



Greenmarket Regional Grains Project Newsletter December 2017



"It all starts with the choice of grain, which is first a question of place and time."

– Karen Hess, A Century of Change in the American Loaf

The Greenmarket Regional Grains Project is pioneering the new frontier in local food: grains. With our partners, we're building the marketplace for grains grown and milled in the northeast. We are educating and connecting growers, processors, bakers and chefs – sparking a rise in demand for local grains while helping ensure the crop supply and processing infrastructure are there to meet that demand.

The evidence is clear: Regional grains have arrived.

Greenmarket is a program of GrowNYC, a 501c3 nonprofit. We rely on your generous donation to bring you the Regional Grains Project year-round. To help us keep this project going, donate [here](#):

Upcoming Market Dates

[The Grainstand](#) maintains its weekly presence at the Union Square Greenmarket on [Wednesdays](#) and [Saturdays](#). And our rotating stand continues! Here is the upcoming schedule, along with participating craft beverage producers:

- December 16 [USQ Saturday, Standard Wormwood Distillery](#)
- December 16 [82nd St., Breuckelen Distilling](#)
- December 17 [Columbia University, Manhattan, Cooperstown Distillery](#)
- December 20 [USQ Wednesday](#)
- December 23 [USQ Saturday, Harvest Spirits](#)
- December 23 [Fort Greene Park, Standard Wormwood Distillery](#)
- December 27 [USQ Wednesday](#)
- December 30 [USQ Saturday, Nahmias et Fils](#)
- December 30 [Inwood](#)
- January 3 [USQ Wednesday](#)
- January 6 [USQ Saturday, Inwood](#)
- January 7 [79th Street](#)
- January 10 [USQ Wednesday](#)
- January 13 [USQ Saturday, Grand Army Plaza](#)
- January 17 [USQ Wednesday](#)

Pre-ordered bulk bags are available at the Union Square Greenmarket every Wednesday and Saturday. [Check availability and pricing here.](#) To place an order or if you'd like more information, please e-mail us. Wholesale orders of \$250 or more can be delivered through [Greenmarket Co.](#), GrowNYC's wholesale distribution program.

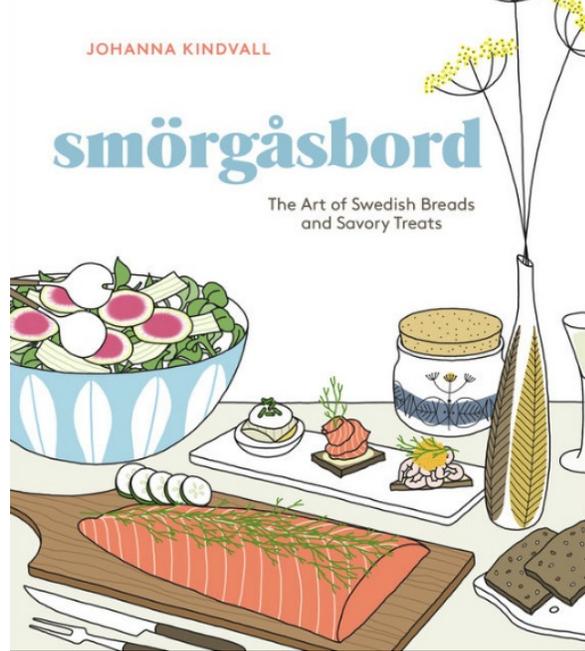
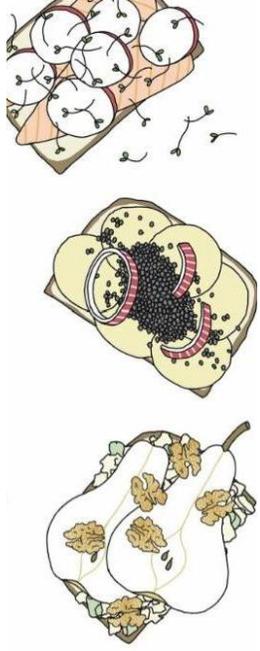
News and Events Highlights: Cookbooks!

