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SHOW DIRECTORY

Celebrate Local Farmers



Paul, Sophie, Sara and Phyllis Willis.

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*Marty & Carolyn Osterman,
Richard Blackford*

There's a direct connection. You see, we buy our pork from family farmers who are raising pork traditionally and humanely. Pigs live in open pastures or deeply bedded pens. They have room to roam, root and socialize. And they're never given antibiotics.

Once, only the finest white tablecloth restaurants served this quality pork. Now we do, too. And because we do, this method of sustainable farming has grown from just a handful

to a groundswell.

Today, more than 300 family farms are raising hogs with respect for both animals and land. We support every one of them with our business and our thanks. When you eat our pork carnitas, you do, too.



Duane Dorenkamp

Chipotle



**THEY HAVE A BETTER FINISH
BECAUSE THEY HAVE A BETTER START.**



Welcome to the 2007 FamilyFarmed.org EXPO. We hope this event inspires you to support local and organic farmers and food producers and get involved with efforts to build a local food system! We are particularly excited about the *Illinois Food, Farms, and Jobs Act of 2007*. Sustain and its partners have advocated for this very progressive piece of legislation and with your support it will pass this year. It will be a great victory!

We are also proud to release our 2007 Community Supported Agriculture (CSA) brochure map. It highlights all drop-off spots for local producers serving Chicago and the suburbs. It's a great resource and we hope you can use it.

We are grateful for the amazing array of national speakers who have joined us this year. The convergence of local, organic, fair trade, family-farmed, and slow food is truly remarkable—and many of the leaders of this movement are with us this weekend. Thanks so much!

Sincerely,
 Jim Slama
 President, Sustain
 Founder, FamilyFarmed.org

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 Mary Ann Boggs
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 Erin Lamparter
 Cathy Morgan
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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 very individual and organization who helped us get the word out.





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We are committed to supporting local organic farmers and food artisans. We proudly work with family farmers throughout the Midwest to supply fresh, organic food to our stores.



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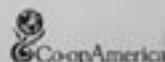
Our EXPO is powered by the wind!

Sustain and Community Energy, Inc. have partnered to offset the energy use of the 2007 FamilyFarmed.org EXPO with emission-free wind power supplied from new Illinois wind power projects. This donation is equivalent to planting 151 trees or not driving 1,950 miles. To learn how you can also offset your energy usage, visit www.newwindenergy.com.

Special thanks to our sponsors:



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icemaker?

300 exhibits:

- green careers/education
- green finances
- social justice
- eco-fashion
- natural health and body
- green media
- community action
- green technology**
- natural home and garden
- fair trade
- renewable energy**
- conservation/recycling**
- indigenous goods
- organic food/agriculture
- natural foods
- green kids' zone

150 speakers:

- amy goodman**
democracy now
- greg palast**
armed tradehouse
- jim hightower**
thieves in high places
- frances moore lappé**
hope's edge: the next diet for a small planet
- richard m. daley**
chicago mayor (invited)
- van jones**
the ella baker center for human rights
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Chef Demos

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

Education Center - 1st Floor

11:00-12:00	Bruce Sherman, North Pond
12:00-1:00	Rick Bayless, Frontera Grill
1:00-2:00	Karyn Calabrese, Karyn's Raw and Karyn's Cooked
2:00-3:00	Gale Gand, TRU
4:00-5:00	Timothy Young, Food for Thought

Bruce Sherman, North Pond

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, innovative, seasonal cuisine. In 1999, Sherman accepted the position at North Pond, and has been dazzling diners with his broadly influenced, subtle, seasonal cuisine ever since. Sherman and his wife Joan live in Evanston with their daughters Emma and Kate. According to Chef, it's the "instant satisfaction and spontaneous feedback" of cooking - whether in the kitchen, seasoning a recipe to alter the flavor, or in the dining room watching a guest's response to a dish he has just prepared - that Sherman enjoys most.

Rick Bayless, Frontera Grill

Rick Bayless is a professional chef who specializes in Mexican cuisine with a modern twist. He has spent several years in Mexico and currently runs Frontera Grill and Topolobampo, both belonging to the few fine-dining Mexican restaurants. In addition to winning several Cookbook of the Year awards, he was also the recipient of the 1998 Humanitarian of the Year award from the James Beard Foundation.

Karyn Calabrese, Karyn's Raw and Karyn's Cooked

As an acclaimed chef, Karyn Calabrese has a gift for creating uniquely flavorful raw vegan dishes, making her restaurant, Karyn's, the longest standing raw-food restaurant in the Midwest. Chicago Tribune's William Rice calls Karyn, "the high priestess of raw food" and after stepping foot in her signature restaurant, you'll know why. Raw food dining is taken to new heights as Karyn's offers carefully prepared all-organic gourmet dishes influenced by her many years

of innovative food preparation. From basil scented raviolis filled with macadamia whipped creme topped with sun-dried tomato puree to Manan Island sea lettuce garnished with a savory herbed pine nut sauce, this "high priestess" has created a kingdom worth visiting.

Gale Gand, TRU

Gale Gand is executive pastry chef and partner of TRU, a Chicago restaurant which has received four stars since its opening in 1999. In 1994, Gand received the Robert Mondavi Award for Culinary Excellence and Food & Wine named her one of the Top Ten Best New Chefs. She was named top pastry chef of the year in Bon Appetit's annual Best of the Best awards in 2001. Her restaurant has garnered several similarly impressive rewards over the last several years, including the highly coveted Wine Spectator Grand Award in 2004. She is the author of several well-received books, including "American Brasserie", "Butter Sugar Flour Eggs", "Gale Gand's Just a Bite", and her latest, "Gale Gand's Short + Sweet", which came out in 2004.

Timothy Young, Food for Thought

Timothy Young is owner of Food For Thought, Inc., maker of organic and wild harvested gourmet specialty foods. Young established the company in 1996 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 Appetite Magazine's acclaimed Wine and Spirits Festival in Chicago, which showcases many of the best chefs in the Midwest.

Chef Demos Sponsored by



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LOCAL V I C I O U S



Food & Wine Tasting Party

Fantastic Food

Bleeding Heart Bakery	Crust	Nacional 27
Cousins Incredible Vitality	NoMI	Home Bistro
Greg Christian Catering	MK	Chalkboard
Sweet Dreams Bakery	Timo	Chicago Diner
Uncommon Ground	First Slice	Chipotle
Fox & Obel		

Delicious Drinks

- Wine from regional vineyards
- Organic martinis from Rain Vodka
- Elixirs from Butterfly Social Club
- Beer from Goose Island

Special Guests

- Organic Valley CEO George Siemon
- Ill. Representative Julie Hamos (invited)
- TV Journalist Bill Kurtis

Live Auction with Bill Kurtis

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The **All Things Chocolate Culinary Retreat for two** takes you on an adventure to Northern Michigan with chocolate tasting, cooking and chocolatier tours. Stay in a historic country inn. Details and dates at www.learngreatfoods.com.
Value: \$650 Opening Bid: \$200

The **2 Busy 2 Cook Culinary Retreat for two** is for anyone looking to create new exciting meals. Features a speed-cooking class, relaxing farm tours, and lots of laughter in country settings. www.learngreatfoods.com.
Value: \$650 Opening Bid: \$200

A Week in Paradise on an Organic Coffee Farm in Brazil
Organic Retreats offers relaxation and uncompromised beauty in an organic coffee farm setting, located within the rolling hills and tropical rainforest of Mococa Sao Paulo, Brazil. Bid on this 7-night stay for 2, and experience this unique retreat with authentic organic meals, along with nature walks, biking, yoga, swimming, ecology tours, organic farming classes, and more. The trip can be scheduled at a time convenient to you.

www.organicretreats.org

Value: \$1,200

Opening Bid: \$400

Friday, March 23, 6pm
Preston Bradley Hall

Wine and dine with regional and national leaders of the organic food movement. This party will pair Chicago's finest chefs and eateries with local farmers to produce tantalizing tasty treats. The swinging sounds of the Dominic Johnson Trio will surely keep your feet tapping.

Tickets
Still Available!
\$90 at the door

Sponsored by:

ChicagoGourmets!



Special thanks to our event hosts:

Bill Abolt – Shaw Group, Conlon Public Strategies, Leslie Cooperband & Wes Jarrell, Silvia & Marcos Croce, Charlotte & Bob Flinn, Dan & Diane Jacobson, Warren & Kate King, Richard Kiphart, Liberty Prairie Foundation, Zina Murray, Craig Sieben – Sieben Energy Associates, Jim Slama
Event Chairs: Gerald Buster, Charlotte Flinn, Tanya Fritz, Kelly Gibson, Jennifer Hill, Lynn Peemoeller, Dennis Ryan, Josephine Lauer Washuk

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Organic Kids Activity Corner Saturday, March 24 11am-4pm Preston Bradley Hall

Artist's Retreat

Get off your feet and discover your inner child as you spend quality time with your own child. Quiet drawing and sketching opportunities are available for parents and children. You provide the inspiration, we provide the materials.

Craft Fun

Paper bag puppets, tissue paper butterflies, we've got the supplies, so you and your child can make a wonderful keepsake of the day.

Reading Corner

Take a break, relax and spend some time with your child reading our wonderful selection of books related to food, farming and nature.

Story Time

On the hour, we will have a story time where your children can listen to one of the books from our selection.

Taste Testing

Sample some of our favorite organic food items.

Label Reading

Listen as one of our volunteers explains how to read food labels. We'll help your child understand the concepts of fiber, protein, carbohydrates, trans fats and added sugars.

Face Painting

Let your child tell our volunteer face painters their favorite fruit or vegetable and we'll paint it on for all to see.

Fun with Food

Spend a little time with our wonderful food-related toys provided by The Kids' Table.

Please note that we cannot be responsible for children left unattended.

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.org

Three generations of commitment to organic farming.



Arran Stephens, founder of Nature's Path Foods, on the family's organic berry farm - 1948.



Friday, March 23 Schedule

9:00am Registration opens

9:00am – 10:15am Meet the Buyers - Washington Room, 1st Floor

Network with the buyers of Goodness Greeness and Whole Foods and learn what it takes to get your products into retail stores. Moderated by Michelle Miller.

10:30am – Noon Opening Symposium and Press Event - Theatre, next to Gar Hall, 2nd Floor

Advancing the Good Food Movement

In recent years, organic has become the fastest growth sector in the food industry. As consumers seek out food that matches their values, local, fair trade, family-farmed, and even slow food are becoming defined and in some cases certified. Here in Illinois, a broad coalition of farmers, consumers, policy experts, and businesses are advancing the *Food, Farm, and Jobs Act of 2007* to help the state become a national leader in producing local and organic food. This symposium will bring together national and regional leaders in the good food movement for a glimpse of the future of food and its relevance for policy, commerce, the environment, and more.

Moderator: Jim Slama, President, Sustain

Welcome: Warren King, Board Chair, Sustain, and General Manager, Goodness Greeness

Speakers:

- Will Allen, Executive Director, Growing Power
- Patrick Bradley, Regional President, Whole Foods Market
- Rob Everts, Co-Executive Director, Equal Exchange
- Steve Frenkel, Deputy Chief of Staff, State of Illinois
- Sadhu Johnston, Commissioner, Chicago Dept. of the Environment
- Fred Kirschenmann, Distinguished Fellow, Leopold Center
- Bill Kurtis, CEO, Tallgrass Beef
- Erika Lesser, Executive Director, Slow Food USA
- Carolyn Mugar, Farm Aid
- Robert Scaman, President, Goodness Greeness
- George Siemon, C-E-I-E-I-O, Organic Valley Co-operative
- Arran Stephens, President, Nature's Path

Noon – 6:00pm Exhibits Open – GAR Hall

12:30 – 6:00pm Trade Workshops, 1st Floor

6:00pm Localicious Fundraiser Party - Preston Bradley Hall

Friday Time Table

	Washington Room · 1st Floor	Garland Room · 1st Floor
9:00	Meet the Buyers	
10:15		
12:30	Marketing Techniques	Organic Foodservice
2:00	Value Added for Farmers	Managing Merchandiser Expectations
3:30	Aquaculture	Packing and Shipping for Wholesale
5:00		

Friday Workshops

12:30-2:00 Organic Foodservice for Hospitals, Hotels, & Schools – Garland Room, 1st Floor

If you are interested in selling product to Institutional Foodservice Managers & School Menu Directors, you will benefit from this workshop. Not only are restaurants and grocery stores changing their supplies to include more sustainable choices, but large foodservice industries are shifting as well. These include hospitals, schools, and hotels. Even in these challenging arenas, organic menus are coming to the fore; this discussion brings together some of the most successful proponents. They are here to share how they have integrated more sustainable options to serve their large audiences with a greater good.

