

Zingerman's®

issue #272 • may-june 2019

CAMP BACON

10TH ANNIVERSARY

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BACON FOR THE BRAIN, BELLY & SOUL

MAY 29TH-JUNE 2ND, 2019

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Zingerman's Camp Bacon® is a food lover's camp. It is a food historian's camp. It is a camp that fills your mind as much as your stomach. We love to taste the bacon and don't get us wrong, you *will* leave having tasted a lot of bacon, but we are there to share the story behind the bacon. The passion of our guest speakers is edible—you can literally taste the hard work and love they put into their bacon and dishes. Join us in support of the Southern Foodways Alliance!

2019 SCHEDULE

Bakin' with Bacon at BAKE!

Zingerman's Bakehouse | \$100/person
 May 29th, 2019 6:00pm–9:00pm
 May 31st, 2019 1:00pm–4:00pm
 June 1st, 2019 9:00am–12:00pm

We'll be using the power of bacon to flavor three amazing baked goods, all in honor of *Zingerman's Guide to Better Bacon* (available at all Zingerman's locations). You'll make a similar version of our wildly popular peppered bacon farm bread, bacon cheddar scones found in the book, and sweet and salty bacon pecan sandy cookies. We'll take you to hog heaven with a demonstration of our maple glazed bacon apple doughnuts. Try and contain yourself.

You'll leave BAKE! with our recipes, the knowledge to recreate them at home, two loaves of bread, a dozen scones, three dozen cookies and great coupons.

Camp Bacon® Film Festival

Zingerman's Greyline
 May 29th, 2019 6:30pm–9:30pm

Nationally acclaimed author and contributor for the *New York Times* and director of the Southern Foodways Alliance, an organization dedicated to preserving and exploring the histories of the American South. His recent publication, *The Potlikker Papers: A Food History of the Modern South*, is a collection of Southern cultural culinary experiences. *O, The Oprah Magazine* said his writing is "a panoramic mural of the South's culinary heritage, illuminating the region's troubled place at the American table and the unsung role of cooks in the quest for social justice."

Spend an evening with John T. Edge. Enjoy great food from Zingerman's Greyline including a build-your-own BLT bar and caramel-enrobed bacon popcorn. Then, experience great conversations about food. John T. will discuss the power of narrative and its effects through the lens of culture and food.

The 10th Annual Bacon Ball

With Tony Fiasche of Tempesta Market
 Zingerman's Roadhouse | \$75/person
 May 30th, 2019 7:00pm–9:00pm

Brace yourselves for what will be the boldest and tastiest Bacon Ball yet! The Roadhouse can't wait to welcome Tony Fiasche, co-owner of 'Nduja Artisans Salumeria and Tempesta Market in Chicago. Dubbed the "Sausage Kings of Chicago" by *Foodable*, Tony and his father Agostino continue a tradition of five generations of Calabrian salumi-making. It's an art that requires as much balance as a proper tarantella.

A dance of flavor and flame, 'nduja is a spreadable salumi blended from Calabrian sweet and spicy peppers and pork. The Roadhouse has been using it on our menu for well over a year in our mussels, and it's been a huge hit. We love it because it's simple and good—the quality of the 100% Berkshire pork really comes through in every bite, along with a taste of family tradition.

For our 10th Annual Bacon Ball, Tony has put together a menu that will spread the love of his famed 'nduja, and also highlight the award-winning artisan meats he crafts from humanely-raised heritage pigs—including bacon, of course! These meats are sold by 'Nduja Artisans Salumeria to fans and chefs all over the country, and are also available at Tony's deli in Chicago, Tempesta Market.

A deli-owner? At Zingerman's? We can't wait. Tempesta in Italian means "strong wind gusts", and we are ready for blustery flavors whirling through the Roadhouse in May. Join us for a century-old Calabrian legacy, right here in Ann Arbor!

THE MAIN EVENT

Zingerman's Cornman Farms | \$195/person
 May 31st, 2019 10:00am–6:00pm

Fascinating speakers. Breakfast and lunch. So. Much. Bacon! In support of the Southern Foodways Alliance. An all-day event filled with meaty speakers, lots of learning, a whole lot of laughing and, of course, all the bacon you can eat! Bacon lovers from around the globe trek to the Camp Bacon® Main Event to meet and eat and share their love for really good cured pork in a day filled with presentations by bacon producers, food experts, and a few fun surprise guests.

Yunnan Lunch with Mei

Miss Kim Korean Restaurant | \$28/person
 June 1st, 11:00am–12:30pm

Meet Mei Zhang, the author of *Travels Through Dali: With a Leg of Ham* and the founder of Wild China. Mei will open the doors to the wonders of Yunnan cuisine and its use of pork. She will share the history and traditions of the region and unveil the unique stories and recipes of those who call Yunnan home. Chef Ji Hye Kim will make you lunch from Mei's book to share. Come and have some meat, meet Mei and learn about Yunnan food, all the while having a tasty lunch! Sign up for your spot now!

Camp Bacon® Street Fair

Sunday Artisan Market in Kerrytown | FREE!
 June 2nd, 2019 11:00am–2:00pm

Come on down to the market—just a block down from the Deli and Miss Kim!—to celebrate great pork with a three-hour street fair with an array of vendors selling, sampling and showcasing all things bacon. It's a great way to have lunch, sample new bacon fares, or just have some fun with bacon-based games for kids of all ages.

THE MAIN EVENT LINE-UP

Allan Benton

"The Beauty of Dry Cured Bacon," founder of the award-winning Benton's Smoky Mountain Country Hams in Madisonville, Tennessee

Mei Zhang

Author of *Travels Through Dali: With a Leg of Ham*, and founder of Wild China

Allison Arevalo

"The Power of Pasta and Pork," founder of Pasta Friday and author of *The Pasta Friday Cookbook*

John T. Edge (read about on pg. 4)

"My Procine Life"

Director of the Southern Foodways Alliance; author and editor of over a dozen books about the American South, including *The Potlikker Papers: A Food History of the Modern South*; and writer and host for the television show TrueSouth

Jeff Roberts (read about on pg. 6)

"Salted and Cured," author of *Salted and Cured: Savoring the Culture, Heritage and Flavors of America's Preserved Meats*

Gábor Bánfalvi (read about on pg. 8)

"50 Shades of (Hungarian) Bacon," co-founder of Taste Hungary Food and Wine Experiences

Matt Romine

"Sustainable vs Substantive," founder of Farm Field and Table

Greg Gunthorp

"Building an Integrated Pasture Pig Business—Production, Processing, and Marketing," owner of Gunthorp Farms

Rhyn Cureton (read about on pg. 10)

"Being Black in Agriculture & Environmentalism," agricultural educator and swine specialist

Camilo Velasquez

"Tradition and Technology; Making Bacon in the 21st Century," founder and co-curer at The Baconer

Tony Fiasche

Co-founder of Tempesta Market in Chicago, Illinois

Susan Schwallie

"Baconless Bacon Chips and Other Oddities" Executive Director of the NPD Group and co-author of *The Future of Dinner* and *The Future of Snacking* studies.

Steve McHugh

"The Tale of Two Mesquites"
 Chef at Cured restaurant in San Antonio, TX

BOOK YOUR SEAT AT ZINGERMANSCAMPBACON.COM

WELCOME TO

the 10th annual
Zingerman's®

CAMP
BACON®

BACON FOR THE
BRAIN, BELLY, & SOUL

may 29th - june 2nd

In support of Southern Foodways Alliance and Washtenaw County 4h

ten years ago, i wrote A BOOK ABOUT BACON.

I wanted to help consumers understand the difference between good and bad bacon, to hear the amazing stories of the country's great artisan bacon curers, and to learn how to effectively employ different bacon varieties in different culinary applications. *Zingerman's Guide to Better Bacon* included my thoughts on why bacon was the olive oil of North America, the story of a marvelous man named Maynard (the last of Britain's formal bacon apprentices), and a couple dozen bacon-centered recipes.

At the beginning of the book, I think on page 3, I included a bit of fantasy—my idea to hold an imaginary camp, a cool place called “Camp Bacon®.” At Camp Bacon®, all the outdoor and indoor activities would be focused around...of course, bacon! The dream of Camp Bacon® was very exotic and enticing to someone like me who went to a kosher camp as a kid.

About two months after the book came out, our then marketing manager, Pete Garner joked in a meeting that we should make Camp Bacon® a reality. A year or so later Pete's joke turned serious, and in the spring of 2009 Camp Bacon® was born. We haven't stopped since. As in life, the bacon just keeps on coming! Every year, Camp Bacon® gets a bit bigger, a bit better, and...a lot more bacony! This year is no exception. More events, more great people, more good food, more cool connections to be made, and more learnings to leave with.

As always, Camp Bacon® is a chance to help raise money for a couple of good causes. The event is layered around, interwoven with, and built upon a whole lot of great bacon—for the brain, for the belly, and for the soul!

Is it worth being part of Camp Bacon®? Seriously? Well, I sure think so! But rather than just taking my word for it at a surface level, here are four good reasons to carve a bit of time out of your calendar to come to Camp Bacon®!

1. Eat a LOT of great BACON!

Everywhere you go in the Zingerman's Community over the course of the five-day event, you'll find lots of good pork to put in your mouth!! There are meals, tastings, baking classes, cheese classes, films, special events...you name it!

2. Meet great BACON people

To paraphrase Dr. Seuss, “Oh the people you'll meet!” We have an amazing line up this year! I know I say that every year—because it's true. But...this year!! Check out the full line up on page 1.

John T. Edge, author and long-time director of Southern Foodways Alliance, is coming to talk about his great new book, *The Potlikker Papers*, at the Film Fest on Wednesday evening. In a *New York Times* review, Kim Severson said the book, “Spans 60 years, starting with the cooks whose food fueled the Montgomery, Ala., bus boycott in 1955 and ending with a South of new immigrants, where the fried okra might be sprinkled with fish sauce or the barbecue ribs doused in gochujang.” According to John T. Edge, “It is the moment in our history I find most compelling. I'm a hopeful Southerner who tells truths about the South. That's at least what I intend.”

Thursday night at the Roadhouse we've got the Bacon Ball! Last year, Rick Bayless cooked traditional Mexican fare. This year we've got another Chicagoan—Tony Fiasche, maker of the extremely excellent, spicy, spreadable Calabrian 'Nduja pork sausage we sell at the Deli, Roadhouse (so good with those PEI mussels!), Cream Top Shop and Mail Order. He'll work with head chef Bob Bennett to create a pork-centric, Calabrian meal (his grandparents still live in southwest Italy's Calabria region) featuring some of his family recipes and a whole bunch of the amazing artisan salumi he cures!

Friday is the main event, the attraction that started this whole thing back in 2009! Basically, it's a ZingTrain seminar centered around pork. A dozen smart speakers, a bunch of bacon, a slew of different salamis, and a handful of hams all packed into one wonderful day of learning, laughing, and eating at Cornman Farms.

Who's presenting?

So many inspiring individuals! John T. Edge will talk about some of the “greatest hits” of the pork histories compiled by his colleagues at Southern Foodways Alliance! Mei Zhang is coming to share her experiences growing up with and later writing about the cured pork ham of Yunnan province in southwest China. Gábor Bánfalvi will share a plethora of insights about Hungarian porkways. Jeff Roberts will talk about the historical role of pork in American culture. Susan Schwallie will, as she does every year, bring us up to speed on a slew of the latest pork statistics from the American consumer tracking work. Steve McHugh, from Houston's award-winning Cured restaurant, will teach everyone how to do a bit of home pork curing. Tony Fiasche will talk about his pork-curing work in Chicago. Allison Arevalo will do a pasta and pork demo (yes, you'll get to taste). Camillo Velasquez will bring his specially cured bacon from northern California. And I'm really looking forward to “Pork Rhyne” Cureton's talk on Being Black in Agriculture & Environmentalism

But wait, there's more! Indiana's sustainable pork farmer, Greg Gunthorp will be sharing thoughts about his integrated pastured pig farming work. And Matt Romine from Ferndale's Farm, Field, Table will talk about the challenges of raising pork sustainably! Seriously...if you like to learn and you like to eat and you like bacon, this is a day you will NOT want to miss!

After the main event...Friday night at the Creamery we've got a great class on the “Bacon of the Cheese World—Grilled and Smoked!” Join Certified Cheese Professional Tessie Ives while she talks and tastes you through some wonderful cheeses! (Great way for non meat eaters to get close to the beauties of smoked and cured pork!) Seats are very limited so don't delay—sign up today!

Saturday you can eat a Camp Bacon® breakfast AND lunch!

Brunch, cooked by award-winning Houston chef Steve McHugh and hosted at Greyline!

Stop by Miss Kim for lunch, still centered around pork. Ji Hye Kim, chef and managing partner, will host Mei Zhang, to cook some dishes from Mei's native Yunnan province!

Sunday, last but not least, the Street Fair at the Farmer's Market down by the Deli. Kid friendly, tons of tastes, chance to sample, eat and spend! We'll have about 20 different vendors out there offering their pork-centric wares!

