



COUNTY OF LAKE

MARKETING & ECONOMIC DEVELOPMENT PROGRAM

255 North Forbes Street
Lakeport, California 95453-5406
707-274-8574 FAX 707-263-1012

www.lakecounty.com

CONTACT: Terre Logsdon, (707) 263-2580

FOR IMMEDIATE RELEASE

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LOCAL FOOD MOVEMENT CONTINUES TO GROW IN LAKE COUNTY; THE GREAT LAKE COUNTY TOMATO FACE-OFF AUGUST 15

Lake County, CA – The local food movement is alive and growing in Lake County and this summer brings even more opportunities to purchase, savor, and learn about the bounty of vegetables, fruits, and nuts that are thriving throughout the county.

In response to the increase in demand for locally grown food and to give their members another opportunity to sell products directly to the community, Lake County Farmers' Finest has added another day for the Kelseyville Certified Farmers' Market. Beginning August 18 through the last Tuesday in October, the market also will be operating on Tuesday evenings at the new Kelseyville Lumber, 3555 N. Main Street, 4:30 p.m. to 7:00 p.m.

The Kelseyville Certified Farmers' Market will continue on Saturdays at Steele Wines, 8:30 a.m. to noon, with a special event planned for this Saturday, August 15 – The Great Lake County Tomato Face Off – which will give market-goers the chance to sample tomatoes from all participating farmers and vote on their favorite, with prizes awarded to the farmer with the top tomatoes.

In addition to the Kelseyville Certified Farmers' Market on Tuesday and Saturday, five other markets that include Friday Night Farmers' Market at Redbud Park in Clearlake, and on Thursday, the Upper Lake Thursday Night Market on Main Street, the Coyote Valley Farmers' Market in Hidden Valley Lake, and the Middletown Thursday Night Market on Wardlaw at Highway 29.

To assist residents and visitors alike on how to prepare locally grown produce, Chic Le Chef in Hidden Valley Lake is a fully equipped demonstration and teaching kitchen complete with cameras over the stove and flat-panel screens for easier audience viewing. Currently, they are offering "Lake County Bounty," a series of culinary

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classes designed to celebrate the agricultural heritage of Lake County and will focus on olives and olive oil, pears, and walnuts, as well as offering many other classes.

Classes at Chic Le Chef are informative and dynamic, led by knowledgeable instructors. Interaction between students and with the instructor is an engaging way of improving kitchen skills. Chic Le Chef also hosts cooking demonstration parties – at private homes or at their kitchen – and offers a full range of catering services and take-out meals that utilize Lake County produce when possible, much of it procured from Hardester's Market, which adjoins the kitchen.

Founder of Chic Le Chef and host of *The Culinary View* radio program Sundays at 11:00 a.m. on KPFZ 88.1, Chef Julie Hoskins also is a member of a group of local chefs who meet monthly for friendly competitions and camaraderie and are committed to purchase locally produced agricultural products. The Lake County Chef's Coalition vision is in the beginning stages, and discussions are underway on ways to better educate customers about local produce, build relationships with farmers, and communicate the needs of restaurants on a broader scale to plan supply and demand issues.

Three other groups are working together to help connect farmers to restaurants and other institutions. The Lake County Community Co-Op (LCCCo-Op), the Health Leadership Network (HLN), and the Lake County Food Policy Council are collaborating, and both the LCCCo-Op and the HLN have recently sought funding and assistance for an ordering system that would facilitate the supply and demand issues from farmers to chefs, as well as senior centers, hospitals, schools, and more.

LOCAL FOOD ENGAGES STUDENTS

Even youth in Lake County get to participate in the local food movement. Both Kelseyville Unified School District and the Konocti Unified School District purchase some of their fresh produce locally, have school gardens, and participate in the farm-to-school program of the HLN. Susan Jen, HLN director, continues to work with other school districts in Lake County to encourage their participation in the program.

With a strong commitment to local foods and local farmers, Michelle Malm, food service director for Kelseyville Unified School District, has formed a close partnership with farmer Colleen Rentsch, who operates Seely's Farm Stand. Malm's program involves high school students who work on the farm with Rentsch to learn about

agriculture, prepare the food from the farm, and then teach grade school students about agriculture that includes sampling the freshly prepared produce from the farm.

