

GIRARD

AROUND THE KITCHEN TABLE WITH O LOCAL FOODS

THE CHALLENGE OF
LOCAL FOODS

PAGE 26

COOK THIS!
CELEBRATING
SUNCHOKES
AT ROOTS

PAGE 14

All hands

ON DECK

FOR A SCANDINAVIAN PICNIC

Daniel Jacobs



PLU 3010
SUMMER 2012 • 99¢
FREE WITH \$20 PURCHASE



A WORD FROM
THE EDITOR.



WHAT IS GRAZE ?

AUTHENTICALLY LOCAL

We're local and proud – happy to live in a city that values its unique identity. We'll celebrate the real flavors of our community and the surrounding area in every issue.

FRESH

It's simple – we believe that the tastiest flavors are tied to what's in season. Natural and honest food is our favorite food.

SMART

Sure we know our stuff, but we're right along side you on this food journey. We'll share what we know in a positive, expert way without a know-it-all attitude.

FUN

Roll up your sleeves, put your elbows on the table and slop the sauce on the tablecloth. Good food is messy and best shared with laughter and good friends.

GRAZE WILL BE
PUBLISHED QUARTERLY,
WITH NEW ISSUES
EACH SEASON.

DEAR READERS,

THERE ARE CHALLENGES TO EDITING A QUARTERLY MAGAZINE, PARTICULARLY ONE WITH SUCH AN ESSENTIAL CONNECTION TO THE SEASONS. AND, AS WE WORKED ON PUTTING TOGETHER THIS ISSUE, FINDING A DECENT PLUM TO PHOTOGRAPH WAS ONE OF THOSE CHALLENGES.

You see, we work four months or so out on each issue, which meant we began gathering material for summer back in late March, after the spring issue had gone off to the printer. And, truth be told, there aren't many plums around these parts in March. Or peaches. Or nectarines.

There also aren't many blistering hot sunny days in April, either, but the crewmembers of the S/V Denis Sullivan did their best, donning heavy fleece vests and knit caps to enjoy a picnic photo shoot on the ship's deck next to Discovery World.

Such are the hazards of publishing a seasonal food magazine. They pale, however, in comparison to the challenges of running a produce department – and they seem positively trivial next to the task of actually raising the foods.

Farmers face a myriad of hurdles in successfully bringing food to the market and income to their own bank accounts: there's the economy and gas prices, of course, but also the weather, among so many other factors. While our overheated March meant the magnolia in my yard flowered a month early, it also meant that local apple and cherry trees began budding long before usual. That early spring turned disastrous in April when nighttime temperatures plummeted, killing many of those buds and destroying hopes for this fall's harvest. Don't expect to find many local apples and cherries this year.

But let's worry about that later; it's July now. Time for sun-warmed berries and melons, for the savory smell of basil leaves rubbed between your fingers and for the first sweet ears of Wisconsin corn. It's summer. Enjoy.

MALCOLM MCDOWELL WOODS
editor

graze@outpost.coop

WHO IS GRAZE ?



i am **LISA MALMAROWSKI.**

Marketing isn't a dirty word. It's my megaphone to talk about things that really matter, like preserving local food security and the best way to roast a beet. I've made it my mission to turn natural food doubters into evangelists. When I'm not busy turning people on to turnips, you'll find me creating mixed-media art, shopping for shoes or traveling.

i am **MARGARET MITTELSTADT.**

My childhood was filled with simple, honest meals, and it's with great humility that I approach cooking. Great Grandma's apron hangs in my kitchen like a sentry from the Old Country. Of course, like life, not everything I cook turns out as I expected, so I've learned to let go of outcomes and smile with the surprises.



i am **PAUL SLOTH.**

I've been eating for 39 years. It's good to think about food, not only what we're eating, but about those who aren't eating. While some people today search the world over for the perfect truffle, others continue to go to bed hungry. That's crazy, but that's what's so awesome about food. It's a complex issue, one that is worth all the attention it gets.

i am **CARRIE ROWE.**

My Grandmother had a glorious garden. I'd spend hours eating sunshine-warm raspberries and often just sitting, listening to the buzz and hum of all the critters hard at work making all of this magic possible. To me food is magic. And sharing it with people who make me smile is about the nicest thing a girl could ask for.



i am **CARA BERKEN.**

I like making things better. It could be the arrangement of images and type, finding the perfect accent piece for a room, organizing my closet by season, color and sleeve length. My passions are laughing, traveling and sampling all of Milwaukee's newest restaurants.

Outpost Natural Foods is a founding member of Local First Milwaukee, an alliance that advocates for locally owned, independent businesses.



- GRAZE.

A QUARTERLY PUBLICATION OF
OUTPOST NATURAL FOODS COOPERATIVE

OUR PUBLISHING STAFF.

EDITOR . MALCOLM MCDOWELL WOODS
MARKETING . LISA MALMAROWSKI
COMMUNICATIONS . MARGARET MITTELSTADT
DESIGN . CARA BERKEN
PHOTOGRAPHY . PAUL SLOTH . CARA BERKEN
MALCOLM MCDOWELL WOODS

IN THIS ISSUE...

LISA MALMAROWSKI . MALCOLM MCDOWELL WOODS . MARGARET MITTELSTADT
CARRIE ROWE . PAUL SLOTH

OUR STORES.

100 EAST CAPITOL DRIVE
MILWAUKEE, WISCONSIN 53212
PHONE . 414 961 2597

7000 WEST STATE STREET
WAUWATOSA, WISCONSIN 53213
PHONE . 414 778 2012

2823 SOUTH KINNICKINNIC AVENUE
MILWAUKEE, WISCONSIN 53207
PHONE . 414 755 3202

OUTPOST MARKET CAFÉ
AURORA SINAI MEDICAL CENTER
945 NORTH 12TH STREET
MILWAUKEE, WISCONSIN 53233
PHONE . 414 431 3377 EXT 177

WE'D LOVE TO HEAR FROM YOU!
SEND YOUR LETTERS TO –

OUTPOST NATURAL FOODS/GRAZE
205 WEST HIGHLAND AVENUE, SUITE 501
MILWAUKEE, WISCONSIN 53203

GRAZE @ OUTPOST.COOP

OUTPOST
NATURAL FOODS

WWW.OUTPOST.COOP



CONTENTS.

SUMMER 2012

...features.

SUMMER (2 WAYS).

CHERRY TOMATOES & BASIL page 12

COOK THIS!

OUR CHEF'S CHALLENGE – ROOTS' DANIEL JACOBS TAKES ON SUNCHOKES page 14

A SCANDINAVIAN PICNIC.

ALL HANDS ONDECK FOR OUR SAVORY SUMMERTIME REPAST page 20

TABLE TALK.

A KITCHEN TABLE CONVERSATION ABOUT MILWAUKEE'S LOCAL FOOD MOVEMENT page 26

IN AN IDEAL WORLD..

EMPTY CITY LOTS BECOME NEIGHBORHOOD FRESH FOOD HUBS page 30

...in the aisles.

YOU'LL SWOON.

FROM CHUNKS OF ENERGY TO SSSSTING STOP – THINGS WE LOVE THIS SUMMER.....page 6

THE BOOCH.

MADISON'S NESSALLA FERMENTS SUCCESSpage 8

STONE FRUIT!

..... page 10

HEY MAMA.

MAMASITA'S TAMALES page 11

SECRET RECIPE.

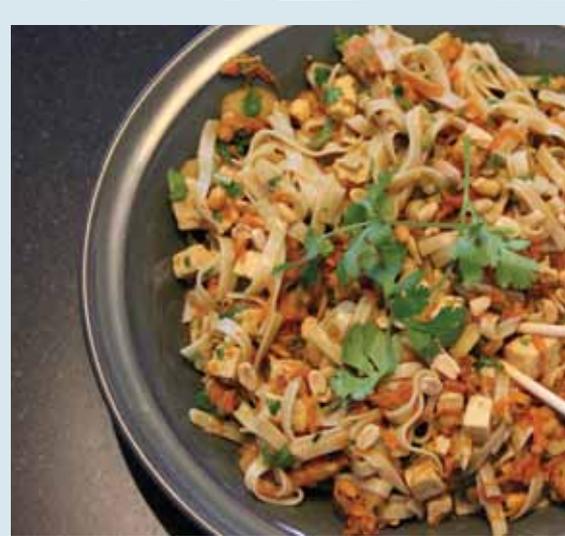
AN OUTPOST FAVORITE REVEALED – PAD THAI page 17

PASTURE FED.

BEEF CO-OP SEEKS SPLENDOR IN THE GRASS page 18

SUNDAE BEST.

THIS LOCAL ICE CREAM TREAT IS GOOD ANY DAY OF THE WEEK page 24



20

26

14



(more) ONLINE

CHECK OUT OUR **GRAZE** FLICKR PAGE FOR MORE PHOTOS FROM THIS ISSUE'S FEATURE STORIES.

HERE'S THE LINK:

WWW.FLICKR.COM/PHOTOS/OUTPOSTNATURALFOODS

OR SCAN THIS CODE WITH YOUR SMART PHONE TO SEE MORE:



17



EAT LOCAL

RESOURCE FAIR



SATURDAY, AUGUST 25TH

11 AM - 3 PM

FREE BUT DONATIONS ARE ALWAYS APPRECIATED!

OUTPOST WILL ONCE AGAIN BE PARTICIPATING IN THE EAT LOCAL CHALLENGE SEPTEMBER 1-15

WWW.EATLOCALMILWAUKEE.ORG

WANT MORE OUTPOST?

