

The *Sourcing Local Foods* guide for the Willamette Farm & Food Coalition (WFFC) was designed to go in a binder that already had a cover, so there is no cover illustration and the pages are offset to accommodate the binding.

WFFC wanted only the center spreads in color and the rest in black and white.



741 Lincoln Street
Eugene, OR 97401
(541) 341-1216
info@lanefood.org
lanefood.org

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Willamette Farm and Food Coalition

Connecting farmers and consumers in Lane County

September 2010

Dear business and institutional food buyers,

The concept of eating “locally” is gaining attention both nationally and statewide. Here in Lane County, many now share the value of purchasing food grown and produced close to home. With the looming realities of food safety issues and increasing fuel costs, the future of our food security will depend on our capacity to source whole foods that are grown and processed in our community.

It is estimated that only 3% of the one billion dollars spent annually on food in Lane County goes to local farmers. As a food buyer for a business or institution, you have a unique and powerful role in growing and stabilizing our food system by keeping more of our food dollars in local circulation.

The Willamette Farm and Food Coalition (WFFC) is a community based non-profit that has worked for a decade to connect farmers and consumers in Lane County. WFFC promotes locally grown foods to keep our farms economically viable, our valuable agricultural land in production, and to strengthen the local economy. For seven years we have published *Locally Grown*, a consumer guide to sourcing locally grown and processed foods.

In the past two years WFFC has assisted four area school districts, the University of Oregon, and Lane Community College in increasing their purchases of Lane County grown produce. Can we encourage you to step up to the challenge? Are there one or two items that you can consider sourcing locally on a regular basis, or at least on occasion? If you hire a caterer for events, could you consider using restaurants and catering businesses that showcase local foods?

We have compiled this **Sourcing Local Foods** packet to help you get started. After reviewing it, take time to consider what your “local” purchases might be. Your commitment can help grow our local food system, one pound at a time, toward a food secure future.

Lynne Fessenden
Executive Director, Willamette Farm and Food Coalition

How to use this packet

1. **What Grows in Oregon?** Review the *What grows in Oregon* chart on page 3.
2. **Want to source by a particular product or crop?** Select the products you use most often and see what their *seasonal wholesale availability* is (pages 4-5).
3. **Want to source by season?** If you are a chef interested in creating seasonal menus, you may prefer to look at the *produce by season* chart on page 6 (same information, two different ways of viewing it).
4. **Want to buy directly from farmers and growers?** If you are interested in buying directly from farmers, we have included a copy of our 2010 *Locally Grown* guide in the back pocket. The farm descriptions and product index are also available online in a searchable format. (e.g., You can select a product like spinach, highlight organic, and generate a list of 12 farms in Lane County that grow organic spinach.)
5. **Prefer to source through a distributor?** If you are not interested in buying directly from farmers, you will find a list of local wholesale distributors who pride themselves on sourcing from local farms often (page 10).
6. **Prefer to shop online, locally or regionally?** Try one of the “online” markets! **Eugene Local Foods** (page 7) is an online marketplace and aggregator that has been in operation for two years and currently sources from 45 area farms. **FoodHub** (pages 8 & 9) covers a larger area and is specifically designed to connect institutional food buyers and regional growers. Launched in February of 2010, this virtual wholesale market is already generating results.
7. **Looking for a caterer who sources local products?** If you are seeking catering assistance for an event, peruse our list of Eugene area caterers on page 12, and be sure to request they use local products when you place your order.
8. **Still have questions?** Give us a call. We are here to help you source local! (541) 341-1216, or info@lanefood.org.

Locally Grown Guide (copy provided in back pocket)

Published by the Willamette Farm and Food Coalition, *Locally Grown* is a comprehensive guide of foods and wines grown, raised, and produced in Lane County and vicinity. Now in its seventh year, *Locally Grown* is THE resource for finding local foods!

