

March 1, 2007



www.FamilyFarmed.org

FamilyFarmed.org Background Information

FamilyFarmed.org Program

FamilyFarmed.org encourages organic farming and new marketing and business opportunities by connecting local and organic farmers with new buyers. It helps to build a food system that supports these farmers by strengthening food security for the Chicagoland area while creating jobs and providing new economic opportunities.

FamilyFarmed.org uses four tools to effectively link local and organic farmers with new sources of business and to educate consumers about the value of supporting local farmers: an annual EXPO, retail program/food label, website, and networking/knowledge-sharing. FamilyFarmed.org is a program of the Chicago environmental nonprofit Sustain.

FamilyFarmed.org EXPO Attendees

The primary and most direct tool that FamilyFarmed.org uses to link farmers to new buyers is the annual, two-day EXPO food event. The only show of its kind, the FamilyFarmed.org EXPO brings together in one forum everyone from local family farmers and food distributors, to chefs and sustainable food businesses. This event features a wide-variety of exhibits including growers, food processors and organizations dealing with food, farming, organics, artisanal food, gardening, public health, food policy, urban agriculture, GMO issues, fair trade, sustainability, and more.

FamilyFarmed.org EXPO Happenings

Dates and Location:

The 2007 “Taste Local Flavor” EXPO—to be held at the Chicago Cultural Center on Friday, March 23 and Saturday, March 24—is open to the public and has three components: the Friday trade day, the Friday night local and organic food and wine tasting party, and the Saturday food festival. The Chicago Cultural Center is located at 78 E. Washington at Michigan Avenue.

Friday Schedule:

The trade day on **Friday, March 23**, from **9 am to 6 pm**, promises to be an **essential forum for those involved in the Midwest food industry and those interested in local and organic food**. Producers, distributors, retailers, consumers, and Chicago-area restaurant and institutional food buyers attend the EXPO this day to network, learn from one another, build marketing relationships, and meet local farmers, food processors, and sustainable business owners.

Friday’s **opening symposium and press event**, from **10:30 am – 12 Noon** in the Theater, features a wide variety of top policy and food industry speakers addressing the public. The confirmed keynote speakers include top names in the food world: Will Allen, Director and Founder of *Growing Power*; Patrick Bradley, Midwest Regional President of *Whole Foods Market*; Rob Everts, Co-Executive Director of *Equal Exchange*; Fred Kirschenmann, Distinguished Fellow of the *Leopold Center for Sustainable Agriculture*; Bill Kurtis, Owner and Founder of *Tallgrass Beef*; Erika Lesser, Executive Director of *Slow Food USA*; Carolyn Mugar, Executive Director of *Farm Aid*; Robert Scaman, President and Co-Founder of *Goodness Greeness*; George Siemon, CEO and Founding Farmer of *Organic Valley*; Jim Slama, President of *Sustain*; and Arran Stephens, CEO and Founder of *Nature’s Path*.

Also open to the public on Friday, from **12 noon – 6 pm** is an **open exhibit trade floor** in GAR Hall and **workshops** on the first floor, such as: *Organic Foodservice for Farmers*, *Packing and Shipping for Wholesale*, *Domestic Fair Trade*, *Marketing Techniques for Farmers and Organic Businesses*, *Managing Merchandiser Expectations*, *Aquaculture*, and more.

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Immediately following the trade day, at **6 pm** in the Cultural Center's Preston Bradley Hall, is the **Friday night Localicious food and wine tasting party**. Those who choose to attend this fundraiser will enjoy a fun evening of delicious organic flavors of the Midwest, as top Chicago chefs pair up with food from local farms and wines from organic vineyards. Among the chefs include Mehmet Ak, *Cousins Incredible Vitality; Chipotle*; Michael Altenberg, *Crust*; John Bubala, *Timo*; Greg Christian, *Greg Christian Catering*; Christophe David, *NoMI*; Mary Ellen Diaz, *First Slice*; Susie Edwards, *Fox & Obel*; Michelle Garcia, *Bleeding Heart Bakery*; Jo Kaucher, *Chicago Diner*; Joncarl Lachman, *Home Bistro*; Gilbert Langlois, *Chalkboard*; Brian Millman, *Uncommon Ground*; Erick Simmons, *MK*; Lou Sopcic, *Sweet Dreams Bakery*; and Randy Zweiben, *Nacional 27*. Tickets are \$75 in advance online, and \$90 at the door. Every dollar benefits local farms and businesses.

Saturday Schedule:

The public is invited to attend the **food festival on Saturday, March 24**, from **9 am to 6 pm**, in GAR Hall and Preston Bradley Hall of the Cultural Center. There is a wide variety of stimulating food-related workshops; an interactive Organic Kids Corner hosted by Purple Asparagus, Nature's Path, and Organic Valley; award-winning movies and documentaries; a bookstore with hundreds of titles; a farmers market with produce, cheese, meats, soaps, honey, syrups, and more for purchase; and demonstrations by some of Chicago's hottest chefs including Rick Bayless, *Frontera Grill*; Karyn Calabrese, *Karyn's Raw and Karyn's Cooked*; Gale Gand, *TRU*; and Bruce Sherman, *North Pond*. Workshop topics include: *Organic Eating on a Dime*, *Healthy Eating for Families*, *Soil Made Simple*, *Urban Agriculture* (panel), *Agri-tourism*, *Sustainable Seafood*, and *State and Federal Farm Policy*, among others.

Prices:

Tickets for Friday or Saturday are \$15 in advance online and \$20 at the door. The Friday evening Localicious food and wine tasting party is \$75 in advance and \$90 at the door. More information as well as Friday night Localicious tickets and special 2-for-1 admission for Friday and Saturday afternoon events, are available at www.FamilyFarmed.org.

Sponsors:

Sponsors of the 2007 FamilyFarmed.org EXPO include the City of Chicago, Goodness Greeness, Whole Foods Market, Organic Valley, Chicago Green Festival, Conscious Choice, Chicago Sustainable Business Alliance, Nature's Path, Earth Friendly Products, Tallgrass Beef, Chipotle, LaSalle Bank, WCPT 850 AM, and Michael Fields Agricultural Institute.

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