WWW.OUTPOST.COOP



Downtown? Visit our new Outpost Market Café!

LOCATED INSIDE THE MAIN LOBBY OF AURORA SINAI MEDICAL CENTER AT 945 NORTH 12TH STREET

Proudly Serving

- Sandwiches • Soups
- Made-from-scratch bakery • Snacks
- Deli and green salads
- Anodyne coffee
- Rishi tea
- Fresh produce
- Dairy products
- And more!



I (you'll)

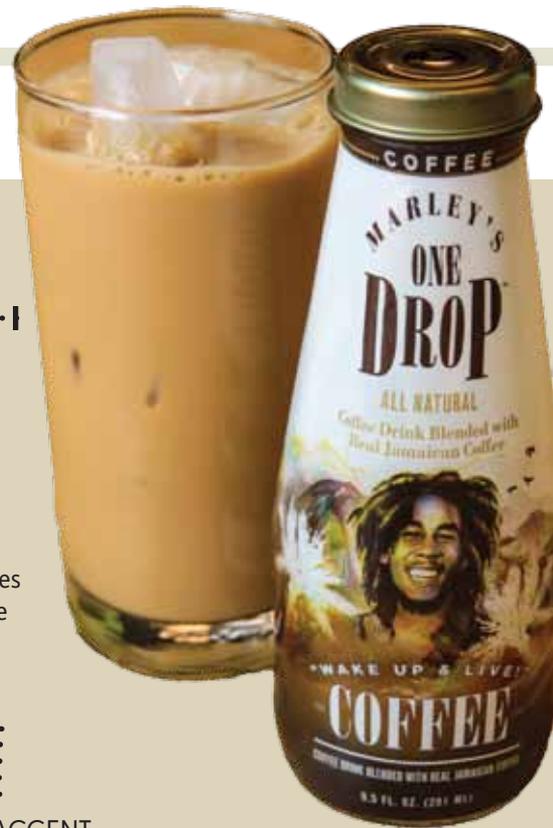
SWOON.

THINGS WE LOVE.

MARLEY'S ONE DROP COFFEES

WE HAVEN'T FOUND A BETTER NATURAL BUZZ

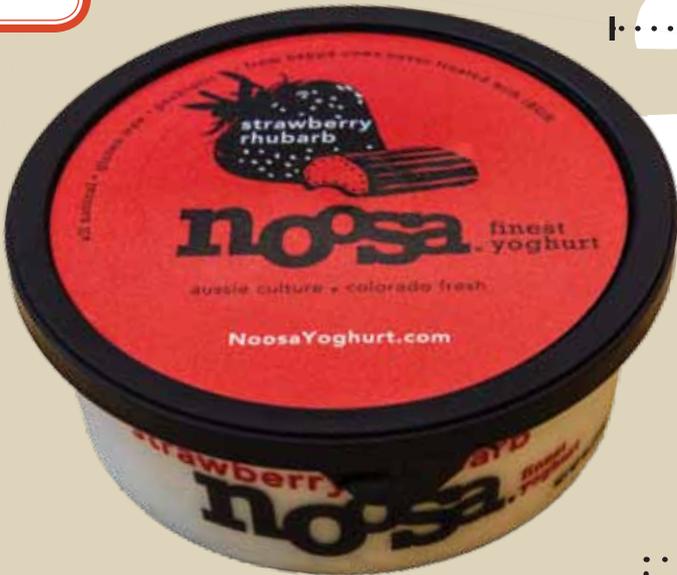
Start with coffee beans from the hills of Jamaica. Add a little milk, a little sugar and maybe a little chocolate, if you're going mocha. Season it all with a thoughtful donation to 1Love, a charity that supports the planet, peace and responsible living. Mix well and add to the cool quotient by forging a partnership with Bob Marley's estate and you have the best little iced coffee drink out there. We especially love to treat ourselves by pouring One Drop over ice, sitting back with the warm sun on our face and cranking 'Is This Love.' Yes, yes, it is.



NOOSA YOGHURT

WE LOVE AN AUSTRALIAN ACCENT

This creamy, dreamy yoghurt is based on a recipe, created on a beach in Australia, that was brought home to America and finally produced in the Colorado foothills. The recipe survived the journey well. It's velvety, just a little tangy, thick and a wee bit sweet from the pure honey used. We'd happily devour every one of their six flavors, but the strawberry rhubarb has a hallowed space in our hearts. Don't be surprised if you find yourself shouting, 'by jingo, by crikey' when you try them!



NATE'S MEATLESS MEATBALLS

THIS IS ONE TASTY OXYMORON

Summer makes us lazy. Sure, we could light the grill but eh, why bother? It's especially easy to whip up a simple lunch or dinner when you have a bag of Nate's Meatless Meatballs in the freezer. They're savory, succulent and full of faux meat flavor, despite their vegan heritage. We love them browned and added to pasta sauce or tossed in barbecue sauce and served up on a bun for a spectacular sub sandwich. And the lazy in us loves how you can just pull out what you need, brown 'em up and seal the bag until your next quick meal.



SSSSTING STOP

THE PERFECT PICNIC GUEST

Ah, you're sitting in the shade of a one-hundred-year-old oak, watching the kids frolic on the beach, sipping a cool lemonade, when suddenly you're swarmed by a cloud of Wisconsin's state bird — the mosquito. But wait, you remembered the Sssting Stop gel! You quickly slather it on your bites and feel instant, cooling relief from the itchiness. The gel works wonders on any bite or sting, as well as fever blisters and cold sores. Bonus — the essential oils even help to keep the pesky buggers away.



CHUNKS OF ENERGY

THESE PORTABLE TREATS CAN'T BE BEAT

These toothsome bites are our go-to snack for everything from an afternoon pick-me-up to a 6-hour wilderness hike. It's hard to believe how tasty and hearty these vegan, raw, high fiber, naturally sweetened squares are, but holy chia seeds, they are delicious! They're a lot like little dense granola bars chock full of seeds, grains and dried fruit. They're sold in the bulk foods department, so you can buy with abandon and try every delicious variety.

OUTPOST'S OWN ROASTED RED PEPPER POTATO SALAD

A PICNIC CLASSIC, REINTERPRETED

Over the years, Outpost has served up various versions of Grandma's picnic classic, potato salad. From vegan German potato salad to zesty chipotle, we've tried them all, but our Roasted Red Pepper Potato Salad is the one we keep coming home to. It's a classic, with a twist. The roasted red peppers add just the right amount of zest to this simple, creamy, Midwestern soul food classic. Plus, it's made with Vegenaïse vegan mayo, so everybody can belly up to the picnic table and dig in.



OUTPOST'S OWN ANGEL FOOD CAKE

TASTES SO HOMEMADE IT WOULD FOOL GRANDMA

Strawberries call to you at the farmer's market. The blueberries are plump and succulent at the co-op, and you find yourself dreaming of a perfect berry dessert. But wait, who wants to fire up the oven on a balmy summer day?! Then you remember the manna from heaven that is our Angel Food Cake. Simple, old-fashioned, with just a hint of almond, this baked-from-scratch classic is ready to slice and top with berries and freshly whipped cream. (Try a drizzle of chocolate sauce on the top too — we won't tell.)



the BOOCH

MADISON'S NESSALLA
KOMBUCHA FERMENTS
GOOD HEALTH.

story & photos by PAUL SLOTH

WEDNESDAY MORNING, ALLA SHAPIRO AND VANESSA TORTOLANO, OWNERS OF NESSALLA KOMBUCHA, ARE BUSY BREWING TEA, LOTS OF TEA. THEY'RE IN THEIR WORKSPACE ON MADISON'S EAST SIDE, A CROSS BETWEEN A KITCHEN AND A BREWERY, WHICH OCCASIONALLY SEES ACTION AS A YOGA STUDIO.

When you first walk in, you notice the pungent smell of vinegar. It's not overpowering or unpleasant, but it is unmistakable.

Beyond that, your senses quickly pick up the scent of the teas that Vanessa and Alla are brewing on this day in several different pots — blueberry, lemongrass and ginger, peach, raspberry. The vinegar smell is coming from the containers that



hold the tea as it goes through a fermentation process, on its way to becoming kombucha. It won't be long before the tea is ready to be bottled and shipped to stores in Wisconsin and Chicago. Vanessa and Alla don't see expanding outside of the Midwest, unless they open satellite kitchens. It's a local product, complete with the local strains of yeast that are a crucial component of brewing kombucha.

Kombucha is definitely a conversation starter. If you've never tried the fizzy beverage, you might not understand why. But if you make it for a living, like Vanessa and Alla, you quickly learn that people are fascinated by it — and full of questions.

One question leads to another and pretty soon you're in the midst of an hour-long conversation about a beverage many drinkers claim increases energy, detoxifies the body and enhances the immune system.

So what does kombucha taste like? Tangy and sparkly — like an apple cider/champagne/vinegar mash up with a touch of sweetness. It's refreshing and pungent (in the best way possible) and naturally effervescent, so avoid the urge to shake before opening!

Before starting Nessalla Kombucha with her friend, Alla was in herb school in California. That's where she came across her first SCOBY (the acronym stands for symbiotic colony of bacteria and yeast). A SCOBY is a thick skin that forms on the surface of the fermenting kombucha, or "booch" for short, protecting it and allowing it to breathe.

