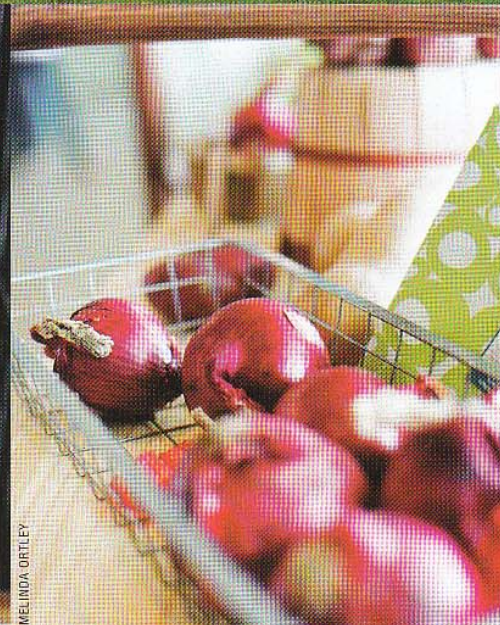


McKinney a Mecca



LC TOBEY



MELINDA ORTLEY



KATE CASSIDY PHOTOGRAPHY

Organic produce, chemical-free soaps and lotions, and ethically raised beef and chicken are all important components of the green movement. Anyone who wants to ensure that their skincare products, household goods and food are produced locally and naturally will find a wealth of resources and options in McKinney.

When you shop for groceries, do you know where the food comes from? How much time would it take to figure that out?

It takes just moments to learn a wealth of information about your food when you visit the Farmer's Market in



Chestnut Square Historic Village. Friendly vendors staff tables overflowing with local organic produce, meats and many other household goods.

You'll hear where the vegetables, meat and honey came from; how everything was raised; and serving tips. Organic food and naturally made products are like that: They give consumers, sellers and growers an opportunity to connect and share their interests.

In McKinney, it's becoming easier to eat seasonal, organic foods grown locally, use products made locally with natural ingredients, and live in a way that respects and protects the environment.

It used to take more effort, but local businesses, city groups and even some large stores are supporting green living trends with products, services and education. Thanks to them, living green and eating locally grown food – being a “locavore” – is now a snap.

What is locally grown? The national standard means that the meat or produce hasn't traveled more than seven hours to

get from farm to market, which keeps the food fresh and the carbon footprint to a minimum.

Eating and buying in town also sustains the local economy. The McKinney Chamber of Commerce's “McKinney First!” initiative encourages residents to patronize city merchants. There are plenty of advantages to doing so: For every \$100 spent in McKinney, \$68 stays and is invested back into the community. Jobs are created, salaries are paid, the community is nurtured, and energy and resources are conserved.

With that in mind, downtown McKinney is a great place to find green products and local food.

Grab a shopping bag and begin at Chestnut Square's Farmers Market to see and hear what people are eating and what they're talking about; then head to the nearby Square and meet the shop owners who help make McKinney thrive.

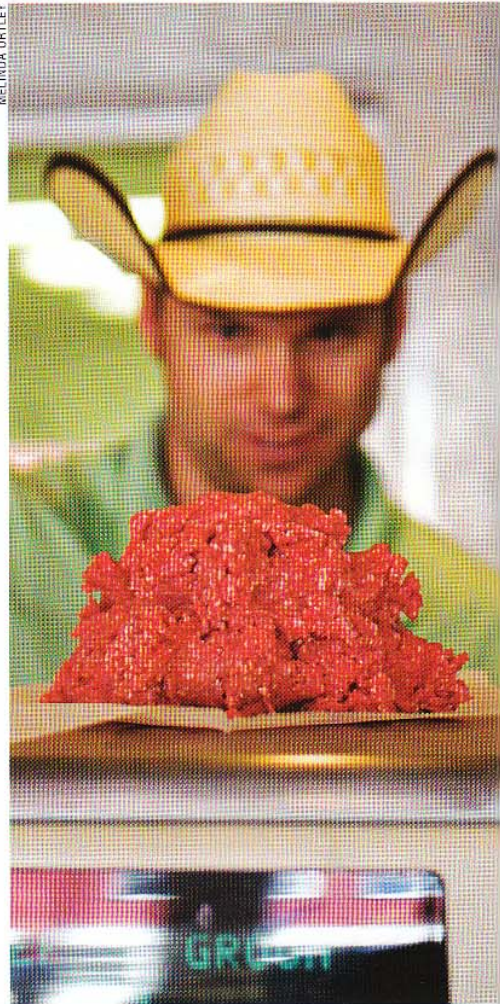
At Patina Green Home and Market, owners Luann Van Winckel, and Robert and Kaci Lyford's interest in local organic food began with health interests in mind.

