

WEST SIDE MARKET NEWS

Volume I, Issue 2

Fall/Holiday 2009

Special points of Interest

- Holiday Tips and Trivia
- Hours & Holiday Schedule
- **Coupons** and Special Savings from Selected Vendors *(Please support these vendors, as their ads paid for the printing of this Newsletter!)*

Do you have an idea or suggestion for the Winter issue (January) Email us wsmnews@yahoo.com

If you would like to receive this newsletter via email (pdf version), please email us with "newsletter" as the subject.

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Don't miss the Winter '10 issue! More articles and recipes, plus information regarding the market's Centennial Celebration!

VENDOR SHOWCASE Meet Kaufmann Poultry

KAUFMANN POULTRY was founded in 1932 by Carl Kaufmann. It was purchased 40 years later by the Schade family. When Nettie Schade retired to Florida in 1978 she turned the business over to her son, Larry. Larry then went into a partnership with a long time employee, David Hamm. This arrangement was in effect until Dave's death in May of this year. Larry remains as sole proprietor, however looks forward to retirement in a few years.

Kaufmann's specializes in "Heart Healthy Super Trim Cuts" of chicken, ground chicken burgers and low fat chicken sausages. They also offer game birds and rabbit. Kaufmann Poultry chicken was voted "Best Chicken" by Cleveland Magazine.

When Larry was asked to share a "Market Memory", he quickly offered one. He explained a market policy outlining the cor-



rect use for certain entrances of the market. One entrance which is for wheelchairs, etc, was incorrectly used by a long time employee (E.J. Pylypiv). As a result, Kaufmann Poultry was suspended from market business for a Friday. They turned this "lemon" into "lemonade" by having a spontaneous company/family picnic at the dock of the Edgewater

Boat Club. A great time was had by all. A lesson was learned (no more incorrect uses of that door) and E.J. remains a faithful employee at the stand!

Next time you visit the market, stop by Stand B3-C3 , say "Hi" to Larry and "the gang" and try some of their award winning chicken.

Celebrate Cleveland's Diversity with Ethnic Foods from the Market

There are countless nationalities and ethnic groups represented at the market. Walking from stand to stand can sometimes seem like visiting different countries!

Try something new, in honor of Cleveland's diversity. Explore new foods. Learn about a different country, their food, and

their culture. Visit a stand that is new to you. Ask about their specialties. Many stands offer recipes, all will offer suggestions when asked.

Refer to the ads inside and find at least one new stand to visit and explore. Have fun! If you would like to share your experiences with us, email us at wsmnews@yahoo.com.



Cleveland, OH
1869

Featured Produce—Squash

Squashes generally refer to four species of the genus *Cucurbita* native to Mexico and Central America. It is also natively grown in other parts of North America, and in Europe, India, and Australia. In North America, squash is usually referred to as summer squash or winter squash. Gourds are also in the same family as squashes.

Though considered a vegetable in cooking, squashes are actually a fruit.

Summer Squash include zucchini (courgette), crookneck and patty pan. They are harvested during the growing season, then eaten soon afterward. Since their skin is thin, they require a short cooking time. Summer squash can be eaten fresh (salads) or

cooked/fried/ baked. Small summer squashes can be pickled. Summer Squash is actually available all year round at markets and grocery stores.

Winter Squash include acorn, butternut, Hubbard, spaghetti, and pumpkin. They are harvested at maturity, cured, then stored to be eaten later. Due to the thicker skin and denser “pepo” (fruit), winter squash generally requires longer cooking/baking times. Winter squash can be stuffed with meat or fruit. Some winter squashes make tasty soups. (See **recipe on back page**.) We are all familiar with the traditional Pumpkin Pie—a fall and holiday favorite. Due to long storage life of these squash, winter squash is available long after harvest.

Other parts of the squash, especially winter squash, are edible. The seeds can be eaten, ground into paste, or pressed for oil (pumpkin seeds). The leaves, shoots and even tendrils can be eaten as greens. The blossoms, especially zucchini, can be prepared and eaten.

Visit the many stands in the Produce Arcade to shop for countless varieties of squash. Ask the merchant for their favorite preparation method.

EQUIVALENTS

1/3 - 1/2 pound raw, unpeeled squash
= 1 serving

2-1/2 pounds whole squash = 2-3/4 to
3 cups pureed

1 medium pumpkin (15-20 pounds) =
5 to 7 quarts cooked pumpkin

Market Hours

MARKET HOURS

Unless “Special” or “Holiday” Hours are posted, the market observes the following schedule:

MONDAY — 7 am to 4 pm

WEDNESDAY — 7 am to 4 pm

FRIDAY — 7 am to 6 pm

SATURDAY— 7 am to 6 pm

The market’s website, www.westsidemarket.org, offers a listing of all the vendors, their specialties, method of payment, and contact information including phone numbers and individual website (if available).

The website also has a page for holiday hours. The current posting is up through New Year’s Day 2010.

Holiday hours will be posted also.

