



Waukesha Farmers' Market Weekly Newsletter

Saturday, October 1, 2011



Waukesha Business Improvement District 802 N. Grand Ave., Waukesha, WI 53186
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This Week at the Farmers' Market...

Ruegsegger Farms #60 & 61 This family farm offers a variety of fresh vegetables, as well as amazing cheeses and baked goods. One of their best offerings is the large selection of grass-fed, organic meats. It's getting closer and closer to Thanksgiving, so talk to Sherrie to reserve your holiday turkey before it's too late!

Roots Down Community Farm #13 Stop and ask Kyle about the Roots Down philosophy, which begins with sustainable methods for a biologically healthy system of growing. The land is worked with respect and care using certified organic materials and techniques that sustain and build the soil supporting its long term health.

Bob Kietzman #69 & 70 Come by today for some bittersweet hedge apples. While you are there, pick up some mums or ornamental grass to add some color to your home.

The Steaming Cup #58 Stop and visit Kerry Mackay for some coffee, cocoa, or delicious baked goods, and get the kids "Whipped" - We promise they'll love it. While you're there, you can ask Patty from Artlinks 333 about the Artful Bowls event happening downtown. Patty is helped by Vanessa, who would love to show you some of the wonderful goods made at Artlinks 333.

Sasha's Salad Dressing #28 Need to dress up those greens you just got? Sample some of Sasha's dressings, and Voila!

Downtown Today

- **Waukesha Noon Lioness Club Meet and Greet at Sprizzo Gallery Caffe**, 2-4pm, 363 W. Main St. Lioness members will be happy to share information about the work they do.
- **The West End Artists Association hosts the Art Crawl in Historic Downtown Waukesha**, 4-10pm.
- **Owen Gromme: The 115th Birthday Exhibition**, 10am-4:30pm, 101 W. Main St. Celebrating the "Dean of American Wildlife Artists," this exclusive exhibit features over 30 original oil paintings held by the Gromme family, several that have never been publicly displayed.
- **Enve Salon is hosting Get Down Downtown**, 7-7:30pm, 309 W. Main St. The Fun will start with Michael Jackson's Thriller continuing with the CHA CHA-slide, twist and shout, and the Cupid Shuffle!
- **Pioneering Spirits: Cemetery Program, Prairie Home Cemetery**, 1-3pm, 605 S. Prairie Ave. A special tour of 10 gravesites of Waukesha's famous pioneers including Les Paul, the Aitken brothers, and Morris Cutler.



PROHEALTH CARE

Recipe of the Week

Brought to you by Little Swiss Clock Shop www.LittleSwissClockShop.com

Sweet & Savory Brussels Sprouts

Contributed by *Sandra Wolfram - BID intern*

Ingredients:

- 1 lb Brussels Sprouts
- 1/4 cup diced, uncooked Bacon
- 1 large Shallot, chopped
- 1 tbsl Butter
- Splash of olive oil
- Scant 1/4 cup Water
- Scant 1/4 cup Maple Syrup

Serves 6-8

Procedure:

- Wash and trim the Brussels Sprouts and cut in quarters.
- Heat oil and butter over medium-high heat. Add Bacon and Shallots, sauté until the Bacon is crisp and the Shallots are tender.
- Add the Brussels Sprouts and sauté for 2 minutes.
- Add water and cover pan, cook until sprouts are tender.
- Continue cooking uncovered until water is reduced.
- stir in the Maple Syrup and season with Salt and Pepper. Serve immediately.



These are not your Mama's Brussels Sprouts!



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130 NW Barstow St, Waukesha

Harvest Day at the Farmers' Market

Saturday, October 29



Bring your children to the Farmers' Market to decorate a Trick-or-Treat bag from 11:00 am. - Noon.

Then join in the fun of Trick-or-Treating at downtown businesses from 1:00 - 4:00 p.m.

Be sure to stop by the BID office while Trick-or-Treating for an extra-special item.



Be sure to become a fan of "Historic Downtown Waukesha" on Facebook for all the latest news on your community!

