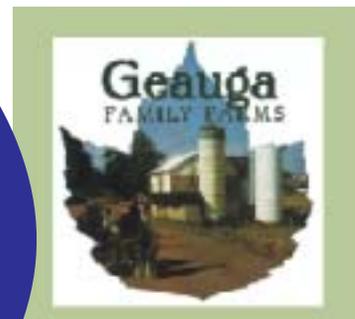




If you haven't done so, please take our survey!



what's "cropping" up!

■ **p2-4 This week's picks, recipes**

■ **p6 Grazing Days, other events**

■ **p7-9 Member recipes, take action, fighting childhood obesity**

Your CSA membership doesn't have to end with summer

Geauga Family Farms offers Winter CSA

Sad to see the season coming to an end? Can't get enough of those delicious fresh vegetables? Here's our solution – winter CSA shares! Enliven holiday meals with certified-organic goodness, laugh at Northeast Ohio's winter as you enjoy local produce, or just get your fix on the good stuff as long as possible (next season is only 35 weeks away).

The farmers of Geauga Family Farms have been planting crops to try a winter program this year. Shares would include items such as potatoes, sweet potatoes, onions, lettuce, kale, winter squash, pumpkins, brussel sprouts, broccoli, apples, eggs and a baked good each week (whole wheat bread or pie!). There will be one share size at \$25 per week, delivered.

For membership, we are thinking about trying something a little different for the winter program. Shares will be sold in six-week blocks. We'll start with early November–mid-December

for the first block. The second block will run from early January – mid-February, and the third block from mid-February – late March. Each block will cost \$150, with applications and payment due two weeks before the start of each block.

We are trying to gauge levels of interest and areas, so that we can work on finalizing pick-up sites. The pick-ups would occur on Saturdays. Feel free to pass this information on to friends and colleagues who might be interested in trying a CSA. The shorter commitment is a great way to find out if the CSA way of eating works for you!

Does this sound appealing to you? If so, please let Michelle Bandy-Zalatoris know. Please send an e-mail as soon as possible to bandyz@sbcglobal.net with your name and current pick-up site. This will enable us to identify geographical areas of greatest interest.

Look for an application with next week's newsletter.

Gobble, gobble - order your Thanksgiving turkeys now!

Andy and Laura Miller and Marvin Hershberger have Thanksgiving turkeys available for \$2.50/pound. The Millers also have soup hens available for \$5 apiece. These are not suitable for roasting, but work well in a big pot of soup or stew. *See the recipe on Page 2.*

Call the Millers at 440-548-5697 or the Hershbergers at 440-548-2399 to place your order. Chickens and turkeys must be picked up at the farms.



GFF farmer Dominic Marchese has canning tomatoes available in bulk for \$10 per bushel. Call Emma Jane at the Warehouse at 440-548-2371.

This week's picks

Coming this week to your CSA box ***could be some or all of the following:*** Tomatoes (heirloom, cherry), peppers (green, colored), onions, squash (zucchini, butternut, Delicata bush), green beans, potatoes, bok choy, lettuce, Swiss chard, beets and peas.

For those of you who have opted out of receiving nonorganic fruits, your name will be on your share to differentiate it from the others.

Remember, farming isn't an exact science. Family and Single shares won't necessarily include the same items so if you don't have one or

more of these items, it's either because we didn't have enough, or because you have a Single share and the item in question was included in the Family share only.

Photos of each week's produce are posted on Facebook by GFF member Lyn Trier. Click on "Links" in the bottom left-hand portion of the page. It will bring up a list of postings from each week, with labeled photos of all the veggies.

Below are a few recipes using this week's vegetables, including several for soups since fall, the official start of soup season, is here. 

Braised Paprika Chicken

Serves 6

Sweet Hungarian paprika gives this creamy braised chicken the best flavor. This is a good "pantry dish" since you should have the basics on hand and only need to purchase the chicken. You may vary the recipe by using cubed veal shoulder instead of chicken and mushrooms instead of peppers. Serve with whole-wheat orzo flavored with minced parsley or dill.

