

MEDIA ADVISORY FOR:
MONDAY, FEBRUARY 6, 2006

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NW CHEFS AND FARMERS TO MEET

Award-winning Chef and cookbook author Deborah Madison will kick off Inaugural Event Seeking to Help Local Farmers and Ranchers Make Direct Connections to Food Buyers

WHAT: The first Seattle Farmer-Chef Connection is a daylong gathering for dozens of this region's farmers and chefs, featuring educational and interactive workshops to forge rural-urban partnerships. Topics include: buying and selling food products direct from the source, innovative food distribution models, sourcing sustainably-raised local meats, and seasonal menu planning. In addition, a fast-paced "speed-dating" exercise pairs buyers with sellers for a quick and lively get-acquainted session.

WHEN: Monday, February 6, from 8:30 a.m. to 4 p.m.

WHERE: University of Washington's Center for Urban Horticulture
3501 NE 41st Street, Seattle, WA

WHO: The event will be hosted by Portland, OR-based Ecotrust, the Washington State Department of Agriculture, and the Chefs Collaborative with local support from the Cascade Harvest Coalition, King County, Washington State University's King County Extension, WSU Small Farms Team, and Washington State Farmers Market Association.

At Monday's conference, Chef Deborah Madison will be joined by Ecotrust vice president for food and farm programs, Deborah Kane, along with King County Executive Ron Sims, and dozens of area chefs and farmers.

For more information, call Jen Lamson, Good Food Strategies LLC, at 206-985-7481 or go to www.farmerchefconnection.org

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9:30 AM - Welcome to the Farmer-Chef Connection

Deborah Kane & Debra Sohm Lawson (Ecotrust)

Linda Chauncey (Seattle Culinary Academy)

9:45 AM - Key Note Speaker Deborah Madison

Being something of a farm kid (she was raised on a dairy farm and in an ag-university by a botanist father), she's long had an interest in plants in general, gardening, and farming. These early experiences have long informed her cooking and writing about food. After over twenty years of teaching, all over the country, she's decided to teach only in places that grow their own food or have access to a farmers' market.

10:45 AM - Break

11:00 AM - The Farmer-Chef Connection: Developing Successful Relationships

Mike and Shelley Verdi (Whistling Train), John Sundstrom (Lark), Luke Woodward (Oxbow Farm), Danielle Custer (Bon Appétit, Seattle Art Museum)
Moderator: Jennifer Hall (Chefs Collaborative)

12:00 PM - Connecting Farmers & Chefs / Producers & Buyers

This is an exercise where producers and buyers have a one-on-one conversation that will last 8 minutes. There will be three rounds of conversations and you will have the opportunity to speak to a new person each round.

12:30 PM - Ron Sims, King County Executive

King County Executive Ron Sims has built his career in public service around the progressive principles of social justice, good government and environmental stewardship.

1:00 PM - Lunch

2:00 PM - Workshops

Keeping it Local All Year Round

Maria Hines (Earth & Ocean), Bruce Naftaly (Le Gourmand), Andrew Stout (Full Circle Farm)

Moderator: Mary Embleton (Cascade Harvest Coalition)

Innovative Distribution Models

Chris Curtis (Farmers Markets), Alison Leber, Karl Kupers (Shepherd's Grain), Abbi Little (Abbi's Northwest), Tim Crosby (21 Acres)

Moderator: Kelli Sanger (WSDA)

Buying and Selling Locally Grown Meats

Linda Neunzig (Ninety Farms), Michaele Blakely (Growing Things Farm), Joe DeLong (Sara Joe's Pork), Carol Nockold (Dandelion Restaurant)

Moderator: Bruce Dunlop (Lopez Island Farm)

3:00 PM - Workshops

Seed Selection and Seasonal Menu Planning

John Nesby (Mor Mor Bistro), Peter Weber (Anne's Flower Farm), Brad Inserra (Brad's Swingside Café)

Moderator: Jerry Traunfeld (The Herbfarm)

Marketing Local: Both From the Farm and On the Menu

Jen Lamson (Good Food Strategies); Jon Rowley (Jon Rowley & Associates), Lissa Gruman (Gruman & Nicoll Public Relations), Anna Brenner, (Marketing and Special Events Director at Flying Fish)

Moderator: Debra Sohm Lawson (Ecotrust)

Seattle Chapter of the Chefs Collaborative (aka FORKS)

Kären Jurgensen (FORKS), Lora Lea Misterly (Quillisascut Farm)

Moderator: Charles Drabkin

4:00 PM - Closing Comments & Wine Tasting