



Dear ,

Blueberries are in season. Where are your favorites from? Although it's not food-related, check out the guest post on business plans. Please enjoy this week's newsletter. If you have a friend or two who might like the newsletter, why don't you suggest they [sign up](#) by forwarding this email? Or you can click the little envelope at the top right corner to send to a friend, Twitter, Facebook, or LinkedIn.

Thanks,  
Anne



### Shopping and Eating: In Search of Food at the Super Duper Market

Sometimes it's really interesting to spend a summer Friday in the city. The Accidental Locavore was invited to a dinner to kick off the opening of the Super(Duper)Market, a pop-up market in Chelsea last weekend. In the interest of research, I decided to hang out and check it out. The market was a mash-up of two of-the-moment ideas: artisanal food from Brooklyn (inspired by a recent *New York Magazine* article?) and pop-up stores. Add in exclusivity (three days only) and bragging rights and you've got what every New Yorker lives for, so it was bound to work, right?

[Bragging rights continued:](#)

### Battle of the Blueberries: New Jersey vs. Maine

Because it's almost impossible to wash blueberries without tasting them (first one, then another, then...you know how that goes), while the Accidental Locavore was rinsing off some blueberries from Stokes Farm, I started nibbling. These were perfect New Jersey berries, big, round, robust. It got me thinking how much blueberries reflect their *terroir*. Think about it, so much of the Garden State is big, round and robust.

[New Jersey vs. Maine:](#)



### New This Week:

#### July Calendar

Patty pan squash from Stokes Farm for July (What you thought it would be red, white and blue?). [Click here to download the Accidental Locavore's July Calendar.](#)

To install it on Windows: Download and save the image where you can find it. Then: Control Panel/Personalization/Desktop Background and select the image. Or, just right click on the image and "Set as Desktop Background" Enjoy!

#### Guest Blog on WomenCentric

I was recently a judge for a business competition and learned a lot about what makes a successful business plan. See what worked.

[10 Ideas for Business Plans:](#)

### **Anne on YouTube**

[Check out this great video](#) from the NY Times Small Business Summit. Thanks to WomenCentric for it!

### **Redbook Magazine:**

My accountability partners and I discuss how important it is to have a group you can count on. Buy the August issue and see how well it works! [Click & read:](#)

### **BBC 269**

What are the Blogging Boomers up to this week? [Come enjoy the carnival](#) and meet the newest member.

### **Huffington Post**

How exciting! The Accidental Locavore is now part of Huffington Post's Kitchen Daily! [Click here](#) to follow on HuffPost.

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The **Accidental Locavore** is on [Pinterest](#) and [Alltop](#)! On Alltop, check us out under "food". Way under "food" but moving up! Scroll down towards the bottom of the page.

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