



2011 FARM-TO-CHEF WEEK

Sample and savor the state's local flavor

September 18-24, 2011

GUIDELINES

ELIGIBILITY

Participation is open to Connecticut restaurants, institutions, schools, wineries, farmers' markets, farms, and other Connecticut businesses that have the ability to serve prepared food to the public.

PARTICIPATION FEE

The fee to participate is \$25 per location, which will be used to promote and publicize Farm-to-Chef Week.

REQUIREMENTS

- A Farm-to-Chef menu consisting of at least four items must be offered from 9/18/11 through 9/24/11, during the participating business's normal hours of operation.
- At least one Connecticut Grown ingredient must be showcased in each item on the Farm-to-Chef menu.
- One or more Connecticut wines must be offered on the Farm-to-Chef menu.
(This requirement is waived for businesses that do not serve alcohol.)
- Connecticut farms from which ingredients are sourced must be listed on the Farm-to-chef menu and promoted in some additional way (e.g., farmer talks, displays, slide shows, etc.)

ADDITIONAL RECOMMENDATIONS

- Farm-to-Chef menus should include a wide variety of CT Grown ingredients, including proteins, cheese, milk, honey, maple syrup, fruits, and vegetables.
- Pricing of the Farm-to-Chef menu should fall within the normal range for each participating business.

REGISTRATION DEADLINE

- Registration forms and participation fees are due **June 30, 2011**.
- Late registrations will NOT be accepted under any circumstances.

MENU AND PROMOTION INFORMATION DEADLINE

- Menu details and a list of sourcing farms must be submitted by **September 1, 2011**.
- Details of how sourcing farms will be promoted also must be submitted by **September 1, 2011**.
- Information will be collected through an online form. This information will be compiled by the Connecticut Department of Agriculture and posted online for use by diners and the media.

REPORTING DEADLINE

- The total dollar amount of Connecticut Grown products used and the number of Farm-to-Chef meals served during Farm-to-Chef Week must be reported by **September 30, 2011**.
- Information will be collected through an online form. This data will be compiled by Connecticut Department of Agriculture into aggregate totals that will not include individual participants' names.

The Connecticut Farm-to-Chef Program helps connect producers and distributors of Connecticut Grown ingredients with chefs and other foodservice professionals. It also helps the public locate restaurants and other dining venues that serve Connecticut Grown foods. Please visit www.CTGrown.gov and click on "Programs and Services" for more information.



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