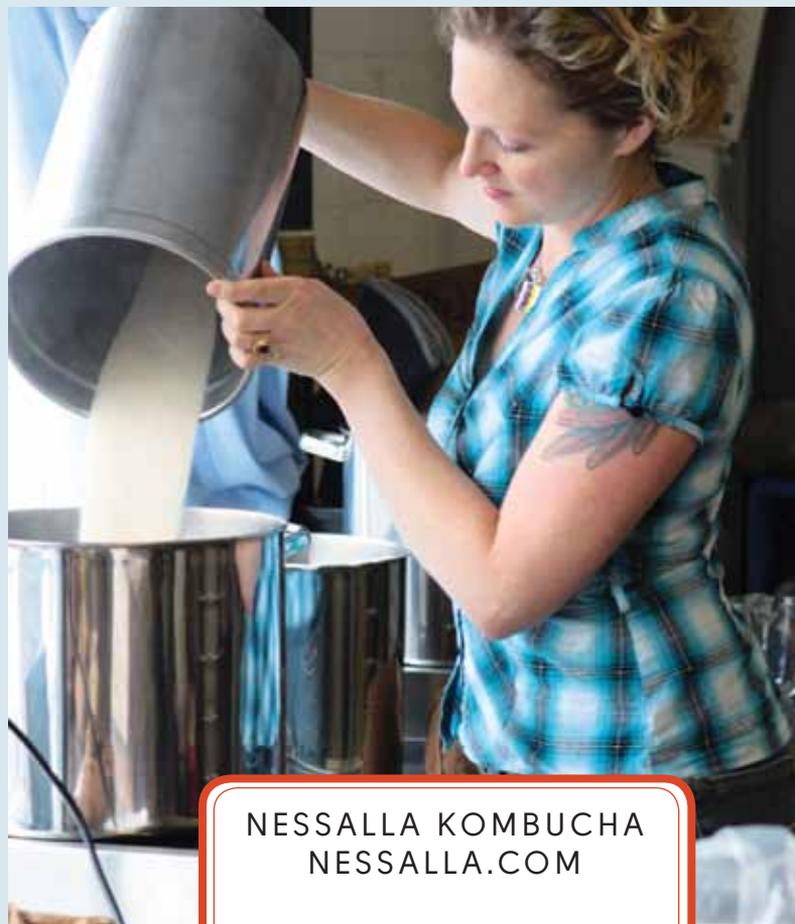
The SCOBY is alive and needs good air circulation, Vanessa says. The "food," the caffeinated tea and sugar, helps build the symbiotic cellulose structure. It is smooth and shiny on the top, lumpy on the bottom. It starts off very thin and filmy and can get very thick, tough and yeasty.

The SCOBY is essential in making kombucha. When even a small amount is present in tea, or a finished kombucha left out at room temperature, it is completely self-regenerating, kind of like a sourdough starter.

No one knows exactly where kombucha originated, but it's been around in some form for thousands of years, Vanessa says. It was popular in Russia, where Alla grew up. Generations of Russians brewed their own kombucha, she said. "To them, it was soda. To them, it wasn't an unusual thing."

Vanessa and Alla use Fair Trade and organic ingredients and Rishi Teas to make their kombucha. They make six different teas, including a seasonal flavor that changes with the equinox and solstice. The summer kombucha is made from elderflower and lemon balm.

"Kombucha is a lifestyle choice. Most likely, if you are choosing to drink kombucha, you are on the path to better health," Vanessa said. "We are living in a time where people are becoming aware that they need to take an active role in their health and well being — and kombucha can definitely contribute to that."



NESSALLA KOMBUCHA
NESSALLA.COM

(our) TABLE OF STONE FRUIT

VARIETY IS THE SPICE OF LIFE VARIETY IS THE SPICE OF LIFE

Pd RED PLUMS



FLAVOR . LIGHTLY TART WITH BALANCED SWEETNESS.
USE . EXCELLENT RAW OR IN SALADS. GOOD FOR COOKED DESSERTS.

Pb BLACK PLUMS



FLAVOR . DEEPLY SWEET, LOW IN ACIDS.
USE . GREAT RAW, COOKED OR JUICED.

SUMMERTIME IS STONE FRUIT TIME. PEACHES, PLUMS, CHERRIES AND OTHER STONE FRUIT START APPEARING IN OUR STORES IN MAY AND CONTINUE THROUGH THE SUMMER MONTHS IN WAVE AFTER DELICIOUS, JUICY WAVE.

Mind you, most stone fruit trees require a warmer climate than ours. While we can lay local claim to cherries, and some of our peaches have come from Illinois and Michigan, most stone fruit arrive from points farther south – and west.

Grabbed from the counter and chomped into might be the preferred eating method, but some cook up well in pies and desserts. Enjoy, but grab a napkin!

Pr PRUNES (DRIED PLUMS)



FLAVOR . SWEET, FIRM, MILD.
USE . EAT RAW.

Pe PEACHES



FLAVOR . SWEET/TART BALANCE, YIELDING TEXTURE.
USE . EAT RAW OR USE IN COOKED DESSERTS.

Ne NECTARINES



FLAVOR . SWEET & OFTEN MORE TART THAN PEACHES.
USE . GREAT FOR DESSERTS, FRUIT SALADS.

Ap APRICOTS



FLAVOR . SUBTLE FLORAL AND LIGHT NUT ACCENTS.
USE . RAW OR PAIR WITH WALNUTS IN A SALAD.

Pl PLUOTS



FLAVOR . SUPER SWEET! PLUM/ APRICOT CROSS. WATCH FOR DAPPLE DANDY VARIETY IN AUGUST.
USE . EAT RAW.

Am APRIUMS



FLAVOR . DELICATE, MUCH MORE LIKE APRICOT. ANOTHER APRICOT/PLUM CROSS.
USE . EAT RAW.

Cr RAINIER CHERRIES



FLAVOR . DELICATE, TANGY, CRISP.
USE . EAT RAW EXCLUSIVELY.

Cb BING CHERRIES



FLAVOR . FLORAL, MUSKY.
USE . EAT RAW, PITTED FRESH FOR DESSERTS.

HEY MAMA.

story & photos by PAUL SLOTH



YOU COULD EASILY MISTAKE WHAT'S HAPPENING IN THE FRONT ROOM OF RIVERWEST'S CAFÉ CENTRO FOR A FAMILY GATHERING. HALF A DOZEN PEOPLE SIT AROUND A TABLE, TALKING. EACH ONE HAS A TASK TO DO.

One fills a cornhusk with masa dough. The next person spreads it out. Another adds some filling. Then the cornhusk is wrapped once, twice and a third time before being tied off and cooked for an hour in a steam bath.

They are making tamales. Except, this isn't a family gathering. This is Mamasita's Tamales, a small business started by two Michelles, Dettloff and Jones. Unlike traditional Mexican tamales, on which they based their recipe, the two Michelles decided they wanted to make vegetarian and vegan tamales.

"A lot of people are surprised we don't use meat," Dettloff said. "We've had Mexicans come up to us and say they're really good, which is always a compliment to me."

Dettloff calls them "gringo tamales." Instead of the traditional fillings found in Mexican tamales — pork and green sauce, chicken and mole, bean and cheese — Dettloff and Jones fill their tamales with things like cashew coconut curry, black bean and plantain, sweet potato and pinto beans.

The air in Café Centro, where the women rent the kitchen, smells faintly of corn. There are two giant pots on the stove — one for steaming cornhusks, one for the tamales.

Michelle Jones reaches into one of the kettles and pulls out one of their creations. This is how tamales are supposed to be eaten. "They are the best when they come out of the pot," she says.

Unwrapping the piping hot cornhusk reveals what is basically a corn flour dumpling, light and moist. This one is sweet from the plantains and only slightly spicy.

The two Michelles met in 2005 while working at the Riverwest Co-op. They'd both managed the kitchen at different times.

Together they started operating rogue restaurants around Riverwest, changing locations and menus. They got the idea after Michelle Dettloff had mentioned something about hidden dinner parties in Mexico.

The last rogue restaurant they ran had a Mexican theme and featured tamales, which generated a lot of excitement. The women continued to make tamales for family and friends and then sold them online. The business took off and has been growing ever since. They started selling the tamales to Riverwest Co-op and Beans & Barley, then Outpost and Madison's Willy Street Co-op.

"Tamale to me is like the ultimate fast food. You don't need utensils. It comes in its own wrapper," Dettloff said. "Tamales are like comfort food. People get really nostalgic."

MAMASITA'S TAMALES
808 EAST CENTER STREET
MAMASITASTAMALES.COM

SUMMER.

(two ways)

SUMMER GARDEN STAPLES

SUMMER BRINGS A BOUNTY OF COLORFUL VEGETABLES AND HERBS TO OUR STORES – AND, QUITE POSSIBLY, TO YOUR GARDEN AS WELL. SEEMS NO MATTER HOW OTHER THINGS FARE, WE ALWAYS HAVE PLENTY OF TOMATOES AND BUNCHES OF BASIL FROM MID-SUMMER ON. THEY PAIR UP FOR A DELIGHTFUL CAPRESE SALAD – ONE OF THE SIGNATURE TASTES OF SUMMER – BUT YOU DON'T HAVE TO STOP THERE. HERE ARE A PAIR OF RECIPES – ONE FOR BASIL AND ONE FOR CHERRY TOMATOES.

SLOW-ROASTED CHERRY TOMATOES WITH HERBS.

MAKES 60 TOMATO BITES, ENOUGH FOR HORS D'OEUVRES FOR 15 PEOPLE.