The 2010 Locally Grown guide includes:

- descriptions of local farms, what they sell and where they sell
- a map of farm stands and U-pick places as well as an index of U-pick products
- information on farmers’ markets and Community Supported Agriculture programs (CSA’s)
- a map, index and descriptions of vineyards and wineries
- information on grocers, merchants, restaurants & food processors that source locally



What grows in Oregon?



Berries

Blackberries, Blueberries, Boysenberries, Cranberries, Currants, Gooseberries, Loganberries, Marionberries, Raspberries, Strawberries



Orchard & Other Fruits

Apples, Apricots, Asian Pears, Cherries, Figs, Grapes, Melons, Nectarines, Peaches, Plums, Pears, Quince



Root Vegetables

Beets, Carrots, Kohlrabi, Parsnips, Potatoes, Radishes, Rutabagas, Turnips, Sweet Potatoes



Traditional Vegetables

Asparagus, Beans (green), Beans (fava), Broccoli, Brussels Sprouts, Cabbage, Cauliflower, Celery, Corn, Cucumber, Eggplant, Garlic, Leeks, Onions, Peas, Peppers (sweet), Pumpkin, Rhubarb, Shallots, Squash (summer), Squash (winter), Tomatoes, Zucchini



Salad & Other Greens

Arugula, Beet Greens, Chard, Collards, Kale, Lettuces, Mesclun, Mustards, Spinach



Ethnic Specialty Crops

Artichokes, Bok Choy, Burdock, Edamame, Fennel Root, Gourds, Peppers (chile), Tomatillos



Herbs

Basil, Cilantro, Parsley, Sage



Mushrooms

Shitakes (cultivated), Wildcrafted & Foraged Mushrooms



Nuts and Seeds

Flax, Hazelnuts, Pumpkin Seeds, Walnuts



Meat, Poultry & Dairy

Beef, Buffalo, Chicken, Duck, Lamb, Goat, Pork, Rabbit, Turkey, Cow's Milk, Goat's Milk, Goat Cheese, Sheep Cheese, Eggs, Duck Eggs



Dry Beans

Black Beans, Pinto Beans, Garbanzo Beans, Lentils



Grains

Barley, Oats, Rye, Triticale, Teff, Wheat

Wholesale Availability

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Apples	█	█	█	█	█	█	█	█	█	█	█	█
Apple Cider												
Asian Pear								█	█	█	█	█
Apricots							█	█	█			
Artichoke				█	█	█			█			
Asparagus			█	█	█	█						
Basil						█	█	█	█			
Bean Sprouts	█	█	█	█	█	█	█	█	█	█	█	█
Beans, Fava						█	█	█	█			
Beans, Green							█	█	█			
Beets						█	█	█	█	█	█	█
Blackberries							█	█	█			
Blueberries							█	█	█			
Bok Choy				█	█	█	█	█	█	█	█	█
Boysenberries							█	█	█			
Broccoli						█	█	█	█	█	█	█
Brussels Sprouts	█	█	█							█	█	█
Burdock	█	█	█						█	█	█	█
Cabbage	█	█	█			█	█	█	█	█	█	█
Carrots	█	█	█				█	█	█	█	█	█
Cauliflower				█	█	█	█	█	█	█	█	█
Chard					█	█	█	█	█	█	█	█
Cherries						█	█	█	█			
Celeriac	█	█	█						█	█	█	█
Collards				█	█	█	█	█	█	█	█	█
Corn							█	█	█	█	█	█
Cranberries										█	█	█
Cucumbers							█	█	█	█	█	█
Currants							█	█	█			
Daikon Radish						█	█	█	█	█	█	█
Edamame							█	█	█			
Eggplant							█	█	█	█	█	█
Fennel						█	█	█	█			
Flax Seed	█	█	█	█	█	█	█	█	█	█	█	█
Figs								█	█	█		
Garlic	█	█	█				█	█	█	█	█	█
Garlic, Green					█	█	█	█	█			
Gooseberries							█	█	█			
Grapes									█	█	█	█

This chart provides a listing of the wholesale availability of Oregon grown products. The growing season in the Willamette Valley is extended through the winter months with the use of greenhouses. Items such as new potatoes, kale, salad greens, baby carrots and turnips are available in winter and early spring in small quantities.

