

Range to Plate: *Sonoma County Range Livestock*



Our mission is to increase public awareness of locally produced meats and to improve the sustainability of Sonoma County's natural resources.



Mission Statement: *To increase public awareness of locally produced meats and to improve the sustainability of Sonoma County's natural resources.*

Logistics: Saturday October 17th 2009
Santa Rosa Junior College Agricultural Pavilion at Shone Farm
6pm to 8pm

Purpose: The purpose of this festival is to increase the visibility of Sonoma County's range livestock. This festival will promote and aware the public/consumers of the diversity that Sonoma County has to offer with regard to range livestock. This event will feature the Sonoma County Meat Buying club as a method of attaining locally grown meat. Through this festival, consumers will meet some of the ranchers participating that produce range livestock and other agricultural products in Sonoma County. It will promote the concept of buying local and facilitate consumers connecting with producers resulting in increased purchases which will improve economic viability, through Sonoma County Meat Buying Club sign-ups at the event.

On October 17th the agricultural pavilion will feature 16 local chefs who will each create tastes of their specific species of local range livestock for 200 to 250 people. Each chef will be allowed to create their dish using either locally grown produce provided to them by University of California Cooperative Extension Coordinators, or purchase their own. They day of the event chefs as well as 10 Sonoma County agricultural businesses and organizations will gather to present their products to the general public.

Goal: The goal of this project is to provide ranchers of range livestock in Sonoma County with a greater audience to market their meat. Increasing the marketability of their meat will be accomplished through pairing the meat with local chefs to produce a food product that appeals to local consumers. Recipes from the chefs at this festival will then be paired with the Sonoma County Meat Buying Club boxes of Meat that attendees will be able to sign up for the day of the event.

Ultimately, we would like to create stronger relationships between local producers and chefs, and to encourage those chefs (and the public) to purchase locally grown meats. Exposing and assisting in the marketing of fresh, locally grown products is the emphasis of this project, as well as promoting careers and opportunities in agricultural in the local community.

Education: This festival will be a venue to educate chefs, ranchers, and consumers. Chefs will learn about the quality and variety of products found in Sonoma County. Chefs will also be challenged to use a variety of range livestock cuts and featured items from Sonoma County to produce recipes that appeal to consumers. Consumers in Sonoma County would become educated about the high-quality of agricultural products grown in their own communities, along with the ease of availability through the Meat Buying Club.

Sonoma County Parties Involved:

- Local Chefs (15)
- Small Family Wineries (10-20)
- Farmers(10)
- Ranchers(4-5)
- Media
- Community Organizations

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