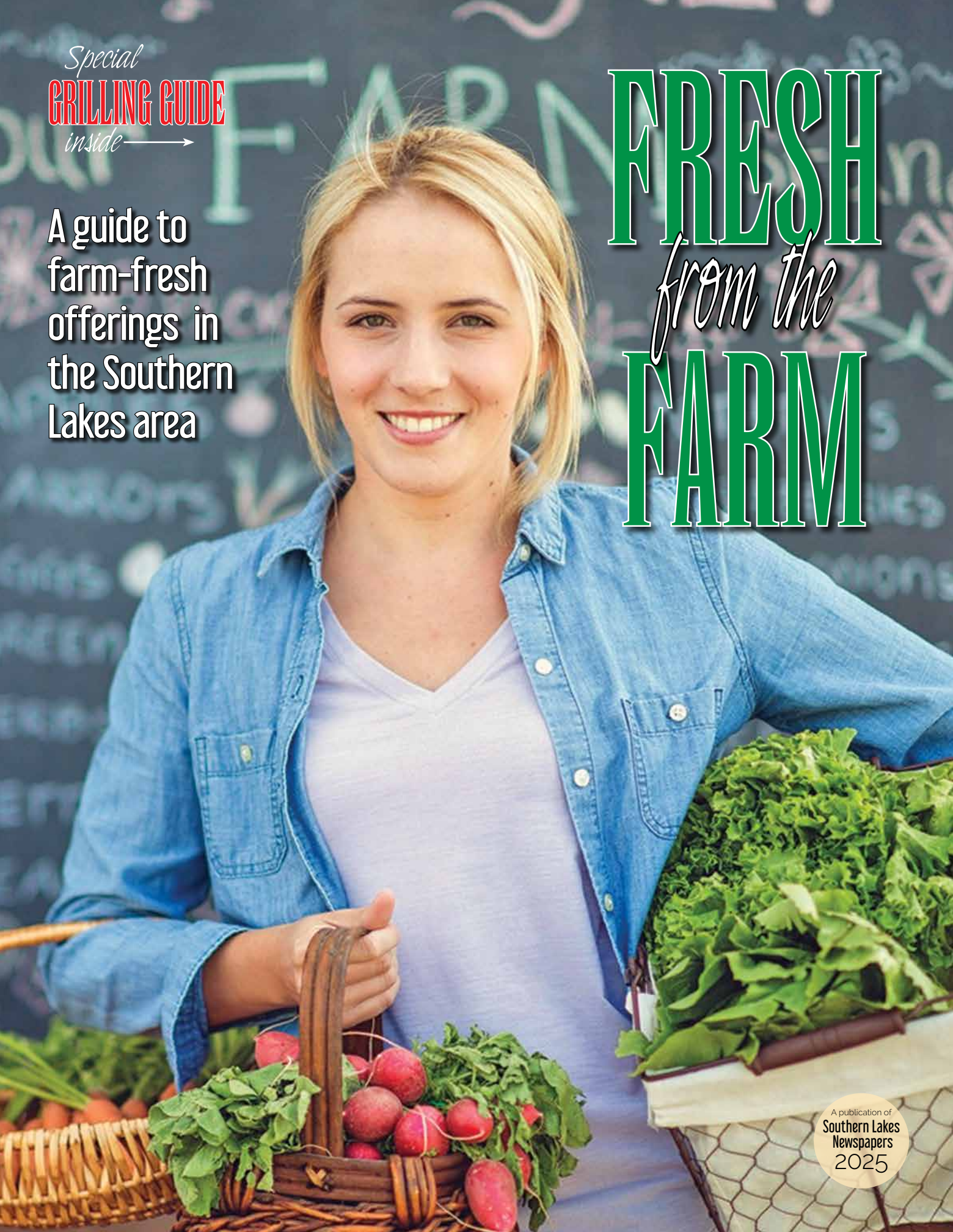


*Special*  
**GRILLING GUIDE**  
*inside* →

A guide to  
farm-fresh  
offerings in  
the Southern  
Lakes area

# FRESH *from the* FARM



A publication of  
Southern Lakes  
Newspapers  
2025

# MARKET TIME

Markets vary as far as the number of vendors on any given week as well as the items available. But they generally feature products from locals, including farms, growers, artisans and others.

Here is a listing of some of the markets in the area.

## Burlington Farmer's Market

The market is at Wehmhoff Square on the corner of Washington and Pine streets, 3 to 7 p.m., Thursdays through October. For more information, follow Burlington Farmer's Market on Facebook or visit [burlingtonwifarmersmarket.com](http://burlingtonwifarmersmarket.com).

## Delavan Market at Tower Park

Held 3 to 7 p.m., Thursdays, through Sept. 11 at Tower Park, between Walworth Avenue and Park Place in downtown Delavan. For more information, call 262-728-5095 or email [info@delavanwi.org](mailto:info@delavanwi.org).

## East Troy Farmers Market

The East Troy Farmers Market is at Honey Creek Collective, N8030 Townline Rd., Fridays, 3 to 6 p.m., through Oct. 3. For more information, follow East Troy Farmers Market on Facebook.

## Elkhorn Saturdays on the Square

This farmers market is on Saturdays, 9 a.m. to 1 p.m., through Aug. 30 at Veterans Park, 100 W. Walworth St., Elkhorn. For more information, email [info@elkhornchamber.com](mailto:info@elkhornchamber.com).

## Genoa City Farmers' Market

Held Fridays, 3 to 7 p.m., through Sept. 26 at Veteran's Park, 700 Fellows Rd. For more information, follow Genoa City Farmers Market on Facebook.

## Kenosha Public Market

The market is open Saturdays through Oct. 25, 9 a.m. to 2 p.m. (8:30 a.m. opening for seniors

and people with disabilities) at 625 52nd St., Kenosha. For more information, visit [kenoshapublicmarket.com](http://kenoshapublicmarket.com)

## Lake Geneva Farmers Market

Held 8 a.m. to 1 p.m. Thursdays through October by Horticultural Hall, 330 Broad St., Lake Geneva. For more information, visit [horticulturalhall.com](http://horticulturalhall.com).

## Geneva Outdoor Market

The Geneva Outdoor Market is 10 a.m. to 2 p.m., Sundays through October on the Lake Geneva House of Music festival grounds, N3241 County Trunk H, Lake Geneva. For more information, visit Geneva Outdoor Market on Facebook.

