

Attendees: Misty Amarena, Michelle Blankas, Colette DePhelps, Felix Liao, Iris Mayes, Cynthia Mika, Max Mohan, and Pat Rathmann

PCFC Story Corps:

What kind of stories do we want to collect? At the June meeting, participants raised the idea of capturing stories around our Collective Impact: How working together we are increasing impacts in Palouse region.

Palouse Tables project has collected stories through interviews “I remember when” community stories

Photography incorporated – can we make a book as a fund raiser, coffee table book

Package: Art & Language of Local Food posters, photography, story corps

Have in place by the food summit with examples and action group for people interested in becoming involved.

Action: Colette follow up with Amy and Ashley to get login / stories for existing PCFC Story Corps account.

Action: Create PCFC Sub-committee – Colette, Amy (?), Misty in the off season, BYH volunteers might be interested – Misty will check

PCFC Local Food Blog

Guidelines for guest contributions to the Blog have been developed and were shared at the meeting (guidelines are included at the end of these minutes).

To be a guest blogger, you must be a PCFC member.

Action: Colette invite members to be guest bloggers.

PCFC Instagram Carol McFarland suggested that we establish an Instagram account. Should we start an account with multiple people being able to post? Overall, everyone thinks it is a great idea.

Need to learn how to effectively link our social media accounts. Hoot Suite can link Facebook, Instagram and Twitter

SCORE has specialists in social media – Josh King with Tinderbox Marketing; perhaps Josh would do an advanced workshop on metrics in October, Josh is based in Spokane.

What we know we want to learn:

What are the different social media platforms, what content that is best for different platforms, how to tag non-members @PCFCLocalFoodLocalFlavors

Action: Iris will UI Extension Karen Richel does lunchtime series – may do a social media and technology workshop; will share that Josh King might be a good speaker/resource

Action: Colette follow-up with Marci about her interest/availability in being a workshop speaker

Action: Max will follow-up with Josh King about doing an advanced social media workshop in Moscow in October.

Food Summit

Action: Iris will talk to Fairgrounds about rental rate – Colette reserved Fairgrounds – all spaces for \$600.

Action: Colette will add committee members to elist and request days/times for meetings every two weeks.

Palouse-Clearwater Story Maps are LIVE!

The Palouse-Clearwater Food Coalition is using [Story Maps](#) to provide a virtual tour of some of our regional food system's local food places. We would love to have you add photos to our story map! Click [here](#) to find out how!

Rapid Market Assessments

There will be two Rapid Market Assessments (RMA) of the Moscow Farmers' Market this summer, Saturday, July 27 and August 11. A customer count and results of the July and August dot surveys will be done on September 8.

Action: Colette will send people who want to join the assessment team a link to Sign-Up Genius to help with the event: Iris, Cynthia, Felix are interested in helping. If you are interested, please let Colette know if you would like to participate!

August 16, our PCFC meeting will be a field trip to Plummer to tour the community gardens, orchard and perform an RMA of the One Sky, One Earth Farmers Market. Watch the PCFC website for details.

Roundtable Updates

September is Eat Local Month [Buy Local Moscow](#), University of Idaho Extension, Rural Roots, Backyard Harvest and the Palouse-Clearwater Food Coalition are excited to be collaborating on a full month of exception events to celebrate eating local. We are planning farm tours, workshops, restaurant week, drink local week, gleaning events and farm-to-table dinners. Events will be posted on the [Buy Local Moscow Facebook page](#) and [website](#) by mid-August.

PCFC will host a speaker or other special event at the September 20th meeting.

Next Meeting: August 16th – field trip to tour Plummer community gardens and conduct RMA. Tentative departure plan. Meet at Rosauers parking lot at 10:00 am to car pool or caravan to Plummer. If you plan to stay for the RMA, return time will be about 8:00 pm. Watch the website for details.

Action: Iris will look into getting a wide angle camera for use in the Gritman/Federal building meeting room so we can Zoom in members who cannot attend meetings in person.



PCFC Local Foods, Local Flavors Blog Guidelines

<http://pclocalfoodlocalflavor.wordpress.com>

Length: 200-400 words (on average)

Format: Word document

Author Bio: 1-3 short sentences

Hyperlink Regional Assets: farms, unique terms, restaurants, suppliers, retailers, etc. – website or Facebook pages

Photos: 3-6 photos featuring ingredients, food preparation, final product; photos must be high quality

Submission: Provide content by email or Dropbox link to cdephelps@uidaho.edu

Publishing Deadlines:

- Monday noon for Wednesday posting
- Wednesday noon for Friday posting
- Friday noon for Sunday posting

Sample:

Locally grown spinach in February! Fresh from the Eggert Family Organic Farm on the Washington State University Campus. A delight we found at the Moscow Food Co-op this week along with local onions (and a variety of local root crops, but that is another story!). Spinach is such a treat when the temperature is below freezing, there is snow on the ground and you are starting to dream of spring and seeds and your CSA basket.

Wanting to warm up, we decided to make a simple spinach curry with tofu (you can use another protein if you prefer, like paneer, chickpeas or organic chicken, turkey or free-range pork). This recipe takes about 30 minutes to make and serves 4.

Deliciously simple ingredients

½ pound fresh local spinach
1 small local onion, chopped
2 cloves local garlic, minced
1 tablespoon minced fresh ginger
1 teaspoon ground cumin
1 teaspoon ground coriander
½ teaspoon turmeric
⅛ teaspoon cayenne, or to taste
1 cup diced tomatoes, include juice if canned

1 cup coconut milk
2 tablespoons coconut oil
1 pound firm tofu
freshly ground pepper
Freshly chopped cilantro for garnish

For a dry tofu (our preference), squeeze excess water out of the tofu. Place in a sealed container and freeze overnight. Thaw. Dry with a paper towel or clean cloth. Cut into ½ inch cubes.

If you prefer a softer, moist tofu, skip the above process and use a fresh firm tofu.

Heat coconut oil in a cast iron wok (or large saucepan) over medium-high heat. Add the tofu (or paneer) and spread out in a single layer along the bottom and sides of the wok. Cook, stirring occasionally, until it is lightly browned on all sides. Remove from the wok and set aside.

Place onion, garlic and ginger in the hot wok and cook until they begin to soften, about 2 to 3 minutes. Add cumin, coriander, turmeric and cayenne and cook, stirring about another minute until spices are fragrant.

Add tomatoes and their juices. Stir in coconut milk. Sprinkle with salt and pepper. Bring to a boil and then reduce heat and simmer for 8 to 10 minutes. Add spinach and cooked tofu (or other protein). Cook until spinach wilts and proteins are warmed through.

Garnish with cilantro and serve immediately. If you are looking for a few more carbs and calories, serve over rice or rice noodles.

About the Author: Colette DePhelps is, above all, a local food enthusiast. At home or abroad, she searches out and enjoys preparing and eating local, seasonal cuisine. Writing PCFC Local Foods, Local Flavors blog posts has become a family endeavor – with “Wait, I have to get a picture!” a common household phrase. In her free time, Colette is a Community Food Systems Area Extension Educator with University of Idaho serving Idaho’s ten northern counties.

Please Note: Upon submitting content for the PCFC Local Foods, Local Flavors blog, the author acknowledges and agrees to blog content and pictures becoming the property of the Palouse-Clearwater Food Coalition. PCFC retains permission to use blog content and photos in other PCFC social media and printed publications. PCFC agrees to provide photo and author credit, according to generally recognized standards.

Questions? Call or email Colette DePhelps, 208-885-4003, cdephelps@uidaho.edu