Christmas Parade

Sunday, November 20, 4:00 pm

"Candy Canes on Main"

Scouts, churches, community groups, sports teams—we'd love to see your group in the parade. Applications are available online at:

www.DowntownWaukesha.com



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Question Of The Week

I heard that the Farmers' Market is going to accept the Quest card. When will that start ?

Well I'm glad you asked, because we have been working hard here at the BID to get the program going. While we had hoped to start accepting the benefits over a month ago, the process is taking longer than we thought. While we are still hopeful that we'll have the EBT machine up and running by the last market day, it looks as though we may not have it set up until the start of next season's market.

Why Buy Local It's not just about eating healthy!

As you walk through the Farmers' Market, you're probably looking at the stands of produce thinking about what looks good. As you're deciding what to get, a vendor is probably helping you by telling you all about every vegetable. Isn't it amazing how much they know? Isn't it also amazing how much passion they have for their goods?

The reason that the vendors are so good at what they do is because this is their life, their livelihood. Most of the farmers you meet have been doing this their whole life, and much of the time they learned the trade from their parents. They care about their product, and know everything that went into growing it.

When you choose to buy from these local growers, you can count on getting the freshest products. You can also rest easy knowing that you are feeding your family a variety of healthy foods. While you may be aware of the health benefits, you may not think about how buying local is also socially responsible. When you choose to shop at the Farmers' Market, you are helping small businesses grow.

More and more family farms have gone out of business in these tough economic times, because they are finding it hard to compete with large corporate farms. While you may save money on

items from corporate farms, you lose the quality, care, and passion you get from the local vendor.

So when you go home today with your bag of goodies, go home knowing that you are making a difference. A difference not only in your life, but in the life of your local vendors.

DIVA DAY IS ALMOST HERE!

Sunday, October 9, Noon- 4:00pm

Put on your purple, and head to Mia's Restaurant at Noon to register for this fabulous event. While you are there, you can buy \$10 in raffle tickets and receive a free purple boa to wear while you are out.

Spend your day shopping, and then head on back to Mia's for Diva Delish from 4-5pm.

Enjoy free appetizers, drink specials, and participate in the live auction. Don't forget to save your shopping and dining receipts, so you can redeem them for Diva Dollars for each dollar spent that day. Use your Diva Dollars at the live auction with County Executive Dan Vrakas.

***WE'D LIKE TO THANK OUR SPONSORS: THE ALMONT GALLERY, THREE SISTERS UNIQUITIES, WAUKESHA NOW, AND WAUKESHA STATE BANK**

Artful Bowls Fundraiser

Today is a good day to be downtown in Waukesha! With so many events going on, there is something for everyone to do. One event that stands out is the Artful Bowls Fundraiser.

Stop by the Potter's Shop (335 W. Main) and purchase a handmade bowl for \$12. Bowls are made by artists at The Potter's Shop and Artlinks, and local schools and organizations. Use your bowl

to enjoy a variety of soups and Ice cream donated by local restaurants. Proceeds go to Art Links 333, an adaptive art studio for people with disabilities, and The Potter's Shop who gives a scholarship to a local student pursuing an education in the arts field.

So go out and enjoy your day and eat some great food, all while doing something good for your community.

Out And About: Where Should I Eat Today?

So you had a long week, and the last thing you want to do is cook dinner. Maybe a night on the town is just what the doctor ordered. With so many choices right downtown, you don't have to go far to get away from it all.

How about tapas at Generations, or pizza at Magellan's? Maybe some sushi at Sakura, or burgers at JLotti's? If you can't find a sitter, you can take the kids to Sloppy Joe's for a hotdog and ice cream.

If it's the nightlife you are after, well look no further. Grab a pint at the House of Guinness and then head to the Nice Ash for smooth

cigar. If you're going out with the ladies, a martini at the Clarke Hotel or a glass of vino at Chill is sure spark up some great conversations.

Whatever you are in the mood for, Waukesha has a place for you to do it. Visit DowntownWaukesha.com to find out more information.

Please remember if you choose to drink, do so responsibly. Waukesha has two taxi services, and the staff wherever you're at would be more than happy to make your arrangements.

"Did you ever stop to taste a carrot? Not just eat it, but taste it? You can't taste the beauty and energy of the earth in a Twinkie." – Astrid Alauda