

SATURDAYS THRU FEBRUARY, 9 AM - 12 PM

FRAM

*Farmers @ The
Riverside Arts Market*



EAT LOCAL EAT FRESH

JUST PICKED

FROM YOUR LOCAL FARMS

Welcome to FRAM! It's RAM Unplugged--no art, no bands, just fresh produce picked during our area's best growing season.

Fresh this week
January 23, 2010

Greens

- Arugula
- Bibb lettuce
- Collards
- Kale
- Red leaf lettuce
- Romaine lettuce
- Spinach
- Swiss Chard

Citrus

- Grapefruit
- Lemons
- Limes
- Oranges

Legumes & Tubers

- Green Beans
- Sweet Potatoes

Vegetables

- Beets
- Brussels Sprouts
- Cabbage
- Cauliflower
- Eggplant
- Kohlrabi
- Red onions
- Peppers
- Tomatoes
- Turnips
- Zucchini

Plus . . .

Fresh-baked spiced pear bread, Magnolia Farms goat cheese, homemade granola, roasted nuts, coffee beans . . .

TRACING YOUR FOOD IN REAL TIME



Ever wonder just how long that product has been sitting on the grocery store's shelf? You don't really know, do you? Just like you don't really know what went into that hot dog. Well, a new iPhone app in beta testing is trying to change that.



Breadcrumbs (as in, a trail of . . .) promises to help you follow your food from farm to fork. The IBM-produced app will scan product barcodes and identify the item's ingredients, along with its date of manufacture (as well as whether it's ever been recalled).

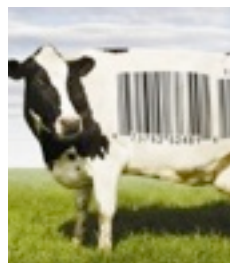


It's just one example of a larger trend: Consumers want more

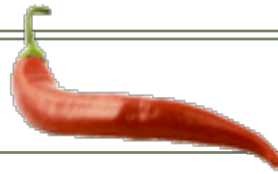
information about what they're putting in their mouths. And food producers are starting to listen. Certain poultry companies (Murray's and JustBAREPoultry) put codes on their packaging that allow you to find out the location of the family farm that raised the chicken you're about to cook.

HarvestMark.com. is working with produce growers to apply the same traceability standards to crops. Enter a code on-line and learn where and when the produce was picked.

Fortunately, you shop at FRAM, so you already know who's growing your food--the person who's selling it to you!



Books we really like . . .



The Splendid Table is a terrific show on National Public Radio that looks at the role food plays in our lives.

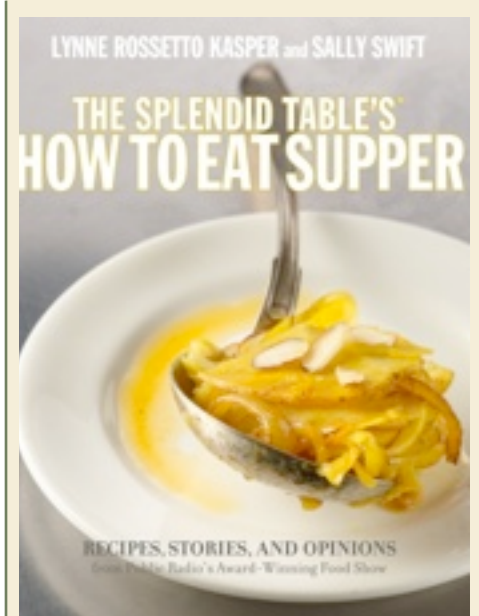
In *How to Eat Supper*, the show's host and producer have created a highly opinionated and often hilarious manifesto about how you should be preparing and eating what is supposed to be the most thoughtful meal of the day.

With trenchant assessments about which ingredients to treasure, and which to ignore (Note: Avoid Roma tomatoes, "the *Eunuch* of the tomato world, tasteless and bred solely to travel"), the authors have created a highly readable, frankly enjoyable and

unrelentingly curious exploration of America's changing sense of food.

Full of tantalizing, fast and easy-to-assemble meals, this collection also focuses on the ideas behind the techniques: what to look for as the food cooks, what kind of pot ensures success, and where substitutions will work. Helpful information such as why buying imported Italian pasta and why salting pasta water are important help the less experienced extract flavor from basic ingredients.

Destined to become a kitchen classic!



Published by Random House. Authors Lynne Kasper and Sally Swift have crafted a book with great wit, straightforward recipes and "insider" food tips.

BRUSSELS SPROUTS WITH PANCETTA

1 lb fresh Brussels sprouts, trimmed
2 T olive oil
3 oz paper-thin sliced pancetta, coarsely chopped
2 garlic cloves
Salt and freshly ground black pepper
3/4 c low-salt chicken broth

Partially cook the Brussels sprouts in a large pot of boiling salted water, about 4 minutes. Drain.

Meanwhile, heat the oil in a heavy large skillet over medium heat. Add the pancetta and saute until beginning to crisp, about 3 minutes. Add the garlic

and saute until pale golden, about 2 minutes. Add the Brussels sprouts to the same skillet and saute until heated through and beginning to brown, about 5 minutes.

Season with salt and pepper, to taste. Add the broth and simmer uncovered until the broth reduces just enough to coat the Brussels sprouts, about 3 minutes. Serve.

Cook time: 20 minutes
Yields 4 servings



RECIPE FROM
GIADA DE
LAURENTIS,
FOOD NETWORK

In the same family as cabbage, collard greens and kale, Brussels sprouts are one of the better vegetable protein sources, with approximately 30% of their calories from protein. Most kids think they hate Brussels sprouts; this recipe, with its delicious Italian bacon, should help change their minds. Store wrapped in the fridge for up to 2 days.