

Issue No. 6  
Fall 2014  
*Free (Priceless)*

# edible

## MILWAUKEE®

EAT. DRINK. READ. THINK.



*Growing Big  
Causes Growing Pains*

LOCAL FOOD ENTREPRENEURS SCALE UP

Member of Edible Communities



Good, old-fashioned service. That's the only service we know.

# Your Trusted, Local Grocer

Bayside Fresh2GO - Elm Grove - Franklin - Germantown - Grafton - Greenfield - Hartland  
Mequon - New Berlin - Wauwatosa - West Bend - Whitefish Bay

[sendiks.com](http://sendiks.com)

# Fall Contents 2014



- 2 PUBLISHER'S LETTER**
- 5 EDIBLE EVENTS**  
All the News That's Fit to Eat
- 8 EDIBLE NOTABLES**  
Rice on the Roof
- 12 GROUND BREAKING**  
Growing Pains  
for Local Entrepreneurs
- 16 VINTAGE EATS**  
Goddesses and Queens
- 20 ON THE ROAD**  
On the Coffee Trail
- 24 ETHNIC EDIBLES**  
Making *Elecciones Saludables*  
(Healthy Choices)
- 28 BACK OF THE HOUSE**  
Food as Medicine
- 32 MKE MIXOLOGY**  
By Turns Sweet or Sour
- 34 DIY MKE**  
Get Your Hands Into  
the Stuff of Life
- 38 KIDS TABLE**  
Pumpkins Expand Kids' Palates
- 43 GRIST FOR THE MILL**  
The Murky Middle
- 46 COMMUNITY PARTNER  
DIRECTORY**
- 48 LAST BITE**

A transformation is quietly and visibly taking root in the city. Look down—in the shadow of St. Josaphat's Basilica there are rows of vegetables planted by neighborhood gardeners. Look up—there are rice paddies overlooking downtown on the roof of Marquette University. An hour west, a chef was given carte blanche to create “health care” rather than “sick care.” The result is a massive garden, a retrofitted kitchen, and a highly skilled staff—a revolutionary new recipe that’s turning hospital food into crave-worthy restaurant fare. Throughout the city, vacant lots grow lush with plants and previously empty kitchens fill up with people learning the skills to preserve their harvest. Throughout the region, local food entrepreneurs are responding to overwhelming public demand for their goods, and are navigating new challenges in scaling up: sourcing, distribution, and marketing.

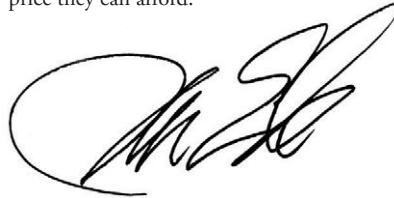
Sadly, not all business expansion ends in a success story. In recent months, we've seen the closure of Milwaukee's Bolzano Artisan Meats as a result of a labeling dispute with the Wisconsin Department of Agriculture. Black Earth Meats also shut its doors for the time being, amidst irreconcilable conflict with the Village of Black Earth. A month ago, Andy Hatch of Uplands Cheese Company sent a message to his customers saying that he won't be producing his seasonal Rush Creek Reserve this year, citing the FDA's recent shifting regulations concerning soft, raw milk cheeses. This message arrives on the heels of another rule from the FDA that caused an uproar: one that bans wooden boards for cheese aging, a long-held practice in European countries. For all the progress we've seen in our local food economy, we have also endured setbacks.

In addition to new and existing regulatory challenges, there's also the human aspect of food production—individuals falling through the system's cracks, an uncomfortable reminder that food insecurity is real. Whether actual or just perceived, it touches us all in one way or another. From busi-



nesses dealing with rules and food safety to ordinary people dealing with issues of access, there's an urgent need for more transparency and accountability in all aspects of our food system. It's important for us to understand how slowly institutions are to adapt. Systemic change isn't something that happens in a day; rather, it will require consistent effort and a multifaceted knowledge of all parts that make up the whole. It requires us all to buy in.

We see that when institutions and the individuals working within them are open to change and innovation, progress really begins—there is powerful evidence inside this issue. Through understanding and collaboration, we can reach the kind of volume needed to create a tipping point: one that takes local food out of the hands of the “privileged few” and brings it to many, at a price they can afford.



For behind-the-scenes access to our stories in this issue, as well as news and giveaways, become a fan of Edible Milwaukee on Facebook at [www.facebook.com/ediblemilke](http://www.facebook.com/ediblemilke).

[www.ediblemilwaukee.com/calendar/](http://www.ediblemilwaukee.com/calendar/) is where you'll find our most thorough effort at providing a schedule of events around town, from cooking classes to interest group meetings to the latest lectures and community potlucks.

# *edible* MILWAUKEE

PUBLISHER & EDITOR-IN-CHIEF  
Jen Ede

EDITOR Will Workman  
ART DIRECTOR Joseph Laedtke  
WEB EDITOR Nick Bragg

EDITORIAL AND MARKETING  
ASSISTANT Rebecca Ratterman

EDITORIAL ADVISORY PANEL  
Arthur Ircink • Justin Johnson • Lori Fredrich  
Martha Davis Kipcak • Tarik Moody  
Venice Williams • Young Kim

DESIGN & LAYOUT Melissa Petersen  
COVER PHOTO Joseph Laedtke

Special thanks to From Milwaukee With Love for product donation and styling assistance

WRITERS  
Aurora Prehn • Brett Kell • Christina Ward  
Dy Godsey • Erika Janik • Francie Szostak  
Heather Ray • Jenna Kashou • Kristin Nelson

PHOTOGRAPHERS  
Erika Kent • Rob Gustafson

DEVELOPMENT MANAGER  
Lora Caton

CONTACT US  
*Edible Milwaukee*  
310 E Buffalo St #127, Milwaukee, WI 53202  
[info@ediblemilwaukee.com](mailto:info@ediblemilwaukee.com)

LETTERS TO THE EDITOR  
We want to hear what you have to say! To pass comments, corrections and ideas along to our editorial team, email [editorial@ediblemilwaukee.com](mailto:editorial@ediblemilwaukee.com).

SUBSCRIPTIONS  
[subscriptions@ediblemilwaukee.com](mailto:subscriptions@ediblemilwaukee.com)



*Edible Milwaukee* is published quarterly by Vintage Eats, LLC. All rights reserved. Subscription rate is \$32 annually plus tax, where applicable. No part of this publication may be used without written permission of the publisher. Copyright 2014. Every effort is made to avoid errors, misspellings and omissions. If, however, an error comes to your attention, please accept our sincere apologies and notify us. Thank you.



*Edible Milwaukee*  
is a proud member  
of Local First Milwaukee.



# NATURE NEED NOT BE A STRANGER

Before our lives were so convenient, they were authentic. We woke with the sun, worked with our hands and ate food grown in the earth. That may not be where we live anymore, but it's a nice place to visit.

Get the guide at [Colorado.com](http://Colorado.com)






---

## PASSION

---




---

## QUALITY

---




---

## HIGH STANDARDS

---



[WWW.BARTOLOTTAS.COM](http://WWW.BARTOLOTTAS.COM)



## Call for Nominations for *Edible Milwaukee's* First Annual Local Heroes Awards

Know of a food producer or a local chef who is taking farm-to-table to the next level? Or a non-profit doing heavy lifting at the urban gardens in this town? This fall, we're opening nominations for our first annual Local Heroes Awards, a local food lovefest that we'll celebrate with a party in the spring. These are People's Choice awards, and the winners will be chosen by you, our readers! Eligible for your nominations are any food producers, businesses or non-profits operating in our territory, which runs from Port Washington and Sheboygan in the north, south to the state border (including Racine and Kenosha), and west to Johnson Creek.

Keep an eye on our website and social media pages for announcements and links to submit nominations in September and October, and to vote in December. We'll announce winners in our Spring Issue. Meanwhile, spread the word and support local food all year round! We rely on community partnerships with local businesses to sustain ourselves—we hope you will in turn tell them you believe in what we do by patronizing their establishments.

## Feast Your Eyes on Food Films at the Milwaukee Film Festival

This year, in addition to over 200 independent and art films, the Milwaukee Film Festival will highlight films about food. *Edible Milwaukee*, along with Wisconsin Foodie and Odd Duck, is a community partner presenting the film "Soul of a Banquet," showing at 2:15 p.m., Friday, Sept. 26 and 7:30 p.m. Monday, Sept. 29 at the Oriental Theatre 2, and 9:30 p.m. Sunday, Oct. 5 at the Fox-Bay Cinema Grill.

In a vivid portrayal by director Wayne Wang (*The Joy Luck Club*), "Soul of a Banquet" documents the life of pioneering chef Cecilia Chiang, generally hailed for bringing authentic Chinese cuisine stateside when she opened her San Francisco restaurant, The Mandarin, in 1961. Rounding out a detailed, lavish banquet scene and personal history are interviews with Ruth Reichl and Alice Waters.

**The 2014 Milwaukee Film Festival runs Sept. 25-Oct. 9 at the Landmark Oriental Theatre, Landmark Downer Theatre, Fox-Bay Cinema Grill and Times Cinema. For more information and for the full schedule of films, visit [mkefilm.org](http://mkefilm.org).**

## Celebrate the Harvest with *Edible Milwaukee* and Partners

Fall is the time for abundance, and our calendars are telling us that local food events are no exception. Join us for Apple Sauced! *Edible Milwaukee* and partner organization, MKEFoodies' second annual harvest event is a sweet and spirited celebration of apples, and will take place this year on Oct. 21 at Great Lakes Distillery.

Last year, in addition to small plates offered by participating vendors, we whipped guests into a frenzy with an auction of food items donated by our local partners and our friends at Slow Food WISE featured the Milwaukee Apple at their educational table. We'll do that and more at this year's event!

Dy Godsey, our MKE Mixology columnist, will be mistress of ceremonies at an apple-cocktail throwdown. The Great Sconnie Sip-Off is a competition with a twist: all ingredients must come from the state of Wisconsin or be made by bartenders themselves. Cocktails will be evaluated on their presentation, aroma, taste, balance and originality by a panel of local judges, then sampled by attendees for the "People's Choice" awards.

**Tickets for Apple Sauced! cost \$35 in advance and \$45 at the door, with optional People's Choice cocktail tickets for \$10. Visit [mkefoodies.com](http://mkefoodies.com) for more information or to purchase tickets.**

Mark your calendar for Local First's First Annual Halloween Celebration, Oct. 30, 8-11 p.m. at Lakefront Brewery. Tickets to the fundraiser cost \$50 and give access to food from participating local vendors, musical entertainment, haunted brewery tours, and a costume contest which will enhance the main event: a local food contest sponsored by *Edible Milwaukee*.

Local First Milwaukee is an alliance of metro-Milwaukee independent businesses and nonprofits. Started in 2006, the organization's message is simple: choose local first and watch the local economy prosper.

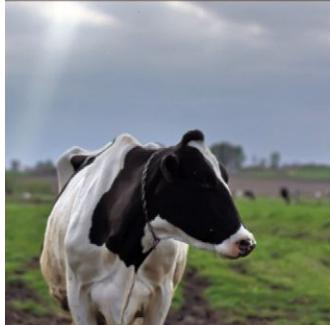
**To join us in membership in this great organization and for details on this event and other local business initiatives, visit [localfirstmilwaukee.com](http://localfirstmilwaukee.com).**

## **Edible Milwaukee Sponsors Chef Stage at This Year's Holiday Folk Fair International**

Join us at the Folk Fair on Nov. 22 to explore global flavors made locally! The Callen Construction Chef Demonstration Stage presented by *Edible Milwaukee* will feature area chefs preparing traditional soups or stews.

An annual three-day event held by the International Institute of Wisconsin, Holiday Folk Fair *International* through its programming, music, dance, and food, connects Southeastern Wisconsin residents with their ancestral cultures. We are thrilled to help present the culinary side for the second year in a row.

For more information on the 2014 Holiday Folk Fair *International*, visit [www.folkfair.org](http://www.folkfair.org) or call the International Institute of Wisconsin at 414-225-6220. And be sure to keep in touch with *Edible Milwaukee* via Facebook at [facebook.com/ediblemke](https://facebook.com/ediblemke), or by signing up for our newsletter for chef announcements and ticket giveaways.



# **GREEN COUNTRY WISCONSIN**

Wisconsin  
**New Glarus**  
America's Little Switzerland  
**1.888.222.9111**  
**GREENCOUNTY.ORG**

Creameries crafting award-winning artisan cheeses.

Breweries producing favorites like Spotted Cow and Huber Bock.

Chefs infusing their menus with local flavors and heritage cuisine.

What's so special about Green County cheese and beer? Both are made from a handful of ingredients that yield infinite delicious possibilities. Both are nurtured and aged to perfection.

Our master cheesemakers and brewers are artists who pour their personal passion, attention to detail and craftsmanship into every wedge, wheel and block of cheese; every bottle and keg of beer. From their palate—to your palette.

Because when it comes to living...when it comes to experiencing all of life's rich bounty the right way...we believe there's an art to it.

*there's an art to it.*





VISIT THE DISTILLERY! 616 W. VIRGINIA ST.  
CALL OR VISIT WEBSITE FOR TOUR & TASTING INFO  
414 • 431 • 8683 | [WWW.GREATLAKESDISTILLERY.COM](http://WWW.GREATLAKESDISTILLERY.COM)



© Great Lakes Distillery, Milwaukee, WI | Vodka 40% ABV | Gin 44% ABV | Whiskey 43% ABV | Rum 45% ABV

# 'Etoile

Chef's Seven Course Prix Fixe & Three Course Tasting Menus

Award-Winning Fine Dining  
On the Capitol Square

1 South Pinckney Street Madison WI  
608.251.0500 \* [letoile-restaurant.com](http://letoile-restaurant.com)

## LARRY'S MARKET SINCE 1970

At Hook's Cheese Company, Inc. they age cheese in curing caves at just the right temperature and humidity for a slow curing process that allows our cheeses to age to perfection. Every few months each batch is taste tested to insure that only the cheeses of the highest quality are saved to age.

Tony & Julie Hook were college sweethearts and have been making cheeses customers love for over 35 years. They make cheese in a facility that was built into the hills of Mineral Point over 150 years ago during the areas mining era.

With over 70 years of cheesemaking experience, their cheeses have won numerous grand champion awards at the American Cheese Society, and World Cheese Championship. Larry's sells over 30 varieties and types of Hook's Cheese.

Outdo Ordinary®

Hook's Cheese Company, Inc.  
World Champion Cheese Makers  
Tony & Julie Hook • Mineral Point, Wis.  
[www.hookscase.com](http://www.hookscase.com)

**Larry's Market**  
8737 N Deerwood Dr. | Brown Deer WI 53209  
414-355-9650 [www.larrysmarket.com](http://www.larrysmarket.com)

Organic Valley  
Bringing the Good

NOT JUST THE WHERE  
behind your food. But the WHO & the WHY.

