



HEATHER LUPLOW HARTLE, EDITORIAL + CREATIVE DIRECTOR

Eating In

Although I was raised in suburbia, I've always had romantic visions of the farmer's life. Growing up in Michigan, where we were always driving past endless fields of corn, certainly helped form this fascination. But living in the middle of SF—without even a yard to garden in—I've learned more about the realities of farming than I ever did while growing up.

The Bay Area is home to some of the country's most progressive farmers; it's impossible to live here and not be influenced by the dialogue bubbling up from this

the cognoscenti. It's more than fitting, then, that the Nation—an American take on Terra Madre, Slow Italy. I'm proud to say that 7x7 is a sponsor.

To celebrate the Bay Area's bounty, senior first-generation farmers for "The New Crop," do realize that my farm fantasy is going to have to do. Alemany Farm, comanaged by Jason Mark and It functions as a four-acre backyard of sorts for youths that work the farm also deliver the vegetables. Visit the farm yourself via our video on 7x7.com.

In a different embodiment of our city's values, eats ("Around the City in 31 Meals," p. 86). While SF has more than its share of wonderful high-end restaurants, our dining scene just wouldn't have the same flavor if it weren't for the *pupuserias*, the *pbo* joints, the dumpling houses and the pizza parlors. And while these aren't usually the places serving grass-fed beef and locally grown Chantenay carrots, they're almost all family-owned and -operated. In a time of monoculture and big-box chains, I'd venture to say that supporting these mom-and-pops is as critical as supporting small organic farms.

And while it might not seem quite as noble, I think supporting our local bars is our duty too. On page 100, we celebrate the dive bar. My longtime favorite is the Ha-Ra in the Tenderloin, where I know I'll get a lousy drink but be guaranteed a good time. Sinatra is always on the jukebox, and then there's the bartender, Carl. Some people say he can be grumpy, but I've never met a bigger-hearted man.

As we wrapped up this food issue, we debated between two cover options: vegetables plucked from the urban earth at Alemany Farm or a pulled-pork barbecue sandwich from Roadside BBQ, in the Richmond District. Instead of choosing, we decided to run both. We don't want to sacrifice anything that makes up the core values of our city—and there's no reason we should.

Enjoy the issue!

—Heather Luplow Hartle,
Editorial + Creative Director
beatheer@7x7.com

ON MY LIST



The best of both worlds: Our **two covers** represent SF's core food values. Support the little guys through good eating *and* buying from small farms.

Shots? No—the best way to
ap
si



SF's own 479 offers a variety of addictive all-natural, organic gourmet popcorn in flavors like cashew and madras coconut curry. 479popcorn.com

er from Design
n Reach uses
bal and louseki
to purify
dwr.com



Golden Gate Park gets ready to rock out Aug. 22–24, when the **Outside Lands Music & Arts Festival** sets up shop. shoutsideands.com



SF's own 479 offers a variety of addictive all-natural, organic gourmet popcorn in flavors like cashew and madras coconut curry. 479popcorn.com

(HARTLE): CLAUDE SHADE; (POPCORN): STEFANIE MICHEJDA; REST COURTESY OF THE MANUFACT