30 cherry tomatoes, stems removed
3 tablespoons extra virgin olive oil
1 garlic clove, crushed or minced
2 teaspoons fresh marjoram, thyme or oregano, finely chopped
2 tablespoons freshly grated Parmesan cheese
Salt

1. Preheat oven to 300°F.
2. Cut tomatoes in half crosswise and gently squeeze seeds out of each half. Brush a baking dish large enough to hold the tomatoes in a single layer with a thin coating of olive oil. Arrange tomatoes, flat side up in the dish.
3. Crush garlic with the flat side of a large chef's knife on a cutting board until it's a smooth paste or mince very finely. In a small bowl, combine garlic with remaining olive oil, herbs and Parmesan.
4. Using a small spoon, drizzle oil mixture into each tomato. Sprinkle with salt and bake for one and a half to two hours.
5. The tomatoes will be shriveled and lightly browned around the edges. They will have the intense flavor of sundried tomatoes with a bright fresh taste and texture.

Leftover tomatoes can be stored in the refrigerator for up to two weeks. Simply place tomatoes in a glass jar and fill with olive oil until just covered.

From *Vegetables* by James Peterson





2ND way.

BASIL FETTUCCINE WITH SPINACH BASIL PESTO.

SERVES 4

Pasta:

¾ cup chopped fresh basil
1½ cups all-purpose flour
1 egg

1 teaspoon olive oil
2 tablespoons water
2½ tablespoons all-purpose flour

1. Using a food processor, process basil leaves until chopped very fine. Add flour and pulse two or three times until combined.
2. Transfer flour/basil mixture to a stand mixer with the dough hook attached and add egg, olive oil and water and mix until dough forms a ball. If dough seems dry, add a bit more water. Wrap dough in a piece of plastic wrap which has been coated with a few drops of olive oil. Refrigerate for two hours.
3. Remove dough from refrigerator and cut into six equal portions. Run through a pasta machine or roll with rolling pin to desired thickness. Use the additional flour to coat pasta while rolling.
4. Slice into ¼ inch wide ribbons and set aside to dry for an hour.
5. Cook in a large pot of boiling water until al dente. This should take only three to five minutes, depending on the thickness of the pasta. Chill pasta and prepare the pesto.

Pesto:

1½ cups baby spinach leaves
¾ cup fresh basil leaves
½ cup toasted pine nuts
½ cup grated Parmesan cheese
4 cloves garlic, peeled and quartered

¾ teaspoon kosher salt
½ teaspoon freshly ground black pepper
1 tablespoon fresh lemon juice
½ teaspoon lemon zest
½ cup extra-virgin olive oil

1. Blend the spinach, basil, pine nuts, Parmesan cheese*, garlic, salt, pepper, lemon juice, lemon zest and 2 tablespoons olive oil in a food processor until nearly smooth, scraping the sides of the bowl with a spatula as necessary. Drizzle the remaining olive oil into the mixture while processing until smooth.
2. Toss with pasta, garnish with freshly grated Parmesan cheese and enjoy!

**This sauce is perfect for freezing in an ice cube tray, just omit the Parmesan cheese and add after thawing. Pour any pesto you aren't using immediately into an ice cube tray, cover with plastic wrap and store in freezer. Then pop out a couple of cubes and add to a pasta dish for a quick and easy meal.*



ONE COOK –
ONE INGREDIENT

OUTPOST PUTS ROOTS
RESTAURANT CHEF DANIEL
JACOBS TO THE TEST WITH
JERUSALEM ARTICHOKES

COOK THIS!



by MALCOLM MCDOWELL WOODS
photos by CARA BERKEN

LET THE SUNCHOKE IN!

Jerusalem artichokes aren't related to artichokes at all. Also called sunchokes, they are the tubers of a sunflower that's native to North America. They are prized for their delicate, sweet flavor.

ON A SUNNY, BRIGHT FRIDAY MORNING, WE DROPPED IN AT ROOTS RESTAURANT WHERE CHEF DANIEL JACOBS TOOK UP OUR CHALLENGE: CRAFTING A DELICIOUS LUNCH OF SALAD AND SOUP, EACH CONTAINING UNDER-APPRECIATED JERUSALEM ARTICHOKES.

NAME 3 INGREDIENTS YOU CAN'T LIVE WITHOUT.

Shallots, they're like an onion but better – sweeter, milder, they're just so versatile. They make a great foundation. Parsley, which brightens everything else it's with. It adds such a fresh flavor. And butter. It's just... butter. Great for everything. Use a little knob to finish off a sauce or soup. I don't think you can find a better fat.

WHAT IS YOUR FAVORITE 'SECRET' INGREDIENT?

I have two. Fish sauce is one of those things you usually can't put your finger on when it's in a dish. And rice wine vinegar, which has the perfect balance of sweetness and acidity.

WHAT WOULD YOU DO IF YOU WEREN'T A CHEF?

Either teaching history, or being a farmer. I always liked growing stuff.

HOW DID YOU END UP IN MILWAUKEE?

I worked at a lot of restaurants in Door County and then down in Chicago. We moved here from Chicago for a pizza restaurant opening downtown, but I soon realized I couldn't do just pizza. I came here (to Roots) as a sous chef and in January, I became executive chef.

WHAT IS THE WORST AND BEST THING ABOUT BEING A GREAT CHEF?

The worst is the time spent. I don't see my family as much as I'd like. But to find your passion in your work is such a gift. It's awesome to be in a profession where you're always learning.

WHAT IS YOUR SECRET GUILTY PLEASURE?

Philly cheesesteaks, the crappier the better. I can't ever go to Philadelphia because I'm pretty sure that's all I'd eat!

WHAT IS THE ONE TIP YOU'D GIVE TO A HOME CHEF?

Just that cooking is not that hard. It looks like there's a lot of smoke and mirrors to what we do here, but the truth is, it's not that hard.

YOU SEEMED REALLY EXCITED TO BE COOKING WITH JERUSALEM ARTICHOKES. WHY?

They're one of my favorites. They have a flavor unlike anything else, their own unique taste. My buddy used to roast them whole and use them in a hash, but to tell you the truth, the three recipes here are my favorite ways to prepare them.

WHAT'S NEW AT ROOTS?

By the time this comes out, we'll be working on our summer menu. We've doubled the size of our farm up in Grafton. I love the fact that I know where our stuff is coming from, that I personally know the guy who grows our vegetables, and I can call up and talk to the people who raise our pork and beef.



ROOTS RESTAURANT
1818 N. HUBBARD ST.
414.374.8480
ROOTSMILWAUKEE.COM

SUNCHOKE SOUP and ASPARAGUS SALAD with POACHED EGG over SUNCHOKE PURÉE.

by DANIEL JACOBS, EXECUTIVE CHEF OF ROOTS RESTAURANT

SERVES 6

A SUNCHOKE'S MILD FLAVOR LENDS ITSELF TO DELICATE, CREAMY SOUPS AND PURÉES THAT EASILY COMPLEMENT SUMMERTIME DISHES. THE SOUP IS A LIGHTER, SWEETER TAKE ON CREAM OF POTATO AND THE SUNCHOKE PURÉE BALANCES THE TART ASPARAGUS IN THIS SALAD. THINLY SLICED SUNCHOKE CHIPS ADD A NICE CRUNCH TO THE SALAD.



SUNCHOKE SOUP

- 1 onion, diced
- 4 cloves garlic, minced
- 2 ribs celery, diced
- 3 pounds sunchokes (cleaned, not peeled)
- 2 quarts of water
- 1 cup cream

1. Cook the onion, garlic and celery in canola oil until translucent.
2. Add sunchokes, water and cream. Cook until sunchokes are tender.
3. Purée. Season with salt and pepper. Serve.

ASPARAGUS SALAD with POACHED EGG over SUNCHOKE PURÉE

- 6 eggs
- 1 bunch asparagus, shaved thin
- 1½ cups arugula
- 1 tablespoon sherry vinegar
- 3 tablespoons extra virgin olive oil
- 1 cup sunchoke purée

1. Poach eggs in water with salt and vinegar.
2. Smear sunchoke purée on bottom of plate.
3. Arrange asparagus shavings and arugula on plates. Drizzle sherry vinegar and olive oil over the greens.
4. Place eggs on top and serve immediately.

SUNCHOKE PURÉE

- ¼ cup sliced onion
- 1 pound of sunchokes, washed well
- 1 cup cream
- 1 cup water

1. Place all ingredients in pot with salt and pepper.
2. Cook until tender.
3. Purée with just enough liquid to create a smooth purée.

SUNCHOKE CHIPS

- 3 cups oil (a neutral oil, such as canola)
- 3 sunchokes, sliced very thin with a mandoline or sharp knife

1. Put sliced sunchokes in a bowl and run hot water on them for 15 minutes, drain.
2. Heat oil in large pot. Very carefully, working in small batches, fry sunchoke slices in oil at 350°F until golden brown.
3. Season with salt immediately.



SUNCHOKE COOKING TIPS

FROM CHEF DANIEL JACOBS

"You don't really need to peel Jerusalem artichokes. They are so jagged that you'd end up shaving off too much of it. But they are as dirty as hell. You have to wash them and then wash them again."

"Rinse them well. Jerusalem artichokes contain a lot of starch. If you don't rinse them enough before frying, they'll burn before they ever get crispy. Rinse and soak 15 minutes, and then repeat."