for Living Green and Eating Locally

By Steven Nester

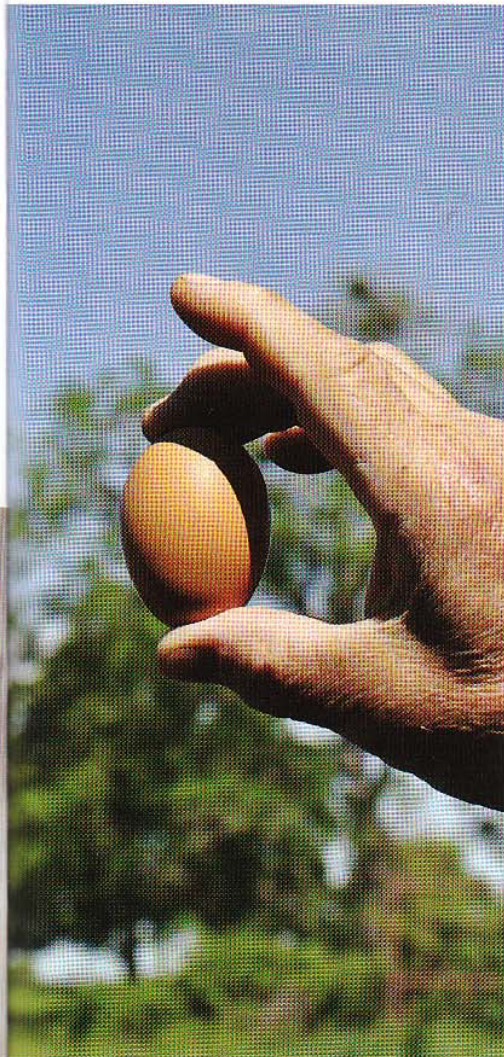
"We found ourselves at a farmers market every weekend," Kaci says. "We met the growers and got to know them and their products. Then Robert, who's a trained chef, began cooking with them. If you pay attention to where your food comes from, you'll be much healthier."

Patina Green offers foods that are hand-crafted, minimally processed, local and in season. If you're hands-on in the kitchen, Robert (winner of the 2011 Chef's Challenge) teaches a course he calls "Farm to Table Fundamentals," which teaches how to source and prepare seasonal foods.



Matt Hamilton, owner of Local Yocal Farm to Market, raises the organic grass-fed beef that he and his wife sell in their butcher shop and local goods store.

Down the street, Loco Cowpoke sells nothing but Texas-made products. There's salsa, peanut butter, barbecue sauces, bread mixes and more. Owner



Locally produced organic eggs are for sale at the Farmer's Market in Chestnut Square Historic Village in downtown McKinney.

Randy Abshier buys from small businesses and is dedicated to bringing to consumers the best of what Texas offers. Free samples ensure you'll find exactly what you want, and with so much Texas swagger inside, you might leave a bit bowlegged, too.

Local Yocal Farm to Market sells organic grass-fed beef from its Oklahoma ranch that's served all over town. To taste some, just head to Square Burger; it's the only beef they'll use. If the sandwich you eat at Patina Green has pork or beef, chances are it too came from Local Yocal.

Matt Hamilton, owner of Local Yocal, also sells handmade cheeses, local organic produce, bread, olive oil, coffee and more. "We're a connector, a store that

For your Fast, Friendly, **FARMERS'** review, come see "Coach" Ricky Carter at our new location. I can handle all of your auto/home/life/ and business insurance needs.



The Ricky Carter Agency
2252 E. University Dr.
McKinney, Tx. 75069
(469)450-1305

Town&Country ROOFING, Inc.

Roof Damaged by Hail or Wind?
Call us for a free estimate!



All Types of Roofing
Commercial & Residential
Fully Insured
References Upon Request

Locally Owned & Operated
100% Financing Available



TownAndCountryRoofingDFW.com • 972.377.8188
4900 Preston Road, Suite H • Frisco, TX 75034



Organic produce, grown without the use of pesticides, is abundant at the Farmer's Market in Chestnut Square, as are naturally produced local goods, including honey, olive oil and jam.

makes available to the general public products only available at a farmer's market," Hamilton says.