3. Help bring home some BACON for a couple good causes!

Every year, Camp Bacon® helps raise funds for two of our favorite non-profit organizations—the Southern Foodways Alliance (SFA) and the 4H Club of Washtenaw County. SFA, based in Oxford, Mississippi, has celebrated and honored southern food traditions for nearly twenty years now. Pork takes a prominent place in the Southern culinary pantheon—many of our best bacon connections have come from through our work with SFA. 4H Clubs have supported the work and study of young people in agriculture since the early 20th century. Our commitment to community-based agriculture makes the 4H Club of Washtenaw County a natural fit for Camp Bacon®—after all, the higher the quality of American hog-rearing, the better our bacon will be, and as a result, the better our community and the country at large will be!

4. Build the creative BACON community

Having studied and written about creativity, I can tell you with confidence that one of the biggest factors in increasing your creative abilities is to surround yourself with other creative people to make new, otherwise missed, connections. Camp Bacon® passes that test with flying colors. Pretty much everyone who comes—speakers, attendees, vendors, and volunteers, is an insightful expert in their own way. You're guaranteed to leave with at least a few new friends, some good food, and a slew of new ideas. Granted, I suppose, you might gain a pound or two. It's a small price to pay in the line of porcine duty! As British philosopher Bertrand Russell wrote, “The good life is one inspired by love and guided by knowledge. Neither love without knowledge, nor knowledge without love can produce a good life.” Camp Bacon® brings them all together, with lots of good food, to boot!

5. Have a lot of BACON-focused FUN!

Most importantly, 2019's Camp Bacon® promises to be even more interesting, more flavorful and more fun than ever! This year we've got nearly a week's worth of bacon-based events set up with plenty of great information and LOTS of smoky, savory, sensual bacon to eat! Your brain, your belly and your soul will all be soothed, filled up to the brim with bacon, pork-centric cultural learning and a whole lotta love!

Not quite convinced? Here's what long-time Italian importer, and author of the wonderful *Autentico*, Rolando Beremendi had to say after his experience a few years ago:

Ari

“I think Camp Bacon® was a life-changing experience for me because of the time, the place, the people, the talk and the energy.

I have since become great friends with some of the other speakers and participants. When you share the common passion for Bacon that we all have, whether it is with Spaghetti or in a drink or any other preparation, we were all there without any pre-conceived biases and with extremely open minds, stomachs and heart...I think being surrounded by like-minded people in the most wonderful farm I have ever been in the U.S., I felt I was with a family more than a group of friends and unknown people. You have all created a Think Tank that goes beyond words, and I am still working on what we can learn in the future...I can't wait to return!”

SIGN UP SOON—SEATS AT ALL THE CAMP BACON® EVENTS ARE LIMITED!

You don't want to be sitting at home that week wishing you were out with the lucky folks who got to go to Camp.

Come to Camp, fill your belly with bacon, and return home with a half-dozen new friends!

JOHN T. EDGE

COMES TO TOWN TO TALK PORK

& *The Potlikker Papers*



I first met John T. Edge 17 years ago, in the fall of 2002. I'd somehow stumbled on a flyer for a symposium about barbecue (like the Southern version, on the pit, not burgers on the grill that I had as a young boy) put on by a group called the Southern Foodways Alliance down in Oxford, Mississippi. We were getting ready to open the Roadhouse the following fall so it was too good to pass up. Which is where I met John T. Edge. It was a fortuitous event—his work, along with those of his many wonderful colleagues at SFA—has had a profound and positive impact on our organization. And even more importantly, on the food world at large!

Over the years, I've been back down to Oxford probably 20 times. Mostly to attend the annual symposium in the fall, and also a few times to facilitate ZingTrain work doing vision writing with the SFA staff. I've come to love the town—it's like a little bit of Ann Arbor in North Mississippi. And the people. And the organization. And I've come to feel strongly that Southern Foodways Alliance is the food non-profit most consistently and clearly aligned with our values at Zingerman's. They take their foodways, their cooking, their cultural diversity, and history seriously, but they never take themselves too seriously! I've learned so much through my work with them, and met so many great people. If you've had our pimento cheese, barbecue, fried chicken, ...if you've been to a special dinner with Stephen Satterfield or Glenn Roberts, if you've had the artisan cane syrup on those fried ribs at the Roadhouse...all of those and a thousand more have come by way of connections with SFA!

As a result of all that, in 2010, we decided to start Camp Bacon® as a fundraiser for Southern Foodways Alliance. It was a way to share the SFA spirit of good learning, good laughing, good eating and good friendships here in Ann Arbor. And raise some money for a non-profit that I feel confident puts it to very, very good use!

Every year, in the fall, I ask John T. if he can come to Camp Bacon® to speak the following spring. But, like me, the man is busy and his schedule has always been full. This year, though, we hit the jackpot! John T. will be coming to town to talk and learn and connect with everyone else at Camp!

On Wednesday, May 29, you can hear John T. talk about his notable book, *The Potlikker Papers* at the Camp Bacon® Film Fest. He'll be at the Roadhouse's Bacon Ball on Thursday evening, May 30. And, he'll be speaking the Main Event at Cornman Farms on Friday, May 31! The man has a LOT to share and he's one of the nicest, humblest, smartest humans I know, so if I were you, I'd get my bacon-loving butt to all three events! Copies of his book will be on hand for signing and purchase at each!

Of this latest of John T.'s books, *O*, *The Oprah Magazine* opined, "A panoramic mural of the South's culinary heritage, illuminating the region's troubled place at the American table and the unsung role of cooks in the quest for social justice."

Garden and Gun wrote that it was, "Masterful...Edge expertly sieves through decades of cultural influences to explore how today's rich culinary tradition emerged."

And reporter Jack Hitt wrote, "Edge's book means to be about food, but quickly veers into a close examination of the Deep South, before revealing itself as the smartest history of race in America in a generation."

In the meantime, below are some excerpts and stories to preview John T.'s talk about *The Potlikker Papers* that were offered generously by SFA's magazine, *Gravy*.

Ari

Last spring, long-time SFA director John T. Edge and Penguin Press published *The Potlikker Papers: A Food History of the Modern South*. John T. has now edited or written more than a dozen books. This one is more personal. This one includes a foreword as homage to John Egerton, inspired by the words John T. spoke at Egerton's memorial celebration. This book is an attempt to track the revolutions, minor and major, that have transformed the South over the last sixty years.

We know we're biased, but we think this project is a soaring, powerful contribution to the conversation about our ever-changing region, told through the narratives of the farmers and cooks and waiters who did the work. *The Potlikker Papers* begins in the 1950s, during the early stages of the Civil Rights movement, and closes in the 2010s, as El Sur Latino comes into focus. Along the way, John T. shows how poor people's recipes became the new baseline for today's inspired American cuisine. Focusing on early moments from the first half of the book, we asked John T. to share how he selected these characters. Read on for his take.

1950s *Kitchen Tables*

GEORGIA GILMORE
MONTGOMERY, ALABAMA
COOK & MIDWIFE

Georgia Gilmore inspired black citizens of Montgomery. And she worried whites, who clung to the idea that, through daily intimate exchange, black cooks and maids became members of their family. Domestic workers worked for love, whites came to understand, but that love was for their own black families.

I was traveling in Alabama, looking for stories, trying to develop a proposal for what became, 15 years later, *The Potlikker Papers*. At the time, I wanted to write a book about the impact of race and racism on Southern food culture. On a visit to the Southern Poverty Law Center in Montgomery, Penny Weaver suggested that, if I wanted to write about the civil rights movement and food, Georgia Gilmore was the person to talk about. Penny asked me if I knew that an historical marker had recently been erected in front of her house. I busted out the door.

This was electrifying. Here was a woman, a cook, who lived the ideals of the civil rights movement. She took an explicit and active role. She wasn't ancillary. She didn't "support" the movement. She drove the movement. Beginning in December of 1955, she baked and sold cakes and pies, chicken sandwiches and pork chop plates, raising money that funded the alternate transportation system, so that the black citizens of Montgomery could travel back and forth to work while boycotting the city bus system.

During the 1960s, after she began a house restaurant, Gilmore convened the architects of the civil rights movement in her kitchen. In all of my time researching and writing about Southern food, her story may be the most compelling.

To honor her, I wrote about her for the *Oxford American* in 1999, shared her story with the Kitchen Sisters who produced an NPR documentary, and returned to her story for *The Potlikker Papers*.

Digging back into my old reporter notebooks, while writing this book, I discovered that I had compiled a wealth of material that never made it into that magazine article. I had taken detailed notes on the interior of Gilmore's house when I toured it with her sister. I had a transcript from my interview with her son. I also tapped transcripts of interviews done by the Kitchen Sisters when they traveled to Montgomery. I leveraged, too, interviews with maids and cooks undertaken by Fisk University during that moment. Utilizing sources old and new, I was able to bring her story into greater relief. During the research and writing, I fell in love all over again with Georgia Gilmore, with her character, her grit, her sass, and her joyful revolutionary manner.

1960s *Poor Power*

FANNIE LOU HAMER
SUNFLOWER COUNTY, MISSISSIPPI
CIVIL RIGHTS ACTIVIST

At a time when many left the Delta for manufacturing and service jobs in cities, when few could feed themselves from what they grew, Hamer struggled to persuade blacks to stay and farm. For black Southerners, those linkages to the land were tangled. By the late 1960s, freedom meant release from the demands of agriculture. It meant measuring work by the punch of the time clock, not the weight of a bale.

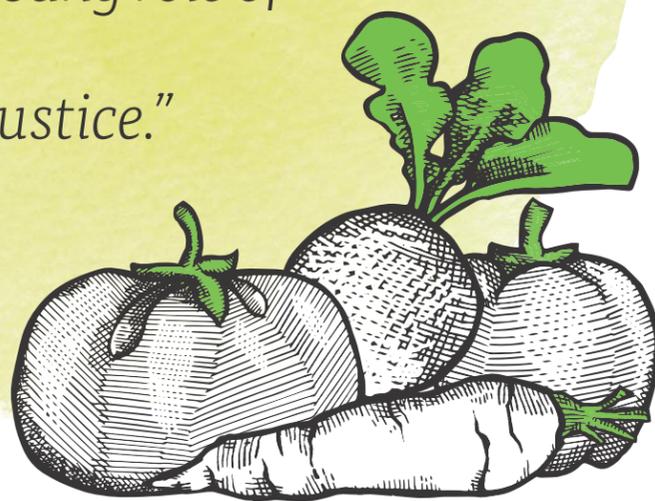
This chapter makes explicit Martin Luther King Jr.'s late career pronouncement that, after the civil rights movement focused American attention on equal access to public spaces (which yielded the Civil Rights Act of 1964), and unencumbered access to ballot boxes (enforced by the Voting Rights Act of 1965), a more arduous struggle followed. To achieve true freedom, black citizens focused next on jobs and wealth creation and food access. The story of Fannie Lou Hamer, a daughter of the Mississippi Delta, brings that struggle to life.

Readers might know her as the founder of the Mississippi Freedom Democratic Party. She stood up to confront the white-controlled Democratic party of Mississippi, declaring them illegitimate. Like King, she pivoted later in life to focus on food access. Hamer realized that food sovereignty required access to capital, access to land, and the freedom to grow your food.

Across the nation, activists in their twenties are now agitating for food sovereignty, working to democratize food access. In the story of Fannie Lou Hamer's Freedom Farm, and Pig Bank, we recognize that those contemporary narratives have deep roots in the Mississippi Delta. Over the last three years, I've probably gotten six calls from well-meaning graduate students and foundation fellows who want to do transformative work in the Mississippi Delta.

“A panoramic mural of the South’s culinary heritage, illuminating the region’s troubled place at the American table and the unsung role of cooks in the quest for social justice.”

O, THE OPRAH MAGAZINE



They want to be part of the solution. They aim to do urban farming work and help often-marginalized citizens grow their own food. When I ask if they have heard of Fannie Lou Hamer’s pioneering food sovereignty work, few have. Few recognize that the model for their own modern-day activism can be found in the life and work of Hamer.

cated and purposeful Southerners. At a time when many were giving up on the South, when many were quitting the rural life, they chose the South. They claimed the South. Throughout the book, I aimed to highlight Southerners like the good folk who worked The Farm, people who confound and complicate stereotypes.

The crust on the birds his successors sold by the bucket, he said, tasted like a “damn fried doughball put on top of some chicken.” It was as if Sanders recognized his complicity in the reinvention of traditional Southern foodways.

1970s Landed Hippies

STEPHEN GASKIN

THE FARM, SUMMERTOWN, TENNESSEE
AGRICULTURAL ACTIVIST

For a band of hippies, determined to apprehend their roots and return to the land, the South appeared a place both raw and pure, a fountainhead of primal American culture. Hippies in search of honest American expression studied the South. Knowledge of the region served as a countercurrency.

Writing this book, I fell in love with the 1970s. Americans have a tendency to dismiss the seventies as a vacuous decade, defined by pet rocks and drivel disco. I was inspired by the idealism of Stephen Gaskin, a Marine veteran and psychedelically inclined religious teacher, who quit the Haight-Ashbury in 1960s San Francisco to found a Tennessee agricultural commune called The Farm. Many Southerners had quit the agricultural life. Farm life, for both working class whites and blacks, had been recently and narrowly defined by sharecropping. Both wanted to escape. Gaskin led a return to the land, a kind of Southern counterrevolution to reclaim an agricultural life.