Ihm Family Farm,  
Grant County  
1 of 500 Wisconsin Farmer-Owners  
Learn more about our farmers  
and mission at [OrganicValley.coop](http://OrganicValley.coop).

# Rice on the Roof

**Marquette scientist's  
research goes global to  
restore local connections**

Story by Aurora Prehn  
Photography by Joe Laedtke



Downtown Milwaukee's urban foodscape just went global. Twelve rice paddies can be found on the roof of Marquette University and two at Alice's Garden, where rice varieties from Uzbekistan to West Africa are being grown. Thanks to Marquette University Professor Michael Schläppi, the city is contributing to worldwide rice research—and reuniting ethnic groups with their ancestral grains.

The future holds a rice species adapted for Wisconsin and hopefully a new crop for the area.

There are roughly 40,000 rice varieties, or "races," grown in all fertile continents. It's an aquatic species that roots itself in the mud under shallow water. About 150 kernels grow per stem, yielding approximately 7,000 lbs. per acre. The colors, shapes and sizes of rice have a beautiful diversity that can be appreciated in part by visiting a bulk foods section, where you can see Japanese white sushi, Chinese green jade and African red rice.

At Marquette's Biological Sciences Department, Dr. Schläppi has been successfully growing rice since 2010. In collaboration with the USDA, he has seed samples of roughly 200 rice varieties drawn from a cross-section of rice's gene bank.

What has spurred Dr. Schläppi's interest is how plant varieties of the same species adapt to different environments. What are the genes that allow for cold tolerance, where are they located, and how do they work? To answer these questions he is using traditional plant breeding and genetic mapping to find cold-tolerant genes in the rice chromosomes.

There are a handful of rice research labs domestically that study rice diversity and evolution, as opposed to productivity and genetic modification (which serve industrial food production). Dr. Schläppi's lab, in collaboration with the Rice Research Center at the University of Arkansas, is currently the only one in the U.S. doing large-scale mapping of cold tolerant/sensitive genes.

Rice has its origin around the Yangtze and Pearl Rivers in China, but might have a second source in India. Nevertheless, experts generally agree that in Asia rice was cross-bred to be domesticated into today's cultivated rice, *Oryza sativa L.* It is from these cradles that rice evolved into two main subspecies, *Indica* and *Japonica*. *Indica* is the more genetically diverse of the two, primarily grown in mainland Asia and Africa, while *Japonica* varieties are grown in the Americas, Europe, Japan and northern China, says Dr. Schläppi. From these cradles rice was carried around the world, being

bred with local species for texture and taste yielding the different varieties we have today.

Though cultivated rice is not native to the U.S. or our main starch staple, it is grown commercially in six states. According to the U.S. Rice Federation, Arkansas produces nearly half of the nation's 20 billion pounds per year, followed by California, Louisiana, Mississippi, Missouri and Texas—making up two percent of the world market.

Wisconsin does not have a native rice species; however, we do have wild rice, *Zizania palustris*, which is taxonomically a grass and only distantly related to rice. It yields long, slender, dark-brown kernels (See Sidebar: "Wild Rice: the Good Berry").

With roughly half the global population dependent on rice—consuming it as a primary staple—it's production often means the difference between national security or insecurity. This helps motivate researchers around the world to study the evolution of rice as well as environmental stresses, diversity and yield. In China, where Dr. Schläppi has conducted research, the government mobilizes its academic sector in response to changing agricultural challenges.

Dr. Schläppi is examining more drastic shifts in the environment that inevitably stress plants. These conditions can arise from growing a species outside its ecological niche, like rice in Wisconsin, or from a major climate event like an ill-timed monsoon.

For Dr. Schläppi the mechanisms of adaptation are vital in this changing world. Stressors on a plant growing outside its niche can trigger an "adapt or die" response, he says. By stressing different varieties in the lab he can see if they have desired genes allowing it to adapt—and speed up a process that might otherwise take generations of cross-breeding.

This form of plant research is not genetic engineering (GE), but human selection that has been conducted since the beginnings of agriculture. Dr. Schläppi says GE could be used, however it is not necessary. Cross-breeding is inherently slow and poses a challenge, he says, but he nevertheless is finding success by mapping stress tolerance genes.

Though Dr. Schläppi's main goal, to find a species tolerant enough to grow in Wisconsin, is still in progress, his findings thus far have been promising. Currently, he and his lab assistants have found



The long-term goal, says Dr. Schläppi, is to grow rice from around the world to actively connect local ethnicities with their ancestral cereals, many of which have not been grown in thousands of years.

several chromosomal regions and a few dozen cold tolerance genes they are narrowing down. He says he has discovered enough to publish, hopefully by year's end. These results along with the first crop of Wisconsin-grown rice are currently his proudest scientific accomplishments.

The first application of this research has begun two miles north of Schläppi's lab, in Alice's Garden, a community garden and urban farm off North Avenue. There, he worked with Director Venice Williams, garden members, and a crew of local teenagers to construct two paddies this past June—an extension of the Garden's pre-existing Fieldhands and Foodways Program speaking to African-American history.

African rice cultivation became known to Europeans as early as 1444 with the Portuguese arrival in Senegambia, on the West African coast, according to Judith Carney's *Black Rice: The African origins of rice cultivation in the Americas*. This area became known as the Grain or Rice Coast, where millet, sorghum and rice were grown, providing some of the provisions for the Atlantic Slave Trade to America. In 1685 rice was brought to the South Carolina and Georgia coasts due to their similar climates and landscapes. Slavers appropriated West African

peoples (often women), along with their seeds and rice-growing knowledge, to work on rice plantations until they were emancipated after the Civil War.

The two paddies are a catalyst for all who visit the garden to learn about a history that is ingrained, but often unknown, in our society and cuisines. The species of rice planted this year came from multiple West African countries, reuniting humans, plants and genes in urban Milwaukee.

The long-term goal, says Schläppi, is to grow rice from around the world to actively connect local ethnicities with their ancestral cereals, many of which have not been grown in thousands of years. This is a reunification that spans generations and leaps over history remembered and unknown.

To incorporate some of his own culture into the discussion, Dr. Schläppi brought a dish of risotto, made from arborio rice, from his native Switzerland, to a lecture in the garden. "Humans' well-being, identity and culture is in part their connection to food," he says. And with every step forward in his research, he helps revitalize a heritage of what was and what can be again.

**lo·cal** /lōkəl/ *adjective:* of or belonging to a particular place, characteristic of a particular place.



**The Eastside's Deli, Market & Cafè Since 1973**  
Open Everyday 8:am-9:pm  
1901 E. North Ave., Milwaukee, WI 414-278-7878





## Wild Rice: the Good Berry

Native to North America and primarily grown in the Upper Great Lakes region, this aquatic cereal has long been a staple to native peoples, including the Ojibwe and Menominee, who introduced the grain to the region's first French explorers, who called it "wild oats."

Milwaukee's inner harbor was once filled with wild rice, making it a regional food cache. The word for wild rice is *manoomin*, translated as the "good berry." This may give insight into the meaning of Milwaukee being the "good land," due to its waterborne bounty.

This cereal gave sustenance to a nation of people who hold a deep respect for its central role in their culture. In one vivid example, in the Treaty of 1854 during the U.S. Government's western land scramble, the last plea of local native groups was to retain their right to hunt, fish and forage, including for *manoomin* on the land they were forced to relinquish.

Wild rice grows on the edge of streams, rivers and lakes and has been harvested traditionally by way of canoe and flail (a short, round wooden stick)—still the method used by individual harvesters in Wisconsin.

Currently Wisconsin has 70 prominent wild rice fields in 13 different counties in the northern quarter of the state. In our area it is common to find Minnesota- or Canadian-grown wild rice; however, with enough determination and a pit stop at a corner gas station up North you can find some hand-harvested, wild-grown, Wisconsin wild rice.



Aurora Prehn grew up in Wausau, regularly harvesting at her family's cranberry bog near Tomah, accompanied by her favorite dog, Rainier. She recently completed her degrees in Anthropology and Environmental Studies at Marquette, focusing her research on urban food deserts, and afterward joined the staff at a local beverage business. When not learning Argentine tango or camping in da U.P., she dreams of harvesting wild rice on Aurora Lake in Northern Wisconsin.

# *Growing Pains for local entrepreneurs*

**Scaling up creates raft of hurdles for small food businesses**

Story by Heather Ray

Photography by Joe Laedtke

**S**cott Buer was all smiles during the Eat Local Resource Fair last August at the Urban Ecology Center in Riverwest. Offering samples of dry-cured salami to patrons and sharing the story of Bolzano, the business he and his wife Christin launched in 2009, was evidently an act of pure joy. Few attendees could resist a visit to their booth, wanting to meet the guy with the prized handlebar mustache and taste that artisan charcuterie that spent months in the making.

The media, too, boldly sang the praises of the beloved Milwaukee company, for being one of the few meat producers in the nation to make salami the old-fashioned way, handcrafting every batch from locally raised heirloom hogs.

So it came as a shock to the community—and to the Buers—this past spring when the USDA issued a recall of more than 5,000 pounds of Bolzano salami—one that had little to do with safety concerns, and everything to do with labeling.

The USDA stated the “products being recalled incorrectly bear the Cooperative Interstate Shipment (CIS) program version of the USDA Mark of Inspection, which requires federal acceptance into the program.” (Incidentally, the CIS program designed to help small producers ship across state lines was one of the influencing factors in the couple’s decision to start their company in the first place, they say.) The Buers applied for the program and claim to have taken all the necessary steps prior to the labeling in

question, but the USDA’s Food Safety Inspection Service argued that Bolzano was not admitted into the CIS at the time of recall.

Dismissing Bolzano’s efforts to comply with state and federal regulations, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) suspended Bolzano’s license, and the company—having lost about \$50,000 worth of product in the recall—closed its doors, becoming the poster child for small business victims of rigid policies.

“Regulations vary hugely from industry to industry, and meat inspection is by far the hardest,” says Scott. “We spend hundreds of hours and thousands of dollars every year on regulatory issues.”

Both Scott and Christin are well-read on DATCP policies, but that didn’t shield their business from being governed by regulations critics say are deliberately opaque.

“By just reading rules and regulations one finds issues that are almost never enforced, and some obscure ones that are,” says Scott Buer. “I guess it’s like this with any code of law, but the DATCP, in our opinion, has a dysfunctional culture at present.”

Rebecca Scarberry can relate to these frustrations. Her Pewaukee company, Becky’s Blissful Bakery, uses only organic ingredients to make handcrafted gourmet caramels. But a recent change in the front and back panel labeling codes prevents her from being able to claim “made with organic ingredients” on the package without the proper (and expensive) certification. To comply, she needs to re-design and create new labels specifying each organic item in the ingredients list. “I’ll



# The Food Behind the Cover

## Anatomy of a local cheese board



1

2

3

4

5

6

1 Becky's Blissful Bakery  
Gingerbread Caramels

2 Uplands Cheese  
Pleasant Ridge Reserve

3 Treat Bake Shop  
Spiced Pecans

4 Bolzano Artisan Meats  
Pig Red Salami

5 Emmi Roth Kase  
Buttermilk Blue Affinée

6 Potter's  
Caraway Rye Crackers

have to change my logo, too," she says. "It can be frustrating when you're doing all the right things... and then suddenly those things change."

But both business owners agree it's all part of consumer safety, and as for Scarberry's organic label, she's hoping to have the certification process complete by fall, a deadline she wasn't anticipating, but is determined to meet so she can qualify for an \$800 refund. "It's a lot of paperwork, but if I want to take advantage of this government offer, I've got to get it done," she says. Paperwork is something she's grown accustomed to since opening her business in 2007: applying for and renewing licenses, submitting vendor applications for markets and events, not to mention the hours of daily documentation, detailing everything from how allergens are handled to the types of cleaning products used to recording logs for dates, times and temperatures, as well as maintaining an updated written recall procedure.

And then there's actually making the caramel and marketing it to consumers and wholesalers. "People always ask me how I eventually landed a deal with Williams-Sonoma," she says. "I did my homework. I tracked down the buyer and sent them samples of my product." Scarberry makes it sound easy, but she knows all too well the growing pains of scaling up a small business. Just ask her about the time she had to sell her minivan to help fund the build-out of her own kitchen space—all the while recovering from an emotional divorce. "Banks weren't about to dish out a loan to a single mom with a start-up candy company," she remembers. "I had to figure out a way to make it work."

Scarberry has a degree in business management, "but that doesn't help me start a food company in Wisconsin. I tell people it feels like I set off for a walk in a sundress and flip-flops and ended up climbing Mount Everest."

But unlike the 50 percent of small businesses that fail within the first year, Scarberry cleared the hurdles, crediting getting up the proverbial mountain to Waukesha County Technical College (WCTC), where she took advantage of affordable training in small business growth strategies. Staying in close contact with the mentors she met at WCTC, Scarberry used the knowledge she gained to start a workshop specific to food entrepreneurs. The course, How To Start a Food Business, is still being offered at the campus for a small fee (around \$17).

For Yollande Deacon, having an MBA from Marquette gives her an edge in growing her Milwaukee food company, Afro Fusion Cuisine. But education is only one of four pillars she cites as supporting the expansion of her Wisconsin business. "Number one is self-discipline," says Deacon. "It's a lot of work just to familiarize yourself with government regulations and licensing." Number two, she says, is having financial resources. Deacon currently rents kitchen space by the hour, with a goal of one day building her own facility—an investment she estimates could cost around \$100,000. Community infrastructure is the third pillar, where Milwaukee's available commercial kitchens and help centers for new entrepreneurs are lacking. "I should be able to name more resources for food producers and more commercial kitchens," she says. Finally comes an understanding of business: "I have to be my own chief marketer, my own chief financial officer, my own chief supplier, my own chief cook. I'm my own delivery person, I package my own products—now you see what I mean about self-discipline?"

Deacon has it all—a perfect quartet of traits essential for nurturing a young food company—but in bringing her idea for a line of African- and Jamaican-inspired cuisine to life, she was met with a homegrown challenge. "Many people in Wisconsin are not familiar with this kind of ethnic food. I have to first educate the community. Essentially, I have to create my own demand." It's a feat she managed by marketing her products to Milwaukeeans as a cultural experience. "I'm bringing my customers a taste of Africa and Jamaica," she says, "and I do it with locally-sourced produce. People want something different. But it has to be honest."

It's all part of having a relationship with the community and a keen sense of direction. After all, starting a small food company may not be the road less traveled, but it's always going to be under construction. **eM**

## Community Resources

To learn more about starting or growing a small food business, check out the Waukesha County Technical College's How to Start a Food Business workshop, at [wctc.edu](http://wctc.edu), or browse the classes offered through University of Wisconsin-Milwaukee's Small Business Development Center, at [www4.uwm.edu/sce](http://www4.uwm.edu/sce). Courses run through the fall and are open to the public.

