



# FARM TO FORK 2017

JUNE 2-4 • WWW.FARMTOFORKNC.COM

CELEBRATING LOCAL FOOD AND LOCAL FARMS

## 2017 Sponsorships

Thank you for your consideration of a sponsorship for the 2017 Farm to Fork Picnic Weekend! Since the June 2-4 event will mark our 10th anniversary, we are stepping up efforts to feature exceptional speakers, chefs, growers and artisans. Like you, they all are committed to promoting sustainable farming, the bounty of local agriculture, and the critical relationships developed in our local community between farms, restaurants, and consumers. Your support will ensure that the 2017 Farm to Fork Picnic Weekend is a great success. Events will be held at Market Hall and Bridge Club in Raleigh and at Fearington Village in Pittsboro. We are proud to share that participants confirmed to date include the renowned culinary historian Michael W. Twitty, whose eagerly awaited book *The Cooking Gene* will be published in August, and Raleigh Chef Ashley Christensen, a dedicated culinary activist who was named 2014 Best Chef Southeast by the James Beard Foundation. Several other distinguished Triangle chefs, brewers, distillers and artisan producers will be announced soon.

### HISTORY

Farm to Fork kicked off its inaugural picnic in May 2007 at Chapel Hill Creamery, and moved to the W.C. Breeze Family Farm Extension and Research Center in Hurdle Mills in the following years. Carlo Petrini, a former journalist who founded the International Slow Food movement, travelled from Italy to serve as the first keynote speaker.

Founding organizers – the Center for Environmental Farming Systems (CEFS), Breeze Farm and the North Carolina Agricultural Foundation – continued to host the Farm to Fork Picnic as an annual event to raise much-needed funding to support the beginning farmer and apprenticeship/internship programs at CEFS and the Breeze Farm Incubator. In 2015, CEFS coupled its Educational Speaker Event and added an intimate Fundraising Dinner to expand the program to a full weekend of activities. This continued at the 2016 Farm to Fork Picnic Weekend, which engaged **more than 1,000** participants for an inspiring educational experience and a delicious weekend of food resulting from creative grower/chef partnerships.

Since 1974, according to the USDA Census of Agriculture, North Carolina has lost **more than 40,000** farms. It's an alarming trend, but one beginning to turn around with help from programs offered by organizations like CEFS and Breeze Farm. To put it into perspective, \$8,000 is the amount needed to provide a full scholarship for each CEFS apprentice. That includes housing and a stipend over a 10-month period, during which time participants are trained in sustainable agriculture production and research. At Breeze Farm, funding helps develop infrastructure and buy equipment, allowing the incubating farmers to begin growing products and building their market without having to buy all of the equipment on their own.

This year, we hope to support twice as many farmer apprentices and interns kicking off their careers in sustainable agriculture!

To sponsor the 2017 Farm to Fork Picnic Weekend, please complete the form at the end of this document. Contact Samantha Terhune with any questions at [f2fpicnicsponsors@gmail.com](mailto:f2fpicnicsponsors@gmail.com) or 919-360-7725. You also may go online to [www.farmtoforknc.com](http://www.farmtoforknc.com) to make your sponsorship donation via credit card.

Farm to Fork fundraising efforts operate under the auspices of the North Carolina Agricultural Foundation, Inc., a 501(c)(3) organization (tax ID3 56-6049304). You will receive a receipt for the tax-deductible portion of your sponsorship.

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## 2017 EVENT SCHEDULE

*Farm to Fork Picnic Weekend is presented by Blue Cross Blue Shield of North Carolina.*

### FRIDAY, JUNE 2

Join us for a thought-provoking and family-friendly evening at historic Market Hall in downtown Raleigh's City Market. Kids will enjoy face painting, other fun activities, and our costumed dancing vegetables while grownups hear from our special guest speaker, culinary historian Michael W. Twitty. Twitty's book, *The Cooking Gene: A Journey Through African-American Culinary History in the Old South*, will be published in August 2017. Since he launched his Southern Discomfort research project in North Carolina in 2012, Twitty has been on a personal mission to preserve and promote African American foodways and its parent traditions in Africa through both its diaspora and its profound legacy in the food culture of the American South. For his compelling scholarship and influential voice, which also advocates for LGTBQ inclusion and Jewish life, Twitty earned both Editor's Choice and Reader's Choice and Reader's Choice food and culture honors from *Saveur* magazine's Blog '16 Awards. He also served as a TED Fellow, becoming part of an international community of visionaries who collaborate across disciplines to create positive change.

