

**North American Farmers Direct Marketing Association holds annual convention**

# North Dakota needs a Paula Deen

### Food network could go a long way in attracting culinary tourists to our state

Lane McConnell walked over to the concierge's desk at the Riverside Marriott in Savannah, Ga., like it was Christmas. In her hands she carried a shopping bag with goodies from the Paul Deen store in historic downtown Savannah.

*NAFDMA is networking and fellowship to nurture the farm, and farm products, by direct marketing. You can learn more about the mission of NAFDMA at its website [www.nafdma.com/Public/AboutUs/](http://www.nafdma.com/Public/AboutUs/).*

McConnell works for the Missouri Department of Agriculture in local foods and farmers markets. You've probably never heard of her. But you may have heard of Deen who began her career delivering sandwiches from her home in Savannah, Ga., and currently hosts her own cooking show on the Food Network.

North Dakota needs a Paula Deen.

That became apparent from the many food businesses visited by

Sue Balcom, North Dakota Department of Agriculture, and Rudy Radke, NDSU, while attending the North American Farmers Direct Marketing Association annual conference in Savannah in February. Deen boosted business by either spotlighting products or hosting guest chefs on "Paula's Home Cooking."

Culinary tourism, social networking and bus tours of Georgia's orchards, wineries and restaurants filled this year's eight-day conference.

Attendees from all over the United States, Canada and the United Kingdom came to share and learn how to build a better business on their farm or serving local foods.

In addition to sight-seeing in Savannah while attending four days of workshops and networking sessions, participants took bus tours that covered about 1,000 miles stopping at local orchards and agri-tourism businesses. Nearly every stop included samples of Georgia's best local foods.



*Paula Deen's food bar in her restaurant Lady & Sons in Savannah, Ga.*

From a Vidalia onion field to Georgia peach ice cream at Lane Packing, the 400-plus conference attendees snapped photos and exchanged thoughts on how what they saw could benefit their own enterprises.

Workshops included current trends in culinary hot topics, social networking, creating good television commercials, talking to the media, and a printed materials marketing competition.

Producers, bakers and many state departments of agriculture employees networked while enjoying southern hospitality – including the local cuisine.

Culinary tourism is hot.

Radke and Balcom took a culinary bus tour in downtown Savannah visiting eight businesses ranging from a chocolate café to a distillery.

At least three of the businesses owed their success to the attention of Deen and the Food Network.

Deen's Savannah buffet, Lady and Sons, serves a noon lunch crowd that wraps around two city blocks. Right next door

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Updates on local foods projects in  
North Dakota communities

# Localmotion

## Napoleon school receives fruit and vegetable grant

*By Carmen Rath-Wald  
NDSU Extension*

Following the Resource meeting on January 21, two Napoleon School board members in attendance followed up on information given by Sue Balcom, ND Department of Agriculture representative, about a grant for fruit and vegetable snacks for elementary school children.

School board members, Lila Wirt and Rick Regner, shared the information with school superintendent, Elroy Burkle. Superintendent Burkle followed up with an application proposal to ND Department of Public Instruction for the North Dakota Fresh Fruit and Vegetable Program.

The application was successful, and now free fresh fruits and vegetables are being served to Napoleon children grades kindergarten through eighth grade throughout their school day. The grant will provide extra funds, the food and some supplies. The goals of the grant are to:

- Provide students with fresh or dried fruits and/or vegetables as snacks during the school day.
- Reaffirm to students the importance of healthy living choices and diets.
- Provide students with fruits that are not commonly consumed on a regular basis.
- Expose students to cultural and agricultural information about each specific fruit or vegetable.

In keeping with Going Local North Dakota, the school has plans to purchase all fruits and vegetables locally.

## We need your help...

The North Dakota Department of Agriculture would like to share your community's local foods efforts with the world.

Please tell us what you are planning for this summer's growing season. Don't worry about writing, style or length. Send your information, any upcoming meetings or questions to Sue Balcom at [suebalcom@nd.gov](mailto:suebalcom@nd.gov), or call 701-328-4763.

## Grand Forks held local foods meeting in February

Nearly 20 people gathered at the Alerus Center in Grand Forks for a local foods meeting after a wellness fair hosted by the Grand Forks Public Schools Child Nutrition Program.

Student Heidi Demars has volunteered to begin surveying the Grand Forks community restaurants, producers and other businesses relating to local foods assets and needs.

Demars said, "As a group we decided to start presenting to different groups (Lions club, KC's, The ECO group at UND) to build awareness."

Surveying will begin after the education campaign.

"We hope that with more knowledge about the topic, people would be more receptive to local foods and a community garden. We want to start building partnerships with key stakeholders in the community so that this will be a success," she said.