- Judy Hallisy: Foodservice Director, Midwest Regional Cancer Treatment Center
 - Maria Simmons: Manager Patient Foodservice, Swedish Covenant Hospital
 - Jean Saunders: Healthy Schools Campaign
 - Christian Regano: Executive Sous Chef, Park Hyatt
 - Dan Bobel: Director of Foodservice, Goodness Greeness
-

12:30-2:00 Marketing Techniques – Washington Room, 1st Floor

If you are a small business owner, this workshop will help demonstrate how green marketing can have a positive influence on the marketplace and society. Learn how to create an integrated marketing approach to connect with the LOHAS (Lifestyles of Health and Sustainability) audience. This includes developing low budget strategies to create product visibility and attract press coverage. Also learn online marketing techniques that every small business owner should know like blogging strategies, linking to social bookmarking sites, how to increase traffic to your site and more.

- John Davidoff: Davidoff Communications
 - Ruth Gagliano: Compfriend
-

2:00-3:30 Managing Merchandising Expectations – Garland Room, 1st Floor

If you are a grocery store retailer, this panel is for you. Panelists in this discussion come from a variety of grocery store backgrounds, from corporate, to independent and co-operative. They are here to talk about different methods retailers can use in transitioning their produce selections towards more organic and local choices. This will include insight into seasonal distribution, gapping, and regional supply opportunities.

- Pat Bayor: Director of Retail Sales, Goodness Greeness
 - Peter Fitzgerald: Director of Produce, Sunset Foods
 - Tony Stallone: Vice President Perishables, Peapod
 - Phil Salerno: Owner, Family Foods
-

2:00-3:00 Value Added for Farmers – Washington Room, 1st Floor

Whether you are a large-scale commodity farmer looking for inspiring new business models or a part-time farmer looking to increase product value, this workshop will cover many aspects of value-added agriculture. Timothy Young of Food For Thought will present a number of case studies of farmers who have abandoned the high volume, low pay commodity treadmill for more a rewarding life that includes lower production, higher profits, and a means to pass their farms on to their children.

- Timothy Young: Food for Thought
-

3:30-5:00 Packing & Shipping for Wholesale Marketing – Garland Room, 1st Floor

This panel features a produce buyer, grocery store produce handler, and a packing and shipping facilitator. They have all come together to discuss and present proper post-harvest handling and distribution techniques that have come to be not just expected but demanded as this growing organic industry strives to meet the need of larger and wider populations.

- Ben Perkins: Produce Buyer, Goodness Greeness
 - Paulette Hardin: Executive Director, SHARE
-

3:30-5:00 Aquaculture – Washington Room, 1st Floor

Indoor, recirculation aquaculture is becoming increasingly popular. A great deal of system research has proven indoor fish culturing to be economically feasible. The increased interest and research have opened many doors for the prospective fish farmer. The benefits of raising fish closer to the marketplace and acquiring niche markets have made indoor aquaculture quite appealing. Many agriculture and FFA programs, in both high schools and Universities, have begun to integrate aquaculture and aquaponics into their regular curriculum. AquaRanch Industries has developed the Fisheries AquaRanch™ through years of research and development. Learn how you can start your own indoor aquaculture system anywhere.

- Myles Harson, AquaRanch
-

The City of Chicago

proudly supports the 2007 FamilyFarmed.org EXPO and Sustain, Inc.



Local and organic foods are an integral part of the vibrant food culture in Chicago and just one of the many ways to lead a more sustainable lifestyle. The City of Chicago's Department of Environment encourages you to visit a farmer's market, community garden, or neighborhood restaurant, and learn more about what you can do to make a difference. Visit www.cityofchicago.org/Environment for more information, including details about GreenFest April 21-22 and a full schedule of events planned for Earth Month this April.



Richard M. Daley
Mayor



Sadhu A. Johnston
Commissioner

Saturday, March 24 Schedule

- 9:00am – 6:00pm Exhibits Open - GAR Hall and Preston Bradley Hall
- 10:00am – 5:30pm Workshops - 1st Floor and 2nd Floor Theater (see below for listings)
- 11:00am – 4:00pm Organic Kids Activity Corner Open - Preston Bradley Hall (see page 11 for activities)
- 11:00am – 5:00pm Chef Demos - Education Center, 1st Floor (see page 7 for schedule)
- 1:00pm – 6:00pm Film Festival - Garland Room, 1st Floor (see page 19 for descriptions)

Saturday Time Table

Workshops			Cooking Demos	
	Theater 2nd Floor	Washington Room 1st Floor	Garland Room 1st Floor	Education Center 1st Floor
10:00	Organic Eating On a Dime	Sustainable Seafood	Agritourism	
11:30	Natural & Organic: Truth or Dare?	Healthy Eating for Families	State and Federal Farm Policy	Bruce Sherman North Pond
1:00	Organic & Beyond	Soil Made Simple	FILM FESTIVAL 1:00 Deep Roots	12:00 Rick Bayless Frontera Grill
2:30	Hot Topic: Urban Agriculture	Spinning a Tale	2:30 Go Veggie!	1:00 Karyn Calabrese Karyn's Raw and Karyn's Cooked
4:00	Renewing Food Traditions	Edible Landscapes	3:15 The Meatrix II 1/2 3:30 Living on the Wedge 4:45 Mouth Revolution 5:00 Organic Valley – Short Movies	2:00 Gale Gand TRU
5:30				3:00 Workshop - Heirloom Seed Starting 4:00 Timothy Young Food for Thought

Saturday Workshops

10:00-11:30 Organic Eating on a Dime – Theater, 2nd Floor

Want to eat healthier and make better food choices - but all the options in the shopping aisle overwhelm your mind, not to mention your budget? Whether this is eating locally and seasonally, shopping in the bulk food aisles, or frequenting farmers' markets, come hear about a range of practical tips, strategies and recipes for enjoying more sustainable, healthy foods while saving money and helping the environment. Learn about how our eating choices connect with other steps we can take to live more sustainably, such as using renewable energy and green design elements in our home and the career paths we choose.

- Lisa Kivirist: Owner, Inn Serendipity
- Laura Bruzas: Editor, Healthy Dining Chicago
- Brett Beal: God-dess Designs

10:00-11:30 Right Bite: Buying Safe and Sustainable Seafood – Washington Room, 1st Floor

The oceans have traditionally been thought to hold an unlimited supply of seafood, but due to heavy overfishing, habitat destruction, and bycatch, a recent study in *Science* indicated that we could face a complete loss of seafood as early as 2048. Over-fished and declining populations can recover, but we have to act now. The Shedd Aquarium is spearheading the sustainable seafood movement in the Midwest through the Right Bite program. Right Bite helps consumers discover how their seafood choices can make a difference in the health of the oceans. Right Bite believes that if people demand seafood from sustainable fisheries through informed purchases, the industry will shift its practices to meet these demands. This program focuses specifically on seafood lovers, including consumers, chefs, and seafood wholesalers, as well as partnerships, marketing, and public awareness programs. Right Bite has also produced a handy seafood wallet card, which consumers can bring with them so that they can easily see which types of seafood are harvested sustainably.

- Moderator, Michelle Jost: Conservation Programs Manager, Shedd Aquarium
 - Mary Smith: Marketing Director, Plitt Seafood Company
 - Bonnie Paganis: General Manager of Foodservice, Shedd Aquarium
 - Elaine Sikorski: Culinary Arts Program, Kendall College
-

10:00-11:30 Agritourism– Garland Room, 1st Floor

People from all over the world are starting to get their hands dirty and taking an interest in where their food comes from. As a result, farms are reinventing themselves as tourist destinations. People are increasingly spending a day or two on the farm, picking apples and pumpkins or making wine. B&B farms connect farmers and consumers in a whole new way, and people are loving it. Agri-tourism is about farm-based entertainment where visitors can get a sense of where their food is coming from without having to buy the farm.

- Moderator, Deborah Cavanaugh Grant: University of Illinois Extension
 - Ann Dougherty: Learn Great Foods
 - Kim Tack; University of Illinois Extension
 - Mark Hoffman: Greenhouse Bed and Breakfast, Stelle, IL
 - Mark & Julie Hardy: Hardy's Reindeer Ranch
-

11:30-1:00 Natural & Organic: Truth or Dare? – Theater, 2nd Floor

Michael Pollan, author of *Omnivore's Dilemma*, writes that organic food is increasingly becoming "industrial organic," losing touch with its natural and environmental roots. The Cornucopia Institute found Wal-Mart labeling conventionally grown items with the USDA organic seal, and everyone under the sun, from 7-Up to Stop & Shop, is calling their products "all natural." It seems that the more popular organic and natural become, the more threatened they are. Organic and natural foods are still better than industrially produced food, but will they stay that way? This workshop will highlight the benefits of natural and organic, define the challenges they face, and provide ideas to individuals, farmers and retailers on how to make the most of their dollar when working for an environmentally and socially sustainable agriculture.

- Moderator, Wes Jarrell, Professor and Head NRES, UIUC
 - Larry Bohlen: President & Founder, NaturalCheck
 - Mark Kastel: Co-founder, Cornucopia Institute
 - George Siemon: C-E-I-E-I-O, Organic Valley
-

11:30-1:00 State and Federal Farm Policy – Garland Room, 1st Floor

This spring, Congress will vote on one of the most powerful bills in the United States: the 2007 Farm Bill. It will determine what we eat, how we treat our natural environment, and the living conditions of those around the world. The current Farm Bill is adversely affecting rural and urban communities across the world. This spring we have the opportunity to do better. In this workshop, we will look at the Farm Bill from several angles. Participants will learn that the Farm Bill is not just about farms—it's about rivers and streams, roads and technology, school lunches, and food stamps. Attendees will walk out knowing whether they want farm policies to continue their present course or to promote a healthy, sustainable food system for all. Join two Illinois farmers and two sustainable agriculture advocates to discuss what the real effects of the Farm Bill are, and what citizens can do to influence one of the most critical pieces of legislation this decade.

- Moderator, Bridget Holcomb: Agricultural Program Coordinator, Illinois Stewardship Alliance
 - Katie Danko: Midwest Field Organizer, Oxfam America
 - Paul Gebhart: Gebhart Farms & President, Illinois Stewardship Alliance
 - Terry Steinhour: Farmer
 - Dave Lazarus: Legislative Correspondent for Senator Richard Durbin
 - Mark Lipson: Policy Program Director, Organic Farming Research Foundation
-

11:30-1:00 Healthy Eating for Families – Washington Room, 1st Floor

Chicago's Conscious Caterer, Greg Christian, and Educator, Deepa Handu, Ph.D., R.D., both pioneers of the Organic School Project, share their extensive experience and research to demonstrate how parents can help foster a healthy lifestyle for their children by taking control of food choices. Christian and Handu offer helpful suggestions for simple but effective nutritional and mind/body techniques designed especially for children.

- Greg Christian: Founder, Organic School Project
 - Dr. Deepa Handu: Assistant Professor of Nutrition, Benedictine University
-

1:00-2:30 Organic and Beyond – Theater, 2nd Floor

As the organic movement grows, many consumers are looking for deeper levels of accountability. This is evidenced by an increasing desire that organic food and other products are also fair trade certified, local, from a family farm, and even slow. This workshop brings together national leaders in these movements for a discussion about the future of this convergence. Included will be dialogue about the emerging domestic fair trade movement, the Association of Family Farms, Whole Trade, Slow Food Nation, and other cutting edge trends towards bringing more transparency in food production and sales.

- Moderator, Jim Slama: President, Sustain
 - Erika Lesser: Executive Director, Slow Food USA
 - Erbin Crowel: Domestic Fair Trade Program, Manager of Equal Exchange
 - Fred Kirschenmann: Distinguished Fellow, Leopold Center
 - George Siemon: C-E-I-E-I-O, Organic Valley
 - Arran Stephens: CEO & Founder, Nature's Path
-

1:00-2:30 Soil Made Simple: Easy Ways to Bring Your Soil Back to Life – Washington Room, 1st Floor

There are many ways we can help restore our local soil. Supporting local organic farmers through Community Supported Agriculture programs and farmers' markets is one easy and delicious way. Composting food and agricultural scraps at home can also help stop the loss of nutrients through the conventional waste stream. Outdoor compost and worm-bin systems utilize the building blocks of life by returning them to our soil instead of locking them up in landfills or incinerating them, which creates waste and air and water pollution. Come hear from a local, organic grower, a horticulturist experienced in backyard composting, and a demonstration on how to make your own worm bins at home.

