

'Eat Local'

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with produce they have grown.

Keith Kouris of the Blue Duck Bakery characterized himself and his fellow marketers as the "new breed of business people that are going back to hometown values."

"When we opened in Southampton, we wanted to be a community bakery — deal with the community people, deal with the restaurants," Mr. Kouris said. "And things like this facilitate it. It's what I think the Hamptons were about years ago. Maybe they drifted away from it for a while."

Mr. Kouris had a table full of his "classé artisan breads, all handmade" and exemplifying traditional ways of making, shaping, and baking dough. Their names sound like the elements of a toothsome poem: baguette, batard, ciabatta, puligese, filone, levain. There was sourdough and olive bread, raisin walnut, and seven-grain cereal loaves.

Mr. Kouris's route to becoming a baker began with his rounds on a delivery truck, dropping off bread to East End spots. He bought a deli in Huntington with a little bakery in it, then took classes and apprenticed with other bakers to learn the craft before opening Blue Duck about a decade ago. Today Mr. Kouris also sells Blue Duck products wholesale to a number of local shops.

Like other East Hampton market vendors, he attends the Sag Harbor market, too, which is on Saturdays and "pulls quite a crowd." At the East Hampton market last year, he said, "we did pretty well." The expectation is that more customers will be drawn to the new market this summer, as word spreads.

Ellenka Baumgard of Northwest began her business, Ellie's Country Delights, three years ago, because, she said, "the girls at the stable loved my ratatouille. They would always tell me, 'We'll buy the vegetables if you make it.'"

When she started out, said Ms. Baumgard — who, despite being almost ready to deliver her first child, was happy to have a spot at the market — it would take her six hours to perfect a batch. "There must be a better way," she thought. And so, by tinkering with recipes, she developed her all-natural jarred ratatouilles: traditional, with mushrooms, or spicy. Her products, made solely of stewed vegetables, meet United States Department of Agriculture standards and are now produced at a certified food production facility and sold in nine states, including at three Wild by Nature stores on Long Island.

The ready-to-use ratatouille, she said, can be served as a base for hors d'oeuvres; as a side dish with rice, fish, or pasta; or



Selling at the farmers market is a way to be part of a hometown community for Keith Kouris of the Blue Duck Bakery. *Joanni Pilgrim*

Wednesday: French-style sweet and savory tarts, with chocolate or onions or Portobello mushrooms; cookies, scones, and quiche Lorraine. Ms. Abitbol, who lives on Shelter Island, is a chef and caterer who once ran La Poeme, a restaurant on Prince Street in New York City, and La Crepe in Sag Harbor. Her "French, Corsican, and Mediterranean" goods are "organic and natural," she said.

Catherine Bodziner of Lucy's Whey hopes to open a cheese shop some day, but for now buys fine cheeses from farmers across the United States and offers them to customers at the market, also putting together party platters to order. Her local producers include the Mecox Bay Dairy — a delicious, soft camembert was ripening in the warm sun — and the Catapano Dairy Farm in Peconic, which makes "beautiful goat cheeses," she said.

She started her artisanal cheese business when her children went to college. "I decided I needed to become really good at something," Ms. Bodziner said. "I have just always been fascinated with cheese."

She took courses in the art of cheese at Murray's Cheese shops in New York City and from traditional fromagers, eventually graduating from the "master program in cheese" at Manhattan's Artisanal Cheese Center.

Ms. Plumb, the markets' organizer, said that their development had been sparked by the Slow Food Convivium in Sag Harbor, an arm of the group Slow Food International, which fosters recognition of

organized a one-day farmers market in Sag Harbor as part of that village's 2004 fall Harborfest. It was well received, and continued weekly until the season's end.

The East Hampton market has found a home in the parking lot of the "true slow-food restaurant," Ms. Plumb pointed out: Nick and Toni's has its own vegetable garden tucked next to it, and Joe Realmuto, the restaurant's head chef, is dedicated to supporting local organic vegetable growers. The restaurant now sells its own delicacies, and some from Villa Italian Specialties, at the farmers market.

Like a transplant establishing itself in new soil before it spurs up, the East Hampton Farmers Market will grow, Ms. Plumb believes. A week ago, there was only one snafu: A police officer stopped by to issue a ticket for erecting signs announcing the market on Village of East Hampton property.

Even that didn't wilt Ms. Plumb's spirits. She welcomed the opportunity to appear in court, she said, to point out that farmers markets, and their signs, are held to special regulations under the state Agriculture and Markets laws. "This is all about educating everybody about eating locally and seasonally," she said.

"We're not going to buy broccoli from California," she said of the movement, which takes stock of the environmental and economic costs of transporting goods across time zones.

The customers seemed to agree. "I make it my business to entertain at home on the days they have farmers markets," said Nancy Wendell, a shopper at the