

# MUSE & NEWS

January, February, March 2007

## MANAGER'S MUMBLE:

### Forget Global Warning; I'm afraid of Shopping Carts!

Many who read this have likely viewed the film, "An Inconvenient Truth" and such action likely spurred a lively and concerned discussion of the film's message. One of the positive comments I have repeatedly heard was the message of hope: the belief that we all have the ability to make change, that our small efforts individually will make a larger collective impact.

What! Change a light bulb and recycle more! Gimme a break! What I like about the film was its title, therein lays the message. We in the "western" world, in particular North America will change if it is convenient. Locally a number of citizens have publicly and in an articulate manner impressed the need to act and to change. But you know what? We won't. Oh sure we will change our light bulbs, recycle more, maybe even walk to work once in a while (if it's not too cold, or wet, or too hot), but I do not believe we will change dramatically. Not voluntarily. Not yet. I truly believe that few of us will take the necessary steps until the situation impacts us in a dramatic personal way or until we are forced to. I know I won't. For fun, imagine the following as examples of change:

As a new city council member (with all the naiveté inherent) I can only imagine the outrage if part of the city's anti-idling campaign included a moratorium on drive throughs and a three to five year phase out of

existing ones (perhaps the drive throughs could stay but only as a means to facilitate accessibility, the black market for accessibility stickers would be tenfold). No drive throughs? That would be inconvenient.

What about building codes? Could we not force builders to build more efficient buildings, (for example, super insulation and registered R-2000 homes, the key here is registered)? No, that would be expensive and inconvenient.

What about groceries, could we return to an era whereby canning and preserves are a normal part of one's food intake? Could we live with smaller fridges and forgo some other "basic" appliances? Could we forgo our seemingly endless array of choices of fruits and vegetables from far off locales? No, of course not, that would be inconvenient.

Could we boycott products that are over packaged and others that are of such dubious quality that annual replacement over repair is the only "economical" option? Forget the sales tax, we should add a garbage tax to these items to offset the quick transfer from ownership, to, in our case, a foreign landfill. Well, this would make our cheap stuff expensive and that would be inconvenient.

This is all "academic." Forget movies of global warming and CO2 emissions, this pales in comparison to what scares me most, shopping carts. Yup, shopping carts. A recent late night excursion to a grocery store has left me in great distress. On this excursion I exited my vehicle to behold a mostly empty parking lot, strewn with over forty shopping carts (over fifty if you count the ones just outside the door of the business). The individuals who left these carts obviously had little concern for those coming after them who had to run a slalom course of carts to park. Nor was there any concern for those who have to collect the carts. This, despite the fact that it is quite convenient to place the cart in one of the cart corrals or return it to the store. This makes me afraid. Afraid that if "we" cannot take the steps to put the shopping carts away in our own "little" world, how are "we" going to take the steps needed to sort out our "big" world.

Tom Pink  
Market Manager

### Now Available!

Owen Sound & District Farmers' Market

## COOKBOOK!

Look what's inside!  
Soups, Salads, Appetizers  
Entrees, Breads, Desserts  
And Other Extras!

Also includes: History of the Market and an Architectural Description of the Market Building by Robert Greenburg, Professor of Architecture (Emeritus)

**125 pages! Only \$20.**

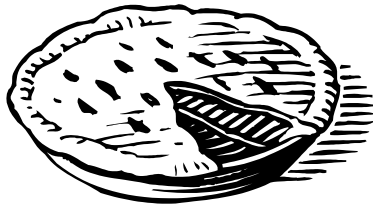
Available at Birgit's  
at the Owen Sound Farmers' Market



## SPOTLIGHT:

### Georgian Bay Gourmet

Elfrida Scholl has been in business for eight years and it grew from making jam, baking and pickling for her family. "With a husband and three boys on a farm, you learn how to cook," she says.



As well, Elfrida's first job was in a local bakery and she worked 16 years in a grocery store.

Elfrida, under the name **Georgian Bay Gourmet**, has been selling her products at the Owen Sound Farmers' Market for seven years; she has regular customers that buy from her every week. She specializes in pickled beets, cucumber relishes, garlic and jam.

When it comes to baking, her pies vary from week to week, season to season and include blueberry, cherry, mixed berries, rhubarb, strawberry and rhubarb and mincemeat pies.