A meeting has been set for Tuesday, March 10, to begin discussing the next step.

## Valley City local foods group working on garden grants

The Valley City Community Garden is moving forward. Sharon Clancy said, "We drafted a manager job description and are searching for someone to fill this spot who has a background in organic gardening."

The successful applicant would be contracted on a part-time basis from April through October.

VCCG is also working on draft of by-laws and a contract for the community garden which will be reviewed at the next meeting at 9 a.m. Tuesday, March 10.

The group has submitted one grant and is currently working on two more.

Need some assistance organizing  
your community's local food  
initiative?

**Call 328-4763**

We are here to help.



# Local motion continued...



## Grant County's efforts featured in Sunday's Bismarck Tribune

By LuAnn Dart

Grant County Job Development Authority

The Grant County Job Development Authority continues to make progress in implementing its "Growing Grant County" local foods initiative.

A brochure has been developed listing local restaurants, grocery stores, institutions and day cares interested in purchasing locally grown produce. A survey of these entities gathered an excellent response, identifying 12 local markets within Grant County.

The Grant County JDA and the Grant County Extension Service continue to work together to develop community gardens in Carson, Elgin and New Leipzig. Initial public meetings have been held to share details on the gardens with potential participants. An enthusiastic group of volunteers stepped forward to assist with developing the gardens and working with children in the youth gardens, which will be a part of each community garden. Participants will be enrolled through March.

Rewarded for their efforts in the local foods movement, Lauren Donovan from the Bismarck Tribune featured folks from Grant County and their plans for a community garden. The story can be found at <http://bismarcktribune.com/articles/2009/03/01/news/local/178051.txt>.

## Wells County begins feasibility study for processing plant

The Wells County Local Foods Initiative continues surveying the community and the completed assessments are due at the next monthly meeting.

The meeting will be held at 6 p.m. Sunday, March 15 at the Bowdon Library.

Meanwhile, the Bowdon Local Foods Initiative is working on forming a farmers market to be located at the intersection of Highway 52 and Highway 200, supporting local foods in the Bowdon Grocery Store, a feasibility study for a meat processing plant in Bowdon, a community commercial kitchen, continuation of the community garden and increasing local foods in the Bowdon Cafe.

Patti Patrie recently attended the Midwest Organic and Sustainable Education Service (MOSES) conference in LaCross, Wis. The topic of Farm-to-School was widely discussed as well as local food support in the 2008 Farm Bill.

## Sustainable Ag day set for Fort Yates

Dakota SARE will be co-sponsoring the Sitting Bull College Sustainable Agriculture Conference on Monday, March 11. The conference will be held in room 109 of the new campus just west of Fort Yates. Everyone is invited to attend and help spread the word.

This conference will be of interest to gardeners, farmers, ranchers and educators on the Standing Rock Reservation and nearby.

If you plan to attend, please call Joe Dunn at 701-854-8015.

### Agenda

- |            |  |
|------------|--|
| 8:30 a.m.  | Gary Halvorson, welcome                            |
| 9 a.m.     | Kris Nichols, keynote on soil health               |
| 10 a.m.    | Tim Faller, natural beef production                |
| 10:30 a.m. | Ron Brown, Otter diversity in management           |
| 11 a.m.    | Gene Goven, range and grazing management           |
| 11:30 a.m. | Todd Mortenson, holistic ranch management          |
| Noon       | Lunch  |
| 1 p.m.     | David Podoll, no-till farming-vegetable production |
| 1:30 p.m.  | Dan Nudell, GIS soil methods                       |
| 2 p.m.     | Dwight Duke, vegetable production and marketing    |
| 2:30 p.m.  | Frank Kutka, sustainable agriculture discussion    |



# North Dakota could capitalize on its agricultural experiences, history and local foods

(Continued from page 1)

to her restaurant, Deen sells aprons, cook books and memorabilia to tourists.

It was Deen's attention to the cupcakes in Back in the Day Bakery that boosted their business overnight. The bakery's charm came from the antique look of an old building decorated with vintage baking tools and posters. Griff and Cheryl Day sold memories as well as made-from-scratch cupcakes.

Mom and Nikki's Soul Food, an ethnic restaurant, also gained national attention from the Food Network and an article in Food and Wine Magazine.

Local food is big business and a growing business. Besides eating, the next generation has expressed an interest in learning how to grow and prepare food.

Several aspects of these new trends include volun-tourism, interest in healthy communities, natural and organic foods, life style, niche themes and spirituality.

