

# ARADIA

CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

## Farmer Chef Speed-Sourcing Happy Hour

*A Best-Practice Toolkit*

“What this is about is confronting some of the most serious aspects of our food system, and what we're trying to solve here is some of the ways that our food system is failing us.”

*Spike Gjerde,  
Woodberry Kitchen  
NPR*

“You get straight to the people who appreciate your products and know how to use them... Cheeses and dairy items are extremely complicated and the taste variations are all over the map, so you've cut down the exposure time of trying to find a certain niche market.”

*Michael Histon,  
Shepherds Manor Creamery  
WTOP*



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## INTRODUCTION

Farmers and chefs are a tough crowd to connect – hard to schedule, hard to contact, and pretty fiercely independent. But get them in the same room with great food and drinks and what they have in common eclipses all the obstacles: a tremendous commitment to food, a maniacal work ethic, and pride in what they produce. And connecting them is critical for a vibrant local food system.

Nationwide restaurant industry surveys show that local sourcing is increasingly desired by customers. And it's good risk management for farmers to have a diversified business base between wholesale and direct to consumer customers.

In 2013, Arcadia gathered 40 chefs and farmers at Gunston Hall in Virginia to discuss how to overcome the challenges of local sourcing. It was, shall we say, a lively discussion. But when we all sat down for lunch the challenges melted away. Magic happened. Farmers and chefs chatted, joked, and shook hands. Deals got done.

In 2014, with the help of the Neighborhood Restaurant Group, we gathered about 75 farmers and chefs for a happy hour at Birch & Barley – dispensing with the organized discussion but connecting chefs with the farmers who grew the products they wanted to buy. We learned pretty quickly that chefs and farmers a) really appreciate free beer and b) are willing to overcome the inherent difficulties of local sourcing when they find the right partner.

Those insights launched an annual winter tradition – the Farmer-Chef Speed-Sourcing Happy Hour. We held the fifth such gathering on Jan. 16, 2017, with a massive crowd and generous sponsors – Coastal Sunbelt Produce and Bluejacket.

This year Arcadia and Neighborhood Restaurant Group were joined in hosting the event by a group of other organizations to bring 150 farmers, chefs, producers and buyers together with journalists, volunteers, market managers and others dedicated to making the National Capital Regional food system vibrant and economically strong.



“Just wanted to say thank you for connecting me to Ayshire. Will be using these beautiful eggs in our restaurant at Boulangerie Christophe!”

*Johanna H.*

## WHY SPEED SOURCING?



For new business owners Jordan Masters and Matt Pefferman, the event was a chance to introduce their West Virginia microgreen business to D.C.'s restaurant community. The two operate a 5,400-square-foot greenhouse in Morgantown, where they grow a collection of specialty shoots, greens and flowers for resorts. Having just launched in November, Masters says finding time to break away from the greenhouse to market their products is a challenge.

*Rachel Nania, WTOP*

From first-time event attendees hoping to sell free-range eggs, like the Green Acres Family Farm, to veteran restaurants expanding their already vibrant network of local farmers like the Michelin-two-star Inn at Little Washington, the Speed-Sourcing Happy Hour gives farmers and farm-to-table chefs the time and space to share a beer, shake hands, and do business.



For many, relationships between farmers and chefs begin at our Speed Sourcing event, but it takes a while to complete a deal. Farmers and cheesemakers Michael and Colleen Histon of Shepherd's Manor Creamery used this event to connect with restaurants like The Inn at Little Washington and Salamander. It took multiple tasting and discussions, but Shepherd's Manor cheese is now served by the Inn.

For others, the returns are more immediate; Mike Peterson of Heritage Hollow Farms in Sperryville, VA, sold an entire lamb at the 2017 event to Red Apron's Chef Nathan Anda. Peterson, who raises 100 percent grass-fed, non-GMO, lamb, beef, and pork, traveled 140 miles roundtrip to attend the event with his wife Molly and newborn Alden.