- Amy Christiansen: Science Educator, Shedd Aquarium
 - Christine Nye: Horticultural Manager, Shedd Aquarium
 - Cecelia Ungari: Conservation Awareness Facilitator, Shedd Aquarium
 - Dean Allen: Soil Exchange
-

2:30-4:00 Hot Topic: Urban Agriculture – Theater, 2nd Floor

This panel brings together several very different growers who produce food right here in Chicago to inspire others who want to grow food locally as a means of educating and connecting their own urban community. Each grower has their own story and mission, with unique visions, experiences and challenges: an urban farming pioneer, farmers with a social enterprise mission, teens who find their own identity and future through growing food, and a visionary partnership of organizations creating a new, collaborative model in Englewood for community and economic development based around urban agriculture. These diverse people are united in their belief that growing and selling food locally can help improve the health of the environment as well as the physical and mental health of the community's citizens. Urban farms teach young people about nutrition and health, while encouraging self-reliance and civic participation. To these passionate food lovers and activists, an urban farm is more than a place to grow healthy and delicious organic food: It is a source of jobs and commerce, a community anchor, a living classroom, a gathering place for celebrations and an essential part of a sustainable city.

- Moderator, Carolyn Zezima: President, The Talking Farm
 - Ken Dunn: Founder and Director, City Farm/Resource Center of Chicago
 - Harry Rhodes: Executive Director, Growing Home
 - Orrin Williams: Executive Director, Center for Urban Transformation
 - Eliza Fournier: Coordinator, Community Gardening, The Botanic Garden
 - Rasha Abdulhadi: CSA Learning Center
-

2:30-4:00 Spinning a Tale – Washington Room, 1st Floor

Come listen to the heart of producers who are dedicated to raising all types of beautiful, natural fibers. Members of the Illinois Green Pastures Fiber Cooperative will share how they have overcome odds, distance, and differences to bring Illinois fiber producers together. A panel of members and the Co-Op manager represent more than two-dozen producers from across the state of Illinois. Wool, alpaca, llama, mohair, angora fibers, and more are from animals raised with humane treatment by small, local farms. The panel will discuss trade practices in the fiber industry both here and globally; how the Co-Op is encouraging the sustainability of farms in Illinois; ways that they are fostering a real relationship between the farmer and the consumer; their experience in working with the USDA through a marketing and promotions grant; and their current efforts to promote natural, renewable fibers. Demonstrations and samples will be available to help attendees to better understand the story of fiber from the farm to beautiful garments, art pieces and home décor. Come to learn—and be inspired by another aspect of a natural lifestyle...fiber!

- Natasha Lehrer: Vice President & Founder, Esther's Place
 - Andrew Tokarz: Fresian milk sheep
 - Glenn & Julie Smith: Member and Alpaca raiser
 - Donna Lehrer: Manager, Lamb of God Farm
-

3:00-4:00 Grow Your Own History! Heirloom Seed Starting – Education Center, 1st Floor

Mayo Underwood, owner of Underwood Gardens, and Vicki Nowicki, co-owner of The Land Office, friends for 15 years, are both PASSIONATE about heirloom tomatoes. Mayo's company sells a huge variety of hard to find, organic, heirloom seeds and Vicki has even been allowed by Seed Savers Exchange to name a special heirloom variety of paste tomato that she "discovered": Ellis Island. At this workshop, Mayo and Vicki will inform you about heirloom seeds and seed saving. You will be able to plant and take home an heirloom tomato of your own. Then, at the end of the summer you will be able to start your own garden legacy by saving seeds from their tomatoes for the following year. Don't just grow a tomato: grow disease resistance, grow better nutrition, grow wacky shapes and colors, grow fabulous flavors, and grow your own history!

- Mayo Underwood: Underwood Gardens
 - Vicki Nowicki: The Land Office
-

4:00-5:30 Edible Landscapes – Washington Room, 1st Floor

Vegetables grown at home will be a big factor in the future of American agriculture. Why not take advantage of their great landscape qualities? They have excellent color, texture and sculptural features that blend beautifully with ornamental landscape plants. They can provide huge energy savings to an average household by reducing the 2000-2500 miles the average supermarket item travels to get to you. The benefits of flavor, nutrition and freshness that "homegrown" will bring might also bring your family around the table again. Homeowners during World War II grew 44% of America's entire food supply in their back yards. We could go one better and do it in the front yard! Let's take LOCAL to the limit.

- Bill Wilson: Permaculturalist
 - Mike Nowak: Radio Personality
 - Vicki Nowicki: Garden Designer
 - Amy Srubas: Master Gardener
-

4:00-5:30 Renewing Food Traditions – Theater, 2nd Floor

Renewing America's Food Traditions is a conversation on place-based foods marketing between Gary Nabhan, RAFT founder, and Erika Lesser, Slow Food USA Executive Director. Over the last three years, the Renewing America's Food Traditions consortium of 7 nonprofits has launched the first-ever effort to comprehensively survey the status of America's unique seeds, breeds, and other foodstuffs, and determine which are at risk of being lost from our tables. To date, more than 1000 market gardeners, truck farmers, and orchardists have been recruited to bring these at-risk foods back into restaurants, catered events, and community celebrations such as the forthcoming Great American Picnics. These place-based foods provide unique opportunities to link sustainable agriculture to the rebuilding of regional economies, food folkway traditions, and agri-tourism. A series of workshops based on RAFT publications, including Renewing the Food Traditions of Bison Nation, are involving Midwestern farmers and ranchers in new on-ground initiatives to both conserve and direct-market these place-based heritage foods. Erika and Gary will discuss how you can become involved in recovering America's unique living culinary legacies.

- Gary Nabhan, Ph.D.: Writer, lecturer, and conservation scientist
 - Erika Lesser: Executive Director, Slow Food USA
-

Film Festival Screenings

Saturday, March 24 – 1st Floor Garland Room

1:00–2:30 DEEP ROOTS

Film and Discussion with Producer Janice Hill, Director Michael Dombrosky, Writer and Producer Brian Walker, Joe Bybee, Farmers Tom & Carol Flanders, and Musicians Bob Mylin, Dave Rodriguez, and Ed Leeney.

This screening is of a rough cut of the documentary film, “Deep Roots: Legacy of 150 year old Family Farms” filmed and produced locally. Bamboo River Productions has been working on this film for the last 3 years and is now completing the final stages of post-production. Deep Roots is an inspiring and thought-provoking look into the lives of four farm families whose histories go back over 150 years or 7 generations. All of the stories in the film are told by family members, in their own words, and with the help of century old documents, photography, heirlooms and archive footage, newspaper clippings, aerial photos, and home videos. Agricultural experts featured in the film include the Illinois Director of Agriculture Chuck Hartke as well as Bob McCleese, an Illinois State Soil Scientist.

2:30-3:15 GO VEGGIE!

Cooking show with Kay Stepkin

Go Veggie! Is a nonprofit corporation that educates individuals about the many benefits of vegetarianism for human health, our environment, and the well-being of all life on our planet. This Chicago organization welcomes all those who are just beginning to explore the advantages of this great lifestyle, as well as committed vegetarians. Kay Stepkin led the eight 30-minute cooking shows, each which provides cooking instruction for a vegetarian meal that doesn't stop with the main dish. “We've converted dishes that most of us know and love into low-fat vegetarian versions to give people some good starting points in helping their family to eat healthier. We think these recipes will be useful to those who are just starting to explore meatless protein options as well as long-time vegetarians. But we also are including recipes for side dishes, salads, and desserts.”

3:15–3:30 THE MEATRIX II 1/2

Animated film with Sarah Haberman

Want to know more about problems with factory farming while finding healthier food for you and your family? This semi-sequel in the critically acclaimed animated Meatrix series shows us the truth about our agricultural system and where our food really comes from. There is a huge gap between our own understanding and how industrial meat

and dairy production have in fact become. Over 10 million people have seen the first Meatrix, but there is plenty more educating to be done! The Meatrix II left Moopheus in the hands of agribusiness; it's up to Leo and Chickity to rescue him from the dangers of our Fast Food Nation. The Meatrix series has been translated into over 25 languages, and won both a 2005 Webby Award as well as an Environmental Media Award.

3:30–4:45 LIVING ON THE WEDGE

Movie and Discussion with Filmmaker Mari Coyne

Take a road trip through Southwest Wisconsin with farm-forager Mariana Coyne. Mari gets in up to her elbows when she gets hands-on experience with world-class, award-winning artisan cheesemakers like Sid Cook, Will Lehner, Julie Hook, and Anne Topham. They're called on to turn the cheese by hand, individually salt and age the wedges—people who gave up mass-producing to create signature cheeses. Mari shows just how “there's a great art to making cheese,” as she says in the film. Seeing the farmsteads and cheese cellars is almost as good as being there in person, except for the smell of the cheese.

4:45-5:00 THE MOUTH REVOLUTION

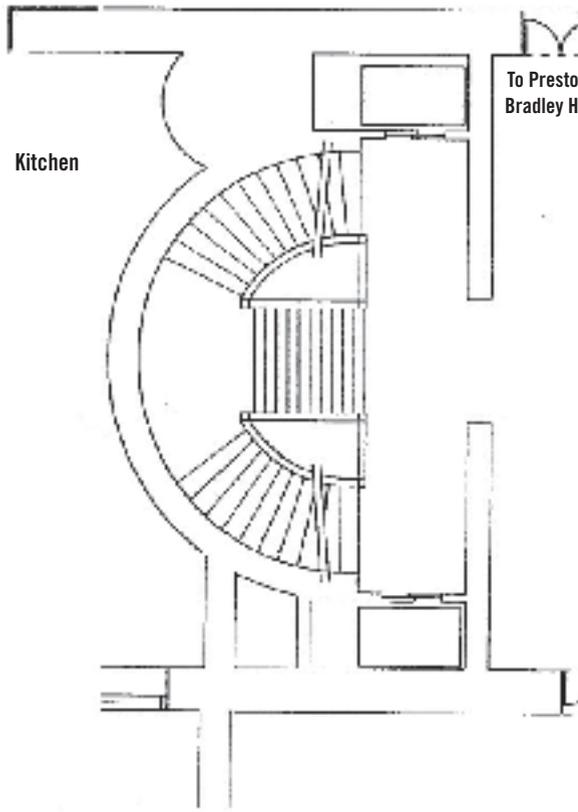
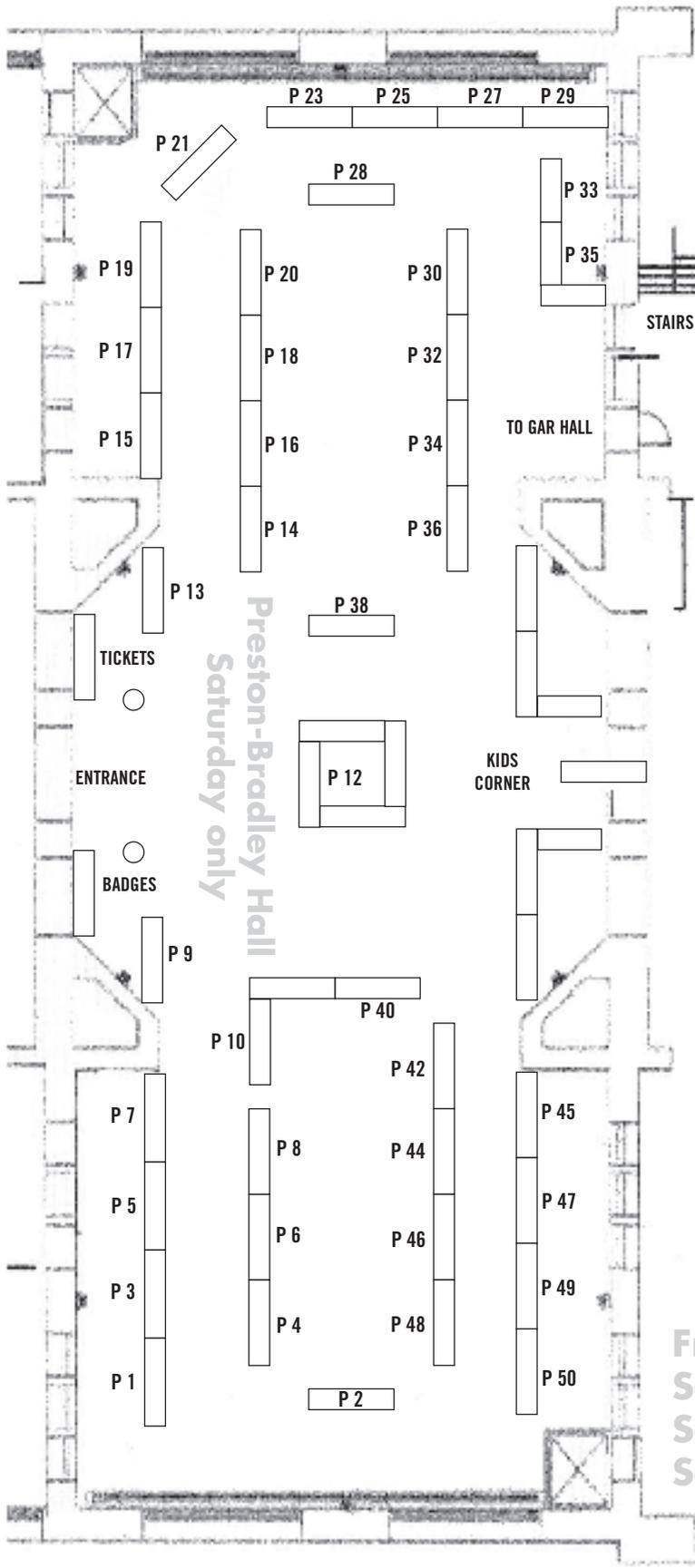
Animated film and discussion hosted by Genewise

Mouths of the world will unite to take a stand against trans fats, artificial ingredients, GMOs, and pesticides in a new short film by the director of the most-watched Internet films of all time. Annie's Homegrown, makers of delicious alternatives to traditional comfort foods, and Free Range Studios, creators of The Meatrix and Store Wars, have partnered to produce the Mouth Revolution, a new short film that touts the benefits of choosing organic foods. Revolutionary mouths take it upon themselves to decide what they will and will not eat, and unveil their “Mouthifesto” -- a Declaration of Indigestion that details their objectives and demands: No Trans Fats, No GMOs, No Pesticides, and No Artificial Ingredients. Annie's Homegrown offers delicious, all-natural and organic alternatives to traditional comfort foods. Free Range's work has been showcased at scores of film festivals including Sundance and South by Southwest, and has won numerous awards including a 2005 Webby. Free Range has worked for hundreds of clients, including the ACLU, Environmental Defense, Union of Concerned Scientists, and Amnesty International.

