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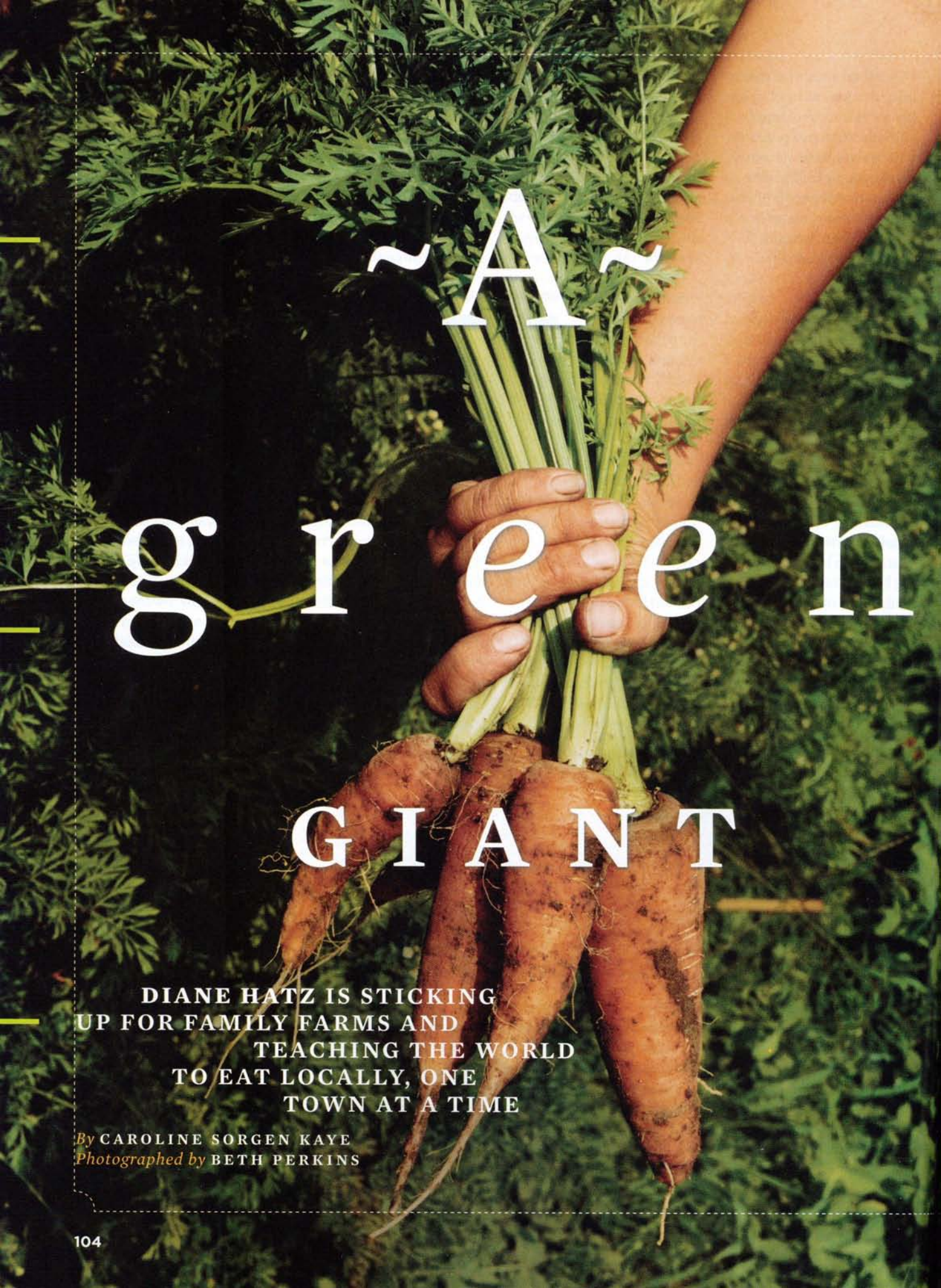
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# ~A~ green GIANT

DIANE HATZ IS STICKING  
UP FOR FAMILY FARMS AND  
TEACHING THE WORLD  
TO EAT LOCALLY, ONE  
TOWN AT A TIME

By CAROLINE SORGEN KAYE  
Photographed by BETH PERKINS



FARM FRIENDLY

Diane Hatz's tour included Glynwood Center, in Cold Spring, New York. A nonprofit that teaches communities how to preserve farmland, it also grows produce, like these carrots, opposite page, fresh out of the ground. A sweet green-tomato pie, this page, was made from heirloom tomatoes from the chef's own garden, in Jim Thorpe, Pennsylvania. Recipes begin on page 110.





