

Jameson's Whiskey Darlin' features weekly farmer's market

Rian Schaible

The convenience of grocery stores has become a driving force in shaping the lives of individuals and nations. As Evan Williams, a co-founder of Twitter, recently put it, "Convenience decides everything." Convenience seems to make our decisions for us, trumping what we like to imagine are our true preferences creating a cultural attitude of easy is better, and easiest is best. For all its influence, the greater power of convenience may arise from decisions made in aggregate, where it is doing so much to structure the modern economy. Particularly in food-related industries, the battle for convenience is the battle for industry dominance.

On the flip side, while possibly a little less convenient, farmer's markets are far better for the environment, local community, and economy. There are many reasons why this is true. If you're truly curious what makes a farmers' market so beneficial, it has everything to do with sustainability. Local food systems with short supply chains are resilient and dependable

in making food available to their communities and provide an essential service to the communities they feed, as well as the farmers, ranchers, and crafters that rely on them. Emerging research supports that outdoor marketplaces like farmers markets can be safer than alternative grocery retailers due to unlimited air circulation, sunlight, and the flexibility to enforce social distancing by spreading out vendors and products. Although farmers markets are among the safest places to buy food, the increased costs and time required to stay operational are major challenges for all markets. It is more important than ever to support our local farmers markets during this time. Jameson's Whiskey Darlin', a coffee bar and specialty retail shop located at the north end of Main Street, makes local agricultural market support easier than ever. Their parking lot is dotted with local vendors selling produce, baked goods, syrups, honeys, and more every Tuesday from 9 a.m. to 1 p.m., come rain or shine.

At first glance, this venue may appear to be a rustic version of Star-

bucks, but in fact they are more than a coffee shop. Summarized from their website, they are artists, creators, thinkers and doers who share a common goal: building a strong community of makers with trust and lifetime values. They are a locally owned and operated, full-service coffee and beverage bar, and home to 100% Remy Kona Coffee, bubble tea and bursting boba, Lotus Energy Drinks and açai bowls. They offer take-out breakfast sandwiches and lunches featuring the products locally crafted and sold at their shop, like flavor-packed salads with lettuce and veggies from the weekly farmer's market.

Jameson's Whiskey Darlin' is located in the Forest County seat, Crandon; options for indoor and outdoor shopping and dining, drive-through and call ahead services are available; and stands to be the only food and beverage-based business in the county that does not showcase fried, processed, and mass-produced menu items. They are truly one of a kind.

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Owner of Jameson's Whiskey Darlin', Stacey Jameson

Photos courtesy of Stacey Jameson

**Kentuck Day
Festival and Show &
Shine + Swap Meet
July 24, 2021
At the Crandon
Courthouse Square
and Webber-Hill
Funeral Home
9 AM to 3PM**

Kentuck:
<https://tinyurl.com/4s8n2rph>
Car show:
<https://tinyurl.com/3ukubhwn>
Email:
info@visitforestcounty.com
Phone: (715) 478-3450
Website: visitforestcounty.com

**KENTUCK DAY
FESTIVAL
2021
SPONSORED
BY FOREST
COUNTY
CHAMBER OF
COMMERCE**

Art & Craft Show



FOR THE FIRST TIME EVER IN FOREST COUNTY, WE PROUDLY INTRODUCE KENTUCK 'SHOW & SHINE' FOR CAR ENTHUSIASTS AND THE LIKE TO GATHER FOR AN EXCITING AUTO EXHIBIT. THIS IS A CHANCE TO SHOW OFF AND/OR COME SEEAM AMAZING LOCAL CUSTOM CARS, VINTAGE VEHICLES, AND ROADSTERS. ADDITIONALLY, WE ARE INTRODUCING THE SWAP MEET. THIS IS WHERE YOU CAN FIND ANYTHING AND EVERYTHING FOR YOUR RIDE, AND SELL AUTO-RELATED GOODS AS WELL. WE LOOK FORWARD TO SEEING YOU THERE!



HOLLYWOOD HILLS CAMPGROUND & CRANDON SALOON

10209 Kemp Lane, Crandon, WI 54520 715-212-3308




OPEN
Thurs. & Fri. 5 - Midnight
Sat. 11 a.m. - Midnight
Sun. 11 a.m. - 6 p.m.

- Campground w/ 47 all power & water sites, with a camp store right off the UTV trails and open from May-Oct. 17th.
- Only outdoor bar in the area.
- Event Center-rental venue for weddings or any party.

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