Book Signings at Market

Johanna Kindvall
Saturday, Dec. 16
10 a.m. to 1 p.m.
Union Square Greenmarket

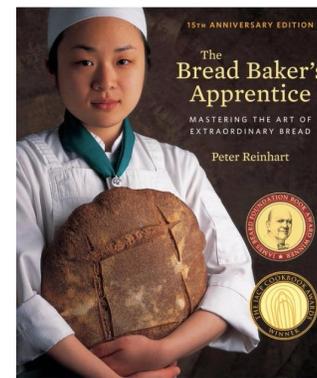
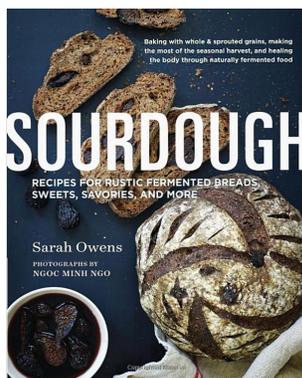
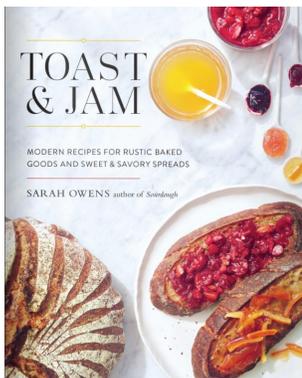
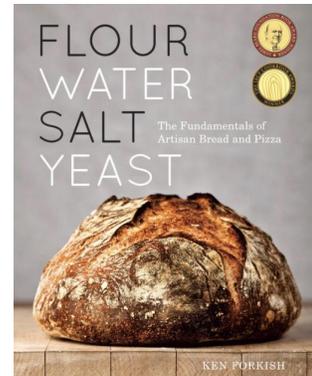
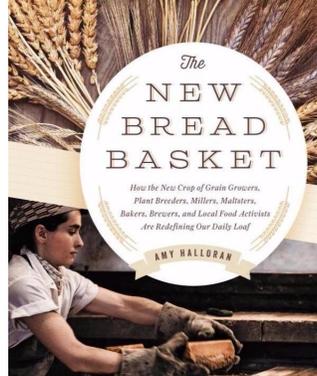
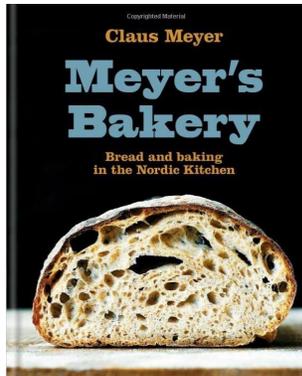
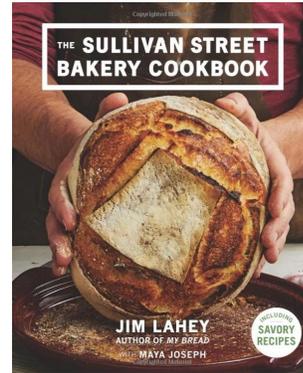
Johanna will be signing her books and handing out homemade rye breads!





Holiday Shopping Ideas

Still in the throes of holiday shopping? Consider one of these amazing cookbooks that celebrates local flour. Here are just a few of our faves:

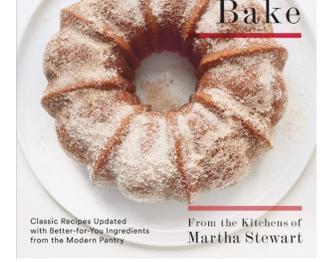


Also worth checking out...

- ["The Year's Best Baking Cookbooks"](#) from the New York Times
- We were delighted to see [Martha Stewart](#) feature many of the



Grains Project's longtime allies in her baking videos, including [Small Valley Milling's Eric Steigman](#) (check out our [SVM case study](#)), and [Wide Awake Bakery's Stefan Senders](#) (check out our [sourdough baking quality evaluation video](#) featuring Stefan, our [interview](#) with Stefan, and our [case study](#) on Wide Awake.)