These young, hippie idealists idealized Mother Earth. They saw promise in the rural precincts. They took their cues from an earlier generation of Southerners. Many know the story of the Foxfire educational initiative, which gained traction in Georgia in the 1970s, where high school students took to the woods to interview their elders. The hippies of the Haight were similarly motivated. In an effort to restart the farming economy, they applied the same curiosity that the Foxfire kids leveraged. They said, “We see value in the traditional means and methods; tell us how you do it, we want to learn from you.”

That respect across generations is not always showcased. Yes, marijuana usage was part of the ethic at The Farm. Sure, members of The Farm engaged, at first, in four-person and six-person marriages. Yet, in many ways these hippies were as respectful of the Southern farming lifestyle, as were the elders from whom they learned. These long hairs were new and compli-

1970s Faster Food

COLONEL SANDERS

CORBIN, KENTUCKY
COMMODIFIER OF TRADITIONAL FOODS

Southerners recognized new value in unheralded traditions and practices. So did the rest of the nation... Southern foods, from fried chicken to biscuits, became American foods, whether they were prepared by an apron-clad grandmother with a cirrus of gray hair or a corporate employee dressed in a polyester uniform with her name stitched across the breast.

I grew up eating country-fried steak biscuits and sausage biscuits from Hardee’s. As I dug into the story of Hardee’s, Kentucky Fried Chicken, and Popeye’s—American fast food companies with origins in the South—I recognized that we too often frame fast food as a horror that’s been visited upon the region, delivered to our doorsteps by outsiders. But if you look closely at the origins of those national chains, you recognize that, with burgers as the most glaring exception, American fast food has been built on Southern ingredients, repackaged and commodified for contemporary drive-through culture.

Colonel Sanders, the founder and eventual mascot of the KFC brand, was a self-aware architect of modernity. And a peddler of Southern nostalgia, who helped redefine how Americans ate. He codified fried chicken as a Southern dish for twentieth century America. To sell that chicken to potential franchisees, he dressed in a white suit and a string tie, and played the part of a moonlight-and-magnolias colonel, fresh from the veranda. That conceit sold buckets.

Fast food is a reflection of the region. The arrival of mass-produced fried chicken and biscuits signifies the end of the country store South, and the beginning of the strip mall anywhere South. After Sanders sold his company to investors, as his brand gained national traction, he grew increasingly irritable. In the 1970s, Sanders became nearly as famous for cussing as he was for frying.

10TH ANNUAL
FILM FEST

THE POWER OF NARRATIVE
A TALK BY JOHN T. EDGE
Author & Director of the Southern Foodways Alliance

MAY 29TH, 6:30–8:30PM
AT ZINGERMAN’S
≡ GREYLINE ≡
100 N. Ashley St., Ann Arbor, MI

GET TICKETS
AT ZINGERMANS CAMPBACON.COM



AN INTERVIEW WITH

JEFF ROBERTS

WRITER, RESEARCHER & “PROFESSOR”

OF FINE FERMENTED FOODS

Jeff Roberts and I have run into each other at about a hundred conferences over the years! We’ve shared thoughts, heard each other present, eaten a meal or two together. Over the last thirty-five years, I think it’s safe to say that we’ve travelled moderately parallel paths through the culinary world! Each, of course, in his own way, but each focusing on learning about traditional food and cooking, and then sharing that learning through writing. Jeff’s book about cheese—*The Atlas of American Artisan Cheese*—certainly focused on a lot of the same cheesemakers we’ve long worked with here.

Last year his new book, *Salted and Cured: Savoring the Culture, Heritage and Flavor of America’s Preserved Meats*, came out—which made the man a natural for Camp Bacon®. Here’s what his publisher, Chelsea Green, said about the book:

From country ham to coppa, bacon to bresaola

Prosciutto. Andouille. Country ham. The extraordinary rise in popularity of cured meats in recent years often overlooks the fact that the ancient practice of meat preservation through the use of salt, time, and smoke began as a survival technique. All over the world, various cultures developed ways to extend the viability of the hunt—and later the harvest—according to their unique climates and environments, resulting in the astonishing diversity of preserved meats that we celebrate and enjoy today everywhere from corner delis to white-tablecloth restaurants.

In *Salted and Cured*, author Jeffrey P. Roberts traces the origins of today’s American charcuterie, salumi, and other delights, and connects them to a current renaissance that begins to rival those of artisan cheese and craft beer. In doing so, Roberts highlights the incredible stories of immigrant butchers, breeders, chefs, entrepreneurs, and other craftspeople who withstood the modern era’s push for bland, industrial food to produce not only delicious but culturally significant cured meats.

By rejecting the industry-led push for “the other white meat” and reinvigorating the breeding and production of heritage hog breeds while finding novel ways to utilize the entire animal—snout to tail—today’s charcutiers and salumieri not only produce everything from country ham to violino di capra but create more sustainable businesses for farmers and chefs.

Weaving together agriculture, animal welfare and health, food safety and science, economics, history, a deep sense of place, and amazing preserved foods, *Salted and Cured* is a literary feast, a celebration of both innovation and time-honored knowledge, and an expertly guided tour of America’s culinary treasures, both old and new.

A resident of Montpelier, Vermont, Jeff Roberts is president of Cow Creek Creative Ventures, which is dedicated to developing solutions in the areas of agriculture and food policy, conservation, the environment, and community economic development. He was cofounder and principal consultant at the Vermont Institute for Artisan Cheese at the University of Vermont. His book, *The Atlas of American Artisan Cheese* was the first comprehensive survey of small-scale producers. He is a member of *Guilde Internationale des Fromagers*. He teaches the history and culture of food at the New England Culinary Institute, is a visiting professor at the University of Gastronomic Science, provides consulting services to a wide array of small-scale food producers, and is a frequent speaker in Europe and the United States on artisan food, sustainable agriculture, and the working landscape. His new book, *Salted and Cured*, examines the history and culture aspects of dry-cured meat from 1630 to the present.

Here's a bit of an interview so you can hear more from Jeff directly. And, of course, I hope you'll come to Camp Bacon® for the Main Event to hear him talk on Friday, May 31.

Ari: You have a pretty interesting background—from meteorologist to cured meat. Can you give us some background?

Jeff: Yeah, I got struck by lightning on the way to the slaughterhouse!

A lot of this goes back to family for me. I grew up with an interest in good food. My mother's side of the family is from Italy. So there was always this interest for me with people who had very little money and yet they managed to create really delicious food. It's a fascinating history. They were from Molise, in central Italy. So I was always interested in good eating.

When I was in the Navy and I got off the ship, my colleagues wanted to go get drunk, but I was hunting restaurants. When I was in graduate school in Philadelphia, it was similar. I was always seeking out things to eat that I didn't know about and I was curious. When I left graduate school it carried over into my work. I went to work for U Penn—my first job was in fundraising for Morris Arboretum. My boss there used plants as a teaching tool to get folks excited and that made a really lasting impression on me.

Ari: What came after that?

Jeff: I got involved with School of Veterinary Medicine at Penn and became an associate dean. I had always thought about veterinary medicine as cats and dogs but over the years, of course, I realized it was also about farm animals. This was at a time in the late 80s when PETA was very active in pushing various kinds of growers who were doing some really abusive things to stop. I remember reading some stuff about why appropriate practices meant you not only treated an animal humanely but the quality of an animal's meat, or eggs, etc. were the best. That when you treated an animal better, the quality of the food produced improved dramatically. At that time, some of my colleagues worked with industrial agriculture, doing some of the first BST (bovine growth hormone) research to increase milk yields. It was always interesting to hear how different what they did professionally was from what they themselves wanted to eat!

I went all over the country and had a chance to meet people who did great work with animals, including a visit to the MSU vet college in Lansing. I think knew people at every vet school in the country, many of whom made lasting impressions.

When I left Penn 25 years ago, I went to work for the Vermont Land Trust. And I started to use food as a teaching tool. I met people who were doing amazing things with food! I was one of the founders of the Vermont Fresh Network, and Shelburne Farms hired me to do adult education food programs. After leaving the Land Trust, I heard about Slow Food. So I sent a note to Slow Food, and Patrick Martins (one of the founders of Slow Food America and the man behind Heritage Foods) responded. And in 1999, when Carlo Petrini came to the U.S., Vermont was the first place they went! I was asked to co-chair the 2001 U.S. presence at Slow Cheese. I wanted to do some writing after I left the Land Trust. I realized that the stories of the cheesemakers were fascinating and I wanted to tell their stories! And that's what started me on the work to do the Cheese Atlas. In 2006 I began teaching at the New England Culinary Institute. And this led to Carlo Petrini inviting me to teach at Slow Food University of Gastronomic Science.

None of it's ever really been planned. I guess I can smell an opportunity (or bacon!) and I just follow my nose! I never believed I'd end up in Vermont or that I was going to do all this in Italy.

Ari: What sort of history did you study?

Jeff: In grad school at Temple University I studied urban history and geography. But when I was in grad school, historians were a dime a dozen. Since a lot of my dissertation research was on the history of Philadelphia's downtown, I went to work for a museum devoted to the city's history. A lot of what I had learned in the Navy helped me to map Philadelphia's downtown. I began volunteering with Museum Council of Philadelphia, where I met the director of the Morris Arboretum and was hired later as its first director of development. That got me to China for the first time.

Ari: What about the new book? It seems perfect for Camp Bacon®!

Jeff: It's all about the culture and history of cured pork in the U.S. What I discovered doing this book was all about the cultural landscape around food preservation...Like when Mark Kurlansky wrote about Cod.

Ari: That's one of my favorite food books of all time!

Jeff: I realized as I started working on what became *Salted and Cured* that it was really all about the culture. You can't understand the history of the United States without understanding the history of pork. It was what people lived on and that's what I want to talk about. That what I really wanted to do was not to write just about 'who was doing what,' but how to focus more on what they represent in this shift in culture.

Among the most interesting surprises were people like Sant'Antonio Abate (St. Anthony the Abbott), an Egyptian Roman Catholic monk, who is the patron saint of butchers, domestic animals, basket-makers, and gravediggers. Sant'Antonio founded Christian monasticism and as such often treated people suffering from shingles, known as St. Anthony's Fire (Fuoco di Sant'Antonio), with salves made from pork fat! People, impressed by portraits of Sant'Antonio, associated him with swineherds and butchers!

Or tracing Nancy Newsom Mahaffey's six-hundred-year family history of smoking and curing hams! From ancestors in Lancashire who landed in early colonial Virginia to the Revolutionary War and then today's Kentucky, family techniques and later recipes influence Nancy's extraordinary handcrafted country hams. In 2009, a seventeen pound Newsom ham was enshrined at the Museo del Jamón, in Aracena Spain, crowned as one of the world's greatest hams!

And how diverse, often liberal arts, backgrounds of many contemporary cured meats practitioners influence and shape their craft. Just how do experiences in fashion, reporting and writing, foreign service, French literature, classical music, graphic design, philosophy, furniture making, and agribusiness among others help create extraordinary foods?

Ari: Who are some of your favorite bacon makers and salami curers?

Jeff: There are dozens of them in the book! But one of them is Tony Fiasche, from Tempesta Foods. I'm excited to eat his food at the Bacon Ball and hear him speak at the Main Event of Camp Bacon®! In my opinion, his 'Nduja is the best in the country!

Ari: Can you give us a bit of a preview into what you'll be presenting at Camp Bacon®?

Jeff: I want the audience to appreciate that you can't understand the history of the United States without grasping the essential role of pork. I plan to share some historical context and my enthusiasm for discoveries about the culture around pork. Everything from language, religion, food taboos, diet, all reflect what pork represents culturally. For African-Americans, significant aspects of culture and community exist because of slave diets.

And there's more to hogs and pork than just how to prepare it. And going back even further, the whole Middle East used to eat it. Pigs grow fast, they have plenty of litters, so if you domesticate the animal you have a reliable food source. I've been doing a lot of research, writing, and speaking about the renaissance of fermented foods: craft beer, artisan cheese, cured meat, pickling, and various beverages...a remarkable resurgence.

Ari: How are you feeling about coming to Ann Arbor for Camp Bacon®?

Jeff: I'm looking forward to it, since haven't I've been to Ann Arbor. I can't wait to meet Mei Zhang and hear her talk

at Camp Bacon® because Yunnan is one of the first places visited when I went to China in 1986. The Chinese clearly were doing food preservation early, early on. Confucius, you often paid him for your lessons with preserved pork. I remember seeing lawei, similar to jerky, hanging from the rafters curing in Yunnan. And that's what Mei Zhang writes about in her book, *Travels in Dali; with a Leg of Ham*. And I'm really excited to finally meet Tony Fiasche (from Tempesta). I definitely want to go the dinner he's cooking at the Roadhouse on Thursday (May 30).

Ari: Before I let you go, what's your favorite way to eat bacon?

Jeff: Oh my...let me count the ways!

Absolutely BLTs!

