

# SHOW DIRECTORY



## Celebrate Local Food!



**The Midwest's  
Premier  
Local Food Event**

**March 11-13, 2010 • UIC Forum**



# EAT A BURRITO, HELP A FAMILY FARM.



Chipotle is a pioneer in changing the way people think about and eat fast food. Armed with our philosophy of *Food With Integrity*, we take pride in sourcing the highest quality, nutritious ingredients from local and family farmers who are committed to sustainably raising antibiotic and hormone-free meats and organic vegetables.

*Food With Integrity* is not merely a marketing slogan or a philosophy. It is an active process of working back along the food chain. It is a deeper level of thinking, consideration, and comprehension than just the word 'fresh.' It means going beyond distributors to discover how our vegetables are grown, and being cognizant of how our pigs, cows and chickens are raised. It is a philosophy solidly based on a foundation of not exploiting animals, the environment, or people.

We serve more naturally raised meat – from humanely raised and vegetarian-fed animals that are never given antibiotics or growth hormones – than any other restaurant company in the world. Our cheese and sour cream come from cows never given the synthetic hormone rBGH. About a third of the beans we serve are organically grown. As well, wherever possible, we get our produce from local family farms each summer.

Food like this was once served only by the most discerning chefs in the top restaurants or available in specialty food markets. But we think everyone deserves to eat better food from better sources - because food of this quality not only tastes superior, but is better for you.





## Going Local!

Welcome to the 2010 FamilyFarmed EXPO. It's our fifth show and I expect that it will be our best ever. Thank you for joining us! This year marks our first Financing Farm to Fork conference. It's been so exciting to work with the University of Chicago Booth School of Business and Chicagoland Entrepreneurial Center to develop a way to link local food farmers and businesses with capital. We are also pleased to welcome the Chicago Food Policy Advisory Council Summit to join us. And it is an honor that USDA Deputy Secretary Kathleen Merrigan is speaking. She is a driving force behind current federal policy supporting local and organic food. We are so grateful that she is able to join us!

Best,  
Jim Slama  
President, FamilyFarmed.org



### Staff & Consultants

Keighty Alvarez  
John Beske  
Jessalyn Brinkmeyer  
Irv Cernauskas  
Wendy Daniels  
Scott Dravet  
Delia Hollbach  
Suzanne Keers  
Ann Ferguson  
Holly Haddad  
Alan Lake  
Kathy Nyquist  
Chely Pantoja  
James Pirovano  
Kathy Seus  
Jim Slama  
Lloyd Yanis  
Kim Zandstra

Lauralyn Clawson  
Linda Darragh  
Rob Gardner  
Melissa Graham  
Mark Harris  
Bob Heuer  
Lisa Lee  
Portia Belloc Lowndes  
Diana May  
Kenny Mazursky  
Vicki Nowicki  
Paz St. John  
Una Picipic  
Kelly Saulsberry  
Richard Schell  
Kevin Sabo  
Laura Sova  
Sean Wylie  
Jason Zielk

Gaylord and Dorothy  
Donnelley Foundation  
Illinois Department of  
Agriculture  
Liberty Prairie  
Foundation  
Lumpkin Family  
Foundation  
Rudolph Steiner  
Foundation  
Farm Aid  
SARE  
Wisconsin Department  
of Agriculture  
Wholesome Wave  
Foundation  
USDA  
Chipotle Mexican Grill  
Compass Group  
Goodness Greeness  
Sysco  
Wallace Center at  
Winrock International

**Premier Sponsor**  
Goodness Greeness

**Major Sponsors**  
Chipotle Mexican Grill  
Chicago Green Festival  
USDA Risk  
Management Agency  
Whole Foods Market

**Official Sponsors**  
Chartwells Thompson  
Hospitality Chicago  
Chicago Booth  
Polsky Center for  
Entrepreneurship  
Chicago Food Policy  
Advisory Council  
Chicagoland  
Entrepreneurial Center  
City of Chicago

Consolidated Printing  
Company  
Edible Chicago  
FedEx  
Goose Island  
Gourmet Gorilla  
Jane Addams  
Hull-House Museum  
Illinois Department of  
Agriculture  
Locavore Food  
Distributors  
Monogramme Events  
& Catering  
Natropolis  
Organic Valley  
Sustainable Foods  
Sysco  
WCPT  
Viking

### Advisory Board

Marsha Barancik  
Jeremy Berrington  
Laura Bruzas

**Funders**  
Be Heard  
Ellis Goodman Family  
Foundation

### FamilyFarmed.org Board Members

Charlotte Flinn  
Wes Jarrell  
Warren King  
Jim Slama

### Special Thanks

All EXPO speakers  
Rick Bayless  
Bill Buchanan  
Michelle Wert  
Bart Williams  
Paul Kahan  
Jo Kaucher  
Paul Virant  
Gale Gand  
Linda Darragh  
Scott Robinson  
Bari Baskin  
Cleetus Friedman  
Pat Stirien  
Tom Jennings  
Bob Borchardt  
Dan Rosenthal  
Bruce Sherman

Melissa Kogut  
Brian Jordan  
Sheila Ogrady  
Dorothee Royal  
Hedinger  
Jim Braun  
Bob Scaman  
Ron Cropper  
Tom Jennings  
HW Devlin  
Kerry Lofton  
Harry and Beth Drucker  
Aaron Durnbaugh  
John Fisk  
Ann Flood  
George and Vicky  
Ranney  
Mike Sands  
Marty Gerencer  
Gillian & Ellis Goodman  
Illinois Restaurants  
Association  
Irv & Shelly's Fresh Picks  
Marilyn Jones  
Bill Kurtis  
Suzanne Malec  
McKenna

Martina Mann  
Christopher Mann  
Sam Mills  
Brian Murray  
Zina Murray  
Chad Pawlak  
Mike Rahe  
Delayne Reeves  
Bob Scaman  
Isabel Schecter  
Kate Schillin  
Kelly Gibson  
Kay Fandel  
Markus Schramm  
Craig Sieben  
George Siemon  
Sarah Elizabeth Ippel  
Arran Stephens  
Maggie Bahler  
David Spear  
Joyce Chacko  
Bobby Turner  
Chicago Botanic  
Garden  
Patsy Benveniste  
Darien Crawford

Michael Lyu  
Rachel Gross  
Dena Koren  
Fang Yan  
Abraham Weisleder  
Cindy Klein-Banai  
University of Chicago  
Booth School of  
Business  
Chicagoland  
Entrepreneurial Center  
Bob Bloomer  
Jean Saunders  
Marc Zammit  
Eric Hahn  
Anupama Joshi  
Sara Tedeschi  
Gary Cuneen  
Michael Bashaw  
Donna Schauer  
Chelsea Hoffman  
Danielle Hrziz  
Jason Weedon  
Lyndon Valicenti  
Anyia Traisman  
Greg Bertrand

Kevin Piscitello  
Mark Earnest  
Kevin Clarke  
Imran Ansani  
Kyle Nagel  
Ken Sweet  
Pasticceria Natalina  
Mana Food Bar  
Signature Room  
Bistro Campagne  
Nightwood Restaurant  
Lula Café  
Uncommon Ground  
Lao Sze Chuan  
City Provisions  
Trattoria 10  
Heritage Prairie Farm  
Osteria Via Stato  
Province  
Old Town Social Club  
Nonna Santi's  
Biscotti  
Nacional 27  
Prairie Vodka  
Templeton Rye  
Goose Island Beer

Death's Door Spirits  
Mary Michelle  
Vineyards  
Apple Rush  
Intelligentsia Coffee  
and Tea  
Koval Distillery  
Hum Spirits

**Our special thanks**  
to each and every  
volunteer who gave  
selflessly of their time,  
energy, & expertise to  
help with marketing  
outreach, planning, &  
on-site guest relations.  
We are so grateful  
for the extraordinary  
grassroots outreach  
efforts of every  
individual and  
organization who  
helped us get the word  
out.





## Featherstone Farm

Southwest, MN

Owner: Jack Hedin

Although Featherstone Farm grows a variety of organic vegetables, it is best known throughout the Midwest for its rich-flavored heirloom tomatoes. They were a recipient of the Whole Foods Market Local Producer Loan Program in 2008.



[wholefoodsmarket.com](http://wholefoodsmarket.com)



# Table of Contents

- 3 Welcome to the EXPO
- 7 About FamilyFarmed.org
- 9 Chef Demonstrations
- 10 Thursday Schedule
- 14 Friday Schedule
- 19 Saturday Schedule
- 22 Kids Corner
- 22 Author Booksignings
- 24 EXPO Map
- 26 Exhibitor Listings
- 32 Speaker Biographies

Special thanks to our sponsors:





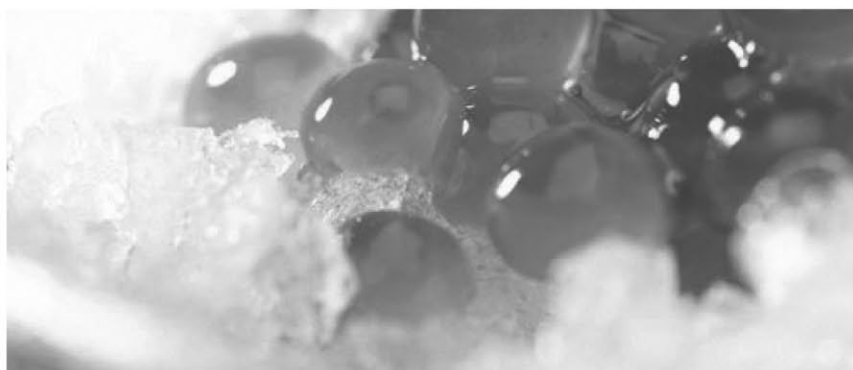


*M*ONOGRAMME  
EVENTS & CATERING LLC

seasonal and sustainable cuisine  
emphasizing artisanal foodstuffs at the peak of their season



1043 North California  
Chicago, Illinois 60622  
P: 773.991.1920  
F: 773.755.6045  
[www.monogrammeevents.com](http://www.monogrammeevents.com)



# About FamilyFarmed.org



**FamilyFarmed.org's mission is to expand the production, marketing and distribution of locally grown and responsibly produced food, in order to enhance the social, economic and environmental health of our communities. We work directly with growers in the Midwest as well as with local and national organizations that serve growers or are working to build local food systems. We also work through our website, annual FamilyFarmed EXPO, and Chicagoland CSA Guide to educate the public about eating locally grown food, supporting Midwestern farm families, and becoming members of local CSA programs.**

## **Our Programs Include:**

### **Local Food Systems Leadership**

FamilyFarmed.org has a history of providing leadership in the local food systems arena through participation in councils, speaking engagements, conferences, meetings, and through consulting. FamilyFarmed.org is represented on the Illinois Food Farms and Jobs Council and on the Chicago Food Policy Advisory Council.

### **Market Development**

Developing direct and wholesale markets is key to building local food systems. FamilyFarmed.org works to build demand and supply and helps to create infrastructure that supports the growth of the system. We do this through developing networks and relationships; the "Find Local Food" and "Chicagoland CSA" sections of the FamilyFarmed.org website; the FamilyFarmed EXPO and Meet the Buyer events; and, through information and referral to link buyers and sellers. FamilyFarmed.org works with many leading buyers of local food including Sysco, Compass Group, Goodness Greeness, Chipotle, Whole Foods Market, Chartwells Thompson Hospitality (Chicago Public Schools), Irv & Shelley's Fresh Picks and Natural Direct to connect them with local food sources.

FamilyFarmed.org also provides technical assistance for farmers. We publish *Wholesale Success: A Farmer's Guide*

*to Selling, Postharvest Handling and Packing Produce.* The 255-page manual includes comprehensive sections on issues such as Building Relationships with Buyers, On-Farm Food Safety, and Calculating Return in Investment. It also includes over 100 crop profiles that give specific harvesting, cooling, storage, and packing information on most of the fruits and vegetables grown in the United States. It is the basis for our Wholesale Success training workshops.

### **Food Access**

Through partnerships, FamilyFarmed.org is developing systems to enhance fresh local food availability and access throughout Chicago, especially in disinvested communities. FamilyFarmed.org is working on pilot projects where federal food program benefits can be accepted at farmers markets. We are also working to double the value of such benefits when used at farmers markets. Finally, we are assessing and will pilot other innovative programs that increase access to fresh local foods in communities without full-service supermarkets.

### **Food Safety**

Food safety is key for all farmers of all sizes and demonstrating that farmers are taking this issue seriously will help to safeguard the growing local foods movement. As such, FamilyFarmed.org is leading the development of a nationally significant on-farm food safety program whereby small to mid-scale fruit and vegetable farmers will have access to a no-charge, easy to use tool that helps them create a personalized on farm food safety plan. FamilyFarmed.org will then present workshops to farmers to train them how to use the tool to create a food safety plan, as well as on the importance of incorporating food safety best practices into their regular operations. FamilyFarmed.org is also working with both the USDA and the WI Department of Agriculture on food safety projects.

### **FamilyFarmed EXPO**

FamilyFarmed.org produces the annual FamilyFarmed EXPO, a trade show, conference, and celebration of local and responsibly produced food. The EXPO has been attended by over 9,000 during its four-year history. The purpose of the event is to link some of the Midwest's best local farmers and family-owned producers of food and farm products with the public, trade buyers and leaders in the field to foster relationships that facilitate the growth of local food systems. Past speakers at the event have included local and national leaders such as: Mayor Richard Daley, Congressman Bobby Rush, researcher Mari Gallagher, Organic Valley CEO George Siemon, journalist and rancher Bill Kurtis, urban farmer Will Allen, Senator Carol Moseley Braun, Farm Aid Director Carolyn Mugar, farmer Fred Kirschenmann, and Chefs Rick Bayless and Gale Gand.

**www.FamilyFarmed.org • 7115 W. North Ave. #504, Oak Park, IL 60302  
ph: 708.763.9920 • f: 708.763.9925 • info@familyfarmed.org**



# FARMING INVOLVES RISKS. WE HELP YOU MANAGE THEM.

You're not alone. We're the Risk Management Agency of the US Department of Agriculture. It's our job to ensure that every farmer and rancher has equal access to all risk management tools and programs, and that all customers and potential customers are treated with dignity and respect. See us for risk management outreach and education.

Further RMA program information is available  
on the RMA website: [www.rma.usda.gov/](http://www.rma.usda.gov/) or from ten  
Regional Offices across the U.S.  
202-690-2686





# Chef Demonstrations

Learn something new at a Chef Demonstration. Let some of Chicago's most talented chefs teach you new culinary skills using fresh, local, ingredients. Learn the art of creating delectable pastry, take a culinary journey to France and Mexico, discover imaginative vegetarian dishes, and much, much more.



## Chef Demonstration Schedule - All Demos in SW Corner of Main Hall

10:30-11:30	<b>Rick Bayless</b> of <i>Frontera Grill/Topolobampo/Xoco</i>
12:00-1:00	<b>Paul Virant</b> of <i>Vie</i>
1:15-2:15	<b>Paul Kahan</b> of <i>Avec/Big Star/Blackbird/Publican</i>
2:30-3:30	<b>Jo Kaucher &amp; Kim Gracen</b> of <i>Chicago Diner</i>
3:45-4:45	<b>Gale Gand</b> of <i>Tru</i>



# Thursday's Schedule



## FINANCING FARM TO FORK CONFERENCE

The Financing Farm to Fork Conference is an opportunity to educate regional farmers and food processors about various financing strategies and then link them with individuals who represent a variety of financing options that may help them grow their businesses. Business education and training will be essential to the success of the conference and breakout sessions will help inform food producers and financiers about the opportunities and needs in this sector. The conference will conclude with a Financing Fair and Reception where farmers and food producers can meet one-on-one with different types of investors and economic development specialists.

### Financing Farm to Fork Schedule

8:00-8:30	Registration			
8:30-8:45	Welcome	Jim Slama of FamilyFarmed.org		
8:45-9:00	Opening Session	Linda Darragh – <i>Entrepreneurship and innovation in the food industry</i>		
9:00-9:30	Morning Keynote	Andy Whitman – <i>What's Hot in Food? Insiders View to Trendwatch</i>		
	Breakouts	Business Track - Room D	Farming Track - Room E	Community Track - Room F
9:45-11:00	Session 1	<i>Financing Food Businesses</i>	<i>Financing Farms, Farmers and Farmland</i>	<i>Building Food Access</i>
11:15-12:30	Session 2	<i>Financing Growth In Sustainable Businesses</i>	<i>Adding Value On and Off the Farm</i>	<i>Urban Success Stories</i>
12:30-1:30	Lunch	<i>Boxed lunch by Gourmet Gorilla</i>		
1:30-2:45	Session 3	<i>Taking Food &amp; Beverage Businesses to Scale</i>	<i>Farm Financing with Renewable Energy</i>	<i>Innovative Org. Forms for Sus. Food Businesses</i>
3:00-4:30	Afternoon Plenary	Kathleen Merrigan, Woody Tasch, Tom Jennings and Jim Slama		
4:30-6:00	Reception	<i>Financing Fair and Reception</i>		

# Thursday's Schedule

## 8:30am Welcome – Main Hall

- Jim Slama - FamilyFarmed.org

## 8:45 Opening Session – Main Hall

Entrepreneurship and innovation in the food industry – findings from University's 2009 Food Report

- Linda Darragh - University of Chicago Booth School of Business

## 9:00 Morning Keynote – Main Hall

What's Hot in Food? Insiders View to Trendwatch

- Andy Whitman, Managing Director, 2x Consumer Products Growth Partners

## 9:45 Breakout Sessions Begin

Three simultaneous workshops focusing on local business, local farming, or building local community.

### 9:45 BUSINESS TRACK: Financing Food Businesses – Room D

Food Financiers describe what they look for in an investment.

- David Wilhelm, Hopewell Ventures
- Jim Schultz, Open Prairie Ventures
- Andy Whitman, 2x Consumer Products Growth Partners
- Moderated by David Oppedahl, Federal Reserve Bank of Chicago

### 9:45 FARMING TRACK: Financing Farms, Farmers and Farmland – Room E

Helping farmers secure land, financing, grants, and technical assistance.

- Gary Matteson, Farm Credit Services
- Jerry McGeorge, Organic Valley
- Jack Hedin, Featherstone Farms
- David Spear, Whole Foods
- Moderated by Laura Sova, The Land Connection

### 9:45 COMMUNITY TRACK: Building Food Access – Room F

An overview of food access issues and innovative ways to create more access to fresh food in food deserts.

- Michel Nischan, Wholesome Wave Foundation
- Erika Allen, Growing Power
- Karen Karp, Karp Resources, (Green Carts New York City)
- Sabrina Baronberg, NYC Dept of Health and Mental Hygiene
- Patsy Benveniste, Chicago Botanic Garden
- Moderated by Warren King, Wellspring Management

### 11:15 BUSINESS TRACK: Financing Growth in Sustainable Businesses – Room D

How sustainable food businesses have financed their growth.

- Irv Cernauskas, Irv and Shelly's Fresh Picks
- Bill Kurtis, Tallgrass Beef
- Jason Weeden, Gourmet Gorilla
- Moderated by Linda Darragh, Chicago Booth School of Business

### 11:15 FARMING TRACK: Adding Value On and Off the Farm – Room E

Value Added farm businesses discuss their businesses and financing history.