## PLANNING A SPEED-SOURCING HAPPY HOUR

Speed-Sourcing Happy Hours succeed best with financial sponsorship, strong partners, great outreach, dedicated volunteers and a core group of farmers and chefs committed to local sourcing. Here are some of the steps that have been critical in pulling off this event in our DC foodshed:

### *Location, Partners, and Outreach:*

- We typically schedule this event for a Monday federal holiday in the winter. Mondays are usually good for chefs (restaurants are often closed) and holidays have less traffic for farmers driving in, plus free street parking. Winter is critical – it is when farmers have the most time. By March, livestock farmers will be up to their ears in lambs and calves, and veggie farmers will be preparing their fields.
- Find a location, date and time. Draw up your invitation list. Get the help of farmer's market managers and scour local farm directories, USDA directories, Open Table listings, and restaurant associations. Recruit some partners; open a Google spreadsheet so everyone can contribute names and contact info.
- About the invitations: we typically don't identify the location until AFTER a guest RSVPs. You need to know who is in the room to make solid matches and produce a useful directory. You can only do matches and an accurate directory, when you know everyone in the room and a bit about their business. If you tell them where the event will be held, you might have a lot of guests show up without RSVPing to the Google form. You get one bite at the apple with this crew, so do all you can to get them to fill out the Google form before they come. We do that by keeping the location vague – we just say "Washington, DC."
- Get sponsors: A restaurant that can host it, a big food distributor, or some other business or foundation whose interests are tied to farmers or chefs or both. You will have printing costs and you may have to pay a cleaning fee, for security guards, and for food and drink.
- Print collateral that recognizes your sponsors. Keep their hearts in the game and let them see a tangible benefit!
- Recruit volunteers to work the event. They function as logistical hands – setting up the space and managing the crowd – and as the social connectors at the party. They occupy a space somewhere between a middle school dance chaperone (pulling wallflowers into conversations) and sorority rush chairmen, keeping the mix lively.

- Create a Google form to collect your data and RSVPs. All your attendees and their information will be in one place and you can do some groovy analytics.
- Create an invitation and email it with the link to the Google form to your invitation list. Prepare to invite everyone multiple times. As a general rule, farmers and chefs are terrible at responding to emails. If you have the time and budget, print your invitation as a postcard with a link to the Google form and mail it two months before the event – snail mail is especially effective with farmers.
- Most RSVPs will come in during the last week before the event. Don't panic. Invite about four-times more people than you want to come. You can cap RSVPs at a certain number to fit your space, and you might want to balance the number of farmers and chefs by only accepting equal numbers of both. We have always had a big tent policy – anyone interested is welcome – but it can lead to an imbalance among your matches. You also have to account for no-shows, so accept more than you think you want.
- Cut off RSVPs at least 3 days before the event so you have time to create the directory, print, and create the matches.

Here is a list of the materials and signage we like to have on hand the day of the event. You may decide to bring along additional materials, but this is a good starting checklist:

- Sponsor Banners
- Table Top Social Media Prompts
- Sponsorship Posters
- Match cards
- Printed directors
- Evaluation Post Cards
- Name Tags
- Registration check in list
- Walk in registration form

## *Matching Farmers and Chefs:*

Finding good matches between chefs and farmers is part science, part art. Both groups will provide you with a list of what they grow and what they want to buy, plus special considerations for their businesses. That's the science part. The art is a little more difficult – identifying people who would work well together. It helps if you know the farmers and chefs and their general styles – introverted or outgoing, curmudgeonly or flexible. Enlist the expertise of farmer's markets directors and restaurant group associations. But don't get too worked up about it: the fact that they are coming means they are open to being matched, and some of the least likely partners find common ground when they have beer in hand.

Here is how matching works from a technical perspective:

- Create a paper directory from the Google forms response spreadsheet using the mail merge program. The directory will detail contact info and what farmers grow and what chefs want (this will be captured by your Google form) in a user-friendly way that participants will take home. An electronic directory is more easily searched, but hard copy will be better for this crowd – neither chefs nor farmers as a rule spend a whole lot of time on their computers. A paper copy can be hung by the phone in the kitchen for easy reference. You might want to send an electronic version as well after the event. If you have ambitious interns, they can make an index by product to make it easy to find sources.
- Make your matches. Create a spreadsheet with the farmers on the column headers and the chefs on the row headers. Group the farmers by what they primarily grow to make it easier to navigate while you match – ie fruit, veggie, eggs, dairy, meat. Chefs typically are interested in every product.
- Refer to the directory to guide your matches. It will be easier to read than the spreadsheet produced by your Google form. Indicate matches by putting an X in the corresponding cells.
- Try to give everyone 5 matches at a minimum. Connect a chef who wants duck eggs with a farmer who has them. Connect an organic veggie farmer with a chef who makes organic meals to go and so on.