Bacon and eggs

Bacon topped baked beans

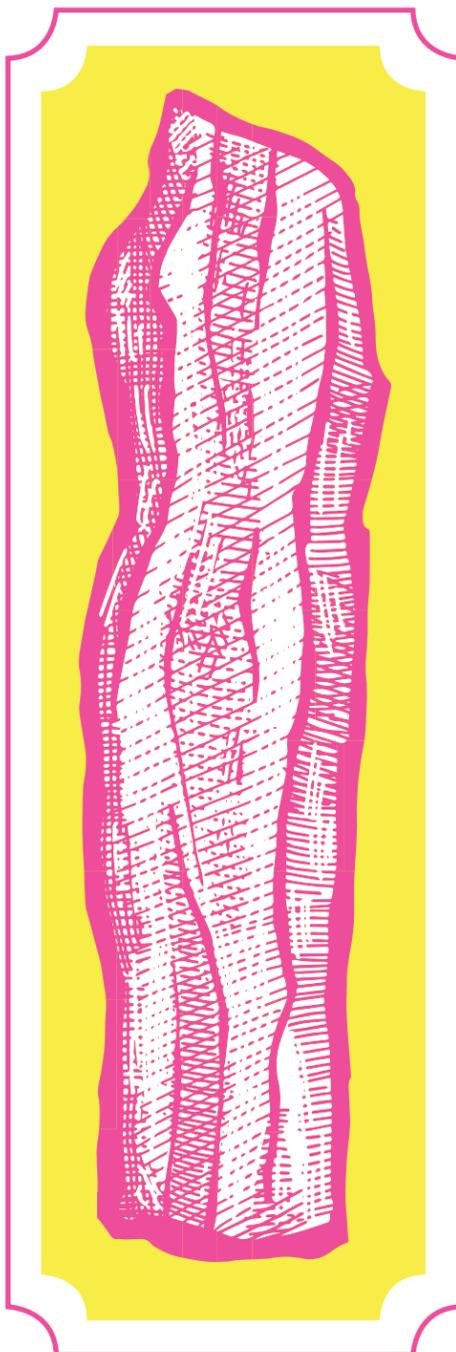
Bacon topped burgers

Bacon garnish on fresh green salad

Bacon wrapped scallops

And just plain old bacon on its own! Like Benton's!

Damn...this is making me hungry!!





AN INTERVIEW GÁBOR BÁNFALVI

Food tour leader & specialist in

One of my favorite parts of Camp Bacon® is that we get to feature the foods of far flung lands, pork traditions from places that most folks in the U.S. are unfamiliar with. In the last few years we've had talks by Miss Kim's chef and Zingerman's managing partner Ji Hye Kim about Korean porkways, and Rolando Beramendi shared some great learnings about cured pork in Italy. This year we have Mei Zhang coming to talk about cured pork traditions in Yunnan Province in China. We also have Gábor Bánfalvi coming back to town to share some of the story behind Hungary's very strong pork traditions!



Gábor has a long history with us here at Zingerman's. He and his wife Carolyn, who writes beautifully about Hungarian food, were the folks who first taught us about Hungarian food and culture when we began incorporating Hungarian products into our work at the Bakehouse. He's been co-leading (with Zingerman's managing partner Kristie Brablec) the Zingerman's Food Tours to Hungary for seven or eight years now, and leads a tour to Croatia, too. They opened a wine tasting room in Budapest importing the best of Hungarian wines into the U.S. Gabor is a great speaker and I'm totally jazzed to have his Hungarian expertise integrated into the Camp Bacon® lineup!

Ari: You have a pretty interesting job. Is this what you imagined you'd be doing when you were 20?

Gábor: When I was 20 I was working for Carnival Cruise Lines as a busboy! My English was OK for a dining room busboy but that was it. My plan was to work in the U.S. a bit and then go back to Hungary and become probably a lawyer or something like that. So, no, I didn't know! I did go back to Hungary and got a business degree and for a few years I was struggling and would not even admit it to myself that it wasn't for me. Then I got a master's in Spanish literature and was teaching for a while. That was not for me either, at least not for the long run. Food and wine were always there as a passion and interest, but I was more of a reader than anything else.

Ari: How do you describe your work now?

Gábor: Now I tell people I co-own Taste Hungary with Caroline, my wife. The company has changed a lot and I do need to rethink quite often what is the best way to spend my time.

Ari: What's your mission at Taste Hungary?

Gábor: It's to make people fall in love with Hungarian food and to make Hungarian cuisine as well known to non-Hungarians as possible. To educate people, to bring them to Hungary or to bring Hungary to them. And to make that a connection that will last a lifetime. To make that happen on a company level, that's a huge challenge for me.

Ari: How have you managed to learn so much about Hungarian food, wine and culture?

Gábor: I'm Hungarian! My mom is the food influence. I grew up eating some of the best food in the world. I still take it for granted. She is now almost 80, but still an amazing cook. I think I got the practical approach from her and I'm happy to say that I think I inherited her style of cooking when it comes to Hungarian food. And my dad, he was sort of an intellectual—he was a doctor. But he liked to eat and drink and he gave me the stories behind the food. He was an amazing storyteller and his horizon spanned through centuries and continents. We didn't travel much, but he really brought the world in our home with sharing his readings with us. It's a very nice heritage.

Ari: You live in DC now where your wife is from. How is it to go back to Hungary?

Gábor: Amazing! I always love Budapest and going back is amazing. We have a wine tasting cellar now with a big selection of cheese as well. It feels fantastic to go back and visit with the local producers and taste their wines and foods. The city is booming. There were more visitors last year than ever. It's growing every year. There are construction cranes and new restaurants everywhere. New hotels are opening all the time. Our neighborhood where the tasting table is...it's changing every day—for the better! Budapest has become one of the most diverse, culturally booming towns in eastern Europe. It's always been a hub for different people and it's doing very well. My country has been in the news a lot in years past with different issues highlighted, but Budapest is in good shape and is a very welcoming place!

Ari: You've been doing a lot of work with wine lately?

Gábor: We started importing Hungarian wines into the States. We can import and we can also retail on-line. We have six labels and we buy 300 bottles of each. Our primary focus is to import small batches of Hungarian wine and sell it directly to our clients. It is really exciting. The small batches give us the liberty to choose unique wines and we don't have the pressure to please everybody. Also, with our license we can connect our winemaker friends directly with our American wine lover friends.

Ari: What are some of the things you wish more people in the United States knew about Hungary?

Gábor: I would like Americans to know that Hungary makes really good wines. That it's worth travelling there to taste them. Americans kind of know a bit about the food. But nobody knows the wine. And it also hasn't been available for people to try in the U.S. I'd like to get Americans to consider Hungary as a prime wine destination. And it is. It's a tiny country where you can enjoy grand Budapest and take as many side day trips as you wish to our wine country. We cover the whole range from light whites, to rosé, light and heavy reds, and sweet Tokaj as our crown Jewel.

Ari: How do you feel about all the work that Bakehouse has done here with Hungarian food?

Gábor: You know, I saw Gabor's Bean Soup out for sale there in the Bakeshop! That was a good feeling! It makes me remember the first trip you had there—you and Amy and Frank and Molly Stevens—in 2011. I didn't really know what you wanted then but over the last eight years we've done so much. We accomplished what you wanted. Back then you had zero Hungarian products. Now you have about 20! It's so rewarding to see what this one good relationship can do. It's amazing. It makes me very happy. I taste all of their Hungarian stuff and it's really good stuff. You don't see that very often. It's a perfect idea and carried out in a perfectly tasty way.

INTERVIEW WITH GÁBOR BÁNFALVI

both Hungarian wine & swine



There's no other Zingerman's anywhere else of course. But I imagine what we could do, with a few other places, how much impact it would have on Americans knowledge of Hungarian food.

Ari: You're coming to Camp Bacon®. Can you give us a preview of what you're going to talk about?

Gábor: I'm planning to go to the markets in Budapest and take photos and talk to the butchers about pork. To interview them about the different cuts. I want to find out what they make from their pork at home and share these recipes at Camp Bacon®. And how they recommend to customers in Hungary to cook with it. I want to do a Hungarian bacon roast! It's an essential part of Hungarian cuisine and culture. It is very rustic in a way, but I had guests on a Zingerman's tour who had been to dozens of 2 and 3 Michelin star restaurants around the world and they had a blast at our bacon roasting event... So in spite of being so simple and rustic, pork fat and bacon can be still surprising and sort of be part of high cuisine in a way. Hungarians are very creative when it comes to using all parts of the pig and to use it in a thousand different ways. We even have a puff pastry dessert that is based on pork fat.

Ari: What are some of the most common ways that bacon and pork will appear in Hungarian eating?

Gábor: In many cases it's almost invisible. Because when an older person starts cooking, they'll start cooking the bacon on the pot and then sauté the onion over it and then it will go on to be a soup or stew. You will taste the bacon but you don't see it. That's a common way to start a Hungarian recipe. Bacon could be served at breakfast too. Eating big slabs of thick bacon with a little bread and wax peppers. Less and less people do that but it's a very typical thing. There's also the bacon roast. It's a family and community event. And when you go to a wine tasting and you order a cheese and charcuterie platter, there will be many kinds of bacon on that.

Ari: You've been co-leading the Zingerman's food tours with Kristie? Tell us about those?

Gábor: Five years of tours. They're ten day long tours. Always guided by me and Kristie [Brablec—Zingerman's Food Tours managing partner]. Most of the time we are based in Budapest in one central location and every single day we do some sort of in-depth introduction to a part of Hungarian food and wine. We explore the markets. We go to the coffee houses. Another day we go to Jewish neighborhoods. We have a home cooked meal with the Hungarian Rachel Raj (pronounced "Ray"). Then we hop on a bus for day trips. We go to a Mangalitzza pig farm—that's the traditional breed of Hungarian pig. It's great. The farm is owned by a young woman. She owns 300 to 400 Mangalitzas. We visit the animals and then she cooks us a lot of pork! She makes us baked langos too! She raises the pigs and then produces everything from that. We should try to get her to Camp Bacon® in 2020! We also go to a paprika farm. And also now we have a pretty big emphasis on wine. About 40 percent of the tour time is visiting wineries. We spend three days in the Tokai region, where they make the classic Hungarian sweet wine.

Ari: How has it been for your kids to visit Zingerman's? This is their first time, right?

Gábor: They heard a lot about you guys for years, but this is their first time. Amy brought a few things over on her previous visits to Budapest and they really liked that. And I bring stuff back. But this is their first visit. They want to make sure that they try something at each business while they're here.

At the Roadhouse was the first time they ate Zingerman's food here in Ann Arbor. My daughter Rosa had eggs Benedict. She was amazed. And we had the mac and cheese that was probably the best they ever had!

Ari: Last question—what's your favorite way to eat bacon?

Gábor: Chopped up into bits, fried in a pan and scrambled over túróscsusza—which is pasta mixed with farmers cheese (túró in Hungarian) mixed with lecsó—the traditional Hungarian pepper and tomato "stew"—and sprinkled with lots of paprika and lots of bacon bits. I will talk about this on my presentation!

TRAVEL WITH GÁBOR & ZINGERMAN'S TO HUNGARY!

----- JUNE 8-18, 2020 -----

From the regional cheeses, incredible wines, expertly cured meats, and bountiful produce, to the incredible breads, pastries, and elegant multi-layered tortas, Hungary has it all! Go behind the scenes with artisanal producers, local farmers markets, and enjoy hands-on cooking experiences with our longtime friend and wine expert, Gábor Bánfalvi.

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Zingerman's
FOOD TOURS™



ne of the things I love most about Camp Bacon® is that it gives us the chance to bring some wonderfully fascinating folks from all over the country—all over the world, actually—to Ann Arbor to teach and share thoughts at the Main Event! This year that'll be on Friday, May 31 at

Cornman Farms. Two years ago, one of those people was Simran Sethi—her book, *Bread, Wine, Chocolate: The Slow Loss of Foods We Love*, is really wonderful. As was her talk at Camp Bacon® in 2017. While we were there together, she suggested a speaker for future sessions. A great young African American farmer and educator named Rhyne Cureton. Two years later, Rhyne is booked to come to Camp Bacon® himself. After interviewing him (below), I'm extremely excited about having up here! So excited, in fact, that, as per the end of the interview, he and I are already scheming about how to get him here again next year!

Ari: Looking over your resume, you've done a whole lot! If I read it right, you graduated from North Carolina A&T. You were a "Swine Specialist" in Uganda and Tanzania. You were an intern for the Environmental Defense Fund and the Rachel Carson Council, and then later for the National Pork Council—those first two don't really seem like they'd normally go with the latter? You've spoken at a mess of conferences. Oh yeah, you also created something called Swine and Design? That's quite a life. Can you give us a bit of the Rhyne Cureton story?

Rhyne: I want to say it started when I was probably...I guess in my early teenage years. I was that kid who was glued to the television, watching the Discovery Channel and Animal Planet and all that. I love animals! And that helped reinforce this idea that animals are supposed to be part of a natural environment. That animals are a part of nature. They should be in a natural environment. Because of all of that I really embraced nature. And I started looking outside and brought home some critters and my mom would freak out. But I had a really high appreciation for animals and the environment.

