

## In This Issue

GMO Labeling .....	4
Morrison's Custom Feeds ....	6
Scaling Up .....	7
Animals Make us Human: Temple Grandin at UVM ....	9
Recipe: Pot Roast .....	13

---

### The Quarterly Newsletter of the Northeast Organic Farming Association of Vermont

---

## Celebrating our *Generations of Innovation* at the 31st Annual Winter Conference

*By Olga Moriarty, Winter Conference Coordinator, and Vera Simon-Nobes, Winter Conference Assistant Coordinator*

**February 16 & 17, 2013  
University of Vermont, Burlington VT**

Choosing a theme and speaker list for the most prominent and visible event of NOFA's calendar year, the annual Winter Conference, is no small feat. The 1500+ attendees who travel from all corners of Vermont (and beyond) represent the backbone of our local agricultural economy: commercial producers with varying farm models; back yard farmers, gardeners, and homesteaders; food distributors; policy makers; and enthusiastic localvores and consumers. Each year we face the challenge of developing robust workshop offerings that meet the needs of all these different groups. We also spend hours of deliberation to choose a cohesive conference theme that has the ability to tie them all together.

This year's conference theme, "Generations of Innovation," will highlight the innovative work of our most beloved producers as well as the younger farmers and gardeners who continue the work of those who've plowed their way. Vermont's local & organic food movement is thriving due to the leadership of experienced farmers, gardeners, and entrepreneurs, and the energy and potential of our younger generation cannot be ignored.

This year's conference will honor both our community's leaders and the next generation of dreamers, problem-solvers, and pioneers in the making.

### Keynotes & Featured Speakers

We couldn't have found a better-suited person to deliver this message than our Saturday keynote, Clara Coleman, daughter of innovation



*NOFA puppets introduce a 2012 conference keynote. Photo by Elizabeth Ferry*

pioneer, Eliot Coleman. Clara, age 36, is an organic farmer, consultant and speaker on four-season farming techniques. Like her father, she is a proponent of the "small is better" model of farming, advocating business growth through improved efficiency, innovative production methods, farmer collaboration and direct customer marketing, rather than physical expansion. Clara will share the inherent challenges and uncertainties of the farming lifestyle, and show how the young farmer movement continues the legacy of innovation.

Inspired by the "TEDTalks" format of brief but excellent presentations on "ideas worth spreading," we're excited to replace the traditional Sunday keynote address with several

***Continued on page 3 »***



## NOFA Vermont

PO Box 697, 14 Pleasant St  
 Richmond, VT 05477  
 NOFA: 802-434-4122  
 VOF: 802-434-3821  
[info@nofavt.org](mailto:info@nofavt.org)  
[www.nofavt.org](http://www.nofavt.org)

### Board of Directors

Mimi Arnstein  
 Regina Beidler  
 Josh Brown  
 Jennifer Colby  
 Sona Desai  
 Debra Heleba  
 Andrew Knafel  
 Jack Manix  
 Ross Thurber  
 Kate Turcotte  
 Helen Whybrow

### Staff

Enid Wonnacott  
*Executive Director*

Kirsten Bower  
*Financial Manager*

Erin Buckwalter  
*Food Security &  
 Marketing Coordinator*

Nicole Dehne  
*VOF Coordinator*

Sam Fuller  
*Technical Assistance Program  
 Administrator*

Willie Gibson  
*Dairy & Livestock Advisor*

Caitlin Gildrien  
*Outreach Coordinator*

Caitlin Jenness  
*VOF Office Assistant and Summer  
 Workshop Coordinator*

Rose McDonough  
*VOF Certification Specialist*

Abbie Nelson  
*Agricultural Education Coordinator*

Laura Nunziata  
*VOF Certification Specialist*

Lynda Prim  
*Fruit & Vegetable Advisor*

Barbara Richardson  
*Office Manager*

Dave Rogers  
*Dairy & Livestock Advisor  
 & Policy Advisor*

Gregg Stevens  
*VOF Certification Specialist*

Becca Weiss  
*Office Assistant*

## Winter Thoughts from Enid

I was honored to share the stage with Russell Libby recently, at the Maine Organic Farmers and Gardeners Association (MOFGA) Farmer to Farmer conference in November, at a conference center high on a bluff on the ocean in Maine.

Russell is stepping down after 18 years as the Executive Director of MOFGA, to take care of himself and ongoing health problems and dedicate his time to policy reform as MOFGA's senior policy advisor. Russell gave the conference keynote, talking about his time as Executive Director and inviting some of his peers to share the stage with him.

Being in that room with Russell, surrounded by veteran and beginning farmers, I really felt the power of this movement, the shift that has taken place in the quarter century we have worked together, and the fact that I am now recognized as an "elder" in this movement.

One of the important lessons I have learned from Russell is that relationships matter – he has done a masterful job of creating connections across various levels of government, school boards, Farm Bureau and county commissions, and all along building the kinds of relationships that have significantly helped to propel this movement. When Russell called me last January and invited me to an inaugural meeting of a "Call to Farms", as he named it, he described that only 1/3 of the USDA budget is spent on farm programs, and of that, 1% supports organic and sustainable agriculture. He said, "As a sustainable agriculture movement, we are playing in the wading pool in the corner."

Russell challenged us to radically shift the national decision-making around agricultural policy and become the front-runners in a new conversation. He asked how we can elevate the voices of farmers

in national policy and cultivate the next generation of leaders.