3-3 1/2 pounds bone-in chicken pieces, (thighs, drumsticks and/or breasts), skin removed, trimmed (see Tip)

3/4 teaspoon coarse salt, divided

1/2 teaspoon freshly ground pepper

2 tablespoons canola oil

1 tablespoon butter

4 cups finely diced onions

Pinch of sugar

1 cup diced red bell pepper

1/2 cup diced green bell pepper

2 tablespoons tomato paste

2 tablespoons sweet paprika

1 teaspoon crushed red pepper

1 teaspoon dried marjoram

1 cup reduced-sodium chicken broth

1/2 cup reduced-fat sour cream

1 tablespoon all-purpose flour

2 tablespoons finely minced fresh parsley, dill and/or chives

Pat chicken pieces dry with paper towels and season with 1/2 teaspoon salt and pepper.

Heat oil and butter in a large heavy casserole or Dutch oven over medium heat. Add onions and sprinkle with sugar. Cook, stirring frequently, until the onions are very soft and light brown, 10 to 15 minutes.

Stir in bell peppers, tomato paste, paprika and crushed red pepper. Add the chicken and stir it gently into the onion mixture. Sprinkle with marjoram and add broth. Cover the pot with a tight-fitting lid and simmer over medium-low heat until the chicken is very tender, about 50 minutes.

Just before the chicken is done, whisk sour cream, flour and the remaining 1/4 teaspoon salt in a small bowl until smooth.

When the chicken is done, remove it to a plate. Stir the sour cream mixture into the sauce; return to a simmer and cook, stirring, until the sauce coats the spoon. Reduce heat to low, return the chicken to the sauce and reheat, about 1 minute. Serve garnished with parsley, dill and/or chives, if desired.

Tips & Notes

Make Ahead Tip: Prepare through Step 3, cool to room temperature and refrigerate for up to 1 day. Finish with Steps 4-5 before serving.

Tip: If you are using a combination of thighs, drumsticks and breasts, cut each breast in half crosswise to make pieces about the size of a thigh. And if you buy whole legs, separate the drumsticks and thighs. When the pieces are about the same size, they'll cook at about the same rate.

Recipe from www.eatingwell.com

See **RECIPES**..... Page 3

UNWASHED LETTUCE:

No, the farmers aren't getting lazy!
They found research that shows
lettuce will keep longer if it is washed
right before serving.

RECIPES.....continued from Page 2

Slow-Roasted Tomatoes

Dominick Marchese has Amish paste tomatoes at \$10 per 20-pound box, and Noah and Cathy Yutzky have mixed heirloom tomatoes at \$18 per 20-pound box. Call Emma Jane at the warehouse at 440-548-2371 to place your order. An invoice will be included with your delivery. Here is something yummy to do with those tomatoes!

Tomatoes of choice: Cherry, grape, small Roma or heirloom tomatoes

Whole gloves of garlic, unpeeled

Olive oil

Herbs such as thyme or rosemary (optional)

Preheat oven to 225°F. Halve each cherry or grape tomato crosswise, or Roma tomato lengthwise and arrange on a parchment-lined baking sheet along with the cloves of garlic. Drizzle with olive oil, just enough to make the tomatoes glisten. Sprinkle herbs on, if you are using them, and salt and pepper, though go easy on these because the finished product will be so flavorful you'll need very little to help it along.

Bake the tomatoes in the oven for about three hours. You want the tomatoes to be shriveled and dry, but with a little juice left inside—this could take more or less time depending on the size of your tomatoes.

Either use them right away or let them cool, cover them with some extra olive oil and keep them in the fridge for the best summer condiment, ever. Once cool, these can also be popped into a freezer bag and frozen for great flavor all year long. Just remove from bag, thaw, puree and add to soups, sauces, etc.

Adapted from the Smitten Kitten blog

Soup's on!

Now that the outside temperatures have cooled, it's time to consider using those veggies in satisfying pots of soup. Here are a few recipes for some delicious, hot soups.

Black Bean Chili with Butternut Squash and Swiss Chard

Serves 4

Top with chopped fresh cilantro, red onions, and grated cheddar cheese, if you like.

