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## **5th Annual Seattle Farmer-Fisher-Chef Connection to be held March 1 at Herban Feast Sodo Park**

*Annual event fosters direct relationships between food buyers and producers*

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**Seattle (November, 2009)**—On March 1, Washington state food producers (farmers, ranchers, fishers, beverage makers and artisans) and food buyers (chefs, restaurateurs, institutional buyers and retailers) will come together at Herban Feast Catering’s Sodo Park event center (3200 1<sup>st</sup> Ave. South) for the fifth annual Seattle Farmer-Fisher-Chef Connection (F2C2). The daylong event (8:00am-5:30pm) has become a gathering place for progressive leaders in the food community to network and discuss food and agriculture issues impacting the Northwest. The Seattle Chapter of Chefs Collaborative, which puts on the event each year, is expecting 400 attendees.

What distinguishes this annual event from other regional foodservice trade shows is its emphasis on our local food system and sustainability. “The essence of this gathering is to build community among Washington food producers and local buyers (particularly those from the Seattle market) with a common goal in mind—*moving more local food through the local economy*,” said Chef Seth Caswell, president of the Seattle Chapter of Chefs Collaborative. “It’s about building direct producer-buyer relationships, and providing attendees with practical tools that they can use to enhance their business.”

In addition to a keynote address, this year to be delivered by New Orleans chef and food activist Poppy Tooker, and extensive networking opportunities, Connections typically offer breakout sessions on such topics as solving local food distribution challenges, and growing the market for locally-raised meats. The 2010 event will place a greater emphasis on seafood than in previous years, reflecting the local bounty and demand for local fish and shellfish in Seattle restaurants.

“This event has a real impact on our region,” said Tom Douglas, who delivered the keynote ‘conversation’ with farmer Luke Woodward at the 2009 Seattle Farmer-Chef Connection.



“Farmer-Fisher-Chef has served as a catalyst for changing the way professionals think about, purchase and present food.”

Sponsors of the 2010 Connection include the Washington State Department of Agriculture through the USDA Specialty Crop Block Grant Program, Whole Foods and Herban Feast.

### **About the Seattle Chapter of Chefs Collaborative**

Chefs Collaborative is a national network of over 1,000 chefs, restaurateurs and others dedicated to promoting sustainable practices among food professionals ([www.chefscollaborative.org](http://www.chefscollaborative.org)); the Seattle Chapter of Chefs Collaborative works closely with local producers to grow the Seattle market for food that is healthy for individuals, their community and the environment ([seattle.chefscollaborative.org](http://seattle.chefscollaborative.org)). Hosting the annual Seattle Farmer-Fisher-Chef Connection is an important way that they realize this mission. They also host six to eight Meet & Greets per year at area restaurants; each of these informal gatherings focuses on a single ingredient or topic, with local producers and experts working with the house chef to showcase the featured product.