The top 20 food items identified for dining trends are

1. Local produce
2. Mini desserts
3. Organic produce
4. Balanced kids meals
5. New/fabricated cuts of meat
6. Fruit and vegetable side items
7. Super fruits
8. Sustainable seafood
9. Artisan liquors
10. Smaller plates

The target audience for these trends are people who are 30 to 65 years of age, have active life styles and watch food shows.

A Canadian tourism study showed there is three times the interest in culinary tourism as there are people who are actually doing it. That creates a remarkable opportunity for new business in local foods across North Dakota. Across this country, people have said they want small farms, organics, animals treated in humane ways, education programs and local foods in schools.

North Dakota has history, wide-open spaces, authentic agriculture businesses and room to grow economically in the area of vegetable production.

Anyone who thinks its too cold to be growing vegetables and other speciality crops needs to look a little further north. Canada has a solid farmers market program and has done extensive tourism research. That means there's no reason that North Dakota cannot begin to fill a few of those niche markets and develop culinary and agri-tourism businesses.



Missouri Agriculture Department's Lane McConnell (middle) watching the Low Country Shrimp Boil cooking demonstration.

Here's a recipe to ward of the continuing cold weather

## Granola for a month or two

- 8 cups old fashioned oats
- 3 cups sunflower seeds
- 1/2 cup packed brown sugar
- 1 teaspoon (or less) salt
- 1 teaspoon ground cinnamon
- 1/2 cup vegetable oil
- 1/2 cup honey
- 3 cups
- 2 teaspoons vanilla
- 3 cups raisins and dried cranberries

Directions:

Preheat oven to 300 degrees

Mix oats, sunseeds, brown sugar, salt and cinnamon in a large bowl. In a saucepan warm the oil, whisk in the honey and vanilla. Carefully pour the liquid over the dry ingredients and mix well with a wooden spoon.

Pour into jelly roll pan. Bake 40 minutes, stirring every 10 minutes Place pan on rack and cool completely. Stir in dried fruit. Store in a tightly sealed jar or plastic bag.

Will stay fresh one week on counter, or freeze and scoop as you go.

This is awesome over yogurt or heated with milk in the microwave for a hot breakfast. (Adopted from a CD Kitchen recipe.)

# Tri-state local foods meeting set for March

Nearly a dozen local food advocates from North Dakota, South Dakota and Minnesota met by phone recently to discuss the possibility of collaborating on a Sustainable Agriculture Research and Education grant project supporting local foods.

It was decided a face-to-face meeting will be held from 11 a.m. to 3 p.m. Wednesday, March 25, at a central location to be determined soon. Participants who cannot be present that day can still be involved via tele-conference or video-conference.

Goals are to identify concrete topics for the grant. It was suggested starting with a survey of current resources, assets and projects already in the works. Participants were also asked to identify additional funds available for local foods systems.

SARE grants require a specific set of focused tasks and must be rooted from the producer/consumer side of the equation. Criteria such as benefit to sustainable agriculture producers, research projects, development of materials, education and events; and the involvement of the primary stakeholders, or the producers, must be considered.

While the Internet serves as a tool of communication for many people, Britt Jacobson, Farms project coordinator, said

their organization did a survey a few years back and determined most producers would benefit from individual attention and did not regularly use a computer.

Everyone agreed project needs would have to be a balance between web based programs, bodies in a room together and boots in the field.

Pat Garrity, who works with the Leopold Center in Iowa, said producers are confused about expectations. Quantity, quality and delivery date are hard for producers who are asking the question, "How can I get into the system?" He suggested going to the end and coming back to the beginning. Pick out 15 products we can raise in this country and the quantities needed.

At first glance, it appears a producer system does not exist in the three states.

Maggie Adamek said an example of the SARE project could be finding five successful distribution systems on the scale of our producers and tell the story behind the setup, using them as examples to fuel conversations and creativity.

Frank Kutka, Sustainable Agriculture Specialist and Dakota SARE Coordinator, also suggested involving the tribal colleges and consumers living on reservations.

Early thoughts on things to consider are producer needs and participation; education – changing the mindset about local foods; working with policy makers whoever they may be; and the social aspect of local foods.

"It's not just about healthier, fresher food but the fabric of communities and rural life," Adamek said. "People want to get their hands back in the dirt."

Anyone who would like to be part of the planning and/or has ideas, questions or input, please call Sue Balcom at 701-328-4763 or e-mail [suebalcom@nd.gov](mailto:suebalcom@nd.gov).

*"It's not just about healthier, fresher food but the fabric of communities and rural life."*

Maggie Adamek  
U of Minnesota

## Calendar of upcoming events and opportunities

### Saturday, March 14 –

Community garden organizational meeting at the Morton Mandan Combined Law Enforcement Center at 205 First Ave. NW, Mandan from 10 a.m. to 12 noon.