## Mukwonago Farmers Market

The Mukwonago Farmers Market is at Field Park, 933 Highways 83 and NN, Wednesdays from 2 to 6 p.m., through Oct. 8. For more information, visit the Facebook page, Mukwonago Farmers Market.

## Palmyra Makers Market

Held 4 to 8 p.m., Mondays, through September near the corners of Taft and North Second streets. For more information, follow Palmyra Makers Market on Facebook.

## Union Grove Public Market

Held Tuesday afternoon through September near the Piggly Wiggly at the northwest corner of Highway 11 and 67th Drive. For more information, email [info@uniongrovechamber.org](mailto:info@uniongrovechamber.org).

## Whitewater City Market

The City Market is held Tuesdays, 4 to 7 p.m. through September (In October the hours are 4 to 6 p.m.) The market is held in the Cravath Lakefront Park parking lot. For more information, follow Whitewater City Market on Facebook or email [whitewatercitymarket@gmail.com](mailto:whitewatercitymarket@gmail.com).

## Williams Bay Farmers Market

The market is held 8 a.m. to 1 p.m. Fridays through Aug. 29 along the waterfront in Edgewater Park on East Geneva St. For more information, follow Williams Bay Farmers Market on Facebook.



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# 'A relaxed and friendly atmosphere'

Vendors tout exposure, customer experiences at market in Burlington

By **Jason Arndt**

STAFF WRITER

Regardless of community, people can seemingly find a farmers market within their immediate area, including one in the City of Burlington.

The Burlington Farmers Market, like others in the area, allows businesses an opportunity to garner needed exposure and meet directly with customers in a relaxed atmosphere.

Bevin Dawson, one of four owners of Burlington Coffee Co., always enjoys making appearances at the Burlington Farmers Market.

"For us, the farmers market is just a great way to be seen. The vibe of farmers markets is just a relaxed and friendly atmosphere," Dawson said. "We can meet each other and talk about the products we are behind. It is so nice to see the faces of people who buy your products."

The Burlington Coffee Co. also has a prominent place in the Loop Commons located in the Chestnut Street loop.

While some businesses receive a needed boost through customer traffic, others rely on farmers markets to make ends meet, including the Hemken Honey Co. based in Big Bend.



Andy Hemken, owner of Hemken Honey Company, serves as president of the Market Board and makes appearances in five other markets in southeastern Wisconsin.

"I am a local businessperson and this is how I make my living. This is how we make our money," he said.

Hemken also noted farmers markets

oftentimes offer better quality products compared to national retailers.

"Instead of a national distribution network, where you are getting a lot of generic product, you are getting a local product, which most of the time is better for you," Hemken said. "It also supports a lot of local businesses."

Aside from Burlington, Hemken travels to markets in New Berlin, Brookfield, Greenfield, and Mukwonago as well as one hosted by Milaeger's in Racine.

He said he keeps coming back to Burlington because it offers him a chance to reinforce relationships with existing customers.

"This market is laid back and gets a lot of regular customers from the City of Burlington and other surrounding areas," said Hemken, who credits Market Manager Carol Reed with its success.

For more information on Hemken Honey Co., visit [hemkenhoney.com](http://hemkenhoney.com).

In addition to returning vendors, including Hemken Honey Company and Burlington Coffee Co., others arriving to the Burlington Farmers Market may be looking to jumpstart their business enterprise.

## A market debut

Paige Wightman made her first appearance on May 22 at the Burlington

• CONTINUED ON PAGE 12



**above:** Owner Andy Hemken, of Big Bend based Hemken Honey Company, speaks with customers at the market in Burlington. Hemken said farmers markets are an important part of his business. **inset:** Paige Wightman, owner of so da-lightful soda stands, mixes up a drink for a customer at the May 22 Burlington Farmers Market. She made her official farmers market debut.

JASON ARNDT PHOTOS *Fresh from the Farm*

## 2025 Fresh from the Farm

A publication of  
**Southern Lakes Newspapers**  
[www.MyRacineCounty.com](http://www.MyRacineCounty.com)  
1102 Ann St., Delavan, WI 53115  
(262) 728-3411

Editor in Chief..... Heather Ruenz  
General Manager .....David Habrat  
Advertising Director..... Vicki Vanderwerff  
Page Design..... Jen DeGroot

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# KEEPING IT FRESH & LOCAL

## Lake Geneva Farmer's Market a longtime summer staple

By **Sandra Landen Machaj**  
CORRESPONDENT

A block of Broad Street in Lake Geneva on any given Thursday morning during the warmer months is likely the busiest area downtown.

From 8 a.m. to 1 p.m., each Thursday, the Lake Geneva Farmer's Market runs from early May through Oct. 31. It consists of farmers, gardeners, artists and craftsmen – all of whom primarily come from the southern Wisconsin area with a variety of home-grown, home-produced or hand-created merchandise.

The beginnings of the market date back to 1912, when early foremen of some of the summer estates on Geneva Lake competed against each other with vegetables, flowers and plants. They eventually formed the Lake Geneva Horticultural Society and donated the land at 330 Broad St. in Lake Geneva for the building of a home for the society, which became Horticultural Hall.

"The original stalls from these early markets are still in the courtyard, but no

longer used," said Sean Payne, director of the market.

Today, the stalls for the market line the streets along Broad Street for a full block. Additional vendors set up in Horticultural Hall.

"We have about 50 vendors and there are also about another 30 vendors that are in front and alongside the Episcopal Church of the Holy Communion and sponsored by them," Payne said.

He said each of the vendors sign a contract for the entire season and can renew it for the following year.

As the season starts, the locally grown vegetables and fruits vary by the season. One crop that is always available – and one of the bestsellers – is fresh flowers. There are a variety of flower vendors that offer mixed bouquets.

### Family-friendly market

The market is a family affair and Payne

encourages visitors to bring their children. Schools also bring in students for field trips. Central Denison, a school just a block away from the market, often schedules a trip for its first graders, and students learn about growing food in the area and creating edible items like cheese, jam, dips and breads.

"Bring the kids," said Payne. "There are activities for them to enjoy, starting with story time at the Lake Geneva Farmer's Market in a partnership with the Lake Geneva Library. Marley's Harley, an ice cream truck, will also be available."

