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The Weekly Update

April 25, 2009

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Dear WCM Shopper

Last week's market may be one for the record books. By 11:00 am many of the vendors were sold out and others were quickly emptying their tables. In her blog, *The Other Side of the Ocean*, market neighbor **Nina Camic** ably [describes the day](#) for us. This Saturday's market promises to be spectacular as well.

The rain that fell earlier in the week was welcomed by most of our farmers. With a little heat from above we should expect the growing season to start moving into high gear.

Hello to Our New Vendors

The diversity and quality of goods available at the WCM just keeps getting better. We welcome the following new vendors:

Brad Moore of Mazomanie brings honey in just about any size and many of our favorite flavors. From gallons of "plain" clover honey to fruit-flavored honey "stixs," Brad is all about honey. **Byron Schroeder** of Rewey brings his excellent cheese to the market.

Todd Carr of Pecatonica Valley Farm from Hollandale brings a broad assortment of chicken, pork, eggs, and beef products while **Mary White** with her Honey Bee Bakery pretty much sold every crumb of her delectable baked treats that she had last week.

Next week we'll bring you more on what our new vendors are offering. In the meantime, stop by this Saturday and introduce yourself.

Available This Week

The quantity of tomatoes will do nothing but increase from now until well into the season. **Mary Uselman** of **Don's Produce** says the supply is not great just yet but should be increasing rapidly in the



next several weeks. When we checked Mary's table at about 11:00 am last week there was a neat row of about eight tomatoes left. **Carrie Flyte** says she expects to be bringing many more tomatoes to market as well.



This recently finished season was the best in many years for our maple syrup gatherers. **Sunnyhill Acres** has syrup and the delicious maple popcorn.

Kay Jensen from **JenEhr Family Farm** reports than "great stuff" is coming out of the hoopouses. They have Bekana, a tangy napa cabbage family green, lemony sorrel, French breakfast radishes with greens, a red and yellow mustard mix, onion chives, a few storage cabbage, and frozen tomatoes. And, of course, plenty of roasting chickens.

Stella's Bakery and **Madison Sourdough** are baking a variety of breads while **Murphy's** and **TerraSource Gourmet Chocolates** can provide the perfect finish to a farmers' market meal.

We're getting close to the time when it's safe to get those plants in the ground. **Tomato Mountain** had some starters last week and is planning on bringing plenty more (including a great assortment of heirloom tomatoes). **Indian Trail Greenhouses** and **Harvest Moon** will be bringing plenty to get into the ground as well.

Photo by Bill Lubing: Flavored honey from Brad Moore.

Recipe: Spring Pasta Salad

Ingredients

- 10 ounces large shell pasta
- 1 1/2 cups radishes, sliced
- 1 cucumber, thinly sliced
- 1 cup green pepper, diced
- 1 1/2 cups carrots, peeled and sliced
- 1/4 cup onion, diced
- 1/2 cup mayonnaise
- 1/3 cup sugar
- 1 teaspoon dill weed
- 1 tablespoon vinegar

Cook pasta according to directions. Drain. Combine pasta and vegetables in a large bowl. In a small bowl, combine mayo, sugar, dill weed and vinegar. Pour over vegetables and stir until combined. Chill for at least 2 hours.

From www.recipetips.com

Frisée and Bibb Lettuce with Radishes and Spring Onions

Frisée is basically the smaller version of curly endive and may be commonly referred to as baby curly endive.

Dressing:

1/4 cup plain whole-milk yogurt
1/4 cup mayonnaise
2 tablespoons fresh lemon juice
2 tablespoons fresh chives, minced
1/8 teaspoon sugar
Salt and freshly ground black pepper

Salad:

1 large head frisée, trimmed and torn into bite-size pieces
3 heads bibb or 1 head Boston lettuce, torn
1 pound radishes, trimmed; sliced if bigger than bite-sized
2 spring onions or 4 scallions, trimmed and thinly sliced
2 medium carrots, peeled and coarsely grated

In small bowl, whisk together yogurt, mayonnaise, lemon juice, chives, and sugar. Season to taste with salt and pepper. Cover and chill until ready to use.

In large bowl, toss together frisée, bibb lettuce, radishes, spring onions, and carrots. Add dressing and toss to coat. Serve immediately.

From www.epicurious.com

A hearty congratulations to Bruce Workman and crew of **Edelweiss Creamery** for triple wins at the recently concluded [U.S. Championship Cheese Contest](#). Team Edelweiss members won second place for their Gouda and two third place wins for their muenster and Havarti. Congratulations!

After visiting the Westside Community Market, enjoy a convivial group of your fellow food-lovers at the [Isthmus Green Day Expo](#) held this Saturday at the [Monona Terrace Convention Center](#).