OUTPOST'S

(secret recipe)

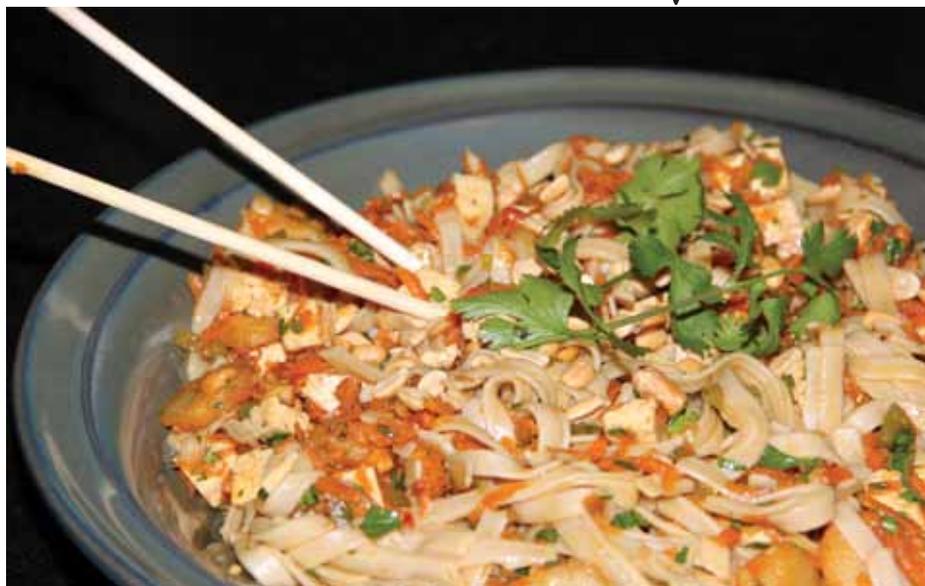
photos by AUSTIN WOODS

PAD THAI

SERVES 8

WE'VE BEEN MAKING OUR SPECIAL VERSION OF THIS POPULAR DISH FOR MORE THAN A DECADE. IT'S A PERFECT SUMMER MEAL, AS IT REQUIRES MINIMAL COOKING, AND IT'S AS DELICIOUS SERVED WARM AS CHILLED. THIS RECIPE MAKES ENOUGH FOR YOUR NEXT SUMMER PICNIC.

- ½ pound uncooked Thai-style rice noodles
- Juice of one lime (approx. 4 tablespoons)
- 4 tablespoons tamari
- 2 tablespoons ketchup
- ¼ cup sugar
- 2 teaspoons fresh, minced ginger, divided
- ¼ teaspoon cayenne pepper
- 1½ tablespoons Worcestershire sauce
- 2 tablespoons rice vinegar
- 2 tablespoons water
- 2 tablespoons fresh, minced garlic
- 4 tablespoons peanut oil, divided
- 2-3 jalapeño peppers, seeded and minced
- ½ teaspoon red chili flakes
- ½ pound firm tofu, drained well and diced into ½-inch cubes
- 2 large carrots, shredded
- ½ cup sliced water chestnuts, drained
- ½ cup sliced scallions
- ½ cup dry-roasted peanuts
- ½ cup minced cilantro



1. Add noodles to boiling water. Bring back to boil, then turn off heat and let the noodles steep for 15 minutes. Drain and run cold water over them to stop cooking.
2. Whisk together lime juice, tamari, ketchup, sugar, cayenne, Worcestershire sauce, rice vinegar, ½ teaspoon minced ginger (reserve the rest), water and 2 tablespoons peanut oil (reserve the rest). Set aside
3. Heat remaining peanut oil in sauté pan over medium heat. Add garlic, reserved ginger and jalapeños and sauté until fragrant, around 2 minutes. Add red chili flakes and sauté for 1 minute. Add carrots and sauté for 2 minutes, then add tofu and sauté an additional minute.
4. Add peanuts, scallions, water chestnuts and sauce, then remove from heat.
5. Toss with noodles and cilantro.



Note: This could easily be adapted for wheat-free, vegan or peanut allergies with a few simple substitutions.



PASTURE FED

CO-OP SEEKS SPLENDOR IN THE GRASS.

I story & photos by PAUL SLOTH



IF YOU LET YOURSELF GET CLOSE ENOUGH, REALLY CLOSE, YOU CAN HEAR IT. “CRUNCH, CRUNCH, CRUNCH, CRUNCH.” AT THE RIGHT TIME OF THE YEAR, THE GRASS IS TALL ENOUGH IN SOME OF THE PASTURES ON BOB AND BETH VAN DE BOOM’S FARM THAT THE CATTLE WON’T SEE YOU.

Lying there, you can listen to the sound that cattle have made for centuries, in pastures the world over. It’s as pleasant as the birds calling from the trees that form the windbreaks on the Van De Boom’s Delavan farm. Besides that, you don’t hear much else out there.

Why would you want to lie on the ground, within spitting distance of a small herd of cattle? Well, this is an organic pasture, so why not? There are no chemical sprays here, and the only fertilizer to be found is what the cattle leave behind — and those you can spot pretty easily. So, keep an eye out for the inevitable and have a seat. This is how grass-fed beef is made.

Bob and Beth belong to the Wisconsin Grass-fed Beef Cooperative. The co-op, which sells its beef under the Wisconsin Meadows label, is a group of nearly 100 like-minded farmers who raise beef differently, foregoing the corn and grain mix that is the standard diet for most beef cattle in this country.

“Our pastures have anywhere from three to seven different types of grasses, three to four different types of legumes, (it’s) kind of like a smorgasbord for cattle to eat and graze,” Bob says. “It’s just natural for cattle to be out in the sunshine grazing, which is their natural ability.”

Farmers in the co-op, like the Van De Booms, have small herds. Most of the beef farmers in the Wisconsin co-op have herds of 20-30 head. That's a challenging number: too many to direct market themselves, but not enough to consistently supply even one restaurant or grocery store.

By forming the cooperative and agreeing to a set of standards, farmers like the Van De Booms pool their cattle and share in the needed infrastructure — including sales, delivery, accounting, etc. — to supply a state-wide market.

And that market continues to grow. With food scares, animal welfare concerns and a growing interest in locally produced foods, grass-fed beef is popular, even at a premium.

Rod Ofte, the co-op's sales manager, is a fourth generation farmer in Vernon County. He could go on about the myriad benefits he and his fellow co-op members see in grass-fed beef. There are environmental benefits, Rod says, including fewer inputs like pesticides and fertilizers and less tilling. And there are benefits to the local economy, he says, like helping smaller producers continue to farm.

As for the taste, well, Rod wasn't sold on it, initially. It was such a change.

The taste of grass-fed beef, producers say, can vary based on what the animals eat. The changing seasons and a farm's location can also play a role. That's usually the first thing consumers notice, the difference in taste from the more common grain-fed beef they're used to eating.

"The texture is much more interesting. A grass-fed beef hamburger is like chewing a steak," Rod says. "The only marketing we do is sampling. I could talk all day about the benefits, when people try the stuff you just see it in their eyes, they're like, 'Holy cow, that's amazing.'"

However, the biggest reason consumers first seek out grass-fed beef is health-related, he says. They've read somewhere or heard from someone that it's healthier. And there does seem to be some science to suggest that grass-fed beef offers some health benefits over grain-fed beef.

Some studies have shown that grass-fed beef may contain more of vitamins A and E, beta-carotene, conjugated linoleic acids (CLAs) and omega-3 fatty acids, which have been shown to lower both cholesterol and blood pressure and decrease the risk of diabetes and cancer.

Whatever the reasons, whether economic, taste or health, interest in grass-fed beef continues to grow. But it's still a risky venture for farmers. It can take almost two years to get grass-fed beef to market, which can make it difficult to nail down a steady price.

For this co-op of farmers in particular, they're trying to win over converts one taste at a time.

"Anyone can tell a good one-time story, but we're not going to stay in business if people don't come back and buy again," Rod says.



GRASS-FED STEAK

101

If you haven't cooked a grass-fed steak, there are a few things you should know before you fire up the grill. Because grass-fed beef is lower in fat, it cooks a little differently than corn-fed beef.

We asked Eric Shneyder, a recent graduate of Milwaukee Area Technical College's culinary arts program, for a little help.

We settled on a Wisconsin Meadows' rib eye from the Wisconsin Grass-fed Beef Cooperative. Eric said the most important thing is not to overcook it, as grass-fed beef has high protein and low fat levels. The leaner meat cooks in about 30 percent less time.

GRASS-FED GRILLING BASICS

- Don't cook the steak right out of the fridge. Bring it to room temperature.
- Season early and/or marinate. Rib eyes have a lot of natural flavor, so season sparingly. Since grass-fed beef is low in fat, coat with oil.
- Light the grill and make sure it's hot.
- Oil the grill. Sear the meat quickly over a high heat on each side to seal in natural juices and then reduce the heat to medium or low to finish the cooking process.
- It will take anywhere from four to 11 minutes per side, depending on thickness. Check with a thermometer to determine doneness (rare, 120-125 degrees; medium, 140-145 degrees; well, 160 degrees).
- Take the steak off the grill about 10 degrees before the desired temperature. Grass-fed beef will continue to cook when removed from heat.
- Brush the steak with butter or oil, cover it and let sit for 2 to 3 minutes.

You can serve the steak with whatever you want. We kept things simple and grilled some corn to go with ours.

