





Produce on display at Fry Family Farm



## FARM STANDS, FOOD TRUCKS, AND FARMERS MARKETS

SAMPLE THE ABUNDANCE OF THE ROGUE VALLEY

BY PAMELA & GARY BAKER

As the farm-to-table revolution spread across the nation, the Rogue Valley, a foodie destination with Instagram-worthy vistas, was already ahead of the trend. Multi-generational farms with their roadside stands, food trucks with creative chefs and mobile kitchens, and weekly farmers markets at various outdoor venues offer a profusion, making magic with what the land has produced.

Numerous farm stands throughout the Rogue Valley provide the freshest possible way to experience the tastes of the area's growers and sample the abundance of the Rogue Valley. Winter squash, sweet potatoes, apples, pears, farm fresh pies, preserves, and organically grown meat are just a few of the foods available at these iconic roadside stores.

There's also a new food scene blossoming on the streets of Medford. The plethora of unique cuisines you can enjoy from Medford's food trucks will satisfy any craving. From gourmet grilled cheese sandwiches, to chicken and waffles, authentic spanakopita, and healthy smoothies and bowls, you can experience a world of flavors hopping from truck to truck.

The Rogue Valley Growers and Crafters Market brings a variety of the area's artisans together each week at three outdoor venues, March to November every year, with two winter markets in Medford and Grants Pass. Organic herbs, fresh baked breads, artisan cheese, handmade pasta, and maple syrup are plentiful here.

Because harvest season features a rich harvest of freshly gathered fruits and vegetables, we took to the rural county roads in the fall to explore Rogue Valley. But there's no need to wait. Many of the farm stands are open from spring through fall with a few open year-round, with the outdoor farmers markets March to November. And the food trucks happily serve up their delicious fare year-round at various venues.

So if you're getting hungry and ready to plan your outing, here are a few of our favorite spots for relishing the bounty of the Rogue Valley.





## FARM STANDS

Roadside farm stands represent the singular expression of fresh agriculture in the Rogue Valley. When you buy anything fresh to market, you know you're getting the best. Iconic and independent, these farm stands offer a convenient and easy way to taste fresh produce from local growers. Just a short driving distance from Medford, you'll easily come across many of them while you explore the rest of the Rogue Valley.

Farm stands range in size from a one man, one-acre operation that uses a unique organic farming process for growing similar vegetables and fruits in single plots, to large, multi-acre properties run by family members and hired hands. Some have been around for over 100 years.

### DUNBAR | 2881 Hillcrest Road, Medford | www.Dunbarfarms.com

Dunbar Farms, a 110-year-old family-owned business specializes in organic produce and stone-milled flours. On Friday nights, from the large, covered patio, you can view a serene pond while enjoying wine tasting. Freshly prepared food is available from their onsite kitchen. Visitors can also listen to music from local bands performing on an old flatbed wagon that doubles as a stage.

The farm sells fresh produce, frozen bread, flours, and dried goods from its honor barn, a remarkable time-honored tradition of trust between customers and farmers where a cash box is available during the week when the farmstand is closed.

### FRY FAMILY FARM | 2184 Ross Lane, Medford | www.Fryfamilyfarm.org

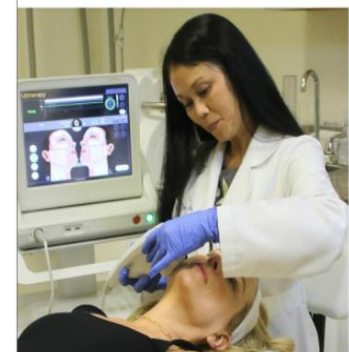
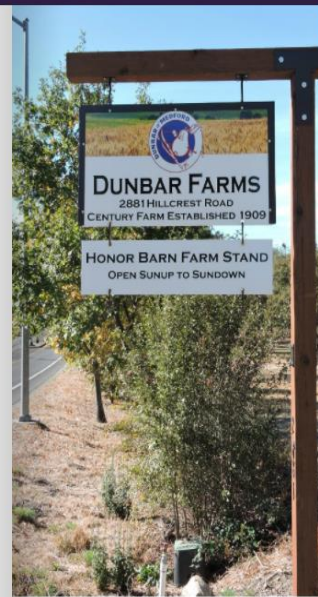
Fry Family Farm, another family-run business, maintains a large farm store stocked with locally grown produce and goods. Rows and rows of canned, bottled, and packaged goods ranging from bee honey to cornmeal to gluten-free sweet treats line the store shelves. The back corner of store overflows with fresh produce. Fry Family's Farm Stand is best known for its fresh baked pies.

A cavernous warehouse behind the store provides a staging area for much of the freshly picked produce ready to line the store shelves or head to one of the local farmers markets. Several greenhouses stretch alongside the facility where potted plants and flowers are grown. On the day we visited, dozens and dozens of bright orange pumpkins, stacked on hay bales, decorated the store's entrance.

Among everything that you'll find here, the "roasted sweet snackers," also known as roasted peppers, are delicious. Don't leave without them!

### WHISTLING DUCK FARM | 12800 Williams Highway, Grants Pass | www.WhistlingDuckFarm.com

Whistling Duck prides itself on cultivating authentic and traditional food and provisions for modern tastes. Operating for just over 20 years, this organic farm, health food store, and kitchen features a wide array of fresh seasonal produce, local meats and fish, bone broth, grains, freshly made soups and sauces, and fermented veggies. Produce is either grown on its 22 1/2 acres or supplied by local farmers in a collaborative spirit of communal cooperation. Regular customers are also encouraged to use the honor barn system.