5:00-6:00 ORGANIC VALLEY – HEART OF FARMING

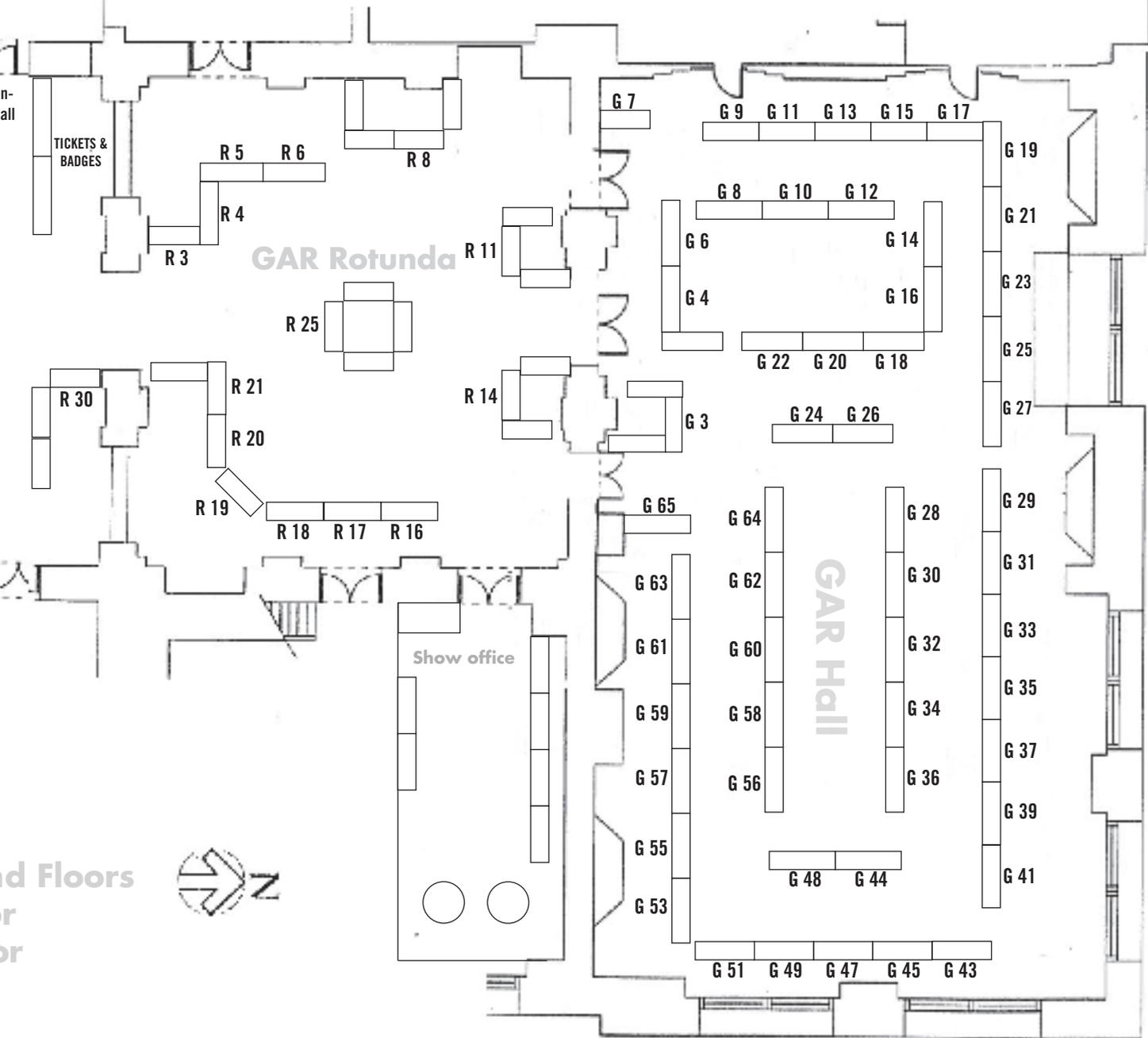
Short films about Midwestern Farmers by Carrie Branovan

Washington Street



Friday Workshops 1st Floor
Saturday Workshops 1st & 2nd
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(312) 243-4100
www.afreshsqueeze.com

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Deborah Kraemer **G37**
1162 W. Grand Ave
Chicago, IL 60622
(312) 738-2290
www.abbeybrown.com

Agroecology

Sustainable Agriculture Program
Dan Anderson **G19**
W-501 Turner Hall, MC-047
1102 S. Goodwin Ave.
Urbana, IL 61801
(217) 333-1588
www.asap.sustainability.uiuc.edu

Amish Country Bakery

Dave Kuhns **G62**
110 N Vine
Arthur, IL 61911
(217) 543-3669

Angelic Organics Learning Center

Rebecca Lavigne **P15**
1547 Rockton Rd.
Caledonia, IL 61011
(815) 389-8455
www.csalearningcenter.org

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Myles Harston **G22**
P.O. Box 658
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(815) 796-2978
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(815) 858-2407
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(773) 278-3638
www.thebleedingheartbakery.com

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PO Box 117
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(812) 923-9408
www.capriolegoatcheese.com

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Beth Osmund **G20**
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(815) 431-9544

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Stelle, IL 60919
(815) 256-2204
www.centerforsustainablecommunity.org

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Omnia Ibrahim **G13**
3712 N. Broadway, Suite 560
Chicago, IL 60613
(312) 925-3845
www.mercyforanimals.org

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W2493 County Road ES
East Troy, WI 53120
(262) 642-3303
www.michaelfieldsaginst.org

Midwest Organic
Farmers Cooperative
Bonnie Wagner **G61**
100 A S. Lafayette St.
Newton, IL 62448
(618) 783-4601
www.midwestorganic.com

Mint Creek Farm
Harry Carr **G44**
1693 E. 3800 N. Rd
Stelle, IL 60919
(815) 256-2202
www.mintcreekfarm.com

Natural Direct LLC
Scott Dickinson **G8**
37-D Stonehill Rd
Oswega, IL 60543
(630) 551-7878
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www.underwoodgardens.com

University of Illinois
Extension / Market Maker
Sandy Shetler **G21**
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East Moline, IL 61244
(309) 792-2500
www.marketmaker.uiuc.edu

University of Wisconsin
– Center for Integrated
Agricultural Systems
Michelle Miller **G18**
1535 Observatory Ave.
Madison, WI 53706
(608) 262-5200
www.cias.wisc.edu

WCPT 850 AM
Deborah Rodriguez **R5**
6012 S. Pulaski
Chicago, IL 60629
(773) 767-1000
www.wcptam.com

Whole Foods Market
3241 N. Lincoln Ave. **R8**
Chicago, IL 60657
(773) 755-1500
www.wholefoodsmarket.com

Speaker Biographies

RASHA ABDULHADI, CSA Learning Center
Rasha Abdulhadi grew up somewhere between Damascus, Syria and rural South Georgia. She's spent the past four years working with communities and organizations in neighborhoods all over the city of Chicago. Currently, Rasha is the urban program coordinator for the CSA Learning Center's Chicago office and is helping to pilot their urban grower training programs. The CSA Learning Center is the nonprofit educational partner to Angelic Organics, a Biodynamic community supported agriculture (CSA) farm that grows vegetables and herbs for over 1,000 member households from the greater Chicago and Rockford areas. Their Urban Initiative program trains urban growers and provides technical assistance and programming to new urban food system projects. The CSA Learning Center is creating an urban grower incubation center where urban farmers can pilot enterprise plans for growing techniques.

DEAN ALLEN, Soil Exchange
Dean Allen has been vermicomposting/worm farming for the past five years. Starting out as a hobby in the garage, the business expanded to a 60x40 barn producing 20-30 cubic yards of vermicompost per year. His standard feedstock consists of horse manure, leaves, grass clippings, coffee grounds, pre-consumer food waste, and brewers

yeast. Soil Exchange is currently selling vermicompost to nurseries, garden clubs, gardeners and schools.

WILL ALLEN, Growing Power
Will Allen, a former pro-basketball player, is also a farmer and community activist, dedicated to supporting low-income and small family farmers and bringing healthy, affordable food to urban areas. He is the Director of Growing Power, a national nonprofit organization supporting the development of community food systems. He has over forty years experience in farming, marketing and distributing food and has shared this knowledge with youth, adults, community groups, immigrants, farmers, and consumers. He also founded Rainbow Farmer's Cooperative, which allows farmers to sell their farm products at a fair price. As one of the only African American farmers in the State of Wisconsin, Allen has struggled vigorously to alleviate the plight of the small family farmer. He works a 100-acre farm in Oak Creek, WI and is responsible for organizing most of the farmers' markets in Milwaukee as well as Milwaukee's first indoor/outdoor year-round Fondy Market.

PAT BAYOR, Goodness Greeness
Director of Retail Sales
Pat started his produce career in 1984 and has an extensive background in retail, wholesale and Internet business.

Pat currently oversees retail sales and marketing for organic produce wholesaler Goodness Greeness with a goal of getting the best quality organic food to customers throughout the year. In his spare time Pat enjoys spending time with his wife Carey and their three kids Rachael, Zachary and Jenelle who are active in sports, music, dance and drama. He also enjoys playing golf and being outdoors with the family's dog, "Radicchio" (yeah you guessed it...they named their dog after a head of lettuce!).

BRET BEAL, God-dess Designs
Bret S. Beal, MS, PhD (Cand), helps people "live better, live more, be more" through his lifestyle services educational company, GOD-DESS (Global Organic Designs - Discovering Earth's Science & Spirit). Formally trained in paleontology and evolutionary biology, Bret understands ecology and how all aspects of life interconnect. He offers private and group consultations, demonstrations, lectures and articles about excellent, easy, efficient, environmental and economical Cooking, Entertaining, Décor, Daily Lifestyle Management, Budgeting, Simplification, Streamlining, Organizing, Indoor Gardening, Travel Planning and more. He's been helping people live better lives for almost a quarter century! He offers a free monthly e-newsletter and lots of free web content at www.god-dess.com. After visiting his website, give him a call at 773.508.9208



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or email him at bret@god-dess.com to receive his newsletter or to schedule an appointment and/or a lecture/presentation/demo for your group or organization.

DAN BOBEL, Director of Food Service, Goodness Greeness

Dan is responsible for the "Goodness" in Goodness Greeness; he makes sure that growers who sell to GG, stores which buy from them, and customers who bring it home get the best and freshest organic produce available. Dan's passion about food began as a teenager in the 1980's, when he helped his mother in their family garden, canning and preparing the harvest for enjoyment throughout the year. His interests led him to culinary school, and eventually he opened a restaurant in 1996. Networking with chefs throughout the Chicagoland area landed him a sales position with a high profile produce and specialty food company for several years. Dan has developed a long-standing commitment to chefs and local growers, providing access and markets for local food in the booming organic market. His mission is to educate the buyers, growers, and the food industry in general about the value of organic products and the growing demand in today's society.