## Featured Artisans

**Afro Fusion Cuisine**, [afrofusionbrands.com](http://afrofusionbrands.com)

**Becky's Blissful Bakers**, [beckysblissfulbakery.com](http://beckysblissfulbakery.com)

**Bolzano Artisan Meats**, [bolzanolife.com](http://bolzanolife.com)

**Local First Milwaukee**, [localfirstmilwaukee.com](http://localfirstmilwaukee.com)

**Treat Bake Shop**, [thetreatbakeshop.com](http://thetreatbakeshop.com)



Heather Ray is a Milwaukee-based freelance writer currently pursuing a Master's in Nutrition and Dietetics from Eastern Michigan University. As the former editor of

*Healthy Cooking* magazine for *Reader's Digest*, she claims to eat healthy 80 percent of the time, reserving 20 percent for pie. When she's not buried in homework, you're most likely to find her running along the lake or shooting arrows at one of Milwaukee's outdoor ranges.

## Home Bakers Could Make Some Dough

Whispers of a possible "Cookie Bill" (SB 435) in Wisconsin offer hope for new artisan entrepreneurs.

The bill would allow home bakers to bypass the use of a commercially licensed kitchen, but...

- Sales would have to be conducted face-to-face, and not door-to-door
- Income from sales could not exceed \$10,000
- Items for sale must be non-hazardous, as in products that don't require refrigeration or anything with a high risk for bacterial growth
- The entrepreneur would need to register with the state and take an approved food-safety course
- The entrepreneur must comply with labeling requirements
- A written recall plan must be maintained by the seller

The bill passed the state Senate earlier this year, but failed to make it to the state Assembly for a vote. Supporters plan to bring the bill back next session.



# The Changing Face(book) of Business

Expanding a small food company within legislative and financial boundaries requires an entrepreneur to be both flexible and resourceful, tapping into a host of platforms to reiterate brand messaging and attract new business. Here's how some artisan food producers approach modern strategies for spreading the word:

## Social Media

To pin or not to pin? Small business owner Sarah Feldner maintains a modest Facebook and Pinterest account for her Milwaukee-based spiced nut company, Treat Bake Shop, and you won't find a link to Twitter on her homepage. But you will find her locally made pecans in more than a dozen states. "I don't live and die by social media. It's a great way to connect and communicate with the community, and it's a great way to get ideas and see what other artisans are doing," but sometimes you have to stay focused on your company's own picture, she says.

As for Bolzano, fans and followers relied on Facebook and Twitter to get the scoop after news broke of their closing. "Social media has helped us get our story out. The people we are not getting along with think news about actions against us is going to shame us, but it's actually leading to people and businesses questioning what is going on with Wisconsin regulation," says co-owner Scott Buer. "Plus, now we have a huge outpouring of interest from potential investors and are talking with a few local food companies about merging our operations. Our mission is to make a comeback."

## Virtual Store Fronts

Treat Bake Shop is not the kind of "shop" you can swing by on your way home from work. In fact, before her spiced pecans were on store shelves, Feldner's specialty snacks were only available for purchase on her website, [thetreatbakeshop.com](http://thetreatbakeshop.com). "To quote another entrepreneur, 'overhead can kill your dream,'"

she says. "Until you can prove people want your product, are willing to buy it more than once, and that your business can turn a profit, you should not spend any money [on real estate] unless it is an absolute necessity for the business to function."

## Crowd Funding

Sites such as [kickstarter.com](http://kickstarter.com) and [indiegogo.com](http://indiegogo.com) are known for helping to fund ideas for start-ups, but for Bolzano, it wasn't a platform to pitch a new product. "Ours wasn't a campaign; it was an emergency cry for help. We had some great support from our [indiegogo.com](http://indiegogo.com) contributors, but it wasn't a magic bullet like crowd funding can end up sounding like in the media," says Buer.

## Local Networking

Everyone needs a co-pilot from time to time, and Wisconsin small businesses are no exception—especially while navigating a legislative map marked with intimidating barriers. Networks like the Wisconsin Artisan Food Producers and Local First Milwaukee help connect like-minded entrepreneurs in a supportive community where it's ok to ask for directions. "It's important for us to have a positive attitude about regulation," Buer says, "but know that just simply starting a food company can be taken as a legal challenge by some. Owners need to know they're not alone," and that staying active in food politics and up-to-speed with regulatory issues "can affect local food as much—or more—than the weather, or even fun new food trends."

# Goddesses and Queens

**Wisconsin's Alice in Dairyland, women farmers grow from rich history**

Story by Erika Janik

Photography by Joe Laedtke



**S**he's milked a cow with rocker Alice Cooper. She's danced with Lawrence Welk on TV. She's appeared in the Rose Parade.

She is Alice in Dairyland and she's been Wisconsin's agricultural royalty for 66 years. Alice travels the state during her yearlong reign talking up the importance of farming. Despite her name, she's more than just dairy, and more than just an agriculture beauty queen.

"I cover the diversity of Wisconsin's agricultural sector from mink and cranberries to ginseng and ethanol," says Zoey Brooks, the 67th (and current) Alice in Dairyland. "It's a marketing job, and I spend most of my time on the road trying to be a positive voice for agriculture in Wisconsin."

Wisconsin's royalty isn't confined to Alice. We've also got a cranberry queen, a honey Queen, a Brown Swiss Queen, a Hereford Association Queen, a maple Queen, and a Cherry Blossom Princess, among others. While they may seem a little silly and outdated today, these agricultural queens have an ancient history.

## The Goddesses

For thousands of years, women have been associated with agriculture and the harvest. Women are symbolic of the earth's fertility and abundance, the very things people hoped for their crops. Fertility goddesses, particularly Mother Earth, were important figures in the ancient world, from Asia and Africa to Europe and South America.

The Greeks had Demeter who was said to have invented agriculture and all of the rituals associated with it. The Romans had their own Demeter named Ceres, a regal woman often shown holding a scepter, carrying a basket of flowers and fruit, and wearing a garland of wheat. In Indonesia, goddess Hainuwele was the first to domesticate fruit trees. Hindu goddesses watched

**"Divinities weren't the only women getting their hands dirty. Women have been responsible for growing, harvesting, storing, and preparing food for themselves and their families from the advent of modern agriculture to today."**

over food, the harvest, and nourishment. In North and South America, a Corn Mother gave life to the continents' staple crop. Corn along with beans and squash, frequently grown together, were known as the Three Sisters because the plants were said to embody female spirits.

Virtually all divinities of cooking, hearth, and home also took female form, from Roman Vesta and Baltic Gabija to Celtic Brigit and Japanese Kamui Fuchi. The Aztec goddess Chantico personified and safeguarded the hearth fires, protecting the families that gathered around this essential place in the home.

## From Divine to Prosaic

Divinities weren't the only women getting their hands dirty. Women have been responsible for growing, harvesting, storing, and preparing food for themselves and their families from the advent of modern agriculture to today.

Anne Pickett in 1841 turned what had long been a farm wife's job, processing excess milk into cheese for home use, into a business. That year she rented cows from her neighbors near Lake Mills and established the state's first cooperative cheese operation in her kitchen, earning herself the title of the state's first cheesemaker.

"No man can run a farm without some one [sic] to help him," wrote one Wisconsin farm wife around 1900. "I have always been called upon and expected to help do anything that a man would be expected to do."

Dr. Juliet Severance of Whitewater took a hard line on what she felt to be the unacknowledged and unappreciated importance of farm women. "The farmer's wife is as much a factor in the success of farm life as is the farmer himself," she declared in a speech before the Wisconsin State Agricultural Society in 1886. The wife who "works more hours than he does owns nothing, not even herself, her husband, or the children." She further asserted that a woman could run the farm better on her own than her husband could without her labor. Women had, in fact, demonstrated their skill in doing just that during the Civil War, when they took to the fields while men went to war.

Wisconsin farm families began gathering at local agricultural fairs for social and educational purposes in the mid-19th century. These types of food and harvest fairs had begun in Europe centuries before in the 1500s. At these fairs, agricultural societies showcased the latest technological innovations and displayed the literal fruits of their labors. Women attendees often competed in contests that judged their productive capabilities on the farm. From soap-making and dressmaking, the step to evaluating women's face and form to crown a food queen is not hard to make.

## Queen Alice

Wisconsin's queenly lines go back at least as far as 1923, when Monroe launched a cheese festival presided over by royal ambassadors. The state's most famous queen got her start in 1948 during Wisconsin's centennial year.

Margaret McGuire Blott had the honor of being the first Alice in Dairyland, and she hosted the State Fair's Centennial Exposition.

Alice's early years were a bit strange. For several seasons, a 10-foot tall mechanical Alice greeted guests at the State Fair. The real Alice sat backstage, working levers to make Big Alice sit and stand, and answering questions through a speaker in the doll's mouth. Mechanical Alice apparently delighted rather than scared fairgoers, and she returned each year with a slight makeover. To make sure Big Alice looked like that year's reigning woman, organizers changed the doll's complexion, hair, and eye color.

Although Alice still wears a tiara, the Alice in Dairyland program has changed with the times. The first Alice was selected for her looks alone. The state's centennial commission sent out a call for photographs and chose Blott from among the 500 submissions. Selecting Alice is far more complex today. Candidates submit a resume, write essays, and give speeches. Fewer women apply for the job with this more rigorous process but it also helps to ensure



PHOTO COURTESY OF WISCONSIN HISTORICAL SOCIETY



"Today's Alice logs more than 40,000 miles and speaks at roughly 400 events including daily appearances at the Wisconsin State Fair. Each Alice brings her own focus and interest to the job. Brooks hopes to use her position to promote women in agriculture."

that the candidates can handle the challenge of representing the range of Wisconsin agriculture.

Some challenges are harder to prepare for than others. Debbie Crave, Wisconsin's 34th Alice, entered a crawfish eating contest in New Orleans against a member of the New Orleans Saints football team.

"I was so grossed out to see this plate piled with crawfish. I didn't have a clue how you ate them but I learned how to squeeze their little heads and I never forgot it," says Crave, laughing. (She didn't win.)

But what really stands out for Crave are the people she met and the opportunity to be a part of the Alice legacy.

"It's a remarkable platform to occupy," says Crave. "You see firsthand the dedication of people around the state and get to help share their story."

Today's Alice logs more than 40,000 miles and speaks at roughly 400 events, including daily appearances at the Wisconsin State Fair. Each Alice brings her own focus and interest to the job. Brooks hopes to use her position to promote women in agriculture.

Brooks grew up on a dairy and grain farm in Waupaca that's been in her family since 1855. Her passion for farming began as a kid and carried her through a major in animal science at UW-Madison. She plans to return to the farm at the end of her Alice year.

"More women are going into production agriculture, and are taking over farms," says Brooks. "I think it's an exciting time for us."

## Women Down on the Farm

Of course, women have always been farming; they just haven't been counted.

Until recently, women were viewed as behind-the-scenes sidekicks to their husbands despite the very real and very hard work women have done to support the farm. USDA policies mirrored this prejudice, denying women loans and other forms of assistance that have resulted in numerous discrimination lawsuits. Women also failed to appear in farm statistics. Only since 1978 has the USDA asked for the gender of the principal farm operator in its Agricultural Census. And since then, the number of women-owned farms has become one of the fastest-growing segments of new farmers.

"It's a very fruitful time for beginning farmers, especially women in midlife who are coming to farming in huge numbers," says Lisa Kivirist. "We call it 'encore farming' as these women are bringing different, non-farming skills to the field from their previous jobs."

Kivirist coordinates the Rural Women's Project program of the Midwest Organic and Sustainable Education Service (MOSES), which aims to increase the impact of and resources for women in sustainable farming. She's also a farmer herself, running the sustainable Inn Serendipity Bed & Breakfast near Monroe with her husband, John Ivanko.

The number of farms operated by women nearly tripled over the past three decades, from 5 percent in 1978 to 14 percent in 2007. Most of these farms are small, sustainable operations. The women themselves are younger than the national average.

**"The number of farms operated by women nearly tripled over the past three decades, from 5 percent in 1978 to 14 percent in 2007. Most of these farms are small, sustainable operations."**

**The women themselves are younger than the national average."**

Plenty of women also work with their husbands or other men on farms. While about 300,000 women own their own farms, the USDA counts approximately 1 million women who help run a farm. These secondary farm operators—usually women—have only been counted since 2002.

But even with that growth, agricultural resources for women are sparse. Until recently, something as basic to farming as tools were designed with only a man's frame in mind. Most women look to other women for advice.

"In rural areas, women are isolated by geography as well as gender," says Kivirist. "We're really trying to forge connections between women farmers, to share knowledge and experiences as well as their hardships. Farming is hard work no matter what gender you are."

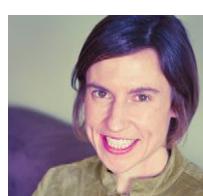
The Rural Women's Project organizes daylong "In Her Boots" workshops on women-owned farms throughout the Midwest during the growing season as well as a public tour of women-operated organic farms known as the "Soil Sisters" in south central Wisconsin.

"It's such a positive group of women with a passion to change how we eat," says Kivirist. "Women are the pulse in food system change."

Alice in Dairyland is a part of that woman-to-woman story as well. Female agricultural role models are hard to find. The title may seem trite but it does grab attention.

"Women have always been in agriculture. They just haven't gotten the credit," says Crave. "Alice in Dairyland is the most visible spokesperson for women in Wisconsin agriculture."

Alice in Dairyland and Wisconsin's other queens aren't just some pre-feminist holdover from the past. They, along with farm and harvest festivals, recall an agricultural heritage that stretches back thousands of years to people and cultures around the world. And as women, these queens and their divine predecessors are perhaps apt symbols for the new, increasingly female face of farming's future. *eM*



Erika Janik is a writer, historian, and the executive producer of "Wisconsin Life" on Wisconsin Public Radio. She's the author of the books "Apple: A Global History", "Madison: A History of a Model City", "A Short History of Wisconsin", and "Odd Wisconsin", and her work has appeared in Smithsonian, Midwest Living, Salon, the Wisconsin Magazine of History, and Wisconsin Trails, among others.

# On The Coffee Trail

**Local buyers seek and taste beans from across the globe**

Story by Rebecca Ratterman

Photography courtesy of Colectivo and Stone Creek

Photos of Anodyne by Joe Laedtke

**W**hen you take a sip of coffee, you taste more than roasted beans. You taste the time, energy, and passion of the men and women behind that cup. The coffee a barista serves may be the product of a farmer with generations of familial knowledge, a picker's deft fingers, a buyer's keen eye, a roaster's experienced nose. Whatever the factors, that coffee in your hands didn't have an easy time making it to you, especially if it's good.

"Finding the quality we want in coffee is hard," says Matt McClutchy, owner of Anodyne Coffee Roasting Company. "Financing that is difficult as well because once we find something we like it'll be six months (until arrival). We pay for it six months before the customers do." The discipline imposed by this extended buying cycle reflects a commitment to quality—all to satisfy the thirst their customers have for good coffee.