- Leslie Cooperband, Prairie Fruits Farm
- Peter Klein, Seedling
- Eric Rose, River Valley Ranch
- Gary Zimmer, Midwestern Bio-Ag
- Moderated by John Fisk, Wallace Center at Winrock International



# Thursday's Schedule

## **11:15 COMMUNITY TRACK: Urban Success Stories – Room F**

Creating jobs and economic development through urban food companies and training programs.

- Brenda Palms Barber, Beeline Honey
- Harry Rhodes, Growing Home
- Sean Cunneen, Inspiration Corporation
- Mari Gallagher – Mari Gallagher Research & Consulting
- Moderated by Charlotte Flinn, Flinn Consultants

## **12:30 Lunch – Main Room**

Organic Boxed Lunch featuring locally grown and produced foods from Gourmet Gorilla

## **1:30 BUSINESS TRACK: Taking Food & Beverage Businesses to Scale – Room D**

Local food businesses on achieving scale.

- Marc Schulman, Eli's Cheesecake
- Matt Weinstein, Homemade Pizza Company
- John Hall, Goose Island
- Moderated by Daphne Mazarakis, Tula Foods

## **1:30 FARMING TRACK: Farm Financing with Renewable Energy and Carbon Sequestration – Room E**

Discussion of carbon trading and funding through renewable energy programs.

- Donna Ducharme, Delta Institute
- Howard Learner, Environmental Law and Policy Center
- Mike Walsh, Chicago Climate Exchange
- Bill Kurtis, Tallgrass Beef
- Moderated by George Ranney, CEO, Chicago Metropolis 2020 and Cofounder Prairie Crossing

## **1:30 COMMUNITY TRACK: Innovative Organization Forms for Sustainable Food Businesses – Room F**

- Exploring how social enterprises are being created, structured, and funded.
- Woody Tasch, Slow Money Institute
- Ted Levinson, RSF Social Finance
- Marc J. Lane, Marc J. Lane Wealth Group
- Moderated by Karen Lehman, Fresh Taste

## **3:00 Afternoon Plenary – Main Room**

### **Financing Farms and Farmers**

- Tom Jennings, Director, Illinois Department of Agriculture
- Woody Tasch, Founder, Slow Money Alliance and author of *Slow Money: Investing as if food, farms and fertility mattered*
- Kathleen Merrigan, USDA Deputy Secretary
- Moderated by Jim Slama, FamilyFarmed.org

## **4:30 Financing Fair and Reception – Main Room**

Here's a chance to spark new relationships between farmers, food manufacturers and other businesses in the local food movement. Investors, public and private grantors, and bank representatives can meet with burgeoning entrepreneurs to discuss ways to help finance and grow their businesses.



*USDA Deputy Secretary  
Kathleen Merrigan*



*Slow Money Alliance Founder  
and author Woody Tasch*

REEN CAREERS/EDUCATION • GREEN FINANCES • ECOFASHION • NATURAL HEALTH • GREEN  
EDIA • COMMUNITY ACTION • ORGANIC BEAUTY • GREEN TECHNOLOGY • NATURAL HOME &  
ARDEN • DEEP ECOLOGY • GREEN BUSINESS PRACTICES • FAIR TRADE • KIDS' ZONE • RENEWABLE  
ENERGY • FILM FESTIVAL • FAIR TRADE • CONSERVATION • RECYCLING • INDIGENOUS GOOD  
ORGANIC AGRICULTURE • ORGANIC FOODS • NATURAL DINING • ORGANIC BEER & WINE



real green or . . .

# green washing?

ECONOMY • ECOLOGICAL BALANCE • SOCIAL JUSTICE • SUSTAINABLE ECONOMY • ECOLOGICAL BALANCE • SOCIAL JUSTICE • SUSTAINABLE ECONOMY

**400 exhibitors**

**125 speakers**

**amy goodman**

*democracy now!*

**thom hartmann**

*cracking the code*

**michael dorsey**

*2012: time for change*

**john perkins**

*confessions of an economic hit man*

**dr. alan greene**

*feeding baby green*

**daniel pinchbeck**

**joao amorim**

*2012: the return of quetzalcoatl*

SPEAKERS SUBJECT TO CHANGE

**A dog in frog's clothing**—hilarious. Greenwashing a toxic product—not so much.

At Green Festival™, you'll know that each and every company has been screened using Green America's environmental and social justice standards.

Good for you, good for your dog and *much* better for the frogs.

**greenfestival**<sup>®</sup>  
A JOINT PROJECT OF GLOBAL EXCHANGE AND GREEN AMERICA  
FORMERLY CO-OP AMERICA

**chicago** may 22|23

NAVY PIER

**greenfestivals.org**

EXHIBIT SPACE AVAILABLE 877.727.2179 X300



# Friday's Schedule



## FamilyFarmed Trade Show and Chicago Food Policy Advisory Council Annual Summit

We are pleased to co-locate the Chicago Food Policy Advisory Council Annual Summit with the FamilyFarmed Trade show. Both events are in their fifth year and share a goal to create more sustainable local food systems with additional access to fresh and local food. We will share the opening with luminaries like Tom Jennings, Director of the Illinois Department of Agriculture, Michael Dimock, who has been very successful in advancing urban food systems in California, Erika Allen from Growing Power, Jim Slama from FamilyFarmed.org and Bob Scaman from Goodness Greeness. Then each event takes its own space with multiple tracks. Stick around for the movie *Fresh* later in the afternoon and, of course, The Localicious Party!

8:00-8:45	Registration – Main Hall
8:45-9:30	Opening Plenary – Trade Show and Summit – Main Hall

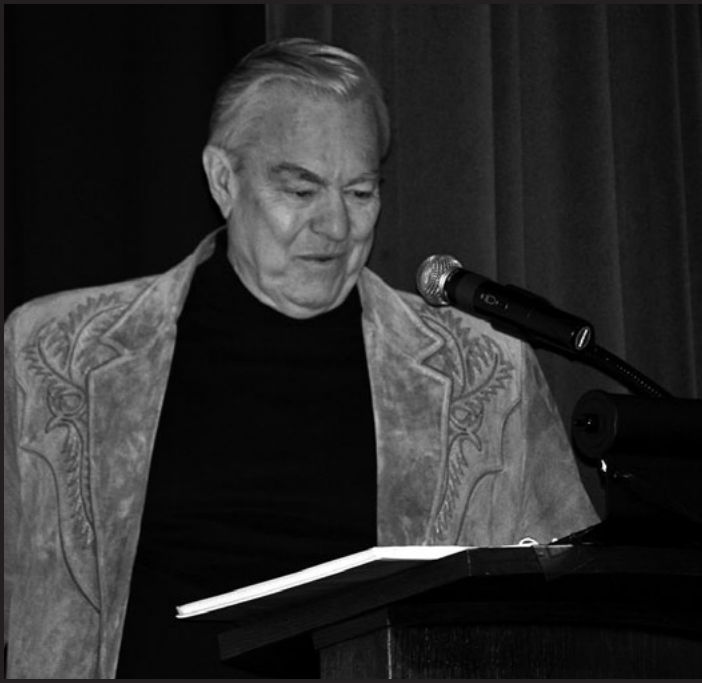
FamilyFarmed Trade Show Schedule	
10:00-11:15	Preparing for Wholesale Success – Room E
11:30-12:45	Rockstar Farmers – Room E
12:00-6:00	Trade Show Floor open – Main Hall
12:45-2:00	Lunch – Main Hall
2:00	Greening Your Restaurant (til 3:15)-Rm D   Farm to School and Institution(til 4:00)-Rm E
3:30-4:45	Getting Local Food and Drink Into Your Restaurant – Room D
4:45-6:00	Visit Trade Show Exhibits

CFPAC Summit Schedule	
10:00-11:30	Working Group Breakouts – var. rooms
11:30-1:00	Lunch with Michael Dimock – Main Hall
1:00-2:30	Active Civic Engagement – 2nd Floor
2:30-3:00	Break - Visit Trade Show Exhibits
3:00-4:30	Working Group Breakouts – 2nd Floor
4:30-5:00	Closing Circle – 2nd Floor
5:00-6:00	Visit Trade Show Exhibits

6:00-7:00	Meet the Buyers Reception – Room E	Documentary Screening: <i>Fresh</i> – Room D
7:00-10:00	Localicious Party – Main Hall	



# Friday's Schedule – FamilyFarmed Trade Show



## **8:45 Opening Keynote – Main Hall**

- Jim Slama – FamilyFarmed.org
- Erika Allen – Growing Power
- Tom Jennings – Illinois Department of Agriculture
- Michael Dimock – Roots of Change Fund
- Bob Scaman – Goodness Greeness

## **10:00 Preparing for Wholesale Success – Room E**

Helping farmers understand the needs of wholesale buyers, including food safety requirements.

- Jerry Berney - USDA
- Bob Scaman - Goodness Greeness
- Jim Slama - FamilyFarmed.org

## **11:30 Rockstar Farmers – Room E**

Four leading farmers share their experiences at growing & selling wholesale and/or direct.

- Tom Bedard - Lady Moon Farms
- Richard de Wilde - Harmony Valley Farms
- Adam DeGroot - Co-owner of Triple A Farms
- Vicki Westerhoff - Genesis Growers
- Bill Kurtis – Tallgrass Beef

## **12:00-6:00 Trade Show Exhibit Floor Open – Main Hall**

*See pages 24-32 for Exhibit Hall map and list of exhibitors.*

## **2:00 (until 3:15) Greening Your Restaurant – Room D**

Tips on greening your restaurant from leading experts who have done it. Learn about greening facilities, operations and maintenance from the water you use to the furniture you choose.

- Randy Zweiban – Province
- Florian Pfahler – Hannah's Bretzel
- Dan Rosenthal – Green Restaurant Association

# Friday's Schedule – FamilyFarmed Trade Show

## **2:00 (until 4:00) Farm to School and Institution – Room E**

National and regional leaders discuss the emerging Farm to School and Institution movement and how farmers, distributors, and food service administrators can work together.

- Jim Slama – FamilyFarmed.org
- Marc Zammit – Compass
- Bob Bloomer - Chartwell Thompson Hospitality, Chicago Public Schools
- Pam Horwitz, Bureau County School District
- Kymm Mutch, City of Milwaukee School District
- Micheline Piekarski - Oak Park River Forest School System
- Sarah Elizabeth Ippel – Academy for Global Citizenship
- Anupama Joshi - National Farm to School Coalition (moderator)

## **3:30 Getting Local Food & Drink Into Your Restaurant – Room D**

Farmers, restaurants, and distributors have a discussion about ways to further connect local food with restaurants.

- Cleetus Friedman – City Provisions
- Bruce Sherman – North Pond /Chefs Collaborative
- Danny McGowan - Big Bowl
- Rink DaVee – Green & Green
- Ron Cropper – Goodness Greeness (moderator)

## **6:00 Meet the Buyers Reception – Room E**

Leading Midwest food buyers meet farmers and food businesses to create buying relationships. Includes buyers from Whole Foods Market, Goodness Greeness, Chicago Public Schools/Compass Group, Stanley's, Sustainable Foods, Locavore Distributor, Chartwells Thompson Hospitality, Irv & Shelly's Fresh Picks, and Chicago's Green Restaurant Co-op.

## **6:00 Film Screening of the documentary, Fresh – Room D**

Directed by Ana Sofia Joanes, FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Forging healthier, sustainable alternatives, they offer a practical vision for a future of our food and our planet.

## **7:00 Localicious Party – Main Hall**

Local chefs pair with family farmers to create the freshest flavors of the season. Come enjoy great food, libations and meet leaders in the local food movement. Proceeds benefit FamilyFarmed.org, a leader in building local food systems for the past ten years.



# Friday's Schedule – CFPAC Summit

*See page 15 for early morning events.*

**10:00 Working Group Breakout: Food Access/Farmers Markets – Hall A North**  
Best Practices for Developing Community Markets

**10:00 Working Group Breakout: Greening the Food Desert – Hall A South**  
A range of solutions Healthy Corner Stores: Making Fresh Produce the Easy Choice, for Storeowners and Customers

**10:00 Working Group Breakout: Land Use Policy for Urban Agriculture in Chicago – Room G**  
Rewrite the Municipal Code with AUA

**10:00 Working Group Breakout: Youth and Good Food – Room H**  
Challenges to Eating Well and Policies for Empowerment

**10:00 Working Group Breakout: Healthy Food for All – Room I**  
Food Security Advocacy with Chicago's Bhutanese Refugee Community

**11:30 Lunch and Featured Speaker Michael Dimock**

**1:00 Activate Civic Engagement – 2nd Floor**  
Building Neighborhood Councils

**2:30 to 3:00 Snack Break – Upstairs Foyer**  
Featuring Hillside Orchard Gala and Sun Gold Apples and Prairie Pure Swiss Cheese

**3:00 Working Group Breakout: Healthy Corner Stores – Room G**  
Making Fresh Produce the Easy Choice, for Storeowners and Customers

**3:00 Working Group Breakout: Fresh Food Fund and Civic Engagement 101 – Room H**

**3:00 Working Group Breakout: Chicago Stormwater as Resource – Room I**  
Using Runoff for Soil Restoration, Recharge of Aquifers, Biomass Production and Urban Agriculture

**4:30 to 5:00 Closing Circle**

*See page 16 for late afternoon and evening events.*







# LOCALICIOUS

## A Celebration of Local and Sustainable Food

March 12, 2010 ~ 7 pm ~ UIC Forum

A locavore's delight! The Localicious party will pair family farms with chef-driven restaurants for a sampling of the freshest ingredients and flavors of the season. The evening benefits FamilyFarmed.org, who for ten years has been a leader in building local food systems. Join us for great food, libations, and an opportunity to connect with leaders of the local food community.

Sample delicious local food from:

Mana Food Bar  
Signature Room  
Pasticceria Natalina  
Nightwood Restaurant  
Lula Café  
Bistro Campagne  
Uncommon Ground  
City Provisions  
Nona Santi Biscotti  
Lao Sze Chuan,  
Heritage Prairie Farm  
Osteria Via Stato  
Province  
Old Town Social Club

Refreshments from  
Hum Spirits  
Death's Door Spirits  
Goose Island Brewery  
Mary Michelle Vineyard,  
Prairie Vodka  
Templeton Rye  
Apple Rush  
Intelligentsia Coffee and Tea

## Saturday's Schedule



# Local Food Festival

Rick Bayless leads our lineup of all star celebrity chefs, speakers, authors, food artisans and, of course, family farmers! You can meet farmers, sign up for a CSA and learn how to eat local year-round.

There will be fun and engaging workshops about local food, urban agriculture, growing your own food and even raising chickens in your backyard. Visit the Farmer Pavilion to sample and purchase local produce, cheese, meats, honey, wool, soaps and other great products. Also check out the Kids Corner, Local Food Court, bookstore and more!

### Local Food Festival Workshop Schedule

	Room D	Room E	Room F
11:00-12:15	<i>Crash Course in Large-Scale Gardening &amp; Permaculture</i>	<i>Buying Local, Organic and Fair Trade</i>	<i>You Ate the Whole Thing</i>
12:30-1:45	<i>Growing &amp; Using Herbs &amp; Botanicals</i>	<i>Local &amp; Organic Eating on a Dime</i>	<i>Backyard Chickens</i>
2:00-3:15	<i>Farming in the City</i>	<i>Let Them Eat Grass</i>	<i>Eating Farm to Table</i>
3:30-4:45	<i>Locavore 365 - Preserving Fresh Grown Food</i>	<i>Drinking Farm to Glass</i>	<i>The Buzz on Bees</i>

See page 9 for a schedule of Chef Demonstrations

# Saturday's Workshop Schedule

## **11:00 Crash Course in Large-Scale Gardening & Permaculture – Room D**

Using ecologically harmonious, efficient and productive ways to feed our communities.

- Bill Wilson – Midwest Permaculture
- Vicki Nowicki – The Liberty Garden
- Angie Mason – Director of Community Gardening, Windy City Harvest/Chicago Botanic Gardens
- Bill Scheffler – Pure Prairie Farm (moderator)

## **11:00 Buying Local, Organic and Fair Trade – Room E**

Purchasing options that support sustainable communities, both locally and abroad.

- Jerry McGeorge – Cooperative Coordinator, Organic Valley
- Rob Gardner – The Local Beet
- Nancy Jones – Director, Chicago Fair Trade
- Laura Sova – Executive Director of The Land Connection (moderator)

## **11:00 You Ate the Whole Thing – Room F**

Using the whole animal to promote sustainability, avoid waste, and dazzle your culinary senses.

- Rob Levitt - Mado
- Efran Ostreicher - E&P Meats
- Paul Kahan – Blackbird/Avec/Publican
- Greg Gunthorp – Gunthorp Farms
- Mike Sula – The Chicago Reader (moderator)

## **12:30 Growing & Using Herbs & Botanicals – Room D**

Growing and using herbs and botanicals to feed the senses.

- Deborah Kraemer - Abbey Brown Soaps
- Nancy Pollard – U of I Extension
- Liz Fiorenza – Wind Ridge Herb Farm
- Mike Nowak – Show Host, WCPT Radio

## **12:30 Local & Organic Eating on a Dime – Room E**

Eating organic food on a budget.

- Laura Bruzas – Healthy Dining Chicago
- Billy Burdett – President, Dill Pickle Coop
- Lisa Kivistik - Co-author of ECoopreneuring, Rural Renaissance, Edible Earth
- Portia Belloc-Lowndes - Executive Director of Heritage Prairie Farm (moderator)

## **12:30 Backyard Chickens – Room F**

Enjoy fresh eggs everyday by raising chickens in your own backyard.

- Helen Standen
- Martha Boyd – Program Director, Urban Initiative, Angelic Learning Center
- Joe Bestwina – Owner of The Feed Store
- Dan Schnitzer - Director of Sustainability & Operations, Academy for Global Citizenship (moderator)

## **2:00 Farming in the City – Room D**

Growing food between the skyscrapers and feeding local communities.

- Diana May – Guerilla Gardens
- Jeanne Pinsof – The Organic Gardener
- Seneca Kern – We Farm American
- Ken Dunn – The Resource Center
- Erika Allen - Chicago Projects Manager, Growing Power, Inc. (moderator)



# Saturday's Workshop Schedule

## 2:00 Let Them Eat Grass – Room E

Learn why raising cows on pasture is better for us, the cows and the environment.

- Dr. Peter F. Kunz & Jane Elder Kunz - Traderspoint Creamery
- Dr. Patricia Whisnant – American Grassfed Beef
- Jody Osmund – Cedar Valley Sustainable Farm
- Kimberly Hack - American Institute of Wine & Food (moderator)

## 2:00 Eating Farm to Table – Room F

Closing the gap between you and the people who raise your food.

- Blayne Greiner – Instructor at Windy City Harvest for Chicago Botanic Garden
- Harry Carr - Mint Creek Farms
- Terra Brockman – Founder of The Land Connection and author of “The Seasons on Henry’s Farm” (moderator)

## 3:30 Locavore 365 - Preserving Fresh Grown Food – Room D

Enjoy local food year round by preserving the food you enjoy most.

- Melissa Graham – Founder, Purple Asparagus
- Timothy Young – Food for Thought
- Terra Brockman - Founder of The Land Connection and author of “The Seasons on Henry’s Farm”
- Vicki Nowicki – The Liberty Garden (moderator)

## 3:30 Drinking Farm to Glass – Room E

Learn how the beverages you choose can sustain your community.