If you have a favorite, seasonal recipe using ingredients from the Westside Community Market, send it in. We'd love to feature recipes from local folks who shop the Market. You can send your recipe to friends@westsidecommunitymarket.org

Until next week,

Bill Lubing
for the Westside Community Market
friends@westsidecommunitymarket.org

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The Weekly Update

April 18, 2009

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Dear WCM Shopper

It's not just us shoppers who are anxiously awaiting the first Westside Community Market of the season this coming Saturday, April 18. The farmers and other producers look forward to this first Market as well. And not simply because they're looking for the first sales of the season.

Our first Springtime Market gives us all a chance to renew friendships, start new ones, and catch up on what's happened since the last Market back in November.

For many farmers wintertime means less opportunity for socializing, with more time spent planning, repairing, ordering supplies, and (in a spare moment) recuperating from the busy season. With the new season, all roads lead to [4802 Sheboygan Ave.](#) at the corner of N. Segoe Rd. in Madison for the Westside Community Market.

The Market is open from 7:00 am to 1:00 pm in the Hill Farms Department of Transportation (DOT) parking lot. If you haven't visited the our Market before you'll be pleasantly surprised by the easy parking access for loading, free coffee, and free raffle. And, of course, the great conversations. [Our web site](#) provides additional information.

What to Expect At the First Market

The [Westside Community Market](#) season unfolds in three sessions. They are:

- **Session I** - April 18 through June 20;
- **Session II** - June 27 through August 29;
- **Session III** - September 5 through November 7.

With the change of the session comes a partial change of vendors. This keeps the Market dynamic, making an evolving selection of products available as the season progresses.

Here are some highlights of what to expect at Saturday's Market:

Nick Kirch and the gang from **Blue Marble Dairy** will be bringing a full assortment of



dairy products, with some new products that have not yet been sold at the Market.

Speaking of dairy, we're joined this year by Bryon Schroeder of **Schroeder's Cheese, LLC**, of Rewey, who brings his cheese and our old friends Don and Chris Paris of **Sugar River Dairy**, whose small batch yogurt is such a hit. **Edelweiss Creamery** from around Monroe, WI returns this year as well.

Expect parsnips, horseradish, onions, baby carrots, baby beets, radishes, ramps, and shallots to bring to the dinner table. Some of the vendors expected are **Don's Produce**, **Primrose Produce Community Farm**, and **West Star Farm**.

Springtime means planting time. There will be no lack of plants as we're joined by **Indian Trail Greenhouses**, **Kopke's Fruit of the Bloom, Inc.**, and **Morningwood Farm Nursery**, to name a few. **Tomato Mountain** will have early Spring plantings along with their fine quality finished tomato and fruit products.

If you're planning to purchase meat it may not be a bad idea to bring the cooler. Eric Johnson from **Jordandal Farm**, will be back as will **Hawks Hill Elk Ranch** and **JenEhr Family Farm**. We welcome a new vendor, **Pecatonica Valley Farm** owned by John Carr of Hollandale, WI.

An assortment of bakery products includes offerings by **Stella's Bakery**, **Tom and Sally Murphy**, **Potters Crackers**, a new vendor, Mary White with **Honey Bee Bakery**, and of course, **Madison Sourdough**.

For something sweet, **TerraSource Gourmet Chocolates** or honey from **Brad Moore** from Mazomanie should hit the spot.

These are just a few of the vendors we're expecting on Saturday. Check out the [vendor list](#) on our web site for more. Weather, product supply or other factors can and does affect vendor attendance. If in doubt, contact your favorite vendor by phone or [email](#).

Photo by Bill Lubing: Radishes are an early crop.



Recipe: **Watercress Soup**

Tis the time that brings watercress gathered at the heart of our rural springs. Watercress soup, low in calories while high in flavor is a great dish for those of you that control diabetes.

- 1.5 tbsp olive or sunflower oil
- 1/2 cup chopped onion
- 2 bunches watercress
- 8 cups low-sodium chicken, turkey or other broth
- 2 medium Russet potatoes, thinly sliced (peeling not necessary)
- Salt (optional) and freshly ground pepper to taste
- 2 cups skim milk

1. Place the oil on the bottom of a large saucepan, making sure to coat the entire surface.
2. Add onion and sauté until onion is limp, about 4 minutes.
3. Meanwhile, rinse watercress and drain. Add the leaves and tender stems to the saucepan and sauté for 2 minutes.
4. Add broth and potatoes. Cook, covered, until potatoes are tender, about 20 minutes.
5. Transfer part or all of the mixture (depending on desired consistency) to a food processor or blender. Process until smooth. Return the mixture to the saucepan and season with salt (if using) and pepper. Stir in the milk and reheat, adding a bit of skim milk (if desired) to thin to desired consistency.
6. Serve in wide, shallow soup bowls, floating a lemon slice on each serving if desired.