**Food is always growing at Greig Farm** in Red Hook, New York, but on this late summer day, there's a buzz growing as well. A tent has been pitched behind the barn, and inside is the bounty of a Hudson Valley harvest. Oyster mushrooms grow on pasteurized straw, with shiitakes creeping up blocks of hardwood. Barrels of heirloom tomatoes sit next to bins of purple Italian eggplants. Norman Greig himself—a second-generation farmer who a few hours earlier was demonstrating the correct way to “tickle” raspberries off a stem—is wandering through, casually offering white wine in paper cups, as if 400 people often show up at his home.

The crowd is waiting for the arrival of a biodiesel tour bus. When it finally pulls in, out steps Diane Hatz, a leading figure of the sustainable food movement. Hatz, 46, has spent the past 40 days crossing the country, talking about what sustainability really means: raising healthy food that is produced in a way that does not harm the environment, is financially fair to both workers and growers, and supports rural communities. Armed mostly with her own enthusiasm, Hatz has succeeded in putting sustainability on the culinary map.

Hatz's crusade intensified when she founded an online awareness campaign, Sustainable Table. That was just five years ago, and the site ([sustainabletable.org](http://sustainabletable.org)), considered one of the best sources on the subject, now gets more than nine million hits a month from chefs, farmers, store owners, universities and interested consumers. “Diane brings people in because she talks about the movement in a way that makes it accessible,” says Laura Pensiero, owner of Gigi Trattoria, in Rhinebeck, New York, who also runs a year-round indoor farmers' market that stocks only local produce and goods. “In terms of influence,” she says, “Sustainable Table is pretty much at the top.”

In addition to creating and maintaining the Web site, Hatz also cofounded the *Eat Well Guide*, a national directory of small family farms, restaurants, bed-and-breakfasts and stores that support sustainable food. But perhaps her most influential move has been the production of a little online video called *The Meatrix* (read: *The Matrix*, with a touch of *Charlotte's Web*), starring a cartoon pig named Leo. Happy on a family farm, Leo is approached





LOOKING GOOD, OLD  
MACDONALD This  
page: Glynwood  
Farm's big red  
barn was built in  
the 1840s, and the  
stunning post-and-  
beam structure once  
housed cows that  
supplied milk for  
nearby West Point  
Military Academy.  
Opposite page,  
top: Hatz loves  
the recipe for this  
corn-and-pepper  
frittata, which she  
helped prepare for  
a Kansas cooking  
show. *Jayni's  
Kitchen*. Center:  
Glynwood's pasture-  
raised Rhode Island  
Reds. Bottom: Hatz  
enjoying the farm  
life. Recipes begin  
on page 110.



ARMED MOSTLY WITH HER OWN  
ENTHUSIASM, HATZ HAS  
*put the sustainable food movement*  
ON THE CULINARY MAP.