Marla Peterson, food service director at Konocti Unified School District, has been including local produce in the Summer Food Service Program, which provides free breakfast and lunch to residents, and has been serving 800 meals per day throughout the summer. Peterson will continue purchasing local produce when the school year begins.

Funding from the California Endowment is enabling the HLN to contract with the Lake County Marketing and Economic Development Program to administer a Local Food Assessment for Lake County, which will gather data about local farm production, where local food is available, where it is needed, and more, with a goal of developing a local food guide in the future.

The Lake County Community Co-Op (LCCCo-Op) offers members a monthly subscription to weekly boxes of locally grown organic produce from local organic farms, locally backed breads, and dry goods, with pick-up locations in Clearlake, Middletown, and Lakeport. LCCCo-Op also is collaborating with the Highlands Senior Service Center (HSSC), the City of Clearlake, and the the Konocti Unified School District (KUSD) in creating a community garden at the HSSC in Clearlake and co-produces the Friday Night Farmers' Market in Clearlake with the Clear Lake Chamber of Commerce.

The Lake County Hunger Task Force is a group of volunteers who oversee several community gardens planted around Lake County with the purpose of donating the produce to local food banks and senior centers. The group is always seeking volunteers to help work in the gardens, who then get to share in the harvest. The task force also holds canning lessons in the fall and provides informational outreach about food programs in Lake County at the farmers' markets.

FOOD POLICY COUNCIL, COUNTY EFFORTS

To address the issues of sustainability in Lake County, in August 2008, the Lake County Board of Supervisors approved a proposal sponsored by District 3 Supervisor Denise Rushing to initiate sustainability and local self-reliance efforts and directed staff to form the Lake County Food Policy Council. The Council meets monthly to work on food-related issues in Lake County. Membership ranges from concerned citizen to local restaurants, agriculture groups to health-related organizations, and farmers to consumers. Currently, subcommittees have been

formed on assessing software for a local food distribution and ordering system, completion of the local food assessment, community engagement, and food storage and distribution.

The Lake County Sheriff's Office (LCSO) also is committed to sustainability issues in Lake County. On September 9, 2009, LCSO will be holding a local vendor workshop at the Lake County Jail/Hill Road Facility, 4913 Helbush Drive in Lakeport, where booths will be set up displaying the items purchased by the department including food items and fresh produce. Local farmers who are interested in selling to the Lake County Jail, as well as other businesses, are invited to attend the open house. Staff will be on hand to answer questions.

LOCAL PROCESSING CENTER

Local farmers have another option to extend their growing season with the opening of the Lake Added Value Agricultural Center (LAVA Center), a licensed commercial facility to process private label items. Owned and operated by Ted Herrera and Maria Giovanni, owners of Teo's Lakeside Bistro in Nice, the agricultural products they transform are minimally processed to increase the shelf life by incorporating the fruits, vegetables, or nuts into a unique formulation that is exclusive to each farmers' brand.

Teo's Lakeside Bistro utilizes the processed spreadable fruit and syrups from local farms on its breakfast menu and offers them for sale and will host Tapa's Thursdays beginning September 10, 6:00 p.m. – 10:00 p.m., 2570 Lakeshore Boulevard in Nice. Tapas made from locally sourced farm-fresh ingredients will be paired with wines from a rotating roster of Lake County wineries.

As the local food movement in Lake County continues to grow, the Lake County Marketing and Economic Development Program continues to support local farmers through the agritourism development and farm products promotion program, helping to preserve and promote Lake County's agricultural heritage now and in the future.