"Let's not dabble over who is certified organic and who is not – that is the wrong conversation, and only reaching 5-10% of the people." With 1/4 of all food sales now at Walmart, according to Russell, "if we really want to make a dent, we have to crack that. If we have a different vision, we will have to build it – it is up to us and no one else is going to do it."

Russell's vision is strong, his words are strong, and at his MOFGA retirement party a week before the conference, a portrait of him was uncovered that will be part of a travelling show of "Americans Who Tell the Truth." Through portraits and stories of exemplary American citizens, Americans Who Tell the Truth teaches the courage to act for the common good. His portrait is now part of the travelling display and will be shown alongside those of Abraham Lincoln and Harriet Tubman. (Learn more at [www.americanswhotellthetruth.org/](http://www.americanswhotellthetruth.org/))

This value on relationship building is one I share with Russell, and something we will feature at our annual NOFA-VT Winter Conference. With the theme of "Generations of Innovation," we are highlighting individuals who are making a difference – innovative youth, important farmer mentors – all people who seek relationship with others to drive this new food movement forward.

We hope that you will join us to make new relationships, and build on old ones, at the upcoming conference. See you there!

**NOFA Vermont is an organization of farmers, gardeners, & consumers working to promote an economically viable and ecologically sound Vermont food system for the benefit of current and future generations.**

shorter talks featuring dynamic innovators. These include Joe Bossen, owner of Vermont Bean Crafters in the Mad River Valley, VT; Michael Rozyne, founder of Equal Exchange and Red Tomato, MA; Scout Proft, farm mentor and owner of Someday Farm, Dorset, VT; and Laura Brown-Lavoie, urban farmer and poet, Providence, RI.

Innovators included in the lengthy list of workshop presenters come from near and far. They include Adam Montri of Ten Hen Farms in Bath, MI; Eric and Anne Nordell of Beech Grove Farm in Trout Run, PA; Jean-Paul Courtens and Jody Bullyot of Roxbury Farm in Kinderhook, NY; Jerry Brunetti of Agri-Dynamics in Martins Creek, PA; Eliot Coleman of Four Season Farm in Harborside, ME; and Michael Rozyne, of Red Tomato in Middleborough, MA - plus local leaders such as UVM Extension's Heather Darby, Jack Lazor of Butterworks Farm, sustainability leader Tom Sabo, and farmer-consultant Lisa McCrory, to name a few. (For a complete listing of our workshops and presenters, please visit [www.nofavt.org/conference](http://www.nofavt.org/conference).)

### **Friday Intensives**

In addition to the 70+ workshops offered throughout the weekend, we will host a series of pre-conference intensive sessions on Friday, February 15th at Main Street Landing in downtown Burlington. For commercial growers there are three options:

### **Organic Strawberry Production**

This workshop will look at matted row and annual culture strawberry production. Presenters will outline water and nutrient management, soil preparation, varietal selection, mulching systems, and pest, disease and weed control strategies. This intermediate-level workshop will focus on organic management practices and some applicable IPM approaches.

### **Growing Blueberries Successfully**

This intermediate level workshop will provide in-depth information on the soil and nutrient needs of blueberries, the different varieties recommended for the Northeast, establishing a new orchard or backyard plot as well as renewing mature plantings, pest and predator control, and pruning.

### **Farming for Resiliency in Climate Change**

This workshop will look at tools that improve on-farm resiliency in extreme weather. Presenters will share strategies for building soil resiliency, managing weeds, enhancing crop adaptability, and using perennial crops to improve buffers on flood plains and in riparian zones.

For food enthusiasts there are two options, sure to whet the appetite!

### **Meat Deconstructed**

A comprehensive day examining the various ways to manage a "box of meat" from creating nourishing bone broths, cooking with organs and of course roasting, grilling and braising your favorite and lesser-known cuts.

### **Fermentation**

Spend the day balanced between the science of microbiology and demonstrations of home-brewing your own

hard cider and kombucha, fermenting vegetables (kimchee, sauerkraut, etc), and producing your own cultured dairy products.

### **And More!**

Of course the conference is much more than workshops and keynotes. Networking, celebration, and eating are at the core of our conference!

Saturday evening will offer a full line-up of events, starting with a happy hour and UVM poster session, followed by an evening of dinner and dancing with music provided by one of Burlington's hottest bands, the Bob Wagner Band. (Get ready for some high energy rock, funk, blues, and reggae!) If you need something less energetic, there's a film option down the hall and our second annual seed swap, sponsored by High Mowing Organic Seeds.

Stay tuned to the NOFA Vermont website and follow us on Facebook for more updates as the Winter Conference evolves. Registration will begin online in late December, and brochures will be mailed out in early January. 🌱

*More information:*

[www.nofavt.org/conference](http://www.nofavt.org/conference)

[www.facebook.com/NOFAVT](https://www.facebook.com/NOFAVT)



*Conference attendees arriving at the Davis Center. Photo by Elizabeth Ferry*



# GMO Labeling – Eyes on Vermont

By Dave Rogers, NOFA Vermont Policy Advisor

**A**s most readers of NOFA Notes are aware, California's Proposition 37, which would have required labeling of foods made with genetically modified organisms (GMOs), was narrowly defeated at the polls on election day by a margin of 53 to 47 percent.

Despite widespread support for labeling among Californians, a \$40 million public misinformation campaign led by the biotech industry and corporate food manufacturers succeeded in confusing and frightening enough voters to defeat the measure.

Though disappointing, this loss has energized GMO labeling activists across the country. A new and growing nationwide coalition of labeling advocates is working to develop and enact labeling laws in several dozen states. Washington, Oregon and Connecticut are well along in their campaigns.