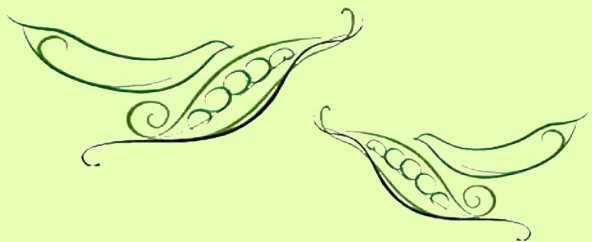
Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Hazelnuts												
Herbs												
Kale												
Kohlrabi												
Leeks												
Lettuce												
Loganberries												
Marionberries												
Melons												
Mushrooms												
Mustards												
Nectarines												
Onions												
Onions, Green												
Parsnips												
Peas												
Peaches												
Pears												
Peppers												
Plums												
Potatoes												
Pumpkins												
Prunes												
Quince												
Radishes												
Raspberries												
Rhubarb												
Rutabagas												
Salad Greens												
Shallots												
Spinach												
Squash, Summer												
Squash, Winter												
Sweet Potatoes												
Strawberries												
Tomatillos												
Tomatoes												
Turnips												
Walnuts												

Produce Available by Season

SPRING

March • April • May

Asparagus	Collards	Mustards
Artichokes	Fennel	Onions
Basil	Garlic	Peas
Beets	Gooseberries	Potatoes
Bok Choy	Green Garlic	Radishes
Broccoli	Green Onions	Rhubarb
Carrots	Kale	Salad Greens
Cauliflower	Kohlrabi	Spinach
Chard	Leeks	Turnips
Cilantro	Mushrooms	



SUMMER

June • July • August

Apples	Cucumbers	Peppers
Apricots	Eggplant	Plums
Basil	Edamame	Potatoes
Green beans	Garlic	Radishes
Beets	Gooseberries	Raspberries
Blackberries	Herbs	Rhubarb
Blueberries	Kale	Salad Greens
Broccoli	Kohlrabi	Shallots
Brussels	Loganberries	Spinach
Sprouts	Marionberries	Squash
Boysenberries	Melons	Strawberries
Cabbage	Mushrooms	Sweet Potato
Carrots	Nectarines	Tomatoes
Cauliflower	Onions	Turnips
Chard	Peaches	Zucchini
Cherries	Pears	
Corn	Peas	

FALL

Sept • Oct • Nov

Apples	Cider	Onions
Asian Pears	Collards	Pears
Basil	Corn	Peppers
Beans	Cucumbers	Potatoes
Bean sprouts	Currants	Pumpkins
Beets	Eggplant	Quince
Bok Choy	Figs	Radishes
Broccoli	Garlic	Rutabagas
Brussels	Gourds	Salad Greens
Sprouts	Grapes	Spinach
Burdock	Hazelnuts	Shallots
Cabbage	Herbs	Tomatoes
Carrots	Kohlrabi	Turnips
Cauliflower	Melons	Walnuts
Celeriac	Mushrooms	Winter Squash
Chard	Mustards	

WINTER

Dec • Jan • Feb

Apples	Carrots	Onions
Asian Pears	Cauliflower	Parsnips
Bean sprouts	Chard	Pears
Beets	Collards	Potatoes
Bok Choy	Cranberries	Rutabagas
Broccoli	Daikon Radish	Salad Greens
Brussels	Garlic	Shallots
Sprouts	Hazelnuts	Turnips
Burdock	Kale	Winter Squash
Cabbage	Kohlrabi	
	Leeks	
	Mustards	



Eugene Local Foods

Eugene Local Foods
4660 Crescent Ridge Lane
Eugene, OR 97405
(541) 579-3195
eugenelocalfoods.com
info@eugenelocalfoods.com



Eugene Local Foods is a 24/7 online farmer's market connecting real food grown by real farmers with real families, throughout the Willamette Valley. Each week, local farmers post their fresh, in season produce, meats, dairy and eggs, creating a virtual farmers market for our entire community. Buyers place their custom orders based on available products sourced from 45 area farms and orders are available for pick up at two Eugene locations on Tuesday evenings. Depending on location, the customer may also request home delivery by Pony Express for an additional fee. With convenient drop-off locations for farmers and convenient pickup locations for consumers, everybody benefits from local, sustainable agriculture.