- Joy Neighbors – White Owl Winery
- Brad Bolt – Bar de Ville
- Brian Ellison – Death’s Door Spirits
- Adam Seger – Nacional 27/Hum Spirits
- Greg Hall – Goose Island Brewery (moderator)

## 3:30 The Buzz On Bees – Room F

Raising bees in the city and the unique taste of urban honey.

- Michael Thompson – Chicago Honey Coop
- Laura Anderson – Garfield Farms Museum (St. Charles, IL)
- Shawnecee Schneider – Instructor at Community TV Network
- Julio Tuma – Garfield Park Conservatory



# Kids' Corner

Located in the NW corner the Main Hall

- Arts and crafts
- Story time
- Taste testing local food
- Label reading demystified
- Face painting
- A reading corner with books related to food, farming and nature

Sponsored by Purple Asparagus, a non-profit organization dedicated to bringing families back to the table by promoting and enjoying all the things associated with good eating.  
[www.purpleasparagus.com](http://www.purpleasparagus.com)



## Saturday Booksignings

### Author Booksignings – At the Bookstore: Entrance to the Main Hall

11:45	<b>Rick Bayless</b> <i>Authentic Mexican and Mexican Everyday</i>
1:00	<b>Terra Brockmann</b> <i>The Seasons On Henry's Farm</i>
2:30	<b>Lisa Kirvist</b> <i>ECOpreneuring and Rural Renaissance</i>
4:15	<b>Gale Gand</b> <i>Brunch and Chocolate and Vanilla</i>

# Want your business to take off? Start with FedEx.



**We understand.** You need a shipping company that delivers more with your shipments. For on-time reliability and cost-effective shipping solutions that connect you to more than 220 countries and territories around the world, choose FedEx.

fedex.com

© 2009 FedEx. All rights reserved.

**FedEx**®

New thinking about what we're eating

## Fresh

A film by ana sofia joanes



Ripple Effect presents "FRESH" Produced and Directed by ana sofia joanes  
Editor Mona Davis Director of Photography Valery Lyman Music: David Majlin  
Sound Design: Eric Milano Mixing: Tom Paul Poster Design: Seltzer Studio Graphics

[www.FRESHthemovie.com](http://www.FRESHthemovie.com) • <http://FRESHthemovie.yelp.com>



This film has not been rated. All content ©2009 Ripple Effect Productions. All rights reserved.

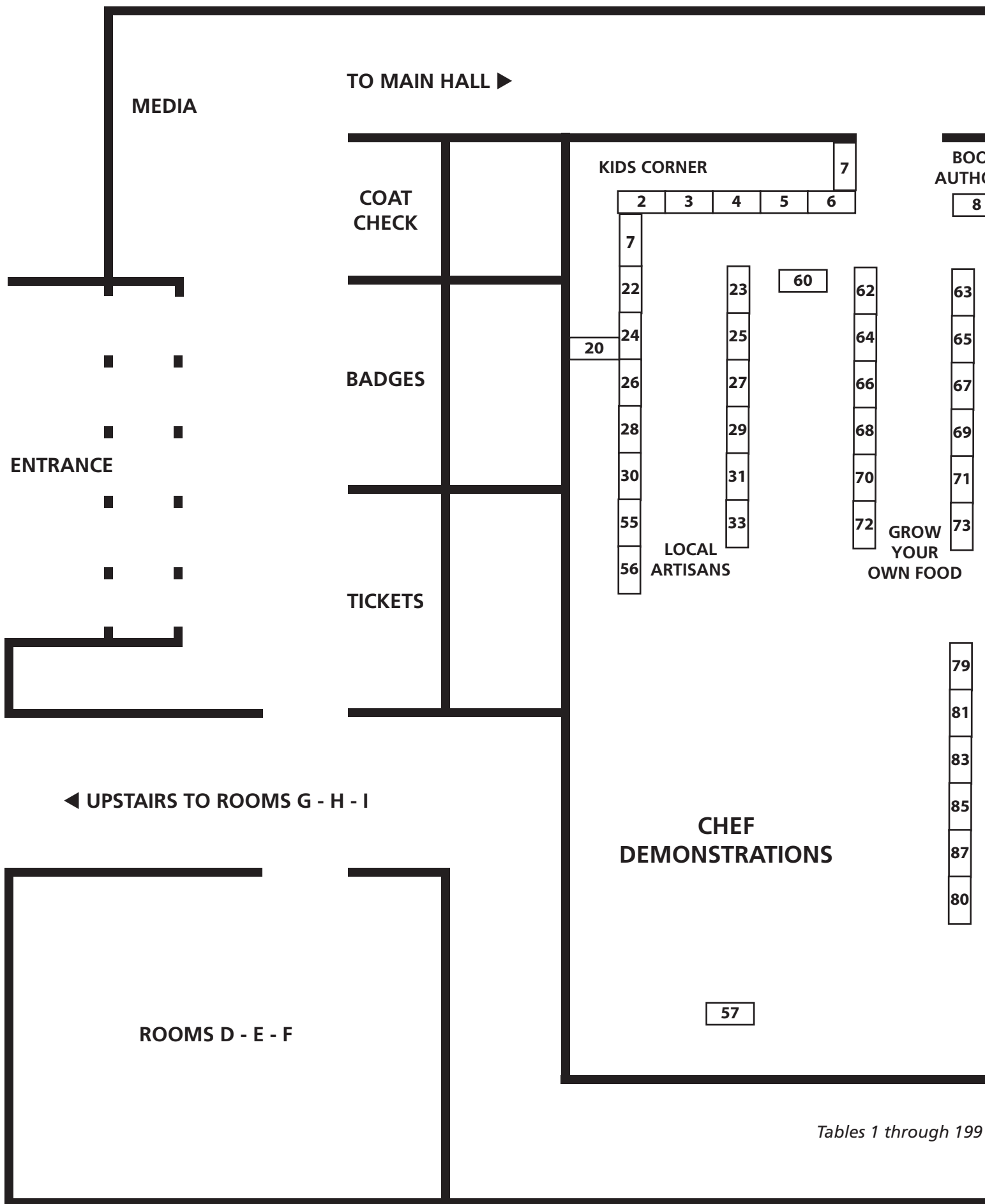


FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. Forging healthier, sustainable alternatives, they offer a practical vision of our food and our planet's future. FRESH addresses an ethos that has been sweeping the nation and is a call to action America has been waiting for.

**Screening at 6 pm, Friday, October 12  
Room D**

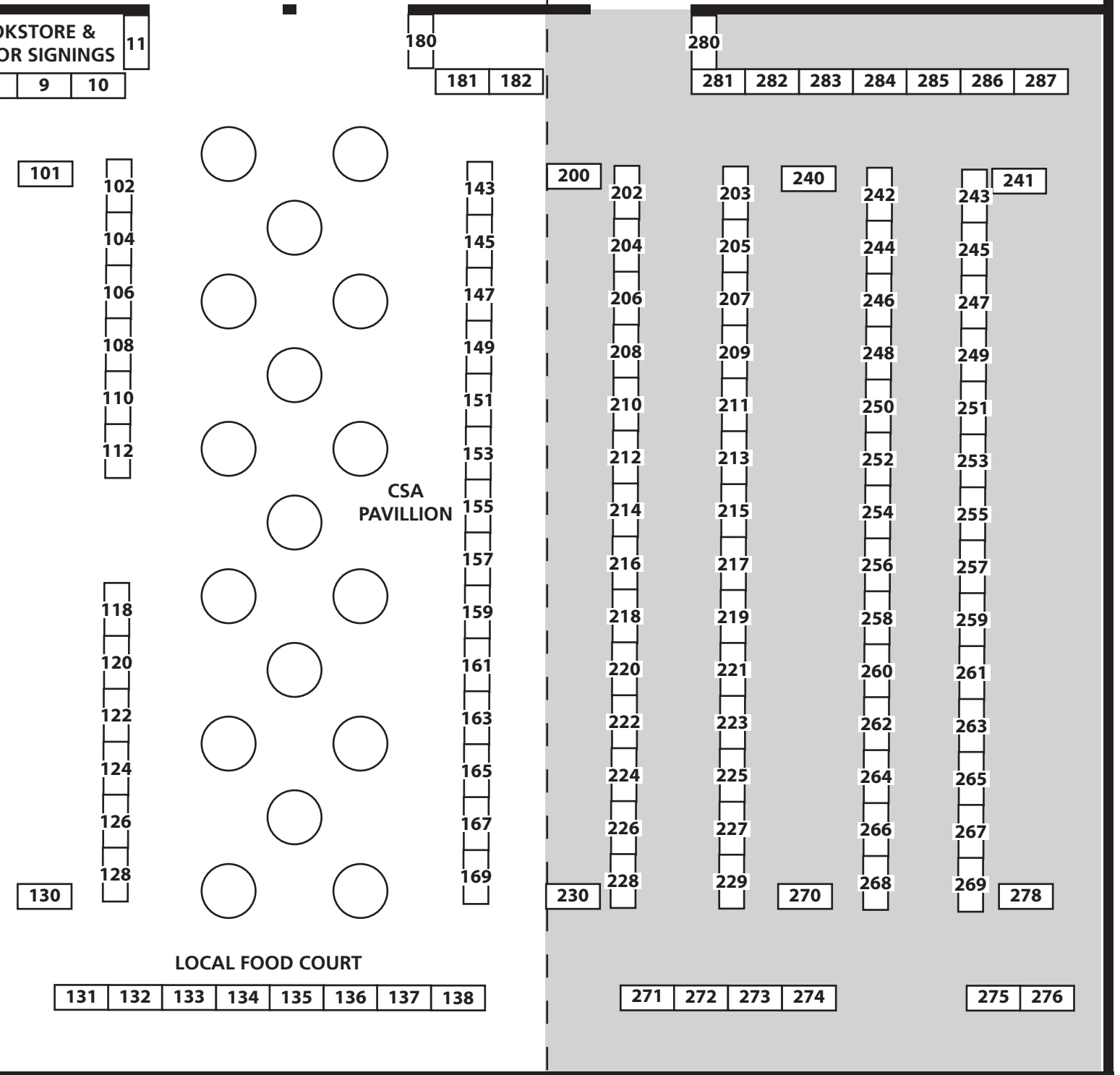
*Brought to you by the Geneva Green Market*





Tables 1 through 199

◀ Open Saturday only | Shaded area open Friday and Saturday ▶



are exhibiting Saturday. Tables 200 through 299 are exhibiting Friday and Saturday

LOADING  
DOCK

SHOW  
OFFICE

# Exhibitor Listings

<b>Abbey Brown Soap Artisan</b> Chicago, IL 312.738.2290 www.abbeybrown.com	<b>27</b>	<b>Angelic Organics Learning Center</b> Rockford/Chicago, IL 773.467.7891 www.learnconnect.org	<b>104</b>	<b>B &amp; B Organics</b> Mishawaka, IN 574.256.2155 www.bborganics.com	<b>212</b>	<b>Casteel Coffee</b> Evanston, IL 847.424.9999 www.casteelcoffee.com	<b>55B</b>
<b>A la Card Chicago</b> Chicago, IL 312.714.7307 www.alacardchicago.com	<b>227</b>	<b>Angelo Caputo's</b> Elmwood Park, IL 630.620.4444 www.caputomarkets.com	<b>205</b>	<b>Barbara's Bookstore @ UIC</b> Chicago, IL 312.413.2665 www.barbarasbookstore.com	<b>10</b>	<b>Cedar Valley Sustainable Farm</b> Ottawa, IL 815.431.9544 www.cedarvalleysustainable.com	<b>244</b>
<b>Ambassador Organics</b> Chicago, IL 773.288.3700 www.ambassadororganics.com	<b>55A</b>	<b>Apple Rush</b> Dolton, IL 708.841.7960 www.applerush.com	<b>271 (F) 135 (S)</b>	<b>Black Earth Meat</b> Black Earth, WI 608.767.3940 www.blackearthmeats.com	<b>255B</b>	<b>Chartwells Thompson Hospitality</b> Chicago, IL 773.722.4964 www.eatlearnlive.com www.thatcps.com	<b>242</b>
<b>American Grassfed Beef &amp; Rain Crow Ranch</b> Deniphan, MO 573.996.5333 www.americangrassfedbeef.com	<b>249</b>	<b>AquaRanch</b> Lincoln, IL 815.796.2978 www.aquaranch.com	<b>283</b>	<b>Bot Bakery</b> Chicago, IL 312.527.1211 www.gfreev.com	<b>134</b>	<b>Chicago Botanic Garden</b> Glencoe, IL 847.835.5440 www.chicagobotanic.org	<b>283</b>
		<b>Arthur Produce Auction, Inc.</b> Arthur, IL 217.543.5100	<b>267</b>	<b>Cameron Packaging</b> Addison, IL 630.543.8100 www.amcamerongroup.com	<b>206</b>		

Tables 1 through 199 are exhibiting Saturday. Tables 200 through 299 are exhibiting Friday and Saturday

Look for the **Where Fresh Is** logo at your local supermarket.



[www.agr.state.il.us/markets/farmers](http://www.agr.state.il.us/markets/farmers)

217.782.2172



# Exhibitor Listings

<b>Chicago Diner</b> 272 (F) Chicago, IL 136 (S) 773.935.6696 www.veggiediner.com	<b>Darn Hot Peppers</b> 112 Cobden, IL 618.893.1443 www.darnhotpeppers.com	<b>FedEx Services</b> 223 Memphis, TN 800.463.3339 www.fedex.com	<b>Great Taste Café</b> 131a Chicago, IL 312.527.1211 www.greattastecafe.com
<b>Chicago Fair Trade</b> 55,56 Chicago, IL 312.212.1760 www.chicagofairtrade.org	<b>Dea Dia Organics</b> 149 Grayslake, IL 847.207.6292 www.dea-dia.com	<b>Flora Confections</b> 278 Chicago, IL 773.542.3856 www.floraconfections.com	<b>Green &amp; Green</b> 214 Mineral Point, WI 608.574.3506
<b>Chicago Green Festival</b> 81 Chicago, IL 312.742.0462 www.greenfestivals.org	<b>Death's Door Spirits</b> 83 Madison, WI 608.692.3988 www.deathdoorspirits.com	<b>Food Animal Concerns Trust (FACT)</b> 65 Chicago, IL 773.525.4952 www.foodanimalconcerns.org	<b>Green Chicago Restaurant Co-op</b> 260 Chicago, IL 312.787.1096 www.buygreenchicago.com
<b>Chicago Indoor Garden</b> 224 Chicago, IL 773.772.5858 www.chicagoindoorgarden.com	<b>Dill Pickle Food Co-op</b> 124B Chicago, IL 773.252.2667 www.dillpicklefoodcoop.org	<b>Food for Thought</b> 255A Honor, MI 231.326.5444 www.foodforthought.net	<b>Green Earth Institute</b> 147 Naperville, IL 630.664.5681 www.greenearthinstitute.org
<b>Chicago Organics</b> 274 (F) Chicago, IL 137 (S) 312.731.3945 www.frenchmarketchicago.com	<b>Earth First Farms</b> 151 Berrien Center, MI 312.399.7820 www.earthfirstfarms.com	<b>Fortune Fish Company</b> 250 Bensonville, IL 630.860.7100 www.fortunefishco.net	<b>Green Sugar Press</b> 122B Des Plaines, IL 847.977.2723 www.greensugarpress.com
<b>Chicago VeganMania</b> 67 Chicago, IL 773.640.2822 www.chicagoveganmania.com	<b>Edible Chicago Magazine</b> 230 Oak Park, IL 708.386.6781 www.ediblechicago.com	<b>Genesis Growers</b> 118 St Anne, IL 815.953.1512 www.genesis-growers.com	<b>Growing Power</b> 130 Milwaukee, WI and Chicago, IL 414.527.1546 www.growingpower.org
<b>Chipotle Mexican Grill</b> 134 Oak Brook, IL 630.230.3282 www.chipotle.com	<b>Eggland's Best</b> 215 Jeffersonville, PA 800-922-3447 www.egglandsbest.com	<b>Goodness Greeness</b> 200 Chicago, IL 773.224.4411 www.goodnessgreeness.com	<b>Hannah's Healthier Cookies</b> 110 Park Ridge, IL 312.636.3265 www.hannahshealthiercookies.com
<b>City of Chicago</b> 106 Chicago, IL 312.744.7606 www.cityofchicago.org	<b>Esther's Place</b> 26 Big Rock, IL 630.556.9665 www.esthersplacefibers.com	<b>Gourmet Gorilla</b> 218 Chicago, IL 877.219.3663 www.gourmetgorilla.com	<b>Harmony Valley</b> 253 Viroqua, WI 608.483.2143 www.harmonyvalleyfarm.com
<b>Consolidated Printing</b> 222 Chicago, IL 773.631.2800 www.consolidatedprinting.net	<b>FamilyFarmed.org</b> 100 Oak Park, IL 708.763.9920 www.familyfarmed.org	<b>Grasspoint Farm</b> 252C Thorp, WI 715.669.7546 www.grasspoint.com	<b>Harvest Moon Farms</b> 241,287 (F) 167,169 (S) Viroqua, WI 773.472.7950 www.harvestmoon-farms.com
<b>Cousins I.V.</b> 60 Chicago, IL 773.478.6868 www.cousinsiv.com	<b>Farmer Tom's CSA</b> 211 Chicago, IL 773.307.3931 www.farmertomscsa.com	<b>Grassway Organics Farm Store</b> 165 New Holstein, WI 920.894.4201 www.grasswayorganics.com	<b>Hasselmann Family Farm</b> 247A Milledgeville, IL 815.493.8630 www.hasselmannfamilyfarm.com

Tables 1 through 199 are exhibiting Saturday. Tables 200 through 299 are exhibiting Friday and Saturday

# Exhibitor Listings

<b>HealthSource of Old Town</b> Chicago, IL 312.440.9646 <a href="http://www.healthsourcechiro.com">www.healthsourcechiro.com</a>	<b>276</b>	<b>Inn Serendipity Farm and B&amp;B</b> Browntown, WI 608.329.7056 <a href="http://www.innserendipity.com">www.innserendipity.com</a>	<b>157</b>
<b>Heartland Meats</b> Mendota, IL 815.538.5326 <a href="http://www.heartlandmeats.com">www.heartlandmeats.com</a>	<b>269</b>	<b>Irv &amp; Shelly's Fresh Picks</b> Chicago, IL 847.410.0595 <a href="http://www.freshpicks.com">www.freshpicks.com</a>	<b>284</b>
<b>Heifer International</b> Little Rock, AR 800.422.0474 <a href="http://www.heifer.org">www.heifer.org</a>	<b>120</b>	<b>Jake's Country Meats</b> Cassopolis, MI 269.445.3020 <a href="http://www.jakescountrymeats.com">www.jakescountrymeats.com</a>	<b>275</b>
<b>Heritage Prairie Farm</b> La Fox, IL 630.443.8253 <a href="http://www.hpmfarm.com">www.hpmfarm.com</a>	<b>133</b>	<b>Jane Addams Hull-House Museum</b> Chicago, IL 312.355.4683 <a href="http://www.hullhousemuseum.org">www.hullhousemuseum.org</a>	<b>180</b>
<b>Hillside Orchards</b> Berrien Springs, IL 269.471.7558 <a href="http://www.hillsideorchards.us">www.hillsideorchards.us</a>	<b>155</b>	<b>John Beske Communications</b> Oak Park, IL 773.640.2822 <a href="http://www.johnbeske.com">www.johnbeske.com</a>	<b>264</b>
<b>Hyde Park Produce</b> Chicago, IL 773.324.7100 <a href="http://www.hydeparkproduce.com">www.hydeparkproduce.com</a>	<b>203</b>	<b>K &amp; K Popcorn</b> Shellsburg, IA 319.521.2728 <a href="http://www.kandkpopcorn.com">www.kandkpopcorn.com</a>	<b>30</b>
<b>I-GO Car Sharing</b> Chicago, IL 773.278.4446 <a href="http://www.igocars.org">www.igocars.org</a>	<b>85</b>	<b>Kallari Foundation</b> Chicago, IL 312.519.4686 <a href="http://www.kallari.com">www.kallari.com</a>	<b>56B</b>
<b>Illinois Dept of Agriculture</b> Springfield, IL 217.782.2172 <a href="http://www.agr.state.il.us">www.agr.state.il.us</a>	<b>270</b>	<b>Kalona Organics</b> Kalona, IA 319.656.2350 <a href="http://www.kalonaorganics.com">www.kalonaorganics.com</a>	<b>217</b>
<b>Illinois Green Pasture Fiber Co-op</b> Big Rock, IL 630.556.9665 <a href="http://www.esthersplacefibers.com">www.esthersplacefibers.com</a>	<b>28</b>	<b>Keewaydin Farm</b> Viola, WI 608.627.1701 <a href="http://www.keywaydinfarms.com">www.keywaydinfarms.com</a>	<b>161</b>
<b>Illinois Stewardship Alliance</b> Springfield, IL 217.528.1563 <a href="http://www.ilstewards.org">www.ilstewards.org</a>	<b>70</b>	<b>Kilgus Farmstead</b> Fairbury, IL 815.697.6080	<b>257</b>

Tables 1 through 199 are exhibiting Saturday.  
Tables 200 through 299 are exhibiting Friday and Saturday

## The City of Chicago proudly supports the 2010 FamilyFarmed.org EXPO



Our local and organic food system has huge potential for enhancing public health, creating jobs, preserving farmland and addressing climate change.