Miss Wendy from the library handles story time, and during the summer it's held at the farmers market each Thursday at 10:30 a.m. The event involves reading books aloud, followed by themed activities and socializing. The final story time of each month is bilingual, with books read in English and Spanish.

In the event of rain, story time moves indoors – at the Lake Geneva Public Library.

**from left:** A variety of fresh breads and rolls are generally available at the market each week; Locally grown fresh flowers in ready-to-take bouquets are a favorite of shoppers at the market.

SANDRA LANDEN MACHAJ *Fresh from the Farm*

## Keeping it local

All items sold at the market are made by the purveyors. Nothing sold at the market is purchased elsewhere and resold, thus keeping in line with the original premise of the market – freshly grown produce and flowers.

Produce can be limited at the start of the market season, understandably but even early on, green lettuce, onions, radishes and early strawberries can be found. Mushrooms, grown indoors, are available throughout season.

As the summer progresses, tomatoes, cucumbers, green beans and, of course, fresh sweet corn – are among the offerings that make their way to the market. In the fall, pumpkins also begin to arrive.

A Wisconsin market would not be complete without freshly made local cheese from master cheesemakers like Decatur Dairy and Steve Stettler.

Honey is often sought for health reasons and Macy Kyle, who became a beekeeper with her own hives last year, sells her honey through The Birds & the Bees in Janesville, as well as at the market.

She said it's important to use local honey for help with allergies and explained the difference in color between spring and fall honey.

"The fall honey has a more golden color than the spring honey," shared Kyle. "Dogs also benefit from honey to treat some ear infections."

Ya Ya's Skordalia, which has Greek almond dip is another favorite of regulars at the Lake Geneva Farmer's Market. There is generally a crowd gathering around the Ya Ya's stand, waiting for samples and to purchase the variety of flavorful dips offered, from the standard flavors to seasonal ones.

While the outside vendors at the market offer foods, flowers and more, inside Horticultural Hall are a variety of arts and crafts booths featuring handmade items. Shoppers can browse jewelry, crocheted items, cards, purses, prints and more.

The Lake Geneva Farmer's Market is open rain or shine. For more information, follow the Lake Geneva Farmer's Market on Facebook or visit horticulturalhall.com.

**from top:** A variety of mushrooms, fresh and pickled, are offered by River Valley Ranch; Produce varies depending on what's ripe but local lettuce among the items sure to make a summer meal taste fresh; Macy Kyle, of The Birds & The Bees, sells her locally harvested fresh honey at the farmer's market.

SANDRA LANDEN MACHAJ *Fresh from the Farm*



# Fresh fruit, produce from the Sweet Corn Lady



By **Jennifer Eisenbart**

STAFF WRITER

Late last summer near the Delavan Lake inlet, Theresa Lee tried to shoo off a photographer.

“You can’t take a photo now. You have to come in the morning,” she said. “We’re almost out!”

That it was 2:30 in the afternoon and the Sweet Corn Lady produce stand was nearly empty when the stand is normally open from 9 a.m. to 6 p.m. was a sign of how business is going.

In addition to the eponymous sweet corn, the stand also stocks tomatoes, peaches, muskmelon and watermelon – among other fresh delights when available, like nectarines and plums.

On Saturdays, the stand has homemade Amish bread, along with several selections of homemade jam.

Add in peppers, cucumbers, green and wax beans and zucchini, and the Sweet Corn Lady stand has just about everything fresh a visitor could look for.

“We are well known because we have been there for 68 years and are known for our quality,” Theresa said.

The farm stand is part of a Wisconsin tradition – fresh product from fields and trees, brought to market by farmers, who then sell the fruits and vegetables directly to the consumer.

The Sweet Corn Lady, located on Highway

50 in Delavan, near the bridge in the inlet, is also part of that tradition. The stand started by selling sweet corn out of the back of a truck in downtown Delavan back in 1957.

The woman behind it all, Jerry Lee, moved the location to the inlet area in the early 1970s and has been there since.

In the 1980s, she added a second location in Elkhorn, though that one no longer exists.

The stand has been a destination for many a family, but Jerry Lee raised four daughters and six grandchildren at the stand.

“My dad started to raise melon in 1940,” Jerry said. “He then got into the sweet corn. He would just take the truck to Delavan or whatever and they’d just buy it from the truck.”

When Jerry graduated from high school, she asked if she could take the truck to Delavan – which started the business in 1957.

Jerry worked at the stand, at least in part, until three years ago when she broke a hip. Now, Theresa has taken over the stand, with her children working beside her – just like she did.

“They’ve all done well for themselves,” Jerry said of her family.

Jerry explained the stand is a people-oriented business, with families coming up and sharing hugs when the stand first opens at the end of June. The children working for the Sweet Corn Lady also learn better people skills, Jerry said.

Operating a farm stand allows the

flexibility in working part time and still having time for family.

But the stand also stands (pun intended) on what it carries and the quality of what it provides to its customers.

“We just carry what is popular,” Theresa explained.

In July, that is ripe, ready-to-pop watermelon, the sweet corn, and Missouri peaches that taste nothing like the ones in the grocery store.

“We are known for our peaches now,” said Theresa, adding that the stand is the only one in the area with the particular kind they carry.