I went to North Carolina A&T as an animal science major. I went into it thinking I might be a veterinarian one day. It hadn't dawned on me that "animal science" was also a part of agriculture. I realized it's not just animals in the wild, it's also farm animals. Land Grant (like N.C. A&T) colleges are designed to help you see the greater scheme of things. It's not just farming. It's econ, it's research, it's geopolitics, it's food. It encompasses everything we do as a culture and civilization and a greater humanity. I really came to appreciate the multifaceted nature of agriculture. It really showed me what the full breadth of agriculture was, that I could play with it forever and never get bored!

I went to the USDA World Outlook Forum. It's an event where people from all over the world come together to talk agriculture on a global policy scale. I was one of 20 undergrad students to be an essay winner. Then I realized that this agriculture thing was about the whole world. That agriculture is the center of everything. Nothing else can survive without it.

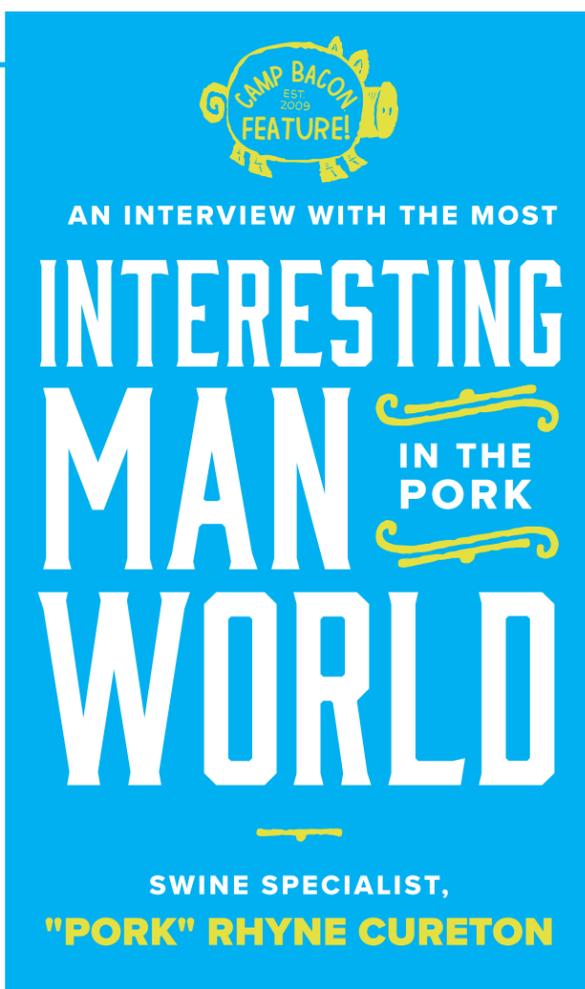
Being immersed in animal science, I started to notice that most of the employers who would come recruit were these giant multinationals. It just didn't resonate with me...it didn't connect with my childhood belief that animals were a part of nature. I realized that they were essentially preparing us for a job in an industrial model. They look at themselves as the saviors of the world...it was the opposite of what I'd been thinking. It's like I'd been on two sides of the same coin. But I knew that polarizing myself wasn't gonna help.

So I thought, OK! I'm gonna take a gap year where I can actually experience agriculture. Where I can get outdoors and work...so I worked on farms in Texas and North Carolina...they had cows, pigs, chickens, ducks . . . rabbits. Really diversified farms. It was really good to be able to work with livestock...and to see what it was like to practice what I'd been learning about. I wanted to be an advocate, but one way of advocating is to actually do the work. When you do that, you come from a position of knowledge and experience. I really wanted to make sure that I had that real life experience! While I was in Texas I had the opportunity to have a chance to raise these pigs. They were English Blacks.

Ari: They're the hogs that were really popular in England in the late 19th and early 20th centuries? Big hogs, with floppy, black ears, right?

Rhyne: Those are the ones. We had a sow and a boar. It was really interesting but very rough. The property wasn't really designed for pig farming. The people who were there didn't really particularly like pigs...so no one there really knew how to raise them. They were trying, but they didn't really know what they were doing. And meanwhile, I was trying to figure it out without any help, on the fly. They're really intelligent animals, so it was frustrating not to be able to work with them properly. The breaking point was one hog...she was about 400 or 500 pounds...I had a 'day off'... and she broke out. When I came back and I put her in the isolation tent...I kept checking behind myself to see her...she ended up charging right at the gate and lifted the whole, really heavy iron gate right off the hinge and throwing it up into the air! It's crazy how powerful they are!

That's when I decided to stop, pause, and think for a bit. I just decided to love the hogs so hard that I would be able to understand them.



Taking that approach, an approach of humility, allowed me to stop banging my head against the wall and realize what was going on.

A lot of the problem wasn't the pigs at all. It was how they were being managed.

So just spending time around them and seeing what their needs were...there's so much more than just food and water...what's the context that they're being raised in? Some of the pigs have individual needs. What are those? Pinpointing what was wrong, not pinpointing the pig.

Ari: So how did you go from working on a Texas farm to the National Pork Board?

Rhyne: It was around that time that I had a chance to work with the National Pork Board doing social media for them. That exposed me to the "modern pig farmers." I learned that my wording had to be very sensitive—there were words I just wasn't allowed to use. Like I couldn't say "Operation" or "crate."

Those were considered negative words. That was really

"...just seeing that I've been blessed to have what I have, that I can use my ability to create a stronger network to help folks."

eye-opening. It's not ever the kind of agriculture I want to do. So during my visit to them in Iowa, I asked, "How can I represent you when I don't agree with a lot of what you're doing?" I wasn't coming from a place of malice, I was just confused. What they said was, "Look, just give us a fair chance. You see and you know what we do. And you know the heart behind what we do. Because some people think that we're malicious or that we try to hurt animals." That helped me realize how important it is to build relationships even with folks who work in ways that aren't how I would do it.

In the regenerative agriculture world, a lot of people like to demonize and polarize. But there are a lot of socioeconomic issues that big agriculture farmers help with. It's important to make it a distinction between the two styles of agriculture, but not to the point where you're making fun of each other or pointing fingers. It's not just one person's truth but what's the greater truth, the truth that's outside of any one person's reality.

Ari: Sounds like a good message for the country overall right now!

Rhyne: Later, I got a chance to speak at my first conference ever. It was the National Women in Agriculture Association. It was in Houston back in 2017. Through that I got a chance to go to Uganda...one of the people in the presentation was the director of the organization that does work to empower East Africans through improvement of agriculture.

I learned there that it's more about how do we work with appropriate technology...not just throwing tech at someone in East Africa who last season used a hand hoe. The idea was to help each village to develop itself to reinvest in the community. My work was training the pig farmers that were there. My first trip, I think, I focused too much on animal welfare. The idea of it wasn't clicking with the farmers at all. Eventually I realized I needed to teach in a different way to make it work. I'd never connected animal welfare to economic opportunities before. So the next time I went back to Uganda, I focused on how animal welfare is a good business practice. Then I could show them

how animal welfare would help them to run their farming better. And then it really resonated with them. That let me see it at work on a really small scale!

Ari: And from there?

Rhyne: I started speaking here in the U.S. to new organic farmers. Unfortunately, a lot of them too often ignore the business end of agriculture. And because of that, a lot of 'em are having to abandon what they're doing ... You can't make good business decisions without knowing how you did last season or what you're doing now.

Ari: What's a good example?

Rhyne: Ham steak! I love ham steak. But a lot of people don't even know what it is. And I realized that it won't matter how much I love it, if the customer isn't going to buy it. On the other hand, you can sell sausage a lot faster than a ham steak. And that's what we started to teach farmers. Farmers started to realize, if they make sausage they can get more money rather than letting these undesirable cuts sit in their freezers. Starting to understand that what you do isn't just what you're personally interested in.

The North Carolina Pork Council Conference has put me on their policy committee. So hopefully we can make some changes that will have a positive impact. And I'm doing some training to become a USDA Ag Inspector. The training is crops first...so my connection...there is future organic farmer grants.

Ari: What are you gonna talk about at Camp Bacon®?

Rhyne: Kind of for me ... being in the environment I am in regenerative agriculture, let's be honest—there's just a lot of white people in it. Which made me wonder, "Where's my identity? How do I cultivate my identity within that context?" It's a challenging situation. There are a lot of people like my mom's generation and my grandmother's generation... thinking of those black farmers ...they warn me to stay away from it.

It can be discouraging. But just seeing that I've been blessed to have what I have, that I can use my ability to create a stronger network to help folks. Just sharing my journey of not having any background in agriculture... really finding a marriage of the commercial pig farming with regenerative agriculture, that's a great thing! That's what I want to share. That there's a way to do this that honors everyone.

Ari: I was reading Leah Penniman's book, *Farming While Black* (which is very good!) and I saw you in there!

Rhyne: Leah, she had called me I think a year and a half ago—it was really crazy. She was looking for black farmers and she couldn't find anyone...she found one farmer in Vermont who followed me on Instagram...and he said, "Wait, you don't know 'Pork Rhyne?'" And that's how she and I got connected. She's a pretty awesome person. Her work is really vital to the discussion of equity and race and embracing the things that were hard to swallow. The idea of working the land, not like we can now today with a sense of rejoicing, but rather out of fear and terror and enslavement... really historically divorced us, as a people, from the land. Her book helps

remind people that African Americans belong in agriculture. But not just as farmhands or workers, but as business owners and farm owners. It's trying to really turn us from victims into people who aren't going to accept 'what is,' and instead put things in our own hands!

Ari: Ok, what about the project with painting and pigs?

Rhyne: I love art! I'm a huge art appreciator! But art for me actually started out with a lot of hate. I started doing art out of bitterness towards my father. He was an artist, and the abandonment he threw me into...I ended up with a really unhealthy relationship with art. But over time I let the resentment melt off me...and I changed my relationship with art. Around 2017...that was when I set up the program Swine and Design. There are 2.5 million people in Charlotte where I live. One of the community colleges I'm involved with has nine different campuses. I did demos and festivals on all the campuses—Swine and Design by Rhyne. The idea came from my friends. I always wanted to teach people how to paint. And it was really interesting to do pigs as the focal point for the art ...

We had a picture of that same pig I told you about, the big English Black that blew the gate off the hinges and I would give people paint and paper to work on and ask them to paint the pig. It was an opportunity for people to paint, of course. But covertly, I'm also getting the seeds of local food and regenerative agriculture into their minds while they're learning to paint a pig! And in the process I got them asking questions about our food system. That allowed people to have insight that they wouldn't have had. And I cooked bacon and sausage and ribs and they got to taste it ... so it was the combination of all the senses in one two-hour event!

I think next year I'll come back to Camp Bacon® again and we'll do Swine and Design!

Ari: Before I wrap up here, what's your favorite way to eat bacon?

Rhyne: With a maple glazed cake-based donut with a caramel drizzle!

SPICES OF THE MONTH

We're still glowing here in the ZCoB (that's the Zingerman's Community of Businesses) from the amazing annual visit of the de Vienne family who drove down from Montreal last month to spend a week with us sharing their terrific spices and great travel stories. This was our fifth annual Spice Week at Zingerman's—each time the de Viennes make their way here to hang out with us, we learn a LOT and end their visit even more excited about their incredible offerings!

25%
OFF!

MAY

JUNE

Special Selection Paprika 210 from Eastern Spain

It's hard to believe that something as seemingly passe as "paprika" could have such a big impact on your everyday eating. But sure enough, this stuff has been appearing—either as a main feature, or a bit of an elegant add on—at almost every meal I've made over the last month or so. It truly is terrific—takes paprika to a whole new level. Even someone like me—who's had the best of Spanish and Hungarian offerings for many years now has been wowed. Try it—I'm betting you will be too.

While paprika is often dismissed in North America as something to use merely for color, properly produced pimenton adds enormous amounts of flavor and aroma. And as with all of their offerings, the de Vienne family has successfully found something so special that it exceeds pretty much all previously recognized standards.

Literally, this stuff busted the scales. Here's what Philippe said, "What the ASTA (American Spice Trade Association) grading refers to is the color of the paprika. Standard grades range from 60 to 160. The higher the number, the richer the color. This is not strictly an esthetic consideration, a rich dark red color also indicates a high concentration of flavor compounds. ASTA 60 paprika is dull orange, ASTA 160 rich red and flavorful. Most paprika available on the market is between 60 and 120. The higher ASTA 140 to 160 grades are usually considered to be too expensive to be used or sold by most buyers. Grades higher than 160 are only produced on request. They make our paprika and smoked paprika to our specification using ASTA 210 (or higher pimenton) from Murcia."

Murcia Paprika Mashed Potatoes

These are an easy alternative to basic mashed potatoes, and they add great color to a plate when served on the side with meat or fish. The combination of olive oil, garlic, salt, and paprika is a theme that runs through much of Murcian cooking.

