

GREENMARKET'S REGIONAL GRAINS PROJECT

Greenmarket Regional Grains Project Newsletter February 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.

Upcoming Market Dates

[The Grainstand](#) is coming to [Fort Greene](#) this Saturday! The retail stand also continues its weekly presence at [Union Square](#) on [Wednesdays](#) and [Saturdays](#). Here is our full schedule through March:

- o February 25, [USQ Saturday, Fort Greene, Brooklyn](#)
- o March 1, [USQ Wednesday](#)
- o March 4, [USQ Saturday, Inwood](#)
- o March 8, [USQ Wednesday](#)
- o March 11, [USQ Saturday, Grand Army Plaza, Brooklyn](#)
- o March 15, [USQ Wednesday](#)
- o March 18, [USQ Saturday](#)
- o March 19, [Carroll Gardens, Brooklyn](#)
- o March 22, [USQ Wednesday](#)
- o March 25, [USQ Saturday, 82nd Street St. Stephens, Manhattan](#)
- o March 29, [USQ Wednesday](#)

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

News Highlight: Year in Review 2016

[Regional Grains Movement Picks up Steam in 2016](#)

The year 2016 was momentous for the Greenmarket Regional Grains Project. We wrapped up a 5-year grant project, increased our market presence, moved into a big new space, and increased our product offerings to include such items as heirloom beans and craft seed oils.

GRGP is now at the forefront of a national movement to re-establish small grains in local and regional food systems.

During a national "Grains Brains" gathering last month organized by [The Greenhorns](#), GrowNYC's June Russell was among the select leaders sharing opportunities, challenges and best practices from across the country. The discussions crystallized the fact that GrowNYC's Greenmarket and GRGP have emerged as a national model in food systems development. The event was held at the sprawling Pacientes Ranch in Northern California. It drew millers, bakers, growers and advocates from North Carolina, Maine, New York, Wisconsin, Indiana, Oregon, Washington, California, Arizona and Ohio -- many of whom are taking cues from GRGP, as with the California Grain Campaign featured in this [Los Angeles Times article](#).

From Research to Market

Among the primary objectives of the grant project were the [variety trials of wheat, emmer, spelt and einkorn](#) conducted by Cornell University and Penn State University. Several of these varieties have come to market via GRGP's efforts to build demand and distribution for small



grains. Many had not existed in our region before our work began a



decade ago. We are proud that grains such as emmer, einkorn, red fife, warthog, glenn and frederick are the result of this project.

Called *Value Added Grains for Local and Regional Food Systems*, the grant included a study by farm economist Brian Baker measuring the willingness of shoppers to pay for heritage and organic wheat. Staff ran the study at our Greenpoint farmers market, with Peter Endriss of [Runner &](#)

[Stone](#) doing the baking. Peter created breads using 4 different varieties, 2 heritage and 2 modern, from the Cornell field trials. The study showed that a steady stream of eager participants care about helping this sector of our food economy grow, and they appreciate the value of delicious bread.



Last summer we participated in "Sowing the Future of Organic Wheat," a [Cornell Field Day](#) at the school's Freeville research farm. The meeting included presentations from project partners from across the Northeast, featured in our [July newsletter](#).

[Chef Adam Leonti](#) of [Harvey](#) and his team at the Brooklyn Bread Lab made breads using seven different [varieties](#) from the trials, and GRGP's Stephen Wade made pastries using three soft wheat varieties from the trials: fulcaster, arrow and genesee.