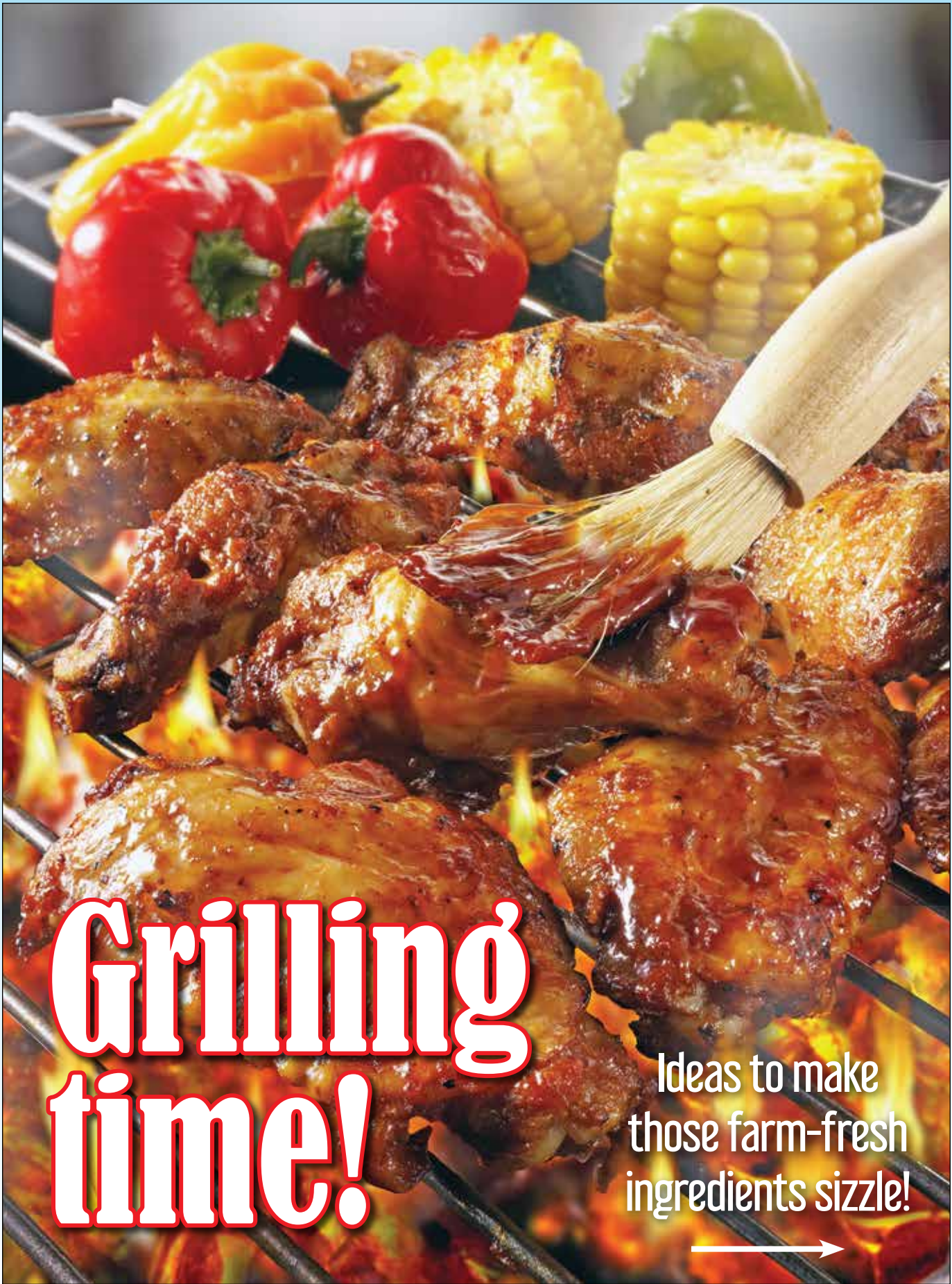
The reason for the stand lasting 68 years, though – in addition to the family dedication – might just be attributed to the dedication of the customer base.

“We have kept it going because of our amazing customers telling us we can never leave them,” Theresa said.

The Sweet Corn Lady stand is open from 9 a.m. to 6 p.m. every day from late June until Labor Day. For more information on the stand, including special notices and new arrivals of fruit and vegetables, follow the Sweet Corn Lady and Daughters on Facebook.

The Sweet Corn Lady farm stand – located on Highway 50 near the inlet on Delavan Lake – has been a standard in quality for the last 69 years for fresh produce.

JENNIFER EISENBART *Fresh from the Farm*



## RECIPES

### GRILLED CORN ON THE COB

4 large ears of sweet corn in husks  
1/2 cup butter, softened  
3 tbsp. minced parsley

Peel back husks from corn to within 1 in. of bottom; remove silk. Soak in cold water for 20 minutes; drain. Pat corn dry. Combine the butter and parsley; spread over corn. Rewrap corn in husks and secure with string.

Grill corn, covered, over medium heat until tender, turning often, 20-25 minutes.

### BARBECUE GLAZED HAM

3/4 cup ketchup  
3 Tablespoons brown sugar  
1 1/2 Tablespoons Dijon-style mustard  
2 Tablespoons Worcestershire sauce  
2 Tablespoons lemon juice  
2 teaspoons chili powder  
1 1/2 pounds of sliced, fully cooked ham

Mix first six ingredients for sauce. Cut fat edge of ham. Brush meat liberally with sauce. Let stand 1 hour.

Grill over coals 5 to 6 minutes per side, turning once and brushing with sauce.

*Recipe courtesy of Sarah Duesterbeck.*



### GRILLED SALMON FILET

2 cups of water  
2 teaspoons salt  
2 pounds of salmon filet  
cut into 4-inch pieces  
1 lemon  
Fresh dill, chopped  
Lemon pepper

In a large resealable plastic bag,

combine water and salt, add salmon and brine for 3 to 4 hours.

Discard brine and pat dry.

Season salmon with lemon pepper, thin lemon slices and chopped fresh dill.

Before starting grill, coat heavy duty foil with nonstick cooking spray.

Grill skin side down over medium heat for 15 to 20 minutes or until fish flakes easily.

*Recipe is courtesy of Brian Hinzpeter.*

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# RECIPES

## SUMMER VEGETABLE MEDLEY

- 1/2 cup melted butter
- 1 teaspoon fresh parsley
- 1 teaspoon basil
- 1 teaspoon chives
- 3/4 teaspoon salt
- 1/4 teaspoon pepper
- 3 ears sweet corn, husks removed, cut into 2-inch pieces
- 1 sweet red pepper, cut into 1-inch pieces
- 1 sweet yellow pepper, cut into 1-inch pieces
- 1 zucchini, cut into 1/2-inch slices
- 10 to 12 large fresh mushrooms

In a large bowl, combine first six ingredients. Add corn, peppers, zucchini and mushrooms. Toss to coat vegetables. Place vegetables in a disposable foil pan.

Grill covered, over medium-high heat for 5 minutes; stir. Grill 5 minutes longer or until vegetables are tender.

## CAMPFIRE POTATOES

- Serves 4 to 6
- 5 medium potatoes, peeled and thinly sliced
- 1 medium onion sliced
- 6 Tablespoons butter
- 1 1/2 cup Sargento homestyle cheese blend
- 2 Tablespoons fresh parsley
- 1 Tablespoon Worcestershire sauce
- Salt and pepper to taste
- 1/3 cup chicken broth

Place the potatoes and onions on a large piece of heavy foil dot with butter. Combine with cheese, parsley, Worcestershire sauce, salt and pepper sprinkle over potatoes. Fold foil up around



potatoes and broth. Seal the foil edges tightly. Grill covered over medium heat for 35 to 40 minutes or until potatoes are tender.

