



STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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Farmers and Chefs Connect at Local Foods Event

BOISE, ID – Farmers, ranchers and chefs will have the unique opportunity to discuss ways to source fresh, local agriculture to local foodservice venues at the 2010 North Idaho Farmer-Chef Collaborative. Held in Moscow on March 1, this interactive event, fashioned after the popular "speed dating" phenomenon, pairs buyers and sellers to facilitate one-on-one discussions to match buyer needs with available local products.

The Moscow-Pullman area has great opportunities for growers to connect with restaurants from a wide variety of dining facilities, ranging from high-end establishments to family-style diners with great quality, service, and appeal.

"Local restaurants are eager to capitalize on the growing 'buy local' trend by offering unique, seasonal menus featuring only the freshest items available," said Kim Peterson of the Idaho State Department Agriculture. "The local food movement has succeeded in driving demand and opportunity for local farmers and the local economy. The Farmer-Chef Collaborative aims to build connections within the community while supporting such movements."

The North Idaho Farmer-Chef Collaborative is sponsored cooperatively by the Idaho State Department of Agriculture, Rural Roots, University of Idaho Extension, and the University of Idaho Sustainability Center.

The event will be held at the University Inn from 9:00 am to 11:30 a.m. and costs \$15.00 per agribusiness to attend. Pre-registration is required. For more information, or to register, please contact Kim Peterson at the Idaho State Department of Agriculture at (208) 332-8532 or kim.peterson@agri.idaho.gov.

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