*\*For more details on how to produce the final match cards, with visuals, refer to Appendix 2.0*

*\*See a sample page of our Directory at Appendix 8.0*

## BUDGET

| <i>EXPENSE</i>                 | <i>APPROXIMATE PRICE FOR 150 GUESTS</i>               |
|--------------------------------|---|
| Venue Space                    | \$0 - \$600   |
| Food and Drink                 | \$10 - \$20 a head                                    |
| Printing Banners               | 2 X \$350 for each of your sponsors                   |
| Printing Booklets (if printed) | \$1100 for (150) 20-page booklets with a glossy cover |
| Printing Registration Sheets   | \$5 - \$10  |
| Printing Name Tags             | \$50  |
| Graphics and Logos             | \$0   |
| Miscellaneous Supplies         | \$50  |
| Staff Time                     | \$0 - \$500   |
| <b>Total</b>                   | <b>\$0 - \$5450</b>                                   |

Many of the items above can be supplied through partnerships and sponsorships. Venue space, for example, ideally would be donated by a local restaurant willing to host the event for free. Food and drink can be provided by a local restaurant group, a partner brewery, or the venue at discounted rates. To make our sponsors feel appreciated, we displayed the logos of our two sponsors for our 5<sup>th</sup> Annual event on 4 X 6' banners, on tabletop cards, posters and in the directory.

Our cabbage plate logo was created and donated by Neighborhood Restaurant Group.

Printing a directory, with the name, restaurant or farm, and contact information of RSVPs is expensive but especially helpful for attendees who may want to reach out to a match months after the event. If you can get a printer to donate the printing for the event, all the better.

Printing name tags is recommended as handwritten name tags can be hard to read.



## PLANNING TIMELINE



### *Initial Venue, Outreach and Sponsorship:*

- *6 months before:* pick a date and begin drawing up invite list, find sponsors, set budget
- *4 months before:* identify and confirm location
- *3 months before:* create Google form, create invitation
- *2 months before:* begin social media outreach; issue a press release; send invitations, assemble volunteer corps, print banners, posters
- *1 month before:* continue outreach, confirm with location
- *2 weeks before:* continue outreach, confirm specific location and venue details

### *Matching and Logistics:*

- *1 week before:* close registration for matches; make matches and print match cards; send out note to volunteers detailing activities and tasks; create and print directory (after registration has closed)
- *3 days before:* remind volunteers and attendees about location and time; print color-coded name tags
- *The day before:* remind all guests and volunteers. Seriously. They need another reminder.
- *The day of:* arrive 4 hours prior to event to set up. Volunteers arrive 2 hours before event.

### *Following up:*

- *Day after:* send a thank you to sponsors, participants, partners, and volunteers
- *1 week after:* update directory with walk-in registers and send to all electronically
- *1 month after:* check with attendees for successful matches
- *3 months after:* check in on matches
- *6 months after:* check in on matches

## TOOLS TO GET YOU STARTED

### *1.0 Sample Google Registration Form*

Follow online directions for creating a “Google Form” to start your RSVP questionnaire.

*Prompts for Everyone:*

1. Email address
2. Business website
3. Name
4. Business name
5. Street address
6. City
7. State
8. Zip
9. Best contact info for follow ups? (We will send you home with everyone's contact information in case you miss meeting some folks you want to connect with.)
10. Social Media contact? (Instagram, Facebook, Twitter)
11. Are you a farmer/producer or a chef/buyer
  - Farmer or Producer
  - Chef of Buyer
  - Interested Observer
12. Have you attended a previous Farmer-Chef Speed Sourcing Happy Hour?
13. If yes, did you make any sourcing relationships as a result of this event? Please describe.
14. If you are a farmer or a chef, would you be interested in a contract growing relationship?  
(this means chefs can request a certain product and volume from a farmer and pay a portion of the cost up front, with the balance due on delivery)
15. If you would be interested in a contract growing relationship, what product?
16. What is your ideal sourcing relationship or client? This will help us match you.  
(Examples: farmer seeks chef in a 40-seat or under restaurant who changes the menu daily to reflect what the farmer harvests; chef seeks farmer for an exclusive sourcing relationship who will grow specific products requested by the chef)