Wine making is in Bob Landon's blood. His German grandfather made it at the turn of the century with grapes from his Missouri farm. Now Landon, with his own winery in downtown McKinney, makes it too. Keeping it as local as possible with grapes grown south of Lubbock, Landon's award-winning wines are fermented then aged in oak barrels in Greenville and McKinney. Education is important to understand and appreciate

Among the natural products for sale at Local Yocal Farm to Market is locally produced honey from Anna, Texas.





Landon Winery's award-winning wines are fermented, then aged in oak barrels.

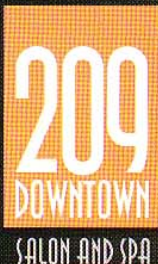
wine, and Landon Winery offers tastings and wine classes as well. After skin cancer made Lotus Soap owner Cassy Zobel more aware of her skincare products, she took matters into her own hands. Zobel first developed products for personal use so she

could precisely control what she put on her skin. She has since launched a business based in McKinney, and her line of plant-based handmade products include lip balms, soap, bath bombs, body butter and lotions. She plans to release a men's shaving line and baby products in the near future.

Zobel's one-of-a-kind products are made in small batches and use ingredients such as coconut, olive, avocado and essential oils. Expanding production doesn't pose an ethical challenge to Zobel; she sees it as an opportunity to better the community. "I'm never going to machine-produce my soap. Big to me means hiring local so it remains local, handmade, and benefi-

cial to local people by employing them," she says.

Theresa Harris, founder of Elemental Essentialz, is committed to creating cleaning products that are safe for humans and the environment. Harris is a former McKinney North High School



Consistently better.

Your hair shouldn't be someone's experiment. At 209 Downtown, we are professionals, not artists and amateurs.

Visit us for a consistently better experience.

WWW.209DOWNTOWN.COM | 972.548.2815 | 209 E. LOUISIANA | DOWNTOWN MCKINNEY | A KÉRASTASE SALON

chemistry teacher and Early Childhood Intervention specialist. Two primary concerns spurred her business: various studies that link chemicals found in homes to increased health problems and consumer waste. She took on both issues, making it her mission to "improve health and waste nothing" by developing cleaning products that were safe and effective.


The Elemental Essentialz line includes a glass and granite cleaner, an all-purpose cleaner and a soft-scrubbing cleaner. With the help of Lotus Soaps, Harris has added handmade soaps, lotions and lip balms, using only essential oils for fragrance and Elemental Essentialz' unique, zero-waste packaging. This is where the green really kicks in. By using refillable glass bottles, Harris hopes to help eliminate 60 million pounds of waste each year.

Elemental Essentialz is currently available at Fresh by Brookshire's in Tyler and will soon be in all nine Central Markets. Upcoming plans include the Farmer's Market in Chestnut Square and Deep Ellum's Outdoor Market.

Even when something is small in scale, it may be available in a big box. Organic produce and local meats are offered in varying quantities at Whole Foods, Market Street, Kroger and Walmart. All four supermarkets carry lines of green cleaners.

For contact information about any of the local merchants, visit McKinneyOnline.com and click the "Find a Business" link.

About the author: Steven Nester is an educator and freelance writer who hosts Poets of the Tabloid Murder, a mystery author interview show that can be heard on public radio.




"Think Jazzercise was the workout of the 80s? Think again."

— Cheryl Burke
Two-time Champion
Dancing with the Stars

**SAVE \$25 by
Mentioning This Ad!**

jazzercise®
(972) 529-0026
jazzercise.com



1.877.774.DOGS (3647)
www.tailwaggerscountryinn.com



Offering

- ★ 34-acre Vacation Retreat
- ★ Pick-up and Delivery Service
- ★ Pet Styling Salon and Spa Services
- ★ Doggy Day Out and Day Trips
- ★ Extended-stay Discount Programs
- ★ VIP Luxury Suites with TV Webcam, etc.
- ★ All Inclusive Affordable Pricing



Volunteer Today!

The Medical Reserve Corps (MRC) is a national network of volunteers dedicated to preparing for and responding to public health emergencies. Both **medical and non-medical** people are always needed for Collin County's MRC, and our volunteers continue to:

- ★ participate in exercises & community disaster drills
- ★ train with emergency responders
- ★ support local public health

We need your help.

Sign up online today:

www.MetroplexVolunteers.com

Upcoming Training

- ★ MRC Orientation
- ★ Personal Disaster Preparedness
- ★ Cultural Diversity
- ★ Tactical Communication 101
- ★ Incident Command System

**note: only fully enrolled MRC members can attend trainings.*