- 2 pounds Yukon gold potatoes
- 4 tablespoons extra virgin olive oil
- 2 medium cloves garlic, peeled and bruised
- 3 teaspoons pimenton de Murcia (sweet paprika of Murcia), plus additional for garnish
- 1 ½ teaspoons coarse sea salt
- ½ cup whole milk

Steam the potatoes in their jackets 35-40 minutes until very tender. (Take note that the cooking time can vary significantly depending on the size of the potatoes.)

While the potatoes are steaming, heat the olive oil in a small saucepan over moderate heat. Add the garlic and sauté one to two minutes, stirring a few times to avoid browning. Remove the pan from the heat and set it aside.

Warm a large mixing bowl (into which you'll mash the potatoes) so that it's ready to use when the potatoes are tender.

In a small saucepan warm the milk, pimenton, and sea salt. Mix well to make sure there are no lumps.

When the potatoes are done, push them, along with the garlic, through a food mill or ricer into a large bowl. Add the olive oil and mix well. Slowly add the milk mixture and mix well. Add more salt if needed.

Serve in small bowls with a generous sprinkling of additional pimenton.

Staff Barbecue Spice

While the name may sound a bit innocuous, don't be fooled—this stuff has 22 different herbs and spices. Check the list—cayenne, chile flakes, New Mexico chile flakes, chipotle, paprika, black cardamom, red Sichuan pepper, black pepper, white pepper, rosemary, thyme, marjoram, savory, oregano, basil, onion, garlic, cumin, smoked paprika, and then the two kickers that take it to an otherworldly level of excellence—ground dried tangerine peel and lavender! Seriously, it sounds more like the recipe for a medieval liqueur. As you'd imagine, the complexity and character it imparts is something special.

As with most of the Épices de Cru spices, the BBQ spice needs to be ground or pounded with mortar and pestle. It takes only a minute or two of extra effort—it's worth it! It releases the essential oils right before you use it. As per its name, you can use it on anything you're going to grill. Fish, chicken, beef, pork, vegetables. Amazing on shrimp. You can also sprinkle it onto salads, and it makes an incredible pot of chili. Or if you're in a hurry, just by a bag of the Zingerman's BBQ potato chips and chow down! If you're curing your own bacon, this would be a terrific seasoning to spread on the raw pork!

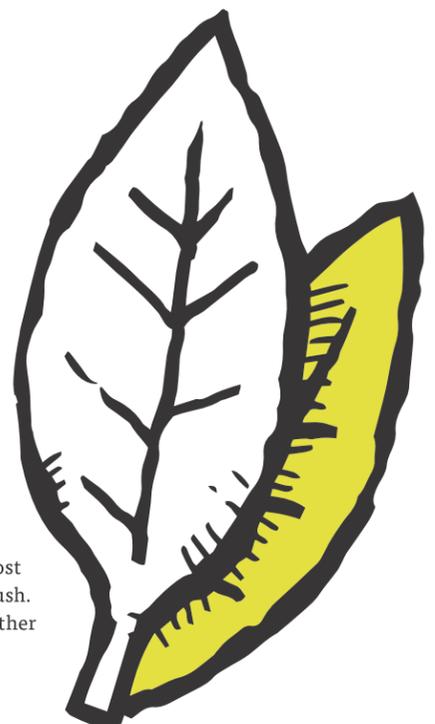
Épices de Cru Staff B.B.Q. Chicken

- 1 chicken (1.5kg / 3 ½ lb)
- 2 tablespoon Staff BBQ, ground
- 1 tablespoon salt
- To glaze the chicken
- ¼ cup maple syrup
- 2 tablespoon cider vinegar
- 3 garlic cloves, finely chopped

Rub the chicken inside and out with the salt and spices. Set aside in a cool place or refrigerate for 2 to 24 hours.

Light only one side of the BBQ, close the cover and heat to (350°-375°F). Place the chicken on the unlit side of the grill and cook for 1 hour, checking periodically.

Mix the remaining ingredients in a bowl. When the chicken is almost cooked, coat with the glaze, using a brush. Reduce the heat and let cook for another 15 minutes.



GOING INTO BUSINESS WITH

Emma Goldman

How an anarchist who died forty-two years before we opened the Deli has had a surprising impact on the way Zingerman's works.

A few months ago, *Food and Wine* magazine's Tracie McMillan put out a piece called "19 Great Restaurants to Work For." As you will have guessed by my citing the article, we were on the list. There are dozens of factors that may have gone into making our organizational ecosystem one that won Tracie's kind words. Many, I'd guess, we could have in common with the other 18 places on the list: good intentions, hard work, a spirit of generosity, a positive belief in people, and a desire to help folks overcome the many social barriers that get in their way as they attempt to live healthy and rewarding lives.

One thing that's not in common for a restaurant, and one I doubt we have in common with the other restaurants on the list, is that we're inspired by Emma Goldman, a woman that was once known as a "dangerous anarchist." Although she passed away long before we did our first dollar's worth of business at the Deli, Emma's words have had a big impact on the way I work and the way I view the world. And through all of that, on Zingerman's as an organization.

June 27, 2019 will be the 150th anniversary of Emma's birthday. Emma was born in 1869, in Kovno, Lithuania. In 1885 she immigrated to the U.S. fleeing her oppressive, male-dominated, Jewish home life. Four months after her arrival in New York, the Haymarket bombing took place in Chicago. Eight anarchists were convicted for the bombing—probably inappropriately—and seven of the eight were sentenced to death.

Emma was among many Americans of that era who was pushed into more radical thinking because of the seeming injustice of the anarchists' executions. Her interest in anarchism grew quickly and before long she was speaking regularly—about anarchism, feminism (though not women's suffrage—she didn't believe in voting or representative democracy), birth control, education and drama. By the end of the 19th century she was probably the single most controversial person in the country. The details of her life are well documented so I won't go on here—you can read her whole bio online, or in the fine books of Candace Falk, Kathy Ferguson, Alix Kates Shulman, Vivian Gornick and others.

To honor her birth, her work, and her impact on what we do here at Zingerman's, we're hosting an Emma Goldman birthday dinner at the Roadhouse to benefit the Labadie Collection at the University of Michigan Graduate Library, the country's leading archive of anarchist and radical materials. The dinner will take place June 26th, the night before Emma's birthday, preceding a day-long Emma Goldman symposium at the library which will take place June 27th, honoring Emma's 150th birthday.

I'll be one of the speakers at the Emma Goldman symposium. To be sure, the other presenters have much more impressive academic credentials than I do! What I have going for me, at least the way I think of it, is what I think of as a "working relationship" with the woman whom the young J.

Edgar Hoover once called "the most dangerous woman in America." When Hoover made that statement, Emma was all of 24 years old.

Connection; Emma and Edits

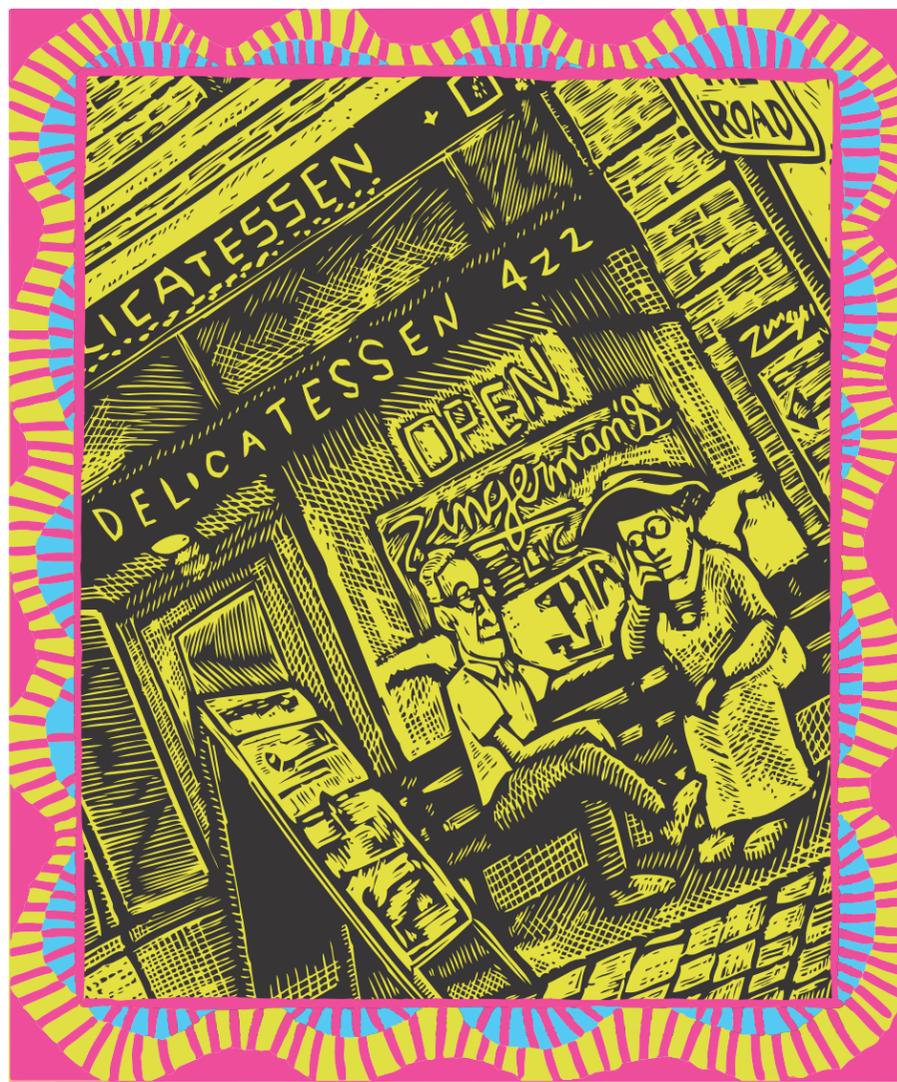
When the books in the Zingerman's Guide to Good Leading series have gone through various stages of editing, I've had the comment from experts that when I cite authors I don't know personally, the correct editorial form would be to introduce them to the book first by their full name, and then later refer to them only by their last name. For example, "Irish philosopher John O'Donohue" would be used for the first reference, and then after that, merely "O'Donohue." The only exception, I've been told, should be for folks with whom you're actually friends, or have a personal relationship. While I'd adopted proper citation rules in the books, there were some spots, the editor pointed out, where I'd slipped. In particular, with Emma Goldman. I kept calling her "Emma" which might be perceived as disrespectful; or maybe even demeaning because she was a woman. It was suggested to me then that, to be proper, I ought to take out my many references to "Emma" and replace them with "Goldman."

While I know the advice is technically accurate, it just didn't sit right with me. This wasn't at all disrespectful; it was about dedication. "I know it probably sounds crazy," was my ultimate response, "but I actually feel like I have a long and real relationship with her. I've spent so much time reading her work and reading about her, that I feel like I know her at a much deeper level than I know a lot of the—living—people I see all the time!" "Goldman" sounds way too formal and far more distant than feels right for me. Her friends often called her E.G.—I think of her in my head as "Emma."

Vivian Gornick, one of Emma's many skilled biographers, said, "Every writer writes about the people they know. It's all you really have. The life you've lived, the experiences you've had, the people you know, they're your raw material." Emma Goldman, and her work, are part of mine.

Somewhere, maybe in my sophomore year at U of M, I started reading the written work of historically interesting anarchists—Emma was one of the first. Bakunin, Kropotkin, and others came along as well. At some point, I began going up to the Labadie Collection on the 7th floor of the Graduate Library to look at old books and pamphlets.

Best I can recall, my real introduction to anarchism in print came from Paul Avrich's book, *The Anarchists*. It includes, of course, a chapter on Emma. Her writing resonated deeply with me—she was speaking "truths" I wasn't hearing from others. She had a way of saying things that struck an intellectual, and emotionally engaging, chord with me. Getting to know her through her writing was, in practice, like meeting that mentor I'd never had. Her work helped me feel...heard. I can most certainly imagine having a lot of long and interesting conversations with her over good meals and good coffee.



When she wrote, "What is more astonishing is the fact that parents... will put the long lean finger of authority upon the tender throat and not allow vent to the silvery song of the individual growth, of the beauty of character, of the strength of love and human relation, which alone make life worth living... That compulsion is bound to awaken resistance, every parent and teacher ought to know," it felt like exactly what I (and I'm sure a few million other) teenagers had experienced. Having grown up in a rather religious setting, I'd been feeling that way in my family, and in school, since the time I was...maybe ten.

To get that sort of resonance from a woman who based on her timeline, might have eaten potato latkes with my great grandmother, seemed a wholly unexpected, but wonderfully welcome, incongruity! Stuff that she wrote long before I was born rang so true to me: "What is generally regarded as success—acquisition of wealth, the capture of power or social prestige—I consider the most dismal failures." Her statement was something like seventy-years old, but it summed up a lot of what I was thinking in 1977.

Integration; Zingerman's and Anarchism

Though Emma's work deeply resonated with me during my studies, when I graduated from U of M with a history degree, my immediate interest was mostly in finding work that would allow me to a) not go home to Chicago, and b) pay my bills. The whole story is in the Zingerman's Guide to Good Leading books, so I won't bore you here. Flash forward to 1982, the year we opened the Deli. Emma Goldman was mostly out of sight and out of mind that day and really for most of our first

26 years in business. Over all those years, we got a fair few awards and a host of local and national recognitions, but nothing got me thinking about her writing.