(our) MENU

NORWEGIAN TAPENADE &
LEFSE ROLL UPS

SMØRREBRØD

INLAGD GURKA – SWEDISH
MARINATED CUCUMBER SALAD

FENNEL APPLE COLE SLAW

RÄKSALLAD - SWEDISH SHRIMP
SALAD

GJETOST CHEESE WITH
LINGONBERRY JAM AND CRISP
BREAD

HINDBÆR SNITTER - RASPBERRY
BUTTER COOKIE BARS

FRESH SEASONAL BERRIES

HARD CIDER, BEER, SPARKLING
FRUIT SODAS, COFFEE

a Scandinavian PICNIC

MUCH LIKE WISCONSIN, SUMMER IN SCANDINAVIA IS FLEETING AND SWEET. THERE'S SOMETHING ABOUT THE LONG DAYS THAT MAKES US READY TO DON A JACKET AND DINE OUTSIDE NO MATTER HOW COOL THE BREEZE IS OFF THE WATER. WE MET UP WITH THE CREW FROM THE S/V DENIS SULLIVAN ON JUST SUCH A DAY AND OFFERED UP A SHIPBOARD FEAST OF FLAVORS FROM THE NORTHERN REACHES OF EUROPE.

Our picnic table held modern takes on some traditional Scandinavian dishes, with an emphasis on seafood, cheese and, of course, lingonberries. Sparkling juices and hard ciders washed it all down, aided by a helping of local Big Bay beers.





DANISH SMØRREBRØD

Smørrebrød is Danish for bread and butter, but these open-faced sandwiches are so much more than that. The combinations are endless, but to do it up right, the bread is buttered first, then the toppings are gracefully added – both for flavor and presentation. Here are two that are easy to prepare and beloved by many.

- Cream cheese with smoked wild-caught salmon on soft rye bread garnished with fresh chopped dill.
- Outposts' Vegetarian Walnut Pecan Paté with sliced sautéed mushrooms garnished with pickled cucumbers – A vegetarian riff on the classic leverpostej, or liver paté sandwich.

A real Dane would tell you that proper way to enjoy smørrebrød is with a fork and knife, but they make the perfect finger food, so use your hands!

NORWEGIAN TAPENADE LEFSE ROLL UPS

SERVES 8

The traditional, easy-to-make tapenade features pickled unripe plums, but green olives make a great substitute. If you prefer a less fishy taste, add fewer sardines.

- 4 ounces green olives with pimentos, drained
- 8 ounces packed smoked sardines, drained (about ½ can)
- 2 teaspoons onions, chopped
- 2 tablespoons olive oil
- Zest from 1 lemon
- 1–2 tablespoons freshly squeezed lemon juice
- Pepper to taste
- 1 tablespoon parsley, finely chopped
- 4 ounces whipped cream cheese
- 1 package, 6 Hungry Troll Lefse

1. Combine first 7 ingredients in a food processor and mix until roughly chopped then fold in chopped parsley.
2. Spread each lefse with a thin layer of cream cheese, then a thin layer of the tapenade.
3. Since the breads are triangular, start at the narrow end and roll up into a tight roll. Use a bit more cream cheese to 'seal' the edges if needed.
4. Cut each roll into 4 or 5 bite-sized pieces and arrange on a plate for serving.

INLAGD GURKA

Swedish Marinated Cucumber Salad

SERVES 8

A summer picnic wouldn't be complete without a dish of marinated cucumber salad to serve along side or use as a topping for sandwiches. These are essentially like fresh, crisp pickles.

- 2 large cucumbers
- ½ cup white vinegar
- 2 tablespoons lemon juice
- 4 tablespoons sugar
- 4 teaspoons salt
- ¼ teaspoon white pepper
- 1 teaspoon celery seed
- ½ cup sweet onion, finely chopped
- 4 tablespoons fresh parsley, finely chopped

1. Wash and peel cucumbers. Cut into paper-thin slices and place into a wide-mouthed jar or other covered container. Add the rest of the ingredients.
2. Cover the jar and shake well until the sugar is dissolved.
3. Marinate in the refrigerator for at least one hour before serving. Cucumbers will keep in the refrigerator for up to a week.

(more recipes over)





SCANDINAVIAN FENNEL & APPLE COLESLAW

SERVES 8

Something magical happens to these ordinary ingredients when you combine ground caraway, apples and fennel alongside the other crisp vegetables. This would make a great topping for grilled sausage as well.

- 1½ cups fennel, thinly sliced
- 3 cups green cabbage, thinly sliced
- 3 cups red cabbage, thinly sliced
- 3 cups crisp apple, thinly sliced
- 1½ cups celery, thinly sliced
- ⅓ cup light olive oil
- 2 teaspoons ground caraway seeds
- 1½ cups buttermilk
- 2 tablespoons sugar
- 2 tablespoons cider vinegar
- Salt & pepper to taste

1. Place fennel, green and red cabbage, apples and celery in a bowl.
2. In a separate small bowl, whisk together the oil, caraway, buttermilk, sugar and vinegar.
3. Pour the marinade over the vegetables and toss thoroughly.
4. Cover and chill for about 1 hour. Add salt and pepper to taste just before serving.

RÅKSALLAD

Swedish Shrimp Salad

SERVES 8

This tomato based version of shrimp salad is often used as a side dish or topping for grilled hamburgers or sausage. In Scandinavia, small cold water shrimp are used and left whole. We've adapted the recipe to feature our excellent domestic wild-caught gulf shrimp.

- 2 pounds fresh, wild-caught shrimp
- ½ tablespoon olive oil
- Salt and pepper to taste
- 4 tablespoons reduced fat mayonnaise
- 3 tablespoons low fat sour cream
- 2 tablespoons fresh lemon juice
- 2 teaspoons sweet paprika
- 1 ounce tomato paste
- ¼ cup fresh chopped dill

1. Preheat oven to 400°F. Peel and devein shrimp. Toss with olive oil and season with salt and pepper. Roast in oven for 6-8 minutes until pink. Set aside to cool.
2. Meanwhile, in a large bowl, whisk together mayonnaise, sour cream, lemon juice, paprika and tomato paste until smooth. Fold in chopped dill.
3. Chop cooled shrimp into ½ inch pieces and fold into sauce.
4. Chill well and serve.

NORWEGIAN GJETOST CHEESE

This rich, creamy, caramelized goat cheese is the fudge of cheese. It's sweet, with a slight acidity on the finish, and a butterscotch flavor that lingers. It actually is caramelized over the course of many hours by cooking down the milk sugars. Often enjoyed on toast for breakfast, it shines as a dessert when served with lingonberry jam on crisp bread. And in case you're wondering, it's pronounced 'yay-toast'. Look for the bright red Ski Queen cube the next time you shop at Outpost!



A BIG THANK-YOU TO OUR PHOTO MODELS, THE CREW AND FRIENDS!

Kelsey Cartwright • Carson Krihwan • Jimmy McManus • Becca Rusk • Rod Mills • Becca Goldman



all aboard

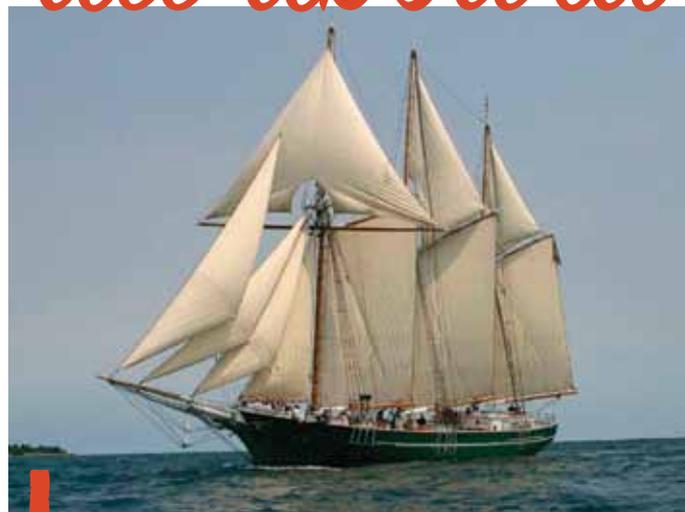


photo courtesy of Discovery World

HINDBÆR SNITTER

Danish Raspberry Butter Cookies

MAKES 15-20

These are extremely popular throughout Denmark. Rich and buttery, they're everything a classic Danish pastry should be, yet are easy to make.

- 2 sticks unsalted butter
- 1 cup powdered sugar
- 2 cups flour
- 2 large egg yolks

Filling

- $\frac{3}{4}$ cup seedless raspberry jam

Frosting

- 2 cups powdered sugar
- 2 tablespoons fresh lemon juice
- 1-2 tablespoons water or milk
- Dash of vanilla extract
- Colored sprinkles or natural food coloring

1. Combine butter, sugar and flour in a food processor and mix until thoroughly blended. It should look a bit grainy. Add the egg yolks one at a time, then mix only until dough comes together into a soft ball. If it doesn't ball up, you may need more egg yolk.
2. Divide the dough into two pieces of equal size, pat into rectangle shapes and wrap individually in plastic wrap. Chill for at least an hour.
3. Roll out dough between two pieces of parchment paper into rectangles of roughly equal size and shape. The dough will be somewhat sticky and soft.
4. Preheat oven to 350°F.
5. Leave the rolled-out dough on the parchment paper and place on baking sheets. Bake for approximately 12-14 minutes, keeping an eye on them, as the dough is delicate and will brown very quickly!
6. Keeping the pastry on the parchment, slide one onto your counter. Spread evenly with a generous layer of jam and then carefully slide the other pastry onto the top, fully covering the jam. Note — the pastries are very delicate. We had success using two extra large spatulas to move them. Don't worry if the pastry cracks on top — the frosting will cover it.
7. While they are cooling, make the frosting. Combine all ingredients in a bowl and mix well. The frosting should be easy to spread — you may need to add extra liquid (milk or water). You can also add a few drops of natural food coloring if you like and sprinkles when you're done.
8. Using a large sharp knife, cut into squares. Be sure to square off the outer edges too — the leftover 'shnibbles' are your treat for a job well done!