The user friendly web site allows customers to search for a specific product, browse broader product categories or peruse a list of new items each week. A special section describes each of the participating farms, helping customers "know" their farmer. All products offered are grown within a hundred mile radius of the city of Eugene.

By developing a sustainable network that supports the promotion and distribution of locally grown food to our region, Eugene Local Foods strives to serve the growth and long term health of our farmers and our community. Although the majority of their customers are individual households, Eugene Local Foods has brokered sales for the University of Oregon, Lane Community College, and several area businesses.

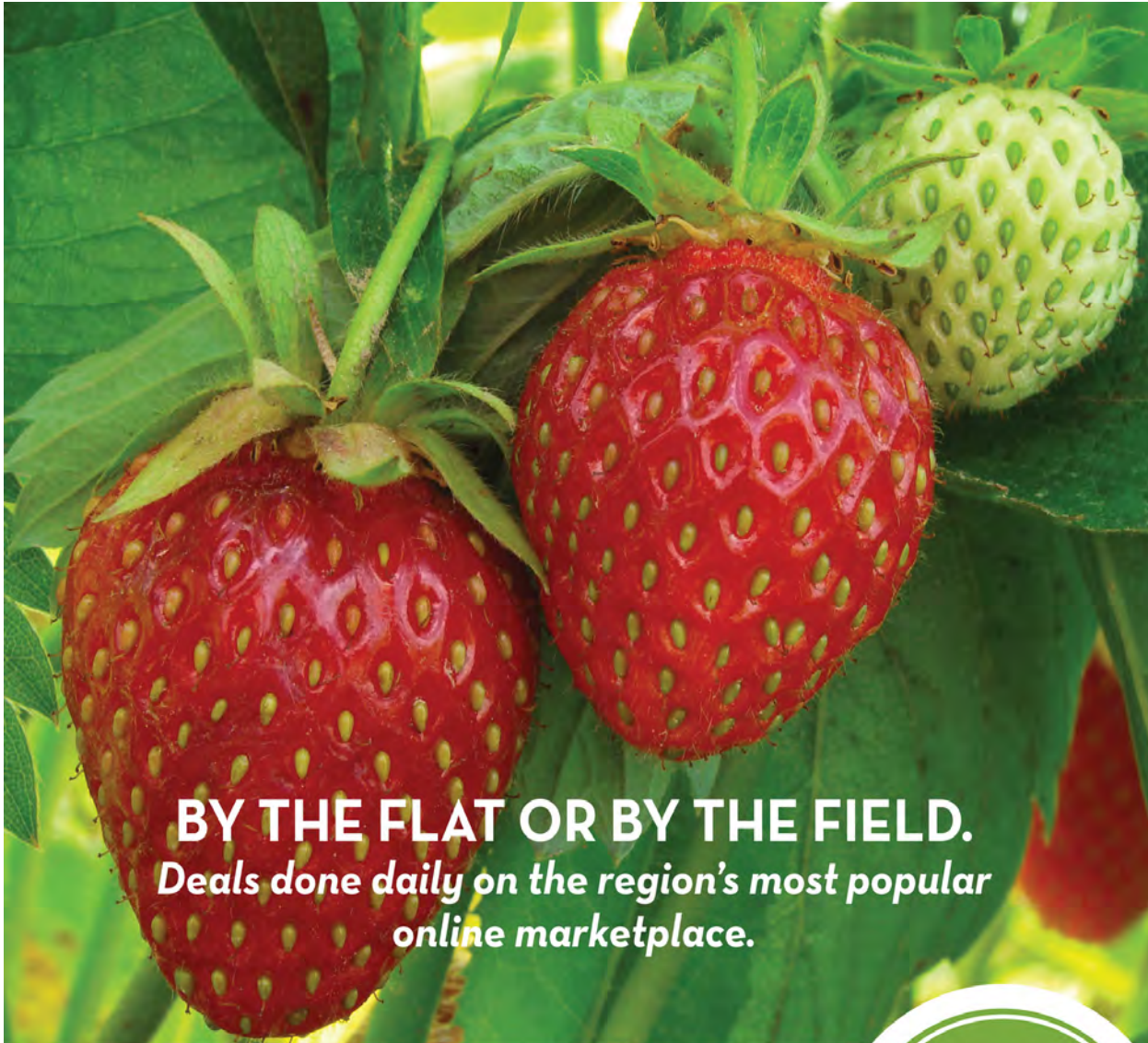
Eugene Local Foods is dedicated to promoting local community solutions to global environmental issues.