2 tablespoons olive oil

2 1/2 cups chopped onions

3 garlic cloves, chopped

2 1/2 cups 1/2-inch pieces peeled butternut squash

2 tablespoons chili powder

2 teaspoons ground cumin

3 15-ounce cans black beans, rinsed, drained

2 1/2 cups vegetable broth

1 14 1/2-ounce can diced tomatoes in juice

3 cups (packed) coarsely chopped Swiss chard

leaves (from 1 small bunch)

Heat oil in heavy large pot over medium-high heat. Add onions and garlic; sauté until tender and golden, about 9 minutes. Add squash; stir two minutes. Stir in chili powder and cumin. Stir in beans, broth, and tomatoes with juices; bring to boil. Reduce heat and simmer, uncovered, until squash is tender, about 15 minutes. Stir in chard; simmer until chard is tender but still bright green, about four minutes longer. Season to taste with salt and pepper. Ladle chili into bowls and serve.

Recipe from Epicurious.com

Garden Fresh Tomato Soup

Serves 6

4 cups chopped fresh tomatoes

1 slice onion

4 whole cloves

2 cups chicken broth

2 tablespoons butter

2 tablespoons all-purpose flour

1 teaspoon salt

2 teaspoons white sugar, or to taste

In a stockpot, over medium heat, combine the tomatoes, onion, cloves and chicken broth. Bring to a boil, and gently boil for about 20 minutes to

blend all of the flavors. Remove from heat and run the mixture through a food mill into a large bowl, or pan. Discard any stuff left over in the food mill.

In the now empty stockpot, melt the butter over medium heat. Stir in the flour to make a roux, cooking until the roux is a medium brown. Gradually whisk in a bit of the tomato mixture, so that no lumps form, then stir in the rest. Season with sugar and salt, and adjust to taste.

Recipe from Allrecipes.com

See **SOUPS**..... Page 4

SOUPS...continued from Page 3

Minestrone

Serves 4

2 cans garbanzo beans
 1 cup uncooked small macaroni or shells
 1 can chopped tomatoes
 3 tablespoons olive oil
 1 cup chopped onion
 4 cloves crushed garlic
 1 cup chopped celery
 1 cup cubed carrot
 1 cup cubed zucchini
 1 cup chopped green pepper
 1 medium potato cubed
 2 teaspoons salt
 1/4 teaspoon black pepper
 1 teaspoon oregano
 1 teaspoon basil
 1 tablespoon parsley
 5 cups water or vegetable stock

In a large kettle, saute the garlic, onions, and green pepper in olive oil until soft.

Add carrots, celery, salt, oregano, black pepper, and basil. Mix well and cook covered over low heat for 10 minutes.

Add potato, zucchini, garbanzo beans in their juice, and 5 cups water or stock.

Cover and simmer 15 minutes.

Add chopped tomatoes and their juice. Keep at low heat until you are ready to serve.

Ten minutes before serving, add pasta and boil gently for 10 minutes. Top with parsley if desired.

Recipe from VegWeb.com.

Kale and White Bean Soup

1 lb dried white beans such as Great Northern, cannellini, or navy
 2 onions, coarsely chopped
 2 tablespoons olive oil
 4 garlic cloves, finely chopped
 5 cups chicken broth
 2 quarts water
 1 (3-by-2-inch) piece Parmigiano-Reggiano rind
 2 teaspoons salt
 1/2 teaspoon black pepper
 1 bay leaf (not California)
 1 teaspoon finely chopped fresh rosemary
 1 lb smoked sausage such as kielbasa (optional), sliced crosswise 1/4 inch thick
 8 carrots, halved lengthwise and cut crosswise into 1/2-inch pieces
 1 lb kale (preferably lacinato), stems and center ribs discarded and leaves coarsely chopped

Cover beans with water by 2 inches in a pot and bring to a boil. Remove from heat and let stand, uncovered, 1 hour.

Drain beans in a colander and rinse.

Cook onions in oil in an 8-quart pot over moderately low heat, stirring occasionally, until softened, 4 to 5 minutes. Add garlic and cook, stirring, 1 minute. Add beans, broth, 1 quart water, cheese rind, salt, pepper, bay leaf, and rosemary and simmer, uncovered, until beans are just tender, about 50 minutes.

While soup is simmering, brown sausage (if using) in batches in a heavy skillet over moderate

heat, turning, then transfer to paper towels to drain.

Stir carrots into soup and simmer 5 minutes.

