

Taste the Hawkwind experience!

Hawkwind Heat Sweet Potato and Roasted Garlic Soup

Recipe by: Executive Chef Mike Kiener of Barriques

Ingredients:

- ½ cup diced onion
- ½ cup diced carrot
- ½ cup celery
- 3 cups peeled and diced sweet potato
- 1 cup roasted garlic cloves
- 2½ quarts vegetable stock
- 1 cup heavy whipping cream
- 4 tablespoons Hawkwind Heat mustard
- 1 tablespoon fresh chopped sage
- 1 tablespoon fresh chopped rosemary
- ½ tablespoon butter
- ½ tablespoon olive oil
- Salt and white pepper to taste



Hawkwind Heat

Instructions:

- Peel about six heads of fresh garlic. Place garlic cloves in a bowl and toss them with half the olive oil. Wrap garlic in aluminum foil. Roast in a 350° oven for approximately 30 minutes or until golden brown. Reserve.
- In a 4 quart pot heat remaining olive oil and butter and sauté onion, carrot, and celery until they start to brown.
- Add vegetable stock and roasted garlic. Bring to a simmer for about 10 minutes.
- With a handheld blender, blend soup and vegetables until smooth. Slowly add heavy cream.
- After the cream is incorporated add the Hawkwind Heat, sage, and rosemary.
- Season to taste with kosher salt and white pepper.

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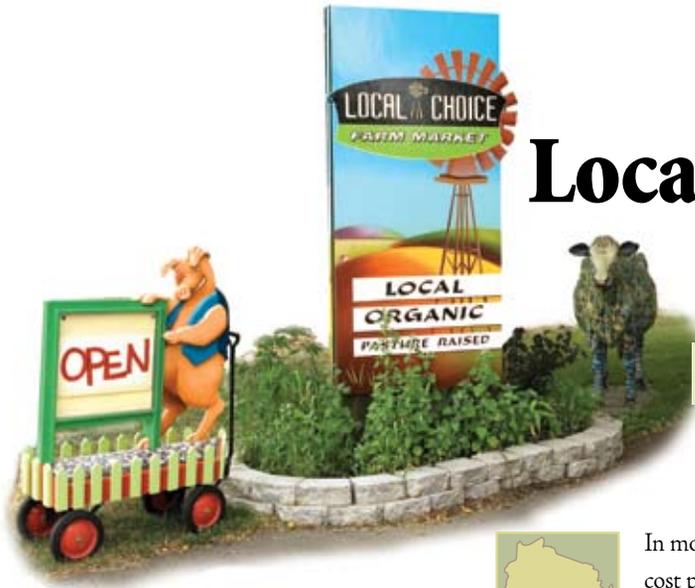
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Discover how magical a partnership with nature can taste!

Local Choice Farm Market



• EAT FRESH, EAT LOCAL •

by Bill Lubing



In most grocery stores we're used to seeing shelf tags next to products that indicate the cost per unit, cost per ounce, a bar code, and a SKU. They can be a little intimidating. At Local Choice Farm Market, in Spring Green, Wisconsin, the tags next to the products invite you to read—and learn.

Attractively styled using colorful markers and artistic design, the product tags tell the story of the farmers, food artisans, and in-house products that set Local Choice Farm Market apart from any other grocery store in Spring Green, possibly even the region.

The store is small, neat, and chock full of locally produced meats, cheese, and produce along with the in-store kitchen's output of sandwiches, salads, and baked goods. "We are providing chemical-free, local products," explains store manager Cheryl Hoeper. Drawing from within a 50-mile radius, "we deal with 34 local farms on a weekly basis," she continues. In addition, "We have local vendors who bring in jellies, jams, and pickles. Don and Deb Lawyer of Hawkwind supply our mustard." And while not all the food is certified organic, all the produce is based on organic standards.



