



## **Organic, sustainable food leaders plan D.C. trip for campus dining summit**

*Organic Valley, Monterey Bay Aquarium, Food Alliance all taking part in evening powwow*

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Leaders of the sustainable and organic food industries will convene on the nation's capital next month to discuss the sea change in collegiate dining halls, as sustainability dominates discussion among college and university foodservice professionals.

Hosted by certified-sustainable food processor Truitt Bros., Inc., the July 10 event in Washington, D.C., is called Farm-2-Fork and seeks answers to some of the toughest questions facing buyers.

Questions such as how does a college embrace sourcing sustainably grown and processed foods when budgets are tight? How does a university reduce its carbon footprints in the kitchen and manage the logistics of serving seasonal food year round? How do you sort through the proliferation of third-party certifications and fair trade claims?

The event at renowned Agraria Restaurant coincides with the 2008 National NACUFS Conference, which brings together thousands of professionals from the collegiate foodservice industry.

"No foodservice professional can afford to ignore this fundamental shift in how students think about food choices and the environment today," said President Peter Truitt.

"Concern about how food is produced and where it comes from is the hottest issue we in the food industry face today, so we're offering a venue and opportunity for the college and university foodservice industry to talk and share experiences about creative, cutting-edge approaches to greening the campus dining experience – starting with the center of the plate," Truitt said.

Truitt Bros. became the first Food Alliance-certified processor in the country in May of 2006.

Portland, Ore.-based Food Alliance certifies farms, ranches, food processors and distributors for sustainable agriculture certification, which addresses labor conditions, humane animal care, and environmental stewardship. Certified businesses can use the green, FA eco-label on its products to show off social and environmental responsibility.

The roster of presenters of Farm-2-Fork reads like a who's who of the organic and sustainable food industries, and includes Hain Celestial and its FreeBird Chicken brand, Clif Bar and the new Clif Bar Family Winery & Farm, Organic Valley Family of Farms, Niman Ranch, Plainville Farms, Hain Celestial Foods, Nestle Waters, Shepherd's Grain, Wild Planet seafood, Thousand Hills Cattle Co., Divine Chocolate, Pura Vida fair trade coffee, Sierra Nevada Brewing Company and Biodegradable Food Service.

In addition, leading foodservice contract management company Sodexo will participate, along with educational partners Monterey Bay Aquarium Seafood Watch, Food Alliance and the Campus Kitchens Project.