*Recipe is courtesy of Ruth Pfeiffer.*

## GRILLED ROMAINE SALAD

- 1/3 cups plus 3 tbsp. olive oil, divided
- 2 tbsp. white wine vinegar
- 1 tbsp. dill weed
- 1/2 tsp. garlic powder
- 1/8 tsp. salt
- 6 green onions
- 4 plum tomatoes, halved
- 1 large cucumber, peeled and halved lengthwise
- 2 romaine hearts, halved lengthwise

In a small bowl, whisk 1/3 cup olive oil, vinegar and seasonings. Brush the onions, tomatoes, cucumber and romaine with remaining oil. Grill the onions, tomatoes and cucumber, uncovered, over medium heat for 4-5 minutes on each side or until onions are crisp-tender.

Grill romaine for 30 seconds on each side or until heated through. Place romaine on a serving platter. Chop vegetables and sprinkle over romaine. Drizzle salad with dressing. Serve immediately.

## BACON-WRAPPED FILET MIGNON

- 4 bacon-wrapped beef tenderloins
- Black pepper
- White garlic powder
- Red paprika
- 1 stick of butter
- 1/4 cup fresh lemon juice (one lemon)
- 1/4 cup Worcestershire sauce

Season meat with pepper until you can't see the meat. Sprinkle garlic powder over the pepper and then paprika over the garlic powder.

Heat butter, lemon juice and Worcestershire sauce in a small

saucepan.

Drizzle one Tablespoon of sauce over each tenderloin but don't disturb the spices, just make a paste. Flip the meat over and do the same to the other side. Marinate covered in fridge overnight.

Grill over hot coals for 6 to 7 minutes each side for medium rare.

*Recipe is courtesy of Lisa Fagon.*

## GRILLED RIB-EYE STEAKS

- 1/2 cup soy sauce
- 1/2 cup sliced green onions
- 1/4 cup packed brown sugar
- 2 cloves minced garlic
- 1/4 teaspoon ground ginger
- 1/4 teaspoon pepper
- 2-1/2 pounds beef rib-eye steaks

In a large resealable plastic bag combine first six ingredients. Add steaks to the marinade. Seal and refrigerate for at least 8 hours.

Drain and discard marinade.

Grill steaks over medium-hot heat for 8-10 minutes or until meat reaches desired doneness.

## GRILLED FLANK STEAK

- 1 beef flank steak
- 1/4 cup soy sauce
- 2 tbsp. white vinegar
- 1 1/2 tsp. garlic powder
- 1 1/2 tsp. ginger
- 3 tbsp. honey
- 3/4 cup vegetable oil
- 1 lb. sliced mushrooms
- 1 green pepper cut into strips
- 1 red pepper cut into strips

In a bowl, combine the first 7 ingredients. Pour 3/4 cup marinade into a shallow dish; add the beef. Turn to coat; refrigerate, covered, for up to 24 hours, turning once. Cover and refrigerate remaining marinade.

# RECIPES

Drain beef, discarding marinade. Grill flank steak, uncovered, over medium heat for 6-8 minutes on each side or until meat reaches desired doneness (for medium-rare, a thermometer should read 135°; medium, 140°; medium-well, 145°).

Meanwhile, in a skillet, cook vegetables in reserved marinade until crisp-tender. Thinly slice steak across the grain. Serve with vegetables.

## BARBECUE CHICKEN THIGHS AND DRUMSTICKS

- 1 1/2 cups brown sugar
- 1 cup water
- 1 cup cider vinegar
- 1 cup ketchup
- 1/2 cup vegetable oil
- 2 Tablespoons salt
- 1 Tablespoon mustard
- 2 teaspoons Worcestershire sauce
- 1 teaspoon soy sauce
- 1/2 teaspoon pepper
- 5 pounds chicken thighs and drumsticks

In a large resealable plastic bag combine first 10 ingredients. Add chicken thighs and drumsticks. Seal bag, turn to coat and refrigerate overnight.

Drain and discard marinade. Grill chicken (covered) skin side down for 15 minutes over indirect medium heat. Turn and grill for an additional 15-20 minutes.

## POTATO PACKETS

- 5 medium potatoes, peeled and thinly sliced
- 1 medium onion, sliced
- 6 Tablespoons butter
- 1/3 cup shredded cheddar cheese



- 1 Tablespoon fresh parsley or parsley flakes
- 1 teaspoon garlic powder
- Salt and pepper to taste
- 1/3 cup chicken broth

Spray two large pieces of heavy-duty foil (about 20-by-20 inches) with cooking spray.

Divide the potatoes and onion evenly between the pieces of foil. Dot with butter. Top with cheese, parsley, garlic, salt and pepper. Fold foil up around potatoes and add the broth. Seal packets tightly.

Grill over medium heat 40 to 45 minutes.

## GRILLED ASPARAGUS

- 1 pound fresh asparagus
- Crisco no stick cooking spray
- 1/2 tsp. salt
- 1/4 tsp. pepper

Prepare charcoal or gas grill. Spray asparagus with no stick cooking spray. Grill asparagus for 3 minutes, flip, grill other side 3-4 minutes. Sprinkle with salt & pepper.