Classic Recipes Updated
with Better-for-You Ingredients
from the Modern Pantry.

From the Kitchens of
Martha Stewart

Recipes: Holiday Cookies

The GrowNYC Cookie Swap Dazzles and Delights with the Tastes and Textures of Regional Flour!



GrowNYC staff outdid themselves this year, dazzling their coworkers with this endless array of holiday cookies made with grains grown and milled in the region.

"I always love experimenting with new flours from the Grainstand," said Brooklyn Market

Manager Caroline Hiteshew. "Even if it's just All Purpose, the extra dimensions of flavor takes my holiday baking to the next level."

Union Square Greenmarket General Manager TK Zellers told us a little about the "corn-kies" he brought to the swap, each with a hidden cranberry inside:



"Every year I experiment with a new cookie recipe for the holidays, and every year I stop by the Greenmarket Grains tent at the Union Square Greenmarket for some inspiration and local ingredients. This year I got an at-market consultation from Amy Goode of Maine Grains, and I landed on cornmeal and cranberry (purchased from another Greenmarket farmer) shortbread cookies. I used Maine Grains Cornmeal and Øland Wheat Bread Flour, along with organic cranberries from Hudson Valley Organic Farm. They turned out delicious!"

And The Grainstand's own Henry Blair shared the story and recipe behind his incredible emmer ginger buttons....

"I was making a batch of an old, favorite ginger snap recipe and not paying complete attention. I wanted to try them out with Emmer flour, because it has a really nice nutty flavor, and may be crumbly enough for a cookie. Mixed the dough, shaped into balls, rolled in sugar and baked. When I popped them out I was surprised they had proofed up into cakey little buttons, not the spreading crisps I was planning on. Scratching my head I realized I grabbed baking powder off the shelf instead of baking soda. Baking soda causes spreading and crisping, baking powder causes rise and cakeyness.

"Baking powder is dual-acting, it allows batters and cakes to rise both when it is wet and when exposed to heat (when you first add it to the batter and again when it goes in the oven). Baking soda reacts only to the wet environment, it becomes activated when added to the batter and must be baked quickly before it wears off. All baking powder has alkaline baking soda plus acids. If the recipe includes acidic ingredients, such as apple cider, buttermilk or cream of tartar, baking soda will give a good rise, otherwise you'll need baking powder. If you're all out of baking powder be careful about adding too much baking soda as a substitute - it can have a metallic/chemical off flavor and discoloring effect if used in too high amounts. It may be better to switch milk for buttermilk (or run down to the corner store).

"Once I figured out the problem, and tried a few cookies, I realized it wasn't such a tragedy after all. A couple more adjustments and we have Emmer Gingersnaps turned Emmer Spice Buttons!"

Emmer Ginger Buttons from The Grainstand's Supreme Baker Henry Blair

Emmer Ginger Buttons, from the Grainstand's supreme Baker Henry Blair
Yield: 24 cookies

Ingredients

1 ½ cups emmer flour
2 teaspoons baking powder
1 ½ teaspoons ground ginger
1 teaspoon cinnamon
½ teaspoon cardamom
½ teaspoon salt
1 ½ stick butter, softened
½ cup sugar
1 egg
3 tablespoons maple syrup
2-3 tablespoons powdered sugar

Directions

- Preheat oven to 350F
- Mix together flour, baking powder, ginger, cinnamon and salt
- In a separate bowl, cream the butter until it is light. Add the sugar, whip until light and fluffy
- Add the egg, whip until incorporated, and then add the maple syrup
- Mix the flour mixture into the butter mixture until combined
- Roll out balls of dough, 1-2 tablespoons, and place on a greased or parchment-lined cookie sheet about 3 inches apart
- Bake until tops start to crack open and cookies feel firm, but not hard, to the touch, 15-18 minutes
- Remove from oven, dust with powdered sugar and allow to cool on a rack.