Greenmarket's work included several case studies and reports, much of which is posted on our [website](#). Two papers have been published in professional journals:

1. **Evaluation of wheat and emmer varieties for artisanal baking, pasta making, and sensory quality.** Journal of Cereal Sciences. Kucek, L. Dyck, E. Russell, J. Clark, L. Hamelman, J. Burns-Leader, S. Senders, S. Jones, J. Benscher, D. Davis, M. Roth, G. Zwinger, S. Sorrells, M. Dawson, J. 2016. 38 pgs.
2. **Capturing A Value-Added Niche Market: Articulation of Local Organic Grain.** American Journal of Agricultural Economics. Baker, B. Russell, J. 2016.14 Pages

Anchored by Cornell University, the grant included nine partners and was funded by the
USDA-Organic Research and



Education Initiative (OREI). The team achieved important and lasting work in the research and development of the small grain sector, from testing how varieties grow in the field to piloting different distribution pathways. If you want to learn

more please email us at grains@grownyc.org.

The Grainstand

What started as a pilot retail operation has now grown into the Grainstand, which you can find at Union Square every Wednesday and Saturday. In 2016 the Grainstand moved into a new base of operations in a spacious storage facility in Brooklyn. Capacity has grown to four weekly markets. The business employs two full-time staffers and several part-timers in management and sales, all of whom are being trained and educated in the culinary applications, agricultural benefits and nutritional value of regional grains.

Grainstand Highlights

- \$135,000 in retail market sales in 2016
- 3 to 4 weekly markets totaling 143 markets in 2016
- 142 SKUs including 14 Kinds of wheat
- Sourcing from 50 farms, 34 in New York State; 7 Mills in 3 states; 2 value-added producers (NY pasta and VT oil).
- Repeat clients: Union Square Cafe, Hearth, Semilla, Loring Place, The Finch, She Wolf Bakery and lots of home cooks.
- Created 2 full-time, 3 part-time jobs



We were proud to see our efforts acknowledged in Food & Wine Magazine in early 2016, in the article ["How the Regional Grains Project Transformed New York's Union Square"](#)

Promoting New York State Craft Beverages at Greenmarket

With funding from Empire State Development's Craft Beverage Promotion Program, GrowNYC operated a [Beer and Spirits \(and Cider\) of New York Pop-up Stand](#). Over the course of the fall, we welcomed 23 farm distillers, 17 farm brewers and 14 farm cideries to Greenmarket to sell their products. Participants also included 25 chefs from area restaurants, cookbook authors and food personalities. The response was overwhelmingly positive, with nearly every participant giving glowing reviews of the day and especially of our staff.



The "Business-2-Business" event was a great cap on the season, with 58 participants learning, networking and drinking. GRGP organized two panel discussions on building supply and market development. We are now working to establish the craft beverage stand as a regular feature at markets.

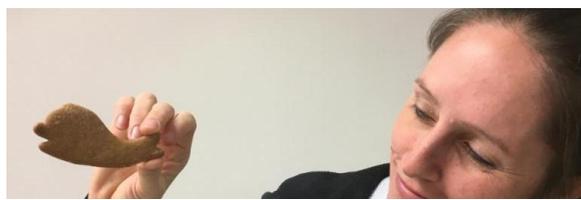
This year, [Brewers Choice](#) will be on March 1st, 2017. Over the past four years, [SmaSh](#) beers, aka beer made with State malt and State hops, has become the standard practice for brewers at what is considered the "premier" event of New York City Beer Week.

Looking to the Future

The outlook for small grains in our region continues to evolve and its potential seems boundless. Grains continue to scale in our region with efforts by the Hudson Valley Grains School, Stone House Farm, Wild Hive Farm and our own Ken Migliorelli, who is now growing 200 acres of small grains to supply his partners at [From the Ground Brewery](#), launched in 2012.

There is much work still to do. The regional grains economy is still in its infancy, and the Grainstand continues to rely on donations and government grants to continue our work building it. Many projects are afoot, and we will be sure and tell you about them when the time comes.

Until then, we hope you take as much as inspiration as we do from our very own staff at GrowNYC, who jumped at the chance to use local grains for the annual holiday cookie swap and came up with gems



like these whale cookies from Liz Carollo!



Events: Vermont Grain Growers, Brewers Choice

NYC Brewers Choice

Wednesday, March 1, 2017

6-9:30 p.m.