Recipe adapted from diabetic-recipes.com.

To me the surest sign of Spring is shopping for groceries in an open air market. The food just seems more vibrant, the sellers more enthusiastic, and the colors more deep and pure.

We say our final *adieu* to last season's nip while we welcome Spring's nurturing warmth with the opening Market of the year.

Until next week,

*Bill Lubing
for the Westside Community Market*

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The Weekly Update

April 11, 2009

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Dear WCM Shopper

The snow is gone (almost). The grass is beginning to green (slightly). We're excited, impatient, and enthusiastic about the beginning of the new Westside Community Market season (an understatement).

The first market of the new season kicks off next week on Saturday, April 18. In the meantime it's time for you to shake out your shopping bags, dust off those comfortable walking shoes, and plan to spend a few hours at the WCM on Saturday, April 18. For our part we'll be updating the [website](#), finalizing the vendor roster, and getting ready to greet you in the new season!

The Who, What, When, Where, and Why of the Market

The [Westside Community Market](#) begins its fourth season on Saturday, April 18. Open from 7:00 am to 1:00pm, parking is convenient and access is easy by car or from major bus routes. The market sets up in the parking lot of the nine-story Hill Farms State Transportation Building at the corner of Sheboygan Ave. and Segoe Blvd. at [4802 Sheboygan Ave.](#), in Madison, WI.



The Westside Community Market features Wisconsin-area farmers who offer homegrown fruits, vegetables, meats, cheese, eggs, bakery products, cider, maple syrup, honey, milk and cream, yogurt, fresh and dried flowers, herbs, mushrooms, plants for home and garden, jams and jellies, pickles, and other prepared food products. Since most of the products are seasonal, it's best to read *The Weekly Update* to know what's available at the market.

The market is a place to find fresh, Wisconsin-produced farm products, meet your neighbors, and learn about locally grown and prepared food. There's always free fresh coffee and a free raffle, with five winners chosen each week. Beginning on Saturday, April 18 the West Side Community Market offers a fun and productive venue for

summer Saturday activities.

*Photo by Amy Kinast: Kopke's Fruit of the Bloom, Inc.
owned by Kopke from Oregon*



Recipe: Oyster Mushroom Tart

This recipe, adapted from a 2004 recipe in [Gourmet](#) magazine brings a fresh mushroom taste to your dining room table.

Oyster Mushroom Tart

Serves: *8 first-course or 6 main course servings*

- 1 pastry shell (purchase or [make your own](#))
- 1 tbsp unsalted butter
- 1 tbsp sunflower, olive or other vegetable oil
- 3/4 oyster mushrooms quartered lengthwise
- 2 tbsp finely chopped red onion
- 1 teaspoon chopped fresh rosemary
- 3/4 tsp salt
- 3/8 tsp black pepper
- 1/2 cup [crème fraîche](#)
- 1/2 cup heavy cream
- 1 whole large egg
- 1 large egg yolk

Special equipment: a 9- by 1-inch round fluted tart pan with a removable bottom; pie weights or raw rice

Make shell:

Roll out dough on a lightly floured surface with a lightly floured rolling pin into an 11-inch round and fit into tart pan, trimming excess dough. Chill until firm, about 30 minutes.

Put oven rack in middle position and preheat oven to 375°F.

Lightly prick bottom of shell all over with a fork, then line with foil and fill with pie

weights. Bake until side is set and edge is pale golden, 18 to 20 minutes. Carefully remove foil and weights and bake shell until bottom is golden, 10 to 15 minutes more.

Cool completely in pan on a rack, about 15 minutes.

Make filling while shell bakes:

Heat butter and oil in a 12-inch heavy skillet over moderately high heat until foam subsides, then sauté mushrooms, onion, rosemary, 1/2 teaspoon salt, and 1/4 teaspoon pepper, stirring frequently, until mushrooms are tender and any liquid given off is evaporated, 8 to 10 minutes. Transfer to a bowl and cool to room temperature.

Whisk together crème fraîche, heavy cream, whole egg, yolk, and remaining 1/4 teaspoon salt and 1/8 teaspoon pepper in a medium bowl until combined.

Fill and bake tart:

Reduce oven temperature to 325°F.

Scatter mushrooms evenly in tart shell and pour custard over them. Bake tart in pan on a baking sheet until custard is just set and slightly puffed, 35 to 45 minutes.

Cool tart in pan on rack at least 20 minutes, then remove side of pan. Serve tart warm or at room temperature.

Photo by Bill Lubing

The hoop houses have been producing flowers, spinach, and starter plants for the past several weeks now. By Market's open on April 18 we should have a good assortment of early season products.

When you receive your *Weekly Update* next week we'll have more details on what's available and which vendors will be there. In the meantime, start your shopping list!

Until next week,

*Bill Lubing
for the Westside Community Market*

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