

Local Products Gain Popularity

One of the fastest trends in the food industry is the local food movement, gaining attention from the media, consumers and the entire foodservice industry.

The trend to eat locally now provides consumers with options for eating healthier, tastier items--as well as helping to support our local farmers. Every dollar spent on locally produced food is reinvested right back into our local communities.

- From field to fork, an average meal in the United States travels 1500 miles.

- The number of farmers markets in Idaho have more than doubled since 2006. At a total of 48, this increase is a clear indicator of consumer's desire to connect with local growers and their products.

- The National Restaurant's Association predicts that local sourcing of ingredients will be the hottest trend on menus in 2010.

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North Idaho Farmer-Chef Collaborative

Moscow:
March 1, 2010



University of Idaho
Extension



Why should I attend?

Marketing your products to the foodservice industry can be intimidating if you don't have the right contacts. **The Farmer-Chef Collaborative can help create essential relationships to begin your work with local foodservice venues.** Whether you are a fresh fruit or vegetable grower, a meat or poultry rancher, or market a more specialized processed item, attend the Farmer-Chef Collaborative to identify local restaurants that can benefit from using your unique products.

What should I bring?

Any information about your operation and production capacity to be used for display. Business cards, seed catalogs, and a list of successful/consistent crop supplies are helpful. Also, feel free to bring any fresh or processed item to sample during the networking event.

Schedule of events:

- 9:00** Producer check-in
- 9:15** Chef check-in
- 9:30-10:00** Program introduction
- 10:15-11:30** One-on-one meetings (Speed dating format)
- 11:30** Adjourn

Date: **Monday, March 1**

Location: **University Inn**
University Room
1516 Pullman Rd.
Moscow, ID 83843
(208) 882-0550

Cost: **\$15.00 per company**
Multiple attendees per company included in fee



Pre-registration and payment required by February 19

To register:

Return completed form and check to:

*Kim Peterson
Idaho State Department of Agriculture
2270 Old Penitentiary Rd.
Boise, ID 83712*

Or, fax the form to (208) 334-2879

Name(s) of those attending:

Company: _____

Address: _____

Email: _____

Products: _____

Direct any questions to:

Kim Peterson

208-332-8532

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