

Cornucopia

from our hands to yours

November 2010

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Location:

19th Street and Ave. B

Hours:

Tuesday-Friday 10—5

Saturday—8-2

Market days are
 Wednesday and
 Saturday

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Living Soil Farms

"I'm the fourth generation of my family to farm in this area," says Steve Guenther of Living Soil Farms.

"My Dad bought the current yard when I was born, and he turned it over to Jan and I in 2005."

Growing organically

Steve's father had a grain and dairy farm, but Steve wanted to try something different. "I'd been thinking about organic farming since I was at University," he says.



"The nutritional quality of our food has been declining for 50 years. We need to reverse the trend of declining quality and declining taste, and the only way to do that is by using organic methods."

Steve thought he had the information he needed to make the transition, but it turned out to be more difficult than he expected. "There wasn't a lot of good soil research," Steve says, "and not a lot of field experience. You can't apply conventional concepts and methods to organic farming as they don't necessarily apply."

Steve explains that conventional fertilizers offer a quick fix. Nitrogen, for example, will green things up immediately. Biological nutrients aren't so obvious, and it may take years for them to have an effect. Finding the right additives is a matter of trial and error.

Photo provided by Living Soil Farms



Steve judges results by how well the crop resists insects, diseases and adverse weather conditions as well as by its taste and appearance.

He says that the situation is improving. The University of Saskatchewan now has an organic research centre. "They are doing some really interesting research on soil fertility using only organically-certified materials," Steve says.

From potatoes to lentils to flax

Steve and Jan Guenther have 750 cultivated acres. They grow 7-10 acres of root vegetables (potatoes, carrots, beets, onions), which they sell at the Market and directly to restaurants.

Cereals (feed barley and oats), legumes (peas, lentils) and oil seed (hemp, flax) are grown on the remaining acres on a rotational basis. They are sold internationally through brokers.

Steve specializes in French fry potatoes, but he also sells specialty potatoes (fingerlings and smaller yellow-fleshed potatoes). He has colourful rainbow carrots, golden beets ("sweeter and not as sharp as red beets"), flax and lentils.

"The red lentils are really popular with restaurants," Steve says. "They don't even ask the price." He is also working on a Spanish green lentil.

Start your weekend off in style with the

Friday Market Lunch Buffet

Garlic Guru, Riverbend Plantation,
 Sous Chef

(Reservations: 370-0033 or 975-2010)

Soul Majick Soul Mates

Joanne Jensen likes to keep busy. When she retired after 32 years with the Canadian Forces, she was looking for something to do. She did some research and took a course and found that she really enjoyed making soap. "I was surprised," says Joanne, "as I'm not artsy-craftsy."

In addition to making and selling bath products through Soul Majick Soul Mates, Joanne also breeds and shows Doberman Pinschers and works as a Commissionaire at the Dundurn Military Camp. Joanne used to breed and train horses.



"Good for the soul"

"All soapers use the same basic ingredients," says Joanne. "It's just the recipes that are different, depending on how generous and creative you want to be."

Joanne believes in being generous. Her bath products emphasize natural products and enriching ingredients (e.g. jojoba or sweet almond oils; shea, mango or cocoa butters). She also prides herself on making large bars with a variety of attractive finishes.

The name of Joanne's company says it all. Her goal is to make luxurious bath products that will make you feel good as you start your day. They are good for the soul.

"My house always smells of soap"

Joanne melts the hard oils and mixes them with the soft oils. She then heats the lye and water. Once all the ingredients are at an even temperature, she mixes them together, stirring until it forms a thick pudding. She then adds the essential oils, herbs and other enriching ingredients.

The mixture is then poured into molds and covered for 24 hours. Next, Joanne unmolds the soap and places the bars on a large multiple-shelf drying rack in her spare bedroom where they dry for approximately 30 days.



Listening to customers

Joanne welcomes her customers' suggestions and criticisms as they help her to develop her products. She is always interested in developing a new scent or in preparing soap for people with sensitive skin or allergies.

"I have established a wonderful rapport with my customers who have unfailingly supported my product through the years," says Joanne. "I appreciate their friendship as well as their patronage."

Joanne also enjoys putting together gift bags for organizations, businesses and individuals.

"I would like to start making perfumes," says Joanne. "But first I need to do more research and practise." Joanne is also interested in expanding her product range.

Joanne has been making soap since 2000 and selling at the Farmers' Market since 2004/2005. She also sells her soaps at trade shows and through *The Little Glass Hut* in Libret, just outside of Regina.



Photos provided by
Soul Majick Soul Mates
& Penny McKinlay

Cooking Classes for Kids and Seniors Wednesdays, November 17 – December 15, 2010

Dinner to go! Cooking Classes for Seniors **10–11 am**
5 classes for \$100 (each class includes lunch at the Market and 2 individual dinners)

Come and visit while you cook. You'll make 2 take-home dinners as well as a lunch to eat right away at the Market.

Kids Can Cook! **4–5 pm**
5 classes for \$125 (each class includes supper to take home for 4 people)

Prepare and cook a healthy supper for your family so you can enjoy your Market favourites at home! Focaccia pizza, savoury pies and other tasty homemade treats.... (8 to 12 year olds and their parents)

Register: Call 384-6262, email sfmevents@sasktel.net or register in person at the Market Office.