So where does any java begin? As a plant growing in tropical countries from Costa Rica to Sri Lanka. Each cup starts as rows of leafy green shrubs weighed down by thin branches chock full of tiny, berry-looking orbs that vary in color from a light pistachio green to a deep oxblood red.

Before being picked and washed, coffee beans lie encased in a fruit layer called a coffee cherry (those berry things). When the coffee cherry turns red, it's ready to be harvested. While there are different ways to pick the fruit, the highest quality coffee comes from pickers and sorters who carefully comb through the plants by hand, only harvesting the ripest fruits. Farmers will then remove the fruit completely, partially, or not at all. Each method changes the end flavor of the coffee. This process, along with the region and climate of origin, might give you an idea of the staggering range of coffee taste profiles. After drying the beans in the sun for multiple days, farmers remove any excess skin from the bean. Et voilà: "green coffee."

"You can compost the coffee skins that are washed off," says Christian Ott, the Director of Coffee for Stone Creek Coffee. "Almost all farms do it. Some farms also make *cascara*, a tea made from dried coffee skins."

The rock-hard beans are then shipped to buyers at American coffee companies, where they hold a tasting called "cupping" to check the quality. Most receive dozens of green coffee samples to cup every year. It's after this sampling that buyers narrow down which beans and what taste they'll target with their blends. After a business connection is established, many buyers will travel to coffee farms to strengthen relationships, while some prefer to make occasional exploratory trips to sample brews in the presence of farmers.

## Values of Buyers

Each coffee company has standards they hold their partners to and vice versa. "We look for three things," says McClutchy. "Seasonality, quality of the cup, and traceability: being able to trace it back to the farm."

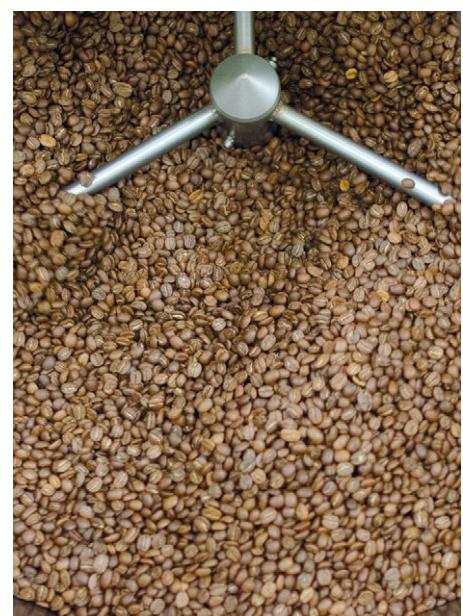
Building trust is a key ingredient to producing high quality coffee. Farmer-company relationships can evolve into partnerships that last for years or even decades, yielding additional benefits. Perhaps farmers will recommend a blend from a neighboring farm with qualities the company wants, or maybe the company will invest in the producer by financing a health center for employees.

Nathan Hoida, the Coffee Quality Manager for Colectivo, recently returned from a trip to Peru to visit a cooperative called La Prosperidad de Chirinos (the prosperity of Chirinos). Chirinos was founded in 1968 with 35 members, and has grown to 653 active members, Hoida says. "Seeing what they've accomplished in terms of infrastructure and social programs within the time we've been purchasing coffee from them is extraordinary," he says.

This past January Ott and his team took a buying trip to Costa Rica and were introduced to a family-run farm called Cerro Verde. On the farm, General Operations Manager Deyner Fallas Mora participates in every step of the harvesting process, even the picking and sorting. This dedication to quality aligns itself perfectly with what many companies are looking for in producers, and resulted in a new partnership between Stone Creek and Cerro Verde.

## Buying coffee not just bean counting

Such a multi-faceted business is bound to involve countless hurdles. One big challenge for coffee companies around the globe is consistency, especially when dealing with so many different types of blends. It takes a good amount of experience and a great sense of taste in order to find beans that maintain a coffee blend's profile through multiple seasons, especially when there are so many steps in the coffee producing process. "My co-worker George and I cup around 1,000 samples of green coffee per year, so it's become second nature to understand the profile required for a blend or a certain coffee to remain consistent and delicious," Colectivo's Hoida explains. "The coffees we use for our blends will change seasonally as new crop coffees become available, so we can maintain a high level of freshness and consistency throughout the year."





**"It's exciting for me when a coffee I haven't stopped thinking about since cupping at origin arrives in our warehouse," Colectivo's Hoida says.**

**"I get to watch it develop at every step—from sourcing to cupping to roasting to serving—and it illustrates the excellence in craft that is required throughout the process."**



Stone Creek's Ott says finding a balance between the cost of production and both parties' needs is tough. "The farms and the company have to have similar interests in sustainability and motives," he says.

Then there's the specter of disease. Coffee leaf rust, a crippling fungus, has especially devastated Central American coffee farmers. When leaf rust strikes, buyers have to find new, last-minute sources. Long-term leaf rust infection could also mean termination of buying agreements between buyers and producers, as well as damage to the local coffee economy.

Our local buyers all agree: the heart and soul of coffee is people. Without the farmers who nurture their plants, without the coffee companies who care about quality over quantity, and without those buyers who love their jobs, consistently great-tasting coffee wouldn't be possible.

**"It's exciting for me when a coffee I haven't stopped thinking about since cupping at origin arrives in our warehouse," Colectivo's Hoida says. "I get to watch it develop at every step—from sourcing to cupping to roasting to serving—and it illustrates the excellence in craft that is required throughout the process."**

Connecting people at opposite ends of the globe is also deeply fulfilling, says Anodyne's McClutchy. "Harvesting coffee takes time and a ton of work," he says. "...It's a satisfying job to bridge the gap between growers and drinkers." **eM**



Rebecca Ratterman is a writer and recent graduate of Marquette University from Louisville, Kentucky. She is a coffee fiend and loves all of the local food Milwaukee has to offer (caffeinated or not). A travel junkie, Ratterman has lived in the beautiful city of Copenhagen, Denmark and still craves the local bread, rugbrød every day.



## Tea Provides Gateway to Eastern Tastes, Customs

If you were to ask Jeffrey Champeau how he got his start in tea, he would take you back to when he was 14 and living in Beijing, China for the summer. He would describe nights filled with jasmine tea and hours-long conversations with people from around the world. Those late-night discussions fueled a passion for tea and Chinese culture, which eventually led him to owner Joshua Kaiser and Rishi Tea in Milwaukee, where Champeau is now brand strategist and assistant tea buyer.

If you are unfamiliar with tea let's start with types. Each variety of tea—black, green and white are the most common, though there are others—has a rich and unique history that extends back centuries, so often taste and texture terms do not translate across cultures. This is where Rishi comes in. For example the Chinese word used to describe Wuyi Oolong, a tea that grows on the craggy Wuyi Mountains in China's Fujian province, doesn't smoothly translate into English. At its simplest, it means "charm of the rock or cliff," explains Champeau (a fluent Mandarin speaker), which alludes to the tea's smooth aftertaste.

So where to start if you are new to the tea scene? "I always have a heart for *pu-erh* tea, one of the most ancient styles of tea," Champeau says. "It is actually fermented. Traditionally it was sun dried in the open air in Yunnan province. They sun dry the tea, wrap up the tea into cakes, put them on mules, then trek it over hills into Tibet. *Pu-erh* is good for digestive health; it's energizing."

Rishi's tea-buying team is specially trained in different tea cultures to develop and maintain good cultural and business relationships with farmers in countries like China, Japan, Sri Lanka, and India. "We want to know the farmers directly. We want to know their names. There is something beautiful about sharing one's culture through business. It is modern and traditional at the same time," Champeau says.

In an industry which involves so many cultures where trust and respect are crucial to business transactions, a tea buyer (like coffee buyers) must be willing to invest travel time and effort to get to know farmers. Solidifying relationships can help resolve major challenges such as seasonal shifts and crop variety.

With many teas gaining popularity worldwide, maintaining quality and taste while producing mass quantities can prove extraordinarily difficult. Traditionally, eastern countries valued the customs behind tea, but the surge in western consumption has endangered the time-honored routines of eastern-style tea harvesting and brewing.

That rising popularity has certainly fueled Rishi's growth; this September, the tea vendor (which opened in 1997) moves into its new factory in Menomonee Valley near Miller Park. But for Champeau it also serves as a warning.

"Unless there is really an authentic and genuine market and dedicated consumers who want to know the story behind their tea, the trend of globalization would be to dilute some of those traditions," he explains. "It feels like we are on one hand trying to build the market, yet the forces of globalization are really swimming against it."



# Making *Elecciones Saludables* (Healthy Choices)

## Milwaukee's Latino community seeks access to healthy food

Story by Jenna Kashou

Photography by Rob Gustafson

**T**here's a serene spot in the city with breathtaking views. Look up and you can see Milwaukee icons like the Allen-Bradley Clock Tower and The Basilica of St. Josaphat. Look down, however, and you see neat rows of peppers, lettuce and squash next to towering plants of chamomile, tomato and corn.

On the rooftop of Walker's Point's new Clock Shadow Building, a small nonprofit is catalyzing a community health movement by growing fresh produce. Situated between the city's flourishing dining district and the predominantly Hispanic South Side, CORE/El Centro serves a diverse population hungry for change.

On a Monday night in summer at CORE, adults of every age zigzag, cha-cha, and shake to a Zumba routine, while their kids receive healthy snacks and learn how veggies grow. This is all part of CORE's Garden and Nutrition program that has been able to reach its full potential since moving into its new building (130 W. Bruce Street) in 2012. The organization serves over 4,000 families a year with its programming and estimates about half take part in the nutrition classes.

Stephanie Calloway, nutrition program coordinator, is using the 1,000-square-foot rooftop garden as a springboard to promote healthy lifestyles. She also runs CORE's summer camps that provide hands-on workshops for students ages 6-13 where they learn how to grow, cultivate and harvest produce and herbs in accordance with USDA organic standards. "The ultimate goal of the camp is to bring the youth closer to the earth, understand the impact that we have on our environment and give them tools to live a healthier lifestyle," said Calloway. "The participants were put into groups on day one and each group was responsible for preparing and/or serving the snacks and lunch for one day of the camp." As part of the nutrition programming, families can also purchase fresh produce and prepared fare from a handful of vendors at the Monday night farmers market.

CORE partners with several other organizations including the Milwaukee Food Council, UW-Extension and the South Side EAT (Empowerment, Access, Transformation) Coalition to inspire policy change for a strong local food system while celebrating the neighborhood's diversity.

Another trailblazer in the area's healthy lifestyle movement is the Sixteenth Street Community Health Center. Through its Healthy Choices Program, 70 percent of participants lose 11-20 pounds and many more maintain their current weight. "Change is happening because there is a need and an urgency," says Tatiana Maida of the Clinic.

Census figures from 2011 show that over the past decade in Milwaukee, the Latino population grew 74 percent. Sadly, so have the rates of obesity: 41 percent of Latino teens are overweight and 21 percent are obese.

Maida is the Healthy Choices (*Elecciones Saludables*) Coordinator; the four-year-old bilingual program serves 100 families a year—though she gets hundreds more referrals through the clinic. Many families who are clients of the clinic are battling morbid obesity and its residual effects in children as young as four years old.

The nominal enrollment fee for families helps hold them accountable for attending the classes and workshops that focus on healthy cooking, exercise and making healthy choices at restaurants. The 12-week program is one of the only programs across the country that is tailored to teens and adults, not just children, serving four age groups altogether. Maida feels especially proud when she hears participants talk about lifestyle changes she promotes through the program—like when children remind their parents to buy wheat bread not white at the market, and women share how they substitute the traditional *manteca* (lard) in beans for olive oil.

**Brewers Organics**

LOCAL FIRST MILWAUKEE

Delivering organic produce and local specialty items right to your door

50% off a first order with code "edible"

Proud member of Local First Milwaukee

[www.brewersorganics.com](http://www.brewersorganics.com) | 414.755.2115

The attendance rates vary from 68-75 percent, which Maida calls a big success, given that “you are telling people things they don’t want to hear.”

The obesity-prevention program is more concerned with educating about quality food than weight loss, says Maida. They also focus on increased consumption of water and vegetables while decreasing soda, red meat, processed foods and sugar. Most families in the program are of Mexican descent, so a big challenge is showing families that they can still have their favorite dishes, but preparing them differently and monitoring portions is key.

“We tell them they can still have a tortilla, but just one, not the entire package. Add vegetables to your quesadilla or chose a tortilla over the *bolillo* (dense Mexican roll),” Maida instructs. The real problem lies in American fast food like hamburgers, hot dogs and chips working their way into Mexican families’ traditional diets. “Mexican cuisine did not become unhealthy until it came to America,” said Maida.

Healthy Choices empowers families not just to make better choices, but also to manage stress and emotions, and to stick together as a family. In most cases, obesity is a family problem, and anxiety, depression and stress cause overeating.

Another important pillar of the program is teaching community leadership that encourages peer-to-peer education. Graduates of the Healthy Choices program have come together to form Latinos por el Salud (Latinos for Health), a community health advocacy group that organizes bike rides, walks and other opportunities for physical activity and healthy eating. Maida finds that when the family starts eating better, the community improves.

In 2012, Healthy Choices and Latinos por el Salud led a grocery store campaign with on-site education, and requested El Rey (1023 S. Cesar E. Chavez Dr.) and Pete’s Fruit Market (1400 S. Union St.) to expand their healthy offerings to hormone-free dairy and meat, whole grains like quinoa, sesame, and flax, and organic produce. Both stores have fully embraced this request and now stock whole grain breads, cookies, crackers, and cereals without high fructose corn syrup, whole-wheat flour, quinoa, sesame, nonfat/low-fat milk and dairy, cage-free eggs without antibiotics, and baked chips.

Pete’s even went a step further. Last spring, they collaborated with CORE/El Centro and the UW-Extension to transform three vacant lots about a block and half away from the market into a small farm, complete with chickens and soon, honeybees. The fruits and vegetables—tomatoes, peppers, beans, corn, squash, lettuce, carrots, raspberries, strawberries and more—are available for purchase at a Wednesday night farmers market on site and at Pete’s. Robert Heotis, the general manager at Pete’s, sees this as their way to educate and organize the community while creating a footprint for more urban gardens.

Both Heotis and Calloway agree that one of the more challenging aspects of the project has been keeping all partners moving on the same page without a dedicated coordinator. “It’s been great to see a group of passionate and busy people come together to make this project happen in just three months,” says Calloway.

With the support of Calloway’s summer camp students and the guidance of Cesar Cena, a Mayan elder with years of agricultural experience, and Ryan Schone, an urban agriculture specialist with UW-Extension, they will be harvesting their first crop this fall. *eM*



Delicious, locally grown fruits and vegetables

Open 4 days a week  
June 22 - November 2  
Saturday 7am-3pm  
Sunday 8am-2pm  
Tuesday 8am-2pm  
Thursday 8am-2pm

Shop local, shop Fondy

Visit [fondymarket.org](http://fondymarket.org) for complete list of market events

2200 W. Fond du Lac Avenue, Milwaukee  
We accept cash, WIC, and SNAP/QUEST cards.

**Brookfield**  
Farmers' Market  
Since 1991

Saturdays  
7:30 - Noon  
Through  
October 25th

2000 N. Calhoun Road, Brookfield  
WIC • SNAP/Foodshare • Debit Welcome  
Visit: [www.brookfieldfarmersmarket.com](http://www.brookfieldfarmersmarket.com)  
for available local products & activities

Looking for a vegetable garden with a home attached?