Locally Grown Grains



A few farmers in the Southern Willamette Valley have successfully grown hard red wheat (good for bread baking) in the past two years. In 2009, Hunton's Farm in Junction City had some of their wheat milled into flour at a mill near Grants Pass. The protein content of this wheat is encouragingly high and two local bakeries have been baking bread with it (Bread Stop and Hideaway). The Hunton's have since decided to install a grain mill near their farm. Camas County Mill will be operational by October 2010. Hummingbird Wholesale, (541) 686-0921, will be distributing the Hunton's flour and wheat berries.



BY THE FLAT OR BY THE FIELD.
*Deals done daily on the region's most popular
online marketplace.*

Whether you buy or sell fruits, vegetables, meat, seafood or specialty items, FoodHub can help you find your perfect match. You can buy or sell in large or small quantities. Direct deliveries or mainliners, FoodHub accommodates various distribution strategies. It's a great place to meet and do business over food.

food-hub.org. Where regional food buyers and sellers connect.

**FOOD
HUB**

JOIN TODAY.

Membership in this vibrant marketplace is only \$100 a year. Special discounts are currently in effect and may apply. Log on to food-hub.org today or call 503.467.0816.

food-hub.org *where regional food buyers and sellers connect*

Sourcing local foods has just gotten easier for wholesale buyers in the Pacific Northwest!



FoodHub, the searchable online database connecting food producers and food buyers is already generating results. This virtual wholesale market offers robust profiles of farms and food businesses and sophisticated search capabilities that make it possible to source a product or find a potential buyer, in minutes. Never before have Northwest food producers been so highly visible to the region's wholesale buyers, and never before have food buyers had it so easy.

Launched in February 2010, FoodHub is a social venture business of the Portland-based nonprofit Ecotrust that makes it possible for regional food producers and food buyers of all scales to find one another, connect and do business. Annual subscriptions are \$100, but there are many discounts currently available. Log on to food-hub.org or call for more information (503) 467-0816.

Success Stories from FoodHub's Marketplace:

Got Rhubarb? A post from Grand Central Bakery: "We are in search of local rhubarb for pie season. We prefer once a week deliveries to our North Portland Bakery. We need 250 – 350 pounds per week while in season (April – July)." The Reply: FoodHub member Big B Farms responded to the post, struck a deal, and is now set to deliver rhubarb. "It was like magic," said Grand Central Bakery's Laura Ohm.

Need Lettuce Fast! In late April, Clare Columbus, Nutrition Services Director for the Gervais School District, found out that her regular farm would not be able to supply the lettuce she needed for the April Harvest of the Month she had planned. (The Harvest of the Month is a program in which the cafeteria features one seasonal ingredient from a local farmer in their menu.) Instead of panicking, Columbus used FoodHub to send a quick message out to several farms nearby that listed themselves as having lettuce, as well as posting to FoodHub's Marketplace section. By the end of that day, she had found her lettuce! Ivan Maluski from Tipping Tree Farm in Colton (only 6 miles down the road from Clare) got in touch and delivered the lettuce himself the next week.

