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2009**FARMERS' MARKET AT THE X***Sponsored by Concerned Citizens for Springfield  
Belle Rita Novak, Market Manager*

FALL'S BOUNTY

All of our farmers have given the Loaves and Fishes surplus produce for most of the season. Thank you for your generosity to folks in need.

**FROM THE MARKET MANAGER**

You must go see *Food, Inc.* You are already changing the way you eat by shopping at this farmers' market; after you see this movie, you may change even more. It is at the Agawam Theatre this week, but you can certainly rent it on dvd. Some of what is in there is astounding. Little by little some change is taking place in our food systems, but much more needs to be done. Some of what needs to be done is on the federal level, but the wheels of government grind

very slowly. Many years ago Upton Sinclair wrote *The Jungle*, an exposé of the meat packing industry. Teddy Roosevelt ordered an investigation into that industry and the result of that was the passage of the Pure Food and Drug Act and the Meat Inspection Act. Today, very little of our food supply is inspected, and just four slaughterhouses in the U.S. provide most of the meat that is consumed in our country. It is thought that (continued on

**Winter Market**

We will have a winter market on the third Saturday of the month. It will be held in the parking lot of the East Longmeadow United Methodist church on the corner of Rte. 83 (Somers Road) and Chestnut St. It's the gray church. The hours will be 10:30-1:30. If we have to cancel we will contact the local television stations. So far we expect dairy, meat, baked goods, possibly some prepared foods, and I don't know what else. It is outside, so dress warmly. We will use the credit/debit/ebt machine, so if you run out of money the wooden tokens will be available. We would appreciate it if you could make a small donation if you use a card as this will be a several hundred dollar expense that we haven't had in the past.



Some websites for further information--American Farmland Trust--[farmland.org](http://farmland.org)  
Community Involved in Sustaining Agriculture (CISA)--[buylocalfood.org](http://buylocalfood.org);  
Massachusetts Department of Agricultural Resources--[mass.gov/agr/](http://mass.gov/agr/)

thousands of people die each year from food poisoning. Our local farmers do small production farming which allows for good control of everything they do, and we benefit from their diligence and hard work.



#### **THANKS!**

We can't run this market without lots of support. Thanks to Trinity Church for hosting us, Concerned Citizens for Springfield for sponsoring us, The Forest Park Civic Association, The Robyn Newhouse Foundation, United Bank, TD Bank at the X, Juanita Martinez, Frank Torre, Marge Morgan, Miriam Mindel, Michael Benoit, Jan & George Cartier, J.D. Ayers, and Dan Donovan for financial contributions, and to Ron Girouard for handing out newsletters, directing traffic, helping to set up and being a general good helper each week.

We also give our thanks to our wonderful vendors. Each and every one brought excellent quality products to the market, each was professional and friendly, and each contributed to the community feel of this very special market.

And thanks to all of you, our customers who come out in all

kinds of weather knowing that the vendors work hard every day growing, raising, or making the products that they bring to our market. One of our vendors, whose sales increased greatly last year, said that their sales are up again this year which they didn't think would happen. It is your support that makes this occur. See you on the first Tuesday of May 2010.



#### **OUR WEBSITE**

[thefarmersmarketatthex.com](http://thefarmersmarketatthex.com) is our website address. The vendors are listed and there are links to the market manager's email and other sites, so use it.



#### **THIS 'N' THAT**

I had to do an errand recently for a friend and pick something up at an auto body shop in West Springfield. I'd never been there before. The first thing I noticed as I approached it was how clean the parking lot was. When I went inside the office, it too was spotless. I commented on the cleanliness, and one of the owners happened to be coming into the office as I said that. I told him that I believe that if a business is dirty (inside or

outside) that that tells me that they do not value me as a customer. He started to say what if someone comes in with a \$100,000 car they expect cleanliness, and I said it didn't matter whether it was that or a \$5 purchase. It seems so basic to me.

Buy some extra root vegetables this week. They keep for a long time, and they are delicious roasted. Cut them into fairly even pieces, drizzle with olive oil, sprinkle with salt, cover tightly with aluminum foil and bake at 400 degrees for about 20 minutes or so, and then loosen the foil so that the vegetables can actually roast. Stir them a little; they will be done when you can poke a fork or knife into them easily.

Remember several of our vendors have stores that you can go to in the off season, and you can order from some of the others. Check out the vendor page on our website.

