

2ND EDITION



Mendocino County's **Local Food Guide**

Local Food from Farm and Sea

*Veggies Greens Herbs Berries Orchard
Fruits Nuts Vine Fruits Eggs Mushrooms
Dairy Salmon Crab Honey Beef Lamb
Poultry Jams Chutneys Syrup Flowers
Sea Vegetables Olive Oil Starts Farm Stands
Community Gardens Farms Farmers Markets*

Mendocino County's Local Food Guide *2nd Edition*

a project of Anderson Valley Foodshed Group

The Anderson Valley Foodshed Group works toward a vibrant, healthy local food system for our community. We celebrate our local foods, farmers and gardeners. We aim to increase our capacity to grow a diverse, year-long supply of food for all who live here. We work toward these goals through education, connecting people to each other, and creating new opportunities to grow, process and enjoy locally grown food.

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The guide only includes farms whose food is available within the county. If you are a Mendocino County farmer selling locally and we missed including you in this edition of the guide, please contact Diane at dpaget@mcn.org or 895-3354. You may also contact her with comments about the guide or to locate more copies.

Mendocino County's Local Food Guide committee has made every effort to ensure that this publication is informative, complete and accurate. It does not make any representation or warranty as to the accuracy of any of the information contained in this publication, nor as to the agricultural and business practices of any member farm or the condition or quality of the farm crops produced or sold there.

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Don't throw away - Pass along!

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Enjoy! Eat Local!



Why Buy & Eat Local?

1. PROMOTE A LOCAL ECONOMY

Spent locally, our dollars recirculate in our communities. Buying directly from local farmers generates 44% more money for the local economy than purchasing food at supermarkets.

2. HELP FARMERS

On average, farmers receive only 20 cents of each dollar we spend on food. The rest goes to packaging, processing, transportation, and, most of all, advertising. By buying local, we assure that local and regional family farmers can get full retail price for their food – which means farm families can afford to stay on the farm.

3. IT TASTES BETTER & IT'S BETTER FOR YOU

Fresh produce loses nutrients quickly. In a week's delay from harvest to dinner table, sugars turn to starches, plant cells shrink, and produce loses its vitality. Processed foods, sweetened with high fructose corn syrup and filled with hydrogenated oils, are linked to many health problems, including obesity and diabetes. Food grown in our community was probably picked within the last day or two. It is crisp, sweet and loaded with flavor and nutrition.

4. KNOW WHO DOES THE GROWING

By buying locally, we can develop a relationship with the people growing our food. When we value our food and the people who produce it, our quality of life as a community grows.

5. FROM FARM TO FORK

Today the average food item travels roughly 1400 miles from farm to fork. Energy intensive industrial agriculture, wasteful packaging, and long-distance food transportation are responsible for roughly 20% of all climate-disrupting greenhouse gases. Buying locally reduces transportation costs and our dependence on foreign oil.

6. FOOD SAFETY

Concern about food safety, from Mad Cow Disease to dangerous pesticide residues, is another reason many are turning to organic and local food, which provides a safe alternative to industrially produced food.

... how we eat determines,
to a considerable extent,
how the world is used.

- WENDELL BERRY

It makes a Difference!

7. *FOOD SECURITY*

If the county were to become isolated, food grown in the area would be available for use. At present, in case of a disaster or other emergency when outside connections are lost, we would have a limited amount of food. We increase our security with a strong local food system.

8. *PRESERVE FARMLAND AND THE ENVIRONMENT*

As the value of locally produced meats, fruits and vegetables increases, selling farmland for development becomes less likely. A well-managed family farm is a place where the resources of fertile soil and clean water are valued. In addition, the patchwork of fields, hedgerows, ponds, and buildings is the perfect environment for many species of wildlife. When you buy locally grown food, you are helping to preserve our agricultural landscape and rural community.

9. *THE TRUE COST OF FOOD*

The price we pay at the supermarket checkout counter doesn't reflect the true costs of industrial agriculture: pollution and public health damage resulting from massive toxic pesticide and fertilizer use, sweatshop conditions for farm workers, water pollution from agriculture runoff, and billions of dollars in taxpayer subsidies that mainly go to a handful of large corporations. When we buy from our local farmers and stores, we can feel good about what our dollars are supporting.