Prairie Sun Orchard



When Wayne and Clare Pearson moved to an acreage in 2000, they knew they wanted to grow something. When they read about the new hardy prairie fruits, they got really excited. Dwarf sour cherries had just been introduced, and the Pearsons were some of the first growers.

Hardy prairie fruits

Sour cherries are still an important crop at Prairie Sun Orchard, but they've been joined by apples, strawberries and raspberries.

The Pearsons are also experimenting with plums and hardy kiwi and hope to have a good crop of haskap within the next couple of years.

Haskap is an edible honeysuckle that is native to Japan and northern Russia. It's being bred at the University of Saskatchewan for size and flavour. "It's a cross between a raspberry and a blueberry taste," says Wayne. "It makes wonderful ice cream."



Toasted coconut or raspberry swirl?

The Pearsons started selling their fruit at the Market over five years ago. The first year, they didn't have as many cherries as they had anticipated, and this forced them to be creative and to come up with ways to make the cherries last longer.

Ice cream has proven to be a very popular solution.

The ice cream is made with real cream, and there no artificial flavours, preservatives or additives. The Pearsons built an ice cream processing plant on their property three years ago, and all the ice cream is made by hand on site.

They now offer a wide range of flavours – from raspberry swirl, to caramel apple and chocolate turtle cheesecake. I've been told that the caramel pumpkin is particularly delicious, but other people favour the sour cherry chocolate chunk.

Clare is working on new recipes with other fruits, and they should be on line soon. "Customers have a big influence on the direction we go with the ice cream," says Wayne. "Customers asked for toasted coconut, and it's been one of our best sellers."

Ice cream cones on the riverbank

Many local restaurants buy fruit, sour cherry topping and ice cream from Prairie Sun Orchard. "The Farmers' Market has always been at the forefront of our business," says Wayne. "And I'm pretty sure that spawned our relationship with the local chefs."

"Our ice cream has always been available at River Landing, and this past year we became co-owners of *Prairie Fare*," Wayne says. "It's a good spot with a cross-section of tourists, new residents, families with kids and couples." You can also buy Prairie Sun ice cream at Ambrose Grocery in Emma Lake.



A quality product

Wayne says that he and Clare are proud of their product quality.

Justifiably so.

Prairie Sun Orchard was one of five finalists for the **2010 Saskatchewan Chamber of Commerce ABEX award** for a new Saskatchewan product.

A significant achievement and well worth celebrating – with ice cream!

Photos provided by Prairie Sun Orchard

Gluten-Free Food Fair

Sunday, December 5 noon—6 pm

If you're looking for recipe ideas and information about a gluten-free diet, look no further!

Local restaurants and Market vendors will be setting up food booths where you can sample a variety of gluten-free dishes for just \$2.00. Cava Secreta will be hosting a cash bar.

There will also be speakers and information booths.

Proceeds will go to support the [Canadian Celiac Association](#) and the [Canadian Diabetes Association](#).

Logo Design Contest

Friends of the Farmers' Market

We're setting up a Friends of the Farmers' Market association, and we need a logo.

Please help us design it!

Why do you come to the Farmers' Market? What do you like about it? And how can that be demonstrated visually?

Prizes

Submit your design ideas by December 10, 2010. Electronic submissions can be sent to sfmnews@sasktel.net. Or submit them by hand to the Market office.

Up to 3 designs will be selected, and the winners will receive \$20 gift certificates for the Farmers' Market.

The Market reserves the right to combine or modify the winning entries.

Fruition Orchards



Located just east of Saskatoon, Fruition Orchard is a family-owned, community-supported fruit orchard offering both fresh and processed fruit.

Stop and take a look at the amazing range of canned fruits, preserves and juices they have on offer at the Market.



The Market will be closed:

Thursday, November 11

Friday, December 24

Saturday, December 25

Saturday, January 1

Christmas Staff Parties

December 7, 9, 14, 16 or 21

Garlic Guru and Riverbend Plantation will be hosting Christmas staff parties on Tuesdays and Thursdays in December.

The buffet lunch will include appetizers, salads, ham and scalloped potatoes or vegetarian quinoa lasagna, and Christmas squares and cookies.

Call 975-2010 or 370-0033 to make a reservation.



Wanted: Marketing Guru

The Marketing Committee of the Saskatoon Farmers' Market is looking for a professional marketing strategist who would be interested in volunteering some time to help the Committee fine tune its marketing plan.

If you are a fan of the Saskatoon Farmers' Market and would like to help us spread the word, please send us a short email outlining your professional experience and why you are interested in volunteering.

Send your email to sfmnews@sasktel.net and include the phrase "Marketing Guru" in the subject line.



Harvest Collector

There are some great sculptures near the Market, and many of them have a farming theme.

The newest addition, on the west side of the building, is called *Harvest Collector*, and it was designed and built by Les Potter.

"It symbolizes a sheaf of grain or a stook," Potter says. "It also looks like a rake that would be used to gather the grain into a stook."

The sculpture is part of the City's Visual Arts Placement Program.

Thank you!

The Hallowe'en Party was a huge success!

Many thanks to all the vendors and volunteers for their contributions.

Special thanks to Carmen, our fantastic Events Coordinator.