*Prompts for Farmers and Producers:*

1. If you are a farmer or producer, what do you grow? (check the last box if you are not a farmer and move on)
  - berries
  - tree fruits
  - nuts
  - microgreens/edible flowers
  - greens
  - vegetables
  - herbs
  - grains
  - chicken eggs
  - duck or other eggs
  - pork
  - beef
  - lamb
  - chicken
  - goat
  - turkey/other poultry
  - fish/seafood
  - milk/butter
  - cheese
  - bread/prepared goods
  - Certified Organic
  - Certified Naturally Grown
  - sustainable methods
  - Other:
  - I am not a farmer/producer
2. If you grow something unusual or particularly wonderful, explain it here.
3. What restaurants or retailers do you already sell to (so we can introduce you to some new potential customers)?
4. How large is your operation? (this helps us match you). You might specify acres, yield, gross sales - whatever works best.

*Prompts for Chefs and Buyers:*

1. If you are chef or buyer, what products are you looking to purchase from great local farms? (If you are not a chef check the last box and move on)
  - berries
  - tree fruits
  - nuts
  - microgreens/edible flowers
  - greens
  - vegetables
  - herbs
  - grains
  - chicken eggs
  - duck or other eggs
  - pork
  - beef
  - lamb
  - chicken
  - goat
  - turkey/other poultry
  - fish/seafood
  - milk/butter
  - cheese
  - bread/prepared goods
  - Certified Organic
  - Certified Naturally Grown
  - sustainable methods
  - Other:
  - I am not a Chef/buyer
2. Are you looking for something unusual or special? If so please specify.
3. Which local farms do you already work with?

## 2.0 Sample Excel-Matching-Spreadsheet & Match List Instructions

Using the responses from the Google form, create a spreadsheet with RSVPed farmers lined up on the y-axis and RSVPed chefs lined up on the x-axis. You may have more than one RSVP for individuals coming from the same family farm or restaurant. In lieu of this, it is helpful to list the business name (ie. the name of the farm or the restaurant) instead of the name of the attendee on your axis's. "Match" these two parties with an X in the appropriate box when their growing and buying interests, their location, and/or existing area partnerships seem to converge. It will look something like this:

|                 | <i>Chef 1</i> | <i>Chef 2</i> | <i>Chef 3</i> | <i>Chef 4</i> | <i>Chef 5</i> | <i>Chef 6</i> | <i>Chef 7</i> | <i>Chef 8</i> |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>Farmer 1</i> | X             |               | X             |               |               |               | X             |               |
| <i>Farmer 2</i> |               | X             | X             |               | X             |               |               | X             |
| <i>Farmer 3</i> | X             |               |               | X             |               | X             | X             |               |
| <i>Farmer 4</i> |               | X             |               | X             |               |               |               | X             |
| <i>Farmer 5</i> |               |               | X             |               | X             | X             | X             |               |
| <i>Farmer 6</i> | X             | X             |               | X             |               |               |               | X             |
| <i>Farmer 7</i> |               |               | X             |               | X             |               | X             |               |
| <i>Farmer 8</i> | X             | X             |               |               |               | X             |               |               |

This spreadsheet is the first step toward match cards. Save it as "Farmer Matches." Google how to transpose the column and row headers. Follow those directions and save the resulting spreadsheet under the name "Chef Matches." You will now have two spreadsheets.