## *Hatz's Cross-Country Favorites*

COLD CUCUMBER SOUP  
*Arkville, New York*

CORN-AND-PEPPER  
FRITTATA  
WITH SALSA VERDE  
*Lawrence, Kansas*

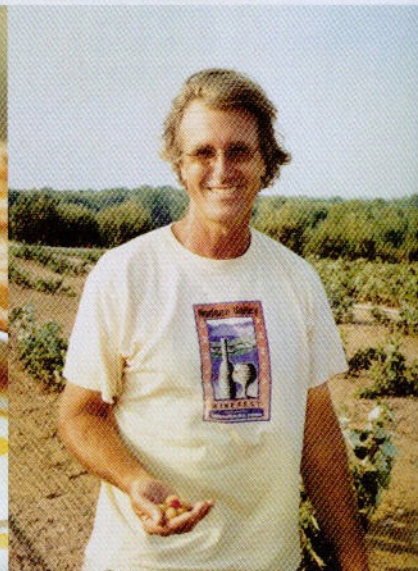
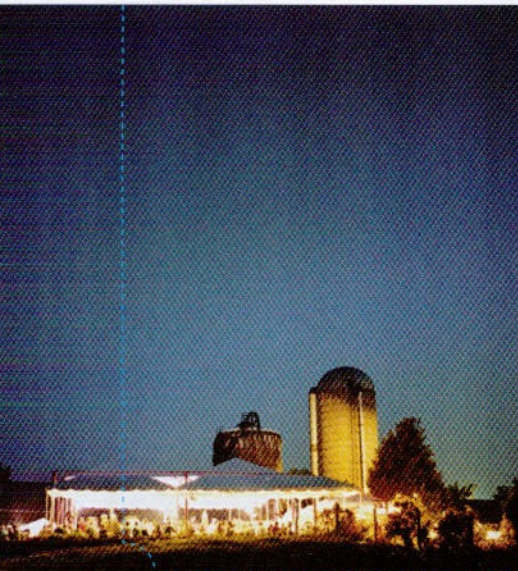
WATERMELON AND  
FENNEL SALAD  
*Red Hook, New York*

GREEN BEANS  
*Colton, Washington*

SWEET GREEN-TOMATO PIE  
*Boalsburg, Pennsylvania*

WHEN LIFE HANDS  
YOU LEMONS . . .  
*Arkville, New York*

SOLSTICE BLUEBERRY PIE  
*Corvallis, Oregon*





#### A FRUITFUL JOURNEY

Opposite page, far left: At Greig Farm, in Red Hook, New York, you can eat the pesticide-free apples right off the tree. Left: The Corvallis, Oregon, blueberries in this pie were fresh; most were only lightly cooked. Norman Greig, bottom right, shows off his sweet yellow and red raspberries. Bottom center: A decorative lattice crust pie, from the Red Hook festival, in the Hudson Valley. Bottom left: Night falls on the food festival at Greig Farm.

by a mysterious cow in a Keanu-cool trench coat and shades, named Moopheus, who reveals that “‘The Meatrix’ is the story we tell ourselves about where meat and animal products come from.” Leo soon learns the truth: that most meat and poultry comes from factory farms that are cruel to animals, create massive pollution and destroy neighboring communities. Luckily, says the cool-dude cow, “It’s not too late. There is a resistance.” Leo joins up immediately, and viewers are invited to do the same.

A runaway hit from the get-go, *The Meatrix* delivered Hatz’s message to a big national audience. “We were told that if we got 10,000 people to watch the video in three months, it would be a success. We had 10,000 people in three days. This was pre-YouTube, and our server crashed twice because we couldn’t keep up,” she says. “We lost count of viewership at 20 million. It’s in some 30 languages, including Tibetan and Swahili.” *The Meatrix II: Revolting* is now up and running, and Hatz hopes one day to finish the trilogy. (Catch the first two parts at [themeatrix.com](http://themeatrix.com).)

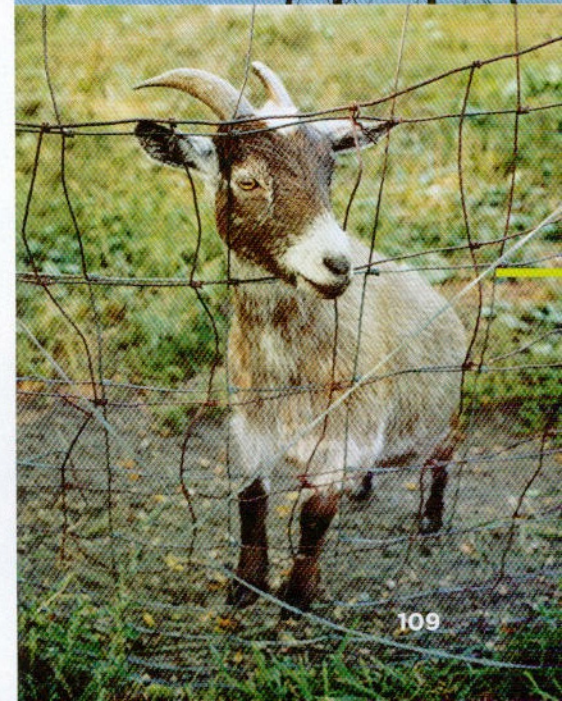
Energized by her online success, Hatz decided she wanted to reach people in a more personal, face-to-face way, and that’s how the town-to-town bus trip came to be. At each stop she partnered with sustainable food groups, farmers’ markets and environmental groups to hold events and educate people about sustainable food. This also involved a lot of eating, and Hatz happily taste-tested her way from coast to coast.