LARRY BOHLEN, President & Founder, NaturalCheck

Larry Bohlen is a socially responsible entrepreneur, a nationally recognized environmental advocate, and a former NASA engineer. He recently founded NaturalCheck LLC to produce tests for toxins in food. These tests help promote transparency in the marketplace and greater confidence in the foods we buy. In 2000, Larry discovered widespread contamination of the food supply with genetically engineered StarLink corn, which had not been approved for human consumption. The ensuing debate led biotech and food processing industries to take a more cautious approach and contributed to the rising interest in organic and natural foods. Larry has worked extensively with Friends of the Earth to protect people against pesticides, genetic contamination in food and pollution. He has more than a 12 years of experience as an environmental advocate and is the Director of the Safer Food-Safer Farms Campaign and the Campaign to Prevent Human Cloning, and an advisor on ozone protection, and active participant of the D.C. Environmental Network and the Community Support Project.

PATRICK BRADLEY, Whole Foods Market Midwest President

Patrick Bradley has more than 28 years experience within the natural foods and grocery industry, 22 of those years with Whole Foods Market. His passion for food, innovation, creativity and retail excellence have contributed to the on-going success of Whole Food Market. His career began while working for Mrs. Gooch's Natural Foods Market, which was acquired by Whole Foods Market in 1993. Patrick has worked his way up the ranks, and was promoted

to regional vice president of operations in December 1998, when he helped open 13 stores in the Southern Pacific region. Patrick has also developed several successful programs and helped train a generation of new leaders. In December 2004, he became president of Whole Foods Market's Midwest Region, where he oversees 22 stores in six states and Canada and an additional 15 stores in development throughout the region. Patrick has received six All*Star awards, five on a national level: National Regional Vice President, National Honorable Mention Regional President, Regional Vice President and Regional Store Team Leader, and Regional Special Performer Store Team Leader.

LAURA BRUZAS, Editor, Healthy Dining Chicago

Lara Bruzas has a degree in Marketing and 15 years of award-winning experience establishing and managing the HR function for a variety of well-known Chicago companies behind her. She switched gears to focus on spreading the message that good nutrition and a healthy lifestyle are the cornerstones of a good life and paramount to disease prevention and management. Laura is the editor of Healthy Dining Chicago, an organic-friendly, all-volunteer-produced community newsletter launched in 2003. Each easy-to-digest issue is chock-full of bite-size shopping tips, product reviews, healthy dining suggestions, quick recipes, local resources and more. She is also the author of Eat Well for Less – a collection of 50 simple tips and fast recipes that save time and help cut your natural food bill in half. Laura teaches healthy eating classes, is passionate about inspiring Chicagoans to embrace healthy living and loves to help local organizations plan and promote health-supportive lifestyle events.

JOE BYBEE, Liaison IL Dept. Ag and NE IL Soil and Water Conservation District.

Joe Bybee serves as a liaison between the Illinois Department of Agriculture's Bureau of Land and Water Resources and 19 northeastern Illinois Soil and Water Conservation Districts. As regional representative he provides training, program direction, administration and advisement assistance to SWCD directors and staff. He is also involved with the Bureau on soil and water resource program planning, promotion and implementation. Joe works cooperatively with the American Farmland Trust's Center for Agriculture in the Environment on farmland protection initiatives and is located at Northern Illinois University in DeKalb, Illinois. He was raised on a family farm in Lee County and operated the grain farm for 10 years. He currently continues to farm a small acreage on the family farm.

GREG CHRISTIAN, Founder, Organic School Project

Chef Greg Christian has emerged as one of Chicago's most influential and respected

advocates for changing how our kids eat, working to bringing healthy foods into school cafeterias. He founded the Organic School Project, which works to help instill healthy eating habits in schools and at home. He knows that the major cause of increasing obesity is easy access to high-calorie, low-nutrient foods – "When families increase the consumption of vegetables, whole grains and fruits, we rarely see an obese child. It is literally impossible to become obese when consuming a diet that predominates in healthful, natural food." Children learn about the food cycle by growing produce in school gardens. Christian's business ventures, Greg Christian Catering, Get Me Greg's and Go Go Organics, focus on his passion for beautiful, innovative and locally grown/organic food. A portion of all three companies' proceeds is donated to the Organic School Project.

AMY CHRISTIANSEN, Science Educator, Shedd Aquarium

Amy Christiansen has been a science educator at Shedd Aquarium since 2004. She educates a diverse audience of elementary, middle, high school students, and teachers. Amy has a B.S. in Environment from the University of Michigan and loves all things aquatic.

ERBIN CROWELL, Coordinator of Domestic Fair Trade, Equal Exchange

Erbin Crowell is a member of Equal Exchange, a worker owned co-operative and Fair Trade Organization celebrating 20 years of connecting consumers with small farmer co-ops, including coffee, tea and cocoa growers in Latin America, Africa and Asia. He founded and for five years directed the organization's Interfaith Program, an initiative of education, outreach and partnership with communities of faith that has engaged thousands of congregations in Fair Trade advocacy. He now heads Equal Exchange's Domestic Fair Trade Program, which applies the principles of international Fair Trade to partnership with small farmers and farmer co-ops in the US. Equal Exchange is a member of the Fair Trade Federation, a founding member of the International Fair Trade Association and, along with Organic Valley and the Farmer Direct Co-op, a convener of the Domestic Fair Trade Working Group. For more information, visit www.equalexchange.coop or e-mail ecrowell@equalexchange.coop.

KATIE DANKO, Midwest Field Organizer, Oxfam America

Katie Danko serves as the Midwest Field Organizer for Oxfam America, an organization focused on reforming farm policy for the world's poorest farmers. Katie has a background in grassroots community organizing around a variety of issues including low-income housing, clean water, and farm policy. Oxfam is deeply involved with issues surrounding the upcoming Farm Bill legislation.

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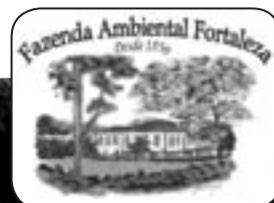
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JOHN DAVIDOFF,

Davidoff Communications

With 25 years of experience marketing national consumer brands, John Davidoff is recognized as a leader in integrated marketing. John's blue chip clients have included Anheuser-Busch, Discover Card, State Farm, Allstate, Blue Cross Blue Shield, Ralston Purina, Maybelline, Brown Forman, VISA and Pepsi. John has held executive positions with multi-national ad agency DDB, Omnicom's Radiate Group, mall developer General Growth Properties and Entertainment Marketing, Inc. John and his wife Jacki have been actively engaged in the green movement for over a decade. John has cultivated a personal and professional interest in the Lifestyles of Health and Sustainability (LOHAS) market. In reaching out to these socially conscious businesses, John creates a balance between his corporate strengths and his LOHAS sensibilities. Davidoff Communications is a sales and marketing consulting firm. For more information visit www.DavidoffCommunications.com

MIKE DOMBROSKY, Deep Roots Director, Videographer, Editor

Michael Dombrosky is a professional editor at Pie Town Productions, a Chicago film production company. Mike's projects include editing episodes of Design on a Dime, a reality-style home decorating

series for HGTV and Storm Stories, an up-tempo documentary series on The Weather Channel. As a Peace Corps volunteer in Jamaica, he worked with various communities as a water and sanitation advisor. There, he made a series of educational videos in conjunction with the government Ministry of Health. He studied film and video production with a special interest in documentaries at the University of Iowa.

ANN DOUGHERTY, Learn Great Foods

In 2005, Dougherty founded Learn Great Foods with a mission: To introduce guests to great cooking, family farms, and a Community Supported Agriculture model. Her for-profit company offers specialty tours and weekend retreats in the Great Lakes region, visiting family farms and food producers with cooking classes with a soupçon of environment and economics, an agri-culinary experience! Current projects include developing cook booklets for food festivals and vegetable, fruit and meat/dairy trade associations, and one-week food vacations to the Yucatan Peninsula and Mendoza Argentina, looking at the economic relationships of our food systems (and eating amazing food!) She received her a Bachelors in Chemical Engineering from the University of Michigan in 1983 and Masters in Manufacturing Engineering from Northwestern in 2003. Dougherty

has 20 years experience managing research and practical programs that serve the environment, working for U.S. industries.

KEN DUNN, Founder and Director, The Resource Center of Chicago and City Farm. Ken founded The Resource Center, Chicago's only non-profit recycler, more than thirty years ago. From its origins as a recycling program, the Resource Center has worked on projects reaching from bicycle recycling to organic city farms, including the acclaimed City Farm, a sustainable organic farm bordering two very diverse Chicago neighborhoods: Cabrini Green and The Gold Coast. The farm boasts 30 varieties of tomatoes as well as beets, carrots, potatoes, gourmet lettuces, herbs and melons. All produce is grown in composted soil generated from various sources, such as restaurant trimmings from some of the city's finest kitchens. His vision is to take over wastelands to provide small farms for the people of Chicago. Ken's definition of "sustainable" means taking nothing more from the planet than it can provide and replenish. For his efforts to reduce waste and increase sustainable, clean productivity in the City of Chicago, Ken received the Leonardo Organizational Award for Creativity as well as the Architects/Designers/Planners for Social Responsibility Mumford Award, and the 2006 Chicago's Sustainable Services Award.

ROB EVERTS, Co-Executive Director, Equal Exchange
Blazing an unconventional path to an unconventional business, Rob joined Equal Exchange in 1997 and assumed his current role as Co-Executive Director in the Fair Trade worker cooperative in 1999. Equal Exchange's 20 years of pioneering work in bringing Fair Trade coffee, tea and chocolate to US grocery stores has helped tens of thousands of small-scale farmers around the world to hold on to their land, provide for the families, and take more control over their futures. In 2006 Equal Exchange imported and marketed approximately 5 million pounds of coffee, all on Fair Trade terms. In the 1970's and early 1980's Rob worked with Cesar Chavez and the United Farm Workers union. For the next seven years he spearheaded national efforts with the grassroots human rights organization Neighbor to Neighbor, which worked to overhaul US policies toward Central America. Rob holds a BA from U-Mass Amherst and a MA from Harvard's Kennedy School of Government. He lives in Cambridge, Massachusetts.

PETER FITZGERALD, Produce Director, Sunset Foods
Peter Fitzgerald is the Produce Director at Sunset Foods in Highland Park. He is an English major with a CPA, and began his career as a Management Trainee with the Kroger Company in Dayton, Ohio. Peter moved into Meat Merchandising in the Cincinnati Division and then spent three years with Topco Associates in Skokie, IL as a Meat Buyer. Peter has been employed by

Sunset Foods for 28 years—all in produce—and has been the Produce Director for the last nine years (currently transitioning to Meat operations). Peter is married with two children and three wonderful grandchildren, and would love to lower his handicap.

TOM AND CAROL FLANDERS, Illinois Farmers
Tom and Carol Flanders are owners and operators of a family farm based in Kaneville Township in Kane County, Illinois. Their livestock and grain farm has been in their family since 1861. The Flanders farm is the only farm featured in the film that is permanently protected through Kane County's Agricultural and Conservation Easement Program.

ELIZA FOURNIER, Coordinator, Community Gardening, Chicago Botanic Garden.
Eliza Fournier has served as the coordinator of community gardening at the Chicago Botanic Garden for the last five years, helping transform blighted urban vacant lots and schoolyards into vibrant community resources. She also works closely with the Green Youth Farm program, a Garden initiative that runs two farm sites staffed by teen apprentices. Eliza is a regular guest on WTTW's "Chicago Tonight" and Fox Network's "Fox Thing in the Morning."

STEVE FRENKEL, Deputy Chief of Staff, State of Illinois
Steve Frenkel is Governor Rod Blagojevich's Deputy Chief of Staff for Energy, Environment and Economic Development.

Steve joined the Governor's Office in 2004 and has spearheaded environmental and energy policy initiatives related to renewable energy, power plant emissions reductions, global warming, biofuels, and Great Lakes protection, among others. Prior to joining the Governor's Office, Steve evaluated school reform programs in Oakland California, reported on environmental issues for public radio in Chicago and lobbied on behalf of the homeless in the Minnesota state capitol. Steve earned his Masters in Public Policy at the University of California, Berkeley.

