



PUBLISHER'S LETTER

It begins as a challenge to a more creative way of thinking about food, progresses to a lifestyle that gets into your blood then culminates in a rediscovery of a simpler way of life and a mission of eating local. Welcome to *edible Dallas & Fort Worth!*

Edible Dallas & Fort Worth is a member of a dynamic network of over 50 hyper-local magazines. We publish each season and are dedicated to bringing news and information about the region's food scene on a local, seasonal and community centric basis.

Each region has its own dynamic food culture full of stories and colorful anecdotes. Our goal at *edible Dallas & Fort Worth* is to find these stories and bring them to you along with the faces behind the stories—our own local heroes. In our fast paced existence, we can forget that nestled right in the middle of Plano, Texas is a 3rd generation family dairy farm. Lavon Farms defied the odds and held on to its heritage. This passion for retaining the land and carrying on the tradition of the family is but one example of the new food revolution.

We are what we eat, but in this era of huge industrialized farms, we can't always trust the food our animals are fed and the soil in which our vegetables are grown. Entangled in that mistrust is the transportation issue. Shipping these food products many miles across the country and oftentimes continents, leaves a huge carbon footprint on our environment and contributes significantly to global warming. Simply

put, it's simply time to think about a more community-centered life. Food grown and nurtured close to home tastes better and packs a more nutrient rich punch. Every purchase you make from the local growers, producers, chefs, wine makers, food artisans and other professionals, collectively contributes to the growth and sustainability of our own local community.

We want to thank our advertisers, who have joined us, not only to help get the word out, but to share with you their passions for a more sustainable community. Without them, this magazine would not be possible. So stop in and invest in some of their local offerings. Let them know how much you appreciate their contribution to our local and sustainable economy. Help them spread the word that local, sustainable and community is back.

And finally, as we emerge from a different type of war on the home front, we encourage each of you to plant your own victory garden in this new era of hope. It can be as simple as planting a few carrots, tomatoes or greens in a patio pot. You will reap the benefits of a culinary awareness that leads to a renewed spirit. Let us renew our symbiotic relationship with nature, right here in Dallas & Fort Worth and our surrounding communities in Texas. We are the *New Brand in Town*.

—Karen McCullough & Nanci Taylor

Karen Nanci