Throughout her trip, Hatz learned a lot: how to cook with farmers’ market produce (don’t overdo it; olive oil and salt will bring out the natural, fresh flavors); what to ask your local farmer (how was the animal raised? was it fed anything other than grass?); and, of course, amazing recipes she was encountering on the road (see page 110 for some of her favorites). This fall she’s launching a MapQuest-like feature on the site, where travelers can plug in their driving route and locate sustainable food outlets along the way.

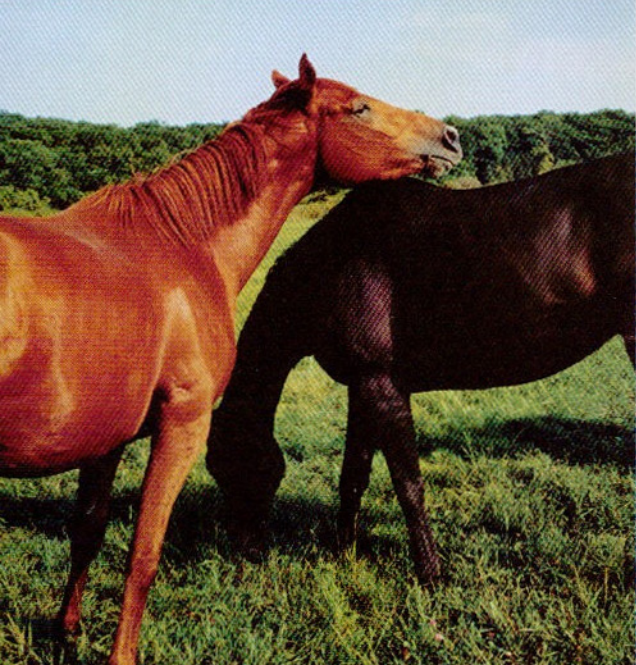
Hatz wasn’t always a foodie. She says she didn’t even know what Brie was until she was 21. Her first career was in the music business, where she worked in a marketing department that promoted big names like Gloria Estefan. But after eight years, Hatz wanted a change. Struggling to find a new focus for her life, she took a job at GRACE, an environmental advocacy group then in start-up mode, and discovered how good fresh food can be. Asked to focus on factory farms, Hatz soon learned that the facts were “really depressing. If you talk to someone who lives near a factory farm, you will not walk away without crying. I met people with manure lagoons right outside their



**FARM LIFE, IN FRAME**  
Nothing beats a pitcher of fresh lemonade, like this one, top, served up to Hatz when she visited Lazy Crazy Acres Farm, in Arkville, New York. A windmill, center, and goat greeter, bottom, welcome visitors to Greig Farm.







**WORTH THE TRIP**  
Opposite page: Chef Laura Pensiero's salad, with watermelon and fennel from Upstate Farms, baby greens from Sky Farm and feta from Lively Run Goat Dairy. This page, top: Happy horses at Glynwood Farm. Center: Organically grown mushrooms on show in Red Hook. Bottom: Pensiero mixes a mean salad.



door who now have medical problems, and others who sank their life savings into a home that is now worthless because of the stench outside. A couple of years into it, I realized that we're never going to get to people if we're not positive." *The Meatrix* videos illustrate the problems, but invite everyone to be part of the solution.

Back at Greig Farm, the sun has set, and videos are being projected on the side of a red barn. As the night winds down, most guests have found their way to the grass, where they sit cross-legged, eating pie (a peach, plum and wild blueberry beauty was tonight's baking-contest winner). Hatz flashes a weary smile and says, "I've only had four hours of sleep a night for the past month. I'm tired."

