



PRESS RELEASE
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2006 FamilyFarmed.org EXPO a Huge Success

Chicago - Locally grown, family-farmed organic food received a big boost during the 2006 FamilyFarmed.org EXPO, March 10 & 11. Notable luminaries and celebrities came to speak in support of expanding local food systems. Chicago's Mayor Daley, Illinois' First Lady Patti Blagojevich and Ambassador Carol Moseley Brown passionately stressed the importance of organic food not only for food security and healthy living, but also as a means for economic development. Chicago is the center of a 2 billion dollar local organic market. TV journalist, Bill Kurtis, who introduced a line of grassfed beef; and Deborah Koons Garcia, acclaimed filmmaker of the movie documentary, *The Future of Food*, were also on hand to generate excitement for family-farms and locally-produced food.

The FamilyFarmed.org EXPO was held at the historic Chicago Cultural Center and featured over 100 exhibits including family farmers and other healthy-living exhibitors. The EXPO was fun for all: people were able to meet the farmers who grow their food, families enjoyed the kids corner; attendees browsed the environmental bookstore; local celebrity chefs shared their recipes through demos and gave out tasty samples; and consumers were able to purchase food ranging from grassfed meats, to tasty baby greens, seasonal produce and other locally produced items like organic cookies, bread, cheeses, soaps, syrup, nuts and honey. Learning was a big part of the event too. Over a dozen workshops offered practical information on a wide range of topics from "Organic Eating on a Dime," to "Genetic Engineering and Its Impacts of Food Safety & Public Health."

The third annual, Family Farmed.org EXPO is scheduled for March 23 & 24, 2007 at the Chicago Cultural Center. Friday, March 23 will be the trade day, when food distributors, retailers, grocers, restaurant owners and chefs have a chance to make connections to local farms and other local organic food companies. Saturday, March 24 will be for food and fun with a day of interesting workshops, demos and farmers market. Both days are open to the public.

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For more information go to FamilyFarmed.org
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FamilyFarmed.org is a project of Sustain.

