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CONTACT:

Diane Stefani/Maggie Beaudouin for the James Beard Foundation
212.255.8455

Diane@rosengroupr.com/Maggie@rosengroupr.com



James Beard Foundation Hosts Fourth Chefs Boot Camp for Policy & Change

Culinary Leaders Gather and Grow a Cohort of Chef Advocates

New York, NY (April 18, 2014) – More than a dozen chefs from around the country will convene for the [James Beard Foundation \(JBF\)](#)'s fourth **Chefs Boot Camp for Policy & Change** at Costanoa Lodge in Pescadero, CA from April 27-30, for a multi-faceted program focused on sustainable seafood. The three-day intensive series of workshops, conducted in partnership with the Chef Action Network (CAN), and with support from the Osprey Foundation and the Waitt Foundation, is designed to provide chefs with tools and support to be effective leaders and advocates for food-system change.

"Our boot camps bring together a small, geographically and culturally diverse group of chefs and fill a critical need for hands-on policy and advocacy skills training" said Kris Moon, Senior Director, Strategy and Development of the James Beard Foundation. "The program encourages participating chefs to become influential advocates in the food world and realize the difference they can make beyond the kitchen."

The spring Chefs Boot Camp for Policy & Change will immerse participating chefs in sessions including:

- ***Policy Briefing on Sustainable Seafood:*** Topics include: What's the big problem(s)?; What solutions are out there?; What's still missing/needs to be done? How are chefs involved already? What can chefs do?
- ***The Power of Chefs:*** Explain what community networks can be better utilized; how quickly social media messages can spread; what programs are underway.
- ***Messages that Work:*** Examples of successful messaging and campaigns.
- ***Create a Campaign:*** How to build an advocacy campaign around a series of food issues.

The multi-layered program will also feature farm activities at Costanoa Lodge and Green Oaks Creek Farm, as well as a trip to Half Moon Bay for a fishing excursion on the "The Salty Lady" with Captain Roger Thomas off the waters of San Francisco Bay and the Pacific Ocean.

"Each chef specially selected for this Chefs Boot Camp understands the vital role oceans play in our ecosystem and how the decisions we make can affect the health of our oceans," said Katherine Miller, Executive Director of Chef Action Network. "As the James Beard Foundation's partner we strive to develop a national network of influential chefs and restaurateurs committed to drive change in the food system."

Participating chefs for this Boot Camp include:

- Cathal Armstrong, Restaurant Eve, Alexandria, VA

- Kathleen Blake, The Rusty Spoon, Orlando, FL
- Kirsten Dixon, Winterlake Lodge, Anchorage, AK
- Duskie Estes, Zazu Kitchen + Farm, Sebastapol, CA
- Ed Kenney, Town Restaurant, Honolulu, HI
- Michael Leviton, Lumière Restaurant, Boston, MA
- Morgan L'Esperance, Cascade Bar & Grill at Costanoa Lodge, Pescadero, CA
- Jamie Malone, Sea Change, Minneapolis, MN
- Spike Mendelsohn, Béarnaise, Washington, D.C
- Patrick Mulvaney, Mulvaney's B&L, Sacramento, CA
- Sisha Ortúzar, Riverpark, New York, NY
- Nico Romo, Fish Restaurant, Charleston, SC
- Jonathon Sawyer, The Greenhouse Tavern, Cleveland, OH
- Barton Seaver, Author of *For Cod and Country*, Freeport, ME
- Ari Taymor, Alma Restaurant, Los Angeles, CA

The Chefs Boot Camp for Policy & Change, which was launched at the James Beard Award-nominated Blackberry Farm in Walland, Tennessee in July 2012, is conducted under the direction of JBF Award-winning chef and Founder of Wholesome Wave, Michel Nischan, and James Beard Foundation trustee and Founder of Arabella Advisors, Eric Kessler. At each Boot Camp, chefs receive policy and advocacy training from industry and political experts through the lens of a specific food-system topic. Each session includes classroom work, mock-interviews, hands-on activities that engage local natural resources, a collaborative dinner cooked by the attendees, and strategic brainstorming about effective action points and next steps.

The 360-degree approach to education and activating these powerful change makers on important food issues is made possible through CAN's continuous support services for Boot Camp alumni, including campaign development, speech writing, media skills and training, policy research, and preparation for visits with policy makers and other leaders, as well as ongoing regional policy salons.

The Chefs Boot Camp for Policy & Change is part of the James Beard Foundation's broader program to encourage dialogue between diverse stakeholders in the food system while providing an opportunity for chefs to help influence food decisions for the larger American population. Other programs include conducting a national dialogue on food-system issues at regional salons in cities around the country; the annual JBF Food Conference, which brings together a diverse group of food-system thought-leaders; and the annual Leadership Awards, which recognize visionaries helping to create a more healthful, sustainable, and safe food world.

More than 450 chefs have applied to the Chefs Boot Camp for Policy & Change program to date. Participants were selected to represent regional and topic interest diversity, with consideration given to the voice that each chef has within their local community and on a national level.

A full list of chefs who have attended the three previous Boot Camps can be viewed at jamesbeard.org/education/bootcamp.

To keep abreast of the Foundation's work within the food system and the chefs' progress during Chefs Boot Camp for Policy & Change, follow hashtag #JBFLeads on Twitter and visit the James Beard Foundation's blog at jamesbeard.org. To apply or fund future Chefs Boot Camps for Policy & Change, please visit jamesbeard.org/bootcamp.

About the James Beard Foundation:

Founded in 1986, the James Beard Foundation's mission is to celebrate, nurture, and honor America's diverse culinary heritage through programs that educate and inspire. A cookbook author and teacher with an encyclopedic knowledge about food, James

Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts, instilling in them the value of wholesome, healthful and delicious food. Today the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships for culinary students, publications, chef advocacy training, and thought-leader convening. The Foundation also maintains the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. In September of 2012, the Foundation launched the Diplomatic Culinary Partnership with the U.S. Department of State's Office of Protocol and helped create the American Chef Corps as a way to champion American chefs abroad, promote American food products and foster an interest in American culinary culture and history through international programs and initiatives. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#) and [Instagram](#).