Local Choice Farm Market is the brainchild of Gary and Rosie Zimmer, who have deep roots in local agriculture. "My husband and I were both born on farms, raised on farms," explains Rosie, Gary has been building an organic fertilizer business, Midwestern BioAg, for years. ("Bio" as in biology not biotechnology Rosie pointedly notes.) The desire to provide a conduit between local farmers and consumers has always been a goal of theirs.

"We have two questions we ask of suppliers who are represented here," says Rosie. "First, what do you do to keep your soil healthy and mineralized? Second, what do you do to keep your animals healthy and comfortable?"

Local Choice acts as the retailer for another enterprise recently acquired by Rosie and Gary, Gorman's Meat Locker, in Lone Rock, Wisconsin. All of the products from Gorman's are MBA (Mineralized Balanced Agriculture) Certified. Having all of the meats MBA Certified means that all of the animals are raised humanely and that the farms are committed to a sustainable biological farming system where livestock nutrition is based on a high-forage diet that begins with balancing and mineralizing the soils. The end product is healthful, great-tasting food.

"They make their own chicken bratwurst," Cheryl notes. "It's incredible. Another big hit are the chicken breasts. All smoking is done without chemicals. So there are no



Bountiful Cupboard



nitrates, no nitrites.” That means smoked bacon that is “just smoked,” with none of the additives typically found in most other bacon.

The Zimmer’s son, Nicholas, along with three families, operates Otter Creek Organic Farm, located just south of Spring Green. While Otter Creek supplies much of the meat to Local Choice, dairy is at the heart of the farm. The milk from Otter Creek is sent to Cedar Grove Cheese, in Plain, Wisconsin, where it is handcrafted into award-winning cheese to be sold at Local Choice.

Along with local produce, meats, and cheeses, Local Choice is quickly gaining a favorable reputation for its nutritious “Picnic Box Menu.” With entrees featuring a Smoked Salmon Wrap, Chicken Salad Supreme, Roast Beef Sensation, and (Rosie’s choice) a Peanut Butter and Pickle Sandwich, these take-alongs wonderfully showcase

the fresh “just off the farm” taste of local products.

To complement both the Picnic Box entrees and those you make at home, Local Choice features local wines, beers, and free trade, locally roasted coffees.

The foundation of Local Choice is based on three premises: First, appreciating the soil as a living organism that must be nurtured and enhanced. “Soil is our best friend in the industry,” says Rosie. “We need to treat it with care.”



Owner Rosie Zimmer and Manager Cheryl Hoepfer of Local Choice Farm Market.

Second, Rosie notes the importance of creating a system whereby the food on the retail shelf “is local. It’s raised with care and doesn’t have frequent flier miles.”



Fresh produce, bottled sauces, dried goods, and cold case products, all from local suppliers, make Local Choice Farm Market a super supporter of the “buy local” concept.



• IF YOU GO •

Local Choice Market
 140 South Winsted Street
 (Next to the railroad tracks on Hwy. 23
 South, directly behind The General Store
 & Café)
 Spring Green, Wisconsin 53588
 (608) 588-2321
 www.localchoicefarmmarket.com
 LCFM@verizon.net

Cedar Grove Cheese, Inc.
 E5904 Mill Road
 P.O. Box 185
 Plain, WI 53577
 (608) 546-2805
 (800) 200-6020
 info@cedargrovecheese.com

Midwestern Bio-Ag
 Blue Mounds, WI 53517
 (800) 327-6012

Gorman’s Meat Locker
 304 South Oak Street
 P. O. Box 248
 Lone Rock, WI 53556
 (608) 583-2781

Third, people need to be aware of their food's quality. "They shouldn't just believe what they're handed," says Rosie.

She makes known the entrepreneurial spirit of the enterprise. "My husband and I have been dedicated to this concept for years. Can a small community support a store like this? We're going to find out." She pauses for a moment.

"It takes time," she continues. "Many of the people don't even know we're here. But I do get many people who come in here and thank me for doing this."



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