Hatz hopes to create a less exhausting, more sustainable life for herself, and wants to make time for other kinds of fulfillment, like finally publishing the novel she wrote 10 years ago about the music business. "I think I'm at an age where I realize, this is it. Take advantage of it. So I took a pottery course, and learning to sing is my next project. I'm threatening to perform live for my fiftieth birthday," she says, laughing. "I've been told I have potential. But it doesn't matter. I know I've got the passion."

## COLD CUCUMBER SOUP

By Rosalie Glauser  
Arkville, New York

Makes 8 cups

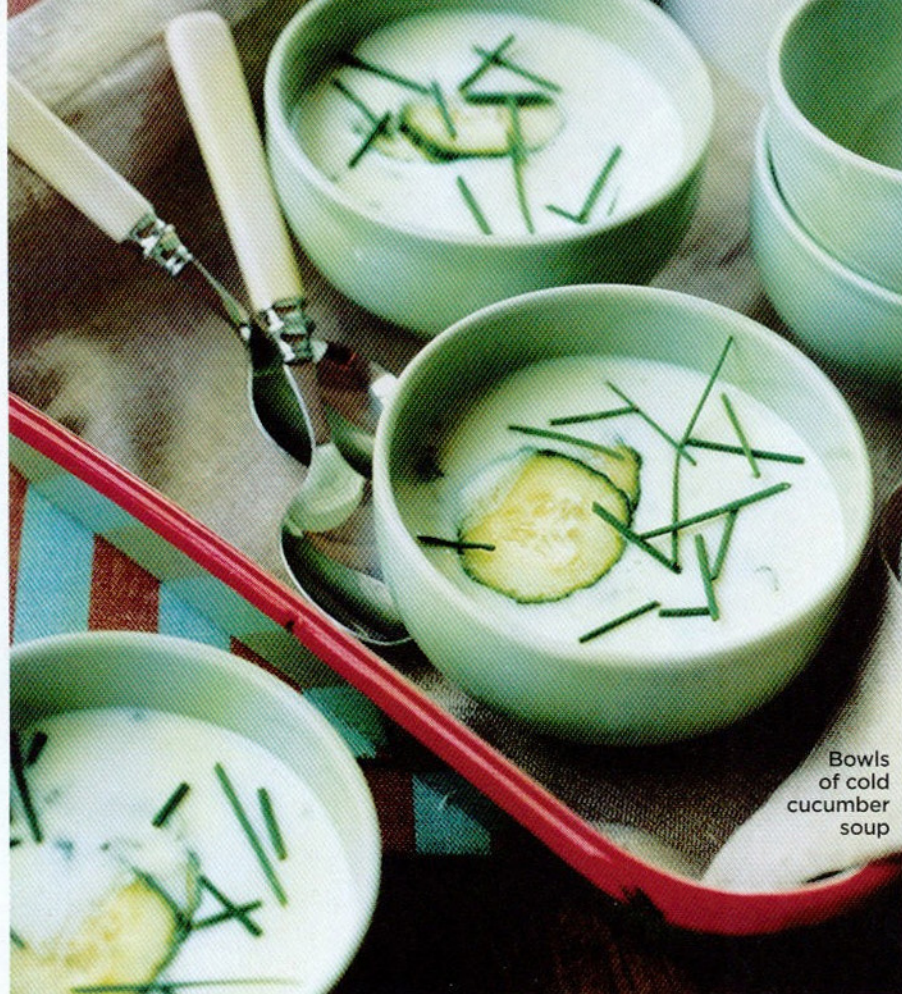
- 2 large organic cucumbers, peeled, seeded and cut into chunks
- 2 large garlic cloves
- 1 to 2 teaspoons salt, or to taste
- 1 quart organic Evans Farmhouse yogurt
- 3 cups Tonjes Farm Dairy fresh buttermilk
- Ice water
- 2 to 3 tablespoons mixed fresh herbs (any combination of Italian parsley, chives, fresh mint, dill, oregano, basil), minced
- Cucumber cups (recipe follows)
- Extra-virgin olive oil, for drizzling
- Fresh chopped chives, for garnish

1. In the bowl of a food processor, pulse the cucumbers, garlic and salt into a paste. Remove the mixture to a large bowl, and let it sit for 5 to 10 minutes to develop flavor.
2. Whisk in the yogurt and buttermilk until smooth. Add a little ice water to thin the soup to the desired consistency. Stir in the minced herbs.
3. Serve the soup in cucumber cups or in small bowls. Drizzle with olive oil and garnish with chopped chives.

