

**FOR IMMEDIATE RELEASE**

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## **Chefs Gather for Advocacy Training at the James Beard Foundation's Tenth Chefs Boot Camp for Policy & Change** *~ Shelburne Farms Hosts Participating Chefs for Second Time ~*

New York, NY (August, 23, 2016) – From September 11 to September 13, fifteen chefs will gather at Burlington, Vermont's Shelburne Farms for the **James Beard Foundation (JBF)**'s tenth [Chefs Boot Camp for Policy and Change](#). This is the second time Shelburne Farms will be hosting the Chefs Boot Camp, setting the scene for talented chefs from across the country to learn effective advocacy skills while exploring the multifaceted issues around food waste reduction.

"The Chefs Boot Camp for Policy and Change is part of our broader JBF Impact Programs, which were announced this past April and specifically focus on four key food system issue areas, including food waste reduction, sustainable seafood and fish, sustainable meats, and childhood nutrition," said Kris Moon, vice president of the James Beard Foundation. "A staggering 40% of food produced in the U.S. goes uneaten each year. Our Foundation believes chefs are important stakeholders in achieving the U.S. government's goal of 50% reduction of food waste by 2030, and so we are excited for our tenth Chefs Boot Camp to focus on educating these powerful tastemakers on the issue of wasted food and the many reduction solutions that have been identified by the ReFED coalition and others."

To date, nearly 120 chefs have participated in the Foundation's Chefs Boot Camp program, which was launched in 2012. During the intensive three-day training, chefs hone the skills they need to be effective champions for the food-system issues they feel most passionately about.

"We're really excited to again be hosting the James Beard Foundation's Chefs Boot for Policy and Change. Its focus on training chefs to advocate for stronger and healthier food systems mirrors our work with educators to transform schools for a healthier, more sustainable future," said Megan Camp, vice president of Shelburne Farms.

The upcoming Chefs Boot Camp for Policy and Change will immerse participating chefs in sessions, including:

- **Creating a Fair, Just, Sustainable, Nutritious, and Delicious Food System; and Why Chefs Matter:** What is advocacy, why we do it, how we do it, what to expect from policy; engaging chefs on food-system issues
- **Advocacy 101 - How Policy Happens:** Overview of policy change at state and federal levels, illustrated using food waste as an example of a pressing policy issue
- **Power of Networks:** Educating chefs on their powerful networks that can complement other influencers

- **Creating a Movement:** Utilizing social influencers and networks, including the role of social media platforms like Instagram and Twitter to help successfully cut food waste
- **A is for Advocacy:** Why we need campaigns, how they work, how we build them
- **Farm Activities and Collaborative Chefs Dinner:** Chefs tour Shelburne Farms and cook dinner together using ingredients harvested from the farm and sourced from local purveyors
- **Reducing Food Waste:** Outline what national advocacy groups are doing to achieve this goal; discuss how to become a successful advocate on this issue

Participating chefs for this Boot Camp include:

- Abra Berens, Chicago, IL
- Paul Berglund, Minneapolis, MN
- Jamilka Borges, Pittsburgh, PA
- Amy Brandwein, Washington, DC
- Michael Corvino, Kansas City, KS
- Joy Crump, Fredericksburg, VA
- Justin Devillier, New Orleans, LA
- Kenny Gilbert, Jacksonville, FL
- Asha Gomez, Atlanta, GA (Returning Alumni)
- Jim McCarthy, Shelburne, VT
- Ouita Michel, Lexington, KY
- Keith Rhodes, Wilmington, NC
- Michael Sabourin, Seattle, WA
- David Tallent Bloomington, IN
- Kelly Whitaker, Boulder, CO

The Chefs Boot Camp for Policy and Change was launched in July 2012 and 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. The program is generously supported by the Osprey Foundation, Windstar Cruises, the Carl M. Freeman Foundation in memory of chef Matt Haley, and Shelburne Farms. Participating chefs are provided training from industry and political experts, which includes classroom work, mock interviews, hands-on activities that engage the chefs with 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 educating and activating these powerful change makers on important food issues continues with ongoing support from the James Beard Foundation's Chef Action Network, which provides campaign development, speech writing, media skills and training, policy research, and preparation for visits with policy makers and other leaders.

The Chefs Boot Camp for Policy and Change is part of the James Beard Foundation's broader Impact Programs, which engage the culinary community in the ongoing process of creating a sustainable food system that provides nutritious and delicious food for all. Other Impact programs include conducting a national dialogue on food-system issues at Issue Summits in cities around the country; local advocacy trainings in cities around the country; the annual JBF Food Conference, which brings together a diverse group of food-system thought leaders; the annual Leadership Awards, which recognize visionaries helping to create a more healthful, sustainable, and safe food world; the JBF Culinary Labs, which engage chefs in hands-on opportunities around food-systems issues; the Enlightened Eaters program which explores food system issues through readings, lectures, and screenings; and the ongoing advocacy and issue support provided by the Foundation's Chef Action Network.

More than 650 chefs have applied to the Chefs Boot Camp for Policy and Change program since it launched. Participants are 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 nine previous Boot Camps can be viewed at [jamesbeard.org/education/bootcamp](http://jamesbeard.org/education/bootcamp). Follow hashtag #JBFImpact and #ChefsLead on Twitter and Instagram to track the chefs' progress. For additional information, view the Chefs Boot Camp for Policy and Change video feature on JBF's [YouTube channel](#). To apply to or support future Chefs Boot Camps for Policy and Change, please visit [jamesbeard.org/education/bootcamp](http://jamesbeard.org/education/bootcamp).

#### **About the James Beard Foundation (JBF)**

Founded in 1986, the James Beard Foundation celebrates, nurtures, and honors America's diverse culinary heritage through programs that educate and inspire. A cookbook author and teacher with an encyclopedic knowledge about food, the late James Beard 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 JBF 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. For more information, please visit [jamesbeard.org](http://jamesbeard.org). Get food news, recipes, and more at the James Beard Foundation's [blog](#), or subscribe to the free digital newsletter [Beard Bites](#). Follow the James Beard Foundation on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [Livestream](#).