Anyone interested in local foods or community gardening is invited to attend. A garden plot with water and tilling services has been offered by the Mandan Parks and Recreation.

### Monday, March 23 –

Minot local foods organizational meeting at the North Central Research Extension Center, south of Minot from 6 to 9 p.m.

Anyone who has been doing farmers markets, community gardening, plant a row for the hungry, etc. etc. join us for a chili feed (for a nominal fee) and discussion on how to keep in touch and grow the local foods system in the area.

### Mark your calendars for this summer event

A Wild Food Event will be held at White Earth Rediscovery Center, 2940 1400<sup>th</sup> Street, Waubun, Minn, from June 17-20.

Grab your knife and tent! Collect foods and prepare them over a fire or in a pit.

Learn medicinal and utilitarian uses of plants, and learn how to identify and prepare wild foods with Tom Peterson, Steve Dahlberg, Matt Mattson, Francois Medion, Sunny Savage, Sam Thayer, Stephanie Williams, and Mike Krebill.

Experience a hands-on hunter/gatherer lifestyle including a little work and lots of play.

During this weekend, you will collect the food you eat - rumbling tummies may promote faster learning

Visit [www.wetcc.org/programs/WildFoodSummitII\\_files/wfs08Gateway.html](http://www.wetcc.org/programs/WildFoodSummitII_files/wfs08Gateway.html) for more information or call 1-218-935-0417, ext. 312, 313.

**If you haven't visited [www.goinglocalnd.ning.com](http://www.goinglocalnd.ning.com) lately, you are missing out on the latest news and views for local foods.**



# North American Farmers Direct Marketing Association Conference Photo Highlights by Rudy Radke, NDSU



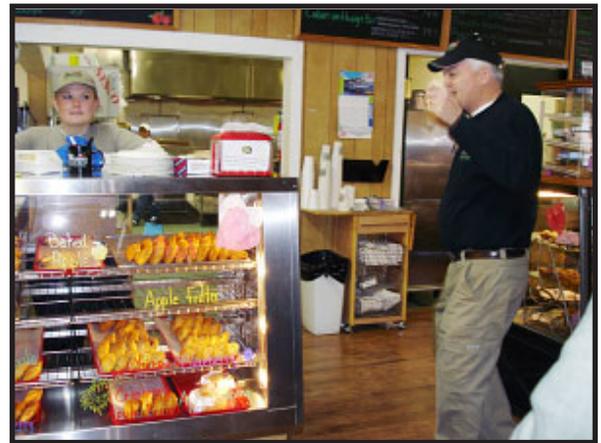
*One of the oldest markets in Savannah.*



*One of many kitchens we toured.*



*A fresh vegetable display.*



*Fried pies were this store's speciality.*



*Bags of Citrus at Lane Packing.*



*Sampling six different varieties of honey.*



*Smothered shrimp and grits from Mom and Nikki's.*

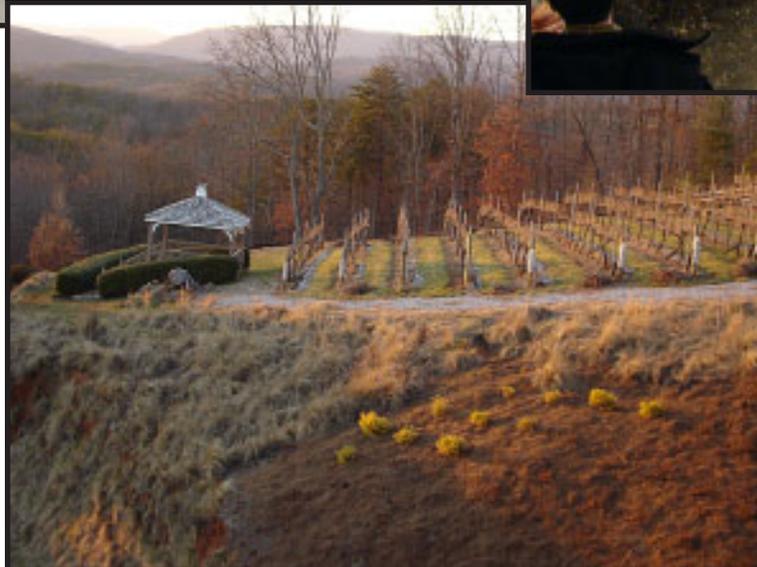


*What to do with an abandoned truck? An idea from the Rock Ranch.*



*Apple pickin' wagons.*

*Leopold's old fashioned ice cream parlor.*



*Wolf's Mountain grape vines.*