## Cucumber Cups

1. Select 4 rather large, straight cucumbers. Peel, then cut each so that end pieces are about 2 inches long.
2. With a melon baller, scoop out the seeds, being careful to leave 1/4 inch of flesh at the bottom.





Bowls  
of cold  
cucumber  
soup

Cut the closed ends so they are flat.

**3.** Pour the soup into the cucumber cups or small bowls, arrange on a large platter, and refrigerate until ready to serve. Garnish with chives and a drop of olive oil.

### CORN-AND-PEPPER FRITTATA WITH SALSA VERDE

By Dawn Brighid  
Lawrence, Kansas

Serves 6 to 8

- 1 small white onion, chopped
- 1 medium poblano pepper, seeded and chopped
- 1/2 jalapeño or other hot green pepper, seeded and chopped
- 3 tablespoons extra-virgin olive oil
- 1/4 teaspoon salt, plus a pinch
- 2 ears sweet corn
- 6 eggs from local, pasture-raised hens
- 1/4 teaspoon pepper
- 1 cup grated sharp white cheddar cheese (local, if possible)
- 3 scallions, sliced
- Salsa verde (recipe follows)

**1.** In an ovenproof 12-inch skillet with a lid, sauté the onion and peppers in 2 tablespoons of the olive oil with a pinch of salt over low heat until the

onions and peppers have softened, about 7 minutes.

**2.** Meanwhile, cut the kernels from 1 ear of corn and reserve. Grate the other ear on a cheese grater over a medium bowl to create corn "milk." Crack all the eggs directly into the bowl of corn milk and vigorously whisk them together to fluff. Add the salt and pepper; set the egg mixture aside.

**3.** Preheat the oven broiler. Add the corn kernels to the onion-and-peppers mixture and sauté for about 1 minute. If the pan looks dry, add the last tablespoon of oil. Increase the heat to medium, and pour the egg mixture into the pan. Add the cheddar cheese, and stir, spreading the ingredients evenly through the egg mixture. Place the scallions on top, and gently pat down into the egg.

**4.** Cover and cook for about 2 minutes. Transfer the pan, uncovered, to the broiler, and let the contents cook until the top gets a little brown and the eggs are cooked through. If you feel the eggs need a bit more time, but the top is already browned, replace the cover on the pan and let it sit on the stove top (with no burners on) to continue to cook. Once the dish has cooled, cut the frittata into wedges. A spatula is helpful in getting the wedges out of the pan. Serve at room

temperature with a dollop of salsa verde on top.

### Salsa Verde

- 1/2 cup cilantro leaves, washed and dried
- 1/2 cup parsley leaves, washed and dried
- 1 heaping tablespoon capers
- 1/2 lime, juiced (about 1 tablespoon)
- 1/2 jalapeño or other hot green pepper, seeded and coarsely chopped (optional)
- 1 clove garlic, quartered
- Pinch salt
- 1/3 cup extra virgin olive oil

Put all ingredients except the olive oil into a food processor, then pulse several times. With the food processor running, slowly add the olive oil, and puree until smooth. The flavors will become more intense as the salsa verde combines. Put a dollop on top of each frittata wedge.

### WATERMELON AND FENNEL SALAD

By Laura Pensiero, RD  
Red Hook, New York

Serves 4

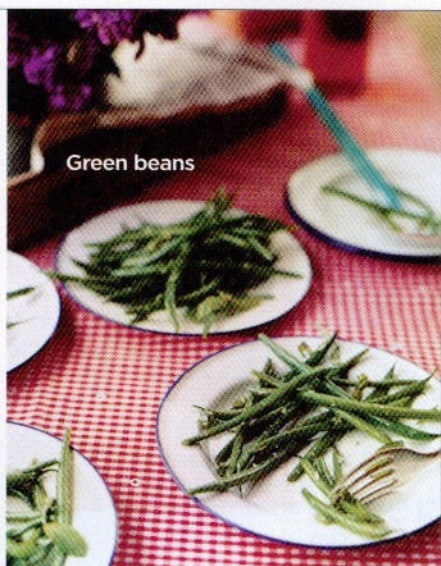
Make your version with as many local ingredients as possible—don't be afraid to experiment. Great ingredients also keep you well: One serving of this salad provides 20 percent of the daily value of vitamin C, 40 percent of vitamin A, almost 200 milligrams of potassium and numerous natural antioxidants.

