

Locally Grown News

Published by the Local Growers Guild of southern and central Indiana



Teresa Birtles talks with Jeff Mease at the Bloomington Winter Farmers Market (2007). Thank you to Steve Wallace for the photo!

Reaching Out

Teresa Birtles – Heartland Family Farm

We all do our part in educating the public as we talk to our customers, friends, family, and anyone else who will listen about the joys of eating fresh, locally grown food. However, many of our members make a special effort to reach out to both the general public and their fellow farmers. Teresa Birtles has been busy this year speaking at

events such as the “Local Food: Eating With Values” hosted by the UU Church of Bloomington. She will also be speaking at the 2008 Midwest Women in Agriculture Conference in February alongside fellow growers Marcia Veldman and Jennie Hoene on the subject of being a successful market vendor. Teresa is a huge supporter of the local food movement, being a wonderful LGG board

member as well as an active Slow Food participant. Thank you, Teresa.

Please let us know how YOU are getting involved with education about locally grown food. In 2008 our goal is to emphasize the “education” part of our mission with a variety of workshops and events. Let us know what you’d like to learn... and what you’d like to teach!

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Multi-Species Processing Facility – Coming Soon?

The Historic Hoosier Hills RC&D received a grant this year to study the feasibility of building a multi-species processing facility near Scottsburg, Indiana. This would be a USDA-inspected facility that could handle a wide variety of animals – chickens, turkeys, ducks, pigs, cows, bison, ostriches, etc.

two state-inspected facilities that will process chickens. There are a few federal (USDA) facilities but they are geared towards large production and generally will not accommodate farmers with small production levels.

The other goal is to create a facility where farmers can have their animals processed under USDA inspection, which would allow them to be sold across state lines. This is especially important for growers in southern Indiana who see Louisville

as their target market.

The study should be completed by February 2008. Right now, the consultant is working to identify what farmers want a facility like this and how far they would be willing to travel. She will be interviewing interested farmers as well as existing meat processing facilities to identify needs.

Want to participate? Contact Roy Ballard with Purdue Extension at rballard@purdue.edu or 317-462-1113.

Part of the idea of this project is to create a facility geared towards small farmers who raise animals such as poultry that are difficult to get processed in Indiana. Right now there are only



Market Maker – Connecting Growers and Buyers



The Indiana State Department of Agriculture is launching a new website to help connect Indiana growers with buyers.

www.inmarketmaker.com

The website has two components. One is a database of demographic information so a farmer or business owner can identify a good market (e.g. concentration of high

income and certain ethnicity). The other is a database of farms, groceries, and restaurants so any individual or business can find the product they want (e.g. organic blueberries).

What does it mean for growers? This is a great way to reach new markets, especially if you are interested in selling to restaurants, grocery stores, or distributors. It

can also help you find consumers wanting to buy directly off the farm. It also provides a chance for farmers to find each other and collaborate and grow together to meet a large demand.

Right now, the ISDA is gathering farm data. Simply visit their website to add your farm information.

LGG Focus 2008 – Grower Education

This year we really want to focus on the “education” part of our mission and especially education of growers. Here is a list of some of the courses we are considering. Let us know if there is something missing that YOU want to see.

How to Market Your Local Product (Jan)

How to Run a Successful CSA (Feb)

Season Extension (March)

Protecting the Family Farm with Conservation Easements (April)

Market Maker Training (May)

Introduction to Value-Added Production (June)

Writing a Business Plan (July)

Becoming Certified Organic (August)

Hoophouse Construction (September)

Creating a Farm Website (October)

We are always open to suggestions for workshop topics and will continue to forward educational opportunities through other groups such as Purdue Extension.

The LGG would like to welcome **Jessica Williams** as the new Market Master for the Bloomington Winter Farmers’ Market. Jessica is a familiar face around the Bloomington summer farmers’ market, having worked on several area farms. We are excited about having her help in professionalizing the winter market! In early 2008, the winter market advisory committee will be soliciting policy ideas from LGG members in order to update and improve market policy. We hope you will contribute!



Dine Local Night Returns!

Back by popular demand, the Local Growers Guild will be sponsoring FOUR Dine Local Night events this year to celebrate local food in every season.

Our winter event is tentatively scheduled for Thursday, January 17th, just before our “Promote Your Local Product”

Workshop and the start of the Bloomington Winter Farmers’ Market. Here is a list of all our LGG retail members: Bloomingfoods, Bloomington Bagel Company, Farm Bloomington, Laughing Planet, Limestone Grille, New Day Meadery, Nick’s English Hut, Oliver

Winery, One World Enterprises, Restaurant Tallent, Roots Restaurant, Sahara Mart, Trulli Flatbread, and Upland Brewing Company.

If you have products you’d like to see featured as dinner specials for Dine Local Night, contact Maggie at 812-345-1592.

Upcoming Events

MUSGRAVE ORCHARD FARMERS' MARKET

BLOOMINGTON – MUSGRAVE'S
SATURDAYS, DEC 1-22

Along with the orchard shop, several vendors will be selling their locally grown goods from 10:30-2:30 Saturdays in December.

www.musgraveorchard.com or 812-339-5006 for directions.

INDIANA AGRICULTURAL/RURAL ENTREPRENEURSHIP WORKSHOP

MUNCIE – BALL STATE UNIVERSITY
WEDNESDAY, DEC 12

Learn about new venture opportunities and how to research, plan, and fund new businesses. Contact eirwb@startupindiana.com for more information.

LGG BOARD MEETING (DEC)

BLOOMINGTON – CALDWELL CENTER
DECEMBER 17, 6:30PM-8:30PM

Our monthly board meeting will be held at the Caldwell Center at 304 S. Walnut Street. Please RSVP to Maggie at 812-345-1592 in case the date/time changes.

