



Welcome to the newsletter for Buy Fresh, Buy Local® West Virginia, where you can read the latest news about our adventures rebuilding the local foodways through our hills, valleys and mountains!

Still interested in becoming a partner, supporter or sponsor?

Join us! Our membership guidelines and supporter levels are described on our website: [www.wvfarmers.org/buylocalwv](http://www.wvfarmers.org/buylocalwv). You can also buy one of our gorgeous bumper stickers by visiting the Buy Now area.

On Facebook? We are too!

Become a fan of Buy Fresh, Buy Local West Virginia on Facebook and spread the word about what we're doing. We're all voices in the project to preserve sustainable farming and provide a proud living for our farmers.

Come see us at the WVFMA Winter Blues Farmers Market


We'll be staffing a table during the WVFMA Winter Blues Farmers Market being held March 1<sup>st</sup> 4-7pm at the Lakeview Conference Center in Cheat Lake, near Morgantown. Please come say hello, discuss future projects for BFBLWV, and buy a copy of *The Locavore Way*. The Morgantown Farmers Market, Stacy Miller and Susan Sauter are mentioned or quoted in it! The new guide for locavores by Amy Cotler is a practical "how to eat" local handbook that follows Michael Pollan's "why to eat local", discussed in *The Omnivore's Dilemma*. From farmer profiles to recipes to realistic ways to support local food systems and eat locally all year, this book is a perfect gift for anyone, including yourself!

### 2009 BFBLWV Highlights


- BFBLWV helped spread the word about local food at West Virginia's State Fair August 13<sup>th</sup>-22<sup>nd</sup> by staffing a table and handing out hundreds of informational postcards about our chapter. Thanks to the WV Dept. of Agriculture and to WVU Extension Service's WV Small Farm Center for helping us with that!
- Morgantown BFBLWV steering committee members

Thank you to our two Berkeley Springs Restaurant Partners for all their hard work sourcing from local farmers. We know it might be more work, but well worth it!

**Lot 12**



**Panorama at the Peak**



Local Food Table at BFBLWV Event

staffed a table at the WVU Organic Field Day and two Morgantown Farmers Market days with postcards to distribute, bumper stickers and *The Locavore Way* to sell, both of which were fundraising efforts for the chapter.

- BFBLWV steering committee member Betsy Heath organized an official kick-off event, "A Celebration of Local Food", hosted by Mark & Laura Glascock of Glascock's Produce and Steve & Jaanine Glascock of Quail Hollow Farm in Berkeley Springs on Sept. 28<sup>th</sup>. There was a local foods potluck picnic, live music was performed by sustainable farming advocates "Hoots and Hellmouth" of Philadelphia, PA and a free gift for all those who joined BFBLWV that evening. Over 100 people (including local elected officials) attended and enjoyed a main course prepared and donated by BFBLWV restaurant partners Lot 12 & Panorama at the Peak. It was very moving to have such an outpouring of support from a very diverse group of people...locals, farmers, professionals, restaurant and farmers market customers, friends and neighbors. All was right with the world for a few hours that day! And BFBLWV gained thirteen \$25 supporters and 4 farm partners from the event.
- BFBLWV partners, Lot 12 and Panorama at the Peak, co-sponsored a screening of *Fresh*, the movie, at the Ice House in Berkeley Springs on Oct. 28<sup>th</sup>. This documentary by Ana Sofia Jones celebrates the farmers, thinkers and business people across America who are reinventing our food systems. Films like *Fresh* give viewers a visual side of the stories that have already been covered in books like *The Omnivore's Dilemma* and *Animal, Vegetable, Miracle*. Working in tandem, these sources help to educate and motivate our residents to support local, sustainable farming practices.
- BFBLWV ended the 2009 year with 26 supporters, 15 partners and 4 sponsors!

## Our Plans for 2010

In 2010, we hope to significantly expand our partner and supporter memberships, so that we can increase the recognition of the BFBLWV logo within the state. It is important that consumers become familiar with what it means to really buy locally, especially in the face of increasing debate about the "sustainability" of buying locally. It's important that we maintain our conviction that supporting the living of local farmers, businesses and artisans makes economic, environmental and moral sense. If we unite our vision and voices, we can remake the foodways that we so desperately need.

To that end, the other major project we will pursue in 2010 is the compilation and publication of a Local Food Guide for the WV foodshed. This food guide can serve as an excellent resource for West Virginians and visitors alike when they are seeking high quality, local food. Help us in this project by letting us know whether you'd like to be included or know someone who should be; send us an email at [bfblwv@gmail.com](mailto:bfblwv@gmail.com).

**FEATURED BFBLWV PARTNER:  
PANORAMA AT THE PEAK**

As soon as you see a Panorama menu & taste the first bite of your meal, you know you're in for a treat designed just for you by Exec. Chef Scott Collinash. That's because, unlike so many restaurants these days, you're getting a direct connection to fresh, local food and your farmers when you dine at Panorama. Their slogan is "From the Farm, through our Kitchen to Your Table", and they're so proud of where they source their foods that they organize their menu by what farm the major ingredients come from. Panorama has also made a significant commitment to source organic ingredients, and you will see this reflected in their menu. And Panorama isn't just committed to environmentally sound practices when sourcing their food; they also compost 100% of their produce leavings, and recycle everything possible. Even at the end of their busiest night of service, the most they send to the landfill is one garbage bag of trash. If you've ever worked in the food service industry, you'll truly understand what a departure this is from the norm. So their food is good, you may say, but what else do they offer? Well, for starters, they have one of the best views in North America, according to the *National Geographic*. And, they're situated on 58 acres of land, most of which has been set aside to stay "forever wild." Hiking and other low impact activities are encouraged in this gorgeous setting. Call Panorama for specifics. (304) 258-0050

Here at BFBLWV, we're proud to have partners such as Panorama at the Peak. When so many large corporations are trying to green- and local-wash their way past us, we're glad to have such a truly green and local business right here at home. Check out their website; there's even a fun Farm video game! [www.panoramaatthepeak.com](http://www.panoramaatthepeak.com)

Buy Fresh Buy Local® West Virginia (BFBLWV) is a project of the West Virginia Farmers Market Association (WVFMA) and a Local Chapter Affiliate of FoodRoutes, a nonprofit organization that coordinates Buy Fresh Buy Local nationally. It is our hope that by opening a West Virginia chapter of Buy Fresh Buy Local, we can provide consumers with a quick and easy way to identify those farmers, farmers markets and retailers who are using and/or supporting sustainable, small-scale farming methods.

**Did your Farmers Market receive a beautiful banner last year with the new BFBLWV logo? If you haven't joined BFBLWV already, now's the time to do so. Becoming a partner of BFBLWV will gain you more web exposure, a place in our upcoming Food Guide, and access to a developing package of beautiful BFBLWV merchandise!**