However, no state is in a better position than Vermont to pass and enact the nation's first GMO labeling law. In the last session of the legislature, thousands of Vermonters, Vermont

businesses and advocacy organizations joined the Vermont Right To Know Coalition (a collaborative project led by NOFA Vermont, Rural Vermont and the Vermont Public Interest Research Group) to fight for and build strong support for Vermont's GMO labeling bill in the legislature and in every corner of the state.

---

## No state is in a better position than Vermont to pass and enact the nation's first GMO labeling law.

---

We are ready and eager to continue – and finish – this work. Throughout the summer and fall the Coalition worked with legal experts, legislators and many Vermonters to lay the groundwork for the introduction, passage, and enactment of a new GMO labeling law in the coming year.

But make no mistake – when the new Vermont Legislature convenes in January, Monsanto et al will be there. They will spend a great deal of money to defeat Vermont's GMO labeling bill and use the same tactics they used in California.

But they will not succeed. Once again, the many thousands of Vermonters who support GMO labeling will step up and be heard – loudly and clearly – by their legislators and government policymakers. Vermonters will not put up with distortions, intimidation, and manipulation by the likes of Monsanto.

So, get ready. Visit the Vermont Right To Know GMO's webpage at [www.vtrighttoknow.org](http://www.vtrighttoknow.org). You'll find lots of background information and advice about contacting legislators and other actions.

If you have not already joined the Coalition, sign the Vermont Right to Know GMO's petition online in order to add your voice to the call to label GMOs in Vermont, and receive updates and alerts during the legislative session. Speak up – and talk to your friends, family and neighbors. Together, we will make history. 🌱

More info: [www.vtrighttoknow.org](http://www.vtrighttoknow.org)

---

## Farmers' Markets Move Inside

By Erin Buckwalter, NOFA Vermont Direct Marketing Coordinator

**A**s the weather turns colder outside, many farmers' markets have moved inside. There are 25 winter markets happening across the state during the 2012-2013 season.

Each community's winter farmers' market is different, ranging from just a couple markets around the holidays where you can stock up on goods for your holiday feasts, to monthly and even weekly events with many

of your favorite vendors, demos, and music. Each market has a unique variety of farm fresh goods that will keep you wanting to go back for more.

In addition, over half of the winter markets are now accepting EBT (electronic food stamps) and debit cards. The majority of these markets are participating in NOFA Vermont's Harvest Health Coupon

Program, which provides a \$2 match for every \$2 in tokens that a customer purchases using their EBT card, up to \$10 per customer, per market day.

For a complete list of winter markets as well as those accepting EBT and debit cards, please visit the NOFA Vermont website at [www.nofavt.org](http://www.nofavt.org) and look under "Find Organic Food." 🌱

# Together, Better Choices

...like carrying thousands of local products.



Arethusa Farm, Burlington, VT

photo by J.Silverman

## Current local food sourcing needs at the Co-op:

Barley	Horseradish	Rice
Dried Beans	Nuts	Season-Extended Greens
Dried Herbs	Oats	Single-Source Butter
Fruit Juices	Peaches, Plums	Tortillas
Herbal Teas	& Pears	Venison
Grains	Popcorn	

For a full list, visit [www.citymarket.coop/local-products-gap](http://www.citymarket.coop/local-products-gap) or contact Meg Klepack, Outreach and Local Food Manager, at 802-861-9753 or [mklepack@citymarket.coop](mailto:mklepack@citymarket.coop) today.



82 S. Winooski Ave, Burlington, VT 05401  
Open 7 days a week, 7 a.m. - 11 p.m.  
(802) 861-9700 [www.citymarket.coop](http://www.citymarket.coop)

## MAKERS OF LIVING MEDIA FOR ORGANIC GROWERS

Significant discounts to growers who buy early.

### FALL PREBUY PROGRAM

September 21<sup>st</sup> – December 21<sup>st</sup>, 2012

See our website for more info:  
[vermontcompost.com](http://vermontcompost.com)



802-223-6049 | Montpelier, Vermont

**WE SPEAK ORGANIC**



# Organic Processor Profile: Morrison's Custom Feeds

By Caitlin Jenness, VOF Office Assistant

**A**s cold nights and the promise of snow now capture our thoughts, it is easy to forget that for most of the summer, the Midwest faced one of the worst droughts in half a century. Cited as the worst season since the Dust Bowl of the 1930s, vast acreage of our nation's most productive land was crippled by extreme heat and drought. News stories abounded of farmers abandoning fields and crops, selling off livestock, and ceasing farming. More than half of the counties in the United States were declared as drought emergencies, and as of September, less than 10 percent of the crop in corn states of Illinois, Indiana, Kansas and Missouri was graded "good" or better by the USDA.

Recent years have seen impressive growth and increased demand for Vermont livestock products, but many of these – notably milk, eggs, chicken, and pork – are highly dependent on feed components that we don't, at present, grow in the state. Since 2008, grain prices have done nothing but rise. Now many farmers, faced with grain costs at an all-time high, are struggling to keep their products affordable to consumers while also making enough of a profit to stay viable.

According to forecasts, corn was finally supposed to be cheap this year. After a successful growing season for commodity farmers across the US in 2011, farmers were encouraged to plant more corn, and that surplus was predicted to help alleviate the trend of rising grain and feed prices. Due to the drought, reality turned out to be the exact opposite, and the supply of organic corn, for example, was so limited that late this summer, fear and market speculation over availability caused the prices to rise \$100/ton overnight.



