similar ways to potatoes, either mashed or roasted.

It is considered a healthy alternative to potatoes with fewer "empty" carbs, providing a wide range of minerals, vitamins, and organic compounds that are beneficial for human health.

We've read articles touting rutabagas ability to improve your digestive health, prevent certain forms of cancer, act as an antioxidant, boost your immune system, and improve your metabolic function. There are also claims that rutabaga lowers blood pressure, and cholesterol levels, aids in cellular and enzymatic functions, builds strong bones, and can even help you lose weight.

RED CELERY

If you chose red celery this week, you are receiving something very unique. Red celery is grown the same way as green, but red celery has an even more robust celery flavor and more nutrients. The red color being a telltale sign of the increased anthocyanins. In our kitchen, we use this celery more like an herb and less

like a vegetable. For soups, stocks and flavoring. We also dry it for use over the winter as well.

BASIL BUNCHES

What exactly is the difference with this basil versus any previous basil? Nothing. Except you are getting a lot more than usual. After the farm dinner in July, Susan helped us plant a small section of the tunnel in basil and it has flourished! Now that the weather is turning cooler, basil can only handle about 50° at night, we have a choice to either distribute it to you or let it die. Of course, it must be made into pesto!

Basil pesto is delicious on fresh pieces of bread or artisan crackers. It is even better when used as a topping for pizza or pasta - or spaghetti squash! Some of you have suggested we try it over baked potatoes as well. We have been making pesto in larger batches over the summer and freezing our extras in small glass jars for an easy dish to pass when you don't have time to plan ahead.

FRESH BASIL PESTO

Ingredients

- 2 cups basil leaves, large stems removed
- 1/2 cup grated Romano or Parmesan-Reggiano cheese (about 2 ounces)
- 1/2 cup extra virgin olive oil
- 1/3 cup pine nuts (can sub chopped cashews or walnuts)
- 3 garlic cloves, minced (about 3 teaspoons)
- Salt and freshly ground black pepper to taste

Directions

Combine basil and nuts in a food processor. Pulse several times. Add garlic and cheese and pulse several more times. Scrape the sides of the food processor with a spatula.

While the food processor is running, slowly add the olive oil in a steady small stream. Adding it slowly, while the processor is running, will cause it to emulsify and keep the olive oil from separating. Occasionally stop to scrape the sides.

Let rest for a few minutes to allow flavors to wake up. Then serve or freeze. If you choose to freeze pesto, leave out the cheese. Instead, add the grated Parmesan or Romano after defrosting immediately before serving.

Basil pesto darkens when exposed to air similar to avocado. To store, cover tightly with plastic wrap with the plastic touching the top of the pesto and not allowing contact with air. The pesto will stay greener longer.

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