The City of Chicago believes the growth our local and organic food system begins with raising public awareness to promote the accessibility and affordability of healthy food options across the city and region.

By visiting your neighborhood farmers' markets, community garden, local farm, or organic restaurant, you can have an impact. Visit [www.cityofchicago.org/Environment](http://www.cityofchicago.org/Environment) for more information on Chicago's environmental programs.

**CHICAGO  
CLIMATE  
ACTION  
PLAN**



Richard M. Daley  
Mayor



Department of  
Environment

Suzanne Malec-McKenna  
Commissioner

# Exhibitor Listings

<b>Klein's Quality Produce</b> Burlington, IL 847.650.3060	<b>254</b>	<b>Mary Michelle Vineyard &amp; Winery</b> Illinois Cellars Carrollton, IL 217.942.6250	<b>220</b>	<b>Pleasant Hill Farm</b> Fennville, MI 269.561.2850 www.pleasanthillblueberryfarm.com	<b>255B</b>	<b>Sweet Earth Organic Farm</b> Wauzeka, IL 608.875.6026 www.sweetearthorganicfarm.com	<b>122A</b>
<b>Koval Distillery</b> Chicago, IL 312.402.0971 www.koval-distillery.com	<b>226</b>	<b>Middlebury Farms</b> Barrington, IL 224.588.7457	<b>247B</b>	<b>Prairie Crossing Farm Business Development Center</b> Grayslake, IL 847.812.1618	<b>286</b>	<b>Sysco Chicago, Inc.</b> Chicago, IL 847.699.5400 www.sysco.com	<b>245</b>
<b>Lady Moon Farms</b> Chambsburg, PA 717.369.5636 www.ladymoonfarms.com	<b>204</b>	<b>Mint Creek Farm</b> Stelle, IL 815.256.2202 www.mintcreekfarm.com	<b>251</b>	<b>Purple Asparagus</b> Chicago, IL 773.991.1920 www.purpleasparagus.com	<b>24</b>	<b>Tallgrass Beef Company</b> Sedan, KS 877.822.8283 www.tallgrassbeef.com	<b>240</b>
<b>Learn Great Foods</b> Mount Carroll, IL 815.244.5602 www.learngreatfoods.com	<b>68</b>	<b>Natropolis</b> Chicago, IL 847.204.7391 www.natropolis.net	<b>277</b>	<b>Renee's Raw Chocolate</b> Glen Ellen, IL 630.244.7998 www.reneesrawchocolate.com	<b>228</b>	<b>Tempel Farm Organics</b> Old Mill Creek, IL 773.562.7861 www.tempelfarmsorganics.com	<b>285 (F) 159 (S)</b>
<b>Liberty Gardens</b> Downers Grove, IL 630.852.5263 www.libertygardens.com	<b>69</b>	<b>Natural Direct</b> Oswego, IL 630.551.7878 www.naturaldirect.com	<b>259B</b>	<b>River Valley Ranch</b> Burlington, WI 262.539.3555 www.rivervalleykitchens.com	<b>108</b>	<b>Testa Produce</b> Chicago, IL 312.226.3237 www.testaproduce.com	<b>266</b>
<b>Living Water Farm</b> Strawn, IL 217.493.1625 www.livingwaterfarms.net	<b>258</b>	<b>New Leaf</b> Chicago, IL 773.743.0400 www.newleafnatural.net	<b>207</b>	<b>Savory Sensations</b> Chicago, IL 773.224.4411 www.savorysensations.com	<b>202</b>	<b>The Balanced Kitchen</b> Chicago, IL 773.463.1895 www.gfreev.com	<b>131B</b>
<b>Local First Chicago</b> Chicago, IL 312.925.5254 www.localfirstchicago.org	<b>124A</b>	<b>Nonna Santi's Biscotti</b> Chicago, IL 773.779.2871 www.nsbiscotti.com	<b>274 (F) 138 (S)</b>	<b>Schafer Liquid Fish</b> Thomson, IL 815.259.4300 www.schaferfish.com	<b>66</b>	<b>The Land Connection</b> Evanston, IL 847.570.0701 www.thelandconnection.org	<b>261</b>
<b>LocalFolks Food</b> Sheridan, IN 317.727.2730 www.localfolksfoods.com	<b>283</b>	<b>Oregon Tilth</b> Corvallis, OR 608.637.8594 www.tilth.org	<b>246</b>	<b>Scotch Hill Farm</b> Brodhead, WI 608.897.4288 www.scotchhillfarm.com	<b>145</b>	<b>The Land Office</b> Downers Grove, IL 630.852.5263 www.holdontonature.com	<b>71</b>
<b>Locavore Food Distributors</b> Detroit, MI 313.831.4100 www.locavorefooddistributors.com	<b>225</b>	<b>Organic Farm Marketing</b> Thorp, WI 715.669.7546 www.wisconsinorganics.com	<b>252A</b>	<b>Sea2Table</b>	<b>163</b>	<b>Timber Creek Farm</b> Yorkville, IL 630.553.1119 www.tcforganics.net	<b>208</b>
<b>Manna Organics</b> Lisle, IL 630.785.0500 www.mannaorganicbakery.com	<b>256</b>	<b>Otter Creek Organic Farm</b> Black Earth, WI 608.333.1251 www.ottercreekorganicfarm.com	<b>255A</b>	<b>Stanley's</b> Chicago, IL 773.276.8050	<b>210</b>	<b>Tiny Greens</b> Urbana, IL 217.328.9367 www.tinygreens.org	<b>132</b>
<b>Mari Gallagher</b> Chicago, IL 312.339.0640 www.ncforpr.org	<b>219</b>			<b>Sustainable Foods</b> Chicago, IL 773.874.5928 www.sustainablefoods.net	<b>213</b>		

Tables 1 through 199 are exhibiting Saturday. Tables 200 through 299 are exhibiting Friday and Saturday



# Exhibitor Listings

<b>Tomato Mountain Farm</b> Brooklyn, WI 608.712.1585 www.tomatomountain.com	<b>248</b>	<b>University of Illinois Extension</b> Rolling Meadows, IL 847.818.2901	<b>221</b>	<b>USDA-AMS-Transportation &amp; Marketing</b> Washington, DC 202.720.8050	<b>216</b>	<b>Wertheimer Box Corp</b> McCook, IL 312.829.4545 www.wertheimerbox.com	<b>209</b>
<b>Traders Point Creamery</b> Zionsville, IN 765.721.0820 www.tpfororganics.com	<b>259A</b>	<b>Urban Ag Supply</b> Chicago, IL 312.656.0780 www.eie10chicago.com	<b>268 (F) 64 (S)</b>	<b>Viking Cooking School</b> Glenview, IL 847.350.0705 www.vikingrange.com	<b>57</b>	<b>Whole Foods Market</b> Chicago, IL 773.755.1500 www.wholefoodsmarket.com	<b>281</b>
<b>Triple A Farm</b> St Anne, IL 815.405.3305 www.tripleAvegetables.com	<b>153</b>	<b>USDA Risk Management Agency</b> Springfield, IL 217.241.6600 (Springfield) 202.690.4789 (Wash. DC) www.rma.usda.gov	<b>282</b>	<b>WCPT AM &amp; FM</b> <i>Chicago's Progressive Talk Radio</i> Chicago, IL 773.767.1000 www.chicagoprogressivetalk.com	<b>72</b>	<b>Wind Ridge Herb Farm</b> Caledonia, IL 815.885.1444 www.windridgeherbfarm.com	<b>229</b>
<b>Uncured Natural Meats</b> Juneau, WI 920.386.4971 www.uncurednaturalmeats.com	<b>243</b>					<b>Wisconsin Organics</b> Thorp, WI 715.669.7546 www.wisconsinorganics.com	<b>252B</b>

Tables 1 through 199 are exhibiting Saturday. Tables 200 through 299 are exhibiting Friday and Saturday

*Michigan grown fruits and vegetables*




*Leaders in local food distribution*

## *Locavore Food Distributors*

*locavorefooddistributors.com*  
*313.381.4100*




*Michigan made retail packaged items*

*Restaurants*

*Grocery Stores*

*Schools*

*Institutions*

Nourishing students is not only our business, it is our commitment to Chicago



Chartwells-Thompson Hospitality works with a diverse set of partners and nutrition specialists to serve the healthiest meals possible to Chicago school children. In Chicago, Chartwells-Thompson Hospitality brings fresh ideas to school dining services. This means bringing fresh fruits and vegetables grown by Michigan and Illinois farmers to Chicago students, all year long. When they are in season, we serve locally grown apples, peaches and plums. Throughout the year, students enjoy locally grown, locally frozen vegetables like corn, carrots, peas and squash. Students love these local fresh and frozen vegetables — because they're so sweet. We all like to see kids eat their vegetables.

Together we're building healthy bodies  
and feeding healthy minds.



877.219.3663 | [www.gourmetgorilla.com](http://www.gourmetgorilla.com)



Local &  
Organic  
Food For  
Kids



**GourmetGorilla™**  
local & organic food for kids

# Speaker Biographies

## Erika Allen

Erika Allen is Projects Manager for Growing Power and is headquartered in Chicago, IL. As the daughter of Will Allen, she has a small farm agricultural background and experience. She spent her formative years involved in all aspects of farm management from transplanting seedlings to managing farm stands and farmer's markets. Ms. Allen has received her BFA from the School of the Art Institute of Chicago and recently received her MA in art therapy from the University of Illinois at Chicago. Years of experience working in urban communities with art education and social service have brought her full circle back to her farming roots. Integrating the creative and therapeutic techniques with food security and community development have enabled Ms. Allen to establish four urban agriculture and food system projects in Chicago, IL.

## Laura Andersen

Master Gardener Laura Andersen has been keeping bees at Garfield Farm, La Fox, IL and the University of Illinois research fields, St. Charles, IL for the last 11 years. She conducts "Bee Talks" through out the Chicagoland area to varied groups such as garden clubs, book clubs, farmer's markets and special events at Garfield Farm and local Forest Preserves. Her talks cover the composition of a bee hive, the various behaviors of bees, maintaining a hive in Northern Illinois, diseases that affect bees, what is honey and its properties, some history of beekeeping, rules and regulations concerning bees and beekeeping, how non-beekeepers can encourage and help to increase the populations of honey bees in North America.

## Ryan Anderson

Ryan Anderson is an Associate at the Delta Institute, a nonprofit organization that brings together environmental quality and community economic development to transform the Great Lakes region into a vital center of the emerging green economy. Ryan's primary role is to administer a national carbon aggregation program to incentivize soil and forest conservation practices. As an extension of this work, Ryan conducts research to adapt and create carbon credit protocol for urban projects, life cycle assessment, environmentally preferable products, and sustainable agriculture. Ryan also provides ongoing support to Delta's pollution prevention and energy efficiency initiatives in Great Lakes watersheds, and has contributed technical assistance to a waste oil biodiesel feasibility study, a green building certification project, a grass bioenergy procurement study, and a rural food system market analysis. Ryan is also both personally and professionally involved in developing integrated urban agriculture systems.

## Gaston Armour

Gaston Armour is the Statewide Emergency Preparedness Coordinator in the Office of Security and Emergency Preparedness at the Illinois Department of Human Services (IDHS). In this role he assists, coordinates and provides direction for the emergency preparedness and readiness programs with the agency's 13,000 employees. Prior to this, he held various positions with IDHS. While in the Office of Strategic Planning he was liaison for the governor's Team Illinois initiative. His responsibilities were to coordinate state agencies to raise the quality-of-life for two of the six (6) most underserved communities Illinois. He has represented IDHS on the Illinois Food Policy Council and the Illinois Food Task Force, regarding food access, food security and insecurity.

## Sabrina Baronberg

Sabrina Baronberg is the Deputy Director of the New York City Department of Health and Mental Hygiene's Physical Activity and Nutrition Program in the Bureau of Chronic Disease Prevention and Control. The Physical Activity and Nutrition Program works throughout NYC to reduce disparities in access to healthy food retail and to support New Yorkers to become more physically active. Since the beginning of her employment with DOHMH in 2005, Ms. Baronberg has helped develop and implement ground breaking initiatives including the Calorie Labeling Regulation, the Health Bucks Program, the Healthy Bodegas Initiative, Green Cart Permits, and the Pouring on the Pounds media campaign.

## Rick Bayless

Most people know him from his highly rated on-going Public Television Series, *Mexico – One Plate at a Time* and from his six cookbooks. His side by side award-winning restaurants in Chicago, the casual Frontera Grill and the 4-star Topolobampo, were founded in 1987. In 2007, Frontera Grill won for Outstanding Restaurant by the James Beard Organization. His award-winning Frontera line of salsas, grilling sauces and organic chips can be found coast to coast. On the local front, Rick and his staff began the Frontera Farmer Foundation in 2003 to attract support for small Midwestern farms. Each year, grants are given to our local farmers for capital improvements to their family farms. Rick Bayless has won James Beard awards for: Midwest Chef of the Year, National Chef of the Year and Humanitarian of the Year. Bayless recently opened his third restaurant: XOCO – a quick serve LEED certified restaurant featuring house-ground chocolate and wood grilled tortas. Rick has also been named Bravo's Top Chef Master beating out the French and Italian with his authentic Mexican cuisine.

## Tom Bedard

Tom Bedard of Lady Moon Farm has created the largest organic vegetable farming operation east of the Mississippi River. He began with a 22-acre family farm in Pennsylvania and slowly expanded it to 350 acres of vegetables grown strictly for wholesale markets. Realizing that his customers were looking for year round products, he purchased additional farms in South Florida and Georgia, taking their total acreage to nearly 1600 acres. In the Midwest they sell primarily through Goodness Greeness customers as well as Whole Foods Market.

## Portia Belloc Lowndes

Portia Belloc Lowndes is one of the founding members of Slow Food Chicago and has been a board member of Chicago Green City Market since founding member Abby Mandel began the market over 11 years ago. Currently, Ms. Belloc Lowndes is the Executive Director for Heritage Prairie Market and Farm, a working farm and event venue in Geneva, Illinois.

## Patsy Benveniste

Patsy Benveniste is Vice President of Community Education Programs at the Chicago Botanic Garden, where she heads up youth, school, community gardening, and horticultural therapy programs. Ms. Benveniste has more than 20 years of experience in the museum sector, including foundation, government and corporate fundraising work. She directed the Lincoln Park Zoo education department before coming to the Chicago Botanic Garden in 2000, where she has helped pioneer the Green Youth Farm, an urban farming program for underserved high



# Speaker Biographies

school students, and Windy City Harvest, an urban agriculture production and workforce training program for the hard-to-employ. Ms. Benveniste is a member of the American Public Gardens Association, is on the steering committee of Chicago's Advocates for Urban Agriculture, and serves on the board of The Talking Farm in Evanston. She co-authored the chapter on Youth Garden Programs in the Brooklyn Botanic Garden Community Gardening all region guide (revised 2008).

## **Jerry Berney**

Gerald E. "Jerry" Berney has worked as an Agricultural Engineer for USDA's Agricultural Marketing Service for the past 24 years. In addition to BS and MS degrees in Agricultural Engineering from University of Maryland College Park, Jerry has additional training in HAACP from Rutgers, Food Science and Electronic Instrumentation from UMCP, and Marketing and Microbiology with Hagerstown Community College. He is the editor and principal contributor to the "Nut Kernel" the quarterly newsletter of the Pennsylvania Nut Growers Association. Currently Jerry is involved in developing a series of "Supply Chain Basics" publications. Topics in this series include: Niche Marketing, Identification Technology- RFID and Barcodes, GPS shipment Tracking, Change in the Retail Marketing Environment and Food Safety. They are available online at [www.ams.usda.gov](http://www.ams.usda.gov).

## **Joe Bestwin**

Joe and brother David own The Feed Store in Summit, IL. "If it walks, crawls, flies, swims or runs, we can feed it." The Feed Store was started in 1948 by their father Joe Bestwina. When you walk in, you are greeted cheerfully. Once inside, you are surrounded with every kind of animal feed possible. Joe and David have been in the feed business their entire lives, and are more than willing to share their knowledge and give advice. They also have baby chicks available in the springtime for those interested in raising their own backyard chickens.

## **Bhutanese Refugee Community Representative**

The Lhotsampa (the current Bhutanese refugees) originally left Nepal for Bhutan in the 1880s. For nearly 100 years, the Lhotsampa lived peacefully in Bhutan; however, the gradual growth of the Lhotsampa group later coincided with an attempt by the Bhutanese government to create a more coherent national identity. Beginning in the 1980s, the Bhutanese king and government forbade the teaching of Nepali in schools and prohibited expression of traditional Lhotsampa culture including dress and festivals. After peaceful protests from the Lhotsampa in 1990 after which the Lhotsampa leaders were arrested, the Bhutanese government strengthened their oppression of the Lhotsampa, using torture in some situations. In 1991, Lhotsampa began leaving in waves for refugee camps in Nepal. After 17 years of living in refugee camps, the Lhotsampa, known now simply as the Bhutanese, began being resettled in north Chicago. Since their arrival in 2008, the Bhutanese have faced many challenges including language barriers, finding steady employment in the current economic climate, and adjusting to a new culture. Many of the Bhutanese have participated in the community gardens at Schreiber Park and Chase Park, sponsored by Heartland Alliance's Refugee Health Programs. Here, the Bhutanese have utilized their impressive gardening skills and began to strengthen ties to their local community.