While some farmers have the land base and machinery required to grow grains themselves, many local farmers rely on local grain distributors for these needs. Perhaps sometimes overlooked in the crucial role they play in our state's food system, these distributors walk a fine line of managing wild swings in the market while striving to produce a reliable supply of affordable grain for Vermont's farmers. One local distributor, Morrison's Custom Feeds, goes to creative lengths to do just that.

Morrison's Custom Feeds is a family-owned and operated business located in Barnet, VT. At Morrison's, while this summer's drought had caused some price uncertainty during the height of the summer, things are not as dire as one might expect.

This is partly due to the fact that Morrison's pre-buys much of its grain five to six months in advance; therefore, when the national supply of corn and soy dropped precipitously this summer, Morrison's had a guaranteed supply for its customers. If they had been relying on the spot market for corn and soy, many Vermont farmers could have been at a loss for grain.

The organic feed market has been particularly unreliable: the national trend of increased demand for organic products has put a tight squeeze on the supply and availability of organic

grains and feedstocks, which has yet to keep pace with growing demand. Starting five years ago, Morrison's began looking at ways to reduce their dependence on the unpredictable global market. They began exploring creative sourcing arrangements, research into alternative feed protein/energy feedstuffs, and close working relationships with area farmers to help secure a more reliable and affordable sourcing strategy for their organic feed needs.

Morrison's wanted to increase the amount of organic corn and soy that they sourced within state boundaries. Understanding that Vermont farmers do not have the infrastructure to dry and roast corn and soybeans themselves, Morrison's invested in the equipment which now allows them to process these crops grown locally. Morrison's currently sources unprocessed corn and soy from a half dozen local organic farmers. When these farmers harvest their crops, Morrison's trucks arrive to pick them up straight off the combine. They are then trucked back to Morrison's facility in Barnet where they are dried, the soy is roasted (to make it palatable to cows and chickens) and then it is processed and mixed into feed.

Whereas Morrison's was once able to run their mill off of Vermont-grown

**Continued on page 7 »**

# Scaling Up Vermont's Local Food Production, Distribution, and Marketing

By Erin Buckwalter, NOFA Vermont Direct Marketing Coordinator

**N**OFA Vermont, as a partner in VT FEED (a collaborative project of NOFA Vermont, Shelburne Farms, and Food Works), has conducted a statewide survey and analysis of institutional demand and supply chain infrastructure for local produce and eggs.

This research encompassed 541 institutions including colleges and universities, K-12 schools, hospitals, food shelves, state cafeterias, prisons, nursing homes and senior meal sites.

The results of this research are now available in the report *Scaling Up Vermont's Local Food Production, Distribution, and Marketing*. This report provides producers with quantifiable information for scaling up

production for institutions as well as information about the current challenges and opportunities in institutional supply-chain infrastructure.

## Highlights from the research:

- Demand for fruits and vegetables, and eggs is stable and growing. Of the responding institutions, 94% stated their needs would stay the same or increase over the next three years.
- Two-thirds of institutions purchase and continue to want unprocessed, "fresh, whole" fruits and vegetables.
- The majority of responding processing facilities are limited to private use.
- The majority of responding distributors are not using logistics

management software or tools such as computerized mapping, which could aid in their operational efficiency.

Based on the results of this research, NOFA Vermont is moving forward with a pilot project to build partnerships to increase local food in institutions. Download the report, and learn more about how Vermont can continue to grow our local food system, by visiting [www.nofavt.org/F2Ireport](http://www.nofavt.org/F2Ireport). 🌱

*This project funded by: Vermont Agricultural Innovation Center; Vermont Agency of Agriculture, Food & Markets; Forrest & Frances Lattner Foundation; VT FEED through Green Mountain Coffee Roasters; High Meadows Foundation; USDA Agriculture & Food Research Initiative, Project Number 2010-85211-20464.*

---

## Morrison's, continued from previous page

grains for only a week each year, they are now running their facility on Vermont-grown organic crops for at least a month. Organic farmers working with Morrison's, after experimenting with appropriate tillage, fertilizers, and seeds, now are seeing higher yields that allow them to be more profitable than conventional growers, and have plans to increase acreage in the state.

Another strategy to keep organic grain prices steady has been to find alternative sources of high-energy feedstuffs aside from the usual corn and soy. Morrison's has found success with organic flax seed meal, a byproduct of flax oil production that is still high in protein, as well as the byproducts from wheat processing, known as middlings. Standard wheat milling methods remove portions of the wheat kernel (the bran and germ) that are rich in proteins, vitamins, lipids and minerals; these components can then be used as a valuable addition

to livestock feed. There are two mills within 100 miles of Morrison's facility from which they are able to source these middlings.

As Vermont organic grain growers increase their production of grains for human consumption, Morrison's hopes to work with them to provide markets for the seconds and middling byproducts, to transform even more of these Vermont-grown products into locally grown resources. Juggling these sourcing relationships may take extra work from the staff at Morrison's, but the result is lower and more stable grain prices for Vermont's farmers, and therefore strong and steady business for their own company.

At times when corn and soy commodity crops are in high supply and prices are low, taking the time and effort to form these local relationships may seem unnecessary. However, when unpredictable weather wreaks havoc on our nation's food systems, these

relationships are what create resiliency in this small business – and this small state. They look to these relationships as a way to protect and grow their business, and see the success of local farms as key to the success of many other facets of our local economy.