Twitty's talk will be followed by a delicious, sustainable dinner prepared by leading Triangle chefs. To date, confirmed participants include **Billy Kotter** of **Dashi** and **Gray Brooks** of **Pizzeria Toro**, both in Durham; **Vimala Rajendran** of **Vimala's Curryblossom Cafe** in Chapel Hill; **Isaiah Allen** of **The Eddy Pub** in Saxapahaw; and **Jason Smith** of **18 Seaboard**, **Cheetie Kumar** of **Garland** and **Jesse Bardyn & Jeff Seizeer** of **new Royale Raleigh**, all located in Raleigh. Among the featured beverages will be **Fullsteam Brewery** in Durham, **Trophy Brewing** in Raleigh, **TOPO Distillery** in Chapel Hill and **Haw River Wine Man** of Burlington. Dessert will be provided by **Ali Rudel** of **East Durham Pie Company** and ice cream from **Howling Cow Creamery** at **N.C. State University** and **Maple View Farm** courtesy of **Treat** at City Market.

Live music will be provided by local acoustic band **The Guilty Pleasures**, whose song list is steeped in North Carolina's strong musical tradition. Kids will enjoy the antics of our costumed Dancing Vegetables.

### SATURDAY, JUNE 3

The Saturday dinner event at Bridge Club in downtown Raleigh will celebrate five chefs in five courses, with an emphasis on celebrating the chefs, farmers and artisan producers who helped launch Farm to Fork 10 years ago and those whose dedicated support have made it an enduring success.

Featured chefs include **Ashley Christensen** of **Poole's Diner**, **Death & Taxes** and other Raleigh destinations; **Andrea Reusing** of **Lantern** and **Durham Hotel**, located in Chapel Hill and Durham, respectively; **Scott Howell** of **Nana's**, **Bar Virgile** and other Durham institutions; **Brett Jennings** of **Elaine's on Franklin** in Chapel Hill; and **Phoebe Lawless** of **Scratch Baking** in Durham .

Farmers and artisan producers who participated in the debut 2007 event, and whose support has remained strong throughout the past decade. Wine to complement the five courses will be presented by **Thomas Meunier** of **L'Authentique Vin**, an importer of French wines based in Carrboro, and **Max Kast**, formerly of Fearington House and now of **Broadbent Selections** wines, an importer of food friendly wines from around the world based in Richmond, Virginia. Live music will be provided by the **Doug Largent Trio**, a Chapel Hill ensemble renowned for its vintage 1950s and '60s party sound.

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## SUNDAY, JUNE 4

The weekend culminates 4-7 p.m. Sunday with the 10th annual Farm to Fork Picnic at Fearington Village in Pittsboro. The picnic will feature up to 35 chefs producing tasting size dishes featuring local, seasonal ingredients grown by a local farm the chef is paired with. These partnerships historically result in highly creative collaborations that are as beautiful as they are delicious. The event also spotlights **14** local food artisans and breweries; each will provide samples of their products, along with makers of local wine, coffee and tea. Live music will be provided by the Chapel Hill bluegrass band Big Fat Gap. For a fun keepsake, be sure to capture your experience in the ZimZoom photo booth! Admission to the picnic is \$100 per adult and \$50 for ages 12-20 (no alcohol); there is no fee for children under age 12.

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## 2017 SPONSORSHIP OPPORTUNITIES

### WEEKEND GRAND SPONSOR \$35,000 (\$29,240 is tax deductible)

- Logo/Name on Farm to Fork Website with a Hyperlink to Sponsor Website
- 16 tickets to the Friday Event at the Market Hall
- Recognition in the Friday Event Program
- 16 tickets to the Saturday Event at Bridge Club
- Recognition on the Saturday Dinner Menu
- 16 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media Recognition as a Sponsor (15 Tweets, 15 Instagram, and 8 Facebook posts)
- Facebook "Boost" on One Post for One Week (targeting 10,000–20,000 users)
- Logo on all Sponsorship Banners at the Friday Event and Sunday Picnic
- Separate Sponsorship Banner at Friday and Sunday Events
- Logo on the Farm to Fork Picnic Weekend T-shirt
- Opportunity to introduce Michael Twitty at the Friday Evening Speaker Event

### WEEKEND GOLD SPONSOR \$25,000 (\$20,680 tax deductible)

- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 12 tickets to the Friday Event at Market Hall
- Recognition in the Friday Evening Program
- 12 tickets to the Saturday Event at Bridge Club
- Recognition on the Saturday Dinner Menu
- 12 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media
- Recognition as F2F Sponsor in 12 Tweets, 12 Instagram, and 5 Facebook posts
- Facebook "boost" on one post for one week targeting 10,000 – 20,000 users
- Logo on all sponsorship banners at the Friday Event and Sunday Picnic
- Separate sponsorship banner at Friday and Sunday events
- Logo on the Farm to Fork Picnic Weekend t-shirt