RUTH GAGLIANO, Principal, Account Manager of Computer Friendly Associates
Ruth Gagliano is Principal/Account-Manager of Computer Friendly Associates, Inc. (CFA) and part owner of Sprout, LLC, a company devoted to developing relationship software. Sustainability is a key principle in Ruth's everyday life from being a farmer's daughter and long-time vegetarian to supporting local organizations like Growing Home and helping to support small businesses. At CFA Ruth works with local small business clients on designing websites and developing corporate identities. She helps clients with very limited budgets set up blogs and develop newsletters and online advertising strategies. Illinois State Representative Toni Berrios, cavalryHR, and outpoint consulting are a few of CFA's current clients. Ruth is currently assisting with the launch of Sprout, LLC's first software product, Sprout Relationship Navigator which illustrates your network of relationships as a graphic picture. This software can sync with Outlook, Act,



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PAUL GEBHART, President, IL Stewardship Alliance, Farmer
Paul Gebhart is a 5th generation farmer from Christian County. He has a diversified, organic operation, and has been involved with legislation in every farm bill for the last 34 years.

DEBORAH CAVANAUGH GRANT, University of Illinois Extension
Deborah Cavanaugh-Grant is a Specialist in Small Farm and Sustainable Agriculture for the University of Illinois Extension. She also serves as the North Central Region Sustainable Agriculture Research and Education Coordinator for Illinois.

JUDITH HALLISEY, Foodservice Director & Executive Chef for Cancer Treatment Centers of America

She is a graduate from the Culinary Institute of America in Hyde Park, New York and has also studied in Switzerland at Hotel Glion School of Hotels and Restaurants. Today, her 26 years of experience includes working in hospitals, private clubs, hotels, schools, and restaurants. Prior to accepting the hospital position Judith was a Regional Culinary Specialist in healthcare in the Midwest. She was first approached to work at Midwestern Regional Medical Center by an overseeing District Manager who told her about the unique characteristics of the cancer hospital, emphasizing its use of organic ingredients and meals prepared from scratch. Having lost her father, uncle, and cousin to cancer, she saw the position as an opportunity to help others through her culinary expertise while aiding patients' healing processes through quality, wholesome meals. So in 2000, she accepted the position. In the hospital's café, she also creates a menu that increasingly incorporates new organic and natural foods as they become more widely available.

DEEPA HANDU, Assistant Professor of Nutrition, Benedictine University
Deepa Handu, PhD, RD, is assistant professor of nutrition at Benedictine University, and previously taught at Maharaja Sayajirao University in India along with Loyola University in Chicago. She also works as the research coordinator for the Organic School Project with Greg Christian. Handu studies public health nutrition, obesity in children, and diabetes, and has been involved in school-based intervention programs to reduce the prevalence of obesity and encourage healthy, active lifestyles. She has co-authored many research studies and has several publications to her name. She is an active member of the Society for Nutrition Education and the Illinois and American Dietetic Associations.

PAULETTE HARDIN, Executive Director, SHARE
Paulette Hardin co-founded the SHARE program in the early 80's and was

instrumental in developing the national network of SHARE affiliates. SHARE is a not-for-profit volunteer based program that strengthens the community by helping people save money on food. Paulette has devoted her professional career to SHARE and its promise for individual and community transformation. Through the years she has worn many hats—from training local volunteer leaders on how to establish SHARE in their communities, to loading trucks, to buying food for 18,000 people every month. Currently, Paulette is the Executive Director of SHARE Wisconsin, serving Wisconsin, northern Illinois and the Upper Peninsula of Michigan.

MARK & JULIE HARDY, Hardy's Reindeer Ranch

In 1995, Julie and Mark Hardy and family created Hardy's Reindeer Ranch when they purchased their first two reindeer to help sell Christmas Trees on their farm. After 10 years in business, Hardy's Reindeer Ranch now has 16 reindeer, 5 acres of Christmas trees, a barn gift shop and a western style banquet hall hosting groups year 'round and individuals and families in the fall and Christmas time. In 1997, Mark and Julie went to Alaska and purchased 13 more reindeer. They were put in special crates and shipped in 747 airplanes. "So it is true. Reindeer really do fly."

MYLES HARSTON, AquaRanch

Myles Harston of AquaRanch Industries LLC is an Aquaculture and Aquaponics specialist with over 30 years experience in animal husbandry, aquaculture and designing and manufacturing aquaculture systems. In 1992 AquaRanch Industries began working with aquaponics. Harston later went through the University of Virgin Islands program for aquaponics. AquaRanch Industries presently produces naturally grown (no hormones, chemicals or GMO) Tilapia fish from egg to harvest. Using the concepts of aquaponics, AquaRanch Industries is a certified organic producer of lettuce and culinary herbs using the nutrient rich fish water. Harston is also a published author in aquaculture and aquaponic periodicals. Most recently published as the cover story for Aquaponics Journal.

JANICE HILL, Deep Roots Producer, and Farm Family Liaison

Janice Hill has been a professional planner for nineteen years focusing her career in land planning and resource management. She specializes in farmland protection and is also the Manager for Kane County's Farmland Protection and Agricultural Conservation Easement Program, which has won several awards as the first agricultural easement program of its kind in the state. Ms. Hill is also a consultant for Openlands working on regional farmland protection issues in Illinois.

MARK HOFFMAN, Greenhouse Bed and Breakfast

Mark Hoffmann purchased a 1900's vintage farmhouse in 1986. It had sat unoccupied

for almost ten years and needed extensive renovation. Mark and his wife Guia are both avid gardeners, and have planted dozens of trees, shrubs, and vines together with extensive flowerbeds. They also tend an organic garden and orchard that supply much of the food for themselves, guests, and catering. They both enjoy raising food, serving guests and hearing their experiences. Mark and Guia try to live simply on their two acres, and maintain a closed loop nutrient system where food scraps from the garden are fed to our flock of chickens, whose waste in turn is processed into compost, which in the end returns to the garden again. They freeze and can their vegetables, raise poultry, and even have a few beehives to sweeten things up.

BRIDGET HOLCOMB, Agricultural Program Coordinator, Illinois Stewardship Alliance
Bridget Holcomb is the Agricultural Program Coordinator for the Illinois Stewardship Alliance, a citizens' organization working to promote family farmers and a healthy food system.

WES JARRELL, Professor and Head Department of Natural Resources and Environmental Science University of Illinois Urbana-Champaign

Wes Jarrell grew up on a small farm in Forest Grove, Oregon, picking berries, cherries, walnuts, peaches, and prunes. Since 2003, he has been a professor and head of the Natural Resources and Environmental Science program at the University of Illinois in Urbana-Champaign. He is interested in the connection between soil and water quality, and how to connect farmers with the best available research to improve profitability, enhance environmental quality, and exploit market opportunities. Wes has been a major advisor for over 30 MD and Ph.D. students, served on many graduate student committees, and taught ten different courses over his career. He was elected Fellow of the Soil Science Society of America in 2005. He and his wife, Dr. Leslie Cooperband (also a soil scientist), founded Prairie Fruits Farm just north of Urbana where they raise certified organic tree fruits and berries, and produce farmstead French-style goat cheese with a Grade A licensed dairy plant.

SADHU JOHNSTON, Commissioner Chicago Department of Environment
Sadhu Johnston is the Commissioner of the City of Chicago Department of Environment. He was appointed by Mayor Richard M. Daley in July of 2005 after serving as the Assistant to the Mayor for Green Initiatives for one and a half years. His responsibilities include the overall management of the DOE, which administers programs to protect and restore Chicago's natural resources; reduce waste; clean up brownfields; promote energy efficiency and reliability; educate the public about environmental issues; and enforce the City's environmental protection laws. He has been involved in the policies, programs, and regulations related to green building,

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recycling, green roofs, public education, and the development of the City's Environmental Action Agenda.

MICHELLE JOST, Conservation Programs Manager, Shedd Aquarium
Michelle Jost is the Conservation Programs Manager for the John G. Shedd Aquarium where she manages the Right Bite sustainable seafood awareness Program and the Green Initiative. Michelle serves on Chicago's Green Museums Steering Committee and the American Zoo and Aquarium Association's Green Scientific Advisory Group. Before joining the Shedd team, Michelle worked closely with scientists worldwide to develop volunteer-based research expeditions for the international non-profit, Earthwatch Institute. While with Earthwatch, she traveled to Africa, the

Caribbean, and Mexico to assist with field research on community health, Leatherback sea turtles, and whale sharks, respectively. Michelle also spent time with Walt Disney World's Animal Kingdom, New England Aquarium, and Museum of Science-Boston as a conservation educator. Before embarking on her career, Michelle graduated with honors from the University of Wisconsin-Madison with a degree in Conservation.

MARK KASTEL, Co-founder, Cornucopia Institute
Mark Kastel is co-founder of The Cornucopia Institute, a progressive farm policy research group based in Wisconsin. It is dedicated to the fight for economic justice for the family-scale farming community. Through research, advocacy and economic development its goal is to empower farmers

and consumers both politically and through marketplace initiatives. Its acts as a corporate and governmental watchdog assuring that no compromises to the credibility of organic farming methods and the food it produces are made in the pursuit of profit. Cornucopia actively fights to protect/maintain consumer confidence in organics by resisting regulatory rollbacks and the weakening of organic standard. It operates in the regulatory, marketplace, legal and investment arenas. Kastel, who worked for agribusiness giants International Harvester and J.I. Case prior to making the paradigm shift, over 20 years ago, to sustainable agriculture, lives on a 160-acre organic farm in the rugged hills of southwestern Wisconsin, near the tiny burg of Rockton.

WARREN KING, General Manager Goodness Greeness

Warren King is General Manager of Goodness Greeness, the largest source of organic food in the Midwest Region, has twenty-five years experience in agribusiness that includes strategic planning, international business development, market analysis, consulting and sales. Warren's passion for the land is rooted in his Northern California upbringing and his work on the farm as a young man. He possesses an MBA in Marketing from the Kellstadt School of Management at DePaul University and in 2000 was honored with the Illinois Alumni Recognition Award for his volunteer work and fund raising achievements for local 4-H.

FRED KIRSCHENMANN, Farmer & Distinguished Fellow, Leopold Institute
Frederick Kirschenmann, a longtime leader in national and international sustainable agriculture, has been director of the Leopold Center for Sustainable Agriculture at Iowa State University since July 2000. He continues to oversee management of a 3500-acre organic farm as well. He holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He has held national and international appointments, including the USDA's National Organic Standards Board. He is a board member for the Food Alliance, Silos and Smokestacks, and the Stone Barns Center for Food and Agriculture at the Rockefeller Center in New York. In 2001, Kirschenmann received the Seventh Generation Research Award from the Center for Rural Affairs for his work in sustainable food and farming systems. He also was named a 2002 Leader of the Year in Agriculture by Progressive Farmer publications. His essay, "Ecological Morality: A New Ethic for Agriculture," appears in *Agroecosystems Analysis*, a monograph published by the American Society of Agronomy, Crop Science Society of America and the Soil Science Society of America.

BILL KURTIS, TV Journalist and CEO, Tallgrass Beef
Bill Kurtis is a television journalist and producer best known as the host of numerous A&E crime and

news documentary shows, including Investigative Reports, American Justice, and Cold Case Files. Kurtis began his television career as a part time anchor at WIBW-TV in Topeka, Kansas. On the evening of June 8, 1966, a severe thunderstorm 20 miles southwest of town was heading straight towards Topeka. Bill warned: "For God's sake, take cover". It was also Kurtis' big break. He moved to Chicago in 1966 to work at WBBM-TV, first as a reporter and then as an anchorman. In 1982, he moved to New York to anchor the CBS Morning News, but returned to Chicago three years later to produce documentaries for the television show The New Explorers. He started his own production company, Kurtis Productions in 1990, and joined the A&E cable television network the following year. Kurtis has received numerous awards for his television work, including over twenty Emmys and the Illinois Broadcasters Association 1998 Hall of Fame Award. Bill Kurtis is the CEO of Tallgrass Beef, an all grass-fed cattle ranching operation that caters to many of Chicago-land's top steak houses and gourmet food stores.

LISA KIVIRIST, Owner, Inn Serendipity
Lisa and her husband, John Ivanko, manage a diversity of creative and entrepreneurial endeavors from their organic farm and bed & breakfast, Inn Serendipity®, in Brownstown, Wisconsin, located three hours northwest of Chicago. The couple has been nationally recognized for their contemporary approach to sustainable living with features in USA Today, MSNBC, ABC news, and other media venues, including a Vegetarian Times piece showcasing their organic, local, seasonal breakfast specialties. Inn Serendipity runs on renewable energy, is Travel Green Wisconsin certified, and considered among the "Top 10 Eco-Destinations in North America." Former Chicago urban ad executives who leaped to rural living a decade ago, Lisa and John are co-authors of Rural Renaissance: Renewing the Quest for the Good Life and Edible Earth: Savoring the Good Life with Vegetarian Recipes from Inn Serendipity. They share their farm with their son, a flock of free-range chickens, and millions of ladybugs. www.innserendipity.com

DAVE LAZARUS, Legislative Assistant Senator Durbin
David Lazarus is a Legislative Assistant in the Office of Senator Durbin. In that capacity, he works on agriculture policy, including rural development, biofuels, trade issues, conservation, and commodity support programs. His portfolio also includes business and commerce issues, animal welfare, and technology and telecommunications. Previously, he worked in the Office of Representative Brian Baird. David is originally from Highland Park, Illinois. He graduated from the University of Wisconsin-Madison with a degree in Political Science, History, and International Studies-Global Security.