FARMERS' MARKETS AND FARM STANDS IN LAKE COUNTY

Farmers' Markets

Kelseyville Certified Farmers' Market

Tuesdays, 4:30 p.m. – 7:00 p.m., beginning August 18 through last Tuesday in October

At Kelseyville Lumber, 3555 N. Main Street, Kelseyville, CA 95451

Saturdays, 8:30 a.m. – noon, first Saturday in May through last Saturday in October

At Steele Wines, 4350 Thomas Drive, Kelseyville, CA 95451

www.lakecountyfarmersfinest.org

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Friday Night Farmers' Market

5:00 p.m. – 8:00 p.m., June 5 – October 16
Redbud Park, 14655 Lakeshore Drive, Clearlake, CA 95422
www.clearlakechamber.com

Upper Lake Thursday Night Market

Main Street Upper Lake, CA 95485
Thursday nights, August 6 – September 24, 5:00 p.m. – 8:00 p.m.
(707) 275-2307

Coyote Valley Farmers' Market

Coyote Valley Community Plaza, Hartmann Road, Hidden Valley Lake, CA 95467
through October 29, 5:00 p.m. – dusk
(707) 694-8584

Middletown Thursday Night Market

Highway 29 and Wardlaw, Middletown, CA 95461
Through August 27, 4:00 p.m. – 8:00 p.m.
(707) 987-9500

Farm Stands

Barber's Country Farm

Registered organic nursery featuring vegetable, herbs, and flower plants in containers. Organic heirloom tomatoes and a variety of organic vegetables in season. Open seven days per week April 15 – June 15; Wednesday – Saturday, June 16 – October. 8:30 a.m. – 5:30 p.m., also at the Kelseyville Certified Farmers' Market, Friday Night Farmers' Market, Coyote Valley Farmers' Market, the Lake County Community Co-op's CSA boxes, Nature's Food Center in Lakeport, and is utilized by the Saw Shop Gallery Bistro in Kelseyville.
4680 Clark Drive, Kelseyville, CA 95451, (707) 349-2518

Barrett Farms

CCOF certified organic, home of Walnut Central, By Cracky It's Jackie's Farm Fresh Eggs, and Clucky Plucky Poultry. Certified organic walnuts, chicken eggs, Guinea fowl eggs (seasonal), meat chickens, Guinea fowl, and pheasant. Available at Nature's Food Center and Fastop in Lakeport, Darling's in Kelseyville, the San Rafael Farmers' Market, St. Helena Farmers' Market, and Napa Downtown Farmers' Market.
PO Box 151, Finley, CA 95433, (707) 263-4211, www.barrettfarms.com

Cow Mountain Kiko Goats Home of the "Brush Busters"

The Brush Buster Goats for fuel load reduction, habitat enhancement, and weed abatement; USDA meats; fresh flowers, herbs, and berries. Willow for basket weaving. Restoration work.
P. O. Box 51, Lakeport, CA 95453, (707) 262-1577, www.cmkikogoats.com

Dancing Tree People Organic Orchard & Garden

Organic walnuts; Market Garden with organic fruits, vegetables, and herbs assisted by pygmy goats and chickens. 1445 Pitney Lane, Upper Lake, CA 95485. Available at the farm by appointment.
(707) 275-8892, www.dancingtreepeople.com

F&G Farms

Fresh, hard-to-find greens, seasonal produce, and berries. Available at the Kelseyville Certified Farmers' Market and at the farm by appointment.

4690 Skylar Lane, Kelseyville, CA 95461, (707) 279-6020

Full Moon Produce Farms

Fresh organic produce available at the Kelseyville Certified Farmers' Market and at the farm by appointment.

PO Box 1654, 2000 Smith Lane, Kelseyville, CA 95451, (707) 245-5779

G Bar G Ranch

Lake County Mountain Pears, Bartlett and bosc, gourmet packs and condiments. Call for direct sales or order online.

P.O. Box 317, Finley, CA 95435, (707) 279.0950 or (707) 279.1910, www.lakecountyfarmersfinest.org/pears.htm

Glo's Glee Dairy Goats and Organic Garden

Organic fruits, vegetables, herbs, plants; Raspberries, grapes, figs, pomegranates, nuts, pumpkins, tomatoes, garlic, beans, cucumbers, squash, okra, basil, arugula, red potatoes, and much more. Glo's goat milk soap and herbal salves. Available at the Kelseyville Certified Farmers' Market.