As extreme weather events, exacerbated by climate change, begin to shake up the reliability of our global food system, 'business as usual' will have to change. The efforts of the folks at Morrison's illustrate just one way a Vermont business is adapting their business model to the challenges that the future holds. Such efforts are at the heart of a resilient and reliable food system in our state. It's important to remember, however, that the present situation of high fuel and grain prices is an extremely trying one for many farmers. And to weather through these challenging times, they will need our support as customers, policy advocates, and neighbors. 🌱





*All Natural Organic  
Land Care Supplies*

Many of our products are **OMRI** Listed



Depot St. Bradford, VT 05033 802.222.4277 FAX 802.222.9661  
Email: [info@norganics.com](mailto:info@norganics.com) • web site: [www.norganics.com](http://www.norganics.com)

## Innovation and Inspiration!

Gardener's Supply is the nation's leading source for innovative, earth-friendly gardening solutions. We are an employee-owned, Vermont-based business in our 28th year. Visit our stores in Burlington's Intervale or in Williston and let us help you create a more beautiful, more productive garden in harmony with nature.

**A partner in your gardening success.**



## GARDENERS

SUPPLY COMPANY

INTERVALE STORE • 802.660.3505  
128 Intervale Road, Burlington, VT

WILLISTON STORE • 802.658.2433  
472 Marshall Ave, Williston, VT • [www.gardeners.com](http://www.gardeners.com)




FOR ALL OF YOUR  
BULK *and* PACKAGED

**NUTS & SEEDS, DRIED FRUITS, TRAIL MIXES & GRANOLA  
NUT BUTTERS, FAIR TRADE COFFEE AND CHOCOLATE**

Available at the finest independent grocery stores and cooperatives.

888-ORG-NUTS    [WWW.TIERRAFARM.COM](http://WWW.TIERRAFARM.COM)





# Animals Make Us Human: Temple Grandin speaks at UVM

By Rose McDonough, VOF Certification Specialist

**V**ermonters didn't hesitate to ask Dr. Temple Grandin for her stance on the tough issues. "What do you think about layer hens housed in battery cages?" "Are gestation crates for sows cruel?" and, in a heavy dairy state, "What is your feeling about tail docking dairy cows?"

Without hesitation, in front of a packed house at the University of Vermont's Ira Allen Chapel on November 13th, Dr. Grandin stated that these are all inhumane livestock practices that have got to go. Dr. Grandin is an animal scientist at the forefront of her field and has for decades been a tireless crusader for animal welfare and autism awareness.

The pride in her voice was evident as she spoke about the livestock facility designs and humane handling auditing systems she developed, which are now so widely used that nearly 50% of all beef cattle in the US are processed in plants of Grandin's design. Additionally, her research on grazing animal behavior has allowed ranchers and farmers of all scales to handle animals with less stress. No matter your feelings on eating meat or the livestock industry, it cannot be

denied that through her work Temple has improved the lives of countless animals and inspired a new generation of agricultural pioneers with an interest in livestock.

While much of Dr. Grandin's work has been adopted by large corporations, she stressed the necessity of developing sustainable farming systems. In the modern world of conventional farming, where animals are often pushed to the brink for increased profits, Dr. Grandin acknowledged the need to step back and focus on optimal as opposed to maximal production. For instance, when breeding livestock selectively for one particular trait, be it milk production or muscling, we often inadvertently select for other, less desirable traits, like decreased fertility in dairy cows, weakened bones in chickens, or aggression in pigs. Dr. Grandin was hopeful that new research and new thinking will lead to a more temperate approach that accounts for animal health alongside productivity.

Dr. Grandin is a professor of animal science at Colorado State University and her professorial side was evident

as she took time during her talk to note the importance of educating children about where food comes from and encouraging people to be more involved in agriculture.

Dr. Grandin's own unique insights into the animal mind have roots in childhood days spent on her aunt's ranch studying the behavior of cattle. She speaks eloquently of the need to engage young people in activities that connect them to their peers and the greater world outside their doors. She is passionate about promoting the value of unique view-points and different thinking styles; she herself was diagnosed with autism at an early age, and attributes some of her success to the particular way that her brain processes and stores information.

She has been a strong supporter of encouraging all young people, and especially those on the autism spectrum, to become engaged in science, technology, and agriculture. Dr. Grandin warned that unless we engage young minds on these issues, we will not solve our nation's energy crisis and we risk losing our connection to the land and our food. 🌱

## NOFA Vermont Journey Farmer Program 2013

**Accepting applications until January 15.**

**N**OFA Vermont's Journey Farmer program is a two-year program for beginning farmers who are in the first few years of running their own farming enterprise in Vermont. The program provides resources and opportunities for aspiring new farmers to increase their knowledge base and continue developing the skills they need to farm successfully.

The program offers a range of services and benefits, including connecting Journey Farmers with a farmer mentor, a \$500 educational stipend, free admission to NOFA Vermont workshops and conferences, business

planning support, and technical assistance from NOFA Vermont staff. In addition, Journey Farmers become part of a learning community of other aspiring farmers and farmer mentors.

For more information, please visit the NOFA website at [www.nofavt.org/beginning-farmer/journey-farmer](http://www.nofavt.org/beginning-farmer/journey-farmer) or contact Caitlin Jenness at [caitlinjenness@nofavt.org](mailto:caitlinjenness@nofavt.org) or 434-4122 x28.

*The Journey Farmer Program was started in 2011 with funding from the Vermont Agency of Agriculture Agricultural Innovation Center, and is currently supported by the USDA Beginning Farmer and Rancher Development Program.*

# Ask Cally

Dear Cally,

I've been hearing a lot about the marketing campaign that you guys in the VOF office have been working on for months now. When can I expect something that will help me with my marketing here on the farm?