Cakes range from German apple cake, carrot cake, coffee cakes, valentine cakes, and, of course, in season, Christmas cake.

She has a variety of muffins: bran, blueberry, oatmeal, and muffins with walnuts or raisins.

There are many varieties of cookies at her booth: lots of chocolate cookies, Christmas cookies and shortbread. Brownies and date squares are part of the regular fare.

Elfrida provides frozen pies on order and has just completed a large order of frozen pies for a local choir.

Looking for homemade goodies? Visit Elfrida at **Georgian Bay Gourmet**, at her booth located at the Owen Sound Farmers' Market every Saturday morning or contact her at 519-538-1427.

#### CALLING: Not for Profit Groups

The Market, as a Not for Profit entity, wants to help its Not for Profit brethren. All Not for Profit Groups are granted a weekly stall twice a year. **For information or reservation of a stall, contact Tom at 371-3433**



Experience the...  
**Owen Sound Farmers' Market**  
 Fresh Local Foods  
 Quality Pottery & Crafts  
 in a Co-operatively Run Market  
**114 8th Street, East**  
**519-371-3433**  
 "Open Every Saturday  
 7:00 am to 12:30 pm  
 Year-round"  
[www.owensoundfarmersmarket.ca](http://www.owensoundfarmersmarket.ca)

### Owen Sound Farmers' Market BOARD OF DIRECTORS

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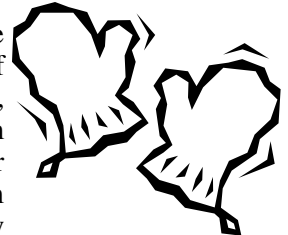


## SPOTLIGHT:

### Ella's Baking & Crafts

Ella Taylor, that's Ella's Baking and Crafts, has been a vendor at the Owen Sound Farmers' Market for six years – but Ella has been baking and "crafting" for 30 years.

Her array of crafts include refrigerator magnets made out of plastic canvas; colourful mittens, and hats and slippers made from acrylic, wool and nylon. Her sturdy dish cloths, made from 100% cotton, are also a steady seller.



Ella, as well, features a line of baking products: tarts, mini pies, cookies, muffins, loaves and squares. All are made fresh each week. No canned goods are used.

Ella is planning to expand her craft line with beaded jewelry this spring.

**Ella's Baking and Crafts** is at the Owen Sound Farmers' Market and she can also be reached at 519-376-7197 or [ellacrafts@yahoo.ca](mailto:ellacrafts@yahoo.ca).



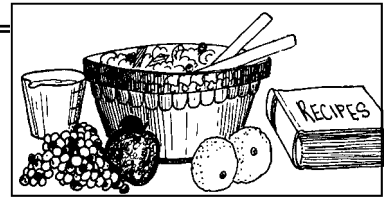
#### NUMBERS! DID YOU GET THE NUMBERS?

No this is not a request for a common retirement strategy from my East Coast homeland. We keep track of visitors and the amount of money spent at the Market each week. We thought you might like to know, in 2006 there were **74,023** "visitors" who spent **\$630,641**.

**Thanks to all of you for supporting in a direct way your local farmers, producers, artists and crafters!**

*Thanks for supporting your local economy!*

# IN GREAT TASTE!



## SHORT RIBS WITH BEETS

3 pounds beef short ribs  
2 tablespoons garam masala (optional - a blend of ground spices common in Indian cuisine )  
6 garlic cloves, chopped  
8 shallots  
2 carrots, finely chopped  
2 celery ribs, finely chopped  
1 cup hearty red wine (such as zinfandel)  
3-4 cups vegetable or chicken broth  
1 can (14 1/2 ounces) diced tomatoes  
4 sprigs fresh thyme  
4 sprigs fresh Italian parsley  
2 bay leaves  
2 teaspoons ground coriander  
1 teaspoon ground cloves  
1 teaspoon salt  
1 teaspoon freshly ground black pepper  
6 beets, trimmed and scrubbed  
Preheat oven to 450 degrees F.

Season the ribs with the garam masala and a pinch of salt and pepper. Place in a large roasting pan and roast for 45 minutes, or until the meat is browned. Reduce the heat to 375 degrees F. Add the garlic, shallots, carrots, celery, wine, 3 cups of the broth, tomatoes (with juice), thyme, parsley, bay leaves, coriander, cloves, salt, and pepper. Roast, uncovered, for 1 1/2 hours, or until the meat is tender but not yet falling off the bone. Cut the beets into large wedges and add to the ribs. Spoon the sauce over the beets and ribs. Add the remaining 1 cup broth if the sauce is too thick. Roast for 1 hour, or until the beets and meat are tender.