PO Box 743, Lower Lake, CA 95457, (707) 987-2888

Green Horse Wheatgrass Farms

For over 10 years, the largest wheatgrass farm in Northern California has produced organic wheatgrass, sunflower shoots, and pea greens from their farms in Middletown. Offering incredible service, with all deliveries made by the owner, including home delivery. Service area includes Lake, Napa, Marin, and Sonoma counties. Available by delivery for retail, wholesale, and juice bars.

PO Box 972, Middletown, CA 95461-0972, (707) 477-5691, www.greenhorsewheatgrass.com

Hanson Ranch

Produce stand and direct sales of several varieties of Lake County pears, dried pears and walnuts. Open 9:00 a.m. – 6:00 p.m., August – November.

3360 Merritt Road, Kelseyville, CA 95451, (707) 279-4761

Hrutky's Egg Ranch

Fresh eggs for sale. See chickens, egg room, chicks when brooding as an educational experience. Open 8:00 a.m. – 3:00 p.m., Tuesdays and Saturdays, year round.

2750 Old Hwy 53, Clearlake, CA 95422, (707) 994-2317

Jaguar Garden Nursery

Annuals, perennials, nursery stock, certified wine grape rootstock, bedding and landscape plants, trees. Available at the Kelseyville Certified Farmers' Market and the Friday Nite Farmers' Market; call for direct sales.

Lower Lake, CA 95457, (707) 995-5218, www.lakecountyfarmersfinest.org/jaguar.htm

Leonardis Organics

CCOF certified organic fruits, vegetables, walnuts, and eggs; call for direct sales year round, including fall and winter crops. Jim will pick to order to ensure you the freshest produce. Available at Nature's Food Center in Lakeport, Lake County Community Co-op's CSA boxes, Ukiah Natural Foods Co-op, Mariposa Market in Willits, Santa Rosa Community Market, and is utilized by Zino's Ristorante in Soda Bay, Nature's Bounty in Lakeport, Kelseyville School District, and Konocti School District.

1010 Argonaut Road, Lakeport, CA 95451, (707) 263-4245

Les Jardins du Bateau/The Gardens of the Boat

Orchard, berries, and gourmet produce with a creekside tasting area.
9435 Rue Du Bateau, Upper Lake, CA 95485. U-Pick by appointment, (707) 272-2306

Loasa Farms

Olive oil, olives, nursery stock, and vegetables. Available at the Kelseyville Certified Farmers' Market, and the Mendocino County Farmers' Market in Laytonville, Ukiah, and Willits. Call for direct sales.
PO Box 447, Kelseyville, CA 95451, (707) 278.0542

Love Farms

Hay baling and wool spinning; seasonal fruits and vegetables; fresh eggs from happy free-ranging hens. Farm operates on solar and wind power, as well as draft horses to bale the hay. Available at Kelseyville Certified Farmers' Market, Nature's Food Center in Lakeport, the Lake County Community Co-op's CSA boxes and in egg dishes at Molly Brennan's in Lakeport.
8025 Highway 175, Kelseyville, California 95451, (707) 349-7880, www.lovefarms.net

Morgan Valley Produce and Socora's Salsa of Lake County

Pesticide-free heirloom tomatoes, vegetables, melons, herbs, fresh-cut flowers, Socora's Chorizo seasoning, and Lake County's California State Fair 1st place award winning tomato salsas! Socora's Salsas 16oz. jars are available in mild, spicy, or hot. Available at the Kelseyville Certified Farmers' Market, Friday Nite Farmers' Market, and Coyote Valley Farmers' Market; call for direct sales.
PO Box 373, Lower Lake, CA 95457, (707) 994-5043, www.socorassalsa.com

Renker Farms

Fruits, vegetables, flowers, and agriculture-related gifts and crafts available. Open daily June 15 – November 30, 9:00 a.m. – 6:00 p.m.
2297 Argonaut Road, PO Box 102, Kelseyville, CA 95451, (707) 279-4409

RB Honey/Robert Landrum

Lake County honey. Available at the Kelseyville Certified Farmers' Market, Friday Night Farmers' Market, Nature's Food Center in Lakeport, Darling's Vitamins in Kelseyville, Seely's Farm Stand in Upper Lake, and other area stores. Call for direct sales.
PO Box 2272, Clearlake, CA 95422, (707) 995-0260

