

Carolina Brewery, Lilly Den Farms partnership serves up healthy local fare

By Matthew Clements

One of the most popular trends in the last couple of years in the restaurant industry is in emphasizing local and sustainable products. The Carolina Brewery and Lilly Den Farms have partnered to take this credo one step further in a unique relationship that began right after the Pittsboro Carolina Brewery and Grill opened for business.

"One of our first connections in the community was through the Carolina Brewery," Lilly Den Farm's owner Tucker Withington said. "It actually was the first place in Chatham County that we ever stepped foot in. We moved in here just months after the Pittsboro location opened and we thought it was a cool place and started looking for a farm in the area. We used the brewery as a big stepping stone for us as far as meeting members of the community. My wife applied for a job as a server and we both have a lot of friendships and relationships through the brewery. After getting to know the brewers and letting them realize that we were

serious about our business and moving it forward and committing to taking in the volume and taking over the responsibilities of moving all of the brewers spent grain about a year and a half ago."

"One of the major by-products of the brewing process is the spent grain which retains proteins," said Director of Brewing Operations Jon Connolly. "Most breweries will have their spent grain composted in order to minimize the waste but here at the Carolina Brewery, we took it one step further and partnered with Tucker Withington at Lilly Den Farms to provide it for feed to his farm for his cattle and other livestock."

Lilly Den Farms has reaped the benefits of the increased production of the Carolina Brewery with the increased distribution across the state of North Carolina with freshly brewed kegs, growler and now cans of Sky Blue Golden Ale and Flagship India Pale Ale, "It has become an important part of our production because we offer a unique beef: we do not have to use any soybean or corn which leaves a

bad taste in some peoples mouth because of the corn fed [conventional] beef," Withington said. "We use a grass finished beef with some additional brewers grains which works well for our marketing and it makes a quality product without having the negative benefits of corn fed beef that people kind of avoid."

Scientific studies of grass fed beef have shown that they have higher amounts of omega-3 fatty acids and CLA (conjugated linoleic acid) as compared to conventional corn or soy fed cattle which have dramatically reduced amounts of this 'good' fat which has been linked to improved heart health and lowered risk of cancer among other health benefits.

Lilly Den Farms is located in Goldston and has been in operation for over four years and features cattle, pigs, sheep, goats, chicken and seasonal produce. In addition to providing for local restaurants they also sell their products at local farmer's markets and offer CSA (community supported agriculture) shares for their products.

In turn, Lilly Den Farms provides the

Carolina Brewery with a competitive contract price for their beef for their featured 'local burger' which has been a very popular addition to the menu at both the Pittsboro and Chapel Hill location.

The Carolina Brewery's original location in Chapel Hill is celebrating it's 17th Anniversary this February and will be featuring a Belgian White Ale to celebrate the occasion. Both locations are featuring the Super Saaz Imperial Pilsner which is a high gravity lager that packs a punch with the peppery Saaz hop which is a favorite world wide for pilsner style lagers along with a 8.3% ABV. This high gravity beer is only available on site by the glass and at a few select off site accounts.

For more information on the Lilly Den Farm, their CSA program and the farmer's markets where you can purchase their products please check out their web site at .

Matthew Clements is the Director of Food and Beverage for the Carolina Brewery and a staff writer for Inside Carolina.

Forsake your electronic leash

by Jeff Davidson

Nearly everybody I encounter proceeds as if they are constantly at risk of missing out on something by not being near their smart phone or other communication device. Sadly, such individuals can't consistently muster the concentration levels necessary to executive their tasks. The notion of being immersed in a project with no possible distractions is seemingly out of the question. This mind set represents irrational thinking for many reasons.

On most days, most of the time, no call is coming that is so critical that you have to be attuned to commutation devices around the clock. Even when a large opportunity does come your way, if you position yourself correctly, you don't need to be overly concerned with having to answer the phone call or the inquiry the moment it comes.

Establishing notable differentiation in what you offer in your target niche increases the probability that callers and

inquirers who are seeking your product or services will not jump ship merely because you weren't available the first moment they made contact. Indeed, my entire career as a speaker has been based on this concept. Wherever you happen to be along your career journey, when you differentiate what makes you unique and or better than the competition, the obsession with being available the moment anybody inquires vanishes.

Suppose you haven't clearly differentiated your product or services. Even then, you don't have to be totally attentive to smart phones and mobile devices around the clock. You merely need to establish a trade-off between the times when it makes sense for you to concentrate on the task at hand, versus those times when you are available to all inquiries.

You can offer automated or posted messages that tell inquirers the best times to reach you. Most people can understand and respect that. Yes, there will be instances when the inquirer goes on to the next party down the list and you lose that opportunity. That, however, cannot be the rationale for your being a slave to communication technology around the clock.

Missing a phone call does not equal death. Missing an opportunity is not the end of the world, even missing a large

contract because the inquirer went to the next party on the list. Conversely, what is the toll taken on you for being available 24/7? How effective have your solutions been to clients when you are not able to focus on the task at hand, offer your complete and undivided attention, and hence do you best work?

A we proceed into an ever faster future of greater technological capability, the risk of missing something important versus being able to do our best work will become a larger issue for more of the populace, more of the time. It's vital to establish parameters now as to when we will maintain "an open door policy" of being accessible via electronic communication, and when we will safeguard our ability to focus and concentrate by removing or at least limiting any such intrusions.

You owe it to yourself to have quiet, uninterrupted stretches throughout the day and the week when you can think, evaluate, and make the kinds of decisions that a person of your experience, talents, and capabilities is capable of effectively executing.

Jeff Davidson, prolific author and speaker, believes that career professionals today in all industries have a responsibility to achieve their own sense of work-life balance, and he supports that quest through his website www.BreathingSpace.com and through 24 iPhone Apps at www.itunes.com/apps/BreathingSpaceInstitute

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