Stir in kale, sausage, and remaining quart water and simmer, uncovered, stirring occasionally,

until kale is tender, 12 to 15 minutes. Season soup with salt and pepper.

Recipe from www.pcfma.com.



VOLUNTEERS NEEDED!

The Bioneers conference will include a tour at Andy and Laura Miller's farm. We need someone to man a welcome table and talk about the CSA program to visitors from 1-4 p.m. this Saturday. If you are interested, call Michelle Bandy-Zalatoris at 216-321-7109.

Making the grade with local food: Farm to school

The fourth in a series of Foodshed Connection events, Making the Grade with Local Food: Farm to School, will be held Sept. 28 at the B&O Railroad Depot in downtown Mt. Vernon. This event is from 4 to 6:30 p.m. and videotaping of speakers and willing participants will take place. Speakers will focus on funding opportunities for growers and ways to increase the use of local food in schools and other institutions.

Howard Sacks, professor of sociology and director of the Rural Life Center at Kenyon College, will be speaking about Kenyon's groundbreaking program, Food for Thought, leading students to examine their ideas on, and relationships with, their food, as well as the role being played in the local community by the Knox County Food Policy Council. Dr. Sacks has become a national leader in the local food movement and an integral part of putting Kenyon at an astounding level of 36 percent of its food being sourced locally.

More speakers are being added representing institutional buyers, growers who have succeeded in getting their product into these markets, and consumers who are making a difference in the way our kids eat and view their food. Some fun contests will be featured before and after the speaker presentations, with giveaways and plenty of time for Q&A and networking opportunities.

The goal is to create a buzz and provide a forum for more communication and education on local food in general, and to promote the resources available which make it all possible. This event is free of charge and supported in part by funding by Natural Resources Conservation Service and Farm Service Agency.

For more information on this and other local projects, visit www.heartofohiorcd.org or call Traci Aquara at 740-368-5979, ext. 112.

Read the complete message, read or add comments, and download attachments at <http://localfoodsystems.org/node/1316>

Bring your pitch fork and Dig In with Slow Food USA

Something groundbreaking will be happening near you Sept. 25. In Berkeley they're building a chicken coop, in Chattanooga they're helping local farmers with their harvest, in Atlanta they're planting fruit trees at two local schools.



It's all part of "Dig In" - a day to break ground at gardens and community events, then break bread at the end of the day to celebrate.

Whether it's building a garden in your local school, helping feed the hungry at a food bank, or pitching in at a backyard harvest, Dig In events will be a fun way to connect with like-minded people in your area - or an excuse for a great day out with your friends!

It could be as small as you and your kids weeding your own garden, or as large as building a school greenhouse (they're doing it in Missouri!) - the important thing is to celebrate our community and food traditions, and then to sit down at the end of the day together for a great meal.

Quote of the Week: *"One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating."*

~Luciano Pavarotti and William Wright, "Pavarotti, My Own Story"

All over the country on Sept. 25 people will be breaking ground then breaking bread. It's part of being a powerful grassroots movement that can bring about the change we want to

our entire food system - and have a great time in the process, helping our communities!

So visit www.slowfoodusa.org to find out what's already happening in your town, or create your own event.

We can't wait to break bread with you.

The Slow Food USA team

P.S. "Dig In" is going to be great - simultaneous local projects all over the country to create a world where food is good for you, good for the planet and good for the grower. And it's going to be great fun! Visit <http://tinyurl.com/3xqozxn> to find out what's happening near you Sept. 25.



GFF farmer Daniel Fisher will host the season's last Field Night Sept. 28 at his farm, D & S Farm & Garden. Don't miss this chance to see a GFF farm!

Grazing Days...Farm Visits Up Close & Very Personal

Eleven area farms will open their fields and barns for personal visits from 1-4 p.m. Sept. 25 and 26.

You are invited to select any of these area farms to visit. They are all working farms growing a cornucopia of vegetables and fruits and many raising animals and poultry. Some have stores selling jams, honey, even wool products. If you are looking for a place to order a CSA in 2011 this is the time to meet the farmers and see the harvest.

Each farm family will welcome visitors who can drop by and learn first hand where the outstanding local food that has become more and more available at farmers' markets and grocery stores is grown and raised. This event is free. Some farms are open both Saturday and Sunday while some are open either one day or the other.

