



Intro

- ▶ Chef Thom England, CEC
 - Locavore
 - Culinary Instructor
 - Local Foods Activist
- ▶ The What, Why and How to serve local food
 - Why the hype
 - Why you should care
 - How you can make a difference

What is local

- ▶ "100 mile diet", Locavore
 - Leisurely days drive
- ▶ CAFO, Conventional, Organic, Sustainable
- ▶ Slow Food
 - The opposite of the stereotyped "Fast Food"
 - Good, Clean, Fair
- ▶ Indiana Foodways Alliance
 - Locally Historic

Why Use Local Food

- ▶ NRA top ten trends
 - **Locally grown produce;**
 - **Locally sourced meats and seafood;**
 - **Sustainability as a culinary theme;**
 - *Mini-desserts;*
 - **Locally produced wine and beer;**
 - *Nutritious kids' meals;*
 - *Half-portions/smaller portions for a smaller price;*
 - **Farm-branded ingredients;**
 - Gluten-free/food-allergy conscious meals;
 - **Sustainable seafood**

How to Add to Menu

- ▶ How much
- ▶ How to price
- ▶ Let the customer choose

Where to find local foods

- ▶ <http://www.localharvest.org/>
- ▶ <http://www.goinglocal-info.com/>
- ▶ <http://www.buyfresher.com/home.aspx>
 - Piazza Produce