Need a bigger kitchen to cook all those great veggies?

Let's find you the perfect home!  
#SpottToniSpott for all of your  
real estate needs.



414-788-4255

ToniSpott.com  
[Tspott@KW.com](mailto:Tspott@KW.com)





Jenna Kashou is a Milwaukee native and probably a lifer. She loves to travel, but appreciates coming home to the comforts this city has to offer. A graduate of Marquette University's digital storytelling program, Kashou is thrilled to meet new people and honored to tell their stories. She served as the Pfister's 5th Narrator-in-Residence and also contributes regularly to *Milwaukee Magazine* and the *Milwaukee Business Journal*.

Coming from a family of Mediterranean descent where every event is centered on food, she knows a thing or two about eating good meals.



Rob is a photographer / IT professional who currently resides in Wauwatosa. He has been photographing weddings, portraits and concerts professionally for the past five years. His love for photography was started when he was given a Teenage Mutant Ninja Turtle camera at the age of 5. Though most photographers (including himself) primarily use digital cameras, Rob loves to shoot and experiment with film.

Pete's even went a step further. Last spring, they collaborated with CORE/El Centro and the UW-Extension to transform three vacant lots about a block and half away from the market into a small farm, complete with chickens and soon, honeybees.



# *Food as Medicine*

**Watertown restaurant transforms “hospital food”  
into scratch-made, farm-to-table fare**

Story by Brett Kell  
Photography by Joe Laedtke

**P**icture a delivery truck parked at the loading dock of a hospital, the smell of diesel exhaust punctuated by the thump of boxes, cases and cans being loaded onto a dolly. This is food, and it will be fed to patients, visitors and staff in short order.

Now picture an entirely different scene: gone are most of the delivery trucks. Gone are the canned vegetables and sauces, frozen and pre-portioned proteins, vacuum-sealed this and boxed-mix that. Gone are the freezers that held most of the food, the warming ovens that heated it, some of the people who prepared it, and even the walls around it.

Such was the recent transformation of the food service operations at the Watertown Regional Medical Center (WRMC), in a modest town of 24,000 an hour west of Milwaukee.

In place of everything that has been subtracted from this tucked-away hospital stands Harvest Market, an honest-to-goodness restaurant with a gleaming new custom-designed kitchen, dining room and lounge, specialized storage and preparation facilities, state-of-the-art equipment, an 11,000-square-foot garden out back, a kitchen classroom in front, and a dedicated staff of trained chefs, cooks and dietitians who create scratch dishes from fresh ingredients. All based on a philosophy of food as medicine.

Leading this metamorphosis from institutional food service to wholesome, flavorful restaurant cooking was a team of administrators focused on the health of the surrounding community, where rates for obesity and death from heart disease are higher than both state and national averages. This new approach took root in 2011 when WRMC president and CEO John Kosanovich and other administrators toured Growing Power, a Milwaukee-based urban farm and agricultural organization that helps provide equal access to healthy, high-quality, safe and affordable food.

"The investment in Harvest Market is really an investment in our community," said Tina Crave, WRMC's VP and chief experience officer. "It's our goal to help folks learn how to eat and cook healthy food in an enjoyable way, and challenge them to move away from processed convenience food."

To lead this charge the hospital found an experienced, Le Cordon Bleu-trained chef, Justin Johnson, with a similar transition already under his belt. From 2008-11 Johnson was executive chef at Harwood Place Retirement Community in Wauwatosa, where he turned a tired, bland, heat-and-serve operation into a restaurant-style one offering high-quality cuisine in two remodeled dining areas.

After a stint as executive chef at downtown Milwaukee's landmark Hotel Metro, Johnson responded in early 2012 to the medical center's ad seeking a professional chef. Intrigued, he had several interviews with top administrators during which he cooked dishes he thought could work in the new restaurant, and they discussed the radical new approach the hospital hoped to take.

After discovering their visions aligned, Johnson quickly got busy laying the gustatory groundwork while the existing cafeteria and kitchen spaces were gutted, redesigned and rebuilt to include an inpatient line in the back of the house for made-to-order room service, and open, market-style cooking spaces in front for cooks to interact with customers and create sandwiches, salads, flatbreads and skillet dishes by request before their eyes.

Food service was just one dimension of the overall makeover, said Johnson.

"The hospital wants to be best in class," he said. "We want the best customer service ratings in the country. We want to treat healthcare more like *health care*, not just treating sick people. Nourishment, mental health, physical health, all of it. The food-as-medicine component focuses on nutrients and preparation, but it's just one part of a bigger picture."

*Edible Milwaukee* discussed with Johnson, Crave, and Market Chef Guide Erik Schuelke how this transition unfolded and has evolved since Harvest Market opened last year.

## What are some of the most significant changes to the food from how it used to be prepared?

**Johnson:** It was a standard hospital cafeteria. Everything was brought in pre-made. Soups came frozen in bags. Entrees came in aluminum tins, full of trans fats, chemicals, salt and sugar. There were a few things made in-house. One of them was Beef Stroganoff, which was made by combining two five-pound blocks of frozen diced beef with six large cans of cream of mushroom soup and baking it for two hours. The next day I showed the staff how to make it from scratch: sear the meat, add tomatoes, onions and garlic, add demi-glace, temper in the sour cream so it doesn't break. We talked about building flavors, and then tasted it. One person shook her head and said, "I just realized I don't know anything about cooking." That was our starting point.

## How did you determine whether the staff would be able to execute a new menu and style of cooking?

**Johnson:** I designed a 26-week culinary training program of classroom stuff—food history, fundamentals, physiology of taste, why certain things taste good with other things—and hands-on kitchen learning: eggs, vegetables, meat, entrée architecture, soups, potatoes. For the final, we took over the Watertown Country Club for a night and did three or four seatings for about 40 people. It was the staff's introduction to cooking to order. They did an amazing job. Four of the six who completed the program are in key cooking positions to this day.

**Schuelke:** Before I went through the class with Justin, I didn't know a ton about cooking. I hadn't worked with chefs before. We were just people who worked here. Everything was pulled from a freezer, baked and set out. Now everything is raw and we cut it and cook it with fire. We didn't have fire before.

## How does the menu align with the emphasis on wholesome food?

**Crave:** There's a lot of collaboration that takes place between the chefs and our registered dietitians. Our goal is for about 80 percent of our food to be healthy, and about 20 percent traditional comfort foods prepared in a healthier manner. Our dietitians evaluate the nutritional content of every recipe and work with the chefs to modify it in order to reduce calories, lower sodium, or increase fiber. Together, they balance how to make it as healthy as possible while ensuring it's something all our guests will enjoy eating.

## How did the massive garden come about?

**Johnson:** Initially we thought it would be cool to have some herb pots out the back door of the kitchen. My boss at the time took me around the grounds one day and asked where we might put the herb pots. Then he asked, "what if we did a raised garden?" I said that would be amazing. Then



he walked over to a community garden at a nearby senior facility and he said “what about something this size?” I said great, even better. But a week later he was thinking it might not be big enough or generate enough produce, so he walked me across the parking lot and down a hill to this huge space the size of a football field and said, “what if we did it here?” I couldn’t believe it. That was the first moment where I realized they were really serious.

### **How do you get what you can't grow on site?**

**Johnson:** In the old restaurant, all vegetables were frozen. Potatoes were freeze-dried pearls, basically just starch with a bunch of trans-fat and salt and BHT. All proteins were frozen. Now, all produce comes from our garden, or fresh from a wholesaler or local farm. We work with Sprouting Acres CSA for produce and Good Morning Babies Beef for a whole cow. We've worked with other farms on a one-off basis for things like strawberries, and we have a farmers market at the hospital.

### **What was the adjustment for the staff to working with fresh ingredients?**

**Johnson:** The biggest reason we get in whole chickens and whole fish and a cow is so that the chefs and cooks have a relationship with the food from a raw state. If you have a case of 30 vacuum-sealed frozen salmon fillets that you rip open and line up on a sheet tray and you burn them, what do you care? You throw them away, open another box and put in 30 more. But if you have to cut the fish with your hands... and have to go through the whole laborious process of skinning, de-boning, filleting and cooking it, you're going to be that much more invested in what you're doing.

### **What has customer feedback been?**

**Johnson:** There are lots of people who really like what we do. We have our fan base in the hospital, but locals who work elsewhere come for lunch and fawn over us, too. They can't believe you can get food like this at a hospital. The way the restaurant is set up, we have our menu items and specials, but

people can customize... That's appealing to them. The prices are ridiculously low; there's nothing over \$5.

**Schuelke:** Someone came here from West Bend recently to visit a patient and came back two more times just for the food. That's not a short drive. We get people in all the time who eat and then tell us, “I've never even heard of this place, and the food was amazing. I wish I would have known earlier.”

### **How does the administration promote a completely new and different restaurant, especially one inside a hospital in a rural area?**

**Johnson:** We're trying to think of other programs and things we can do to bring more people in the door. We go to events and schools. The primary focus is the immediate community, because it's all chains and fast food. We're now doing to-go meals so people can bring something healthy home. When I'm at a gas station with my chef's coat on and somebody sees our logo, they recognize it, but when I ask if they've tried us out, they say “no, I don't really see myself going to the hospital to eat.” There's a stigma, and we're fighting that by... doing what we've been doing, which is giving people incredible food every day.

### **Is there particular pressure to succeed given the expense involved in creating, outfitting and staffing the new restaurant?**

**Johnson:** No, for two reasons: one, our inpatient service is subsidized and isn't designed to make money. Two, our food costs are actually lower than before. We looked at data for the last seven months of operation before we reopened and the first seven months since, and we spend an average of 12 percent less on food per month now, because we're buying raw materials and working with them instead of buying expensive pre-made food with built-in labor costs. We're a more sustainable business now because of our approach, not in spite of it.



### **Given your diverse experience as a chef, how does the food at Harvest Market compare to what you've seen and tasted elsewhere?**

**Johnson:** I would put our best dishes up against dishes in the best restaurants in Milwaukee. On our new inpatient menu is Lake Superior whitefish, seared with the skin on, paired with roasted endive and a fennel and Brussels sprout slaw. We do a sous-vide lamb and veal meatloaf with pistachios, horseradish and mustard, served with a smoked tomato vinaigrette and roasted onions.

### **What's been the biggest reward in taking on this transformation and watching things evolve?**

**Johnson:** The staff. To have the group of people we do—the culture and energy—without a doubt, is what makes the place go.

**"We want to treat healthcare more like health care, not just treating sick people... The food as medicine component focuses on nutrients and preparation, but it's just one part of a bigger picture."**

While Harvest Market still faces challenges drawing in the locals it was created to serve, the positive feedback from those who have tried it and those who eat there regularly has underscored the administration's belief that it's on the right path.

"We hear people say how great and affordable the food is, but we also hear them acknowledge that it was hard to get over going to the hospital to eat," said Crave. "One of our goals is to get people comfortable with visiting us when they're healthy as opposed to only when they're ill." *eM*

For a longer version of this story, visit our website at [ediblemilwaukee.com](http://ediblemilwaukee.com)



Brett Kell is a freelance writer and communications professional. He has contributed to various publications, websites, and media, and has won awards for feature writing. His poetry has appeared in Emergency Almanac, Paj Ntaub Voice, KNOCK, Clare, Bakka and others, and he's spent years on a chapbook called "Nonce Words" that might eventually see the light of day. In his spare time, he nurtures a fondness for Milwaukee restaurants, bars and artisans. He also collects watches, drinks scotch, enjoys music, and roots for the Packers. Brett and his wife, Lauren, live in Caledonia with their two children.



Joe has been a life-long food enthusiast, starting when he was still a kid growing up in Washington Heights, watching his grandma Shirley intently as she taught him her secret recipes for onion dip and turkey gravy, and even through college as he delivered pizzas throughout the greater Ripon area in a 1978 AMC Pacer. These days, he proudly represents the unique combination of freelance photographer and licensed funeral director, and has garnered national attention with his website, *Eating Milwaukee*, including a segment on CBS *This Morning*.

# *By Turns Sweet or Sour*

Purity, flavor of homemade  
syrups, infusions making comeback

Column and photography by Dy Godsey



**T**V dinners and processed cheese food are to cuisine what sweet & sour mix is to mixology. Generally called “sour mix” behind the bar, it is mass-produced and is about as unnatural as can be. For decades until fairly recently, convenience trumped quality and artificiality became the standard. The American palate was held hostage by colors and flavors produced by the gastronomy-industrial complex.

Just when it looked like that banal nightmare was never going to end, a bartender named Dale DeGroff at New York’s Rainbow Room in the 1980s read an antique bartending book from 1862. “The Bon-Vivant’s Companion,” by Jerry Thomas, inspired DeGroff to return to the classic ratios and formulas, juicing his own fruit and making drinks the way the old masters had. The result? Revolution. Attention to basic details made such a difference in the quality of DeGroff’s mixology that he is generally considered to be the craft cocktail movement’s founding father (and he’s also a James Beard Award winner). American bartenders picked up his torch, armed with the ratios, techniques and ingredients of bartending’s Golden Age.

The seeds of this movement could hardly have fallen onto more fertile soil than our own. In Wisconsin, pride in craftsmanship never really died, and slow food remains a way of life. As with dining, our drinks improve by incorporating fresh herbs and produce. Perhaps the biggest single improvement in the quality of cocktails can be achieved by abandoning that abomination of convenience, and making sour mix from scratch. House-made sour mix is as easy as combining approximately equal proportions of sugar with the juice of lemons and limes, and quantities can be easily scaled for use at home or behind the busiest bar.

However, Wisconsin is not known for citrus production (although The Hamilton did successfully produce two limes that achieved cult status). Another way to incorporate fresh ingredients is to cultivate a small herb garden. Mint is the most common, appearing on the patios of bars at The Iron Horse and Great Lakes Distillery. Though a bar garden might start as a few plants in a sunny spot out back for quality, cost savings, and convenience, imaginative bartenders are finding ways to use more exotic ingredients. Tripp Duval, bartender at The Hamilton, showed off the jalapeños, lemongrass and cilantro that grow in the sunshine on their patio garden. Artful use of these plants can replace the artificially-flavored spirits produced by the major factory distillers—though it should be noted that Milwaukee’s own Great Lakes Distillery (GLD) uses real lemons, honey, maple syrup and botanicals in the spirits they produce.

The most versatile way to bring real food into cocktail ingredients is also its humblest. Whether you want to make shrubs, tonics, sodas, liqueurs or cordials, they all start with syrup.

