

FARM FRESH: Farm-to-plate movement opened doors into new markets

Continued from 1C

get immediate feedback on the quality of our produce,” he said. “The improvements they suggest help you become a better grower.”

Quality is the main reason why Ken Schulberg and Carol Hanks, owners of Great Pacific Wine & Coffee Co. in Pendleton, say they also shop local at every opportunity.

Hanks said she frequents the Pendleton Farmers Market weekly during the summer, making multiple trips with her wagon and stocking up on fruits and veggies.

“The taste, the look and the nutritional value is just so much higher with locally grown,” Hanks said. “We use it in every possible thing we can think of.”

Schulberg said the farmers market has been a lifesaver — at least between May and October. The challenge is shopping when local produce is out of season.

“You just have to work harder those six months and put the effort in,” Schulberg said. “People don’t notice when they pay an extra quarter on a sandwich, but they do know when they get a great tomato.”

Great Pacific also serves Northwest beer and wine and regularly buys bread from Pendleton’s own Rolling Stone Bakery just down the street.

At the Prodigal Son Brewery and Pub in Pendleton, local ingredients are not only part of the food, but part of the beer as well. Head brewer Jean-Luke Alexander said they started using malted barley from Gold Rush Malt in Baker City to brew into “A Beer Named Sue,” their traditional golden ale.

The brewery also partners with locals who pick wild huckleberries from the Blue Mountains to use in their huckleberry wheat.

On the other end, Prodigal Son sends most of its spent grain after brewing to a local ranch where it gets recycled and used in animal feed.

The pub, which recently celebrated its seventh anniversary, buys local produce as well as beef from Pat-N-Tam’s ranch in Stanfield, along with bacon from Hill Meat Co.



Staff photo by E.J. Harris

Workers prepare cut bacon for packaging at the Hill Meat Company in Pendleton.



Staff photo by E.J. Harris

Walker’s Farm Kitchen in Hermiston offers guests a menu featuring locally sourced and seasonally fresh ingredients.

in Pendleton. Owner Tim Guenther said they have always tried to bring in local flavors from the beginning.

“I think people like the story of it,” Guenther said. “They like the idea. It’s very tangible. It’s a connection

you have.” Pat Mallon, co-owner of Pat-N-Tam’s Beef, said the farm-to-plate movement has opened doors into markets that weren’t available before. Mallon said the business model can be risky for new

restaurants, many of which fail out of the gate. But overall he feels the trend will continue to grow.

“I think the big question everybody has now is how successful can it be,” he said. “We’ve got examples where its come through.”

On a broader scale, Mallon said farms and restaurants are learning more from each other about how to make the concept work.

“I really feel people will pay more for really good food,” he said.

Contact George Plaven at gplaven@eastoregonian.com or 541-966-0825.

“The taste, the look and the nutritional value is just so much higher with locally grown. We use it in every possible thing we can think of.”

— Carol Hanks, co-owner of Great Pacific Wine & Coffee Co.



RUGGED, RELIABLE AND INCREDIBLY AFFORDABLE

Rugged construction and simple drivelines help make WORKMASTER tractors the dependable, economical choice.

WORKMASTER models at 53, 60 and 70 horsepower serve as ideal mid-size tractors for municipalities, landscapers, grounds crews, farmers and ag lifestylers.

The power behind a job well done!

| | | |
|---------------------------------|--|-----------------------------------|
| Hermiston, OR (541) 567-3001 | La Grande, OR (541) 963-8144 | Pasco, WA (509) 547-1795 |
| Lakeview, OR (541) 947-2188 | Albany, OR (541) 757-8112 | Quincy, WA (509) 787-3595 |
| Hines, OR (541) 573-1280 | Christmas Valley, OR (541) 576-3026 | Walla Walla, WA (509) 522-9800 |

© 2017 CNH Industrial America LLC. All rights reserved. New Holland is a trademark registered in the United States and many other countries, owned by or licensed to CNH Industrial N.V., its subsidiaries or affiliates.



Staff photo by E.J. Harris

Watermelon starts grow in a greenhouse at Bellinger Farms outside of Hermiston.

SAVE ENERGY - SAVE WATER - SAVE MONEY

UMATILLA ELECTRIC OFFERS INCENTIVES FOR ON-FARM CONSERVATION

Pressure Reducing Sprinkler and System Upgrades, Irrigation Scheduling and Soil Moisture Monitoring as well as Variable Speed Drives could all qualify. Call our offices or check our website for more information.

UmatillaElectric.com

UCC UMATILLA ELECTRIC COOPERATIVE
A Touchstone Energy Cooperative

PROUD SUPPORTER OF OUR LOCAL AGRICULTURAL INDUSTRY

Shop Local + Borrow Local = Local Money Working For Local People

Christina Smith
Business Loan Officer
Pendleton

Pat Hagan
Business Banker
Pendleton

John Ngo
Business Loan Officer
Hermiston

Lindsay Lloyd
Business Banker
Hermiston

We're Your Local Source For Commercial & Ag Loans

Commercial and Farm Real Estate Loans
Commercial Construction Financing
Business Equipment Financing
Operating Lines of Credit

Pendleton
157 S Main St
541-278-9000

Hermiston
50 E Theater Ln
541-289-4480

www.communitybanknet.com

Community BANK
Local Money Working For Local People
Member FDIC