Follow these steps to create matching cards for the farmers from the "Farmer Matches" spreadsheet:

1. Copy the name of "Chef 1" from the top of the column and paste the name of the chef in each block marked with an X. Your "Chef 1" will be the actual name of a chef or restaurant; we are using Chef 1 as a placeholder. When completed, each farmer who has been matched with this chef should have the chef's name appear in their row. Farmers who have not been matched with this chef should have an empty cell under that chef's column.
2. Continue the step above for "Chef 2," "Chef 3," and so on until there are no X markings remaining on your spreadsheet. Farmer 1 is now matched with Chef 1, 3, and 7. Got it?

|                 | <i>Chef 1</i> | <i>Chef 2</i> | <i>Chef 3</i> | <i>Chef 4</i> | <i>Chef 5</i> | <i>Chef 6</i> | <i>Chef 7</i> | <i>Chef 8</i> |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <i>Farmer 1</i> | Chef 1        |               | Chef 3        |               |               |               | Chef 7        |               |
| <i>Farmer 2</i> |               | Chef 2        | Chef 3        |               | Chef 5        |               |               | Chef 8        |
| <i>Farmer 3</i> | Chef 1        |               |               | Chef 4        |               | Chef 6        | Chef 7        |               |
| <i>Farmer 4</i> |               | Chef 2        |               | Chef 4        |               |               |               | Chef 8        |
| <i>Farmer 5</i> |               |               | Chef 3        |               | Chef 5        | Chef 6        | Chef 7        |               |
| <i>Farmer 6</i> | Chef 1        | Chef 2        |               | Chef 4        |               |               |               | Chef 8        |
| <i>Farmer 7</i> |               |               | Chef 3        |               | Chef 5        |               | Chef 7        |               |
| <i>Farmer 8</i> | Chef 1        | Chef 2        |               |               |               | Chef 6        |               |               |

3. Google “mail merge a directory.” Follow those directions to create your match cards from this spreadsheet.
4. To create the Chef Match Cards, follow the same steps above but use the Chef Matches spreadsheet. Copy the names of farmers into the appropriate cells.

In the end, you should have a spreadsheet that you can use to mail merge for Chef Match Cards that looks like this:

|               | <i>Farmer 1</i> | <i>Farmer 2</i> | <i>Farmer 3</i> | <i>Farmer 4</i> | <i>Farmer 5</i> | <i>Farmer 6</i> | <i>Farmer 7</i> | <i>Farmer 8</i> |
|---------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <i>Chef 1</i> | <i>Farmer 1</i> |                 | <i>Farmer 3</i> |                 |                 | <i>Farmer 6</i> |                 | <i>Farmer 8</i> |
| <i>Chef 2</i> |                 | <i>Farmer 2</i> |                 | <i>Farmer 4</i> |                 | <i>Farmer 6</i> |                 | <i>Farmer 8</i> |
| <i>Chef 3</i> | <i>Farmer 1</i> | <i>Farmer 2</i> |                 |                 | <i>Farmer 5</i> |                 | <i>Farmer 7</i> |                 |
| <i>Chef 4</i> |                 |                 | <i>Farmer 3</i> | <i>Farmer 4</i> |                 | <i>Farmer 6</i> |                 |                 |
| <i>Chef 5</i> |                 | <i>Farmer 2</i> |                 |                 | <i>Farmer 5</i> |                 | <i>Farmer 7</i> |                 |
| <i>Chef 6</i> |                 |                 | <i>Farmer 3</i> |                 | <i>Farmer 5</i> |                 |                 | <i>Farmer 8</i> |
| <i>Chef 7</i> | <i>Farmer 1</i> |                 | <i>Farmer 3</i> |                 | <i>Farmer 5</i> |                 | <i>Farmer 7</i> |                 |
| <i>Chef 8</i> |                 | <i>Farmer 2</i> |                 | <i>Farmer 4</i> |                 | <i>Farmer 6</i> |                 |                 |

### *3.0 Sample Match Card*

#### **Glens Garden Market**

Amalthea Ridge  
Blue Ridge Dairy  
Aliabaad Farm  
Ayrshire Farm  
Falo Food  
Heritage Hollow

Milk Lady Markets  
Chocolates and Tomatoes  
Monroe Bay Vineyard  
Zeke's Coffee  
Lindera

#### **George's Mill Farm**

Timber Pizza  
Glens Garden Market  
Washington's Green Grocer  
Chef Tim Moore  
Puddin LLC  
Chaia  
Iron Gate  
Via Umbria

Zaytinya  
Sweetgreen  
Patowmack Farms  
Cowbell Kitchen  
La Cocina VA  
Spike Gjerde  
Hilton

## 4.0 Sample Walk In-Registration Form

Business Name \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

What's for Sale \_\_\_\_\_

Business Name \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

What's for Sale \_\_\_\_\_

Business Name \_\_\_\_\_

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

What's for Sale \_\_\_\_\_

## 5.0 Sample Returning Attendee Evaluation Card

Have your guests fill these out and collect them at the end of the event in order to get instant feedback.

