

MEDIA ADVISORY

The 2015 Field to Family Festival, September 16- 20, 2015 During EAT LOCAL WEEK!

Field to Family's annual Local Foods Festival aims to bring the community together to support local farmers, locally grown healthy foods and a stronger community food system.

Field to Family once again thanks New Pioneer Food Co-op for their sponsorship of the Festival at the Blue Ribbon Level. Their support is integral to our Farm to School Chapter, Local Food Finder and our Festival. We share an appreciation for local foods and healthy communities. Thank you New Pioneer Food Co-op for your support!

2015 Local Foods Festival EVENTS:

NEW! First Annual Local Food Fair

Wednesday, September 16th from 5:00 p.m. – 7:00 p.m. Iowa City Farmers Market

Learn about local food related initiatives in Johnson County from Field to Family and many other organizations and farmers PLUS businesses working to improve and strengthen our community food system, including Hy-Vee, Lucky's Market & New Pioneer Co-op.

While the Iowa City Farmers Market is already, in itself, a local food showcase, this event essentially expands the market that day to include nonprofit organizations working within the food system, local farmers the opportunity to share their story and local food businesses to offer food samples & company information. However, this event is not for businesses to sell their products. If you are interested in vending at the Farmers Market, contact the [Iowa City Farmers Market](#) directly.

Participating businesses and organizations so far include: New Pioneer Food Co-op, Lucky's Market, Kalona Supernatural, Field to Family, Local Foods Connection, Johnson County Food Policy Council, Grow Johnson County, Lettuce Feed Others, Iowa Pollinators, Sustainable Iowa Living Trust (SILT), and more listed [here](#). More openings available-contact [Field to Family](#) to sign-up!

Culinary Walk

Thursday, September 17th from 5:30 p.m.-8:30 p.m.; downtown Iowa City

A delicious fundraiser for Field to Family, featuring food from seven downtown Iowa City restaurants. Walk with friends and sample culinary treats from local restaurants featuring ingredients from local farmers and food entrepreneurs. This year's walk features food from the following restaurants:

- New Pioneer Food Co-op

- Share Lounge & Wine Bar
- Pullman Bar & Diner
- Atlas World Grill
- Basta
- Devotay
- Motley Cow Café

Tickets are sold at New Pioneer Food Co-op and at fieldtofamily.org. \$15 student/reduced rate & \$20 early bird rate through September 13. Starting September 14, all tickets cost \$30.

Farm to School Farmer Fair at Kids Day

Saturday, September 19th 9 AM-12 PM, Iowa City Farmer's Market;

Featuring the Farm to School produce booth, hands-on educational activities taught by farmers, nutritionists, and chefs. Co-organized by Johnson County's Alliance for Healthy Living. Free for all ages!

Share the Harvest Dinner

Sunday, September 20th, 5:30pm-8pm; at the Sheraton, downtown Iowa City

A fundraiser for Field to Family featuring entrées from five local chefs with ingredients procured from local farmers, paired with Iowa craft beer. Our Keynote Speaker is Doug Alberhasky speaking on "Past Present and Future of Iowa's craft beer industry."

Tickets are sold at New Pioneer Food Co-op and at fieldtofamily.org

Owner of John's Grocery, Doug Alberhasky from [Johns Grocery](#) will speak on "Past, Present, Future of Iowa's Craft Breweries" plus local chefs Heskeith Flavin from [Share Wine Lounge & Small Plate Bistro](#), Kristen Goldsberry from [Hy-Vee](#), David Burt from [Four Square Meals](#), Thorin Peugh from [Wind Shadow Farm](#) and DJ Matthews from John's Grocery all serving small plates with locally sourced ingredients paired with brews from [Big Grove Brewery!](#)

Proceeds from the Local Foods Festival support Field to Family's [Local Food Finder](#) and [Farm to School](#) programs. Local Food Finder is an online listing of local farms and the restaurants, grocery stores and caterers who source from those local farms. Field to Family coordinates the Iowa City Community School District's Farm to School Chapter by providing support to school gardens, organizing educational events called "Farmer Fairs" in elementary schools and by working with food service staff to procure local food, such as apples, cherry tomatoes, zucchini and more, for school lunch menus.

Sponsors of the Field to Family Local Foods Festival include (largest to smallest): New Pioneer Food Co-op, Iowa City Area Development Group (ICAD), Hy-Vee, John's Grocery, Hills Bank, Edible Iowa River Valley Magazine, Share, Little Village, UICCU, Practical Farmers of Iowa, Four Square Meals, Johnson County Public Health, Local Foods Connection, Blue Zones Iowa City, Pavelka's Point Meats, MidWestOne and Kalona Supernatural.