## **Chad Bliss**

Chad Bliss is the Executive Director and Founder of a not-for-profit called Cob Connection. Our mission is to build sustainable communities by working in Chicago's west side developing community food systems that feed people and teach young people how to grow healthy food and build healthy homes through after school and year long job training programs. Chad is also an adjunct faculty at Loyola University teaching in the sustainability department.

## **Bob Bloomer**

Bob Bloomer holds the position of Regional Vice President for Chartwells-Thompson Hospitality at the Chicago Public Schools. Bob oversees the day to day management of food services in 481 schools. A nationally recognized "frozen local" produce program has expanded and includes squash, Michigan blueberries and apples and much more. All of the fruits and vegetables are harvested, processed and flash-frozen in 24 hours by family owned farms in Michigan, all within 150 miles of Chicago. In addition to the frozen local, the district is on track to purchase a million pounds of Michigan apples this year to be served to the students of CPS. Each month, 30,000 pounds of Illinois potatoes are also being served, and talks are underway now with farmers to continue to expand the amount of fresh local produce that is available to the children of Chicago Public Schools.

## **Lee Bouchard**

Lee Bouchard has served Urban Habitat Chicago as director of communication for the past year and a half, and has recently taken on the role of executive director. Urban Habitat Chicago (UHC) is an environmental organization that demonstrates the viability of sustainable concepts and practices in urban environments through research, education and hands-on projects. A majority of completed projects, such as food producing roofs and gardens, introduce urban agriculture into the built environment.

## **Martha Boyd**

Martha Boyd is Program Director of Angelic Organics Learning Center's Urban Initiative in Chicago, helping people in Chicago neighborhoods plan and install food production sites and learn and apply skills to grow good food in the city. She moderates the Chicago Chicken Enthusiasts Google group, and serves on steering committees of the Advocates of Urban Agriculture and Chicago Food Policy Advisory Council. Martha has worked in organic and urban gardening and farming since 1989 -- including the Community Farm of Ann Arbor, the Soo Line Garden in Minneapolis, UC-Santa Cruz's Farm & Garden, and The Food Project in Boston.

## **Jim Braun**

Until 2001, Jim Braun was a multigenerational Iowa corn, soybean, and hog farmer. Grassroots organizing, coalition building, and influencing state and federal policies are his passion today. He co-founded the Illinois Local Food and Farms Coalition, helped to draft and enact The Illinois Food, Farms, and Jobs Act (HB1300), and its sister Bill (HB3990). He served as co-coordinator of the Governor's Local and Organic Food and Farm Task from 2007-2009, was recently appointed by Governor Quinn to the newly created Illinois Local Food, Farms, and Jobs Council, and serves on the national Board of Slow Food USA.

# Speaker Biographies

## **Terra Brockman**

A member of a remarkable farming family, Terra is a nuanced observer of, fierce advocate for, and gifted writer and speaker about sustainable agriculture. Terra is the author most recently of *The Seasons on Henry's Farm: A Year of Food and Life on a Sustainable Farm*, which takes the reader through the many "micro-seasons" on her brother Henry's sustainable, extremely diverse vegetable farm in central Illinois. Excerpts from the book have appeared in *Orion Magazine* ("Corn Porn," August/Sept., 2009), and *The Wildbranch Anthology* ("Bean by Bean," Univ. of Utah Press, 2010). Brockman is also the founder of The Land Connection, an educational nonprofit she started when the disconnect between good land use, good meals, and good health became so dire that the situation demanded action on the ground. So when a 21-acre parcel of farmland came up for sale near Henry's Farm, Terra drove down to the state capital, and incorporated The Land Connection. Within 9 months she had raised \$85,000 to purchase this farmland. For the next five years, she served as founding Executive Director of The Land Connection – working to further the organization's mission of preserving farmland, training new farmers, and connecting consumers with local producers.

## **Laura Bruzas**

Laura Bruzas founded [HealthyDining.org](http://HealthyDining.org) in 2003 as an all-volunteer education and outreach effort to promote food choices that foster good health, conservation and animal compassion. Described as a thriftster who totes a magnifying glass, calculator, and notebook, Bruzas' background includes a five-year stint with Whole Foods Market. Bruzas is the American Library Association's "Green Your Library" blogger and author of *52 Simple Ways to Eat Well for Less*.

## **Billy Burdett**

Billy Burdett is one of the founding members of the Dill Pickle Food Co-op (DPFC). The Dill Pickle is Chicago's only community-owned grocery store and its goal is to provide the community with healthy, ecologically sustainable and locally produced goods for the most affordable prices possible. Billy has been a DPFC Board member since November 2006, and went on to serve as the Dill Pickle's President through 2008 and 2009, overseeing its fundraising, planning, store renovation, hiring, and opening. He hopes that the Dill Pickle will serve as an example and inspiration to Chicago as a way forward to achieving environmental and economic sustainability, community empowerment, and healthy urban living.

## **Sarah Carlson**

Sarah Carlson has worked for over a decade as a freelance editor and videographer for such entities as The History Channel, PBS, National Geographic, and Animal Planet. Among her credits are editing for Emmy award winning producer Nanci Schiesari, writing and directing a Dramatic short *Chicken* which was in competition at national film fests, and directing educational films for the states and nonprofits. During a period recovering from an Ecuadorian illness, Sarah realized importance of good food, clean water, and interconnected supportive communities and has since committed much of her media skills toward creating products that advocate, document, and inspire community resilience.

## **Harry Carr**

Mint Creek Farm is owned and operated by Harry and Gwen Carr, with the help of their children, Jonathan and Raya. The Carrs started with 50 acres in 1992 and have grown to 220 acres. The sheep were originally part of their plan to enliven and enrich the soil that had been so depleted by modern mainstream agricultural practices. The Carrs studied Biodynamic agriculture at the Michael Fields Institute, learning that planting perennial grasses and legumes is the first step in revitalizing farmed-out land. They also saw demonstrations of how to rotationally graze livestock, and learned how frequent movement of grazing animals is good for animal, forage, and soil health. Harry learned to plant mixes of legumes and grasses suited to the different conditions of the farm through trial and error and by talking to area farmers. Soil tests showed great improvement in soil fertility and texture after having the sheep rotationally graze in a particular area. Sheep on grass. Who would have guessed that a combination so simple, so traditional, could help with global warming?

## **Kevin Carroll**

Background includes work with the University of Illinois Cooperative Extension Service in urban gardening. Employed with the Chicago Department of Environment in the Green Corps Program, a landscape training program that works with community groups on a variety of urban greening initiatives. Currently employed as a horticulturist with the Chicago Department of Transportation, focus includes installation and maintenance of green roofs, oversight and maintenance of landscapes in the public right-of-way (medians, pocket parks, plazas, traffic circles, and cul-de-sacs).

## **Irv Cernauskas**

Irv Cernauskas founded Irv & Shelly's Fresh Picks in 2006 with his wife Shelly Herman to provide new market opportunities for farmers and to help stimulate the re-growth of Chicago's local food system. Fresh Picks' home delivery service now brings great food to thousands of area residents, and adds hundreds of thousands of dollars to the annual incomes of local farmers. Irv's path to this venture began with a concern for social and environmental justice, and wound its way through years of travel in developing countries, a Masters degree in Economics, an MBA from MIT, and a six year stint as a corporate executive. He also has several years of service on the boards of Seven Generations Ahead and The Land Connection.

## **Leslie Cooperband**

Leslie Cooperband and her husband Wes Jarrell are the proud owners of Prairie Fruits Farm & Creamery in Champaign Illinois. Both soil scientists and academics by trade, they moved to central Illinois in 2003, bought seven acres of corn and soybean land and started converting it to organic fruit orchards, pastures and hay fields in 2004. In 2005, their farm became the first licensed farmstead goat dairy in Illinois. From four goats in 2004 to about 70 milking goats in 2010, they have transformed their landscape into a diverse and sustainable farm and farmstead processing enterprise. With help from the Frontera Farmer Foundation in 2008, they added a licensed kitchen to their farm so they could craft farm dinners and preserve the harvest from their fruits and vegetables. In 2009, they started purchasing sheep milk from Illinois first licensed sheep dairy in Arthur, Illinois. They produced about 13,000 pounds of artisan goat and sheep milk cheeses sold throughout central Illinois and

# Speaker Biographies

the greater Chicago area. They also hosted 10 “Dinners on the Farm” featuring locally grown foods from fellow farmers in Illinois. Their dinners and cheeses have been featured in several national magazines including ‘culture,’ ‘Bon Appetit’ and ‘Food and Wine Magazine.’

## **Ron Cropper**

Ronald Cropper, CEO of Sustainable Foods, is an experienced company executive with a track record of building business. He has led four companies from start up to the public market through a “sleeves up” style of management and ability to build revenue. Mr. Cropper has a strong background in the food industry building brands and structuring distribution for emerging products and companies. Sustainable Foods is in its first year of operation and is making organic specialty foods obtainable to the foodservice industry. The company works with Restaurants, Universities and Hospitals as well as caters and top of the line grocers. Mr. Cropper’s degree is in International Business and he has been privileged to work in over 100 countries around the world.

## **Sean Cunneen**

Executive Chef Sean Cunneen is a Chicago native and has been a Chef for 14 years. Chef Sean’s passion for food and cooking comes from a love of building and he prides himself on his authentic use of cooking styles and flavors. With a global vision of cuisine, he translates menus into common themes and elements that are easy and simple for cooks getting their first taste of cuisine, yet complex and varied in presentation to suit a knowledgeable clientele. A graduate of the Cooking and Hospitality Institute of Chicago, Chef Sean cut his teeth in traditional French cuisine, working at Lebouchon and Vong. He was Sous Chef of Rita’s catering (now Limelight) and Head Chef of Rawah Ranch in Colorado before Becoming Executive Chef of Café Too.

## **Linda Darragh**

Ms. Darragh is Director of Entrepreneurship Programs and Clinical Associate Professor of Entrepreneurship at the Booth School of Business at the University of Chicago. Ms. Darragh teaches the New Venture Lab and the Social Entrepreneurship Lab and has been a coach for the New Venture Challenge, Chicago Booth’s successful business plan competition. Ms. Darragh launched the global version of the New Venture Challenge that assists Executive MBA students on the London and Singapore campuses to start and expand entrepreneurial businesses. Ms. Darragh recently received the Illinois Technology Association’s Citylights Award given to an individual that has made a significant impact on the Illinois technology community. The Chicago Sun-Times recognized her as one of the top 100 people influencing technology in Chicago for 2001, 2002 and 2003. Ms. Darragh received the US Small Business Administration’s Women’s Business Advocate of the Year Award for Illinois and the Midwest in 2002 and the US Small Business Administration’s Financial Services Advocate of the Year Award for Illinois and the Midwest in 1998. She is also the recipient of the Illinois State Treasurer’s Award for ‘Business/Technology/ Finance Trailblazer’ in 2002.

## **Saudia Davis**

Saudia Davis, is the founder of Smartypants are Leaders.  
<http://smartypantsareleaders.org/index.php>

## **Adam DeGroot**

Adam DeGroot of Triple A Farms is a 4th generation farmer on land near Kankakee Illinois. With his two brothers and father, they grow 800 acres of vegetables and have successfully combined a wholesale vegetable operation with selling direct through CSA and farmers markets. Wholesale customers include Chartwells-Thompson Hospitality (Chicago Public Schools), SYSCO, and Fortune Fish.

## **Uma Devi Mishra**

Uma Devi Mishra, was born in Bhutan and spent 17 years in a refugee camp in Jhapa, Nepal. While in Nepal, she earned a health training certificate from Madan Memorial Hospital. She taught all subjects at a boarding school and first grade at a boarding school in Kathmandu. She and her family were resettled in the United States in 2008, and Uma was the second person from Bhutan to be resettled in Chicago. Uma worked briefly as a room attendant at the Palmer House Hilton before being hired by Heartland Health Outreach (HHO) November 2008 as the Bhutanese Health Promoter. Uma has become a trusted source for information and education in her community and for the resettlement agencies. Ms. Devi Mishra reads, writes, and speaks Nepali, Dzongkha, and English.

## **Richard de Wilde**

For many, Richard deWilde of Harmony Valley Farm is the dean of Midwest organic farmers. For over 20 years he has been producing some of the finest fruits and vegetables in the region. Harmony Valley has an extremely successful business model pairing a vibrant CSA and sales at the Madison Farmers market with a stellar wholesale operation selling to Whole Foods Market Midwest, Irv and Shelly’s Fresh Picks, Green and Green, and more.

## **Michael Dimock**

Michael Dimock is President of Roots of Change (ROC). ROC uses public dialog processes and policy development to educate and support both grass roots and grass top leaders as they create safe, nutritious, affordable and fair food and farms in California. The ROC network includes a dozen foundations, 400 hundred innovative nonprofit, business and government leaders, 25,000 Californians, and 10,000 residents of other states. Since 2007, ROC has injected or attracted \$6.9 to spawn a future-oriented agriculture and food production chain in California appropriate for the 21st Century.

## **Donna Ducharme**

Ms. Ducharme began her career as the founder and executive director for 12 years of the Local Economic and Employment Development (LEED) Council in 1982 and developed it into an organization with over 100 business and 20 community-based partner organizations devoted to community development. She left the LEED Council to become Deputy Commissioner for Industrial Development at the City of Chicago Department of Planning and Development (DPD). During her tenure at DPD, Ms. Ducharme worked with the Department of Environment to create the City of Chicago’s \$50 million Brownfield Redevelopment Initiative. Ms. Ducharme went on to become the co-director and co-founder of the Delta Institute and president and founder of its affiliate the ChicagoLand Redevelopment Institute in 1998. The Delta Institute creates, funds and implements programs that promote a healthy environment, a strong economy and thriving, vibrant communities.

# Speaker Biographies

## Ken Dunn

Ken Dunn, founder and president of the Resource Center, has more than 40 years of experience finding productive uses for discarded materials. The Resource Center has pioneered programs for urban agriculture, recycling, reuse, and re-purposing since the 1970s, and remains Chicago's largest non-profit recycling organization. Resource Center's City Farm program provides a model for urban, organic agriculture in Chicago's Cabrini-Green neighborhood. Mr. Dunn is a frequent public speaker and a recipient of then Lieutenant Governor Pat Quinn's 2006 Environmental Heroes Award for his work in urban composting and agriculture.

## Sarah Eichberger

Sarah Eichberger, Refugee Nutritionist, began her career as a registered dietitian in 2004. Her passion for diversity and social justice has taken her to the Navajo and Pima Native American Indians of the southwest, urban neighborhoods of high-risk Latina and African American women, and refugees from all corners of the globe. Sarah serves an active role in the legislative and program committees of the Chicago Dietetic Association and enjoys interacting with her peers from the Hunger and Environmental Nutrition (HEN) dietetic practice group. She is a believer in the idea of "civic dietetics," an approach to the practice of dietetics that considers environmental, social, and economic impacts of food and agriculture. Sarah has mentored over fifteen dietetic interns from the University of Illinois Chicago and Loyola University and encourages interns to think about creative approaches in delivering nutrition services to marginalized populations.

## Brian Ellison

Brian Ellison is the president and founder of Death's Door Spirits, LLC, an upstart company trying to lead a revolution in small-batch handcrafted distilled spirits. Death's Door Vodka, Gin and White Whisky all utilize organic hard red winter wheat grown on Washington Island in the base spirits as well as other locally grown and sourced botanicals in their award-winning gin. Formerly a practicing landscape architect and economic development consultant, Brian grew up on a small hobby farm in McHenry County, Illinois, and has tried to infuse a love of the land and a connection to place in all of his work.

## Liz Fiorenza

Liz Fiorenza is the owner of Wind Ridge Herb Farm, a Certified Naturally Grown farm and greenhouse which raises over 400 varieties of culinary and medicinal herbs. The retail shop on the farm sells custom blended teas, dips, seasonings, potpourri, vinegars, and many other things in addition to the herbs that are grown for wholesale and retail sales. The gardens at Wind Ridge Herb Farm are listed as an Illinois Tourist Attraction and are open to the public, and host many events throughout the season, such as an Herb Faire, Wine Dinners, Group Tours and a local Farmers Market.

## John Fisk

John Fisk, Ph.D, has an extensive history as a national leader in sustainable and equitable food systems work and currently serves as the Director of the Wallace Center at Winrock International, based in Arlington, Virginia. Under Dr. Fisk's leadership, the Wallace Center has emerged as a national force in food systems work utilizing a market-based solutions strategy for linking a larger number of people and communities to "good food" – food that is healthy, green, fair, and affordable.

## Charlotte Flinn

Charlotte Flinn is co-founder and president of Flinn Consultants, a 25 year-old consulting firm assisting industrial, service, professional, academic, government and not-for-profit clients to achieve and sustain optimum levels of business and organizational effectiveness. Her specialty lies in providing strategic direction and support to start up, high growth, high change organizations. Current major assignments include the Chicago Neighborhood Stabilization Program (CNSP), Plan for Transformation development communities, and New Communities Program lead agencies. Her work with environmental firms supports her long-standing interest in the environment and in a sustainable economy.

## Cleetus Friedman

Cleetus Friedman is a lifelong chef, entertainer and event planner who is revolutionizing the green eating scene in Chicago. In the short time since City Provisions opened its doors in February of 2007, it has outgrown its original digs, launched an amazing Supper Club/Farm Dinner series (where patrons board a biodiesel bus and eat a five-course meal at a farm that supplies City Provisions' food, meet the farmers and learn about food from the ground up—all part of Friedman's educational mission) and clinched the coveted Sustain Illinois 2009 Award. The \$10,000 prize will help Friedman with the next stage of his dream: a deli where you can please your belly and your conscious. The Deli is slated to open in Spring of 2010. In addition, Friedman is an active member of the Green Restaurant Co-Op and a founding member of the Sustainable Food Buying Co-Op. City Provisions shows consistent growth, all because the man at the helm believes deeply in his mission—service excellence, education, wholesome, local food and business practices that give back to the Earth and the community.

## Mari Gallagher

Mari Gallagher is principal of Mari Gallagher Research and Consulting Group, a nationally-known firm whose expertise includes quantitative and qualitative research projects; retail and housing market assessments; financial services; community development; the economy; public health; immigration; program evaluation and other content areas.

## Gale Gand

Gale Gand, executive pastry chef and partner of the Five Diamond, four star restaurant TRU, was named pastry chef of the year by The James Beard Foundation and Bon Appétit magazine in 2001. Host of the Food Network's "Sweet Dreams," Gand has appeared on "Iron Chef America", "Martha Stewart", "Baking With Julia (Child)", and judged Bravo's "Top Chef." Gand is also an accomplished cookbook author with seven titles to her credit including "Chocolate and Vanilla" and her most recent, "Gale Gand's Brunch." She also has her own root beer company producing "Gale's Root beer".