*Recipe is courtesy of Sarah Duesterbeck.*

## ROASTED BRUSSELS SPROUTS

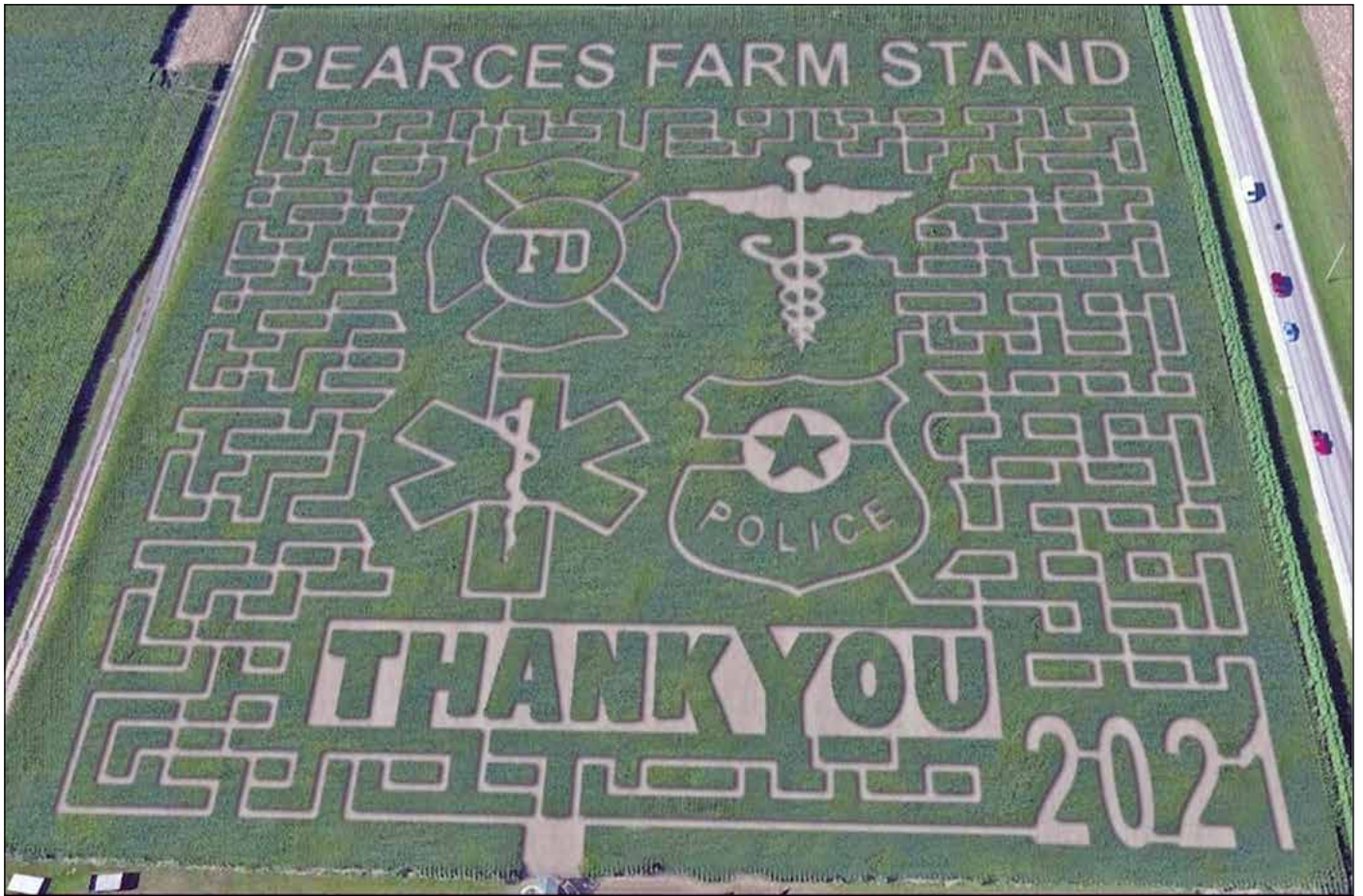
- 1 1/2 lb. brussels sprouts, cut lengthwise
- 1/2 tsp. garlic powder
- 1 tsp. pepper
- 1 tbsp. honey
- 1/2 cup olive oil

Preheat oven to 450F. Place an empty baking sheet in the oven to preheat. Cut Brussels Sprouts lengthwise into halves and transfer to a bowl. Season with 1/4 cup of the olive oil along with kosher salt, black pepper, garlic powder, and honey. Mix until all the brussels sprouts are evenly coated.

Once the baking sheet is hot, carefully set it on a heatproof surface and drizzle about 1/4 cup of olive oil evenly across the baking sheet. Carefully add the mixed brussels sprouts and place them flat side down on the tray.

Roast the brussels sprouts in the oven for 25-30 minutes until crispy, flipping occasionally over once about halfway through cooking.





# Pearce's Farm Stand a family affair



**from top:** Each year, Pearce's has a nearly 13-acre corn maze professionally designed. Shown is the design the family chose for 2021, honoring first responders; Bob and Mary Ann Pearce, shown standing in one of their corn fields, started the farm years ago and now have four generations involved in its operations.

SUBMITTED PHOTOS *Fresh from the Farm*

By **Heather Ruenz**  
EDITOR IN CHIEF

Pearce's Farm Stand has been dedicated to offering fresh produce, homemade bakery goods, and seasonal fall decorations for years.

They could not accomplish those goals without the help and dedication of many family members, and currently boast four generations being actively involved.

But that's far from the only goal of the longstanding family farm, which is also dedicated to being a place that features family fun and is supportive of the greater community.

Located at W5740 North Walworth Rd. – at the intersection of highways F and 67 in Walworth, Pearce's Farm Stand is open from 9 a.m. to 5:30 p.m. seven days a week, mid-July through October.

Among the many events that bring family fun to Pearce's is two car shows each summer, a large corn maze that has a new design each year, live music on the weekends in the pavilion, and plenty of activities to keep kids and the young-at-heart entertained.

There are concessions available weekends, 11 a.m. and 5 p.m. at Pearce's. Food options include hot dogs, brats, burgers, pulled pork, garlic toast, roasted sweet corn, pretzel bites,

nachos, fresh squeezed lemonade, soda, apple cider donuts and slushies, hot apple cider, coffee, hot chocolate.

The family hosts a Customer Appreciation event the third weekend in September, as well as an Octoberfest event, which includes polka music and dancing.

The farm stand offers a wide variety of seasonal fruits and vegetables. There is a farm fresh bakery on site with donuts, specialty breads – apple cider, rhubarb, banana and zucchini, and cookies – chocolate chip, peanut butter, cranberry walnut oatmeal and sugar. Other offerings include kettle corn, homemade caramel sauce (made the old-fashioned way in a copper kettle), caramel candy and hand-dipped caramel apples.

## How it began

Robert (Bob) and Mary Ann Pearce started dairying in 1955 just a mile down the road from the current Pearce's Farm Stand location. Ten years later they moved east to the corner of County F and Highway 67 in 1965.

The farm was originally purchased

• CONTINUED ON PAGE 13

Farmers Market operating a vendor booth called so da-lightful soda stand.

A registered nurse at a local hospital, she never would have envisioned having a vendor booth but wanted to pursue the opportunity.

