

Janine MacLachlan bio

Janine MacLachlan embarked on a delicious road trip to more than 60 farmers' markets in eight Midwestern states under the guise of researching *Farmers' Markets of the Heartland* from University of Illinois Press. She explored markets in leafy parks and edgy neighborhoods, one nestled in a national park and plenty at the steps of county court houses. She met farmers raising heritage cattle on a farm in the same family since 1820 and a woman who made it her mission to get folks growing the Jimmy Nardello sweet Italian frying pepper, and interviewed the man who might be considered the father of the Honeycrisp apple. Pink carrots, slurpy peaches and pie drove sustained her quest. And she finds it impossible to answer the FAQ "what's your favorite farmers market?"

MacLachlan's day job involves a different kind of storytelling as director of integrated marketing for a national association. She has helped build iconic brands like Quaker, Sargento and Cascade, and one of her favorite clients was the California wine industry, where she honed her tasting skills while building market share. She lives in Chicago's West Loop neighborhood with her agriculture economist husband and two cats.

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