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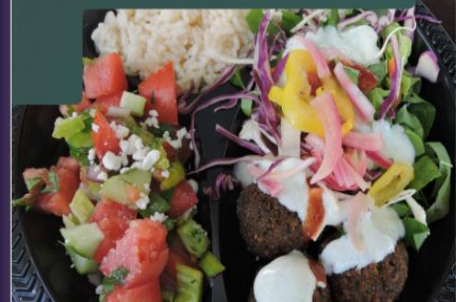
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Falafel plate from Sultan's Delight food truck



Crab taco from Word on the Street food truck



Shrimp taco and steak taco from Word on the Street food truck



Chicken, fish and veggie empanadas from Cuba Argentina food truck

## FOOD TRUCKS

Medford has earned the reputation as the gateway to the beauty of the Rogue River Valley. But the town itself, known as the "Heart of the Rogue," has its own charm with plenty of boutique shops, historic buildings, and a very walkable city center. Restaurants and cafes benefit directly from the agricultural offerings of valley farm products, but so do Medford's mobile kitchens, the food trucks.

The burgeoning food truck scene at the Bartlett Bites pod at 4th Street and Bartlett provides a great venue to sample Rogue Valley flavors. Food Truck Fridays are especially popular, but food trucks show up here throughout the week, as well, for both lunch and dinner.

The seasonal Rogue Valley Growers and Crafters Markets regularly host a half a dozen food trucks where we pampered our palates with perennial favorites like Sultan's Delight, Argentine Empanadas, and Word on the Street.

237 North Bartlett Street, Medford | Facebook.com/BartlettBitesMedford

### SULTAN'S DELIGHT

Owned and operated for the past 12 years, Sam and his wife and partner, June, provide Mediterranean style dishes. The Gyro sandwich, made with local meats, is the truck's flagship meal but the falafel plate is also delicious. In addition to farmers market locations, Sultan's Delight can be found at times at wineries and farm stand parking lots.

### ARGENTINE EMPANADAS

This sleek, shiny black mobile kitchen offers traditional, handmade, freshly baked empanadas, a crescent shaped Argentinian pastry turnover filled with a variety of savory ingredients and baked or fried. It's owned and operated by Argentine couple Geraldo and Laura. Geraldo worked in the restaurant business more than 15 years, running his own pizzeria and empanada shop before moving to the U.S. in 2014. The couple also have the brick and mortar Caba Café in downtown Medford. A regular at the farmers markets, the truck also goes to various local events.

### WORD ON THE STREET

A giant mermaid painted on a big blue truck strikes you before you see the extensive menu focused on sustainable seafood. Think fish tacos and vegan tacos, all ingredients locally sourced, organic and no GMO. The truck is owned and operated by Eric Bell, the former chef at Ashland's Standing Stone Brewing Company.

No matter what your cuisine preference, the one thing consistent to all the food trucks that serve the Medford/Rogue Valley are rave reviews on Yelp for the fine quality of their individual food offerings. Sourcing ingredients locally is essential for these traveling kitchens because the owners know that fresher ingredients make better entrees.

## FARMERS MARKETS

You'll feel like a local when you visit one of Rogue Valley's farmers' markets. Sponsored by the Rogue Valley Growers and Crafters Market, farmers markets are held in Medford and Ashland between March and November. Grants Pass also hosts an outdoor farmers market in the summer and an indoor market in the winter.

Wander past stalls stacked high with brightly colored produce, smell the sweet fresh scent of baked goods, and witness the immense pride displayed by the farmers themselves. A staggering selection of gourmet mushrooms can be found at the Heart of the Forest. Nearby, Vital Salts advertises truffle salts that are "great on avocado toast." On display at Pennington Farms, you'll find a tempting array of jams made from olallieberry, marionberry, cherry rhubarb, wild blackberry, and so much more. Wandering Roots Farm sells organic carrots, turnips, cabbage, broccoli, beetroot, butternut squash, kohlrabi, red lettuce, and onions.

And if wandering through the food stalls whets your appetite, those half dozen food trucks cooking tacos, toasted cheese sandwiches, and gyros are spread throughout the market to satisfy those hunger pangs.

The dynamic exchange between vendors and customers is lively, enthusiastic, friendly, and respectable. The farmers markets are, after all, a place to immerse, engage and connect with each other and to purchase the variety of farm fresh products from the land. It's also the perfect place to spend an equally perfect morning!

www.RVGrowersMarket.com | www.GrowersMarket.org

### IF YOU GO:

So plentiful are the fresh offerings in this abundant valley, there is even a Rogue Valley Food Trail Map to guide hungry visitors to farm stands, food trucks, farmers markets, local restaurants, and famous places like Harry and David and Rogue Creamery. Available at TravelMedford.org, the map provides information on annual events including farm tours and food festivals. It lists growing season for lavender, apples, and pears. But most importantly, it provides a detailed guide to farms from Ashland to Grants Pass.

Medford, the "Heart of the Rogue," makes a perfect launch pad for exploring the Rogue Valley. Close to Ashland, Jacksonville, and Grants Pass, you can easily hit all quadrants of the valley from this city. And if you need a place to stay in Medford, the Rogue Regency Inn and Suites is the city's largest independent full-service hotel. Close to the airport and downtown Medford, this elegant casual hotel includes an onsite restaurant and cocktail lounge.

2300 Biddle Road, Medford | www.RogueRegency.com

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