“Even a year ago, I never would have imagined it,” Wightman said. “My job is pretty stressful. I thought it would be a fun thing to do outside of work to stay busy.”

According to its Facebook page, the establishment aims to be a go-to stop for dirty sodas, sweet sips, and flavor-packed fun.

A dirty soda is described as a drink consisting of soda spiked with cream, flavored syrups, or fruit juices, according to multiple sources.

She said dirty sodas have become a popular trend in the United States, particularly on the west coast, and wanted to bring the idea to her hometown.

“It has been great so far. It has been super busy and I have been so overwhelmed with people asking about our soda,” she said.

Previously, Wightman has made appearances in Genoa City and plans to participate in the Maker’s Market presented by Flippin’ Fabulous in Burlington.

Most importantly, she said, in addition to continuing to pursue her side hustle, a



Bevin Dawson, co-owner of Burlington Coffee Co., holds a light-hearted discussion with patrons wandering throughout the May 22 farmers market in Burlington.

JASON ARNDT *Fresh from the Farm*

farmers market serves as a critical tool for many other vendors.

“You get to see all of these vendors that you wouldn’t normally know about,” Wightman said.

Wightman’s business is accessible on

Facebook and Instagram.

The Burlington Farmers Market typically operates from 3 until 7 p.m. on Thursdays from May through September at Wehmhoff Square Park in downtown Burlington next to the Burlington Public Library.

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by Amos Van Dyke in 1848 through the Homestead Credit Act for \$1.25 per acre. The Pearce's are the second family that has operated the farm since Wisconsin became a state in 1848. A few of the original buildings from that era are still in use on the property today.

In 1967, the Pearce family had a few dozen extra sweet corn and pumpkins. The five Pearce kids decided to sell the surplus by the edge of the road to raise money for 4-H projects and their college education.

In the beginning, only a few vegetables were available for sale. Podded peas were available in June, followed by corn in July. With a ready supply of child labor, as stated on the website, intensive crops were planted and cared for by hand throughout the season.

In the years to follow, sweet corn went from being planted a couple of times to regular plantings throughout the spring and early summer to make certain there would be a continuous supply to keep the one wagon farm stand stocked, where a young person would wait for customers.

By the mid-1970s the market had expanded to multiple wagons with a variety of produce grown on the farm including zucchini, beets, basil, tomatoes, leeks, winter squash, cucumbers, dill, green beans and more. The addition of apple products also became available, provided by a local grower.

Today, Pearce Farms continues to offer the wide variety of quality, fresh fruits and vegetables that have been offered for years.

"We continue to hand pick all our vegetables at the peak of perfection to bring you the very best," the family says on the website, also mentioning the fall decorations offered – a favorite for customers.

"From your traditional large, round pumpkins to unique ones such as Lunch Lady Gourds with warts all over their skin like those found on a witch's face. We have tiny pumpkins and gourds all the way to the 300-



plus pound Atlantic Giant pumpkins," they said.

"With such a wide array of colors and choices you will have a hard time deciding which ones you will want to decorate your home with."

## Fresh produce

Fresh fruits and vegetables available at Pearce's Farm Stand are based on the season and features "a variety of items to satisfy your every craving for seasonal, fresh, fruits, vegetables and more."

Pearce's Farm Stand is especially known for its sweet corn, which is picked "every morning to ensure a sweet, fresh flavor, and a wide assortment of pumpkins and gourds."

Special care is given in vegetables being handpicked, washed and offered for sale.

"(We) strive to grow and provide quality, farm fresh, wholesome family food to nourish and enjoy," they said.



Once the stand is open, keep an eye on the website which offers a general idea of when specific produce will be available.

Among the offerings by mid-July with most available until October, are blueberries, lemons, banana and bell peppers, cucumbers, sweet corn, tomatoes, green beans, summer squash, zucchini, beets, kohlrabi, potatoes and sweet potatoes and onions. In early August, cantaloupe, watermelon, peaches and sunflowers are added. September brings the addition of brussels sprouts, Indian corn, decorative gourds, pumpkins, corn stalks and winter squash.

## Corn Maze

One of the biggest attractions at Pearce's each year is the annual corn maze, which spans nearly 13 acres. The maze is open daily, 9 a.m. to 4:30 p.m. from early September through October and features a new theme each year.

In addition to fresh produce, the corn maze and a variety of events throughout the open season, there is a market at Pearce's Farm Stand that features many more items for customers to choose from.

The market is stocked with a variety of items from jams, jellies, salsa and locally harvested honey to maple syrup, BBQ sauces, pickles and flavored spreads.

"We also offer fresh donuts and kettle corn made every weekend on site," they said.

For more information – including updates on events – visit Pearce's Farm Stand on Facebook or [www.pearcefarms.com](http://www.pearcefarms.com).



**from top left:** This trio of watermelons at Pearce's can create a rainbow of fresh fruit; A variety of Pearce's homemade, fresh-baked, specialty breads are available in the market; In addition to fresh produce and other offerings, the market features local jams, jellies, salsa, maple syrup, honey and more.

SUBMITTED PHOTOS *Fresh from the Farm*

# As summer approaches, markets bloom

Area communities have gone well beyond farmers markets in offerings

By **Jennifer Eisenbart**

STAFF WRITER

As the weather gets warmer and the signs of spring and summer appear, something else becomes more prevalent in Wisconsin.

Only, what used to simply be called a farmers market isn't quite that simple anymore. What began in many communities as a cooperative effort to provide locally grown produce has grown – no pun intended – into so much more.

Communities throughout the area offer their own takes. For Whitewater, the city market goes outdoors from May to September on Tuesdays from 4-7 p.m. in the Cravath Lakefront Park parking lot. Palmyra Makers Market is Mondays 4-7 p.m., near the corner of Taft and North Second streets. Delavan's Market at Tower Park is 3-7 p.m. Thursdays. Elkhorn's Veterans Park plays host to Saturdays on the Square through the Labor Day weekend, from 9 a.m. to 1 p.m.

## City Outdoor Market

In Whitewater, just about everything you can imagine at the market, from fresh fruits and vegetables (limited early on, but increase in number and variety as the weather gets warmer), to vendors, crafters and live music.

There is a partnership with Whitewater Parks and Recreation featuring the Concerts in the Park series starting after the Fourth of July, as well as a June "feed bag" workshop to upcycle empty feed bags into reusable shopping bags.