Henry Blair's emmer ginger buttons, salted chocolate rye cookies, and buckwheat lavender sugar cookies, made exclusively with flour from The Grainstand.

*Note: If the recipe includes acidic ingredients, such as apple cider, buttermilk, molasses or cream of tartar, baking soda will give a good rise, otherwise you'll need baking powder.

**Featured Innovator: Jessamyn Waldman Rodriguez
Baker, Social Entrepreneur and Cookbook Author**

Jessamyn Waldman
Rodriguez, Founder
and CEO of [Hot
Bread Kitchen](#)



Stollen, naan, rye bread, tortillas. Though these delicacies from [Hot Bread Kitchen](#) (HBK) originate from far-away places in India, Europe, and Central America, they are made with New York State flour. That's thanks to HBK's founder and CEO Jessamyn Waldman Rodriguez's commitment to use local flour, a practice that enables HBK to be a part of the Greenmarket program - and a much beloved one at that.

"I've learned over the years running a bakery that using local flour requires high-level talent and yields a high-quality product," Jessamyn told GRGP.

Jessamyn started HBK from her home kitchen in 2007, after having become a master baker and the first female to work in Daniel Boulud's Michelin two-star [restaurant](#).



In launching the mission-driven, nonprofit bakery, Jessamyn married her passion for baking with her background in human rights, immigration issues and women's economic empowerment. Now an internationally recognized model for market-driven change, HBK trains low-income women from around the world in the art and science of baking, while developing recipes from the students' own culinary traditions and innovations.

Graduates of HBK's baking program gain invaluable, life-changing skills. Many continue to bake for HBK, while dozens have gone on to start their own businesses after participating in its culinary incubator program.

"Supporting the upstate grain economy is an important part of running a social mission bakery," said Jessamyn.

Jessamyn credits her head baker Peiwen Lee for developing and adapting traditional ethnic recipes for a wide variety of grains that have been grown and milled in the region. "She brings to our baking an eye for how to make these different breads utilizing what the region has to offer," said Jessamyn of Peiwen, who is from Singapore.

The practice is woven into the baking training as well. "It's nice for the bakers; using a less commercially milled flour does require additional training, but that's an important part of the education," said Jessamyn.

The bakers have had their share of victories and setbacks. Jessamyn is particularly proud of their corn tortillas, made entirely with heirloom, non-GMO yellow dent corn from [Oechsler Farm](#) near Ithaca, NY. Developing the recipe took time. "People originally said the corn, traditionally used for animal feed, wouldn't make a good product," she said. "They were wrong. The result was one of the best tortillas on the market."

Peiwen and Jessamyn are in agreement: The HBK bread that highlights the flavor and texture of regionally grown and milled flour more than any other is the Grindstone Rye, made from rye grown in the Fingerlakes in New York. "The Grindstone Rye is a delicious dense bread that's great for toast and butter, or sandwiches," said Peiwen. "Thanks to the local and whole grains, it is one of our most healthful breads."

Added Jessamyn, "The quality of the flour yields a really nice flavor and a really rustic bread that we love."

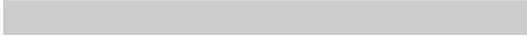
You can find HBK breads at [12 Greenmarket](#) locations and at select retailers in New York City.

Donate to the Greenmarket Regional Grains Project

The Greenmarket Regional Grains Project is more committed than ever to building a resilient regional food system through linking urban and rural communities.

This giving season, we hope you'll remember to take action to make our city and our region even better and [DONATE](#) to GrowNYC!

Be sure to note "**GRAINS**" if you'd like your donation to fund our project. Thanks!



The Greenmarket Regional Grains Project and the Grainstand are programs of GrowNYC, the sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment. More gardens, Greenmarkets, more recycling, and education for all.

Learn more at www.grownyc.org