THE S/V DENIS SULLIVAN

The world's only re-creation of a 19th century three-masted Great Lakes schooner!

As Wisconsin's flagship, and a flagship for the United Nations Environment Program, the USCG-certified Sailing School Vessel Denis Sullivan is an educational sailing vessel connecting learners of all ages to the Great Lakes, oceans and our world of water through experiential learning and technology. In the 19th Century, there were as many as 2,000 of these ships sailing the Great Lakes.

Learn more, reserve your sail time or take a tour of this Milwaukee treasure.

Visit www.discoveryworld.org for more info.



SUNDAE

(best)

YEAH, THAT'S A LOT OF ICE CREAM. WE'RE NOT SAYING YOU SHOULD EAT THAT MUCH IN ONE SITTING. BUT WHEN WE DREW UP OUR FAVORITE NATURAL ICE CREAM SUNDAE, THE IDEAS CAME FAST AND FURIOUS. START WITH THE ICE CREAM. SASSY COW CREAMERY UP IN COLUMBUS CRAFTS A DELICIOUS, SMOOTH ICE CREAM WE JUST LOVE. CLOSER TO HOME, PURPLE DOOR MAKES AN AWESOME PREMIUM ICE CREAM ON MILWAUKEE'S SOUTHSIDE. AND THE TOPPINGS! WHETHER YOU'RE A HOT FUDGE FAN OR A CARAMEL CONNOISSEUR, WE'VE GOT YOU - AND YOUR SUNDAE - COVERED.





TILLEN FARMS
MERRY MARASCHINO
CHERRIES

No artificial colors or dyes
Made with pure cane sugar



CRYSTAL BALL
FARMS
HEAVY WHIPPING CREAM

Non-homogenized milk
Miles to Market – 331



SASSY COW CREAMERY
VANILLA ICE CREAM

rBGH-free
Miles to Market – 80



PURPLE DOOR
CHOCOLATE ICE CREAM

Made with local ingredients,
including milk from local dairies
Miles to Market – 5



GOODY
ORGANIC HOT FUDGE

Fair Trade and organic
Gluten free
Miles to Market – 58



BECKY'S BLISSFUL
BAKERY
CARAMEL SAUCE

Made with organic cream
Miles to Market – 21

**Don't forget to*
sprinkle your favorite
nuts from our bulk
aisle on top for a
yummy crunch!



TABLE TALK.

CAN THE LOCAL FOOD MOVEMENT PROSPER
IN OUR OLD, NORTHERN RUST BELT CITY?

by MALCOLM MCDOWELL WOODS photos by PAUL SLOTH



Above (from left): Kyle Cherek, Lori Fredrich, Young Kim, David Swanson (back to camera) and Bruce Wiggins.





IT MIGHT BE GETTING HARDER TODAY TO DISMISS MILWAUKEE AS LITTLE MORE THAN AN OLD RUST BELT CITY. OUR PAST IS NEVER FAR AWAY, VISIBLE IN OUR CLOSED, HULKING FACTORIES AND OUR STRIKINGLY SEGREGATED NEIGHBORHOODS. BUT SCATTERED ACROSS THAT SEEMINGLY INHOSPITABLE LANDSCAPE, SPROUTS OF NEW BEGINNINGS HAVE APPEARED, STRUGGLING TO TAKE ROOT. THE LOCAL FOOD MOVEMENT IS ONE OF THOSE RAW SPROUTS, BRIGHT AND BURSTING WITH PROMISE. HOW CAN WE NOURISH AND SUSTAIN THAT PROMISE?

On a bright spring morning, we journeyed to the city's gritty southside, to an old tavern building in the shadow of the Allen Bradley clock tower, to ask that question. Gathered were David Swanson, our host that day and owner and chef at Braise Restaurant; Kyle Cherek, host of the Wisconsin Foodie television show; Bruce Wiggins, executive director of Milwaukee Urban Gardens; and Young Kim, executive director of Fondy Food Center. Lori Fredrich, a local food blogger and member of Outpost's board of directors, served as moderator.



Lori Fredrich Why is local food even important, and what's the importance of establishing and then cultivating the local food culture?

Young Kim I look at sustainability as having three circles — it has to be socially sustainable, environmentally sustainable and economically sustainable. From the social circle, we know there are whole swaths of Milwaukee that only have access to corner stores, and a lot of corner stores selling food in cans or bags or boxes. We're seeing a lot of health issues from that. Everyone eats, but everywhere — not just in the city of Milwaukee — we're losing our connection to food. And the economic piece is that it has to pay for itself. We can't keep writing grants to run stuff, there has to be a vision for it to be self-sustaining. So, healthy farmers, healthy food and healthy people — and by health I mean the broad vision of health — mental health, happiness, so on.

Kyle Cherek I come at your question a little differently than some of the others here who are a little more engaged with the food system. I look at it from a historical standpoint in the sense of where the Midwest in general has always sat from a culinary standpoint and how we're seen inside the foodie bubble on the coast as flyover land. We've always been a very self-possessed people. The phrase I use over and over is that we don't wear it on our sleeves; we just roll them up and get back to work.

The re-engaging with where our food comes from, and the dynamic stuff we either grow, age, render and so on, has brought us back to the kind of people that we are. I like the way we're rediscovering ourselves the way that Southerners always knew themselves.

David Swanson Being a chef, the first part of food is how does it taste, and that's an easy segue for a chef to get into local food. But then you have the sustainability aspect of it. It's easy for a restaurant to offer local foods and charge \$30-\$40 a plate and make it work, but that just gets to a small percentage of the population. How do you make it work and charge \$18 a plate and everything on that plate is

local? It starts at the farm, with the land and the infrastructure and a lot of that doesn't exist, or is very fractured. That's what we try to do with Braise. We already have people out there talking education. My part is let's do the infrastructure — how do we get food from point A to point B and make it work? Braise is all about creating that working model. If you can't execute it on a day-to-day basis, being sustainable on that level without having grants, it won't last.

Kim I guess I'd take it a step further. I don't think we're done until local eggs are at the local diner.

Swanson We're getting close to that. We're seeing a step in the right direction. But yeah, until we see it at every diner, we're not there yet.

Cherek The fact you can have a restaurant like this, or Comet Café on the east side, and see local food on the menu is progress. When Sandy (Sandy D'Amato of Sanford) first got here, he was the only chef going to farmers markets — the only chef in a city of 1.6 million people going to a farmers market 25 years ago — and now we can walk into a coffee shop and they've made a commitment to Sassy Cow milk, which is more expensive, which pushes their coffee prices above everyone else's. That takes guts, to take a stand and hope consumers respond.

Bruce Wiggins I'm a city planner by profession so I respond real positively to what you said, Young, in terms of sustainability issues. And I also love to cook and eat, so I respond to what Dave is talking about, too, but the other thing I want to inject into why I think local food is important is the spiritual aspect of farming and gardening.

Cherek I couldn't agree more. It's spiritual and again, back to the issue of identity. I use to rue the fact I was born in the Midwest. I moved away. And then in coming back, I realized that having uncles and aunts and brothers-in-law who had farms and my working on them and having that experience made me unique compared to the rest of the





country. It was standard for me, in a suburb, to have three or four classmates whose parents made a living on the land.

Kim We talk about sustaining this, and for me, having that connection with the farmers, having that spirituality and understanding there is a bigger goal here, that keeps me going.

But one concern I have about local food is, like everything, it's getting politicized and very polarized to the extent where I've been at conferences where an organic farmer will refuse to even be in the same room as a third generation conventional farmer.

There's a lot of mudslinging. But I tell people they need to consider where we came from. We emerged out of WWII with a big belief in science and technology and this idea that a shortage of food had caused a lot of wars. So we set out to make food cheap so that everyone could eat. It got twisted to the point where we have things now like patenting of genetics and so on.

Wiggins And dead seas...

Kim Yeah, dead seas. So, now we have a different idea of our relationship with the Earth. But still, those third generation farmers have three generations of knowledge in their heads that defies codifying. They just know stuff. And I know one, a conventional farmer, who has heard about organics, who is experimenting on his farm up near Port Washington, with a small plot, trying to grow potatoes without any chemicals. And people who talk to him say, 'that is really innovative.' But because he is a conventional farmer, a lot of folks (in the local food movement) will just say, 'ah, he's stupid, he's old school, we don't need to listen to him.'

Cherek Well, first of all, he's kept a land trust for several generations that didn't get developed and for that alone, you should go and shake his hand.

You're right about the politicization of it, but what we haven't fallen for yet is what's happened on the coasts, with the kind of localvore delirium that has turned a lot of people off.

Kim Yes, there's a lot of snobbery in the food movement that distresses me. When Alice Waters cooked the egg on 60 Minutes on a little brass shovel over an open fire pit in her kitchen, I was like 'No, no, no. Don't show that!' The preciousness of that and the ability to pay \$3 for heirloom garlic offends a lot of people. So there's a practicality we need to inject into the local food movement.

Fredrich Does that fall into the category of a misconception about local food? And what are some of the misconceptions?

Kim I don't know if it's a misconception.