10. *WHY BUY AT LOCALLY OWNED STORES?*

Local farmers, dairies and businesses are more accountable and invested in our community than industrial farms and big box chain stores. Supporting our local stores keeps our money and resources in our community. Local store owners employ our neighbors and provide an invaluable service to us. If we don't shop locally, the local stores will disappear. It's our choice!

A Note from the Committee:

WE FOUND THAT SOME STAPLE FOODS ARE NO LONGER GROWN HERE, SUCH AS DRY GRAINS AND BEANS. THEY CAN BE GROWN HERE AND WE HOPE THAT AS THE DEMAND FOR LOCALLY GROWN FOOD INCREASES, FARMERS WILL BE ENCOURAGED TO GROW THEM AGAIN.

Growing Practices

AN EXPLANATION OF TERMS

The farms are categorized with terms participants have chosen from our questionnaire. We're not in a position to assure that the categories chosen are correct—that can be verified by a certifying agency or by the Mendocino County Department of Agriculture.

Biodynamic: Emphasizes the total farm as a holistic organism using specific sustainable practices (most fertilizers and animal food are produced on the farm). Some farms are certified, some are not, but all adhere to the same specific criteria expected of certified biodynamic growers.

Organic: Grows according to standards for organic certification, without the use of chemicals, pesticides, herbicides or fungicides, and without genetically engineered seeds or plants. These can be certified—maintaining records of the farm management plan with annual fees, inspections and review of practices to ensure compliance—or not certified, but all adhere to the same specific criteria expected of organic growers with the exception of record keeping, fees, inspections and reviews.

Mendocino Renegade Certification: Assures organic claims at reasonable cost to local producers and processors, with minimal paperwork. Not part of the USDA certification system, Mendocino Renegade aims to minimize the role of government and politics in organic agriculture.

Transitional: Participating in the three-year process of becoming certified organic.

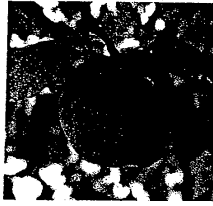
Combination: Utilizes some biodynamic, organic practices, or natural principles, but will use conventional methods when the health of a crop or animal is endangered.

Natural: Uses growing practices that encourage a natural balance of soil fertility and animal/plant health, prevention of diseases, and decrease of insect/pest infestation. Only non-synthetic pesticides, herbicides, or fungicides are used whenever the health of a crop or animal is endangered. Unlike organic certification, this category has no provision for verification.

Conventional: Uses methods that include synthetic materials (chemical fertilizers, fungicides, pesticides, herbicides) to increase production and decrease labor costs, and the training and permits for using these materials. May use Integrated Pest Management to avoid unnecessary use of pesticides unless insect traps indicate a significant presence.

Wild crafted/wild harvested: May have no control over the wild environment—for example, contaminants in our oceans or forests—but makes every effort to harvest a healthy product by choice of location, laboratory testing or other practices. Harvesting practices ensure continuation of the species with minimal negative impact on its habitat.

Note: The terms "organic" and "biodynamic" are now registered trademarks of the USDA National Organic Program and the Demeter Association, respectively, and may not be used unless the grower or processor is certified by one of these organizations.



You Can Create A Sustainable Local Food System

- Buy directly from local farmers, fishers and foragers.
- Find your local farmers market.
- Eat what is in season (see the Harvesting Guide, p45).
- Eat at local restaurants that use local foods, ask them what is local on the menu.
- Shop at locally-owned markets. Request that they buy and highlight local products.
- If you shop at a supermarket, ask where their produce, meat and dairy products come from. Request that they buy and highlight local products.
- Buy wild-harvested seafood caught by local fishers.
- Throw a dinner party or potluck using foods grown in Mendocino County.
- Grow your own food, grow year-round, eat what is in your garden.
- Get involved in a localization group, the Grange or another organization that is working towards a stronger local food system.
- Encourage legislators at all levels to take leadership in developing policies that support small farmers and local food production.
- Teach children to care about where their food comes from. Talk with them about what is on the dinner table and where it has come from.

Most of all ... Meet your local farmers, ask to visit their farms, let them know you appreciate that they are farming.