The basis for this category is simple syrup, which is roughly equal parts granulated sugar and water. Making flavored syrups is nearly as easy, and their variety is as limitless as your imagination. There are two basic methods: hot and cold. If you are starting with something very dry, it is customary to simmer it in water to draw the flavors out. Matt Tunnell, assistant manager of GLD’s tasting room, likens this approach to making tea.

I spoke to Jeff Cleveland, manager of Bryant’s Cocktail Lounge, about his rhubarb syrup. Rhubarb has very little of its own water, so it’s necessary to add some. Simmer equal parts cubed rhubarb and water for about 20 minutes, cool slightly and add sugar. How much sugar you add depends on the sweetness of your base ingredient, so a little extra sugar is needed to balance the tartness of rhubarb.

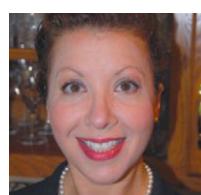
“In Wisconsin, pride in craftsmanship never really died, and slow food remains a way of life. As with dining, our drinks improve by incorporating fresh herbs and produce.”

However, if you are starting with an ingredient that has a higher liquid content, you can get a truer, brighter flavor without cooking. GLD’s Tunnell has been concocting all manner of house-made ingredients for years, and his advice is simple: just chop your fruit and put it in a jar with your sugar. He hints at the science behind the technique, “[T]he sugar will draw the liquid out and get the flavor, and then you can strain the solids out.” He will then pour a little vodka over the solids, to pull through even more flavor. The cold-process approach also works when starting with frozen fruit, making it possible to produce some fruit syrups year-round.

Once you’ve mastered syrups, there are many ways they can be used to expand your cocktail program at work or at home. To make sodas, add your flavored syrup to carbonated water. Make a 2:1 ratio of syrup to cider- or rice vinegar to make an easy-drinking shrub; early American bartenders used this method to preserve summer fruits for winter use. Making your own fruit cordials is as simple as adding your syrup to a complementary spirit. The Hamilton’s Duval makes a beautiful orange liqueur in large batches, using orange peels that might otherwise be discarded.

Perhaps, however, you wish to add flavors to your cocktails, but not the sweetness of sugar. Infusing alcohol can be as easy as soaking the flavorful ingredient in your choice of alcohol. Ellie Harbeck of the Iron Horse Hotel oversees a cocktail program that takes full advantage of this technique. Timing and tasting are the keys to your success, says Harbeck. In simple infusions, all the ingredients can be added at once, but in more complex blends, flavor must be staggered so that one doesn’t dominate the others. The Hotel’s summer cocktail menu featured a honeydew-habanero tequila infusion. Harbeck explains, “[W]e let the honeydew sit for a few days, then we put the habanero in after—if (the peppers) sit for much longer, you’d be needing a drink with your drink!”

All this emphasis on freshness and quality might seem intimidating in its modernity, but in truth it represents a return to the practices of bartending’s Golden Age. Today’s professionals and passionate amateurs honor the life’s work of men like Jerry Thomas when we take up the torch of craft bartending. You, too, can follow in this tradition. Growing and making your own ingredients improves the quality of the cocktails we drink, and meaningfully connects us to our heritage. **eM**



Born and raised in Wisconsin, Dy Godsey’s enthusiasm and talent for mixing spirits keep her growing as a bartender, cocktail writer and freelance consultant. She is delighted to work in a field as complex and rewarding as the spirits industry, and would love to make you a drink sometime.

# Get Your Hands Into the Stuff of Life

**Making bread a matter of practice,  
patience for home bakers**

Column by Christina Ward  
Photography by Rob Gustafson



**F**lour. Water. Salt. Yeast. Bread. The “stuff” of life. It is an old adage in all cooking that the simpler and fewer the ingredients the more important technique is. Bread baking is the quintessential expression of this maxim. Successful bread making is wholly about technique. Yes, there are subtleties achieved through changes in the types of flour, salt, yeast, and even water used in a recipe. And of course, you can boost flavor with herbs, fats, and other tasty additions. But at its core, bread is about the toothsome bite of the crust and the soft chew of the crumb—qualities only achieved through proper technique.



## Bread Baking Tips

Tips and tricks from Gene Webb and Joe Blaine

- Use weight, not volume to measure ingredients.
- Pay attention to humidity; humidity changes doughs.
- Don't use quick rise yeasts!
- Give yeasts a full 24 hours to ferment.
- When working with wetter doughs, don't use too much flour in the shaping. It can be absorbed into the dough and cause scarring.
- If using a stand mixer, use your dough hook attachment!
- As you shape loaves, save the end bits in a bin in the refrigerator. These can be re-used and develop even more flavor.
- When shaping, don't overwork the dough.
- Wood is the best work surface. It holds the temperature of the dough steady.
- Use a baking stone (pizza stone) to achieve even crust and thorough baking when making artisan style breads.
- Avoid fleximold pans (silicone).
- Use parchment paper; it makes moving loaves easier and prevents sticking.
- Use the pan of water or ice cube method to replicate the two-stage steam baking of professional ovens. It will take a few times to learn your own oven, but cracks or ruptures on the top of a loaf is a sign that it's too dry.
- Try finishing off your baking time with the oven door slightly open for the last 15 minutes.

“Many people (who are not celiac) who have stomach problems from eating breads are not having a reaction to gluten; they’re reacting to the high levels of starch in commercial breads made with quick yeasts. We’ve forgotten what bread tastes like.”

The revolution in bread baking of the past decade is to look backwards at how our ancestors made bread. With science at our fingertips, we now know how that alluring mixture of flour, water, salt, and yeast behave together and how to better utilize the two unmentioned ingredients needed for all bread: time and temperature.

I spoke with Gene Webb, owner of North Shore Boulangerie. Before following his dream of baking French-style breads, he studied yeast biogenics. From his academic studies, he understood how and why yeasts behave; they are a living organism needing a food source, moisture, and an ideal temperature. But what he didn’t know is the relationship between simple ingredients and the proper techniques. “Bread leaves nowhere to hide. You know when it’s right. You know when it’s wrong.”

Webb studied at the French Pastry School in Chicago and worked with master bakers in Chicago and Paris to learn the essence of what makes great bread. “At its core, bread is just baked wheat paste. What adds flavor is yeast.” When yeast is fed by salt, flour and water at the correct temperature it transforms into the tasty loaf we’re striving to create. He is an advocate of regular, active yeast for home bakers. “The advent of quick-rise yeasts killed home baking. Quick yeasts aren’t really behaving as true yeasts; they’re not digesting the starch.”

How does that distinctive taste happen? As yeast grows, it consumes the starches in flour to release carbon dioxide. It’s what makes the crumb light, the texture soft, and the taste slightly sweet-sour. Webb adds, “Many people (who are not celiac) who have stomach problems from eating breads are not having a reaction to gluten; they’re reacting to the high levels of starch in commercial breads made with quick yeasts. We’ve forgotten what bread tastes like.”

Think of it this way: the yeast you use in a bread dough is the same strain as used in beer. Beers, wines, any foods that utilize a yeast need a fermentation period. That is the missing element in many American-style bread recipes. We allow for a dough to ‘rest’ or ‘rise’ for a couple of hours, but that’s nowhere near enough time to allow for a light, airy loaf with a firm crust. Using the long ferment time allows the bread to develop natural gluten strands without kneading. This also is why French-style breads have a more open crumb.

Joe Blaine is Head Baker at National Bakery, a Milwaukee institution since 1923. I wanted to learn from Blaine what makes their breads the perfect sandwich bread. He agrees that yeast is very important. At National, they employ a 24-hour cycle, making the doughs on one day, then baking the next, thereby allowing the yeast to ferment.

This time is critical for all bread doughs. When letting your dough rise at home, you want to first create a warm and humid environment for the yeast to grow rapidly. Then you want to slow the fermentation down with a drop in temperature, but without losing moisture. For home bakers, a stoneware bowl is the right tool for the job. Dough placed into a bowl, covered with plastic wrap, and placed on top of a counter or stove will do the trick.

Blaine pointed out that flour can definitely make a difference in your bread. Both he and Webb utilize an unbleached all-purpose flour. But, Blaine says using a bread flour that is higher in gluten (more fiber strands) will result in a stronger, tougher finish. This is great for hard rolls, but maybe not what you want for a sandwich bread.

For sandwich breads, they're looking for more densely stacked gluten strands. This gives a lighter bread but with a dense crumb. Big holes in a slice aren't ideal for sandwich making! To help achieve this dense crumb, National adds fat to the dough, which could be butter, lard, or oil depending on the recipe. Fat impedes gluten development as it binds with the moisture. Fat also conditions the dough and makes the final product softer.

Kneading dough is often something dreaded by home bakers. At North Shore Boulangerie, their doughs aren't kneaded, just mixed; the yeast is doing the work of building the structure. At National Bakery, breads are kneaded. This process helps develop the gluten strands more tightly, helping to achieve a dense crumb. Blaine laughs, "No one works a dough on the board for hours anymore!" He says that though they still make their recipes according to the original recipes they have adopted some modern technological advances. He points proudly to the giant Hobart mixer, "This is the same machine, made by the same company, as a Kitchen Aid. Use a dough hook! You'll never want to knead again. A couple minutes with the dough hook replaces who knows how long kneading."

Both Webb and Blaine also say that commercial ovens are different than home ovens. "People don't realize that bread from a bakery is really baked in two stages; the first part of the baking utilizes steam," says Webb. Blaine adds, "Steam gets absorbed early in the process and gives you a shiny, crisp crust. Without the steam, you'll end up with a thick, dull and cracked finish."

Both experts suggested a few hacks to replicate their steam ovens in a home setting. Blaine opts for a jelly roll pan filled with water placed at the bottom rack of your oven. Webb favors a cake pan on the bottom rack in which you toss some ice cubes. Either method will help you achieve your perfect loaf.

I asked about whole grain and rye breads. Webb said that rye flours can be tricky, they tend to absorb moisture at an uneven rate. At National Bakery, their rye loaves are a balanced mix of rye and unbleached wheat flour. Start with a basic bread, then work your way up to rye flours is the advice from both master bakers. According to Webb, "Don't be too hard on yourself. The key is to never be satisfied but always be accepting and know that the recipe is not dogma; play with the dough, make adjustments."

As we welcome fall and thoughts turn to home and hearth, I challenge all of you to rediscover the joy of bread baking. I've included two recipes on our website, [ediblemilwaukee.com](http://ediblemilwaukee.com): one for a French-style artisan boule bread and one for a simple sandwich bread. Webb offers a final word of advice, "Courage! As long as you enjoy the results, keep doing it!"

The breaking and sharing of bread is the symbol of fellowship throughout the world. I invite you to share that. Send us your pictures at [art@ediblemilwaukee.com](mailto:art@ediblemilwaukee.com) or post them to our Facebook page. 



Christina Ward is the certified Master Food Preserver for Milwaukee County. She teaches food preservation classes and writes about the foods people eat. You'll find her throughout the year at local farm markets selling interesting jams and jellies. Learn more about classes on Tumblr and Facebook at Kick Out the Jams.

## Bread Baking Vocabulary

**Crumb** The inside of the bread. Gives the bread texture, density is determined by the amount of carbon dioxide gas released by the yeast, which makes 'holes' in the bread.

**Crust** The outer part of a bread. Varies in all loaves and styles.

**Levain** Wild yeast preferment sponge grown with white flours, traditionally high in moisture.

**Poolish** A French baking term derived from a method used by Polish bakers to quickly activate a yeast. It's a wet sponge made from baker's yeast that is kept in the fridge and added to a dough to aid fermentation. Unlike a sourdough or levain, which is derived from wild and natural yeasts.

**Proof** Means to test yeast that it remains alive and active. Also refers to the rising/fermentation process. A Proofing Cabinet is an area or device specially devised to retain humidity while dough ferments. (A stoneware bowl with plastic wrap will work for home bakers.)

**Resting** The short time a formed/shaped dough undergoes a shorter fermentation period.

**Rising** Rising is the first fermentation of the dough, when the yeast are multiplying, digesting starch, and creating gluten strands.

**Sourdough** Wild yeast preferment sponge grown with rye flours, traditionally low in moisture.

**Sponge** Term used to identify all types of yeast pre-ferments.



**Sample:** 2014 Award Winners.

**Quark**, First Place American Cheese Society Competition



**Chevre**, First Place Wisconsin State Fair Cheese Contest

**Take:** Milwaukee's First and Only Cheese Factory Tour. Learn why cheese curd Squeaks®.

**Remember:** Clock Shadow Creamery for your holiday parties and gift giving. We ship!

138 W. Bruce Street, Milwaukee, WI 53204

[www.clockshadowcreamery.com](http://www.clockshadowcreamery.com)

414-273-9711

# Pumpkins Expand Kids' Palates

**Heirloom, lesser-known varieties offer new tastes and hues**

Column by Francie Szostak  
Photography by Erika Kent

**R**ed Fish, Blue Fish. Green Eggs and Ham. Dr. Seuss had it right when it came to teaching us about the different colors and varieties our food can be. If only he hadn't stopped when it came to fruits and veggies. We always hear about the red tomato, green bean—but where are the orange tomatoes and purple beans?

There are many reasons why certain shades and shapes of vegetables have risen to supreme popularity while their counterparts are left in the dirt. Because of qualities prized by large-scale producers and industrial agriculture, some types of produce have been bred and selected for flavor, others for maximum productivity and shelf life—while others have strange tales of ascent to popularity.

Take the carrot for example. Until the late 16th century, purple carrots were the norm in Western Europe. Today's popular orange varieties were originally derived from red, yellow and white strands. While most horticulturists agree that these "new" orange varieties began to be cultivated by Dutch farmers due to superior sweetness and fleshiness over their purple counterparts, there are also a few stories claiming orange carrots gained popularity in the Netherlands around this time in homage to a string of Dutch rulers named William of Orange.

Whatever the case, it is an unfortunate side effect of this lack of veggie variance that most children are taught to view produce varieties so narrowly. From a young age we learn lettuce is green. Corn is yellow. Flashcards often depict the word red with a tomato, and I highly doubt there is a single rabbit in a picture book eating purple carrots.

When youth (and adults!) keep to these limited veggie color notions, and never try produce colors and varieties outside the norm, they miss a whole spectrum of flavor and texture, not to mention local, varieties.

Think for a minute about only ever eating red apples. If this were the case, one would never experience the pleasant, sour flavor of a green Granny Smith (perfect for pies), or the crisp texture of the green- and yellow-marbled apple named after our beloved city, the Milwaukee Apple.

When raising a "Good Eater," we value introducing children to numerous types of vegetables. Why not also to a number of colors and flavors? As we nurture the next generation of eaters and local food supporters, teaching them to appreciate and enjoy all shades of rainbow produce not only encourages youth to be adventurous eaters, but lends itself to education about

"This harvest season we challenge you and your family to begin exploring the colorful world of vegetables, starting with a symbol for fall, and a perfect way to smash the veggie color barrier: the pumpkin!"