### Farmer-Chef Speed-Sourcing: Your Thoughts

I am a \_\_\_\_\_ Farmer/Producer or \_\_\_\_\_ Chef/Other type of buyer

I have participated in Speed Sourcing on this many occasions:

\_\_\_\_\_ Two      \_\_\_\_\_ Three      \_\_\_\_\_ Four      \_\_\_\_\_ Five

I've sold or purchased local farm products as a result of this event. \_\_\_\_\_ YES \_\_\_\_\_ NO

In 3 to 6 months, I can take part in a 10-min follow-up survey by phone or email to help Arcadia and its collaborators better understand this event's impact. \_\_\_\_\_ YES \_\_\_\_\_ NO

If YES, the best way and times to contact me are:

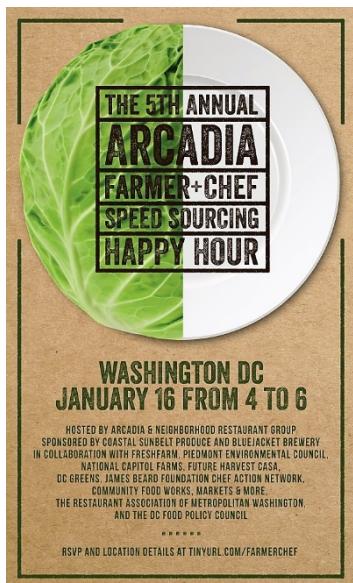
---

(Optional) For Chefs: I could still use help finding this product(s) locally:

---

Name and preferred contact info

---



### Returning Speed Sourcing Friends: Tell Us How We're Doing!

Please complete this 2-minute survey. Hand it to any volunteer or take it to the check-in table **by 5:50 pm** to be included in our drawing. We'll be giving away a \$50 Neighborhood Restaurant Group gift certificate and a one-day registration at the 2018 Future Harvest CASA conference.

## 6.0 Sample New Attendee Evaluation Postcard

### Farmer Chef Speed Sourcing: Your Thoughts

I am a \_\_\_\_\_ Farmer/Producer or \_\_\_\_\_ Chef/Other type of buyer

I expect to buy or sell local farm products as a result of this event.

\_\_\_\_\_ YES \_\_\_\_\_ NO \_\_\_\_\_ Unsure at this time

In 3 to 6 months, I can take part in a 10 min follow-up survey by phone or email to help Arcadia and its collaborators understand the impact of this event. \_\_\_\_\_ YES \_\_\_\_\_ NO

If YES, the best way and times to contact me are:

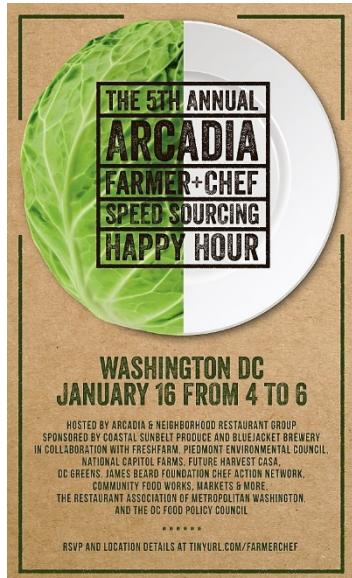
---

(Optional) For Chefs: I could still use help finding this product(s) locally:

---

Name and preferred contact info

---



### First Time Speed Sourcing Friends: Tell Us How We're Doing!

Please complete this 2-minute survey. Hand it to any volunteer or take it to the check-in table **by 5:50 pm** to be included in our drawing. We'll be giving away a \$50 Neighborhood Restaurant Group gift certificate and a one-day registration at the 2018 Future Harvest CASA conference.