LGG BOARD MEETING (JAN)

BLOOMINGTON – CALDWELL CENTER
JANUARY 14, 6:30PM-8:30PM

Please RSVP to Maggie at 812-345-1592 in case the date/time changes.

SOUTHERN SUSTAINABLE AGRICULTURE WORKING GROUP (SSAWG) CONFERENCE

LOUISVILLE, KY – THE GALT HOUSE
JANUARY 16-19

This three day conference focuses on practical tools and solutions for sustaining family farms.

<http://www.ssawg.org/conference.html>

DINE LOCAL NIGHT

BLOOMINGTON
THURSDAY, JANUARY 17TH

Support the Local Growers Guild by dining at one of our member restaurants and asking for the Local Special. 5% of proceeds go to the Local Growers Guild.

HOW TO EFFECTIVELY MARKET YOUR LOCAL PRODUCT – LGG SPECIAL EVENT

BLOOMINGTON – HARMONY SCHOOL
SATURDAY, JANUARY 19TH

See article below.

INDIANA HORTICULTURAL CONGRESS

INDIANAPOLIS – ADAMS MARK HOTEL
JANUARY 28-30

An educational meeting for fruit, vegetable, wine, organics, and specialty crop growers and marketers in Indiana.

<http://www.inhortcongress.org/>

BLOOMINGTON WINTER FARMERS' MARKET

BLOOMINGTON – HARMONY SCHOOL
SATURDAYS, JANUARY 26 – MARCH 29
9:00AM-12:00 NOON

Join us for another wonderful season of locally grown food with live music and chef demonstrations.

LGG BOARD MEETING (FEB)

BLOOMINGTON – CALDWELL CENTER
FEBRUARY 18, 6:30PM-8:30PM

Please RSVP to Maggie at 812-345-1592 in case the date/time changes.

MIDWEST WOMEN IN AGRICULTURE CONFERENCE

COLUMBUS – HOLIDAY INN
FEBRUARY 20-21

This two-day conference is a great way to network with other women in agriculture and participate in sessions covering everything from raising goats to estate planning to choosing a business structure.

<http://www.ces.purdue.edu/wia/conference.html>

OHIO RIVER VALLEY FARM MARKETING CONFERENCE

WILMINGTON, OH
FEBRUARY 19-20

An opportunity for producers to gain and share new ideas for direct marketing their products.

<http://directmarketing.osu.edu/orvfmcc>



How to Effectively Market Your Local Product Featuring Harold Lloyd

Please join us for this special event when nationally acclaimed consultant Harold Lloyd will speak to us about marketing local products, drawing from his experience with a wide variety of farmers, restaurants, grocery stores, and entrepreneurs.

This will be a great opportunity to learn from an expert as well as network with each other as we work to create a strong local food economy.

Workshop admission including lunch is \$20 for members (up to two from each farm or household) and \$35 for non-members if registration is received by January 7th.

Classifieds

EQUIPMENT
1996 S10 Pickup with camper shell. Runs great. \$1995. Beehive with bees and equipment - \$225. Toledo Hanging Scale - \$150. Chatillon Hanging Scale - \$100. Call Michael Hicks 812-279-9239.
ANIMALS
Need a pig to eat your leftovers? Contact Rebecca Fiedler at 812-836-4348 for pricing.
Taking orders for heritage and rare-breed chicks and ducklings, for spring. Call Cathy at 812-272-5787

LAND
Farm for rent in Washington County with 90 wooded acres & 10 tillable organic acres. Call Gail at 812-883-6171 to discuss.
MISC
Marsha Cassidy is looking for a business partner to develop an agribusiness on ~10 acres in Monroe County. 812-332-3065.
Bubblewrap and Styrofoam peanuts filling your closets? Will pick them up and recycle/reuse for my egg shipments. Thanks! Cathy 812-272-5787

FARM LABOR
IU Students for Sustainable Food has 10 students looking for a one-day farm experience. Call Vanessa at 812-822-1428 or e-mail iufood@indiana.edu .
BULK PURCHASING
Randy Stout has organically grown winter rye for sale \$10/50-lbs. He also has berry flats. Call 317-554-9211.
Jeff Evard is buying Fertrell soil amendments in bulk and is willing to deliver ½-pallette orders. Call 765-528-2887.

ANNOUNCEMENTS
2007 Census of Agriculture forms will be mailed to farm and ranch operators on December 28, 2007. It is also available at www.nass.usda.gov . Information collected will be kept confidential and used only for statistical purposes.
Classified ads are free to members (please limit to 3 per newsletter) and \$5 for non-members with a 30-word maximum. Entries can be sent by e-mail to localgrowers@localgrowers.org or contact Maggie Sullivan by phone at 812-345-1592 by February 10 th .

About This Newsletter and Our Organization...

This newsletter is a publication of the Local Growers Guild, a cooperative of growers in southern Indiana dedicated to promoting local food, and is mailed to our members six times a year.

We decided to mail extra copies this month as part of our effort to recruit new members and expand our communication network. Our mission is to educate, support, and connect

local growers, consumers, businesses, and communities.

We run a variety of projects including publication of a "Local Growers Guide" annually, sponsorship of "Dine Local Night" events, coordination of the Bloomington Winter Farmers' Market, and development of the Bloomington incubator kitchen project..

We have three categories of membership – grower, retailer, and community member. Our website has additional information about becoming a member as well as many resources about local food and our projects.

For additional information, please contact us at localgrowers@localgrowers.org or 812-345-1592.

LOCAL GROWERS GUILD

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