Old Paramount Theater

LIU Food Science Academy

1 University Plaza, Brooklyn

Don't miss NYC's premier beer event of the year. Brewers Choice returns for its 7th annual beer tasting summit. Over 20 local breweries will be serving up their best creations. Chefs tables will serve an array of delicacies, and a dedicated Heritage Radio Network table will celebrate 7 years of Beer Sessions Radio.

Buy tickets [here](#).

13th Annual Vermont Grain Growers Conference: "Changing Crops for a Changing World"

Thursday, March 23, 2017

9:00 am - 5:30 pm

The Essex Resort and Spa

70 Essex Way, Essex, VT

Join University of Vermont Extension for the 13rd Annual Grain Growers Conference, featuring four concurrent sessions all day plus hands-on baking sessions making tortillas and baking with barley malt!

Register [here](#).

Artisan Breadmaking & Heritage Grains

July 10-14, 2017

Sterling College

Craftsbury Common, VT

A beginner's artisan breadmaking course "using both domestic and wild yeasts with an emphasis on baking with retained heat provided by Sterling's wood-fired ovens."

Recipe Highlight: Cracked Oat Meatloaf



From our own June Russell...

The other day, I wanted to bake meatloaf because I had a busy schedule, including a road trip. Meatloaf is a perfect portable food that can be eaten hot or cold.

Once I started preparing the ingredients I realized that I needed to use something in lieu of breadcrumbs, which I was out of. I also needed to use something gluten-free since my partner is gluten intolerant, so I started to re-consider the role of

breadcrumbs in a meatloaf. What you really need is something starchy that will absorb moisture and flavor and lighten the density of what would otherwise be a 100% *meat*loaf. I rummaged through my gluten-free grain bins and discovered that I had some Maine Grains cracked oats on hand. I recalled that I had seen recipes using oats in meatloaf. When I did a little search for recipes I found plenty, including recipes that used saltine crackers instead of bread crumbs.

I followed the standard recipe but since I know the cracked oats are rather hard I decided to soak them for about an hour to make sure they would soften. I then strained off the water and blended them into the ground meat and onion mixture. Much to my delight, since the meatloaf takes up to an hour to cook through there was plenty of time for the cracked oats to cook through and soften. The texture was just right. Beginners luck!

Instead of ketchup, I like to make a version of a fruit mostarda. I use every fruit preserve I have open in the fridge, and mix with a little mustard and red wine vinegar. Slather that on top of the meatloaf during the last 15-20 minutes of cooking.

The texture was terrific the cracked oats had a nice chew, and became slightly browned. It's also darn thrifty, since oats or breadcrumbs are a fraction of the cost of meat. You can extend the volume by 25-30%.

Enjoy!

Meatloaf w/cracked or rolled oats

1-½ pounds lean ground meat of choice, or combination thereof

¾ cup rolled or cracked oats* (soak for 45 mins)

1 small onion chopped

2 cloves garlic

1 egg

1 egg
¾ tsp salt
black pepper

-
Mostarda

¼ cup fruit preserves
2 Tbsp dijon mustard
1 Tbsp Red wine or balsamic vinegar

Heat the oven to 350. Mix together all ingredients thoroughly. Bake for 50-55 minutes. Let the meatloaf cool, then cut into slices and brown in a skillet before serving.

* Maine Grains dry-rolled oats available at the [Grainstand](#).

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.

Make donations to GrowNYC [here](#). Be sure to note "GRAINS" if you'd like your donation to fund our project. Thanks!

Project Farmhouse is HERE

GrowNYC is thrilled to announce the opening of Project Farmhouse: a state-of-the-art sustainability center and event space that allows New Yorkers to explore environmental issues through the lens of food, horticulture, arts, and more. Steps from our iconic Union Square Greenmarket, Project Farmhouse is home to GrowNYC programming including workshops, talks and cooking events and is available for rent for your next event. Save the Date: April 29 Open House!

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

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