Thanksgiving as a holiday

can be traced back to 1863 when Pres. Lincoln became the first president to proclaim Thanksgiving Day.

Thanksgiving was proclaimed by every president after Lincoln. In 1941, Thanksgiving was finally sanctioned by Congress as a legal holiday, as the *fourth* Thursday in November.

Holiday Tips

The holidays are a wonderful time of year. Time to enjoy with friends and family. A time to celebrate traditions and make memories. Plan ahead so that you do have time to enjoy this special time of year. Here are a few tips that might be of help:

- **Start shopping for gifts early.** You will “beat the rush”, have better selection and spread the expenses over several weeks.
- **Wrap gifts as you purchase them.** That will save you the last minute “wrapping marathon”.
- **Select a certain color** or themed paper for each family member. That way you do not have to put the tags on until the last minute. This helps keep the curiosity of the recipients at a high level!
- **Bake one or two types of cookies at a time and freeze them.** Take out what you need for a party or get together. They will stay fresh and you won’t be baking for two days straight. OR stop by the wonderful **bakeries at the market** and take this year off from baking!
- **Potluck dinners** are fashionable. Ask your guests to bring their favorite holiday dish. If it is a traditional dish, ask them to share about during the meal. Learn about someone’s culture and traditions.
- Take an evening “off”, put aside an evening, **watch a classic holiday movie**, relax and enjoy!

Featured Meat/Poultry/Fish—Beef for Roasting

With weather getting cooler, many of us look for meals that are roasted or slow cooked. Not only are they considered by some to be “comfort foods”, the heat from the oven helps warm the kitchen.

When considering which cuts of beef are best for roasting keep in mind that the muscles that are used the most generally are not as tender and require slow, moist cooking methods.

The chuck, brisket, round and shank are the most exercised muscles and hence, the toughest. A **pot roast** can be made from chuck by braising, (cooking the meat in a small amount of liquid for an extended period of time). Chuck is also useful for **stew meat**, making stock, and ground beef. Brisket is famous as “corn beef”, however it is also used for barbecue and **slow roasting**.

Moist heat cooking methods for beef include **braising, boiling and stewing**. Moist heat cooking methods loosen the connective tissue in the muscle and render the meat more tender and juicy.

Both stewing meats or vegetables and braising them apply the same principles to coax delicious results out of inexpensive ingredients. Stews typically use smaller cuts of meat and more liquid, while braising refers to larger cuts of meat. The principles involved are the same. Long, slow cooking with liquid melds together the flavors of the individual ingredients into a savory silky meal.

The liquid you use for braising and stewing not only provides the “moisture”, but can also be a flavor enhancer. Some liquids to consider

using are: wine, broth, vegetable juice, tomato sauce, and lemon juice.

Step by Step Directions for Braising a Roast: Select a roast. Pot roast, chuck roast or any lean, inexpensive cut may be used: Brown the roast on all sides in a small amount of oil in a Dutch Oven over medium-high heat on the stove top until well browned: Add seasonings and aromatics such as garlic or onion: Add a small amount of liquid, an inch or so deep. Water, broth, beer or wine are all good choices as braising liquids: Cover and simmer over low heat or in a 250 degrees F. oven until the internal temperature of the roast is 150 degrees; this should be about one to three hours, depending on the size of the roast: Check the roast occasionally with an instant meat thermometer to test the internal temperature, and replenish the liquid if necessary; The remaining liquid may be served au jus or may be used to make a nice gravy.

See recommendations on back page.

Featured Spice/Herb—Cinnamon

Fall and the holiday season bring certain foods and seasonings to mind. One of the first seasonings/spices that come to mind this time of year here in the U.S. is cinnamon. Read on to learn more about it.

Cinnamon (*Cinnamomum verum*) is a small evergreen tree belonging to the family Lauraceae, native to Sri Lanka (formerly known as Ceylon), or the spice obtained from the tree's bark. It is often confused with other similar species and the similar spices derived from them, such as Cassia which is often called *cinnamon* too.

Cinnamon has a long history both as a spice and as a medicine. Cinnamon has been known since antiquity. It is mentioned many times in the Bible, the first mention is when Moses was commanded to use sweet cinnamon in the holy anointing oil. Arab traders brought the spice on “land trade routes” to Alexandria in Egypt, where it was bought by Venetian traders from Italy who held a monopoly on the spice trade in Europe. The disruption of this trade by the rise of other Mediterranean powers was one of many factors that led Europeans to search more widely for other routes to Asia. Cinnamon is high in antioxidant activity. The essential oil of cinnamon has antimicrobial properties.

Cinnamon has been reported to have remarkable pharmacological effects in the treatment of Type 2 diabetes mellitus and insulin resistance. Cinnamon has traditionally been used to treat toothache and fight bad breath and its regular use is believed to stave off common cold and aid digestion.

The name *cinnamon* is correctly used to refer to Ceylon cinnamon, also known as “true cinnamon” (from the botanical name *C. zeylanicum*). Related species, Cassia (*Cinnamomum aromaticum*), Saigon Cinnamon (*Cinnamomum loureiroi*), and *Cinnamomum burmannii* are sometimes sold labeled as cinnamon, sometimes distinguished from true cinnamon as “Chinese cinnamon”, “Vietnamese cinnamon”, or “Indonesian cinnamon”.

