

The Market News

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UPCOMING EVENTS

Welcome. We're open for business every Saturday, 8 a.m. to 1 p.m., rain or shine, with a special event every weekend.

Today at the Market

Fay Armitage of the Elk Ranch will present 'Cooking with Elk', marinating elk strips for the grill and letting us sample the result.

July 21 Herb Fest at the Market presented by The Herb Garden, Savoury Pursuits, l'esprit du jardin & The Salty Don.

July 28 Annual Teddy Bear Clinic with Dr. Trenholme as well as the Caring and Sharing Baby Doll project, which involves repairing old dolls for donation to seniors. The Kids Club will make a teddy bear puppet.

Aug 4 Vegetable Day as well as presentation by Picture Perfect Pets.

WHY LOCAL IS BEST

"The produce we see in our local supermarket comes from a tiny handful of high-yield varieties that are bred to serve the purposes of multi-national corporations"

On entering a supermarket, one's first impression is variety – a virtual cornucopia of food – everything we could ever want available every day of the year. But this sense of choice is an illusion. While the food industry introduces 1200 new products each year, all but a few are processed. In reality, the choices of real whole foods are dwindling rapidly. For example, of the world's more than 6000 varieties of tomatoes, agribusiness has pared this down to ~10 super-hybrids with any one supermarket giving us only 3-4. Industrial food robs us of the varied tastes and textures enjoyed by our grandparents & great-grandparents when they had access to regional varieties & multiple breeds of each animal species.

This shift to mono-culture is a deliberate one. Monsanto & the other pharmaceutical/chemical giants are rapidly buying up the seed companies of the world – including those that produce seed for backyard gardens – in order to develop plants that only flourish in the presence of chemical inputs. The modern corporate hybrids are genetically narrow & fragile, products of the same parental crosses & sharing the same gene pools. Science & centuries of agricultural wisdom warn us against this loss of genetic diversity, which leaves us vulnerable to disease that could wipe out whole species.

So, plant a small garden, even one tomato in a pot. Learn the lost art of saving seeds. Shop at a farmers' market and look for heirloom, indigenous and regional varieties of fruits and vegetables. Seek out meat from farmers working with old-fashioned or rare breeds. By enjoying the varied tastes of local food, you are preserving the diversity of life on our planet.

THIS WEEK'S RECIPE

'elk's excellence elicits elan'

MARINATED ELK STRIPS

1 kg. elk leg or sirloin meat

1/8 c. maple syrup

1/4 c. soya

1 crushed garlic clove

1/4 c. light olive oil

Cut elk meat into strips. Mix together the rest of ingredients to make marinade. Place meat on skewers and marinate over night. Cook on BBQ medium high, rare to med rare. Serve with roasted vegetables and salads or in a pita pocket with favourite toppings.

from Steve Mitten

FARMERS' FACEBOOK

Get to know some of the remarkable farmers and artisans that serve us each week:

The English Pie Shop. When you approach Rosanna Salter's stall with its Union Jacks and red & white gingham, you are transported into a traditional pie shop in England – Plymouth, in fact, where Rosanna's grandmother taught her to make her specialty – homemade Cornish pasty filled with fresh meat, vegetables & traditional seasonings. "Tiddly-oggie as the sailors called them". Rosanna also makes meat pies, sausage rolls, tarts and the very-English Eccles Cakes.

Nonna's. Enio & Maggie Marcantonio started making homemade salad dressings 10 years ago. So many friends raved about the taste that it has grown into a family business. Now, with daughter Maritza's help, they offer 9 flavours and an assortment of dips and oils. Enio, who is also our market's Assistant Manager, says, "The key to taste is small batches using fresh garlic & the best local ingredients". Buon Appetito.

Rainbow Heritage Gardens. Kyla Dobson & Zach Loeks were awarded a 'Summer Company' provincial grant for young entrepreneurs to assist them in starting up their market garden and CSA near Cobden. They focus on colourful, organic, heirloom varieties of vegetables (like D'Avignon radish & Jericho Romaine) along with raspberries, elderberries & pesto. They want to share their knowledge and enthusiasm – so visit their farm, maybe help with the weeding.

Elk Ranch. Fay Armitage & Thom van Eeghen raise free range, grass fed elk on their ranch in Kanata – just 7 km from the market. Fay will be teaching us today about the slightly sweet taste of elk and how to cook it. Thom, when not tending elk, can tell you about his life in New Zealand flying fixed wing or his helicopter simulator project. You may also be welcomed to their booth by their children – Claire, Ava, Petra & Willem.