But then...one day in 2008, while I was working on Zingerman's Guide to Good Leading, Part 1, I was asked to speak at the Jewish Studies department at U-M. The talk was scheduled for the following fall and I was given the title "Rye Bread and Anarchism." The former, a reference by department chair Deborah Dash Moore to my modern-day work, and the latter to my earlier academic interest. Busy as usual, I didn't think much about the topic at the time I received the speaking invitation. But over the course of the summer preceding the talk, I realized that although I'd recently written an in-depth article on the history of Jewish rye bread, I hadn't looked at anything to do with Emma Goldman in ages. Not wanting to embarrass myself in front of the well-versed professors who I imagined would be in attendance, I dug out a stack of my old anarchist books and started to reread them. What I found blew me away.

The classic headline of anarchist beliefs—getting rid of government—was strongly present in what I was reading, but that's not what caught my attention. Government isn't something I have strong feelings about one way or another. Instead, I stumbled onto a treasure trove of creative concepts that sounded surprisingly similar to the progressive business literature I'd been reading so much of over our then-26 years or so at Zingerman's.

So many things that were integral to old anarchist thinking seemed to already be embedded in the way we were working at Zingerman's. The idea that the point of an organization is to enhance the lives

of the people who are a part of it; that involving more people in managing the work they're doing makes good sense; that there's wisdom in everyone who works in an organization; that when men and women don't believe in what they're doing, they don't do good work; that when people are treated like interchangeable machine parts, they aren't inspired to reach for greatness; that anyone can learn to lead; that the point of the organization is to serve those who are part of it.

This quote, from Emma's book, *Anarchism and Other Essays*—one that I'd long since forgotten about—is what sealed the deal for me. "[Our] goal is the freest possible expression of all the latent powers of the individual...[which is] only possible in a state of society where man is free to choose the mode of work, the conditions of work, and the freedom to work. One to whom the making of a table, the building of a house, or the tilling of the soil, is what the painting is to the artist and the discovery to the scientist—the result of inspiration, of intense longing, and deep interest in work as a creative force."

While she was writing about anarchism, I immediately related it to the sort of environment we'd been seeking to create at Zingerman's since we opened in 1982. It's at this point I would say my "working relationship" with Emma really got going. I began taking the concepts and ideas she'd written about and trying to figure out how to consciously implement them in our organization, even more than we'd already unconsciously done.

Applying Emma's Anarchism to Business

What is it about Emma's words that made such a big impact? Here are a few of the things that have helped to make my own business philosophy—and in the process, our organization—what it is.

"Anarchism aims to strip labor of its deadening, dulling aspect, of its gloom and compulsion. It aims to make work an instrument of joy, of strength, of color, of real harmony, so that the poorest sort of a man should find in work both recreation and hope."

In a joint talk on "Individuality, Autonomy and Organization" at the International Anarchist Congress in Amsterdam in 1907 Emma and Max Baginski said:

"There exists an erroneous conviction that organization does not encourage individual freedom and that, on the contrary, it causes a decay of individual personality. The reality is, however, that the true function of organization lies in personal development and growth..."

This is, of course, exactly what we hope to do at Zingerman's. We've long believed in creating a positive workplace one in which people feel honored and respected. As I write today, that commitment is being drafted into our still-in-the-works organizational vision for 2032.

"An organization...must be made up of self-conscious and intelligent persons. In fact, the sum of the possibilities and activities of an organization is represented by the expression of the single energies [of the group]."

To me this was akin to Jim Collins' now famous statement about "getting the right people on the bus" in your business. You can't have a great organization without great people. And—of equal import—the people who do the best work here are the most "self-conscious," or I would say, "self-reflective."

"It follows logically that the greater the number of strong, self-conscious individuals in an organization, the lesser the danger of stagnation and the more intense its vital element..."

We actively teach everyone how to think like a leader from the time they start—the more everyone is pushing for greatness, the less likely we are to slip into getting stuck in the status quo and the stagnation Emma and Max were talking about.

"In short, anarchism struggles for a form of social organization that will ensure well-being for all."

This has been a part of our philosophy at Zingerman's since we opened in 1982—creating a business committed to helping everyone it touches!

Emma and Emotional Intelligence

Part of what resonates so strongly for me with Emma's work is that she emphasized the internal and emotional well-being as much she did external and economic issues:

"Anarchism is the only philosophy which brings to man the consciousness of himself."

"No formulaic change in social conditions [is] a guarantee against subjugation to one's inner tyrants."

"The problem that confronts us today, and which the nearest future is to solve, is how to be oneself, and yet in oneness with others, to feel deeply with all human beings and still retain one's own characteristic qualities."

These are just a few of her many references to the import of self-awareness. She understood what most people still don't—that freedom is an inside job, not something to be "won" from a "ruling power."

Anarchism "is the spirit of youth against outworn traditions."

A critical voice in support of innovation and creative energy. And also a clear, and I believe accurate, statement that getting stuck in the status quo is not tied to age. We're all about traditional food, but I don't ever want Zingerman's to become an "outworn tradition!"

"Every sensitive being abhors the idea of being treated as a mere machine or as a mere parrot of conventionality and respectability, the human being craves recognition of his kind."

This is embedded in all of our work. To treat everyone who works here—and I would suggest everyone, anywhere—as a unique, creative individual, never to assign them an identity based on job title, age, gender, race, etc. I was sharing this essay with Amanda Peters who works in the kitchen as Miss Kim, who

commented. "It's true! This is the first job I've had where I wasn't treated like a machine part!"

"When we can't dream any longer, we die."

The death that most people in most businesses "die" is a spiritual one. I call it the "working dead." People show up, but they have no hope for a better future, no belief that they can make a difference. To avoid that...we do a number of things, probably most importantly, we teach our visioning process—a technique for effectively talking about inspiring but still strategically sound futures—to everyone who works here!

Emma and Me

Bringing past and present, fantasy and reality, books and business together...a whole bunch of questions come quickly to mind. Would Emma and I have actually gotten along? Would we have been able to make it as business partners? I mean, clearly we have all these beliefs and values in common. She was a relentless worker who never stopped learning and pushing towards her vision. She wasn't afraid of taking on challenging situations and she was certainly more than willing to speak her mind in awkward situations. She was definitely a kick-ass communicator. She liked a good party and loved to orchestrate social scenes, an important skill in the restaurant business. She liked to cook, and clearly had an affinity and a palate for great food. And she did have that experience in the ice cream shop... hmmm....

Transporting her mentally into the modern world, I can imagine her taking on "Big Ag" and industrial growing methods, advocating with great passion

for small farmers and small business; being an outspoken advocate for local agriculture. Really, it's not all that hard for me to imagine her sitting around the table at our Partner's Group meeting, alienating some of the others at the table, pushing us to do better, arguing her case, bringing energy and insight to the organization.

In the words of Emma's biographer Vivian Gornick, "anarchism [as Emma knew it] prepared one for nothing on the ground." In other words, "nice idea, but completely impractical."

But, sitting here in 2019, in the months before what would have been Emma's 150th birthday, working in what the world would probably call a "successful" and certainly a "progressive" business, I would say the opposite. I think the philosophies Emma was eloquently and passionately putting out in the world were all about working "on the ground," about the practical approaches to human interaction—on which all business relies—to work in inspiring and effective ways.

What I can say is that I'm one of the only modern day business owners who regularly draws on Emma Goldman's work for inspiration and organizational insight. I'm pretty certain I'm the only person who regularly quotes her on stage when speaking at business conferences, or who references her regularly in books on leadership and business. And I feel fairly confident that I'm on the only U of M commencement speaker to quote her (and anarchist Ashanti Alston) from the stage at the "Big House" in front of 50,000 people. (For the transcript of the speech see Part 4 of the Guide to Good Leading.) And I can say with great certainty—as you've seen above—is that we have absolutely taken Emma's ideas into business in very real, and very meaningful ways.

Living, for a few minutes at least, in the imaginary, I'd like to think that had she been a part of the Zingerman's Community of Businesses, maybe, just maybe, should would have shared her enthusiasm as she did when she experienced the (short-lived) success of the anarchists during the Spanish Civil War. "I am walking on air," she wrote. "I feel so inspired and so aroused that I am fortunate enough to be here and to be able to render service to our brave and beautiful comrades... One completely forgets oneself and everything of a personal character amidst the life of [this] collective spirit." It's certainly how I feel.

Imagination aside, we'll never really know what would have, or could have happened were Emma to appear magically in our own era to be a partner at Zingerman's. But I'm comforted by this closing thought, a motto I admire and can relate to, from Emma that I found in Paul Avrich's *Anarchist Voices*: "When things are bad," she said, "scrub floors." That's a business philosophy we've lived by at Zingerman's since the day we opened!

Special Event #236

HAPPY 150TH BIRTHDAY, EMMA!

JUNE 26TH AT ZINGERMAN'S ROADHOUSE

**A dinner to honor a legend
Ari would love to have dinner with**

We will honor the life and work of anarchist Emma Goldman 150 years after her birth. This special birthday dinner will benefit the University of Michigan Library and the Joseph A. Labadie Collection. The following morning, the Library is hosting an Emma Goldman symposium, at which Ari will be one of the speakers.

What's for dinner? We've put together a menu that reflects what we know about Emma's favorite foods, dishes that she'd likely have eaten in her years on the Lower East Side, along with other creative, anarchistic delights! Don't miss out on an opportunity to find out how one of the most famous anarchists in history influenced a modern-day food business and its unique approach to the world of food and hospitality.

**A Celebration of
Emma Goldman at 150**

Help us honor Emma Goldman's 150th birthday by joining us for a day of lectures and reflections on Goldman and the anarchist movement, along with Candace Falk, Anna Elena Torres, Kathy Ferguson, Ari Weinzweig, Ania Aizman, Leonard Lehrman, and Helene Williams. Breakfast is included. Free and open to the public, but please register for this Emma Goldman symposium.

**JUNE 27TH 9AM-4PM
AT HATCHER
GRADUATE LIBRARY**

**REGISTER ONLINE AT
AIRTABLE.COM/
SHR3JKKXYTJKTHLZD**

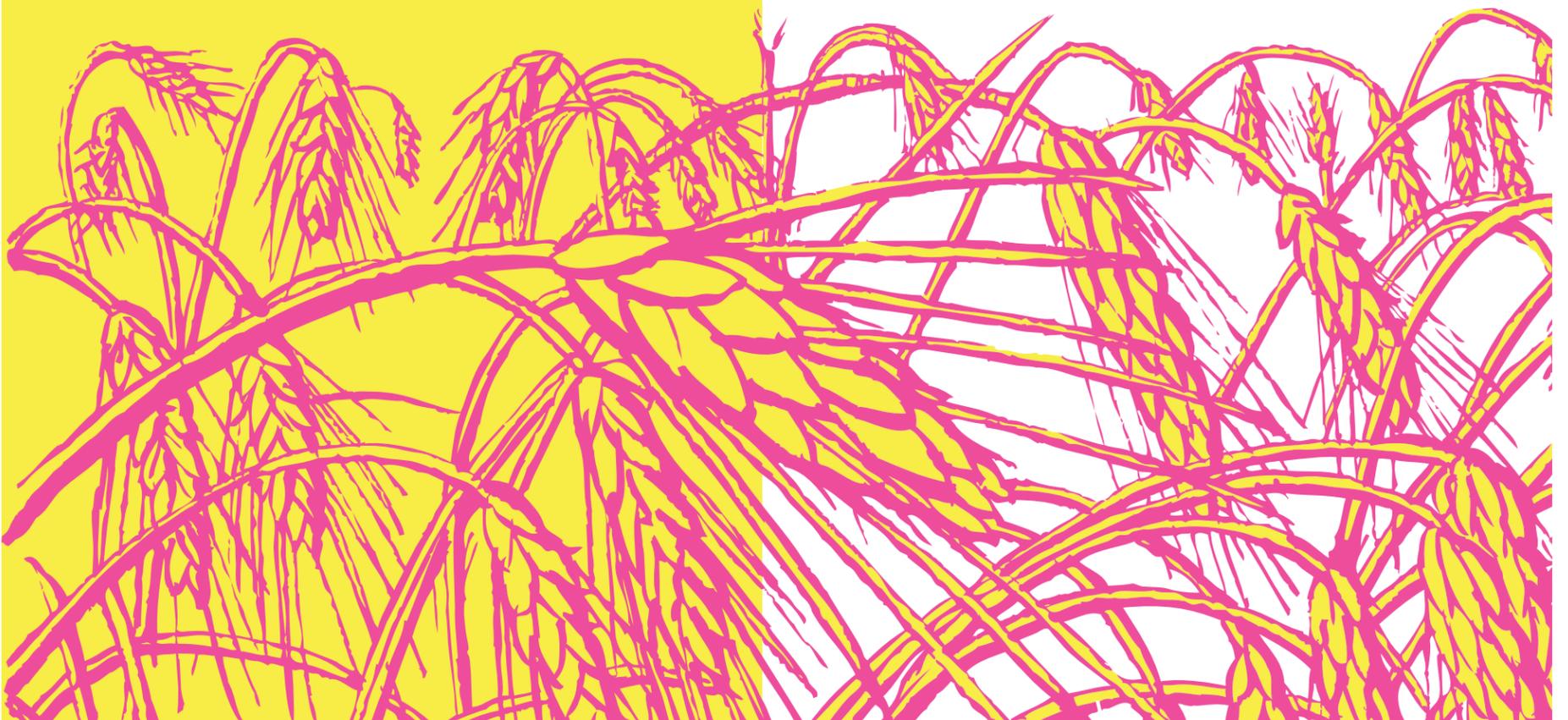


REASONS TO FALL FOR FRESHLY MILLED FLOUR

Our standard all-purpose wheat flour here at Zingerman's Bakehouse is amazing stuff. It's organic, traceable (not only can our supplier tell us what American farms the wheat comes from, we've even visited one of them) and fresh (fresher than what you find most stores or commercial bakeries because we get a weekly delivery straight from the mill and bake with it soon after). It's still a great choice for much of what we're baking.