Cleveland Bioneers is sponsoring this inaugural event. Bioneers holds an annual conference with national and local innovators seeking nature-based solutions to many of our most pressing problems. Locally Bioneers seeks to provide opportunities to inform and to ignite action. Connecting our food to its regional sources by creating a weekend to visit a variety of farms is just one event Bioneers will sponsor throughout the year.

Access details of participating farms at www.bioneerscleveland.org.

Geauga County: Geauga Family Farms - Miller Organic Produce, Andy J. and Laura Miller
Open Saturday ONLY. 17201 Bundysburg Road, Middlefield.

Directions: From the Cleveland area – Take 422 east to Rte. 528. Turn left on Rte. 528. Turn right on Nash Road. Turn left on Bundysburg Road. OR take Kinsman Road (Rte. 87) east through Middlefield. Turn right on Rte. 528. Turn left on Nash Road. Turn left on Bundysburg Road. 440-548-5697

TO DO: This is a certified organic farm that grows a broad range of fruit and vegetables to supply the Geauga Family Farms Organic CSA. Andy and Laura also raise chickens. They have a small farm stand on site, with a range of products available.

www.GeaugaFamilyFarmsLLC.org

Also in Geauga County:

Great American Lamb Company, Hanley Home Grown

Cuyahoga County: Clear Lake Farms, Blue Pike Farm

Wayne County: Killbuck Valley Mushroom Farm, Rittman Orchards

Summit County: Brunty Farm, Greenfield Berry Farm

Columbiana County: Heritage Lane Farm

Stark County: Simon Organic Family Farm

Other upcoming local food events in the area

Tuesday, Sept. 28 - 4 to 6 p.m.

Biomimicry in the Cuyahoga Valley

Cuyahoga Valley Environmental Education Center

Price: Free

The Cuyahoga River Valley, from Lake Erie through the Akron area and beyond, ties this region together.

* How can the lessons of Biomimicry be used to heal this place?

* What can we learn from the Cuyahoga Valley's ecosystem that will advance new ideas in manufacturing, service delivery and social network building?

This event will include a hike in the Cuyahoga Valley to learn more about lessons that nature has to teach us. Please bring shoes and jackets appropriate for the outdoors and weather.

Friday, Oct. 1 - 6 to 9 p.m.

Celebrate Sustainability with E4S

Join Us for a Special Evening of Food, Friendship and Fun

Gus and Janet Kious cordially invite you to their straw bale home to celebrate and support E4S with a special wine tasting by Auburn Winery. Local food will be provided by Spice of Life Catering Company and a special dessert by Dish Deli. As always, we will have plenty of Great Lakes beer.

12541 Cedar Road, Cleveland Heights

Space is Limited: \$50 per person (\$25 tax-deductible)

Register at <http://tinyurl.com/36k22zb>

Call 216-451- 7755 or e-mail Megan@e4s.org with any questions.

Announcements from our friends

From American Farmland Trust

Calling all restaurants! Demonstrate your commitment to America's farms and farmland by participating in American Farmland Trust's Dine Out for Farms™ week Oct. 10-16 and support a

sustainable future for America's farms! Engage your patrons in easy and fun ways through special menu items, co-branded bounce-back coupons, and co-branded donation cards. Go to www.farmland.org/restaurant to sign-up.

Members share their favorite recipes

These are two of my all time favorite recipes...
Jessica Ita, Root Cafe

Fried Corn

- 2tbsp butter
- 4 ears of corn, cut off the cob
- salt and pepper to taste

Melt butter in a sautee pan, add corn. Sautee over medium heat until corn starts to brown.

Sausage, Green Beans, and Potatoes

- 1 lb potatoes. sliced (do not have to be peeled and red works best)
- 1 lb green beans, trimmed
- 1 package precooked smoked sausage, sliced

Add to pan (potatoes first, sausage second, and green beans on top) with about 1/4 cup of water, cover and cook over medium heat until potatoes are soft. Remove lid and brown.

A local food event a little further afield

Central Ohio not-for-profit Local Matters announces its second annual Local Foods Week from Oct. 2-8, and issues a challenge to the community in support of local food.

In addition to a week of fun festivities for Local Foods Week like the Harvest Ball, the Market to Market Ride, and the Grilled Cheese Throwdown, Local Matters is also challenging the community to deepen their connection to local food through their first Eat Local Challenge.