## Rob Gardner

Local Beet Editor At Large Robert Gardner discovered that the way to eating bliss is by eating local and that it has many other benefits. For over five years, he and his family eat (nearly) all their food from the Upper Midwest. Gardner started chronicling his eat local habits at his blog, [www.vitalinformation.blogspot.com](http://www.vitalinformation.blogspot.com), and contributed to the Eat Local Challenge blog [www.eatlocalchallenge.com](http://www.eatlocalchallenge.com). In the summer of 2008, he and Michael Morowitz launched the Local Beet [www.thelocalbeet.com](http://www.thelocalbeet.com) to provide a Practical Approach to Local Eating. Rob also



# Speaker Biographies

contributed an essay to the Chicago Tribune's Perspective section. He has spoken to a range of audiences, and he served as the moderator for Green City Market's 2009 Locavore Challenge Town Hall. Rob and his family's eat local adventure has been featured in several publications, as well as radio and television segments.

## **Melissa Graham**

Melissa Graham, a former attorney, is the chef and owner of Monogramme Events & Catering, a boutique catering company that specializes in seasonal and sustainable cuisine. She is also the president and founder of Purple Asparagus, a non-profit dedicated to bringing families back to the table by promoting and enjoying all the things associated with good eating. She speaks and writes regularly on sustainability both as The Sustainable Cook for the The Local Beet.com and for the blog Little Locavores. When she's not in the kitchen or the classroom, you can often find Melissa shopping at the Green City Market where she serves as the membership chair.

## **Cassie Green**

Cassie Green and husband Gary Stephens opened Green Grocer Chicago in January of 2008. Cassie had been in the corporate world for almost 10 years and decided she wanted to instead do something about which she was passionate-and that was sustainable, organic and local food! After realizing that their neighborhood of West Town lacked any small market that carried a selection beyond Cheetos and Coke, they decided that Cassie would bid adieu to the corporate world. They are thrilled beyond belief that they just celebrated their two-year anniversary of GGC being open and look forward to continuing to grow this important segment of the food world.

## **Blayne Greiner**

Blayne Greiner teaches the Windy City Harvest certificate program for the Chicago Botanic Gardens. Windy City Harvest is an organic vegetable and plant production enterprise that provides instruction in sustainable horticulture and urban agriculture. It was developed and is delivered by the Chicago Botanic Garden in partnership with the Richard J. Daley College, one of the City Colleges of Chicago.

## **Greg Gunthorp**

Greg is a farmer and rural advocate in North East Indiana. Gunthorp's pigs farrow in his fields, graze year round on pasture, and harvest their own corn. During the deepest part of winter, he adds hay and a corn-and-soybean feed to their diet. His chickens are housed in up to 20 shelters that offer outside access. He rotates his flocks from shelter to shelter to spread manure and minimize the birds' impact in any given area. Greg sells his products to upscale restaurants and meat markets in the Chicago, Fort Wayne, and Indianapolis markets, traveling 100+ miles at least once a week to talk with chefs in their kitchens. He served on Secretary of Agriculture Dan Glickman's Small Farm Commission as well as a small farm advisory panel to President Clinton. He is currently building a green house and converting all my farm equipment and delivery vehicles to a combination of biodiesel and/or straight WVO.

## **Kimberly Allen Hack**

Kim is a marketing strategist, serial entrepreneur and passionate foodie. She's made her living both inside and outside Fortune 100 companies, spent 8 years in the wine industry and launched

a chocolate business. As founding chapter chair of the American Institute of Wine & Food, Kim's had the opportunity to work with experts from across the country to learn about the impact of our choices on local food systems. Last October, she hosted a symposium in conjunction with the Chicago Botanic Garden titled "From Farm to Fork: An Agricultural Primer for Foodies". She believes that returning livestock to pasture is more likely to solve the world's problems than Congress.

## **Greg Hall**

Son of Goose Island president John Hall, Greg was a natural in the beer business. After graduating from the Siebel Institute in 1989, he began an aggressive independent study of brewing techniques – touring craft breweries throughout the United States and traveling to Europe to study Old World methods. By the time the company's bottling operation began in 1995, he had become Brewmaster of the award winning Goose Island Beer Company. Greg Hall and Goose Island support a number of local organizations – including Slow Food Chicago, the Alliance for the Great Lakes, Chicago's Green City Market, and Friends of the River.

## **John Hall**

John Hall founded Goose Island Beer Company, the largest independent brewery in the Midwest, in 1988 and has been President and CEO since inception. The original brewpub was one of the first businesses to locate on the Clybourn corridor. In 1996 the Fulton Street brewery and bottling plant opened in an old woodworking plant and a second brewpub was added in Wrigleyville in 1999. He has served on the boards of the Institute of Brewing Studies, 1989 – 1996, as Board Chair from 1994 – 1995; the Brewer's Association, 1997 – 2003; Currently John is on the board of The Industrial Council of Nearwest Chicago, where is was Board Chair from 2008 to 2009, and The Erie Neighborhood House and Erie Elementary Charter School boards respectively.

## **Brooke Havlik**

Brooke Havlik has served as an AmeriCorps volunteer for Share our Strength's national child hunger and nutrition program Operation Frontline since summer 2009. Her role includes providing classes in nutrition, cooking, and wellness for youth and adults in underserved communities across Chicago. She recently received a Bachelor of Arts degree in sociology and anthropology from DePaul University in Greencastle, Indiana. Brooke has a strong interest in improving public health and nutrition through the vehicle of healthy food. Following her AmeriCorps service she plans to travel and to attend graduate school in anthropology.

## **Jack Hedin**

Jack Hedin and Jenni McHugh founded Featherstone Fruits and Vegetables in 1996, and financed their early years of truck farming with a variety of non-traditional loans and investments. By 2007 the farm had grown to an 80 acre organic CSA and wholesale operation with sales throughout the upper Midwest. In August of that year, flash flooding destroyed nearly all the farm's infrastructure, forcing a 12 month recovery and relocation effort that again necessitated some creative financing. Hedin will share perspectives from his own farm, and from others he's worked on in 22 years of organic vegetable farming.

# Speaker Biographies

## **Pam Horwitz**

Pam Horwitz was born and raised as the oldest in a family of five children in rural Manlius, Bureau County, IL, population - 400. Today, seven generations of her family have called this community their home. Pam's maternal grandfather was appointed to his post by Franklin Delano Roosevelt (FDR), serving 37 years as postmaster and was also the town's mayor. In addition, many of her extended family owned and operated farms and farm-related businesses, such as the town's grain elevator, which still stands today.

## **Peter Hoy**

Peter Hoy is an Environmental Studies major and student organizer at Loyola University Chicago. He is researching garden-based solutions to food deserts as part of a Food Systems course offered by Loyola's Center for Urban Environmental Research and Policy.

## **Sarah Elizabeth Ippel**

Sarah Elizabeth Ippel is the Founder and Executive Director of the Academy for Global Citizenship, a new Chicago Public Elementary School that opened in 2008, on the city's Southwest side. AGC's mission is to empower children to become active global citizens by positively impacting their community and the world beyond. The Academy for Global Citizenship was founded with an ardent commitment to environmental sustainability and is internationally recognized for its model green school initiatives, including daily organic breakfast and lunch, a 5 kW solar installation, a schoolyard habitat and vegetable garden, rain barrels, composting, yoga, nutrition education, a faculty wellness program and sustainability curriculum. The most recent addition to the Academy for Global Citizenship was a green roof coop, housing three rescued chickens, next to the school's wind turbine.

## **Tom Jennings**

Thomas E. Jennings, Director, Illinois Department of Agriculture, is a life-long resident of Springfield, Illinois and is actively involved in a small farming operation raising cattle, horses, forage, and row crops. Mr. Jennings has been with the Illinois Department of Agriculture since June of 1978 when he began his career as a Grain Warehouse Examiner. Mr. Jennings was appointed to Director of the Department on October 8, 2008. Mr. Jennings had served as Acting Director and previous to that as the Department's Assistant Director. Prior to those appointments, Mr. Jennings served as the Department's Chief of Staff; manager of the Division of Agriculture Industry Regulation and chief of the Bureau of Warehouses. He has been responsible for the management and fiduciary responsibilities of the Illinois Grain Insurance Fund since 1983.

## **Nancy Jones**

Nancy Jones is Executive Director of Chicago Fair Trade, a metro-wide organization that works with businesses, faith based organizations, non-profits, universities and individual activists to expand support for fair trade through education, advocacy and consumer campaigns. Nancy's experience as a community organizer in Chicago combined with work experience in rural communities in El Salvador informs her approach to building global relationship based on justice and mutual respect.

## **Anupama Joshi**

Anupama Joshi is Director of the National Farm to School Program based at the Center for Food and Justice, a division of the Urban & Environmental Policy Institute at Occidental College in Los Angeles, CA. In this capacity, Anupama provides training and assistance for farm to school program development and evaluation. Anupama is also leading a national collaborative with over 30 organizations across the country to explore partnerships for promoting the farm to school movement. Anupama has over ten years of experience working on nutrition, agriculture and food systems issues in various countries around the world.

## **Paul Kahan**

Executive Chef/Partner Paul Kahan has become the nationally recognizable face for a new guard of Chicago chefs. With an ever-growing list of international accolades for Blackbird, The Publican, avec and Big Star, Kahan was honored by his selection as a James Beard nominee for Outstanding Chef in 2007 and again in 2009, as well as earning the title of James Beard Best Chef of the Midwest in 2004. Passionately seasonal, unconventionally creative and dedicated to the inspiration of classical cuisine, Kahan has earned the praise of many who claim him to be one of America's most influential working chefs. In 2007, Kahan was honored with a nomination for James Beard Outstanding Chef, an amazing achievement for a chef from a small restaurant without a cookbook or TV show to promote his name nationally. He earned his nomination by working five days a week in the kitchen with "his guys," commuting year-round on his bicycle.

## **Karen Karp**

Karen Karp, a respected entrepreneur, project manager and food business consultant, founded Karp Resources, a food and agriculture consultancy, in 1990. As President of the company, she brings over 25 years of specialty food retail, agriculture, and restaurant experience to Karp Resources. Karen began her career as General Manager for a highly innovative restaurant group in NYC.

## **Joe Kaucher and Kim Gracen**

Jo Kaucher's path in the culinary arts took a left at the fork in the road when she found herself questioning why a vegetarian would want to work in a field so dependent on meat. So she answered that question with action. Joining forces with her now husband Mickey Hornick, together they gave birth to The Chicago Diner in 1983, Chicago's oldest and most honored vegetarian restaurant. Kim Gracen joined The Chicago Diner team in 2008, Kim continues to thrive as the executive vegan chef in one of the top vegetarian restaurants in the country. With a commitment to a meat free lifestyle she is constantly thrilled to excite the taste buds and warm the hearts through the stomachs of every vegetarian she meets. She has managed to maintain high spirits and an ability to appreciate the beauty in places one wouldn't necessarily always look. She loves her life.

## **James Kern**

James Kern is an educator and agronomist.

## **Seneca Kern**

Seneca Kern has incorporated his experiences working in the community and his grandmother's garden with a love of food to co-found WeFarm America with Bill Morrisett. Seneca, Bill

# Speaker Biographies

and the WeFarm team have set out to establish gardens around the city, big and small. A social enterprise focused on self-sustainability, effective resource allocation and open source curriculum/programming, WeFarm looks to help re-energize the food movement with the most local, organic, and sustainable food possible: your own. Seneca also is the Community Outreach Coordinator at Growing Home, a steering committee member of Advocates for Urban Agriculture, and advisory board member for Purple Asparagus.

## **Warren King**

Warren and his wife Kate are the founders of WellSpring Management, a company that promotes the stewardship of natural resources; particularly our land and water, by creating solutions and providing products that will protect and enhance the health of the planet and her people. Warren has over 25 years experience in commodity and agricultural systems; including having been an Assistant Vice-President of Cargill, Inc. and General Manager of Good Greenness. Warren is a member of the Executive Committee of the Association of Family Farms; serves on the boards of FamilyFarmed.org, Seven Generations Ahead and Kidz Express; and is an advisor to the Wallace Center. In 2008 he was appointed to the Governor's taskforce that crafted recommendations leading to the 2009 Illinois Food, Farms and Jobs Act. Warren has worked on numerous projects in the Midwest related to increasing the amount of food grown in the region and is currently engaged with the several Chicago neighborhoods to develop and implement new community-based models for urban agriculture.

## **Lisa Kivist**

A Kellogg Food and Society Policy Fellow, Lisa Kivist is co-author of ECoPreneuring and Rural Renaissance. She and her family run Inn Serendipity Farm and B&B outside Monroe amidst the rolling green hills of southwestern Wisconsin. The Inn is completely powered by renewable energy and specializes in organic, seasonal cuisine, "100 feet" from garden to plate. Kivist directs the Rural Women's Project, a resource and support venture of the Midwest Organic and Sustainable Education Service (MOSES).

## **Peter Klein**

Peter is the owner of Seedling Orchard and Seedling Enterprises, the distribution, interactive and educational arm of the farm. While working in the restaurant industry, one of his favorite fruit sellers mentioned that they were retiring, and he bought their 100-year-old, 81-acre orchard. Peter grows almost 80 varieties of fruit on over 5000 trees; apples, peaches, pears, plums, nectarines, cherries, apricots. He also produces varietal ciders and flavored blends in his own cider mill. All ciders are 100% natural, with no preservatives, and are cold pasteurized to keep the taste of true old-fashioned cider.

## **Deborah Kraemer**

Deborah Kraemer, the owner of Abbey Brown Herbal Soaps, along with her family and two wonderful master soap makers, produce 20 varieties of soap, including vegan, organic, and herbal-infused olive oil soap. Over half of the herbs and botanicals used in the soaps are grown by the family. High-quality ingredients mean high-quality products. Deborah supports organic and pesticide-free farming and chooses local farmers and suppliers. Abbey Brown Herbal Soaps is currently in the process of obtaining organic certification.

## **Linda Krupinski**

Lydia Krupinski lives on the North Side of Chicago with her best friend and spouse David Paul Downs and their lovable and mischievous pets, tea, experimenting with new vegetarian recipes, singing with Polish vocal group Odnova, sewing for her online business Pierogi Picnic, volunteering, writing eco-feminist musings, and riding her bike. She sits on Women In Film Chicago's Board of Directors while working freelance in television and film.

## **Bill Kurtis**

Journalist turned Rancher Bill Kurtis, owns the 10,000 acre Red Buffalo ranch in Kansas where cattle graze on virgin tall grass prairie. In order to market the beef, he created Tallgrass Beef, which is now one of the largest suppliers of grass-fed beef in America. A number of ranchers from across the country and Midwest supply Tallgrass and customers include restaurants, supermarkets, and online sales.

## **Marc J. Lane**

Marc J. Lane is a Chicago-based attorney and financial advisor who represents clients throughout the nation in connection with decisions involving both legal and financial issues. He designed and teaches the Social Entrepreneurship course at Northwestern University School of Law, where he is an Adjunct Professor of Law. He is the pioneer behind the Advocacy Investing® approach to socially responsible and mission-related investing ([www.AdvocacyInvesting.com](http://www.AdvocacyInvesting.com)). A Director of Social Enterprise Alliance, the national association of enterprising nonprofits and social-purpose businesses, he spearheaded the launch of its Chicago chapter, which he serves as President and a Director. And he is a force behind L3C legislation in several states, authorizing the new hybrid business form which can leverage foundations' program-related investments to access trillions of dollars of market-driven capital for ventures with modes financial prospects, but the possibility of major social impact. Marc is the author of 32 books on personal finance, taxation, corporation organization and governance including Profitable Socially Responsible Investing? An Institutional Investor's Guide, Advising Entrepreneurs: Dynamic Strategies for Financial Growth and Legal Handbook for Nonprofit Organizations. His treatises, Social Enterprise, American Bar Association, and Corporate Governance and Fiduciary Responsibilities: Representing Officers, Directors, Managers, and Trustees will be published in 2010.

## **Deborah Lapidus**

Deborah Lapidus is the Senior Organizer with Corporate Accountability International, a membership organization that protects people by waging and winning campaigns that challenge irresponsible and dangerous corporate actions around the world. Deborah organizes public officials, students, members, and activists around the country to get involved with the Value [the] Meal Campaign. As a graduate of Green Corps, the field school for environmental organizing, Deborah has traveled around the country coordinating grassroots environmental and electoral campaigns.

## **Howard Learner**

Howard A. Learner is an experienced attorney who serves as President of the Environmental Law and Policy Center – the Midwest's leading public interest environmental legal advocacy and eco-business innovation organization. Mr. Learner is responsible for the overall strategic leadership, policy direction

# Speaker Biographies

and financial platform for ELPC's successful work promoting clean energy development solutions to global warming problems, improving the Midwest's environmental quality, and preserving the region's natural resources and heritage. Much of Mr. Learner's work has concentrated on advocating new directions for environmental policy, including clean renewable energy development strategies that create new jobs and drive the green economy, and developing a Midwest high-speed rail network that can produce complementary environmental quality, economic development and employment benefits. Mr. Learner is an (Adjunct) Professor at Northwestern University Law School and the University of Michigan Law School, teaching advanced seminars on environmental, energy and climate change law and policy.

## **Karen Lehman**

Karen Lehman is the director of Fresh Taste, a funder collaborative formed to advance the growth of diverse local agriculture and healthy eating in Chicago and across Illinois. Fresh Taste partners are committed to changing the manner in which food is produced, distributed, and consumed in Illinois. Karen's food system work spans three decades, beginning with an award-winning PBS documentary on women's leadership in farm movements. She directed both the Local Food and Regional Economy programs at The Minnesota Project; co-founded the Youth Farm and Market Project in Minnesota; and directed the Institute for Agriculture and Trade Policy's Food and Agriculture Program. Karen also held an endowed chair in agricultural systems at the University of Minnesota and consulted with the Ford Foundation in Mexico.

## **Ted Levinson**

Ted Levinson is the Senior Lending Manager at RSF Social Finance, where he manages the organization's \$75 million portfolio of loans to non-profits and businesses with a social mission. Prior to RSF, Ted was the Business Manager at a start-up school and a bamboo company in Indonesia. He also spent ten years working in small business finance. Ted is a graduate of Tufts University where he was an NEH Younger Scholar.

## **Robert Levitt**

Robert Levitt and his wife Allison opened their restaurant, mado, in the Bucktown neighborhood of Chicago in April 2008. Mado was the great chef Fernand Point's nickname for his wife, Marie-Louise, who, the story goes, had to approve every dish before it was allowed to leave the kitchen of La Pyramide. Rob's cooking at Mado has been featured in several magazines and newspapers including *Gourmet*, *Food & Wine*, *Restaurants & Institutions*, *Restaurant Hospitality*, *Chicago Magazine*, *Crain's Chicago Business*, *New City*, *Chicago Social*, *Chicago Reader* and *Time Out Chicago*.

## **Angela Mason**

Angela Mason, the Chicago Botanic Garden's Director of Community Gardening. Ms. Mason is a certified NFTE instructor (National Foundation for Teaching Young Entrepreneurs) and in 2006 served as adjunct faculty at Harold Washington College in Chicago for Introduction to Horticulture and Identification of Herbaceous Ornamentals. She received a North Lawndale Spirit of Youth Development Award in 2006 and in 2007 was honored as an Environmental Hero by the Lieutenant Governor of Illinois. Ms. Mason is manager of Windy City Harvest, overseeing all production and training aspects of the program.

Her background in plant and crop science together with her experience in working with younger individuals from the same community (through the Green Youth Farm) has enabled her to establish a positive and productive work and learning environment.