Sincerely,  
Marketing Challenged Mark

Dear Mark,

We're so glad you asked! We have just wrapped up the first phase of our marketing plan, which focused on exploring the needs of producers and testing materials, as well as increasing consumer awareness of the benefits of organic methods and organic certification.

During Organic Harvest Month in September, we ran ads in Vermont newspapers, local food magazines, and on Vermont Public Radio. We also piloted an outreach program in three co-ops statewide: City Market/Onion River Co-op in Burlington, the Putney Food Co-op, and the

Upper Valley Food Co-op in White River Junction. During this month we saw a doubling of visitors to our webpage explaining the benefits of organics ([www.nofavt.org/why-organic](http://www.nofavt.org/why-organic)).

In 2013 we are moving on to the "rollout" phase of the plan, funded by a second grant from the Vermont Agency of Agriculture, Food, & Markets Specialty Crop Block Grant program.

This phase will make the materials we've been testing available to producers and retailers. VOF-certified

producers will receive a letter this spring with details of how to procure brochures, price cards, posters, and other materials that will help you explain to your customers the value of organics.

An update will be given at the VOF Annual Meeting at the Farm Show, and there will also be workshops at the Direct Marketing and Winter Conferences to help you.

Stay tuned for more soon!

Sincerely,  
Cally



**Healthier**  
for you and  
your family.

Taken at WolfSpring Farm, Marshfield VT - Photo by Ali Zingaro

**Certified Organic,  
Locally Grown.**

Learn more about the benefits of local and organic  
at [www.nofavt.org/why-organic](http://www.nofavt.org/why-organic) or 802-434-3821

**5 GOOD REASONS TO CHOOSE  
Certified Organic,  
Locally Grown.**

Your choices make a difference! Nearly 600 Vermont farmers and processors who make up Vermont Organic Farmers (VOF) know that choosing local and organic matters. Here are 5 reasons why:

- Healthier for You and Your Family**  
Organic certification standards prohibit synthetic herbicides and pesticides, antibiotics, artificial hormones, and genetically modified organisms. Minimizing your exposure to these toxins can reduce your risk of cancer and other health problems. In addition, organic foods have been shown to have higher levels of beneficial nutrients such as antioxidants and Omega-3s.
- Better for the Land**  
Organic farmers protect soil, water, and air quality with practices like crop rotation, planting cover crops, and composting. By nourishing the soil, organic farmers sequester carbon, reduce harmful runoff, and help ensure that our farmland will continue to be fertile and productive into the future.
- Tastes Great**  
Healthy plants and happy animals produce great-tasting food! The short distance from farm to table means that farmers can choose varieties for flavor rather than shelf life, and can harvest at the peak of ripeness.
- Grown Without GMOs**  
Buying certified organic is the best way to avoid exposure to genetically modified organisms (GMOs). Organic farmers do not use GMO seeds, plants, or animal feeds, and organic processed foods do not contain GMO ingredients.
- Supports Your Community**  
Supporting local organic farms keeps money in the local economy and preserves Vermont's rural character. On average, organic farms create 21% more jobs than conventional farms, helping to sustain vibrant communities.

\*LEARN MORE ABOUT THE BENEFITS OF LOCAL AND ORGANIC AT [WWW.NOFAVT.ORG/WHY-ORGANIC](http://WWW.NOFAVT.ORG/WHY-ORGANIC)

*These are some of the materials that will be available (in beautiful full color) to VOF-certified producers in 2013.*





**Johnny's** *Selected Seeds* **100% Employee-owned**

**Committed to  
Organic Growers  
Since 1973**



**Bred Exclusively for You  
NEW Lunchbox Peppers**

**Over 350 Varieties of Organic Products**

Ask for Christina Hillier, your  
Maine-Based Sales Representative  
1-877-564-6697 • [Johnnyseeds.com](http://Johnnyseeds.com)

Since 1932



*The*  
**Best  
Berry  
Plants**

- Strawberries, raspberries, blueberries, blackberries, asparagus and more!
- Where the pros go for plans and plants.
- Call for a free catalog and plasticulture guide!

41 River Road  
South Deerfield  
Massachusetts 01373

**NOURSE**

[www.noursefarms.com](http://www.noursefarms.com) 413.665.2658

**MORRISON'S**  
*Custom Feeds*

BARNET, VERMONT

(802) 633-4387  
[www.morrisonfeeds.com](http://www.morrisonfeeds.com)

**ORGANIC CUSTOM MANUFACTURED  
BULK FEED**

***DIRECT SHIP BAGS FROM THE MILL***

**WE SHIP PALLETS OF BAGGED  
ORGANIC FEED TO ANY FARM IN THE  
NORTH EAST BY LAND AIR EXPRESS**

**OUR RETAIL STORE:**



**QUALITY ANIMAL FEEDS  
PET SUPPLIES  
MUCK BOOTS  
CLOTHING  
GARDENING SUPPLIES  
DAIRY AND FARM SUPPLIES**

Morrison's Feed Bag  
1186 Memorial Dr.  
Saint Johnsbury, VT  
(802)748-0010  
[www.morrisonfeeds.com](http://www.morrisonfeeds.com)

# Fall 2012 New Members & Program Supporters

NOFA welcomes the following members who recently joined through our Summer Workshops, the NOFA Summer Conference, VOF certification applications, and other events. Thank you for supporting Vermont organic agriculture!