## 7.0 FAQ for Volunteers

This is a great cheat sheet for your volunteers who will be taking a lot of questions from guests. You can send this to them via email in advance so your volunteers are up to speed when the event starts. You will obviously amend it to reflect the details of your event.

1. How many beer tickets do I get?  
Two. The beers are free, but we are limited to 2 per person. There are snacks around too!
2. Who is paying for this?  
Our Sponsors –Bluejacket, Coastal Sunbelt, Arcadia, and our partners: Chef Action Network, Community Food Works, DC Food Policy Council, DC Greens, Fresh Farm, Future Harvest CASA, Markets & More, National Capitol Farms, NRG, Restaurant Association of Metropolitan Washington and Piedmont Environmental Council
3. What if I didn't RSVP?  
That's ok! We'll give you a handwritten name tag and unleash you on the crowd to mingle. Make sure we have all your contact information so we can include you in the directory.
4. Who made these matches on the match card?  
Arcadia did, based on your responses to the survey questions
5. Can I only talk to the people on my match card?  
No, talk to everyone! This is just to get you started with people with whom you have aligned interests.
6. How do I find my matches?  
Everyone has a name tag, and the name tag also indicates what they want to grow or buy. Use that as a guide. If you want help finding people, ask a volunteer.
7. Can I have a contact list?  
If you registered in advance, Yes! If not, we'll send you an electronic version. We only printed enough for those who registered in advance. It's so large and detailed that we will email it to you instead of printing it. Having it electronically allows you to search it more easily, too. You can contact anyone on the list.
8. Do you do this event every year? And why?  
Yes, typically on MLK Day or President's Day Weekend. We do it because Arcadia is dedicated to helping our local farmers thrive. The best way to do this is to make sure they have a lot of customers and a diverse clientele. We also know and love a lot of chefs, so it is a service to them to make their jobs easier, too.

*8.0 Sample Sponsorship Banner & Social Media Prompt*



**THE 5TH ANNUAL  
ARCADIA  
FARMER + CHEF  
SPEED SOURCING  
HAPPY HOUR**

**TWEET, 'GRAM OR FACEBOOK!  
#FARMERCHEF**

|                         |                         |
|-------------------------|-------------------------|
| <b>@BLUEJACKETDC</b>    | <b>@FRESHFARM</b>       |
| <b>@JBFCHEFACTION</b>   | <b>@FHCASA</b>          |
| <b>@FOODWORKSDC</b>     | <b>@14UFARMERSMKT</b>   |
| <b>@COASTAL_SUNBELT</b> | <b>@NRGRESTAURANTS</b>  |
| <b>@DCFOODPOLICY</b>    | <b>@RAMWDC</b>          |
| <b>@DCGREENS</b>        | <b>@PIEDMONTENVIRON</b> |
|                         | <b>@ARCADIAFOOD</b>     |

## 9.0 Sample Page of the Farmer-Chef Directory

### Common Good City Farm

Josephine Chu

[josephine@commongoodcityfarm.org](mailto:josephine@commongoodcityfarm.org)

[www.commongoodcityfarm.org](http://www.commongoodcityfarm.org)

What's for Sale: tree fruits; greens; vegetables; herbs

Contract Growing? No

### Common Market Mid-Atlantic

Abby Massey

215-275-3435 x33

[abby@thecommonmarket.org](mailto:abby@thecommonmarket.org)

<http://commonmarketphila.org/>

428 E. Erie Ave.

Philadelphia, PA, 19143

What's for Sale: berries; greens; vegetables; grains; chicken; turkey/other poultry; milk/butter; cheese; sustainable methods

Contract Growing? Maybe

### Cool Spring Farm LLC

Mike Cassidy

571-238-1931

[coolspringfarmva@gmail.com](mailto:coolspringfarmva@gmail.com)

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

950 Glebe Lane

Berryville, VA 22611

What's for Sale: beef; sides of grass-fed, grass-finished beef; sustainable methods

Contract Growing? Maybe

### Cottingham Farm

Cleo Braver

443-463-1298

[cleo@cottinghamfarm.com](mailto:cleo@cottinghamfarm.com)

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

28038 Goldsborough Neck Rd.

Easton, MD. 21601

What's for Sale: greens; vegetables; chicken eggs; pork; Certified Organic; Transitional Grain; heritage pork; heirloom tomatoes

