

UMPQUA CDC'S
THINK LOCAL
UMPQUA INITIATIVE



IN THIS NEWSLETTER:

- Final Farm Tour!
- Introducing local kids to the many joys of eating local.

NEXT MEETING
Tue, August 25th
6-8 pm
Big Lick Farm
12554 Old Hwy 99
Myrtle Creek

QUESTIONS?

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Think Local UMPQUA

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An august August in Umpqua

JULY MEETING OVERVIEW:

The industry of optimistic youth is not to be underestimated. Our July meeting took place at the Phoenix School, where we toured their school garden and enjoyed another spectacular potluck. Our gracious hosts led us through their impressive operation that includes raised beds, pipes driven into the ground to water the roots of plants directly, and plans to expand the operation to a native plant nursery that will provide plants to the forest service. The whole project was started by an Americorps VISTA volunteer, and continues to be staffed by summer associate VISTAs and a Phoenix school student who's employed with the garden for the summer.

LOCAL PAGES NOTORIETY GROWS

We are immensely grateful for the support our growing Think Local community has shown in helping distribute the Local Pages. We're down to just a few boxes here at the office, and routinely receive excited and enthusiastic responses to the guide, and the constant question of 'you're going to keep doing this...right?' Yes, there have been some growing pains and lessons

learned, but overall we're overjoyed with the product and the welcome it's received in the community.

MARKET LINK TRAINING THIS FALL

Keep your eyes peeled for notice of a free market research training to take place this fall in collaboration with Oregon Micro Enterprise Network's Market Link program. For those of you who have used this incredible market research resource in the past, you're already well aware of the great benefits it can bring to your marketing plan and overall business. This training will emphasize how to use market research to benefit your business, and allow participants to submit research queries of their own.

BRAIN WASHED BY BROCCOLI

Think Local Umpqua has been invited to help provide healthful, local snacks to local tots at this year's annual Duck Race. Those interested in either providing snacks, helping table the event, or designing child friendly educational materials are invited to contact Lily. This event represents a great opportunity to plant seeds of local thinking and healthful eating in impressionable young minds; who could resist?

New on the Web... our Blog & Website!

ANTITRUST & FOOD PROCESSING

Many of the issues in rural America have to do with competition — as in, there's not enough of it. Seeds are provided by a handful of businesses. Retail sales are concentrated. There are constant efforts to move the sale of cattle out of the auction barn where a fair price can be determined. The Obama Administration's top antitrust official, Christine A. Varney, is taking aim at some of these areas. At the request of some lawmakers Ms. Varney is examining whether small agricultural operations are being hampered unfairly by large food processors, particularly in the milk industry, congressional aides said.

www.thinklocalumpqua.com OR <http://thinklocalumpqua.blogspot.com>



Think Local Umpqua enthusiasts are invited to contribute to our 'local tasting table' at this year's annual Duck Race, and expose local kids to the joys of thinking and eating local. We'll provide fresh local fruit and veggies, along with educational materials for kids to take home.

The Duck Race is a joint service project of the three Rotary clubs in Roseburg and the Sutherlin Rotary Club. All proceeds from the race are earmarked for donation to local non-profit organizations whose focus is on the prevention of child abuse in Douglas County. The proceeds benefit First Step, Family Development Center (Parents Relief Nursery), Court Appointed Special Advocates (CASA), Safe Haven, and Douglas CARES.

To get involved, contact Lily at lbrisen@umpquacdc.org or call 541-673-4909

FINAL FARM TOUR & POTLUCK OF 2009: BIG LICK FARM & CSA

Join us on Tuesday, August 25th from 6-8 for our final farm tour and potluck of the summer season. Suzie and Asinete will guide us through their farm operation (pictured right) and discuss the victories and challenges of running a Community Supported Agriculture program. Afterwards we'll join together for a laid back potluck by the mighty Umpqua River which runs right along their property. All are welcome, and we'll look forward to seeing you there.



Big Lick Farm is located at 12554 Old Highway 99 South, Myrtle Creek.