Peppers anyone? Margot Wilcoxon, chef of Salvador Molly's restaurant, posted an inquiry in FoodHub's "marketplace" about needing to find a local farm to grow habañero peppers, 80+ bushels of peppers. Anne and Rene Berblinger of Gales Meadow Farm in Washington County in the Gale Creek Valley, were one of 10 farms to respond. With over 250 varieties of vegetables and herbs—among them ancho, cayenne and jalapeño peppers—the farm had what Salvador Molly's sought in terms of "variety, quantity and price." Wilcoxon made verbal contracts with Gales Meadow – which will grow jalapeños, tomatoes and cilantro—and two other local farms to provide her with not only peppers, but also other ingredients for salsas and tamale fillings.

Local Distributors

Emerald Fruit and Produce
 2525 7th Place, Eugene, OR 97402
 (541) 342-2136
emeraldfruitandproduce.com



A local, family owned business since 1969, Emerald Fruit & Produce recognizes the importance of our local economy and sustainability. We believe that supporting local farms not only benefits us, but our community as a whole. Throughout the local growing season, we purchase as much locally grown produce as possible. Emerald supplies fresh produce to schools, hospitals and other care facilities, as well as many restaurants and grocery stores on a daily basis. We have an in house preparation facility to clean, chop or otherwise prep produce if needed. We also have freezer capacity, so that items such as berries can be frozen and distributed throughout the year.

Hummingbird Wholesale
 254 Lincoln St., Eugene, OR 97401
 (541) 686-0921
hummingbirdwholesale.com
info@hummingbirdwholesale.com



Hummingbird Wholesale is a small wholesale distributor of organic bulk foods to natural food stores, food manufacturers, and restaurants from Seattle to San Francisco. A Eugene family business, established in 1972, we strive to provide maximum benefits for farmers and customers, minimizing packaging and waste, and increasing the demand for local and sustainably grown foods. We are active in promoting community and in supporting other small businesses. We also value long term relationships with growers and our customers, and we are currently contracting with local farms for grains, dry beans and edible seeds (flax and pumpkin).

Organically Grown Company
 1800B Prairie Rd., Eugene, OR 97402
 (541) 689-5320
organicallygrown.com



Organically Grown Company (OGC) is the largest wholesaler of organic produce in the Pacific Northwest, with Eugene and Portland, OR and Kent, WA locations. OGC is employee and grower owned. As a proud supporter of regional and certified organic farmers, OGC coordinates the production, marketing and distribution of a brand of crops called LADYBUG brand. LADYBUG crops are grown by a variety of northwest regional family-owned farms offering over 100 seasonal fresh and flavorful crops from over 40 farms. OGC is dedicated to sustainable business practices and was recently named one of the 100 best green companies by Oregon Business.

Wholesale Meat & Dairy

If you are sourcing large quantities of beef, consider patronizing one of these two Oregon businesses. If you are a chef interested in buying smaller quantities of meats, an entire animal, or specific cuts, please see the meat & dairy index in the Locally Grown guide, p. 37.

Oregon Natural Meats
 33257 Dillard Road
 Eugene, OR, 97405
 (541) 686-3558
naturalbrewbeef.com
sales@naturalbrewbeef.com

Oregon Natural Meats is a local-family owned and operated meat company producing and selling natural meat. We source our animals from farms and ranches in Oregon and feed and finish those animals using a combination of local pastures and over 11 million pounds of upcycled grain from local micro-breweries. We then process our cattle into meat at a local facility in Eugene and distribute and sell our products via locally owned businesses. Only pasture raised and source verified cattle are selected for our program, our animals are raised under humane conditions, and are fed a 100% vegetarian diet.