“This year we wanted to use Local Foods Week to ask the community to step up their commitment to eating more local food, so we’ve launched the Eat Local Challenge. Individuals pledge a personal commitment to local food and get entered for a chance to win great prizes like a Pantry Makeover with local products from Whole Foods, or 26 weeks of the Weekly Fresh Market Bag from the Greener Grocer,” says Local Matters Executive Director, chef Michael Jones.

“We’re inviting people to step out of their normal routine and try some of the delicious foods that are grown, raised and prepared here in Ohio,” said Dr. Shella Farooki a radiologist and member of the planning committee for Local

Foods Week. Increasing the proportion of fresh foods in your diet can have a big impact when it comes to your health.

Angela Stoll Petro, founder of Two Caterers and a lead sponsor of Local Foods Week, shared her thoughts: Two Caterers made a commitment to local food because fresh Ohio foods taste better on their own, which means less salt and sugar are needed. Fewer preservatives make it great for your health.

The shorter distance from farm to fork means more nutrient rich food and less fuel consumed. And then there’s that much needed boost to family farms and Ohio’s economy.

You can’t ask for a better way to confront many of the biggest issues we’re facing right now, and all at once!

Full details and registration for Local Foods Week events and the Eat Local Challenge can be found at EatLocalOhio.org.

Local Matters work directly confronts the childhood obesity and diabetes epidemics; provides healthy food access in our communities; supports family farms; and advocates for fair food policies. To learn more, visit Local-Matters.org.

Tell your legislator: It's Time for Lunch!

Visit <http://tinyurl.com/2bk47f3> and join 'Time For Lunch': a national campaign to give kids the school food they deserve.

Write to your legislator today.

Right now, we have a unique opportunity to make sure America's school children get the food they deserve. The House is poised to pass the Child Nutrition Act, which would improve the quality of school lunches.

But there's a real risk they'll pass an underfunded version that takes money from food

stamps. Can you send a quick message to your House Rep pushing them to fund and pass the better version of the Act?

Already, Slow Food supporters have done so much to get us to this point. Over 100,000 emails have been sent, countless phone calls to Congress made, and 20,000 of us gathered for an 'Eat-In' all over the country.

Now, with only days before the Act is due to

Order your bulk veggies now

The farmers of the CSA have asked us to let everyone know that they have some extra bulk veggies perfect for canning or freezing. Items include green peppers, cucumbers and canning tomatoes. They are great for making pickles, sauces and salsa.

Wouldn't it be nice to open up a jar of summer's goodness in January?

Please see the form below if you are interested in ordering any of these items. They can be delivered to your pick-up site. Quantities are limited so place your order soon!

CANNING TOMATOES – 20 LB. BOX \$10.00

#1 QUALITY GREEN PEPPERS – BUSHEL \$24.00

GREEN PEPPERS (SECONDS) – BUSHEL \$12.00

Please fill out the form below and mail it with a check* to:

Geauga Family Farms
Attn: Roseanna Hershberger
15549 Patch Road
Middlefield, Ohio 44062

* Checks should be made out to Geauga Family Farms



BULK PRODUCE ORDER

Name: _____

Phone number: _____

E-mail address: _____

Pick-up site location: _____

I would like:

___ CANNING TOMATOES (x \$10)

___ #1 GREEN PEPPERS (x \$24)

___ GREEN PEPPERS (SECONDS) (x \$12)

ORDER TOTAL: _____



LUNCH...continued from Page 7

expire, we need one last push to get this over the line.

House Reps have two versions of this Bill sitting on their desks - one of which (the version passed by the Senate) which takes money out of the food stamps program, and one which does not. Right now, each Rep is deciding which version to vote for.

A quick e-mail from you, their constituent, could be the difference.

This campaign has shown us the power of our grassroots movement - everyday Americans from

coast to coast, united by their concern for the health of our kids, and willing to take action on it. Let's make sure we don't falter at this last hurdle, and tell Congress: It's Time for Lunch.

Thanks for getting us this far,
Jerusha, for the Slow Food team

PS - Two versions of the Child Nutrition Act sit before The House at the moment, and they have only days to decide which one they'll pass. Click here to send a quick email to your Rep asking them to pass the version which doesn't take money from the food stamps program.