## **Gary Matteson**

Gary Matteson works for the Farm Credit Council in Washington, DC, which is the trade organization of the Farm Credit System. Farm Credit is a nationwide network of borrower-owned lending institutions, providing credit for the nation's farmers and ranchers. As the Vice President for Young, Beginning, Small Farmer Programs and Outreach, Gary seeks to identify and meet the needs of the next generation of farmers and ranchers as a part of Farm Credit's enduring mission of service to agriculture and rural America. Farm Credit provided some \$7.7 billion to young farmers, \$12 billion for beginning farmers, and \$14.2 billion in financing for small farmers in 2008.

## **Diana May**

Diana was inspired by the concept of guerrilla gardening in Europe and has modified the idea to fit an ongoing, community activist model of gardening in Chicago. The basic concept includes revamping unused or under-used public space with flowers both to provide much needed greenery to the city but also to empower people to take action within their own communities. Over the course of last summer, Diana and her crew took action planting flowers and herbs in five sites throughout Chicago ranging from schools to libraries. She has received press coverage in the Chicago Tribune and UIC News. Visit her blog at: [www.chicagoguerrillagardens.blogspot.com](http://www.chicagoguerrillagardens.blogspot.com).

## **Daphne Mazarakis**

Daphne is the founder of Tula Foods, Inc. and the Better Whey of Life™ brand, the first brand to bring whey protein to everyday foods. In Q4 2008, Tula Foods launched its first products -- five flavors of Better Whey of Life Yogurt, distributed in specialty stores in the Midwest and NY tri-state markets. Prior to founding Tula Foods, Daphne spent eight years with Kraft Foods in brand management, leading new product development initiatives across global markets and managing the emerging channel sector for the dairy group.

## **Jerry McGeorge**

Jerry McGeorge is a lifelong organic consumer who has been with CROPP Cooperative for the past twelve years. He has held numerous positions within the cooperative; currently McGeorge holds the title of Director of Cooperative Affairs and is a member of the Management Team. Of particular interest to McGeorge is the start up and development of cooperatives. He has consulted with several co-ops during their start up phase. He has served on the Board of the National Cooperative Business Association for the past 3 years and is the Co-chair of the Wisconsin Organic Advisory Council.

## **Dan McGowan**

Dan McGowan is President of the Big Bowl & Big Bowl Chinese Express Division, and oversees L.Woods Tap & Pine Lodge, Tucci Benucch, Twin City Grill and Magic Pan Crepe Stand for Lettuce Entertain You Enterprises, Inc. Dan began his career with Lettuce while still in college, when he worked for former Lettuce restaurant, Ed Debevic's. After graduation, Dan transferred to Tucci Benucch as the Office Manager.



# Speaker Biographies

Realizing his desire for hands-on restaurant management, Dan began Lettuce's management training program and quickly worked his way up the managerial ranks to assume key management positions at Tucci Benucch in Chicago and Minnesota and Twin City Grill in Minnesota. In July, 1993 Dan was promoted to Supervisor of the Lettuce Minnesota operations. He returned to Tucci Benucch Chicago in July 1995, and in November of that year, was promoted to Partner. In 1998, Bones in Lincolnwood was closed and Dan was instrumental in converting the space into L.Woods Tap & Pine Lodge. In December 1998, L.Woods officially opened its doors under Dan's jurisdiction. In March 2005, LEYE brought back the Big Bowl Restaurants and named Dan as President. Big Bowl was a concept originally created by LEYE in 1992, then was sold to Brinker International in 2001. Dan now oversees eight Big Bowl locations in Chicago, Minnesota and Virginia, as well as the seven Big Bowl Chinese Express concepts in Byerly's & Lunds stores in Minnesota.

## **Kathleen A. Merrigan**

Kathleen Merrigan is USDA's Deputy Secretary. Before rejoining USDA, Merrigan served as an Assistant Professor and Director of the Agriculture, Food and Environment Program at the Friedman School of Nutrition Science and Policy at Tufts University. In 2008 she was an expert consultant to the Food and Agriculture Organization (FAO) of the United Nations in Rome. Merrigan served as Administrator of the Agricultural Marketing Service from 1999-2001. From 1994-99 she worked as a Senior Analyst for the Henry A. Wallace Institute for Alternative Agriculture, a Washington, DC-based organization which promotes research and education in sustainable agriculture. She was a Senior Staff Member of the U.S. Senate Committee on Agriculture, Nutrition, and Forestry from 1987-92. During that time she helped develop the Organic Foods Production Act of 1990. Merrigan served on USDA's National Organic Standards Board from 1995-99 and on the Department's Facilities Reform Commission from 1997-99. Merrigan holds a Ph.D. degree in environmental planning and policy from the Massachusetts Institute of Technology, a Master of Public Affairs degree from the University of Texas, and a B.A. degree from Williams College.

## **Kymm Mutch**

Kymm Mutch is a registered dietitian and has been the administrator for the Milwaukee Public Schools School Nutrition Services program for the past 3 years. Prior to becoming director she was responsible for menu writing, food procurement and commodity management at MPS. Kymm has developed a purchasing program which uses vegetables grown in local hoop houses to provide urban grown foods for students in urban schools. Before coming to MPS Kymm, started the N.E.W Kids program at Children's Hospital of Wisconsin, a program designed to work with children who have medical complications due to overweight. Kymm has twenty five years of experience as a dietitian working in non-profit organizations focusing on child and adolescent nutrition.

## **Joy Neighbors**

Joy Neighbors is the Marketing and Public Relations Director for Purgatory Cellars/White Owl Winery, located near Birds, Illinois. She is also an international public speaker whose presentations include such topics as small business public relations, building media relationships, enjoying non-traditional wines, developing agri-eco tourism and the benefits of improv

in business. Joy also has 20 years of previous experience in the media, including image building, public relations, on-air broadcasting, radio and television features, producing, directing and writing. She has written and produced Emmy-winning television and radio segments.

## **Michel Nischan**

As a leader in the sustainable food movement and chef with over 30 years of experience working with local producers and farmers, two-time James Beard Foundation award winner Michel Nischan wears many hats. Nischan is the owner/founder of Dressing Room: A Homegrown Restaurant, located at Westport Country Playhouse, as well as President/CEO of Wholesome Wave Foundation. The nonprofit organization's mission is to overhaul the nation's food system by increasing access to healthy, fresh and affordable locally grown food. Wholesome Wave and Dressing Room work in tandem to create grassroots initiatives that celebrate local food systems and heritage recipes. Nischan's newest cookbook Sustainably Delicious will be released in April, 2010. An author of two celebrated cookbooks - Taste Pure and Simple (a best-selling Beard award winner in 2004) and Homegrown Pure and Simple, Nischan won a 2008 James Beard Foundation Award for his work on the PBS television series, Victory Garden.

## **Mike Nowak**

Mike Nowak has been the Chicago radio voice of gardening and the environment for more than ten years. First at WGN Radio and now at WCPT 820 AM, he has consistently informed and entertained his listeners about everything from bugs to battery recycling, from energy audits to English daisies. In 2002, Mike founded the Midwest Ecological Landscaping Association with landscape designer Connie Cunningham. The organization promotes environmentally responsible landscaping and horticultural practices among professionals and the public. Mike served as MELA's president for four years, is currently president of the Chicago Recycling Coalition, on the board of the Lincoln Park Conservancy, and a member of the Speakers Network for Safe Lawns.

## **Vicki Nowicki**

Vicki Nowicki is degreed in Horticulture, Environmental Studies, Environmental Education and Museum Exhibit Research and Design. Since receiving her Master's Degree 30 years ago, Vicki has focused her research on the history of attitudes and perceptions of home landscapes in America since colonial times. She and her husband Ron own The Land Office where she focuses on Herbaceous Garden Design and Installation. She has spent much of the last 30 years growing, harvesting and preserving the vegetables, fruits and herbs from the Circle GardenFarm, Ron and Vicki's home/office permaculture landscape. She co-founded the first chapter of The Wild Ones outside of Wisconsin, a group devoted to using native plants in the home landscape. Today, she is the president emeritus of the Downers Grove Organic Gardening Club, a group focused on growing vegetables in the home landscape. She is well known for teaching a prolific number of diverse classes on growing and using vegetables, herbs, heirlooms and more. Most notably, 2008 was the year of the Liberty Gardens.

## **David Oppedahl**

David Oppedahl is a business economist in the economic research department at the Federal Reserve Bank of Chicago.

# Speaker Biographies

Oppedahl conducts research on the agricultural sector and rural development as well as microeconomic research. He directs the Chicago Federal Reserve District's survey of agricultural banks on agricultural land values and credit conditions and publishes the results in *AgLetter* – the Chicago Fed's quarterly agricultural publication. In addition to his research, he regularly briefs the Chicago Fed's president on the agricultural economy.

## **Jody Osmund**

Eight years ago, Beth and Jody Osmund left corporate jobs in Chicago to start Cedar Valley Sustainable Farm north of Ottawa, IL. Jody's grandfather purchased the land sixty years ago when sustainable practices were the standard not the exception. The land had been farmed conventionally with a conservation bent for 30 years prior to the Osmund's move to the farm.

## **Ehran Ostreicher**

A self taught home cook with a passion for the traditional cooking methods of curing, pickling and smoking. An advocate of reform in our food system. A partner in E&P MEATS. A small company that make unique meats and charcuterie supporting local products that are socially and environmentally responsible.

## **Brenda Palms Barber**

Since becoming the North Lawndale Employment Network's founding Executive Director in 1999, Brenda has grown the organization from two to 14 employees and has generated an annual budget of \$1.9 million. Annually, NLEN serves 1,200 men and women, placing 75% in unsubsidized employment and placing others in its transitional jobs program, referring them to entrepreneurial tracks or helping them to secure additional skills and education. NLEN's mission is to improve the earnings potential of residents in North Lawndale, one of the most severely economically disadvantaged communities in the city of Chicago. Because of the lack of job opportunities available to NLEN clients, Brenda developed an innovative social enterprise business called Sweet Beginnings, LLC. A wholly owned subsidiary of NLEN, Sweet Beginnings is a transitional jobs program that provides green collar jobs producing honey in an urban neighborhood setting and manufacturing and marketing honey-based personal care products under the Beeline® label.

## **Micheline Piekarski**

Micheline has over 30 years of school food service experience. She currently is the Director of Food & Nutrition Services at Oak Park & River Forest High School and contracts with the local elementary district as the food service supplier. Micheline was a founding member of the Northern Illinois Independent Purchasing Cooperative, and currently serves as the chairman of this sixty-one district strong group.

## **Mary Pimmel**

Mary Pimmel, Refugee Health Programs intern, is completing a one year internship with Heartland Alliance for Human Rights and Human Needs while pursuing a Masters in Social Justice from Loyola University of Chicago. Her dual interests in refugee populations and food justice have combined in her project researching refugee food insecurity with the Bhutanese refugee community. Mary's passion for social justice began during her studies at Rockhurst University and continued during her time in the Jesuit Volunteer Corps as a refugee youth worker in Syracuse, New York.

## **Jeanne Pinsof Nolan**

Jeanne Pinsof Nolan, "The Organic Gardener," has been growing food for 23 years. In her current role as project manager for Chicago's Green City Market, she is responsible for designing and implementing The Edible Gardens, a 5,000 square foot vegetable garden for children at Lincoln Park Zoo. She is also the founder of "The Organic Gardener Ltd", focusing on helping people to have fun successfully growing organic vegetables. She has helped hundreds of North Shore and Chicago-area families create and maintain organic vegetable gardens and works extensively with schools and restaurants. She worked with the owners of Uncommon Ground Restaurant in Chicago to design and implement the first certified organic rooftop farm in the country. Nolan has been featured in Parade Magazine, Travel and Leisure, Food and Wine, Today's Chicago Woman, North Shore Magazine and on ABC7 Chicago. She was also the recipient of Shape Magazine's 2009 Green Living Award.

## **Nancy Pollard**

Nancy Pollard, provides programs related to the Urban Environment and Natural Resources, in the south and southwest suburbs of Cook County. She works with municipalities, organizations, schools, nature centers, volunteer Master Gardeners and Master Naturalists, youth leaders, youth and families. Nancy is on a team that creates the sustainable vegetable and herb garden at the Museum of Science and Industry SMART home exhibit. The garden won 1st place for Chicago public institutions-city wide in the Mayor's Landscape Awards program 2009, and a 2009 Illinois Master Gardener teamwork award. Nancy also worked on a team developing Successful Container Gardens in response to the needs of people with limited time and space so they can enjoy the simple pleasure of gardening and contact with nature.

## **George Ranney, Jr.**

George Ranney, Jr. is CEO of Chicago Metropolis 2020, a business-based organization formed by the Commercial Club of Chicago to improve the Chicago region's global competitiveness. With his wife Vicky, he developed Prairie Crossing, one of the nation's first conservation communities which was organized to incorporate an organic farm. Ranney has been a partner or associated with the Mayer Brown law firm since 1966. He spent much of his career with Inland Steel where he ran the company's mines and served as Vice President and General Counsel. He served as Illinois' Deputy Budget Director under Governor Ogilvie and led the campaign which created the Regional Transportation Authority. He chaired the Task Force on the Future of Illinois for Governor Thompson, and Governor Edgar's Task Force on conversion of the Joliet Arsenal to the Midewin Tallgrass Prairie. He serves on the boards of the University of Chicago, Field Foundation of Illinois, the Metropolitan Planning Council, WTTW, and the Conservation Fund. He is a recipient of the Order of Lincoln, awarded by the State of Illinois, as its highest honor, and was inducted into the American Academy of Arts & Sciences for his work in public policy.

## **Harry Rhodes**

Harry Rhodes is the Executive Director of Growing Home, Inc. and has been with Growing Home for 9 years. He initiated the first year of growing organic food and training people in 2002. He has overseen the growth of the organization, and has helped it become a model transitional job social enterprise,

# Speaker Biographies

concentrating on urban and organic agriculture. Growing Home's Wood St. Urban Farm is one of the only permanent, year-round certified organic urban farms in the country.

## **Eric Rose**

Eric Rose owns and operates River Valley Ranch, a commercial mushroom farm and sustainable vegetable farm. Eric also operates River Valley Kitchens, a commercial processing kitchen located at the farm, producing hand crafted, value added products. The kitchen does custom work, most notably, having worked with Chef Rick Bayless and Frontera Foods on a number of seasonal salsas. Eric is a long time member of the farmers' market community, and an original member of Chicago's Green City Market. Primary outlets for the farm and kitchen produce are farmers markets in Chicagoland and Southeast Wisconsin, the farm's year round retail store, and select wholesale customers. The farm was founded by Eric's father, Bill Rose, on the principle of growing the best quality mushrooms we possibly can. Eric does consulting with local producers who are interested in building a more successful business. Organic certification for the mushroom crop is pending.

## **Daniel J. Rosenthal**

Dan Rosenthal has over 40 years of restaurant experience. His background encompasses all aspects of the restaurant industry including nine years as a Food and Beverage Director for Hilton Hotels, Omni International Hotels and Hyatt Hotels, culminating in 1979 at the Hyatt Regency O'Hare where he supervised that hotel's \$13.5 million foodservice operation. Rosenthal founded The Rosenthal Group, Inc., through which he now owns and manages Trattoria No.10, Poag Mahone's, and five Soprafina Marketcaffés. More recently, Rosenthal has devoted much of his time to correcting the massive negative impact that Chicago restaurants have on the environment. With a mission to bring sustainable products and services to restaurants at affordable prices he co-founded the Green Chicago Restaurant Co-op. In just over two years the Co-op has grown to a sizeable force of over 300 members, and recently oversaw the successful launch of its new "Guaranteed Green" program for restaurant certification.

## **Dennis Ryan**

Dennis Ryan, is the Market Manager of the 61st Street Farmers Market, a program of the Experimental Station serving the Woodlawn neighborhood. Dennis has overseen the implementation of a number of initiatives to increase access to healthy food in the community: education and outreach to increase SNAP redemption at the Farmers Market; Illinois first Double Value SNAP Program; market basket programs; and teaching under-served high school students the skills to begin a career in the culinary industry. Dennis has years of experience in local and sustainable food systems including co-founding Fresh Connections NFP, Board President and Treasurer of The Land Connection, Co-Director of the City of Chicago's Farm Forager program, member of working group to establish an Illinois farmers market association, and advocating for increased acceptance of SNAP benefits at all farmers markets and non-traditional food outlets.

## **Bob Scaman**

Bob Scaman founded Goodness Greeness—Chicago's first all-organic produce company—in 1991 with his brothers Rodney and Rick. Bob and his brothers have cultivated relationships with

organic growers and with large and small retailers; the strength of these relationships has helped the organic market to grow. As the company's president Bob oversees day-to-day operations and works with suppliers to ensure that Goodness Greeness promotes the freshest and best organic fruits and vegetables to its customers. Bob feels lucky to be involved with the growing organic produce industry and loves to bring home the best seasonal fruits and veggies for his family.

## **Bill Scheffler**

Bill Scheffler is third generation in the greenhouse business and owner of Pure Prairie Organics, a natural lawn and tree care company active in the western suburbs for 17 years. He is also starting up a fruit and vegetable farm near Bartlett that is focusing on nutrient dense produce that has exceptional flavor. Bill is a popular speaker and speaks on subjects such as "Why every gardener should be using vinegar, molasses, ammonia and yogurt," and "How to buy organic fertilizers at Home Depot and Ace Hardware and have the best lawn (and garden!) in the neighborhood." Bill will be addressing the workshop topic from a soil and plant nutrition point of view, including the how-to's of controlling insects with molasses, powdered milk and soda pop and controlling diseases with vinegar, yogurt or minerals.

## **Robin Schirmer**

Robin Schirmer, though relatively new to the local foods scene, is a self-described "farmers market groupie" and has seen lots of farmers markets from all three sides: as manager/coordinator, as market seller, and as a consumer. In the past three winter seasons, she has coordinated over 50 one-time, indoor farmers markets in church venues all over the Chicago area. For the last year, she has worked with Tomato Mountain Farm, boosting their Chicago-area farmers market presence from 6 to over 20 markets last summer, staffing them and selling at most of them at one time or another.

## **Shawnecee Schneider**

Shawnecee Schneider has a deep love for the mid-west and its people, prairies, and pollinators. Working as a community organizer and educator has been a key focus of her life. She has been a rural and urban beekeeper and farmer for the past 4 years. During her off-season she is an alternative media educator to High School students. She has been running a community media apprenticeship program with Community TV Network as well as Alternative Schools Network. Shawnecee has been lucky to work in Guatemala, Nicaragua, Cuba, Palestine, South Africa, and Venezuela through her documentary work and interest in alternative forms of agriculture and sustainable technologies. Currently she is working towards more biodynamic beekeeping and farming practices as well as wrapping production on a documentary film in Ecuador.

## **Dan Schnitzer**

Dan thinks that watching tomatoes grow is amazing! From seed, to seedling, to plant, flower and fruit, the process of art, science, math, drama and music come to life. It is this simplistic amazement and wonder that inspires Dan to work with kids, in encouraging their imagination, curiosity and respect for the earth. Dedicated to education, Dan has been the director of Camp Young Judaea Midwest, a youth residential summer camp in central Wisconsin and the center director for 2 youth language centers run by Language Stars.



