



2010 PLACERGROWN FOOD AND FARM  
CONFERENCE REGISTRATION  
**LOCAL FOOD CONSUMER STRAND**

**Saturday, January 30th** (12:15 p.m. to 3:30 p.m.)

**Lincoln High School • 790 J Street • Lincoln, California 95648**

SPONSORED BY: University of California Cooperative Extension, PlacerGROWN & Placer County Agricultural Marketing Program

For more information about the 2010 PlacerGROWN Food and Farm Conference, or for questions regarding PlacerGROWN, please call (530) 889-7398 or (530) 889-7385.

**AGENDA:**

12:15 p.m.—1:30 p.m.

**Lunch**  
*Provided by Lincoln High School FFA  
Trade Show  
By Ag Agencies and Businesses*

**Strand: Cooking with Local Food**

1:45 p.m. to 2:30 p.m.

**Workshop Session 3**  
*Producer Panel.*

2:45 p.m. to 3:30 p.m.

**Workshop Session 4**  
*Seasonal Food Tasting & Cooking Tips*

UC Cooperative Extension WEB SITE: [ceplacervevada.ucdavis.edu](http://ceplacervevada.ucdavis.edu) OR PlacerGROWN WEB SITE: [www.placergrown.org](http://www.placergrown.org)

2010 PlacerGROWN Food and Farm Conference

**Local Food Consumer Strand Registration**

NAME(S): \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE(S): \_\_\_\_\_

DAY: \_\_\_\_\_

EVENING: \_\_\_\_\_

Make checks payable to **PlacerGROWN** and mail with completed registration form to:

PlacerGROWN Food & Farm Conference

**Local Food Consumer Strand**

11477 E Ave

Auburn, CA 95603

EARLY REGISTRATION \_\_\_\_\_ NUMBER OF PEOPLE AT \$15 PER PERSON

AFTER JANUARY 20TH \_\_\_\_\_ NUMBER OF PEOPLE AT \$20 PER PERSON LUNCH NOT GUARANTEED IF PAID AT THE DOOR

TOTAL AMOUNT ENCLOSED: \$ \_\_\_\_\_

## **Beyond Produce: Adding Meat, Eggs and Specialty Products to your Local Diet**

Placer and Nevada Counties residents have responded enthusiastically to a nationwide trend to support local farms by eating locally and sustainably.

PlacerGROWN's 15<sup>th</sup> Annual Food and Farm Conference will offer a special afternoon session for community members who are hungering for more and varied local food products to enhance their "Eat Local" resolve.

Registration for the program begins at 12:00 p.m. and includes a locally-sourced lunch and two sessions designed to educate consumers on the increasing variety of local foods available in Placer and Nevada counties.

**The first session** is a panel of producers and marketing experts who provide beef, lamb, pork, goat, chicken, eggs and specialty products such as sauces, jams and dried fruit to customers throughout the foothills.

Jim Gates of Nevada County Free Range Beef will discuss his grass-fed beef operation and the need for local USDA inspected meat processing facilities. Jim's marketing team of Kathy Laible and Ruth Nuñez will be on the panel to discuss market development. Dan Macon of Flying Mule Farm will speak to the opportunities and challenges in raising and marketing lamb and goat in the area. Karin Sinclair of Sinclair Family Farms will discuss establishment of an egg farm and direct marketing of eggs. Justin Miller of Twin Peaks Orchards will discuss his family's focus on developing specialty products and how they are reaching wider markets via stores such as Whole Foods.

**The second session** features a cooking demonstration of seasonal recipes by Chef Laura Caballero who, along with local food advocate Joanne Neft, has spent the last year creating and testing seasonal recipes for the *Placer County Real Food* cookbook to be released in April, 2010. The two authors took on the challenge of shopping each Saturday at the farmers' market to create a seasonal dinner menu for eight persons. Over 52 weeks, they have amazed and delighted an enthusiastic group of tasters who have relished the creative and inspirational menus, often providing surprising insight into the year-round availability of produce, meat and other local products.

The PlacerGROWN Food and Farm Conference is on Saturday, January 30 at Lincoln High School, located at 790 J St. in Lincoln. The special community program is from 12:15 p.m. to 3:30 p.m., includes lunch, and costs \$15.00 in advance, \$20.00 after January 20th, lunch not guaranteed for late registrations.

The conference is presented by PlacerGROWN, UC Cooperative Extension, and the Placer County Agricultural Marketing Program. The full conference features over 25 workshops in addition to a keynote address by Lynn Miller, publisher of the *Small Farmer's Journal*.

Complete conference information and program, including registration forms, is available at PlacerGROWN.org, or by contacting [placergrown@gmail.com](mailto:placergrown@gmail.com) or (530) 889-7398. This information is also available on the UC Cooperative Extension's website <http://ceplacer.ucdavis.edu>, or by calling (530) 889-7385.