

GONE, BUT NOT FORGOTTEN...



Cornucopia courtesy of Basketree Gifts.

WHERE TO FIND FARMERS' MARKET GOODIES IN THE WINTER



The “buy local” movement has become embedded in our consumer culture. Who, what, when, where, and why is no longer just a journalistic mantra. In the interest of well-being, today’s consumers are much more interested in where their food comes from, who grows it, and how it’s grown. At the forefront of this movement are farmers’ markets.

All summer long, you



can visit the farmers’ markets and feel confident that you are truly buying local. There’s a sense of satisfaction in knowing exactly where your food grew and building a relationship with the women and men who have put so much of themselves into these delicious products. Plus, there’s a feeling that you’ve made a contribution to the well-being of the planet by reducing the amount of long-distance

transportation required to get the food into your hands.

But as the leaves turn to red and gold and then drop off the trees and the tables at the farmers’ markets are filled with root vegetables and squash instead of corn and tomatoes, you start to realize that the farmers and



their bounty will soon disappear from the streets of the Midwest for the winter.

You can see the shoppers starting to stock up. We buy extra jams and jellies and larger containers of maple syrup. Our freezers are full of roasts, chicken, and buffalo jerky. Like squirrels we start to hoard the goodies we have come to love throughout the summer. I



SOME THINK WE'RE VERY
SWEET,
OTHERS THINK WE'RE ALL
NUTS.



**WE THOUGHT IT WAS TIME
TO SET THE RECORD STRAIGHT...**

Quality Candy Shoppes/Buddy Squirrel of Wisconsin combines the best of both worlds when it comes to satisfying your sweet tooth and that craving for salt. So whether you're looking for award-winning confections, premier nuts from around the world or award-winning gourmet popcorns, we can provide you with everything from sweets to nuts.

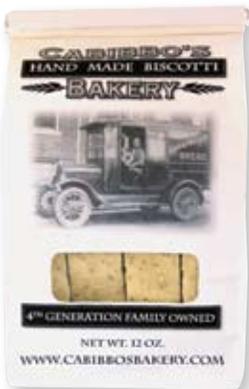


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even know one family that loads up on little loaves of tea bread and scones to avoid a long winter without their favorite treats.

Fortunately a small but dedicated group of markets are determined not to fold up their tents and disappear at the end of October but continue indoors so that their products remain easily available later into the year, in some cases year-round. It's a trend that resonates with those who want to buy local and one that needs to expand.



Madison–Downtown
The Granddaddy of all Wisconsin winter markets is the Dane County Farmers' Market. In 2002 the decision was made to take the successful summer market year-round. The winter market starts as soon as the summer market closes (this year it begins on November 10) and runs straight through until the weekend before the summer market starts (April 13).

The winter market splits its time between two locations, starting at Monona Terrace from November 10 to December 22. This version of the market features about 60 vendors, and has a wide range of products to offer. Beginning January 5 and running through April 13, the market moves

to the Madison Senior Center and scales back to around twenty vendors. Most products are still well represented although the fresh produce is a little more limited.



One feature at both locations that's well worth checking out is The Taste of the Market. Every week, from 8:30 a.m. until approximately 11 A.M., the Underground Food Collective serves breakfast using products from local vendors. The price is more than reasonable and the servings are generous. Many of the weekly breakfasts will feature guest chefs from around the area. Vegetarian options are available. The breakfast is a great way to start your weekend and sample new foods. www.dcfm.org



McFarland

The Best of Wisconsin Indoor Farmers' Market in McFarland runs November 3 through December 22 from 9 A.M. to 2 P.M. What makes this indoor market interesting is that it draws vendors not just from the McFarland summer markets but other community markets as well. Along with the usual offerings at Best of Wisconsin Market, you can also purchase a wide variety of seafood such as crab legs, Gulf shrimp in a number of sizes, swordfish, lobster, and walleye. A number of craft vendors are also on hand to help with your holiday shopping.

www.localharvest.org/farmers-markets/M749



Appleton

For those who live farther north, you need go no farther than Appleton and the Downtown Appleton winter Farmers' Market from 9 A.M. to 1 P.M. on Saturdays November through March. Goodies available include cat and dog



treats dried beans, bison meat, shrimp chowder, jambalaya, and more.

Four Saturdays,—November 17, December 15, February 16, March 15—an art market also





runs featuring Fox Valley artists. Because it's held in the city center, there is also easy access to three restaurants, retail stores, live music, and The Building for Kids Children's Museum. www.appleondowntown.org

Madison—Northside

The Northside Winter Market is a newcomer to the winter market family and runs on November 4, November 18, December 2, and December 16. The location is the former Hancock Fabric store in the Northside Town Center at Sherman Avenue and Northport Drive. In addition to locally grown produce, meats, dairy, and eggs, you can purchase clothing, arts, crafts, hot food, and more.

www.northsidefarmersmarket.org

When you are standing in your kitchen this winter, peering into your cupboards and longing for a trip to the farmers' market, remember you don't have to wait for spring to locate your favorites—just head on down to the nearest winter market and shop to your heart's content.

What if your farmers' market has turned into Brigadoon and disappeared into the mist?

Your community market has shut down, your favorite vendor isn't in one of the winter markets, and you are starting to go through withdrawal. What should you do? Don't worry, there are plenty of options available to get you through until spring.

Most vendors these days have websites that allow you to order directly. In addition, many provide a list of locations where their products can be found. If you can't find them or they spend the winter tucked up in front of a fire recuperating from the summer, there are a number of websites that can help you track down great local foods.



Savor Wisconsin

www.savorwisconsin.com lists over 1,400 producers and business with Wisconsin products. Their extensive database allows you to conduct detailed searches for the products and producers in specific locations or by sales methods. The site also features links to numerous related sites.



Something Special from Wisconsin

www.datcp.state.wi.us/mktg/business/gifts/index.jsp offers a downloadable directory of member companies who produce great products here in Wisconsin. They also have a list of holiday gift ideas that highlights companies who are part of this year's "buy local" gift-giving campaign.



Farm Fresh Atlas

www.farmfreshatlas.org features four different online atlases that list 320 farms and 137 farmers' markets across the state.



Local Harvest

www.localharvest.org offers a wealth of information on organic food, farms, farmers' markets, restaurants, co-ops, and grocery stores. They even offer an online catalog for things you can't find locally.



Wisconsin Milk Marketing Board

www.wisdairy.com is loaded with information and has a great search engine for finding Wisconsin cheese manufacturers. If you want to search for a specific manufacturer or a specific type of cheese, this site can answer your questions.