Contract Growing? Yes

### Cultivate the City

Niraj Ray

[nray@cultivatethecity.com](mailto:nray@cultivatethecity.com)

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

910 Bladensburg Rd. NE

Washington, DC 20002

What's for Sale: berries; microgreens/edible flowers; greens; vegetables; herbs; pineberries; albino strawberries; calaloo; bitter melon; skinny cucumber; moringa; turmeric; sustainable methods

Contract Growing? Yes

### Dancing Buffalo Farm

Tom Snowdy

240-751-7052

[tom.snowdy@gmail.com](mailto:tom.snowdy@gmail.com)

525 Millville Road, Apt #3

Millville, WV 25432

What's for Sale: vegetables; chicken eggs; pork; chicken; Certified Naturally Grown

Contract Growing? Yes

### DC UrbanGreens

Annie

[annie@dcurbangreens.org](mailto:annie@dcurbangreens.org)

[www.dcurbangreens.org](http://www.dcurbangreens.org)

3779 Ely Place SE Washington, D.C.

What's for Sale: microgreens/edible flowers; greens; vegetables; herbs; sustainable methods

Contract Growing? Yes

What's for Sale: microgreens/edible flowers; greens; vegetables; sustainable methods;

Contract Growing? No

## 10.0 Sample Press Release

(YOUR LOGO)

Your Contact info

### **Farmer-Chef Speed Sourcing Comes to XXXXXX**

(City, Date) – More than 100 of the region's top farmers and chefs will gather at XXXX on XXXX for an innovative personal business -to business networking event – the Speed Sourcing Happy Hour. Local sourcing is an important trend in the restaurant business, but it is fraught with difficulties – not least of which is finding the time for farmers and chefs to actually meet to discuss their wants and needs. They tend to live far apart and keep opposite schedules – so this event brings them all together under one roof at a slow time for both businesses to help them find their local sourcing match.

Participants are matched based on what they grow and what they are looking to buy, and introduced at a freewheeling happy hour meant to launch friendly, profitable relationships that last through the growing season and beyond.

Launched by the Arcadia Center for Sustainable Food and Agriculture in Washington, D.C., in 2013, this unique model leverages what chefs and farmers have in common – a maniacal work ethic, pride in their profession, and a devotion to food – to make local sourcing easier and to support the local food system.

To cover the event, contact XXXXX.



# ARCADIA

CENTER FOR SUSTAINABLE FOOD & AGRICULTURE

“More than 100 men and women flooded the bar of Bluejacket Brewery for a speed-dating event. Only, they weren’t looking for love. They were looking for chefs...The Heaneys, who’d arrived feeling a little nervous, were smiling. Three chefs were interested in their eggs.”

*Dan Charles, [NPR](#)*

“From Hank’s to Arcadia, we thank you for putting this together. Our offerings for more organic items on the menu has increased tremendously.”

*Theary S., [Hank’s Oyster Bar](#)*

“It’s been an awesome way to meet farmers that aren’t usually at a farmers market or just easy to come by.”

*Nathan Anda,  
[Red Apron Burger Bar](#)*

“By the end of the year, Jeremy and BLT Steak were one of our best customers... And the best thing – they were always glad to see us, and we were always glad to see them.”

*David B.,  
[Northern Neck Fruits and Vegetables](#)*

“This event is a great networking opportunity each year!”

*Julian E,  
[The Inn at Little Washington](#)*

“The face-to-face interaction is far more valuable than emails or phone calls.”

*Mike H.,  
[Dawson’s](#)*

“The Inn at Little Washington is our neighbor, but we have never known how to approach them. Your event put us directly in touch with the Sous Chef.”

*Sara M., [Great Oak Farm](#)*

To request more information, contact Pamela Hess, Executive Director of the Arcadia Center for Sustainable Food & Agriculture at [pam@arcadiafood.org](mailto:pam@arcadiafood.org). For more information concerning Arcadia’s efforts to create a more equitable and sustainable food system in the Washington, DC, area, visit our website at [www.arcadiafood.org](http://www.arcadiafood.org).



[WWW.ARCADIAFOOD.ORG](http://WWW.ARCADIAFOOD.ORG)