**COMING SOON!** TO THE PUBLIC MARKET  
400 N. Water St., Milwaukee

visit us at [anodynecoffee.com](http://anodynecoffee.com)

**PECK & BUSHEL**  
FRUIT COMPANY  
EST. 2010

[www.peckandbushel.com](http://www.peckandbushel.com)

**Superior Culinary Center**  
**BIRTHDAYS full of cooking fun!**

- Safe, hands-on cooking fun
- Many themes
- All-inclusive packages

See <https://www.superiorequipmentsupplies.com/birthday-parties/>  
or call **800.960.4300**  
Superior Equipment & Supply • 4550 S. Brust Ave., Milwaukee, WI 53235

**SAVE 50%**  
off any Kids Birthday Party  
Use code: SUP78601

**PURVEYORS OF LOCALLY HANDCRAFTED FINE CHOCOLATE**

Walker's Point  
211 S. 2nd St.  
414.223.0123

Shorewood  
4525 N. Oakland Ave.  
414.332.2749

*Indulgence*  
CHOCOLATIERS  
[www.IndulgenceChocolatiers.com](http://www.IndulgenceChocolatiers.com)

biodiversity. While eating a salad of heirloom tomatoes, parents or teachers can lead conversations about growing varieties of produce that are best suited for our region's conditions. Teaching youth to appreciate the color and flavor of food grown locally—now that's raising a good eater.

This harvest season we challenge you and your family to begin exploring the colorful world of vegetables, starting with a symbol of fall, and a perfect way to smash the veggie color barrier: the pumpkin!

In addition to popular orange hues, pumpkins can be yellow, white, green and even blue. They can be large and smooth, or small and covered in bumps. While grocery stores are starting to offer more in terms of produce options, most pumpkins these days are bred and sold for carving jack-o'-lanterns, not eating! Even the ones labeled as pie pumpkins in stores are void of much true pumpkin flavor. The best place to find true variety is at your local farmers market. Browse the booths for unique colors and textures, and talk to your farmers about their favorites. Below is a list of a few of our favorite colorful and edible pumpkins to look for this fall.

**Marina Di Chioggia** – While warty and green on the outside, the inner flesh of this Italian variety could not be more delicate. Perfect for making pumpkin ravioli, as it is not too sweet.

**Long Island Cheese** – Long and flat like a wheel of cheese, this tan heirloom variety is great for making pies or pumpkin desserts!

**Long Pie Pumpkin** – This heirloom variety is the best for all-around cooking! From pies to savory dishes like pumpkin soup or curries, the flesh is virtually stringless, smooth and bright orange. Also known as Nantucket Pie pumpkin.

**Kakai** – Beneath the black-striped flesh of this unique pumpkin are large, hull-less seeds—perfect for roasting.

**In addition to sprinkling with salt and pepper, try mixing up your roasted pumpkin recipe this year with these variations:**

**Herbed Parmesan:** Garlic powder, chopped dried herbs (rosemary, thyme and basil work well) and finely grated parmesan cheese.

**Cinnamon Sugar:** Cinnamon, brown sugar (or honey), butter, nutmeg and salt.

**Asian:** Soy sauce (or tamari), garlic powder, fresh or ground ginger, and sesame oil.

**Follow this recipe for any of the above pumpkin seed flavors:**

1. Preheat oven to 350°F.
2. Scoop out the inside of your pumpkin, and separate seeds from pulp. Place seeds and pulp into a large bowl full of water. Massage the seeds and pulp to separate/loosen the stringy pulp from the seeds. The pulp will sink to the bottom while the seeds float. Don't worry if there's a little pulp left on the seeds when you roast them—it only adds flavor. Scooping and separating the seeds is a fun step for kids!
3. In a bowl, toss the seeds with selected oil, coating thoroughly. Add salt and seasonings.
4. Spread seeds evenly in one layer across a greased baking sheet.

5. Bake for 30 minutes, or until the seeds are golden brown and start to smell divine. Stir the seeds every so often while they're baking, so they toast evenly. eM



Francie Szostak is the Education Coordinator for Wellspring Organic Farm and Education Center. Through Wellspring's programs, her goal is to provide opportunities for the local community to experience and connect with where our food comes from. When not snacking in the cherry tomato patch, Francie can be found enjoying local food, music, the outdoors and embracing the culture of Milwaukee.



A native of Detroit, Erika Kent earned her Bachelor of Fine Arts degree from the University of Michigan's School of Art and Design. In 1997, she packed up her Ford Escort, popped in a mix tape, and moved to Milwaukee. After 13 years as Vice President of, and then consultant to Ten Chimneys (the National Historic Landmark house museum in Genesee Depot), Erika stepped down from her nonprofit arts administration career and leaned into her work as a photographer.

### Straight from the Farmer's Mouth: Favorite colorful pumpkins and what to do with 'em!

#### Amy Wallner - Amy's Acre - Caledonia, WI

##### Variety:

Galeux D'Eysines

**Why:** You can use a knife to write words on young pumpkins and as they mature, it heals over and scars your message on it!

**Cooking Tips:** Puree until super smooth and use it in a celeriac, ginger & coconut cream soup. I roast it until the ends get caramelized for extra sweetness.

#### Alissa More - Wild Ridge Farm - Fredonia, WI

##### Variety:

Musque de Provence

**Why:** It's gorgeous! They have this beautiful mahogany color that looks almost like wood-grain, and they keep turning a deeper shade even off the vine.

**Cooking Tips:** It works well as a soup pumpkin; you can actually pull off that trick of cooking it, scooping out the flesh, making the soup and putting it back inside the shell.

#### Heather Hall - Wellspring Organic Farm - West Bend, WI

##### Variety:

Crown Pumpkin

**Why:** This blue/green-hued beauty is easy on the eyes, delicious, and stores incredibly well.

**Cooking Tips:** The flesh is a vibrant orange color and has the most velvety texture. I leave the skin on when roasting because I am too lazy to peel it, and it softens up enough to eat. A favorite fall breakfast is oatmeal or quinoa with chunks of roasted pumpkin, cinnamon, ginger, coconut oil, and honey. Sometimes I get real crazy and blend roasted pumpkin into my smoothies to make them extra smooth.

Kenosha's Own  
Mavra's Greek Olive Oil  
Extra Virgin  
Wine

mavrasgreekoil.com

In-Home Pet Care  
Go out to dinner,  
we'll take care  
of the kids.  
**native  
dogg**  
[www.natedogg.com](http://www.natedogg.com)

Since 1946 Milwaukee's  
Finest Italian Grocery Store  
Voted Milwaukee's #1 Deli  
Catering for All Your Needs  
Indoor & Outdoor Cafe Seating  
Cooking & Product Demonstrations

PASTA OLIVE OILS DELI WINE CHEESE BAKERY CATERING EDUCATION

1011 E. Brady St Milwaukee, WI 53202 (414)272-0540  
M-F 8AM-8PM • SAT 8AM-6PM • SUN 8:30AM - 5PM  
[www.gloriosos.com](http://www.gloriosos.com)

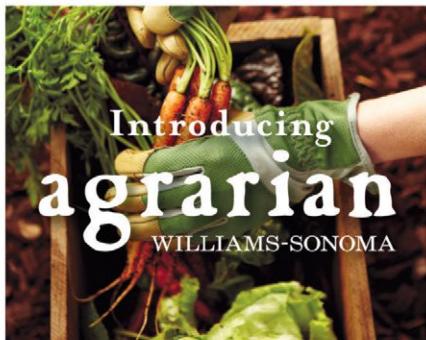
FROM  
**MILWAUKEE**  
WITH LOVE

Send  
Them Love.

[frommilwaukeewithlove.com](http://frommilwaukeewithlove.com)

# *edible* COMMUNITIES MARKETPLACE

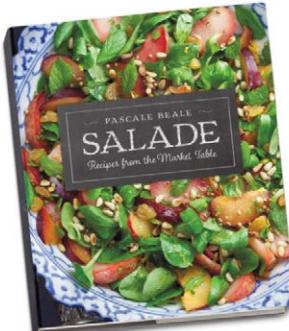
## *edible* RECIPE GUIDE



A fresh approach to connecting with food through planting, preserving, beekeeping, cheese making and more.

For our complete Agrarian assortment, including over 250 new products, please visit us online at [williams-sonoma.com/agrarian](http://williams-sonoma.com/agrarian)

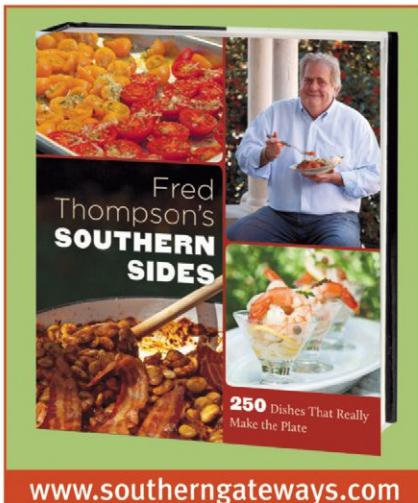
From the author of the series *A Menu for All Seasons*



...deliciously lovely studies on the salad in its countless forms...

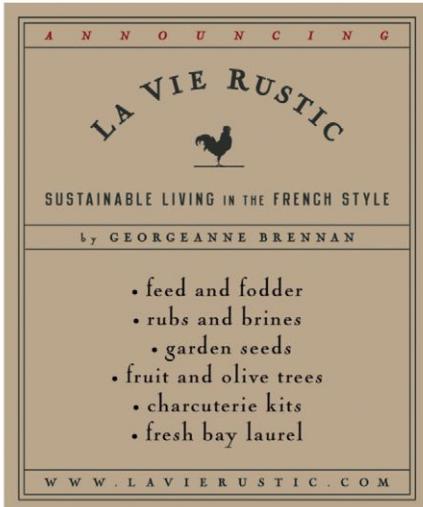
—Tracey Ryder

[PASCALESKITCHEN.COM](http://PASCALESKITCHEN.COM)



[www.southerngateways.com](http://www.southerngateways.com)

To advertise in the *edible* COMMUNITIES MARKETPLACE please contact:  
Tracey Ryder • Email: [tracey@ediblecommunities.com](mailto:tracey@ediblecommunities.com) • Tel: 805-845-9800  
[www.ediblecommunities.com](http://www.ediblecommunities.com)



# The Murky Middle

**One story of food insecurity offers meaning,  
movement towards systemic change**

Op-Ed by Kristin Nelson  
Photography by Joe Laedtke

I have made food an integral part of my work, but I'm not a farmer, chef, or grocer. I'm a mental health worker. In both my therapeutic practice and research, I naturally think deeply about the human-food relationships inherent to individual and community experiences.

As a latch-key kid growing up on Milwaukee's blue collar South Side, my food-centric thoughts and beliefs began to emerge. Back then, I was often more hungry than I'd like to admit, and was most ravenous when I got home from school. During these precious after-school hours, I relished my perceived freedom in the kitchen, cracking open a can of Dinty Moore Beef Stew and boiling a pot of egg noodles before retiring to the couch.

I always hid the evidence of my after-school eating. I would wash and return the dishes immediately, and bury the empty cans at the bottom of the trash bin outside. This secrecy was a result of two persistent thoughts: *My mom is going to be mad that I ate before dinner*, and *Why am I always hungry?* My thoughts cycled further: *I did something bad for which I should feel guilty*, and *I am bad, therefore I should be ashamed*. Good old chronic guilt and shame: the cornerstones of the anxiety and stress that became ever-present factors in my complex relationship with food.

My tired mother would, unknowingly, reinforce my negative self-beliefs as she scrambled to prepare dinner. "Who ate these?" she asked as she spied an errant soggy noodle in the drain. Her irritation was justified—those were slated as the "starch" for that evening's meal. Like many baby boomer moms, she never shared how tight our food budget was or how many of our non-perishables came from our parish food pantry. She never mentioned the words "government assistance."

At age 19, I became a mom and quickly realized I needed to learn how to feed myself and my son



with very little knowledge of the resources available to me. I heard about WIC (Women, Infants, and Children Supplemental Nutrition Program) and FoodShare from another young mother.

WIC kept us in milk, formula, and cereal, but it didn't take long before I earned \$25 a week too much to qualify for FoodShare. This was still not enough income to eat well or feel well. I felt simultaneously hungry and sluggish due to my high-starch, processed diet habits, and my son was growing tiny cavities in his baby teeth. While running between jobs, classes, and daycare, I didn't exactly develop a mindful awareness of the sugar content in our WIC-funded Juicy Juice or our dietary staple canned pasta sauce. Familiar negative self-talk came creeping in. I compared myself to other moms, and felt inadequate.

**"Shame grows in darkness, and the less we speak about our food issues the wider class-based hunger gaps become."**

# *edible* COMMUNITIES PUBLICATIONS



2011  
James Beard  
Foundation  
Publication  
of the Year

Want to know what's brewing in Brooklyn, sautéing in San Francisco, appetizing in Austin or hatching in Hawaii? Get the best authentic food stories directly from the fields and kitchens of its *edible* communities.



Subscribe online to any *edible* magazine by clicking on the "Edible Publications" page at [www.ediblecommunities.com](http://www.ediblecommunities.com) and select the magazine of your choice.



Stay up to the minute on all things *edible* with Facebook, Pinterest, Tumblr and Twitter, or listen to our stories come to life on *edible* Radio — [www.edibleradio.com](http://www.edibleradio.com)



Eleven years and countless meals later, I still find myself in the murky “middle”: having a combined family income and child support “not low enough” to qualify for FoodShare assistance, but not enough to purchase ingredients for the kind of balanced meals I would like to provide my family without stress, guilt, or financial fear. Even with solid budgeting tactics, I still feel a swell of anxiety as I approach the checkout.

The nuances of my family’s eating habits and buying behaviors later proved productive; my mother’s rationing and epigenetic stress taught me to freeze, reuse, and stretch the value of every food bit that passes through my kitchen.

I share my story for several reasons. First, I am far from alone within this socioeconomic gap; 20 percent of U.S. households with children experience food insecurity. According to the USDA’s *Food Insecurity by Household Characteristics: 2012*, for female-headed households with children, food insecurity is estimated at a staggering 35.4 percent (based on my own shame, I’m willing to bet that figure is considerably underreported).

Second, it explains my drive to make sense of these issues by gathering information directly from the community. My personal struggle with food and social class identity fueled my motivation in mental health and psychology. I see mental health issues through my food-stress lens. In research interviews with families experiencing compromised food access, I may ask about depression symptoms. Or, I might ask an adolescent client what foods “feel like home.”

These are not questions that mental health workers tend to ask. But the premise for them is simple: our home, neighborhood, and societal environments have an influence on our food-related thoughts, feelings, and behaviors. We often overlook the significance of the family food environment since it is so ubiquitous, a thread that weaves itself into all of our daily functioning.