Cherek I don't think it is. This restaurant (Braise) was opened with all the sincerity in the world and Dave could back it up with years and years of creating that infrastructure. But on the coast you had dozens and dozens of restaurants just like Braise opening up to just make money. It's a marketing ploy. And while a rising tide does lift all boats, it does turn some people off.

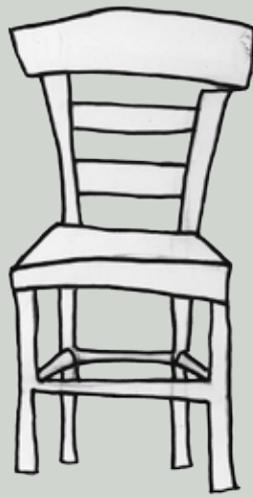
Swanson It's the same thing with Slow Food. It has that elitist title. When you're doing events with some restaurants that are charging \$100 a plate, it's quickly going to get that. So, can we do things like walking around a farm, understanding more about what farmers go through, make it more accessible to everybody?

Wiggins While we're touching on cost as an issue or impediment, I think it has a lot to do with the means of production. The factory farms have volume and can produce at a lower unit cost than most local food providers, especially if you're talking about organic. The bottom line is, in many respects, cost and, while I don't think of it so much as an elitist thing, I guess it could be seen that way. It's just tough for a lot of people to be able to buy local food.

Cherek But we're going to lose that battle for another twenty years, until another generation of senators die and a new one comes in. The factory farms have a systemic advantage because of federal and state subsidies. When you can have 400 head of cattle standing in their own feces and the runoff is going into a stream and that land is subsidized and so is their feed and so are their taxes and so on, you can't beat that. It's the world we live in.

Kim The big question at a lot of the conferences I go to is scale. How do we scale up and replace conventional? But a huge blanket isn't the answer. Local food can be a quilt, with lots of little squares that are hyper local. Each quilt square has its own story.

You know what made me stop buying Organic Valley at Outpost? Sassy Cow! They had those cow trading cards. My daughter started collecting those. There's this hunger for a connection to a cow. That's what my daughter wants, that's what I want, that's what everyone wants.



(Another thing...) I think a lot of communities that are marginalized are much further along in this slow food awareness than they are given credit for, they just don't call it slow food.

Go to a family reunion in Mississippi, an African American reunion, you've got women up at 4:30 in the morning. Slow, traditional, down-home cooking. They just don't call it slow food.

I started this collard greens cook off (at the Fondy market). We're in our 5th year and, you know, a third of the recipes were vegetarian or salt free. I wish I could take credit for it, but no, there is an uncle who is diabetic, he can't have a lot of salt, he can't have a lot of sugar, so we just have to adapt. It just happened organically.

Cherek No pun intended.

Kim No [laughs], but it's happening. People are a lot further along the curve than they are given credit for.

Wiggins How about everyday food, though? I keep running into people who keep saying the concept of food is you get a box and you stick it into a microwave. In too many places in the city, kids don't know about growing food.

Cherek But let's not pretend that doesn't happen across the board daily in Mequon, all the time. They may be spending \$6 for individually-wrapped yogurts that they stick in their kids' fantastic Disney-licensed lunch boxes, but the sugar that's in there would kill the diabetic you talked about earlier.

Kim Look at statistics: the obesity and overweight statistics. You'd be surprised at how high middle income Milwaukeeans are in terms of weight. In fact, middle income Milwaukee is more overweight than lower income. So, it's everybody who has forgotten to cook, not just the inner-city kid, but everybody.

Swanson I think it goes to your point about these health issues we have and the change that happens. These kids are being raised with adult onset diabetes and all of a sudden the parents have to change the way they do things. Now they're buying a carrot and cooking it. So the pendulum is swinging in the other direction. From the bad, comes the good. Can we get enough momentum behind that to really change things?

Cherek We all have this sense of urgency with people eating healthier and more local and having the patchwork develop, but

look, Corn Flakes didn't catch on in 20 years, it caught on in 60. Pop Tarts and frozen dinners, that didn't happen overnight. So we kind of have to be patient in a way.

Swanson And it didn't happen because the food was so much better, it happened because it was a lifestyle issue.

Cherek Oh yeah, a TV dinner in front of the television was aspirational! So, I have the same sense of urgency as everyone here, but let's give ourselves some slack.

Wiggins Well, all those changes also happened with a lot of advertising and marketing dollars and I don't see a whole lot of that in the local food movement.

Cherek I disagree. How many stores does Outpost have? That's a stake in the ground. You walk down the aisles and it's organic and local and there's a story behind it.

Swanson And you see it at other stores now, too.

Cherek It's becoming the marketing angle. It's simple business, actually.

Fredrich So, what is it going to take, what can the average individual consumer do to help support what is happening?

Swanson They have a voice.

Kim Vote with their fork.

Swanson Yeah, they can go to any store and demand something. If ten people walked into a grocery store every day for the next month and a half, you don't think that would change things?

Wiggins I'd like to tell everybody to join a co-op. A co-op exists to serve its members. I had fun and learned a lot going to Outpost's annual meeting this year. I'd love to see more co-ops around, consumer co-ops, producer co-ops.

Kim I would say also, if you still have grandparents, your parents, around, get those family recipes. We've all been handed baggage, and these family recipes are part of that baggage. Put your own mark on it and pass it on.

Wiggins What else can people do? Grow a few things in their yard. Learn the joys of gardening — spiritual, taste, economic, lots of benefits. Teach your kids to garden. Help kids learn the miracle and wonder of farming.



BRAISE RESTAURANT
1101 S. 2ND ST., MILWAUKEE
WWW.BRAISELOCALFOOD.COM/RESTAURANT

FONDY FOOD CENTER
WWW.FONDYMARKET.ORG

MILWAUKEE URBAN GARDENS
MILWAUKEEURBANGARDENS.ORG

WISCONSIN FOODIE
WISCONSINFOODIE.COM

IN AN IDEAL WORLD...

by MARGARET MITTELSTADT

... EMPTY CITY LOTS BECOME NEIGHBORHOOD FRESH FOOD HUBS



EATING LOCALLY CAN BE A CHALLENGE. AND IT'S NOT MERELY BECAUSE YOU WON'T FIND LOCAL STRAWBERRIES IN THE MIDDLE OF WINTER IN THESE PARTS (UNLESS YOU PRESERVED SOME BACK IN SUMMER, WHEN CARDBOARD FLATS WERE HEAVY WITH THE BERRIES AND FARMERS WANTED TO MOVE THEM BEFORE THEY WERE CRUSHED UNDER THEIR OWN HEFT).

There's more to local food than climate. Urban neighborhoods can be dogged by a lack of accessibility, cultural acceptance or economic stability (and sometimes all three), barriers that keep people from making fresh, local foods a staple item in their homes. However, through the resurgence of community gardening, real, honest, homegrown food is making a comeback in even the most barren corners of the city.

Milwaukee Urban Gardens, a nonprofit land trust dedicated to the development and maintenance of community gardens, is striving to get people to grow their own food again. Having community gardens improves the quality of life for neighborhood residents. It provides much needed food and offers up green space and a common place for people to gather, relax and share.

Executive Director Bruce Wiggins is excited by the potential for community gardens to be hyper-local productive food centers. To illustrate this, MUG began documenting the productivity of its community gardens and recently published its findings in the 2011 Garden Book. "We accumulated data that could help us put a monetary value on the food," Bruce said.

"This way, people can begin to see that there really is a kind of payback when you grow your own food, and maybe spark some interest for growers to pool resources together to perhaps sell at a farmers market or grocery retailer."

What were the results? In 2011, 19,700 pounds of produce were grown in nineteen MUG community gardens, with an estimated value of \$39,400.

Not all gardens produce at the same rate and some are no bigger than the carpet runner in your hallway, but regardless of the location or size, there is growth, abundance and hope. Take, for instance, Lynden Hill Community Garden, located at 2210 W. McKinley Avenue, partly supported by partnerships and donations from Church on the Hill and Keep Greater Milwaukee Beautiful. The stated goal of this garden is to allow neighbors to continually show involvement in the neighborhood and grow together. The city-owned lot is entirely covered by asphalt. However, that didn't deter residents, who built fourteen 4-foot by 8-foot raised garden plots! Even in such a restrictive environment, Lynden Hills was able to produce more than 224 pounds of food in a summer. That's real prosperity that neighbors in that community can bank on!

To download a copy of the 2011 Garden Book follow the link below and go to the resources section.

SAVE THE DATE!

ANNUAL COMMUNITY GARDEN TOUR
SUNDAY, SEPTEMBER 9, 2012, 1-5 P.M.
VISIT MILWAUKEEURBANGARDENS.ORG
FOR MORE INFORMATION

CHECKOUT



WHERE . OUTPOST STATE STREET

WHO . JADYN MOCK, 7 and SHAYLA MOCK, 5

WHEN . MAY 9, 2012. 11 a.m.

we were **LOCAL**
BEFORE *it was* **COOL!**



Lynn Lein, owner



Yuppie Hill Poultry

Lynn didn't grow up farming but you wouldn't know it by watching her run her seven-acre farm. It all started with a couple of hens. Her children, who are now grown, brought them home and the family built a fancy coop for hens. It was finished inside and had curtains, so it would look nice. Lynn said, "The farmers would drive by and say, 'Look at those yuppies on that hill.' It kind of just stuck with us." Lynn's coop has continued to grow as the demand for her brown eggs has grown. "People knowing where their food comes from is important."

Burlington, WI

Miles to
Market

42

ALWAYS WAS ✨ ALWAYS WILL BE

OUTPOST
NATURAL FOODS