SCOTT, DONNA, NATASHA & ERIC LEHRER, Lamb of God Farm
Truly a labor of love for the entire family, the Lehrer's started raising sheep six years ago. When a neighbor gave the family a spinning wheel the journey into the creative world of fiber arts began! The Lehrer family takes a very personal interest in their flock – they know each of their animals by name and appreciate the lessons these gentle creatures have taught them about life. They are eager to share their love of sheep with you and to encourage "lambos on the landscape" of Illinois agriculture. They are very involved in the Farm Bureau, working with farmers in the region, encouraging them to pursue alternative crops and niche markets. Both Donna and Natasha are involved in fiber arts, spinning, knitting, weaving, felting and more, and enjoy promoting the wonderful fiber industry they are a part of.

ERIKA LESSER, Executive Director, Slow Food USA
Erika Lesser is the Executive Director of Slow Food USA, a nonprofit organization with 14,000 members and 150 chapters nationwide. She has worked for Slow Food USA since its founding in 2000, and also spent a year working at Slow Food's international headquarters in Italy for the University of Gastronomic Sciences, before returning to New York in 2004 to take on her current position. A native of Boston, Erika graduated from Brown University with a BA in Italian Studies and Art History, and worked in the food and nonprofit sectors while earning a MA in Food Studies from New York University.

MARK LIPSON, Policy Program Director, Organic Farming Research Foundation
Mark Lipson is the Policy Program Director for the Organic Farming Research Foundation in Santa Cruz, CA. Since 1995, his work there has been focused on federal agricultural research policy and generally promoting institutional support for organic farming research and education. He authored the landmark 1997 publication, "Searching for the 'O-Word'," which documented and analyzed the lack of federal support for organic research. He later established the SCOAR Project: the Scientific Congress on Organic Agricultural Research. In 2000, Agriculture Secretary Glickman appointed him to the USDA Advisory Committee on Agricultural Biotechnology. Lipson worked for California Certified Organic Farmers from 1985-92. At CCOF he established the statewide office and was the primary "midwife" of the California Organic Foods Act of 1990. He served as the chairman of the California Organic Foods Advisory Board from 1991 to 1998. In 1992 he received the Sustie Award, ("Steward of Sustainable Agriculture") from the annual Ecological Farming Conference.

MICHELLE MILLER, Associate Director Center for Integrated Agricultural Systems
Michelle Miller is Associate Director for the Center for Integrated Agricultural

Systems (CIAS), the sustainable agriculture research center on the University of Wisconsin - Madison campus. As an applied anthropologist on staff, her current work supports sustainable local fruit production through seven farmer networks. She co-authored the status report "Organic Agriculture in Wisconsin" in both 2003 and 2005, and is a Donella Meadows Fellow of the Sustainability Institute in Vermont. Michelle has worked on food systems issues since co-authoring the Wisconsin Cornucopia Report, a 1980 Rodale initiative to research state food systems. She is a founding director for the Wisconsin Farmers Union Foundation and served on the board for the Williamson Street Grocery Cooperative (1991-2000). Michelle also worked with World Wildlife Fund, Environmental Defense, Earth Share and the Wisconsin Department of Agriculture, Trade and Consumer Protection on sustainable agriculture issues.

CAROLYN MUGAR, Executive Director, Farm Aid
Carolyn Mugar is the Executive Director of Farm Aid, an organization founded by Willie Nelson, Neil Young and John Mellencamp. Dave Matthews is also on the Board of Directors. Carolyn produces an annual concert event and directs the work of the organization. Farm Aid's mission is to support family farming in the U.S. Farm Aid promotes food from family farms, helps to grow the Good Food Movement, helps family farmers thrive, and takes action to change the current system of agriculture. For twenty-one years Carolyn has listened to family farmers and developed a Farm Aid program and vision that champions family farmers as essential to the future of food and agriculture. Carolyn has been an activist on many social issues, including labor, environment, toxics, literacy, reforestation in Armenia, and community empowerment.

GARY PAUL NABHAN, RAFT
Gary Paul Nabhan is founder of the Renewing America's Food Traditions consortium, co-founder of the non-profit, Native Seeds/SEARCH, and first director of the Center for Sustainable Environments. He also raises Navajo-Churro sheep, heritage breeds of turkeys, native crops, and "hell" in the Stinking Hot Desert just south of the Grand Canyon. He has been involved in reviving farmers markets, initiating CSAs and the country's first community-supported wild foraging project. For his work in conservation and sustainable agriculture, he has been honored by the Society for Conservation Biology, the MacArthur Foundation, and the Quivira Coalition. For his agrarian and natural history writing, including Coming Home to Eat and eighteen other books, he has been honored with the John Burroughs Medal for Nature Writing, a Lannan Literary Fellowship, and a Western States Book Award. He has served on the boards of the Seed Savers Exchange, Community Food Security Coalition, and many other farming and ranching groups.

Nabhan is of Arab-American ancestry, and grew up in the Indiana Dunes not far from Chicago.

MIKE NOWAK, WGN, Midwest Ecological Landscape Association

Mike Nowak is an award winning actor, writer and director in Chicago theatre. In 1997 he earned his Illinois Master Gardener Certificate at the Chicago Botanic Garden and later that year became host of the WGN Radio program, Let's Talk Gardening. In 1999 he graduated from the Treekeeper Program of the Openlands Project. He is co-founder and co-president of the Midwest Ecological Landscaping Association and writes a column for the Chicagoland Gardening Magazine featuring its unique and witty prose. Mike Nowak has been the host of WGN Radio's "Let's Talk Gardening" for almost eight years.

VICKI NOWICKI, Garden Designer

Vicki Nowicki holds an M.S. in Environmental Education, Aurora University and a B.A. in Environmental Studies, George Williams College. She is principal Garden Designer with The Land Office, a Landscape Design and Construction Firm with an Ecological Conscience based in Downers Grove. She and her husband, regionally known landscape architect Ron Nowicki, work with clients to help them create sustainable and functional landscapes. Her own suburban landscape is completely devoid of lawn – it is instead an ornamental tribute to the luscious, sculptural beauty of vegetables, herbs, fruits and native plants and has attracted attention as the subject of books, magazines, numerous newspaper articles and many tour groups. Vicki and Pat Armstrong founded a branch of The Wild Ones in 1992, (homeowners devoted to native plants in their landscapes) and she is currently President of the Downers Grove Organic Gardening Club. She is a passionate educator, writer, grower, cook, gardener, vermiculturist, and compost tea brewer.

CHRISTINE NYE, Horticultural Manager, Shedd Aquarium

Christine Nye has been horticultural manager at Shedd Aquarium since 1998. She began working inside the aquarium on exhibit spaces with animals, so it was a natural transition to take organic practices to the care of the grounds. She is now researching the benefits of compost tea applications on the Shedd's grounds and with the Chicago Park District and others to improve the quality of the landscapes without conventional fertilizers.

BONNIE PAGANIS, General Manager of Food Service, Shedd Aquarium

Bonnie Paganis, General Manager of Food Service at Shedd Aquarium, has been a key player in strengthening Right Bite's message within the Shedd eateries by bringing her personal green ethic to the table.

BEN PERKINS, Director of Purchasing, Goodness Greeness

Ben's first taste of the natural food industry started while working at health food stores throughout the Midwest. In the spring of

2000, he moved to Chicago and joined the sales staff of Goodness Greeness. Over the course of the next five years his knowledge and experience in the natural and organic foods industry helped catapult him to become the top sales person in the company. Ben's hard work and passion have continued to pay off. In 2005 he was promoted to buyer and has been working closely with local farmers in helping them showcase their products in the wholesale and retail markets.

HARRY RHODES, Executive Director, Growing Home, Inc.

Harry Rhodes is the executive director of Growing Home, Inc., an organic CSA in Englewood working to help "develop an urban agriculture district to provide business, job training and employment opportunities while improving the availability of fresh produce." Rhodes has been with Growing Home for five years, starting in their 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 for job transition, social enterprise, and urban agriculture. He received his Master's Degree in Public Policy and Administration from the University of Wisconsin.

PHIL SALERNO, President & CEO, Family Foods

Phillip attended Eureka College from 1963-1965 and Drake University from 1965-1967 majoring in Retail Marketing and Economics. Phillip has over 40 years in the retail grocery business. He started in the business working as a meat cutter for a small independent chain on the west side of Chicago. Phillip then invested and worked for OK Certified Inc. a retail grocery management company for 10 years as President. From 1977 to 1982 Phillip owned "Mothers Natures Market" a health food store. He then established Family Foods Management. Phillip continues to merchandise Natural and Organic foods in supermarkets. His most recent project is to incorporate more Natural and Organic perishables (meat, produce, delicatessen, dairy and frozen foods) into the supermarket environment. Phillip is currently a director for Certified Grocers Midwest, a full service grocery store co-operative. He is also a Director for Certifresh Corporation, a holding company for "Fresh Brands" a Wisconsin based company that supplies the "Piggly Wiggly" stores.

ROBERT SCAMAN, President, Goodness Greeness

In 1991, Robert Scaman and his brothers Rodney and Rick founded Goodness Greeness. Since then, Goodness Greeness has become the Midwest's leading supplier of fresh, organic food and the largest privately held organic distributor in the country. Goodness Greeness started out in a 5,000 square foot warehouse with 20 employees in the McKinley Park neighborhood of Chicago and a vision to supply its customers with the finest and freshest organic food available. Since then, Scaman has helped Goodness

Greeness to grow – it now operates a 25,000 square foot warehouse optimized for processing organic foods. Scaman has worked hard to ensure that Goodness Greeness sources as much organic produce as possible from family farms in the Great Lakes Region.

JEAN SAUNDERS, Director of School Wellness, Healthy Schools Campaign

The Healthy Schools Campaign, an independent not-for-profit organization, is the leading authority on healthy school environments and a voice for people who care about our environment, our children, and education. The organization's mission is to advocate for policies and practices that allow students and staff members to learn and work in a healthy school environment. Jean began her career in corporate marketing and advertising working for high tech firms, including Apple Computer and the grocery delivery firm Peapod. Prior to joining HSC, Jean operated a small catering business and worked in elementary and middle schools, delivering cooking-in-the-classroom programs. Jean has a Professional Culinary Certificate from Kendall College and earned a MBA from the University of Toronto and a bachelor's degree in dairy/food science from the University of Guelph, both in Canada.

GEORGE SIEMON, C-E-I-E-I-O, Organic Valley

For nearly two decades, George L. Siemon has been one of the nation's foremost organic agriculture advocates. Siemon is an organic farmer himself, and champions a system of farming that supports family farms, defends the ethical, humane treatment of farm animals, benefits the environment, and gives consumers high-quality organic food. In 1988 Siemon joined a half-dozen neighboring family farmers to found the Cooperative Regions of Organic Producer Pools (CROPP), known more familiarly as Organic Valley® Family of Farms, in Wisconsin. Under Siemon's leadership, Organic Valley has become the largest organic farmers' cooperative in North America. He is currently serving a USDA-appointed, five-year term on the National Organic Standards Board. The board advises the Agriculture Department on matters associated with the organic industry, including reviewing and selecting acceptable organic ingredients and establishing standards of organic practice. In 2003, Organic Valley received Business Ethics magazine's "Living Economy" award. Siemon was recognized in May 2004 with the "Community Activist Award" from the Wisconsin Community Action Program Association.

ELAINE SIKORSKI, Kendall College, Culinary Arts Program

Chef Sikorski took her first chef position at the Courier Café in Urbana Illinois. After chieving two years, she went to the Culinary Institute of America, Hyde Park and graduated in 1984. Returning to Chicago, she worked at the five star Mobil restaurant,

Le Perroquet, becoming their chef in 1985. Chef Sikorski then spent 6 years cooking in France. She is a member of the American Culinary Federation and is a certified executive chef and culinary educator. Chef Sikorski is also a member of Seafood Choice Alliance, and Ocean Conservatory .She also has a Bachelor of Science degree from Dominican University. She is currently teaching Advanced Sauces and Fish Cookery at the Culinary Scholl of Kendall College in Chicago, Illinois.