## New & Renewing Business Members

- Capitol Grounds Café & Roastery, Montpelier
- Dot Calm Café, Burlington
- Farmhouse Tap & Grill, Burlington
- Green Mountain Feeds, Bethel
- Hannaford Career Center, Middlebury
- Hen of the Wood, Waterbury
- Horizon Organic, NH
- Just Dancing Gardens & Greenhouse, Burlington
- Lakeview House Restaurant, So Burlington
- Middlebury Natural Food Coop, Middlebury
- Nourse Farms, Inc., MA
- Prides Capital, MA
- Second Nature Herb Farm, Wells
- Vermont Association of Conservation Districts, Waitsfield
- Vermont Fresh Foods, Proctorsville
- Wellscroft Fence Systems, NH
- Yankee Farm Credit, Middlebury

### Thank you to all the individuals and businesses who participated in NOFA's Share the Harvest Fundraiser for the NOFA Farm Share Program.

A complete list of business sponsors is available on our website at [www.nofavt.org/STH](http://www.nofavt.org/STH). A total of more than \$11,000 was raised from individuals and businesses, with additional income anticipated.

## New Members

- Matthew Bastress, Charlotte
- Eric Bauerschmidt, Quechee
- Albert Borsodi, Concord
- Kristin Brodie, Bridgewater Corners
- Kathy Carver, E Montpelier
- Cailey Clark, South Royalton
- Joan Fitzgerald, MA
- Maggie Gartman, Charlotte
- Steve Getz, Bridport
- Jeffrey Guerin, Friends & Neighbors Farm, Marshfield
- Aaron Guman, Warren
- Lisa Hoare, Burlington
- Matthew Jackson, Craftsbury
- Peter Kennedy, E Calais
- Christine & John Kubacz, Foggy Brook Farm, Fairfield
- Michele & Brian LeDuc, St Albans
- Andy Loughney, Guilford
- Maria Louzon, MD
- Adam MacLean, PEI
- Thomas Murphy, MA
- Sayer Palmer, W Topsham
- Greta Richter, South Royalton
- David Schmeisser, NY
- Carol Schminke, Down to Earth Worm Farm, E Hardwick
- Tim Schonholtz, Essex Junction
- Grant Schultz, IA
- Amanda Taft, Arlington
- Damian Sedney, Underhill
- Karen Wagner, NY
- Doug Wood, Thetford Ctr

## Thanks to our recent donors:

- Jamie Proctor-Brassard, \$1,000, for the Farmer Emergency Fund.
- People's United Bank, \$896 to support printing costs for the Share the Harvest fundraiser.
- Truckenbrod Mill & Bakery, \$899, from bread sales to support the Farmer Emergency Fund.
- Thank you to all the members and friends of NOFA for your generous donations to our annual appeal.

## Program Grants:

- The John Merck Fund, \$50,000, grant to improve the supply chain from producer to institutional buyer in order to meet the growing demand for local food and to increase farmer/producer financial viability.
- Vermont Agency of Agriculture, Food & Markets, \$1,000, sponsorship for farmers' market promotions.
- Vermont Agency of Agriculture, Food & Markets, \$8,000, Specialty Crop Block Grant, "Implementing a Marketing Campaign in Vermont to Increase the Competitiveness of Vermont Certified Organic Specialty Crop Producers."



**100% organic seeds**  
from an independently-owned,  
farm-based seed company  
with a commitment to quality,  
customer service and  
healthy communities.

Request a free catalog: 802.472.6174 or [www.highmowingseeds.com](http://www.highmowingseeds.com)



# Review: Long Way on a Little

by Caitlin Gildrien, NOFA Vermont Outreach Coordinator

Local organic and grass-fed meat products are often more expensive than their supermarket counterparts, due to factors including the higher price of organic grain and the higher labor costs of sustainable grazing and humane handling practices. However, the benefits to your health, the environment, and the welfare of the livestock are considerable.

If you've been wondering how best to find, afford, and prepare this kind of meat, then Shannon Hayes' new book *Long Way on a Little* (Left to Write Press/Chelsea Green 2012) is for you. (Experienced cooks and local meat aficionados: this book is also for you.)

Like most cookbooks featuring meat, there are chapters of great, creative recipes for beef, lamb, pork, and poultry. What makes *Long Way on a Little* stand out, though, are the rest of the chapters, including Getting Good Meat, Bones and Fat, and Leftovers and Soups. These cover what I think of as the "before and after" of meat: where

it comes from, and what to do with all the parts that are typically overlooked. (Yes, there is a recipe for head cheese.)

Hayes addresses questions of environmental impact, nutrition, and ethics - as well as quality, taste, and technique - all in an approachable and friendly tone that feels like a good friend next to you at the kitchen table.

This book might just revolutionize the way you shop for, and cook, your meat. 🌱



## The Simplest Pot Roast Ever

From *Long Way on A Little* by Shannon Hayes

*Serves 4-10*

- 1 (3-5 pound) beef pot roast, bone-on or boneless (chick roasts or brisket are ideal)
- 2 Tbsp coarse salt
- 2 Tbsp ground black pepper
- 2 Tbsp lard, butter or tallow
- 1 cup meat broth
- 1 large yellow or white onion, sliced in rings

*The secret to this recipe is a good sear, followed by time in the slow cooker with very little liquid, resulting in concentrated beef flavor and intense sauce.*

Wipe the roast well with paper towels and rub the salt and pepper into all sides of the meat. Heat a skillet over a medium-high flame, add the fat and swirl to coat. Sear the meat 2-4 minutes per side. Put it in the bottom of a slow cooker. Add the broth to the pan and simmer about 4 minutes, scraping up any browned bits and incorporating them into the juices. When the broth is reduced by about one-third, add it to the slow cooker. Layer the onion on top of the meat, cover and cook on low 6-8 hours, until tender. Serve the meat with the juice spooned over the top.

