

GRIST FOR THE MILL



Perhaps we should have known that we would be overwhelmed one month ago, when we sent an e-mail to a few hundred readers, advertisers and other supporters of *Edible* asking for Supply and Demand stories. This new back-page feature tells the story of a chef and the farmer, fisher, or food maker that chef depends on, collaborates with, and ultimately loves.

Everyone seemed to have a captivating story. There was the private chef on the South Fork who starts her weekly scavenger hunt for fresh ingredients at Cavanaugh's Gourmet in Sag Harbor and continues to assorted farm stands and seafood shops to stock her clients' pantries. There was the chef at Robert's in Watermill who makes multiple trips each day to the nearby Greenthumb for organic produce. Even the local PR rep for Fresh Direct wanted to spin a tale of that company's local allegiance, despite a palpable buzz that all Fresh Direct was delivering was congestion and cardboard clutter. (When was the last time that your local farmer drove his truck to your door and then left it idling while he made a few deliveries?)

The Supply and Demand story we chose for this particular issue involves a pastry chef and a goat farmer who were brought together by panna cotta enhancing yogurt and soothing skin care lotions (p. 66). While some of these relationships are more timely and interesting than others, they are all essential.

Channing Daughters Winery in Bridgehampton has built a wine club with 1,100 members that crave creative, Italianate wine (p. 40). Castello di Borghese in Cutchogue entices customers with intimate winemaker's walks and tastings led each week by owners Ann Marie and Marco Borghese (p. 20).

Blue Moon Fish in Mattituck couldn't keep fishing without selling at farmers markets in Manhattan and Brooklyn (p. 50). Ethel Terry of Orient launched several Long Island farmers markets to save her own family farm (p. 54). The Reeve family, owner of Bayview farmstand in Aquebogue and the two Hayground Markets in Bridgehampton, juggles weather and customers on both forks (p. 56).

Farmgirl angst columnist Marilee Foster struggles with her customers' desire for crops that are in short supply or not yet ready (p. 13), just as local bakers pump out impressive and addictive riffs on blueberries without being able to rely on a small and sporadic local crop.

What makes these economic bonds more significant than a shopping trip to King Kullen or the nearby IGA—even if many farmers depend on such bonds—are the intangibles that come along with them. The peace of mind that comes from knowing your farmer, for instance. The more detailed information you can get on how a food was raised or how to cook it. The superior freshness that comes from buying direct. The constellation of emotional ties that come with eating local. If you are part of one of these constellations or have just witnessed it, please send us your ideas. We promise not to get tired of writing about them.

What makes these economic bonds more significant than a shopping trip to King Kullen or the nearby IGA are the intangibles that come along with them.

Brian Halweil
Editor

Stephen Munshin
Publisher

EDIBLE EAST END

CONTRIBUTORS:

Randee Daddona
Marilee Foster
Peter Garnham
Brian Halweil
Carolyn Iannone
Zachary Lazar
Lea Loizos
Pat Marlowe
Mary Morgan
Carrington Morris
Lindsay Morris
Stephen Munshin
Geraldine Pluenneke
Michelle Myers
Laura Weiss
E.L. Wyves

BY MAIL:

PO Box 779
Sag Harbor, NY 11963
Telephone: 631-537-4637
info@edibleeastend.com
www.edibleeastend.com

CUSTOMER SERVICE:

Edible East End takes pride in providing its subscribers with fast, friendly, small-town service.

Subscribe • Give a Gift • Buy an Ad

ADVERTISING CONTACT:

Mary Morgan
323-2320
mary@edibleeastend.com

LETTERS:

To write to the editor, use the address above or, for the quickest response, email us:

info@edibleeastend.com

Edible East End is published quarterly—spring, summer, fall, and winter—by Edible East End LLC. All rights reserved. Subscription rate is \$35 annually. Call the number above to inquire about advertising rates, deadlines, or subscription information, or email us at ads@edibleeastend.com. No part of this publication may be used without written permission by the publisher. © 2007. Every effort is made to avoid errors, misspellings, and omissions. If, however, an error comes to your attention, please accept our sincere apologies and notify us. Thank you.