MARIA SIMMONS, Manager of Patient Food Service, Swedish Covenant Hospital
 Maria L. Simmons has enjoyed a career in Health Care Foodservice for twenty years. She is a Registered and Licensed Dietitians with memberships in the American Dietetic Association and affiliations with the Management and Culinary practice groups. Ms. Simmons has spearheaded Swedish Covenant Hospital's movement toward Tall Grass-Fed beef and Organic Produce from Goodness Greeness for patients. In addition to implementing an authentic Korean and Hispanic menu prepared in house from scratch. The result has been great acceptance from patients along with local and national recognition for her efforts. Goals for the future include expanding the line of Organic and Grass Fed items on the menu with special focus on developing relationships with local farmers. Swedish Covenant Hospital is looking forward to the facilitation of this

effort with the Green City Market. Keep an eye on them for great things to happen.

JIM SLAMA, President and Founder Sustain
 Jim is the president of Sustain and was the founding publisher and editor of Conscious Choice. He was on the transition team of Illinois Governor Rod Blagojevich and now sits on Illinois' "Governor's Agricultural Advisory Council for Farmers and Farm Families." Sustain has contributed to numerous national, regional and local environmental victories and its strong images and creative campaigns have been featured in the Wall Street Journal, the Washington Post, the New York Times, LA Times, Chicago Tribune, People and Time magazines, plus most national television and radio networks. Jim's skill as a social entrepreneur led to his designation in 1999 as one of Crain's Chicago Business "Forty Under Forty" leading business and civic leaders. In 2005 Jim received the Chicago Tribune Good Eating Award for contributions to the Chicago food and beverage world.

GLENN & JULIE SMITH, Alpaca raisers
 Glenn and Julie Smith founded Cedarhill Creek Farm in 2000 when they moved from Chicago to Freeport, Illinois to start a Complementary Medicine department for the Freeport Health Network (FHN). Their move to the country allowed the Smiths to satisfy two dreams; raising animals and running their own health care practice. Julie had dreamed of owning a llama since age

five after viewing the original Dr. Doolittle movie. Glenn suggested alpacas, and after visiting several nearby farms, both fell in love with these gentle, intelligent, social animals. The Smiths now have 10 huacaya alpacas and are growing their herd each year. Alpaca fiber is considered a luxury material since it is very soft and comes in 22 natural colors. Alpacas are gentle on the environment and an acre of land can support 6-10 alpacas.

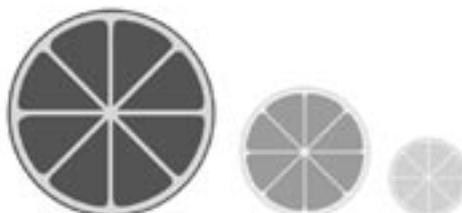
MARY SMITH, Director of Marketing, Plitt Seafood Company
 Mary Smith is the Director of Marketing for the Plitt Seafood Company, headquartered in Chicago IL. Smith who holds a bachelors degree from Northland College as well as an associate degree in Culinary Arts from the Culinary Institute of America, has worked to incorporate ideas of sustainability into the Plitt Company's business model via sourcing and purchasing initiatives, educational programs, and promotion.

AMY SRUBAS, Green Eye Landscape Design
 Amy Srubas is the owner of Green Eye Landscape Design in Chicago. She is also a landscape designer for Aviv Gardening, a landscape contractor based in Skokie. She designs residential gardens throughout the Chicago area and has a special interest in creating design solutions for challenging urban spaces. Her life as a gardener began fifteen years ago on a Chicago rooftop, where, in spite of the often harsh conditions,



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she successfully grew shrubs, flowers, herbs and vegetables. An obsession was born, and her desire for more training led her to become a Master Gardener. That experience, in turn, inspired her to give up her 13-year career as a graphic designer to study horticulture and landscape design. Amy holds a BFA in design from the University of Illinois at Urbana-Champaign and studied horticulture at College of DuPage and The Chicago Botanic Garden. She is a member of the Association of Professional Landscape Designers and the Landscape Design Association. She enjoys sharing her passion for gardens.

TONY STALLONE, Vice-President Merchandising, Peapod

Tony officially joined Peapod in the fall of 2000. Tony is in charge of the Fresh Markets categories across all the Peapod markets. His reputation of being at the forefront in quality produce is helping Peapod to differentiate itself from industry competitors in this category. Tony's unique skills have also led Peapod in improving the quality of its meats, creating a wine & spirits category, starting a fresh fish program, and developing a fresh home meal replacement program. Tony's educational background includes majoring in English at Northwestern University, which gave him the tools to communicate his food knowledge and passion to their customers. Professionally, Tony ran a food

service business from 1981 to 1995. Tony has a standing monthly segment on ABC TV, Channel 7, in Chicago to give viewers information on the best seasonal produce and he also has a blog at Tony.Peapod.com.

TERRY STEINHOOR, Farmer

Terry Steinhour, a graduate from Illinois State University, lives in Greenview, IL with his wife Phyllis and farms 650 acres with corn, soybeans and a herd of pure-bred, short-horn cattle. Terry is a very active person in his community as he sits on many boards including the Menard County Rural Water Cooperative Board, Greenview Christian Church board, and the Public Building Commission. He also was a board member of the Menard County Farm Bureau for twenty-five years and currently sits on the Illinois Farm Bureau Profitability Task Force and is vice-president of the Farm Bureau Service Association. His wife Phyllis teaches business and computer education at a Springfield high school. Terry and Phyllis have two sons, Michael and Mark. Michael is finishing his PhD in Sociology at Purdue University and Mark is currently serving his second year of duty in Iraq.

ARRAN STEPHENS, President, Nature's Path Arran has been at the leading edge of the sustainability movement for most of his life, and is the founder of Nature's Path - North America's largest organic breakfast

foods company. Nature's Path is proudly independent and family-run. Arran's achievements include- 2002: the CHFA's first Organic Award of Excellence for outstanding commitment to organic and sustainable food production. 2002: Ernst & Young's Entrepreneur of The Year. 2002-2004: Board Member, OTA. 2004: Chair, Ethics Committee, OTA. 2005: CHFA Hall of Fame Award. 2007: Processor of the Year. 2004-5 & 6: "Canada's Best 100 Employers (MacLean's Magazine). Nature's Path's has raised and donated over \$550,000 to non-profit organizations that protect endangered species and habitats, sponsors organic garden projects in inner-city schools and the SOS Ecology Centre. Nature's Path was the first cereal company to become certified organic (1990), first to sign on to the Corporate Climate Protection Agreement and is a participant in the Non-GMO Project.

KIM TACK, University of Illinois Extension Educator

Kim Tack is a part of the IDEA-Initiative for the Development of Entrepreneurs in Agriculture-team. It was created by University of Illinois as a statewide initiative. IDEA conducts research, develops educational products, and provides services that encourage farmers to incorporate entrepreneurial strategies which direct their marketing efforts to meeting consumer demand.

ANDREW TOKARZ, Phona Agricultural Circle, Friesian Milk Sheep

After attending the seasonal migration festival of Transhumance in Idaho with a local Polish dance troupe, Andrew Tokarz envisioned a cooperative sheep farm near Chicago where members could express their love for the land and sheep and ensure that their traditional skills were not lost. The group, known as the Phona Agricultural Circle, is comprised of emigrants from the highlands of Southern Poland with a centuries old tradition of raising sheep. With 70 ewes purchased in Wisconsin and 70 acres of land leased in Lemont, the Phona Agricultural Circle flock has grown to 170 with four watchful sheep dogs to protect them from coyotes. Members tend to the sheep every day, often bringing their children, thereby passing on their skills to the next generation. Originating in northern Holland and Germany, Friesians are known as the most productive dairy sheep breed in the world. The wool also makes lofty, warm quilt batting and is also a good needle felting wool.

BOBBY TURNER, Vice President Merchandising, Distribution, and Purchasing, Whole Foods

Bobby Turner has more than 25 years of grocery experience. His career started in Austin, Texas, working for Sourdough: A European Bakery™, which acted as some Whole Foods Market's first bakehouses, when the Company consisted of only five stores. Eventually, Sourdough became part of Whole Foods Market. European trained in baking, Turner rejoined Whole Foods Market upon returning to the United States, settling in the Midwest. Turner has since left his mark on the Midwest region by designing and opening the Chicago bakehouse, which he ran for five years. After climbing the ranks in the bakery department, Turner rose to his current position as vice president of Merchandising, Distribution and Purchasing. What is Turner's favorite part of his job? "Good food and good people," he says.

MAYO UNDERWOOD, Underwood Gardens

Mayo has a B.A. from Rosemont College, an M.S. from the University of Pennsylvania, is a member of the National Speakers Association, the Woodstock Professional Business Women's Association, Women in Management and is a 2005 Woman of Achievement Award winner and Charlotte Danstrom Award winner. She owns Underwood Gardens, a seed company which specializes in open-pollinated/heirloom seeds of vegetables, herbs, flowers and "curiosities", many of which are rare and some endangered. Having lived in various parts of this country and the world, Mayo

gathered and saved seed wherever she's been. After an accident in 1993 in which she broke her neck, sustaining injuries similar to those of Christopher Reeve, she started Underwood Gardens, which now sells seeds internationally. Mayo's presentations have included programs and classes for Garden Clubs and groups around the country, the Environmental Committee of the Garden Clubs of Illinois, Master Gardener State Conventions in several states, the Chicago Botanic Garden, the Morton Arboretum and Cantigny. She just filmed an 'infomercial' for Ace Hardware Stores and is working on the pilot for a TV series.

CECELIA UNGARI, Conservation Awareness Facilitator, Shedd Aquarium

Cecelia Ungari began composting with worms over a year ago. The first bin has split multiple times to help create a number of off-site bins. She is amazed at the simplicity and positive impact of composting with red worms in our urban environment.

BRAD WALKER, Deep Roots Writer and Producer

Brad Walker is a Professional Civil engineer and geographer with Prairie Rivers Network. Brad's previous experience includes consulting in the Midwest, western states and in Jamaica for the U.S. Peace Corps. Brad worked as a consultant for American Farmland Trust helping to improve farmland protection efforts in several northeastern Illinois counties by organizing new grassroots efforts, assisting the efforts of existing groups, working with representatives of local government, and informing the public regarding the importance of good land use practices and how the protecting of farmland helps accomplish this goal.

ORRIN WILLIAMS, Executive Director, Center for Urban Transformation

Orrin Williams is the Employment Training Coordinator and Case Manager for Growing Home. He is also the executive Director of the Center for Urban Transformation (CUT) in Chicago, Illinois. The CUT is focused on providing leadership for the creation of sustainable business opportunities in Englewood, in partnership with Teamwork Englewood. The CUT has a particular interest in working with enterprises related to urban agriculture, landscape and food processing. Orrin is the author of Food and Justice: The Critical Link to Healthy Communities appearing in Power, Justice and the Environment: A Critical Appraisal of the Environmental Justice Movement, (MIT Press 2005) as well as numerous additional articles and position papers.

BILL WILSON, Permaculturalist

Bill Wilson (communitarian, permaculturist and educator) is founder of Midwest Permaculture.com, past executive director of Center for Sustainable Community (an educational, non-profit organization) and a 29-year resident of the sustainably oriented community of Stelle, Illinois. Bill was one of the co-creators of the Stelle Community Garden Cooperative and the Community Tool Co-op. Stelle hosts its own solar-powered telephone company (which includes solar-powered, high-speed internet service), a windmill-assisted fresh-water treatment facility, and Illinois' first strawbale home.

TIMOTHY YOUNG, Food for Thought

Timothy Young is owner of Food For Thought, Inc., which makes of organic and wild harvested gourmet specialty foods. Young established the company in 1996 and has since developed over 80 recipes for value-added products including fruit preserves, salad dressings, salsa, pie fillings and more. In addition to creating exciting products from the farms and forest of northern Michigan, 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. He was formerly the president of the Northern Michigan Environmental Action Council, and is currently a board member of the Michigan Land Use Institute. He has won several awards, including Environmentalist of the Year and Environmental Business of the Year.

CAROLYN E. ZEZIMA, President, The Talking Farm

Carolyn is the president of The Talking Farm, a nonprofit organization with the mission of creating a community farm and environmental learning center in Evanston that grows organic produce for local distribution, teaches agriculture, food production and beneficial entrepreneurship, and fosters conversations about how we can create a healthier and sustainable food system. She is also an active member of the Evanston Food Policy Council, where the notion of growing food on a meaningful scale within Evanston's city's limits as an obvious and key component of a healthy local food system began. Before spearheading this project, she was the Administrative Director of the Chicago's Green City Market, a nonprofit sustainable farmers' market comprising exclusively local farmers and producers. She is a former chef and practicing attorney in New York and California. She attended the California Culinary Academy, as well as Duke University School of Law and Boston University.

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