



FARMER MARKETING

You wouldn't think it would be difficult to convince a person that fresh farm produce is good for them. But it is. It is also mysterious to us that someone wouldn't think twice about buying a sugar-laden processed snack for three-times as much as a delicious farm-fresh cucumber, but people are becoming more and more comfortable with the disconnect in their food system. Sort of like how a teenager would rather send a text message than make a phone call. Or why the next generation seems to have a hard time with face-to-face socializing. It is easier and more comfortable for most people to not know the face behind their food. This convenience and stay-at-home comfort is driving the fresh food delivery industry and creating a disadvantage for small farms.

A huge part of what we do is marketing. Perhaps not in the form you are most familiar with. We're not dealing with fancy packaging or noisy commercials. We have to sell ourselves, our farm and our philosophies and convince people that eating whole, fresh food from our farm is better or at least more fulfilling than whatever else they are already eating even though it isn't always convenient or comfortable. This is largely done through educating and a face-to-face conversation. We read magazine articles, scientific journals, summaries from recent studies... all in hopes to find that one tidbit of information that will sway someone to buy their food from We Grow. Something that sparks a connection, a common-thinking about what is good.

This week, we will host our annual farm-to-table dinner. We don't invite folks to our farm for a meal just to sell some food of course. Our primary goal is to establish a connection, hopefully a long-term connection. We want people to see how hard we work and what it takes to produce food for a community, even if we are only reaching a tiny portion for now. The folks who sit around the table with us become our friends. We want them to be successful in what they do just as much as we want success for ourselves. This is what makes a community resilient and fun to be a part of. And even if you can't make it to the farm this week, consider a future event. Set your feet on the ground where your food comes from and find that connection for yourself.

Until next time,

eric + rebecca

IN THE SHARE

Snow Peas

Celery

Kohlrabi

Baby Beets & Greens

Cucumbers

Cherry Tomatoes

Onions

Sage

Zucchini or Beans *large shares*

Broccoli *large shares*

FARM WALK

There Wisconsin Farmer's Union is hosting a Diversified Vegetable Farm Walk. Thursday, July 19, 5:30 to 8:00 pm at We Grow. This farm walk will cover a 7 acre vegetable operation along with heritage breed, pasture-raised hogs. The farm walk will also touch on organic soil amendments, cover cropping for green manure and forage, pastured poultry and high-tunnel vegetable production. Tour the recently completed pack shed with post-harvest handling equipment. The walk will include guest speaker Rick Knopp who will focus on soil testing and recommendations of how to organically rejuvenate worn out soil.

PLASTIC BAGS

We struggle with the fact that we give you so many plastic bags to help keep your produce fresh. We can't reuse these. If you aren't already, please consider recycling your plastic bags. It's not hard once you get in the routine. In our house, we collect plastic bags inside our reusable grocery bags and take them to our grocery store's plastic bag recycling bin. This way they are made into other products instead of heading to the landfill.

SNOW PEAS

EDIBLE POD + FRESH +
EASY TO FREEZE

Snow peas are typically flat with a tiny pea inside the pod. They are intended to be eaten in their entirety. Enjoy snow peas whole just trim the stem. Kids love these raw! We also enjoy snow peas in our favorite stir fry, chop 'em up and blanch for 30 seconds for cold pasta salads, or blanch and freeze for the off-season.

Store as is in your fridge; do not wash before storage as they can become slimy which is indicative of bacteria growth. Instead, rinse immediately before eating.



BABY BEETS & BEET GREENS

You're making me eat what? This is a fun veggie that we discovered ourselves a few years ago when we thinned our beets and were faced with the tragedy of having to toss out all those little beet plants. So we washed up the tiny plants, ran them through the lettuce spinner and mixed up some hot bacon dressing. The resulting wilted baby beet salad was amazing! The sweet -bacon flavor cut the oxalic beet flavor perfectly and made a flavor not highly regarded, quite tolerable. You can also use these greens on your sandwiches for a change up. Get creative in the kitchen!

SAGE Called for in many meat, sausage and stuffing recipes, sage also has a long list of historic medicinal uses ranging from fertility and hotflashes to bleeding.

If you can't use your sage this week, hang it to dry for use later in the season. Dried herbs will last several months stored in an airtight container.

A quick search online will give you a place to start figuring out how best to use your sage. We found several worth trying: Celery and sage stuffing, Tuscan vegetable soup, sage roasted vegetables, fresh lemon and sage pasta, sage and white bean hummus, sage and lemon roasted chicken, sage butter, and the list goes on.

ONION Right now the onions are putting growth into the bulb by photosynthesizing in large greens leaves. It will be months before the onions are mature and ready for curing and dry storage. You can use the entire onion including the green tops in recipes that call for onions or scallions. Store fresh, uncured onions wrapped in the fridge.

CELERY STALKS + LEAVES

Fresh, home-grown celery has incredibly strong flavor. You might want to take this into account and use it differently than store bought celery. If using as a flavoring, figure you will need about 1/4 the amount in your recipe.

Celery is very good for the stomach. It stimulates mucous secretions in the lining which can prevent tiny holes from forming and repair ulcers. Count on celery to prevent inflammatory reactions in the digestive tract and blood vessels. This means you won't feel as bloated or uncomfortable. It also means celery can help lower high blood pressure and high cholesterol.

Store celery in the fridge with a bag over or just in a bag in the crisper. In our kitchen, we dry the leaves in a dehydrator to use in soups and casseroles all winter long.

ZUCCHINI

Much to our surprise, a quick walk in the field today and we found lots of zucchini already! This season, we have more dark green and green striped varieties to offer after last season's positive reviews of the flavor in the roman-seco (striped) types.

Zucchini is known for taking on the flavors of your dish whether that be ginger stir fry, fresh tomato sauce, or vinegar marinade. It's also easy to batter and fry, saute, roast, grill with salt and pepper, and use as a replacement for pasta with a "zoodler." Easily put slices or shreds away for the winter by blanching for 30 seconds and freezing.



CUCUMBERS

There have been a few white cukes going out in the shares the last two weeks and this week we have quite a few more. Our new members have been asking what they are. The white skinned variety we offer is called **silver slicer**. We find it to be very similar in flavor, if not a little better. The skins are so tender that we generally don't peel them.

There are two reasons we love this cultivar. One: silver slicers have been the first cukes to reach maturity in the field the past three years. Two: they are incredibly easy to locate under the green leaves being bright white/yellow.

HAVE A VEGGIE QUESTION?

Odds are if you've got a question, someone else probably has to same one. Don't be afraid to ask!

HOME 715-427-1002 CELL/TEXT 715-905-0431

ONLINE [facebook.com/wegrowfoods](https://www.facebook.com/wegrowfoods)