Using tongs or a slotted spoon, remove the ribs and beets to a serving platter.

Remove and discard the bay leaves and any sprigs in the sauce. Working in batches if necessary, place the sauce in a food processor or blender. Puree until smooth.

Pour the sauce over the ribs and beets.

Makes 6 servings.

## PEAR, BRIE & OLIVE TART

### Crust:

1 cup unbleached all-purpose flour  
1/4 cup very finely ground walnuts  
1/2 teaspoon salt  
1/2 teaspoon freshly ground black pepper  
1/2 cup unsalted butter  
1/2 cup ice water

### Filling:

1 red onion, thinly sliced  
2 pears, cored and thinly sliced  
2 tablespoons sugar  
2 teaspoons chopped fresh thyme  
4 ounces Brie cheese, cut into small pieces  
1/2 cup kalamata olives, pitted and halved  
To make the crust: In a large bowl, combine the flour, walnuts, salt, and pepper. Grate the butter into the mixture. Using your hands or a pastry blender, work the butter into the flour mixture until the pieces are about the size of peas. Add the water, one tablespoon at a time, and blend until a soft, moist dough is formed. Form the dough into a ball, then flatten into a round disk. Wrap in plastic wrap and refrigerate for at least one hour. Preheat oven to 400 degrees F. Line a baking sheet with parchment paper. On a well-floured board, roll the dough into a 1/8" thick oval. Fold the dough in half and place in the centre of the prepared baking sheet. The edges will fall over the side.

To make the filling: Arrange the onion in the centre of the crust, leaving a 1 1/2" to 2" edge to roll as a hand-formed crust. Arrange the pears on top and sprinkle with the sugar and thyme. Top with the Brie and olives. Using your hands, roll the outer part of the dough under to form a crust. Crimp the edges.

Bake for 20 to 30 minutes, or until the crust is golden brown.

Makes 8 servings

## CHOCOLATE LAVA CAKES

A wonderful dessert that has a rich, solid exterior and an oozing saucy interior. Terrific served with whipped cream. The mixture can be made ahead and refrigerated until 30 minutes before baking to allow them to come back to room temperature. Make sure the muffin tins are well greased for easy removal of the cakes.

6 oz bittersweet chocolate

2/3 cup unsalted butter

1/3 cup sugar

6 egg yolks

3 egg whites

1/3 cup all-purpose flour

Preheat oven to 425 degrees F. In a heavy pot on low heat, melt chocolate and butter together. Cool slightly.

Beat together sugar and egg yolks with an electric mixer until thick and creamy, about four minutes.

Pour in chocolate mixture and beat together for 5 minutes.

In a separate bowl, beat egg whites until stiff peaks form, (about three minutes). Fold into mixture along with flour.

Pour into 6 nonstick buttered moulds or non-stick muffin tins.

Bake for 5 to 7 minutes or until edges are just cooked and centre is still liquid.

Cook for 5 minutes in tins. Carefully remove to serving dishes. Serve with lightly whipped cream.

Serves 6.

## MARKET BUCK\$

**Market Customers:** Purchase Market Bucks as coupons/gift certificates and give them to friends, family, loved ones, associates, enemies, etc. They can be used to buy anything at the market. **Market**

**Vendors:** If you receive these coupons treat them as cash and Tom will reimburse you on the stated value of the coupon. (These coupons/gift certificates are used to encourage use of the Market.

### Let's get everyone to Market!

See Tom to purchase your coupons!

### GIFT CERTIFICATE:

Gift Certificate	
<b>Market Bucks</b>	
These Bucks:	\$
Amount:	\$
Authorized Signature:	
002	



**FEATURING:**  
A Selection of Market Vendors  
at the Owen Sound Farmers' Market

**HILL FARMS MARKET**

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&  
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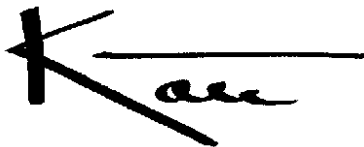
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Owen Sound Farmers' Market



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