Clearly this story is personal, but it suggests how accumulated thoughts and behaviors can create

movement toward “big picture” change. Small shifts in research and therapeutic approaches have the power to unearth new knowledge regarding food-related chronic stress. Pearls of wisdom from my research participants may find their way into grants that land on the desks of policy makers, urban planners, and school officials. Other therapists may consider the role food plays in a client’s specific body, neighborhood, and culture as they develop treatment plans, identifying food-stress related patterns. These “maybes” bring me hope, for my clients and myself.

But mostly, I share this story because I believe that no one, regardless of socioeconomic status, nutrition education level, access to government and community resources—and whatever crazy, unique palate they developed as a kid—deserves to be shamed or judged for their eating choices and strategies. Like survivors of any adversity or trauma, we did what we needed to do to survive. Shame grows in darkness, and the less we speak about our food issues the wider class-based hunger gaps become. After all, systemic change requires mindful awareness of relationships, so why not start with one of our most intimate relationships: the food we put into our body, that becomes a part of who we are, what we do, and how well we live? *eM*



Kristin Nelson is a Community Psychology graduate student and research assistant at Alverno College. She recently completed a clinical counseling internship at a shelter for homeless youth, and provides therapeutic cooking and art activities for a gentleman living with autism.

Kristin has presented her research on the intersection of food insecurity and mental health at community and academic institutions in Wisconsin, Illinois, and most recently Dubrovnik, Croatia. Although current academic pursuits keep her nose in research data, art is her first love and she dreams of a simple, nourishing life of painting, nature, and travel with her adorable family.

Eleven years and countless meals later, I still find myself in the murky “middle”: having a combined family income and child support “not low enough” to qualify for FoodShare assistance, but not enough to purchase ingredients for the kind of balanced meals I would like to provide my family without stress, guilt, or financial fear.

## Resources

The stress involved with preparing a meal, much less a healthy one, when I returned from work at 7 p.m. with a cranky kid in tow was especially draining. Local meal programs in Milwaukee can address this by getting kids fed quickly with a free, hot, and balanced meal.

Also, these programs expose them to the reality that hunger issues transcend ethnic, age, and socioeconomic lines and are nothing to be ashamed of, thus eliminating the stigma of using meal programs for physical and social nourishment. Families who volunteer to serve get to eat, too, fostering a sense of community service in young kids.

### The Gathering

(414) 272-4122 • 833 W. Wisconsin Ave

### The Cathedral of St. John the Evangelist

(414) 276-9814 • 812 N. Jackson St

### Milwaukee Rescue Mission

(414) 344-2211 • 830 N. 19th St

### St. Ben's Community Meal Program

(414) 271-0135 • 1015 N. 9th St

### St. Vincent de Paul

(414) 649-9555 • 2610 N. MLK Dr

### Agape Community Center

(414) 464-4440 • 6100 N. 42nd St

### Milwaukee Christian Center

#### Emergency Food Pantry

(414) 645-5350 • 2137 W. Greenfield Ave



These businesses show support for Wisconsin's food-related initiatives by partnering with *Edible Milwaukee* as it highlights the stories behind the production, distribution, and consumption of local food.

#### LOCAL BUSINESSES & COMMUNITY ORGANIZATIONS

**From Milwaukee With Love**  
[frommilwaukeewithlove.com](http://frommilwaukeewithlove.com)

**Green County Tourism**  
[greencounty.org](http://greencounty.org)

**Hudson Business Lounge**  
310 E. Buffalo St. • Milwaukee, WI  
[hudson-business-lounge.com](http://hudson-business-lounge.com) • 414-220-9460

**Local First Milwaukee**  
[localfirstmilwaukee.com](http://localfirstmilwaukee.com)

**#MKEfoodies**  
[mkefoodies.com](http://mkefoodies.com)

**Slow Food WiSE**  
[slowfoodwise.org](http://slowfoodwise.org)

**Toni Spott, Keller Williams Realty**  
[Tspott@KW.com](mailto:Tspott@KW.com) • 414-788-4255

**Wisconsin Milk Marketing Board**  
[eatwisconsincheese.com](http://eatwisconsincheese.com)

#### COOPERATIVES

**Organic Valley**  
[organicvalley.coop](http://organicvalley.coop) • 888-444-6455

**Outpost Natural Foods Cooperative**  
[outpost.coop](http://outpost.coop)

**Stores:**  
100 E. Capitol Drive, Milwaukee • 414-961-2597  
7000 W. State St., Wauwatosa • 414-778-2012  
2826 S. Kinnickinnic, Bay View • 414-755-3202  
7590 W. Mequon Rd., Mequon • 262-242-0426

**Cafes:**  
At Aurora Sinai Hospital, 945 N. 12th St.  
Milwaukee  
At Rite-Hite YMCA, 9242 N. Green Bay Rd.  
Brown Deer

#### F FARMS, CSAS, FARMERS MARKETS & NURSERIES

**Brookfield Farmers' Market**  
2000 N. Calhoun Rd., Brookfield  
[brookfieldfarmersmarket.com](http://brookfieldfarmersmarket.com) • 262-784-7804

**Fondy Farmers Market**

2200 W. Fond du Lac Ave., Milwaukee  
[fondymarket.org](http://fondymarket.org) • 414-933-8121

**Peck & Bushel**

[peckandbushel.com](http://peckandbushel.com)

**Tosa Farmers Market**

7720 Harwood Ave., Wauwatosa  
[tosafarmersmarket.com](http://tosafarmersmarket.com)

**FOOD, BEVERAGE & RETAIL****Anodyne Coffee Roasting Co.**

[anodynecoffee.com](http://anodynecoffee.com)

**Cafe:**

2920 S. Kinnickinnic Ave.  
 Bay View • 414-489-0765

**Walker's Point Roastery:**

224 W. Bruce St., Milwaukee • 414-763-1143

**Brewers Organics**

[brewersorganics.com](http://brewersorganics.com) • 414-755-2115

**Clock Shadow Creamery**

138 W. Bruce St., Milwaukee  
[clockshadowcreamery.com](http://clockshadowcreamery.com) • 414-273-9711

**Great Lakes Distillery**

616 W. Virginia St., Milwaukee  
[greatlakesdistillery.com](http://greatlakesdistillery.com) • 414-431-8683

**Indulgence Chocolatiers**

4525 N. Oakland Ave., Shorewood  
[indulgencechocolatiers.com](http://indulgencechocolatiers.com) • 414-332-2749  
 211 S. 2nd St., Milwaukee • 414-223-0123

**Island Orchard Cider**

12040 Garrett Bay Rd., Ellison Bay  
[islandorchardcider.com](http://islandorchardcider.com) • 920-854-3344

**Mavra's Greek Oil**

[mavrasgreekoil.com](http://mavrasgreekoil.com) • 414-657-5846

**GROCERY STORES****Glorioso's Italian Market**

1011 E. Brady St., Milwaukee  
[gloriosos.com](http://gloriosos.com) • 414-272-0540

**Larry's Market**

8737 N. Deerwood Dr., Brown Deer  
[larrysmarket.com](http://larrysmarket.com) • 414-355-9650

**Sendik's**

[sendiksmarket.com](http://sendiksmarket.com)  
 340 W. Brown Deer Rd.  
 Bayside • 414-352-8670  
 13425 W. Watertown Plank Rd.  
 Elm Grove • 262-784-9525  
 5200 W. Rawson Ave.  
 Franklin • 414-817-9525  
 N122 W15800 Mequon Rd.  
 Germantown • 262-250-9525  
 2195 1st Ave.  
 Grafton • 262-376-9525

**7901 W. Layton Ave.**

Greenfield • 414-329-9525

**600 Hartbrook Dr.**

Hartland • 262-369-0900

**10930 N. Port Washington Rd.**

Mequon • 262-241-9525

**3600 S. Moorland Rd.**

New Berlin • 262-439-9269

**8616 W. North Ave.**

Wauwatosa • 414-456-9525

**280 N. 18th Ave.**

West Bend • 262-335-9525

**500 E. Silver Spring Rd.**

Whitefish Bay • 414-962-9525

**BREWERIES & WINERIES****Cedar Creek Winery**

20 miles north of Milwaukee

N70 W6340 Bridge Road, Cedarburg  
[cedarcreekwinery.com](http://cedarcreekwinery.com) • 262-377-8020

**Lakefront Brewery**

1872 N. Commerce St., Milwaukee

[lakefrontbrewery.com](http://lakefrontbrewery.com) • 414-372-8800

**KITCHEN SUPPLIES****Superior Equipment & Supply Company**

4550 S. Brust Ave., St Francis

[superiorequipmentsupplies.com](http://superiorequipmentsupplies.com) • 414-671-1200

**PET SUPPLIES & SERVICES****Native Dogg**

In-home pet care • [natedogg.com](http://natedogg.com)

**RESTAURANTS****The Bartolotta Restaurant Group**

[bartolottas.com](http://bartolottas.com) • 414-258-7885

**Bacchus**

925 E. Wells St., Milwaukee

[bacchusmke.com](http://bacchusmke.com) • 414-765-1166

**The Bartolotta Catering Company & Events**

[www.bartolottacatering.com](http://www.bartolottacatering.com)

**Bartolotta's Lake Park Bistro**

3133 E. Newberry Blvd., Milwaukee

[lakeparkbistro.com](http://lakeparkbistro.com) • 414-962-6300

**Harbor House**

550 N. Harbor Dr., Milwaukee

[harborhousemke.com](http://harborhousemke.com) • 414-395-4900

**Joey Gerard's**

5601 Broad St., Greendale • 414-858-1900

11120 N. Cedarburg Rd., Mequon

[joeygerards.com](http://joeygerards.com) • 262-518-5500

**Miss Beverly's Deluxe Barbecue**

5601 Broad St. Ste B, Greendale

[missbeverlysbbq.com](http://missbeverlysbbq.com) • 414-858-1911

**Mr. B's Steakhouse**

18380 W. Capitol Drive, Brookfield  
[mrbssteakhouse.com](http://mrbssteakhouse.com) • 262-790-7005

**North Point Custard**

2272 N. Lincoln Memorial Dr., Milwaukee  
[northpointcustard.com](http://northpointcustard.com) • 414-727-4886

**Pizzeria Piccola**

7606 W. State St., Wauwatosa  
[pizzeriapiccola.com](http://pizzeriapiccola.com) • 414-443-0800

**Ristorante Bartolotta**

7616 W. State St., Wauwatosa  
[bartolottaristorante.com](http://bartolottaristorante.com) • 414-771-7910

**Rumpus Room**

1030 N. Water St., Milwaukee  
[rumpusroommke.com](http://rumpusroommke.com) • 414-292-0100

**Beans & Barley**

1901 E. North Ave., Milwaukee  
[beansandbarley.com](http://beansandbarley.com) • 414-278-7800

**L'Etoile**

1 S. Pinckney St., Madison  
[letoile-restaurant.com](http://letoile-restaurant.com) • 608-251-0500

**Potawatomi Bingo Casino**

1721 W. Canal St., Milwaukee  
[paysbig.com](http://paysbig.com) • 1-800-PAYSBIG

In concert with *Edible*

*Milwaukee's* editorial voice,  
 community partners provide  
 a full panorama of the rich  
 local food scene in  
 Southeastern Wisconsin for  
 both locals and visitors. We  
 appreciate their support and  
 hope you will in turn tell  
 them you believe in what we  
 do by patronizing their  
 establishments.



**A**Vietnamese-American kid grows up on PBS, Reading Rainbow, and wok-fried bananas, makes the transition from IT cube life to chefdom. The result? Transnational plates reflecting a culmination of his experiences—fundamentally sound, the occasional molecular gastronomic technique. Classically Italian and French, spiced up with Asian and American flair.

We hung out with Chef Thi Cao from Buckley's Restaurant and Bar, along with Chef Nell Benton of The National, at their home in Walker's Point and asked Thi his favorite pantry staples to help home cooks elevate their cooking. *eM*

## Thi's Top Ten

- 1) **Fundamentals.** "As you hone your craft, dishes go from complicated to simple. You start to find the essence of foods."
- 2) **Maggi** (liquid seasoning). "A couple drops on everything. It gives a dish an extra umami boost."
- 3) **Kimchi.** "Cabbage." (This time, from Asian International Grocery in Silver City.)
- 4) **Noodles.** "Rice, wheat, pasta. If you have these in your pantry, you can make dishes from any number of different cuisines."
- 5) **Fish sauce.** "You can tell the quality by the color—a rich, reddish amber is what you're looking for. Try the Red Boat brand. It's more expensive, but worth it."
- 6) **Sambal.** "Or Sriracha. I put it everywhere."
- 7) **Good salt.** "Fleur de Sel, sea salt. A good salt can really finish a dish."
- 8) **Ketchup.** (We laughed.) "What? You can make barbecue sauce, cocktail sauce, Russian dressing..."
- 9) **Eggs.** "Cheap, quality protein, and you can make things like carbonara with them! Refer to #4—if you have eggs and noodles, you have a really good dinner."
- 10) **Good cookbooks for inspiration.** "Right now I'm reading Sandy (D'Amato)'s book, *Good Stock*, and *Coi* by Daniel Patterson."

**Visit Thi at Buckley's Restaurant and Bar—we highly recommend, well, everything.**

801 E. Cass St. • buckleysmilwaukee.com  
414-277-1111 • Restaurant hours: 11:00 a.m.–10:00 p.m. Monday–Saturday, 10:00 a.m.–10:00 p.m. Sunday

**For breakfast and lunch, plus some fantastic coffee and pastries, head over to The National.** 839 W. National Ave.

nationaleats.com • 414-431-6551  
Cafe, coffee, and takeaway:  
Tuesday–Sunday, 7:30 a.m.–3:30 p.m.



## LUCK NOW COMES WITH ROOM SERVICE



PLAY, STAY AND GET LUCKY AT MILWAUKEE'S NEWEST LUXURY HOTEL, FEATURING DINING, BARS, LIVE MUSIC AND HIGH-ENERGY GAMING. YOUR FAVORITE PLACE TO PLAY IS NOW READY FOR YOUR STAY.

**BOOK YOUR ROOM TODAY: 1-800-PAYSBIG**



PAYSBIG.COM | MILWAUKEE | 1-800-PAYSBIG

AUKEL

# at Outpost **LOCAL IS LOCAL**

It's always been our belief that words should actually mean something. And since "local" has become the go to buzzword in the food biz, we think it's a perfect time to clarify exactly what you can expect when the word is used to describe the food in our stores.

*What is*  
**LOCAL &  
REGIONAL?**

LOCAL = WISCONSIN

REGIONAL = IOWA,  
MINNESOTA, ILLINOIS,  
MICHIGAN & INDIANA

OUTPOST  
NATURAL FOODS

7590 W. MEQUON ROAD MEQUON • 100 E. CAPITOL DRIVE MILWAUKEE  
7000 W. STATE STREET WAUWATOSA • 2826 S. KINNICKINNICK AVENUE BAY VIEW  
[www.outpost.coop](http://www.outpost.coop) • open daily • 414.431.3377