Market vendors change weekly, and are shared on the market's Facebook page.

For those not utilizing social media, sign up for email updates at [whitwatercitymarket@gmail.com](mailto:whitwatercitymarket@gmail.com).

Market hours do go past September, albeit in abbreviated form. In October it runs from 4-6 p.m., and from November until April, an indoor market runs on Saturdays from 10 a.m. to noon.

## Saturdays on the Square

While area markets – and indeed, Saturdays on the Square – always have items for sale, it's something more in Elkhorn.

For instance, there's an opportunity to try out some exercises with Fitness in the Park. Functional Fitness LLC runs the free classes during the market beginning at 9 a.m. sharp.

Visitors can check out between 20 and 25 vendors each and every week. They offer seasonal farm goods – meat, fruits, vegetables, lettuce and herbs – as well as honey, homemade dog treats, crafts,



The Whitewater City Market is one of many in the area offering everything from fresh produce (and plants) to bakery items to crafts and more.

TOM GANSER *Fresh from the Farm*

woodworking and stained glass items.

"Saturdays on the Square is a quick and easy way to support local," said Kate Abbe, Elkhorn Area Chamber of Commerce partner engagement and marketing coordinator. "From small start-ups to commercial and non-profits, you'll see a variety of business owners eager to introduce you to their business products and services."

Abbe said allowing vendors to commit on a week-by-week basis also allows for a variety not always seen in area markets.

Vendors set up in Veterans Park, which is on the square in downtown Elkhorn, on a first-come, first-serve basis, which means that locations along the market pathways can and do change. There are also a variety of ready-to-eat options, including food trucks.

## Market at Tower Park

For Delavan-Delavan Lake Chamber of Commerce Executive Director Malinda Obershaw, the market is all about opportunity.

"You can grab some tasty snacks," she said. "You can have a beverage, stroll through the market listening to live music. You can come down and have dinner. Basically, it's a great family place to hang out, or just come to unwind after work," Obershaw added.

Now at more than 40 full-season vendors, the market has really ramped up the last few years, adding live musical performances,

beverages sold by the chamber and closing the street by Parkside Pub for a beer garden.

Featured vendors include everything from Le Dolce Crepa (freshly made crepes), Milos Tacos and Good Oak Farmstead to Auntie GG's (gourmet garlic and bakery treats) and Marisellaneous Goods (private music lessons).

But it's not just food and fresh produce, or even the wide variety of fresh bakery items – Obershaw pointed out that several restaurants also buy from these vendors.

Additionally, it's a haven for high-quality crafters who put their works on display.

Also, Piecha Island Golf will re-grip golf clubs at the market, and non-profit organizations have a chance to share their messages during the market.

This year, Aram Public Library will have a weekly bookmobile at the market. And it's family friendly as there's a bounce house and facepainting for the kids.

## Palmyra Market

The Palmyra Makers Market provides a wide selection of fresh produce, artisanal foods and live entertainment.

Market participants include: ABCDfarmhouse, Modern Frontier Farms, H2M2 Nation, S & K Sourdough Company, Fritz Laser Engraving and Gifts, Molly's Candles, RedBud Acres, Freeze Dried Goodz, Sam's Creations, Serenity Honey Farm, Linda S. Crafts and Hoops & Loops by Misty.

# Geneva Lakes Produce stand a popular place

By **Jason Arndt**  
STAFF WRITER

Geneva Lakes Produce, a multi-generation farm, has a farm stand prominently located on highways 120 and 11. It uses half of its farm to grow fresh produce, such as sweet corn, watermelon, cantaloupes, onions, shallots, green beans, strawberries.

They also produce other products, like herbs and flowers, including gladiolus and sunflowers.

"We also do fresh cut herbs," Manager Corban Koster said last summer.

The Kosters, including Corban, have been farming for several generations, with the gladiolus and strawberries serving as the earliest crops produced by the family.

In the 1980s, the Koster Farm became known as Geneva

Lakes Produce headed by Corban's father, Scott, who began expanding crop offerings and access to produce through the farm stand and at area farmers markets.

"My great grandpa used to farm gladiolus and strawberries, and then my grandfather did mostly corn and beans," Corban said.

Since then, it has remained in the same family.

Geneva Lakes Produce makes appearances at multiple farmers markets, including one on Thursdays in Lake Geneva, as well as some in northern Illinois.

The family's farm stand is a popular place, even early in the season when it's self-serve.

"That is our bread and butter," Koster said of the busy season when the stand is staffed daily. "It is open every day for everyone who wants to get fresh and local



produce."

Amy Rose Weber, who manages the farm stand, began as a seasonal employee before becoming a full-time staff member.

Weber was in her fifth season at the farm last summer when interviewed. She worked in the education industry and corporate world and decided to leave both to help the Koster family.

Weber, who graduated from an area high school, said the decision to depart the corporate world enabled her to return to her hometown.

"This used to be just a summer job, and I worked for the school district and I also actually left corporate," she said.

Weber said last July she enjoys seeing visitors come from the Milwaukee and Chicago areas as well as some from neighboring Minnesota.

"We have had some travelers from Minnesota come down as

well," she said. "It has been very cool to see."

In March 2023, Geneva Lakes Produce experienced a devastating fire, causing the family to lose one of its greenhouses on the property as well as critical supplies needed for harvesting and storing crops.

Since then, Geneva Lakes Produce has remained busy, keeping up with current operations while continuing to replenish supplies, Koster said.

Weber said the community stepped forward after the fire and offered support in many ways, which was amazing.

"Since we had the fire ... a lot more people have been coming out to help us rebuild and help us regrow," Weber said last summer. "We couldn't be here without the community."

For more information, visit the website at [genevalakesproduce.com](http://genevalakesproduce.com) or follow Geneva Lakes Produce on Facebook.



**from top:** Geneva Lakes Produce farm stand manager Amy Rose Weber bags items available at the stand last summer. The stand sees customers from a wide area including Milwaukee, Chicago and even Minnesota; Geneva Lakes Produce, located at highways 120 and 11 in Spring Prairie, begins as a self-serve stand but once fully stocked, is staffed daily.

JASON ARNDT PHOTOS *Fresh from the Farm*

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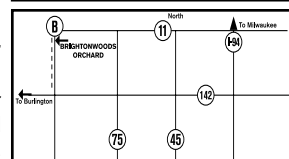
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