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## WEEKEND SILVER SPONSOR \$10,000 (\$7,120 is tax deductible)

- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 8 tickets to the Friday Event at Market Hall
- Recognition in the Friday Event Program
- 8 tickets to the Saturday Event at Bridge Club
- Recognition on the Saturday Dinner Menu
- 8 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media Recognition as F2F Sponsor in 10 Tweets, 10 Instagram, and 3 Facebook posts
- Facebook “boost” on one post for one week targeting 10,000 – 20,000 users
- Logo on banners at the Saturday Event and Sunday Picnic
- Logo on the Farm to Fork Picnic Weekend t-shirt

## GOLDEN TABLE SPONSOR \$8,000 (5,840 is tax deductible)

- Kudos for independently sponsoring ONE Farm Apprentice for the 10-month program!
- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 6 tickets to the Friday Event at Market Hall
- Recognition in the Friday Event Program
- 6 tickets to the Saturday Event at Bridge Club
- Recognition on the Saturday Dinner Menu
- 6 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media Recognition as F2F Sponsor in 8 Tweets, 8 Instagram, and 2 Facebook posts
- Logo on banners at the Saturday Event and Sunday Picnic
- Logo on the Farm to Fork Picnic Weekend t-shirt

## HARVEST SPONSOR \$5,000 (\$3,420 is tax deductible)

- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 8 tickets to the Friday Event at Market Hall
- Recognition in the Friday Event Program
- 4 tickets to the Saturday Event at Bridge Club
- Recognition on the Saturday Dinner Menu
- 4 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media Recognition as F2F Sponsor in 6 Tweets, 6 Instagram, and 2 Facebook posts
- Logo on banners at the Saturday Event and Sunday Picnic

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- Logo on the Farm to Fork Picnic Weekend t-shirt

## **COMMUNITY SPONSOR \$2,500 (\$1,510 is tax deductible)**

- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 4 tickets to the Friday Event at Market Hall
- 2 tickets to the Saturday Event at Bridge Club
- Recognition on Saturday Dinner Menu
- 4 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program
- Social Media Recognition as F2F Sponsor in 2 Tweets and 2 Instagram posts
- Logo on banners at the Sunday Picnic

## **FIELD SPONSOR \$1,000 (\$730 is tax deductible)**

- Logo/Name on Farm to Fork website with a hyperlink to sponsor website
- 2 tickets to the Friday Event at Market Hall
- Recognition in the Friday Event Program
- 2 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program

## **GARDEN SPONSOR \$500 (\$300 is tax deductible)**

- Logo/Name on Farm to Fork website
- 2 tickets to the Sunday Farm to Fork Picnic at Fearington Village
- Recognition in the Picnic Menu/Program

## **SPONSOR A LOCAL FOOD HERO**

LOCAL FOOD HEROS ARE YOUT, YOUTH ORGANIZERS AND COMMUNITY MEMBERS who are leading efforts around the state to change our food system for the better. With your help, we are excited to host them at Farm to Fork Picnic Weekend events as a special thank-you for making a difference. Please consider a special gift that will help us honor these 2017 Local Food Heroes.

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## Sponsor Form

Please complete the information below and send a scan of this form to [f2fpicnicsponsors@gmail.com](mailto:f2fpicnicsponsors@gmail.com) or [f2fpicnicnc@gmail.com](mailto:f2fpicnicnc@gmail.com) or mail it to: Farm to Fork, Campus Box 7645, Raleigh, NC 27695-7645. **Please make checks payable to the NC Agricultural Foundation, Inc. A payment can also be made online on the website <http://farmtoforknc.com/> . Credit Cards cannot be accepted over the phone.**

***\*Farm to Fork fundraising efforts operate under the auspices of the NC Agricultural Foundation, Inc., a 501(c)3 organization, tax id #56-6049308. You will receive and official receipt for the tax-deductible portion of your sponsorship. Thank you!***

Support/Sponsorship Level & Amount: \_\_\_\_\_

Name/Organization (as recorded for tax purposes): \_\_\_\_\_

Name for Program Listing: \_\_\_\_\_

I would like my donation to remain anonymous. Please DO NOT list my organization or name in the collateral.

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

Facebook Page (if applicable): \_\_\_\_\_

Twitter Handle (if applicable): \_\_\_\_\_

Instagram Handle (if applicable): \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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