- 2 cups cubed Upstate Farms watermelon
- 1/4 Hearty Roots Community Farm red onion, thinly sliced
- 1/4 Upstate Farms fennel bulb, thinly sliced
- 1 tablespoon chopped fresh mint
- 1 teaspoon diced, seeded jalapeño pepper
- Grated zest and juice of 1 lime
- 1 tablespoon grape seed oil
- Salt and pepper, to taste
- 4 cups Sky Farm baby greens (about 5 ounces)
- 1/4 cup crumbled Lively Run Goat Dairy feta

**1.** In a mixing bowl, combine all ingredients except salt and pepper, baby greens and feta. Season with salt and pepper, and gently toss. Transfer to the refrigerator and let set at least 20 minutes, to allow the flavors to combine.

**2.** When ready to serve, mound about





Green beans

1 cup of the baby greens on each plate; divide the watermelon-and-fennel mix on top of the greens. Sprinkle the feta over all.

### GREEN BEANS

By Nikki Woodland  
Colton, Washington

Serves 6 to 8

- 2 pounds green beans, preferably haricot verts, washed and root end trimmed
- 1 tablespoon extra-virgin olive oil
- $\frac{1}{2}$  tablespoon minced fresh garlic
- $\frac{1}{4}$  cup basil leaves, rolled and thinly sliced
- $\frac{1}{4}$  cup mint leaves, chopped
- Salt and pepper, to taste

1. Bring a pot of salted water to a boil. Add the green beans, and cook until just tender, about 3 minutes. Drain the beans, and immediately immerse them in a bowl of ice water; drain again.
2. Heat the oil in a large sauté pan over medium heat. Add the garlic and cook, stirring constantly, until soft. Add the green beans, and toss to coat. Remove from the heat, and add the basil, mint, and salt and pepper; toss well.

### SWEET GREEN-TOMATO PIE

By Amanda Kimble-Evans  
Boalsburg, Pennsylvania

Makes 1 pie, 6 to 8 servings

If your tomatoes are on the dry side, you can reduce the amount of flour in the recipe by a couple of tablespoons.

#### Crust

- $2\frac{1}{2}$  cups all-purpose flour
- 1 teaspoon sugar
- 1 teaspoon salt

1 cup cold butter (2 sticks), cut into pieces

$\frac{1}{3}$  cup, plus 1 to 2 tablespoons ice water

1. In a food processor, combine the flour, sugar, salt and butter, then pulse until the mixture resembles coarse crumbs with a few pea-size pieces. Drizzle in the ice water, and pulse a few times, just until the mixture comes together. If necessary, add another 1 to 2 tablespoons of ice water. If you don't have a food processor, break the butter into the flour mixture with a pastry cutter or two knives, until it looks like coarse crumbs with a few pea-size chunks, then add the ice water; stir until the mixture comes together.
2. Gather the dough by hand into a rough but cohesive ball, and divide it in half. Flatten each half into an 8-inch disk. Wrap the disks in plastic wrap, and refrigerate at least 30 minutes.

#### Filling

- $1\frac{1}{3}$  cups sugar
- $\frac{1}{4}$  cup plus 3 tablespoons flour
- $1\frac{1}{4}$  teaspoons cinnamon
- $\frac{1}{4}$  teaspoon finely grated nutmeg
- 1 teaspoon salt
- 4 cups diced green tomatoes ( $\frac{3}{4}$ -inch chunks)
- Zest and juice of 1 small lemon
- Organic milk, for brushing
- 1 tablespoon coarse sugar

1. Preheat oven to 425°. In a large mixing bowl, combine the sugar, flour, cinnamon, nutmeg and salt. Add the tomatoes, lemon zest and juice to the flour-sugar mixture, and toss to coat.
2. Roll out one circle of crust, line a regular 9-inch pie plate, and refrigerate. Roll out the second circle of crust, and retrieve the first from the refrigerator; pour in the tomato mixture, and top the pie with the second crust. Trim the excess around the edges, and crimp to seal. Cut steam vents in the top crust, brush it with organic milk, and sprinkle with coarse sugar. Bake the pie 35 to 45 minutes, or until the tomatoes begin to bubble up through the vents. Let the pie cool 15 to 30 minutes before slicing.

