

reliable source to provide her with a steady supply of organic foods for her clients.

One of the principal strategies nutrition consultants propose is consumption of fresh, organic produce. Coincidentally, increased consumption of fruits and vegetables is at the top of the list of strategies to reduce and control obesity put out by the Centers for Disease Control and Prevention. That should be good news for fruit and vegetable growers everywhere.

In 2007, Heard opened the doors of her New York City-based holistic nutritional services firm, Artemis in the City. She did well, expanding her business to include clients throughout the U.S.

A year later, her mother became seriously ill with kidney disease. Heard left the city, returning home to Longview, Texas, to apply what she had learned to help her mother.



Danielle Heard sips juice made from local farmers' produce.

PHOTO COURTESY OF DANIELLE HEARD.



Beets and spring onions from Tanksley Farm at the Historic Longview Farmers Market.

Since most of her local clients are chronically ill, Heard needed a steady supply of good-quality organic produce, because the regimens she provides are high-plant diets, featuring whole grains and legumes.

Luckily, she heard of a local effort to jump-start an organic market in Longview. Heard went to one of the first organizational meetings, where she met Lynette Goodson, who is now the market's manager.

Goodson's vision for the market called for its leadership to be drawn from both buyers and sellers, and Heard was elected as the group's vice president.

One of her early contributions was to recruit growers. There was a small market in Tyler, Texas, that was beginning to flounder, so Heard recruited a number of the market's growers to sell their produce in Longview.

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## Getting opportunity to knock

When Heard moved back to Texas, she was surprised to discover that the region's supply of organic produce was low. "Availability was pitiful," she remarked.

Her practice called for clients to eat what she calls sustainable produce: "traditionally grown, without harmful herbicides and pesticides."

From her perspective, the local East Texas markets offered, at best, slim pickings. "The Vitamin Plus store had a few barrels of organic apples and potatoes, and very limited shelf space for a few seasonal vegetables."



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