At the same time, we also want to feature freshly milled whole grain flours, much of which is ground right here on our very own stone mill. You'll find freshly milled whole grains in many of the new items we're developing. We've also been experimenting with adding freshly milled grains into the classic breads and pastries we've been making for most of our history. In those cases, after substantial testing, we will then sometimes make the switch when the end result has better flavor and texture than it had before.

This has been a great flavorful adventure so far and we're looking forward to even more learning, creativity, fun, and innovation. We're continuing to roll out new whole grain breads, like our two latest focaccia (available at the Bakeshop only!)—one with Castelvetrano olives, garlic, and lemon, and one with halloumi cheese, onions, and mint. Up next, look for loaves of whole grain fougasse and shortbread cookies, along with updates to a couple of Bakehouse favorites.



7 reasons we like freshly milled WHOLE GRAINS

1 Flavor Is Always First

There are a number of reasons that we're so focused on freshly milled flour, but flavor is at the top of the list—we want to make food that tastes great! Freshly milled flour results in more flavorful, nuanced breads and pastries, with more intense aromas (which is important, as smell plays a dominant role in our perception of flavors!) and even more intense colors. Also, since the oils of the grain's germ (more on this later) are included in the fresh flour, the resulting breads and pastries are often relatively more tender (think about how the addition of a fat, like oil or butter can make for more tender baked goods). We embrace better flavor and texture!

2 Freshness Is Vital

This one is pretty self-explanatory...but we're going to talk about it anyway! An easy comparison is coffee: Would you rather have a cup of coffee made from freshly ground beans or one from beans ground months ago? Fresh, right? We believe the same goes for flour—fresh is better. And freshness doesn't just apply to the flour, when properly made, breads and pastries made with freshly milled flour will stay fresh longer thanks to the natural oils present in the flour.

3 Chock-full of Nutrients

First, a brief grain anatomy overview. When we receive grains ready for milling, there are 3 basic parts to know about: the bran, the germ, and the endosperm. The bran is high in fiber, has a good amount of proteins, and enzymes that help with digestion. The germ is the smallest part of the kernel, but it contains the highest density of nutrients—mostly fatty acids and a lot of vitamin E. The endosperm is the largest part of the kernel, it's primarily starch and serves as the food for the plant—this is the only part you get with commercial white flour.

Compare that to stone-ground flour, which crushes the whole grain kernel—the bran, the germ, and the endosperm—releasing all of the nutritious vitamins, minerals, and oils into the flour. This is more complete and as nature designed it—a whole food. We can use that flour as is (whole grain flour), or we can sift out some of the bran (high-extraction or 'bolted' flour) to varying degrees, which is somewhere between a whole grain flour and a white flour. The beauty of freshly stone-milled flour is that even if some of the bran is sifted out for a high-extraction flour, the oils of the germ have still been rubbed into the white, starchy portion of the flour, resulting in a relatively more flavorful and nutritious "whitish" flour, that still performs well and tastes delicious.

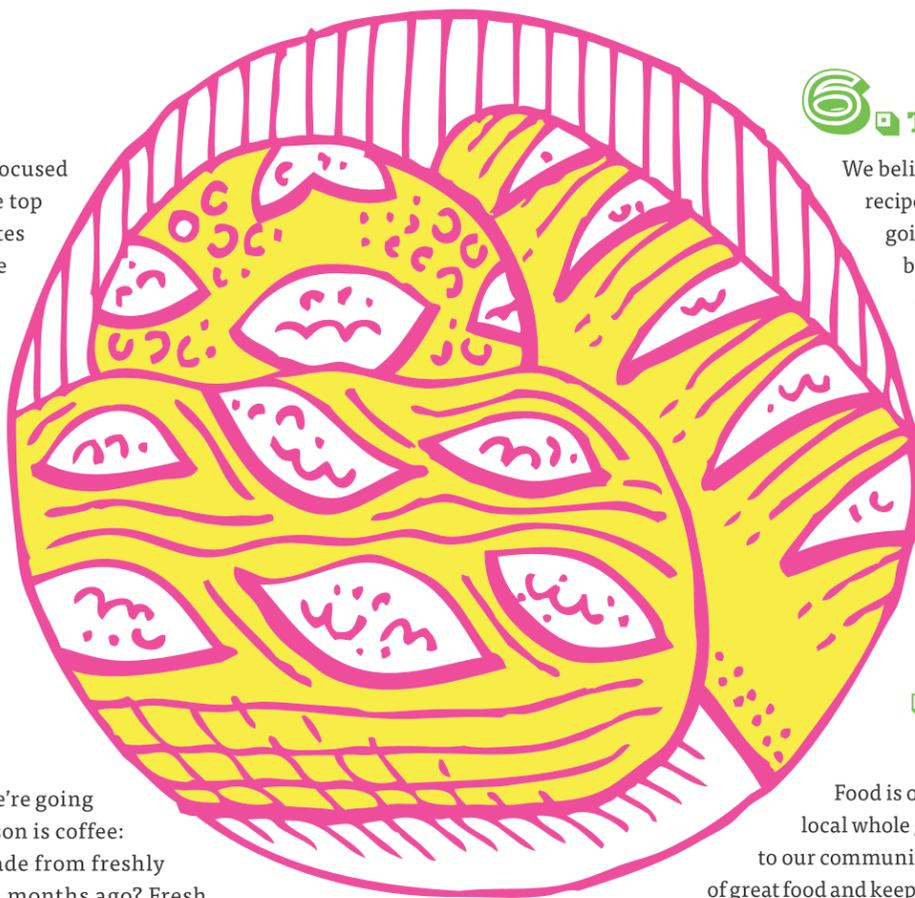
Psst: It's no coincidence that the first point of our 2023 vision for the bakery is: "We are bringing more flavor, freshness, and nutrition to flours—milling our own grains."

4 Dedicated to Great Ingredients

We always want to use great ingredients—they provide the best flavor. We also want to know as much about our ingredients as possible: where they're coming from, how they were grown or produced, and who is doing the growing or producing. And whenever possible, we opt for locally-sourced, sustainably-grown, and organic ingredients.

5 Less Is Often More

We're focusing on food waste reduction in our bakery in novel and unexpected ways, and not removing and wasting (the most flavorful and nutritious) part of the grains we use is a nice added bonus for doing something we already believe has a lot of value. You might say it's like not peeling the grains.



6 Tied to Traditional Methods

We believe in preserving traditional baking methods and recipes, and stone milling our own flour right before we're going to use it is bringing back an old tradition to our baking. Before the middle ages in western countries and still today in some parts of the world people mill(ed) all of their grain at home, by hand with simple grinding stones. Then milling became industrialized and stone mills were an important part of communities—families and farmers would bring in their grain to the local mill to have it milled. We look forward to supporting this tradition by creating products made with freshly-milled flour, as well as by offering home mills, grain berries, and freshly-milled flours in our Bakeshop.

7 Connecting to Community

Food is often known for bringing people together. Sourcing local whole grains to mill and bake with brought us even closer to our community. We have been introduced to many other seekers of great food and keepers of tradition like Megan Goldenberg from Macon Creek Malthouse, The Luckhardt family of farmers, the Wilken family at Janie's Mill, Bill Koucky of Grand Traverse Culinary Flours, Michigan State University Extension, Nature Nurture, The Andersons, Breslin Family farms, and many more. In our own small way, we can improve the local food system around us and spread that joy to others.

Milling is giving us something new to share with home bakers who are already enjoying our baking classes and cookbook recipes. We're learning right alongside them about the benefits of whole grains as we invite home milling experts and other speakers from our around the country. We're also offering our freshly milled flour for sale for them to use at home. After all, in ancient times the first home activity to be centralized was milling, followed by baking. We love bringing back old traditions and feel honored to mill a little and bake a lot for our community.

THANKS EVERYONE

for their fantastic support of the 4th annual
Jelly Bean Jump Up benefitting
SafeHouse Center!

This year's campaign raised a record of

\$23,663.26!

"Ari turned his love for his corgi, Jelly Bean, into a legacy of hope and healing for survivors of domestic violence and sexual assault. This past year the annual fundraiser held in February surpassed \$20,000 which will help hundreds of community members seeking help at SafeHouse Center. We thank all of the businesses involved including, Old National Bank, Plum Market, Wag to Wiskers, K9 Club, Graduate Hotel, Probility Physical Therapy, and of course Zingerman's Community of Businesses."

Barbara Niess-May
Executive Director of SafeHouse Center

Graduate
HOTELS

plum market

OLD
NATIONAL
BANK

PROBILITY
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Hwanghae
Province, North Korea
해주교반
HAEJOO GYOBAN
Pork belly
with mountain
vegetables



Seoul,
Gyeonggi Province
골동반
SEOUL GOLDONGBAN
Royal Palace Style
with fish, beef and
vegetables



Chungcheong
Province
천안 꼬막비빔밥
**CHEONAN
LITTLENECK CLAM**
Spicy clam salad
over rice



Jeolla Province
전주비빔밥
JEONJU
The most famous
bibimbob-beef tartar
with rice cooked in
beef broth



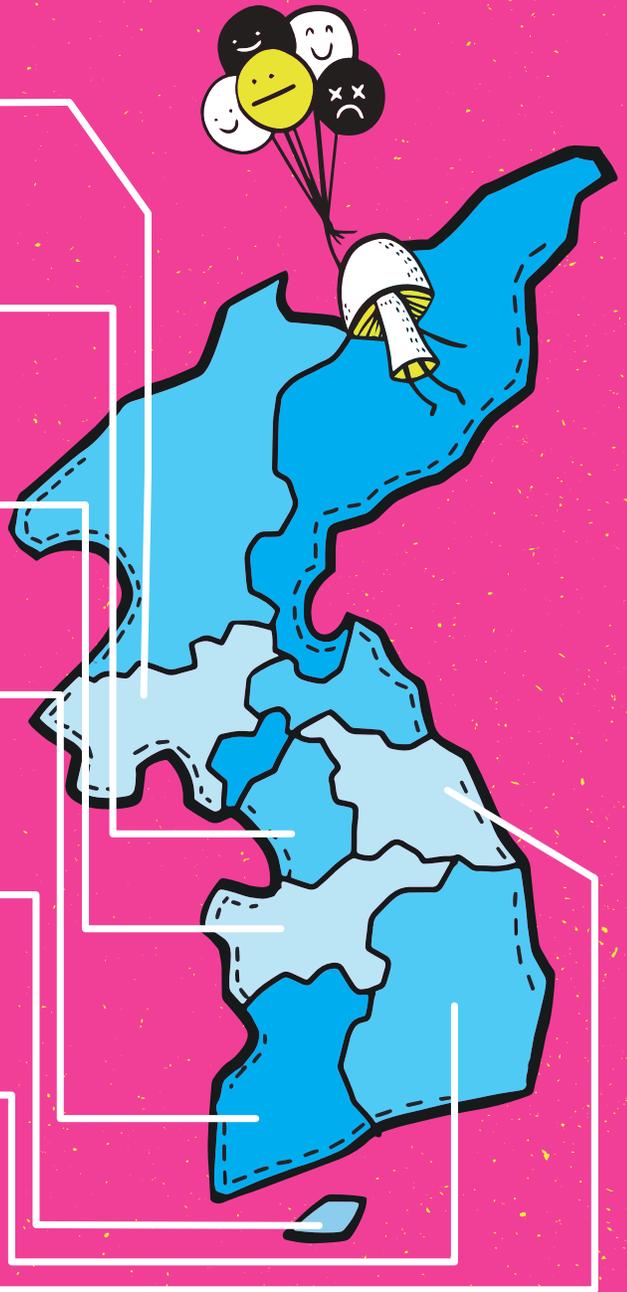
Jeju Province
제주 성게비빔밥
JEJU SEA URCHIN
Island bibimbob with
raw sea urchin roe
and greens



Gyeongsang
Province
통영비빔밥
TONGYEONG
Coastal bibimbob
with seafood and
seaweed



Gangwon
Province
곤드레 비빔밥
GONDRE
Countryside bibimbob
with blanched thistle,
seeds and oil



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