### WHEN LIFE HANDS YOU LEMONS . . .

By Karen Fairbairn  
Arkville, New York

Makes about 1 gallon

- 2 cups freshly squeezed lemon juice (about 6 to 8 lemons)
- 8 cups cold water
- 2 cups sugar →



1. Pour the lemon juice into a large pitcher. Add water and sugar a bit at a time, tasting as you go along—you may like it sweeter or tarter than the recipe calls for.
2. Stir, and allow flavors to mingle a bit. This lemonade is best if it sits overnight in the refrigerator.

## **SOLSTICE FRESH BLUEBERRY PIE**

By Reiner Bohlen  
Corvallis, Oregon

Makes 1 pie, 6 to 8 servings

### **Crust**

- 9 tablespoons ( $\frac{1}{2}$  cup plus 1 tablespoon) organic butter, divided
- $\frac{1}{2}$  cups all-purpose or pastry flour
- $\frac{1}{2}$  teaspoon salt
- 3 to 4 tablespoons ice water (more if necessary)
- $\frac{1}{2}$  teaspoons cider vinegar

1. Cut 3 tablespoons of butter into  $\frac{3}{4}$ -inch cubes and freeze; cut the remaining butter into cubes, and refrigerate until ready to use. Place the refrigerated butter, flour and salt in a food processor, and pulse for 20 seconds. Add the frozen butter, and pulse until the mixture forms pea-size pieces. Add the water and vinegar, and pulse until the mixture comes together (if the dough is too dry, add more water, 1 tablespoon at a time).
2. Heat the oven to 425°. Turn out the dough onto a lightly floured counter or board, and knead slightly. Pat the dough into an 8-inch disk, wrap it in plastic, and chill at least 30 minutes before rolling out.
3. On a lightly floured surface, roll out the dough into a circle about  $\frac{1}{8}$ -inch thick. Ease dough loosely into a 9-inch deep-dish pie plate, and with kitchen scissors or a sharp knife, trim edge

of the dough to leave a  $\frac{3}{4}$ -inch overhang. Fold the extra  $\frac{3}{4}$  inch of pie dough under itself. Let the crust rest for 15 minutes, and then crimp the edges.

4. Using a fork, prick the pastry all over the bottom and up the sides of the pie plate to prevent the dough from puffing during baking. Line the crust with foil, and weight it with pastry weights or a cup of dry beans or rice. Bake for 20 to 22 minutes, or until the crust is a light golden brown.

### **Filling**

- 6 cups fresh blueberries (preferably organic), rinsed and dried, divided
- $\frac{1}{2}$  cup plus 2 tablespoons water, divided
- 2 tablespoons cornstarch
- 2 teaspoons lemon juice, freshly squeezed
- $\frac{1}{2}$  cup sugar
- Pinch salt
- Whipped cream for garnish (optional)
- Zest of 1 lemon

1. Measure 1 cup of berries, choosing the softest ones, and put them in a medium saucepan; add  $\frac{1}{2}$  cup water. Over medium heat, bring the berries to a boil.
2. In a small bowl, whisk the remaining 2 tablespoons of water with the cornstarch. After the blueberries come to a boil, lower the heat and simmer until the mixture thickens and the berries begin to burst, about 5 to 7 minutes. Add the lemon juice, sugar, salt and the dissolved cornstarch, and continue to simmer until the mixture is translucent. Remove from the heat, and add the remaining 5 cups of berries, tossing to coat.
3. Spoon the blueberry mixture into the prebaked pie shell, and refrigerate until set, about 2 hours. Pipe whipped cream around the edge and top with lemon zest before serving. **M**