Ceylon cinnamon, using only the thin inner bark, has a finer, less dense, and more crumbly texture, and is considered to be less strong than cassia. Cassia has a much stronger (somewhat harsher) flavor than cinnamon, is generally a medium to light reddish brown, hard and woody in texture, and thicker (2–3 mm thick), as all of the layers of bark are used.

Cinnamon bark is widely used as a spice. It's

sweet and spicy flavor offers various uses—from sweet to savory, from breakfast dishes to entrees to desserts. True cinnamon, rather than cassia, is more suitable for use in sweet dishes. In the Middle East, it is often used in **savory dishes** of chicken and lamb. Cinnamon is a common ingredient in **Mediterranean curries** (Ras el Hanout) and in **Indian curries**. In the United States, cinnamon and sugar are often used to **flavor cereals, bread-based dishes, and fruits**. It is used in the preparation of some kinds of **desserts**, such as apple pie, donuts and cinnamon buns as well as spicy candies, tea, coffee, hot cocoa, and liqueurs. This time of year, cinnamon is prevalent in **holiday baking**, such as cookies, pastries, nut breads and cakes. Cinnamon is also is key ingredient in **mulling spices** which are used in cider and wine.

Cinnamon is available in either stick or powder form. While the sticks can be stored for longer, the ground powder has a stronger flavor. Cinnamon, in any form, should be kept in a tightly sealed glass container in a cool, dark and dry place.

For suggestions on how to use cinnamon and related products, **visit the vendors here at the market that carry cinnamon** (listed on back page). Some vendors offer recipes. Check for coupons in the insert!

WEST SIDE MARKET

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Recommendations for Roasting & Braising Beef from selected beef vendors:

Grant from **Lance's Beef** (F9) says beef short ribs is his favorite cut for braising. Vince of **Vince's Meats** (G6) recommends a Blade Cut Chuck Roast for roasting ("low & slow") and Tony of **Pinzone's** (B4-B5) says his favorite roast is the sirloin tip. Stop by these stands for great cuts of beef & more suggestions. [Article on Page 3.](#)

Do you enjoy drinking a glass of wine? Would you like to learn more about the wines of the world?

The **West Side Café** has **wine tastings** once a month. Stop in the café and find out when the next tasting is.

Did you know

- Some vendors, such as Mena's Produce (43-45), The Side Show (F3), The Olive and The Grape (A12), Oooo Fudge (H12), Turczyk's/Bistricky's Meats (D11) and Campbell's Popcorn Shop (C13) offer a **Loyalty/Preferred Customer Program**.
- Some vendors, such as Michelle's Bakery (C12-D-12), Vince's Meats (G6), The Side Show (F3), Irene Dever (H10-H11), Judy's Oasis (A6-A7) and the West Side Market Café sell **reusable "green" shopping bags**.
- The **West Side Market Café** sells thermal bags and ice. Protect your perishables on the trip home!
- An **ATM** is located in the corner next to Campbell's Popcorn Stand. (C13)
- **"Universal Gift Certificates"** are available at Stand H10-H11. They are honored by all vendors and do not have an expiration date. Cash only. In addition, some vendors offer their own **Gift Cards**.

Featured Recipe - LEEK and BUTTERNUT SQUASH SOUP

5 tbsp. unsalted butter (or less)
1 3/4 c. chopped leeks, white & light green
4 lb. butternut squash, peeled, seeded, cut into 1" cubes
6 c. chicken stock
1/4 tsp. (scant) thyme
1 c. whipping cream (can use Half & Half)
1 c. milk
Fresh white pepper
Fresh grated Parmesan to top

Sauté leeks in soup kettle 4 minutes. Add squash. Stir to coat. Stir in remaining ingredients (except milk, cream and cheese). Bring to boil. Reduce heat and simmer 40 minutes. Puree in batches. Can make ahead; refrigerate overnight. Warm and add milk and cream. Top tureen or each serving with sprinkling of Parmesan cheese.

Where to find the ingredients and other items mentioned in the newsletter —

Unsalted Butter—Irene Dever (H10-H11)

Leeks—Produce Arcade

Butternut Squash—Produce Arcade

Thyme—Urban Herbs (E2), The Olive and The Grape (A12)

White Pepper—The Olive and The Grape (A12), Urban Herbs (E2)

Fresh Parmesan—The Cheese Shop (H8-H9)

Summer & Winter Squash—Produce Arcade

Beef for Slow Cooking - Pinzone's Meats (B4-B5), Lance's Beef (F9), Vince's Meats (G9), Steven J. Check, Jr (F8), Wienczek's Meats (G-9), Tayse Meats (

Cinnamon (ask vendor if Ceylon, Cassia, etc)-Urban Herbs (E2), The Olive and The Grape (A12), Narrin's Spice and Sauce (E11)