

# The Market News

www.carpfarmersmarket.com



Tel: 613-786-1010  
CarpMkt@magma.ca

Vol 11 Number 20  
15 September 2007

John & Josie Scott, Editors  
jscott@heartlandfarms.ca

## 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

**Glass Beads** –interactive demo by Paul of Reid's Beads using torch and kiln to turn the Italian glass into works of art. Watch as he creates a unique ribbon bead.

**Taste of the Raj** - food demo by Meena Landon-Browne, sharing her curry secrets and giving away bags of mixed spice so we can try it at home.

**Sept 22** Market closed for Carp Fair.

**Sept 29 Meet the Animals Day** – hayride, hot chocolate & cookies for young and old.

**Oct 6 Thanksgiving Turkey Draw**

**Oct 13 Heritage Apple Day**

## FARMERS' FACEBOOK

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

**Reid's Beads.** Paul Reid, assisted by his family – Lee-Anne and William – hand-craft lampwork beads. This very old craft originated in Murano Italy-which continues to be Paul's source of glass. Using torch and kiln, Paul creates beads, buttons and marbles and then can turn them into individualized jewelry. Be sure to participate in his demo at the Events tent today where you get to choose colours and watch an artisan at work.

**Taste of the Raj.** Meena Landon-Browne provides us with home-cooked Indian food - frozen and ready to delight our family and guests. Raised in East Africa and having spent 35 years in the U.K. her many appetizers and entrees have a distinct international flavour. She uses all authentic spices mixed at home along with fresh local products. At her demo today, she will pass on some of her skills and tips on Indian cuisine.

**Wee Knits.** Margaret Duncan's lovely brogue reflects her childhood near Loch Lomond, Scotland where her grandmother taught her to knit at the age of 5. Now she designs and crafts a great variety of knitted items – including children's & adult sweaters, jackets, scarves and other clothing.

**The Girl with the Most Cake.** Linda Bartlett & Amy Forrest delight all of us with their *very glamorous cakes*. Made from scratch and decorated with pure butter-cream icing, the taste matches the beauty. In addition to their miniature cakes, they create fun, edible centerpieces for weddings, birthdays and dinner-parties.

## THIS WEEK'S RECIPE

*Lunches lacking lustre? Look locally*

### HOT SANDWICHES

1 hollowed out loaf of artisan bread  
with a ½ " cap cut off the top. Fill with:

<u>Meat Filling</u>	<u>Meatless variation</u>
tomato sauce	mushrooms
basil	roasted peppers
onions	pesto
peppers	artichokes
grated cheese	cheese
sausage, pepperettes	
or browned ground beef	

Slice ingredients thinly. Pile the stuffing in layers. Be generous with ingredients since they will cook down. Press on cap. Wrap in foil and heat 30 min at 400 F. or until cheese melts. Let stand 10 min. Cut into wedges.

## WHY LOCAL IS BEST

Sandwiches – the lowly mainstay of the brown bag set – have become the hottest trend in the foodservice and hospitality sector. "According to research, the restaurant industry is gaining share of all sandwiches consumed...(as)... there is increasing interest in purchasing sandwiches at foodservice, rather than preparing at home" says Rob Giguere, Director of Food Service Marketing. Restaurant chains are recognizing the profitability of sandwiches and the 'fast-casual' segment in the U.S. sees bakery-cafes representing a staggering 25% of U.S. foodservice sales. Moving beyond a basic ham & cheese, innovations involve specialty breads and a variety of fillings.

All very interesting. And all very 'generically' innovative. That is, the Philly Beef Toasted Bun with Swiss Cheese you purchase at one fast food chain is going to taste exactly the same everywhere across North America. You can bet the individual ingredients are all commercially and centrally produced with an eye to production costs that has nothing to do with flavour or nutrition – let alone sustainability or social justice or regionality.

So, here's the challenge. Look around at the Carp Farmers' Market and see all it has to offer. Create your own innovative sandwiches – artisan breads, specialty meats, fresh beautiful vegetables and a variety of interesting sauces. Bold flavours in a brown bag. Hot trends to nurture body and soul. Local really is best.