Restaurateurs called to lead fight against childhood obesity

First Lady Michelle Obama addresses the National Restaurant Association in Washington

First lady Michelle Obama encouraged the restaurant industry to lead the effort against childhood obesity in recent remarks made to the National Restaurant Association's board of directors.

Mrs. Obama met with industry leaders to praise them for the work already done and to stress that the fight is far from over.

"Research shows that kids consume more saturated fat and less fiber and calcium when they eat out, and the meals in restaurants have twice as many calories as the meals they eat at home," Mrs. Obama said. She added that restaurants are responsible for one-third of the calories kids consume and that the decisions restaurateurs make can have a real impact on the way America's children eat.

"What I do know is that, in the restaurant industry, creativity is your life blood," Mrs. Obama said. "It's what sets you apart from the competition and keeps customers coming back for more. And today I am asking you to use that creativity to rethink the food you offer—especially dishes aimed at young people. And to help us make a healthier, easier choice."

The first lady said restaurants should offer smaller portion sizes, and more fruit and vegetable offerings, as well as more whole-grain foods. She also took aim at some of the marketing tactics that target children. "Your role in helping address childhood obesity isn't limited to what you put on your menus and how you label them for parents. It's also about how you market those products to our kids. Our kids don't learn about the latest fast food creations on their own. They hear about them on television advertisements and the Internet and video games. And as any parent knows,

this marketing is highly effective."

In March of 2010 the first lady launched her "Let's Move" campaign to knock out childhood obesity within a generation. Many observers have called Mrs. Obama's goal highly ambitious, as one out of three children in the U.S. are obese.

The first lady knows the task at hand is a difficult one. "We as humans are programmed to crave sugary, fatty, salty foods. But here's the catch: feeding those cravings doesn't just respond to those people's natural desires, it actually helps shape them." The first lady stressed that the good news is that it can work the other way just as easily. "With a little persistence and creativity, we can also turn them on to higher quality, healthy foods."

Mrs. Obama's campaign seeks to raise the nutritional level of school meals, improve the access to healthier food in all neighborhoods and increase the levels of exercise that children get. The first lady has enlisted the help of sports celebrities, entertainers and politicians in her antiobesity efforts, which often are aimed at parents and teachers.

The NRA has been proactive on healthy initiatives and has worked closely with the U.S Congress for more than two years on the menu-labeling portion of the recently enacted healthcare legislation. The NRA also is a founding partner of Healthy Dining Finder , a search engine for consumers that offers nutritional information from restaurants across the country. More than 70,000 restaurant locations already are signed up. The NRA is working with the Produce Marketing Association and IFMA on the Foodservice 2020 Initiative, an effort to double the amount of produce used in foodservice within 10 years.

"It is clear that more American consumers are demanding healthy options," said Dawn Sweeney, president and chief executive officer for the NRA. "The restaurant industry is responding to consumers' preferences by providing options for their tastes and dietary needs. Offering more menu choices, cooking with healthier ingredients, and providing nutrition information for guests are just a few of the ways restaurants are answering consumers' interest in more healthful food options."

To view the first lady's entire address to the National Restaurant Association, visit FoodChannelPRO.com.

Farm Visits

Meet the Farmer Dates 2010

Fourth Tuesdays – 6:30-8 p.m.

Second Saturdays – 1-4 p.m.



Drive out to picturesque Geauga County for a visit with the farmers of Geauga Family Farms. The second Saturday and fourth Tuesday of every month through October, CSA members can come see where their food is grown, and meet the farmers who have nurtured the certified-organic produce shareholders receive each week in their CSA share.

For a map of all the farms, visit www.geaugafamilyfarmsllc.org and click on Meet Our Farmers on the left.

Sept. 28 D&S Farm & Garden, Daniel Fisher

www.geaugafamilyfarmsllc.org

Mailing address:

Geauga Family Farms For more information, call 440-478-9849
17050 Nash Road Web site: www.geaugafamilyfarmsllc.org
Middlefield, OH 44062 Editor: Laura Dobson, LMFree99@yahoo.com

The Fair Share is a weekly e-newsletter produced by Geauga Family Farms.