Painted Hills Natural Beef
 PO Box 245
 Fossil, Oregon 97830
 (541) 763-2333
paintedhillsnaturalbeef.com
info@natural-beef.com

Painted Hills Natural Beef originated in Wheeler County, Oregon. In the mid-90s, several ranchers realized that the cattle that came from the ranches of Wheeler County were being blended into pens that held cattle of lower quality. Step by step, we built a business to preserve the quality of our cattle. No growth hormones, steroids or antibiotics are used, and our cattle are "grain-fed" a 100% vegetarian diet.

Lane County is lucky to have two sustainability conscious dairies nearby.

Lochmead Dairy
 1120 Ivy Street
 Junction City, OR 97448
 (541) 998-8544
lochmead.com
info@lochmead.com

Since 1965, Lochmead Farms has been known as the areas local sustainable dairy. We are now a fourth generation, family owned business, located in Junction City, Oregon. All Lochmead Farm's milk comes from cows born and raised on our family's farm. We have never used the artificial growth hormone (rBST) in our cows. We are committed to a sustainable system that keeps the entire product lifecycle close to home, our farm supplies 80% of the dairy's feed.

Noris Dairy
 P.O. Box 42
 Crabtree, OR 97335
 (503) 394-4004
norisdairy.com
norisdairy@aol.com

Noris Dairy, located between Salem and Eugene, offers certified organic milk products, fine cheeses, butter, yogurt, sour cream and ice cream. All milk is pasteurized and bottled on farm. The centuries old tradition of animal husbandry is a mutually dependant and beneficial relationship between humans and cows. Franz and Angela, the Noris farmers honor this tradition. Noris dairy cows are never given hormones or antibiotics and no pesticides, herbicides or chemical fertilizer are ever applied to the land. Noris cows are allowed to graze year round.

Eugene Caterers

*that source from local producers, or are willing to upon request**

Brindiamo Catering

Sean Chandler
(541) 895-2147
chandler@brindiamo.com
brindiamo.com

Café Soriah

Ibrahim Hamide
(541) 342-4410
soriah.com/catering

Cornucopia Catering

Samantha Gray
(541) 485-2300
info@eugencatering.com
eugencatering.com

Cravings Catering

(541) 343-7933
catering@cravingsfinefood.com
cravingsfinefood.com

Devour Mobile Sandwiches

JP McCarthy
(541) 556-0829
devoureugene@gmail.com
devoureugene.com/catering

Field to Table

Corey Wisun
(541) 954-6931
corey@fieldtotablecatering.com
fieldtotablecatering.com

Heidi Tunnell Catering

Heidi Tunnell
(541) 895-5885
heiditunnell@gmail.com
heiditunnellcatering.com

Holy Cow Café and Catering

Kathy Lavine
(541) 345-3639
kathee@holycowcafe.com
holycowcafe.com

Ivy's Cookin

Ivy Cotler
(541) 485-4200
ivyscookin.com

Marché

Michelle Wasner
(541) 683-2260
michelle@marcheprovisions.com
marcheprovisions.com

McCallum's Custom Catering

Pat McCallum
(541) 344-8600
pmac@mccallumcatering.com
mccallumcatering.com

Mookie's Northwest Grill

Randy Hollister
(541) 744-4148
mookie@mookiesgrill.com
mookiesgrill.com/catering

Park St. Cafe

Sherri Thieben
(541) 485-2089
wooshwoogie@yahoo.com

Savories Catering

DeeAnn Hall
(541) 485-8380
ecbakery@msn.com

The Beanery Catering/Allan Bros.

Jeanette Holtz
(541) 812-8000
catering@allannbroscOFFEE.com
allanbroscOFFEE.com

Three Forks Wok

Erika Condos
(541) 762 0542
erika@3forkscatering.com
3forkswok.com

Waterfront Restaurant

Willy Saleeby
(541) 465-4506
dinewaterfront.com/catered

*** Be sure to request local products when placing your orders!**