

FOCUS ON FOOD

The Quest for freshness

Quest Card + Market Tokens = Market Items

By Sue Morrison
The Northside News

ATTENTION ALL QUEST CARD USERS! Are you aware that you can take your Quest Card to the Northside Farmers Market on Sunday mornings from 8 am to 12:30 pm and receive \$2 tokens at the Market Information Booth? The Quest Card can be used to purchase any USDA approved item from the vendors. If you do not use all your tokens in a week, bring them back for a credit, or use them another week.

Every Sunday from May to October there are about 20 to 25 Wisconsin farmers selling their locally grown fresh produce at the Northside Farmers Market held at Northside TownCenter. Many vendors sell a variety of ethnic food (such as sweet chard, bok choy, Chinese pea pods, lamb and buffalo meat), which sometimes cannot be found in a store.

Last year, when the Northside Farmers Market opened, the use of the Quest Card was initiated following a successful program used in Milwaukee. A grant from Dane County paid for a large mailing to all Quest Card users informing them of the opportunity, but this year the market has relied upon word of mouth and posters distributed at community centers.

Great, fresh produce is available at a

Farmers market's season is event-filled

By Nan Cline

It's hard to believe Farmers Market season is half over. Including August, we still have three months to buy locally raised farm products direct from farmers right in our own community. Special events are planned for the last market Sunday of each month.

Sun., Aug. 27 Tailgate for Northside Youth Enjoy delicious picnic fare (including hot dogs and brats, popcorn, and other tasty treats), events and entertainment by and for kids. Rumors are there will be hip-hop dancers to watch and a dance contest for the limber and gifted.

Sun., Sept. 24 Fall Harvest Festival

reasonable cost. For example, at the peak of strawberry season, some vendors were selling two quarts of fresh strawberries for \$5, similar to local grocery stores. Fresh raspberries were less expensive at the market than at stores in the middle of July.

On the last Sunday of each month, come purchase produce, receive tasty recipes for using what you bought and listen to free musical entertainment.

Try using the Quest Card. Travis Kahel states as he watches the booth, waiting for the opportunity to trade your tokens, "The Northside Farmers Market is good for those who don't like crowds, and if you want good veggies, this is the place to come."

What more do you want? Eat Fresh, eat local – because it's good for you.

A repeat of the popular feast that rounded out the 2005 market, we'll be offered a variety of savory chili recipes orchestrated by master chili cook Dale Matthews. Renaissance Players will stroll in our midst in their colorful costumes. Celtic music will have us tappin' our toes.

Sun., Oct. 29 Halloween at the Market Wear a costume if you'd like, sip hot apple cider, munch treats, listen to music, say good bye to our vendor friends and have a good time at our last market of the season.

On the same dates, visit the market Tasting Tent for free samples of easy recipes prepared by MATC Culinary Arts instructor Punky Egan from market products. Some of the recipes Egan prepares are winners of local recipe contests, and you can soon test your own recipe ideas.

Fri., Aug. 18 is the deadline for the Food for Thought Festival Recipe Contest. The festival and contest are sponsored by REAP Food Group, a local non-profit organization. Why should you bother, you ask? If the \$500 cash grand prize doesn't inspire you, remember that the contest is



Kanopy Dance students Maya Egan-Roberston, Meara Sweetnam, Emma Carlisle, Isaac Roberston and Sierra Powell perform at the July 30 market. Kanopy offers classes to children ages 4 and up and offers scholarships to Northside children in need. See kanopydance.org or call 255-2211 for info.

Photo by Jim Powell

another way to promote healthy, locally produced ingredients and even a Northside theme.

Pick up an entry form from the Northside Farmers Market Information Booth or at Lakeview Library. Your entry may be any kind of dish—from soup or salad to drinks or desserts—in any of the following categories: Ethnic Heritage, Health and Nutrition, Buying Local, Gardening and Wild-Crafting, Food and Meaning, Kids' Category. Contest info and easy online registration at the link: www.reapfoodgroup.org/FFTF2006/recipecontest.htm.

Wouldn't it be fun to see a Northsider win using Northside Farmers Market products? How does Warner Park Watermelon Wonder sound? Sherman Avenue Shallots? Go wild!



Festival Day

Aug 27 & Sept 24

Join us the last Sunday of each month for extra festivities and fun!



Sundays

May 7 to Oct 29

8am ~ 12:30pm

Northside TownCenter

North Sherman Avenue,
Across From Warner Park

A great way to start your Sunday!

We hope to see you at the Northside Farmers Market!

Esperamos verle en el Northside Farmers Market!

Peb cia siab hais tias yuav ntsib koj nou ntawm Northside Farmers Market!

Quest accepted





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