A new book from Raven Croft Books

## Poetry Through the Year by Ann B. Day

**Poetry Through the Year**  
an engagement calendar  
2013



50% of  
proceeds  
from the sale  
of the 2013  
calendar will  
benefit NOFA  
Vermont!

*Perfect for recording garden details, bird sightings,  
or your next appointment.*

### Available at:

Tempest Book Shop in Waitsfield  
Bear Pond Books in Montpelier  
The Next Chapter Book Store in Barre  
Vermont Book Store in Middlebury  
or email the author at [anninvt@gmail.net](mailto:anninvt@gmail.net)

**Looking for Opportunities? Our classifieds are web-only.**

Please visit [www.nofavt.org/resources/classifieds](http://www.nofavt.org/resources/classifieds) to see them all.



## **GIROUX'S POULTRY FARM**

8957 Route 9  
Chazy, N.Y. 12921

## **GIROUX'S POULTRY COMPOST**

- Premium organic compost: approximate N-P-K of 2-3-2. (High fertility)
- Contains natural materials: chicken manure & sawdust.
- Adds microbes to your soil.
- Helps to suppress plant pathogens.
- Excellent soil conditioner.
- Increases organic matter.
- Bulk trailer deliveries or pickups.
- Custom spreading available.

*Call 518-846-7300 for more details.*

## **PROUDLY SUPPORTING VERMONT FARMERS**



Call us at 888-921-5990  
to learn how we can help  
your farm save energy  
and money.



**Efficiency Vermont**

[www.efficiencyvermont.com/farms](http://www.efficiencyvermont.com/farms)



## **Resource Management, Inc. Heart & Soil<sup>®</sup> pH<sup>+</sup>Plus Green**

**pH<sup>+</sup>Plus Green** is a natural wood ash fertilizer:

- ♦ Rich in potassium
- ♦ Quickly raises soil pH
- ♦ USDA Compliant
- ♦ OMRI Listed<sup>®</sup> for use by organic growers
- ♦ Significant cost savings
- ♦ Available in bulk by the truckload



1-888-536-8998 [www.RMIrecycles.com](http://www.RMIrecycles.com)  
Proudly serving New England and Eastern New York



# Community Capital OF VERMONT



Allison Hooper & Bob Reese, Vermont Butter & Cheese Creamery

**Community Capital of Vermont**  
[www.communitycapitalvt.org](http://www.communitycapitalvt.org) • (802) 479-0167

## Investing in Vermont's Working Landscape

**Community Capital of Vermont** is a statewide small business and microenterprise lender serving low and moderate income entrepreneurs.

**Community Capital of Vermont** offers an "incentive" loan product for businesses that process agricultural products. These loans to "value-added" producers are two percentage points below our regular rates and have the following features:

**Loan size:** \$1,000 to \$100,000

**Term:** up to 10 years with a 7 year balloon

**Interest:** 5% to 9% based on risk

**Uses of loan funds:** working capital; equipment purchases and upgrades; inventory; refinancing debt.

Stay up to date by visiting our website!



## Yes! I want to support NOFA Vermont!

Name: \_\_\_\_\_

Business/Farm: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Membership Options

___ Individual	\$30
___ Farm/Family	\$40
___ Business	\$50
___ Sponsor	\$100
___ Sustainer	\$250
___ Basic*	\$15-25

\*The Natural Farmer not included

**Complete this form & mail to: NOFA, PO Box 697, Richmond, VT 05477 - or join online at [nofavt.org](http://nofavt.org)!**

## NOFA Store

\_\_\_ Adult organic cotton t-shirt  
 with NOFA's color logo  
 (Women's S, Unisex S M L XL)  
 \$15 + \$3.50 s/h

\_\_\_ Organic cotton tote bag  
 with NOFA's color logo!  
 \$10 + \$3.50 s/h +  
 6% VT Sales Tax



Maya and Camille Bower model t-shirts



T-shirts & bags have our vivid color logo!

## Save the Date! Direct Marketing Conference

**Sunday, January 13 • Vermont Law School, South Royalton**

Please join us for NOFA Vermont's 8th Annual Direct Marketing Conference. Direct marketing is a cornerstone of the thriving culture of local food and agriculture in Vermont.

This one-day conference offers new and experienced farmers' market coordinators and vendors, CSA farmers and organizers, and farm stand operators a wealth of learning and networking opportunities to grow their direct-to-consumer sales.

This year we are also including a few workshops for direct marketers who are looking to expand to restaurant or other wholesale markets.

Additionally, the conference provides an important opportunity to gather as a farmers' market community at the Vermont Farmers Market Association (VTFMA) annual meeting.

Inspired by the TEDTalks format of brief but excellent presentations on "ideas worth spreading," we're excited to replace the usual keynote address with several shorter talks. Join us for a dynamic and motivating day with five direct marketing experts and 20 engaging workshops. 

*More information:*  
[www.nofavt.org/DMC](http://www.nofavt.org/DMC)  
[www.ted.com](http://www.ted.com)

### Advertise in NOFA Notes and Support NOFA Vermont!

#### Ad sizes and rates:

1/8 pg - \$30 (3"w x 2.25"h)

1/6 pg. - \$40 (2.25"w  
x 4.75"h)

1/4 pg - \$50 (3"w x 4.75"h)

1/2 pg - \$85 (7"w x 4.75"h)