Scotts Valley Farm

Fresh, free-range eggs. Available also at the Kelseyville Certified Farmers' Market. Available year round, 9:00 a.m. – 6:00 p.m.
3489 Scotts Valley Road, Lakeport, CA 95453, (707) 263-4122

Seely's Farm Stand

Featuring locally grown fruits including pears, peaches, and apples; large variety of local seasonal produce, fresh cut flowers, pumpkins, gourds, decorative corn and cornstalks; and locally produced products: salsa, honey, jams, jellies, and cheese. Open Memorial Day Weekend – Thanksgiving, 9:00 a.m. – 6:00 p.m. daily.
80 E Hwy 20, Upper Lake, CA 95485, (707) 275-0525

Sky Hoyt Specialty Grower

Seasonal produce including onions, garlic, tomatoes, peppers, melons, watermelon, leeks, snap peas, winter squash and more, basil, strawberries, figs, rare fig trees, creamy sorbet, and pesto. Available at the Kelseyville Certified Farmers' Market, the Mendocino County Farmers' Market in Ft. Bragg, Ukiah, and Willits, and at Harvest Market in Ft. Bragg; call for direct sales. Lakeport, CA 95453, (707) 279-0859

The Clark Family

Seasonal produce including corn, cucumbers, peas, beans, tomatoes, summer and winter squash, and other vegetables. Picked fresh for you. Open daily May through beginning of November; call for exact dates.
9650 Kelsey Creek Drive, Kelseyville, CA 95451, (707) 279-4343

The Hue De Laroque Farm

Registered organic produce. Available at the Kelseyville Certified Farmers' Market, Coyote Valley Farmers' Market, and the Lake County Community Co-op's CSA boxes
16546 E. Highway 20, Clearlake Oaks, CA 95423, (707) 998-4832

Bodega & Yerba Santa Goat Cheese

Award-winning goat cheese hand made from fresh goat milk and without preservatives or additives using vegetarian rennet, high-quality cultures, and organic herbs. Available at the Kelseyville Certified Farmers' Market, the Mendocino County Farmers' Market in Ft. Bragg, Mendocino, and Willits, and the Ferry Plaza Farmers' Market in San Francisco; call for direct sales.
PO Box 1048, Lakeport, CA 95453, (707) 263-8131 , www.cuesa.org/markets/farmers/farm_10.php

Yoxagoi Orchards/The Purple Pear

CCOF certified organic pears and other produce. Available at the Kelseyville Certified Farmers' Market and the Lake County Community Co-op's CSA boxes. Call for farm stand hours of operation; available for shipping.
3545 Soda Bay Road, Lakeport, CA 95453, PO Box 838, Kelseyville, CA 95451, (707) 279-4949

For more information on local farms and markets offering fresh Lake County products, or to request a copy of the Lake County Farm Trails Discovery map, contact the Lake County Visitor Information Center at (800) 525-3743.

For more information on Chic Le Chef or the Lake County Chef's Coalition, contact Julie Hoskins at (707) 987-9664 or www.chiclechef.com

For more information on the Lake County Food Policy Council, or to be identified as a local farm or restaurant utilizing Lake County products, please contact Terre Logsdon at (707) 263-2580.

For more information on the Lake County Community Co-Op, visit www.lakecountycommunityco-op.wikispaces.com

For more information on the Lake County Hunger Task Force or to volunteer, contact Lorrie Gray at (707) 277-9227.

For more information on the Lake Value Added Agricultural Center or Teo's Lakeside Bistro, contact Ted Herrera at (707) 350-3907.

Located in beautiful Northern California, Lake County is just two hours by car from the San Francisco Bay Area, the Sacramento Valley, and the Pacific Coast. Lake County is home to Clear Lake, the largest natural freshwater lake in California and possibly the oldest lake on the continent. Visitors to Lake County experience the state's cleanest air basin, spectacular scenic beauty, fine wines, headliner concerts, and unsurpassed recreational opportunities — from hiking, biking, golf, and off-road adventures to boating, fishing, kayaking, birding, and even rockhounding. The local area code is 707. For visitor information, contact the Lake County Visitor Information Center at (800) 525-3743 or www.lakecounty.com