# Speaker Biographies

## **Marc Schulman**

Marc S. Schulman is President of the country's largest specialty cheesecake bakery, The Eli's Cheesecake Company. Eli's home is Eli's Cheesecake World, the 62,000 sq. ft. state-of-the-art bakery, visitors' center, retail store, dessert café, and corporate headquarters. Schulman is committed to empowering Eli's people through educational opportunities. Eli's has worked in cooperation with its neighboring institution, Wright College, to create "Eli's U.," a GED classroom on-site at Eli's. Schulman and Eli's are also committed to supporting the Chicago Public Schools. Schulman is a life-long booster of Chicago and its cultural resources. He is a past President of the Greater North Michigan Avenue Association and was the founding Chairman of the Magnificent Mile Lights Festival. He currently serves on several boards and has received numerous awards for his work in education, business, and economic development. He has also been named one of 10 Outstanding Young Citizens by the Chicago Junior Association of Commerce and Industry and one of the first "40 Under 40" by Crain's Chicago Business Magazine.

## **Jim Schultz**

Jim Schultz is Founder and Managing Partner of Open Prairie Ventures and was responsible for the launch of two funds which invested in agriculture technology companies with disruptive technologies. In 1999, Jim founded Open Prairie Ventures I, a \$40 million fund focused on Midwest seed and early-stage technology opportunities. In 2008, he launched Open Prairie Ventures II, a fund focused on agriculture and technology companies. Jim is on the board of Vestaron, an eco-friendly insecticide company, and has served as Chairman of the Board of Prime Banc Corporation, a Central Illinois multi-bank holding company. In addition, he has served on the board of several of their investments and numerous Midwest-based technology corporations.

## **Adam Seger**

As Mixologist for Chicago's Nacional 27, Adam Seger takes a chef's approach at the bar to the point of being dubbed 'The Charlie Trotter of Cocktails' by New City and a 'Spirits Guru' by Food & Wine and Fast Company Magazines. Seger is a Certified Culinary Professional and Advanced Sommelier as well as an alumnus of world-renowned restaurants TRU, Strasbourg's Michelin Star Chez Julien and The French Laundry. He is currently writing his first book 'WHET: Drink Like You Eat' and is founder and mixologist of Hum Spirits LLC, creator of the award-winning Hum Botanical Spirit.

## **Bruce Sherman**

A native Chicagoan, Bruce Sherman traveled the world developing his culinary knowledge before returning to his hometown to delight Chicago's dining community. As Chef and Partner at Lincoln Park's North Pond, Sherman utilizes influences he picked up in Paris, Southeast Asia and London to produce his contemporary French-American, innovative, seasonal cuisine.

## **Debra Shore**

Debra Shore was elected to the Board of Commissioners of the Metropolitan Water Reclamation District of Greater Chicago in November 2006 in her first run for public office. For more than 15 years Debra has been an active volunteer helping to clean up and restore the forest preserves along the North Branch of the Chicago River in Cook County. Debra served on President John Stroger's Community Advisory Council on Land Management

from 1997 to 2007 and is a founding board member of Friends of the Forest Preserves.

## **Jim Slama**

Jim Slama is the founder and president of FamilyFarmed.org, which encourages the production, marketing and distribution of locally grown and responsibly produced food and goods. FamilyFarmed.org expands the market for local farmers and food producers, by advancing the Community Supported Agriculture (CSA) movement, supporting farmers markets, and playing an integral role in public policy in the state and region.. FamilyFarmed.org hosts the annual FamilyFarmed EXPO, a food festival, trade show, financing conference, and celebration of local food and goods. Jim is the editor of *Wholesale Success: A Farmers Guide to Selling, Post Harvest Handling, and Packing Produce*. The manual gives small to mid-size growers technical assistance to help them develop the skills to sell produce into wholesale markets. As a result of this work, FamilyFarmed.org created the On-Farm Food Safety Project which is working with the FDA, USDA, food buyers, and advocates for small to mid-size growers to create an online tool giving farmers the ability to create a On-Farm food safety plan. Jim played a key role in developing and helping to pass the Illinois Local Food, Farms, and Jobs Act, which has been hailed as model legislation to build a local food system. The law created the Illinois Local, Food, Farms and Jobs Council which is charged with developing local food systems in the state. Jim is a member of this Council.

## **Laura Sova**

Laura is the Executive Director of The Land Connection, a nonprofit organization that runs a nationally-recognized farmer training program and preserves farmland for diversified agriculture. Illinois soil is some of the best in the world and it's currently used primarily to raise grains for processed food and animal feed. The Land Connection works to change this dynamic. Laura joins TLC after 15 years of nonprofit management consulting and 10 years of practicing law. In between that work, she developed and managed her own certified organic vegetable farm in the 1990's. She believes it's a historic time of transition for the food industry and that it's an honor to be part of the effort to change the way food is grown in our country.

## **David Spear**

David Spear is the Midwest Local Product Forager for Whole Foods Market. In this position David works with Whole Foods Market team members to source outstanding local products for the region. David holds an MBA in Entrepreneurship from DePaul University. While studying at DePaul, David worked for the Coleman Entrepreneurship Center, helping entrepreneurs and small business owners on a wide range of issues. He joined Whole Foods Market in 2008 as Associate Store Team Leader for the Deerfield, Illinois location.

## **Helen Pope Standen**

Helen Pope Standen lives, works, and keeps chickens nine miles west of Chicago's Loop. She became interested in backyard chickens after foundation work on her home altered her soil composition. Rather than truck in loads of compost with dubious origins, she decided to improve her soil the old fashioned way - hard work, yard waste and manure. When a quick call to village hall confirmed the legality of keeping 2 fowl, she brought home her first hens. Six years later, the garden



# Speaker Biographies

continues to benefit from the high nitrogen manure. She observed first hand the inter-dependent relationship of plants and animals through growing up alongside farm animals on her parent's 12-acre farm and enjoys fostering this interaction in her urban backyard.

## **Karen C. Stark**

Karen Stark, was born in Minnesota and raised on a 3rd generation 160-acre family dairy farm outside of Eyota. Pulling weeds from the family garden was an expected chore; along with canning and freezing responsibilities to have food during the winter months. She started the Geneva Green Market, NFP to promote locally grown food in the Fox River Valley and to become a local food policy group. The group started the Geneva Green Market where everything is grown within 200 miles of Geneva, IL.

## **Mike Sula**

Mike Sula has been contributing to the *Chicago Reader* since 1995; for the last nine years as a staff writer. He writes Omnivorous, the Reader's food and drink column, and blogs at the Food Chain. His work has also appeared in the *Chicago Tribune*, *Harper's*, *Rolling Stone*, and elsewhere. In 2009 he was nominated for a James Beard Award in multimedia journalism for the Whole Hog Project, which followed a rare heritage pig from birth to slaughter to the dining room at Blackbird.

## **Woody Tasch**

Woody Tasch is Chairman and President of "Slow Money" which catalyzes the flow of investment capital to small food enterprises and to promote new principles of fiduciary responsibility to support sustainable agriculture and the emergence of a restorative economy. Tasch is Chairman Emeritus of Investors' Circle, a nonprofit network of investors that has facilitated the flow of \$130 million to 200 sustainability minded, early stage companies and venture funds. He is an experienced venture-capital investor and entrepreneur, he has served on numerous for-profit and non-profit boards, and was founding chairman of the Community Development Venture Capital Alliance, which supports venture investing in economically disadvantaged regions. His new book "Inquiries into the Nature of Slow Money" is available at <http://www.chelseagreen.com>.

## **Amber and Arielle Thomas**

Amber and Arielle Thomas are lifelong members of God's Gang. They have one brother and three sisters. Their father, Marcus, founded God's Gang at eight years old, with a belief that all children are alike, they just need to recognize each others sameness, beyond their differences. Amber Thomas a Senior at Morgan Park High School and serves as Shadow to the Director of God's Gang. Arielle Thomas attends Thornton Fractional South High School and has worked two seasons at God's Gang's Garfield Park Farmers Market, and she was one of the first vendors at the still developing Roseland farmers market. Arielle has been to Arkansas twice, once for training at the Heifer Project Global Village, and the second time she accompanied our Board President, to meet with other U.S. teens joining together working on hunger issues. Arielle is also a volunteer member of the Red Cross Team Firestarter demonstration teams in Roseland and Englewood.

## **Michael S. Thompson**

Michael started beekeeping as child in Southern Kansas and upon moving to Chicago in the early 1970's placed 2 hives on a neighbor's rooftop. He worked as an IL State Bee Inspector and started teaching beekeeping informally when he was 25 years old. He and others installed 8 beehives on 3 buildings in downtown Chicago; City Hall, Chicago Cultural Center and Gallery 37 for the Arts. The Co-op maintains these hives giving the honey back to the city where they sell it in their gift stores to support cultural programs. Michael developed the still going strong Beekeeping Program at historic Garfield Park Conservatory while working there as Horticulturist and Community Gardener. He also created Chicago Honey Cooperative in 2004 with two city beekeepers. The shared goals of this cooperative are to support a self-sufficient business, produce tasty healthy food and pass on experience through neighborhood job-training.

## **Alex Tuchman**

Alex Tuchman refuses to accept that he is part of a lost generation. In addition to studying media, music, philosophy and environmental science at Loyola University Chicago, he is active in the Rogers Park and Edgewater environmental community. He is co-host of a bi-weekly environmental radio show entitled 'Footprints', as well as a student in CUERP's Food Systems course and a participant in the Green Living Learning Community on campus.

## **Julio Tuma**

Julio Tuma is the Head Beekeeper at the Garfield Park Conservatory. Early experiences with beekeeping and with pollination services at his parents' farm engendered a lifelong fascination with all things bees and beekeeping. Julio gives regular beekeeping classes at the Conservatory and helps to coordinate the activities of a dedicated core of volunteers who keep bees (over 30 hives this coming season), learn about beekeeping and pass on this knowledge to the general public.

## **Chef Paul Virant**

Paul Virant is the chef and owner of Vie in Western Springs. Virant's cuisine reflects the seasons, local harvests and the world becoming a smaller place. The menu supports local family farms while at the same time, it takes advantage of the increased availability of specialty foods from across the globe. Best described as Seasonal Contemporary American cuisine, the menu is strongly influenced by Western European cultures and rustic fare. Virant's ultimate mission is to use high-quality, fresh ingredients for every component on the plate. Vie, appropriately named after the French word for life, reflects many of the personal beliefs and experiences that Virant has collected throughout his life's journey.

## **Michael J. Walsh**

Michael J. Walsh is an Executive Vice President of Chicago Climate Exchange (CCX), serving as head of the Research Department. Dr. Walsh has long experience in the field of emissions trading, and was a key member of the CCX design team, as well as the design team for the European Climate Exchange (ECX), and also serves on the Board of Directors of the Montreal Climate Exchange (MCeX), a joint venture with CCX. Dr. Walsh oversees the CCX offsets and auction programs as well.

# Speaker Biographies

## **Jason Weeden**

Throughout his life Jason has had an interest in protecting the environment. He worked on analyzing business plans in developing countries for the World Bank and European Bank of Reconstruction and Development in Champaign-Urbana, IL before arriving in Chicago in 2001. Jason then worked for a small environmental consulting firm focused on brownfield site cleanup. In 2008, Jason founded Gourmet Gorilla Inc., Local and Organic Food for Kids. Working out of a pre-school in the South Loop, Jason and his partner Danielle successfully ran the food program for their son's school and to two other schools for the first year. They have since grown the operation to serving almost 60 schools, making their meals available to more than 20,000 children per day in Chicagoland.

## **Matthew Weinstein**

Matthew Weinstein founded HomeMade Pizza Company in Chicago in 1997 with his brother-in-law Eric and sister Audrey Fosse. Starting with a single store front on Belmont Ave and a dream of creating a new kind of pizza experience at home using all-natural ingredients and high-quality produce, Matt and his partners have since grown HomeMade into a thriving brand. Known as much for its dedication to customer service, as its promise to keep dinner fresh and convenient, Homemade now has 16 stores in the Chicago, 5 in the Twin Cities and 5 more in the DC Metro area.

## **Vicki Westerhoff**

Vicki Westerhoff of Genesis Growers is a self-taught farmer and single mom, who has developed a great farm business over the past decade. She began selling direct through farmers markets and a CSA, and then expanded her business to include more restaurants and wholesale accounts. Customers include Chipotle, Irv and Shelly's, North Pond, Vie, Carnivale.

## **Dr. Patricia Whisnant**

Patricia graduated from the University of Tennessee with a BS in Animal Science and UT College of Veterinary Medicine with a Doctor of Veterinary Medicine in 1981. Dr. Whisnant worked in private practice until 1992. She is President of the American Grassfed Association which represents over 300 multi-species grassfed producers. Dr. Whisnant and her family live in Missouri where they produce grassfed beef on their certified organic family farm, Rain Crow Ranch. They market their beef under the name American GrassFed Beef and sell directly to consumers online, to retailers and to restaurants. Dr. Whisnant owns the processing plant, Fruitland American Meat, LLC, located in Jackson, Missouri which is certified organic, certified for high animal welfare and processes multi-species.

## **Andy Whitman**

Andy Whitman is a successful consumer products executive and investor who melds the experience of a Fortune 100 executive with the passion and resourcefulness of an entrepreneur. After a successful career with General Foods and Kraft Foods and recognizing that nurturing smaller businesses to achieve rapid growth was his passion, he founded 2x Management in 2001 to invest in and operate small- and mid-sized consumer products companies including gDiapers eco-friendly diapers, Wellness/Old Mother Hubbard all-natural pet foods and Eagle snacks.

## **David Wilhelm**

David Wilhelm is the founder of Adena Ventures, a venture capital fund based in Athens, Ohio that invests in early-stage, growth companies located in low- and moderate-income places in central Appalachia. He is also the founder of Hopewell Ventures, a venture capital fund based in Chicago, Illinois, that invests in growth companies in the Great Lakes region of the country. Today, thanks to his efforts, people are working and, even in this difficult market, investors are confident of making good returns because of companies these funds backed in off-the-beaten track places like Nelsonville, Ohio; Marquette, Michigan; Lansing, Illinois; and Altoona, Pennsylvania. He has been a fellow at Harvard's Institute of Politics and taught at the University of Chicago, DePaul University, and is currently a Visiting Professor at the Voinovich School for Leadership and Public Affairs at Ohio University. He was recently appointed by the Secretary of the Interior to serve on the National Parks Foundation and is one of Governor Strickland's appointees to the Ohio Cultural Facilities Commission.

## **Bill Wilson**

Bill Wilson is an educator and teacher holding three permaculture certifications. Permaculture shows us how to reconsider the land beneath our feet, rainfall and sunlight as more than a backdrop for our busy lives. They are vital resources for empowering ourselves and our communities to create a sustainable and authentic future. The educational company he and his wife Rebecca started, Midwest Permaculture, is known for its excellent permaculture trainings and design certification courses. Bill is a 30-year resident of the sustainably oriented community of Stelle, IL, which hosts its own community cooperatives including tool, gardening, dinner and chicken co-ops. Bill and Rebecca are creating a permaculture oasis surrounding their traditional suburban home, pictures of which may be found on their website at [www.MidwestPermaculture.com](http://www.MidwestPermaculture.com) along with their scheduled trainings.

## **Timothy Young**

Timothy Young is owner of Food For Thought, Inc. -maker of organic and wild harvested gourmet specialty foods. Young established the company in 1995 and has since developed over 80 recipes for value-added products including fruit preserves, salad dressings, salsa, pie fillings and more. The company's products are sold under the Food For Thought label as well as under the labels of over 30 Michigan and Midwest based farmers and retailers. For three consecutive years, Young has been invited to Bon Appetit Magazine's acclaimed Wine and Spirits Festival in Chicago. Young has a long history of activism on issues of farmland preservation both here and abroad and is passionate about preserving farmland through profitable farming. A past President of the Northern Michigan Environmental Action Council, Young is currently a board member of the Michigan Land Use Institute. His awards include Environmentalist of the Year and Environmental Business of the Year. Food For Thought is located on an organic farm in northern Michigan in the heart of the Sleeping Bear Dunes National Lakeshore.

# Speaker Biographies

## Marc Zammit

As Vice President of Corporate Sustainability and Culinary Initiatives, Marc oversees the development and implementation of Compass Group USA's sustainability platform as well as companywide culinary programs and concepts. Marc's work on sustainability initiatives is focused on consumer environmental, health and ethical concerns for the company's business & industry, education, healthcare and vending sectors. His role includes crafting and influencing strategies that encourage responsible and sustainable supply chains for Compass Group USA. His pioneering "Farm to Fork" work on supporting local farmers in a food service started in 1999 when he was Culinary Director for Bon Appetit Management Co. Marc holds a variety of business advisory board positions including: The Association of Family Farms; The Harvard School of Public Health Nutrition Round Table; The Seafood Watch Advisory Board, the Produce Marketing Association; Stewardship Index for Specialty Crops amongst others. Charlotte-based Compass Group, North America is the leading food management company with more than \$8.8 billion in revenues.

## Gary Zimmer

Gary Zimmer, Madison, Wis., is a farmer, author, agribusinessman and educator dedicated to biological agriculture. Recognized around the world for his commitment to improving farming through restoring soils, he has spoken to farmers and agribusiness professionals all across the U.S. and in Canada, Europe, Australia, New Zealand, and South Africa.

## Randy Zweiban

Executive Chef/Owner Randy Zweiban, who first brought Nuevo Latino cooking to Chicago with Nacional 27, has crafted a dynamic menu at Province that is grounded in American cuisine and influenced by Central and South American and Spanish dishes. Zweiban enrolled in Peter Kump's New York Cooking School in the mid-1980s. After graduating, he opened a boutique catering business in Manhattan, creating food for many prominent events. In 1989, Zweiban headed to Miami, where he went to work with celebrated chef Norman Van Aken, first at a mano and then at Norman's, where he was Chef de Cuisine and partner. Over the seven and a half-year period that the two collaborated, Zweiban immersed himself in the vibrant culture and cooking of Miami's Latino community. In 1998, Richard Melman and Lettuce Entertain You Enterprises, Inc. brought Zweiban to Chicago to unveil the city's first Nuevo Latino concept. At the helm of Nacional 27, Zweiban received numerous accolades, including being named "One of the Best New Restaurants" by *Chicago* magazine for which *Chicago* magazine also recognized Province. Province was given a three out of four star review by the *Chicago Tribune*. Zweiban has been featured in *Bon Appétit*, *Gourmet*, *Newsweek*, *Food Arts*, *USA Today*, *Metropolitan Home*, and *Esquire*, among other publications.

**CHICAGO'S  
PROGRESSIVE  
TALK RADIO**



**WCPT AM & FM**

**820AM - 92.5FM**  
**92.7FM - 99.9FM**

**ChicagoProgressiveTalk.com**

**Chicago's  
Progressive  
Talk Radio Proudly  
Supports the Local  
Food Movement! It's  
Local, Sustainable,  
Good for You and  
Good for the Earth...  
Just like WCPT!**



FAMILY FARMED & FAMILY DELIVERED

Goodness  
Greenness®

CERTIFIED ORGANIC



Goodness Greeness is a proud sponsor  
of the 2010 FamilyFarmed.org Expo



[www.goodnessgreeness.com](http://www.goodnessgreeness.com)



Goodness Greeness is certified under the USDA audit program for Good Agricultural Practices (GAP)