



# STATE OF CONNECTICUT

## DEPARTMENT OF AGRICULTURE MARKETING



May 2011

### **Re: Farm-to-Chef Week, September 18-24, 2011**

Last year, the Connecticut Department of Agriculture's Farm-to-Chef Program organized the first-ever Farm-to-Chef Week. More than 80 restaurants, caterers, institutions, farms, wineries, farmers' markets, and other dining venues signed up to offer a special Farm-to-Chef menu featuring Connecticut Grown ingredients for seven days in September.

This year's Farm-to-Chef Week will run September 18-24, 2011, and the Farm-to-Chef Program is working to make the event bigger and better. Among the improvements planned are a paid media campaign and additional promotional materials for participants.

You are invited to be a part of this unique and exciting statewide showcase of Connecticut Grown food. Enclosed are the 2011 guidelines and requirements, a registration form, and a list of resources to help you plan and execute your Farm-to-Chef menu. Also included is a sponsorship form in case you or someone you know would like to be a 2011 Farm-to-Chef Week sponsor.

**Registration closes June 30, 2011**, so don't delay! If you have any questions, please feel free to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Linda Piotrowicz".

Linda Piotrowicz  
Marketing Representative

Enclosures



## 2011 FARM-TO-CHEF WEEK

*Sample and savor the state's local flavor*

**September 18-24, 2011**

# GUIDELINES

### ELIGIBILITY

Participation is open to Connecticut restaurants, institutions, schools, wineries, farmers' markets, farms, and other Connecticut businesses that have the ability to serve prepared food to the public.

### PARTICIPATION FEE

The fee to participate is \$25 per location, which will be used to promote and publicize Farm-to-Chef Week.

### REQUIREMENTS

- A Farm-to-Chef menu consisting of at least four items must be offered from 9/18/11 through 9/24/11, during the participating business's normal hours of operation.
- At least one Connecticut Grown ingredient must be showcased in each item on the Farm-to-Chef menu.
- One or more Connecticut wines must be offered on the Farm-to-Chef menu.  
*(This requirement is waived for businesses that do not serve alcohol.)*
- Connecticut farms from which ingredients are sourced must be listed on the Farm-to-chef menu and promoted in some additional way (e.g., farmer talks, displays, slide shows, etc.)

### ADDITIONAL RECOMMENDATIONS

- Farm-to-Chef menus should include a wide variety of CT Grown ingredients, including proteins, cheese, milk, honey, maple syrup, fruits, and vegetables.
- Pricing of the Farm-to-Chef menu should fall within the normal range for each participating business.

### REGISTRATION DEADLINE

- Registration forms and participation fees are due **June 30, 2011**.
- Late registrations will NOT be accepted under any circumstances.

### MENU AND PROMOTION INFORMATION DEADLINE

- Menu details and a list of sourcing farms must be submitted by **September 1, 2011**.
- Details of how sourcing farms will be promoted also must be submitted by **September 1, 2011**.
- Information will be collected through an online form. This information will be compiled by the Connecticut Department of Agriculture and posted online for use by diners and the media.

### REPORTING DEADLINE

- The total dollar amount of Connecticut Grown products used and the number of Farm-to-Chef meals served during Farm-to-Chef Week must be reported by **September 30, 2011**.
- Information will be collected through an online form. This data will be compiled by Connecticut Department of Agriculture into aggregate totals that will not include individual participants' names.

*The Connecticut Farm-to-Chef Program helps connect producers and distributors of Connecticut Grown ingredients with chefs and other foodservice professionals. It also helps the public locate restaurants and other dining venues that serve Connecticut Grown foods. Please visit [www.CTGrown.gov](http://www.CTGrown.gov) and click on "Programs and Services" for more information.*



CONNECTICUT DEPARTMENT OF AGRICULTURE

860-713-2503

165 Capitol Avenue, Hartford, CT 06106

[www.CTGrown.gov](http://www.CTGrown.gov)





## 2011 FARM-TO-CHEF WEEK

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# REGISTRATION FORM

**Please use a separate form for each participating location**

Company Name: \_\_\_\_\_

Street Address : \_\_\_\_\_

*(please list the physical address of the Farm-to-Chef dining location)*

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I have read and understand the 2011 Farm-to-Chef Week guidelines. I agree to abide by the following:

- All menu requirements
- Listing sourcing farms on the menu
- Additional promotion of sourcing farms
- Submission of Farm-to-Chef Week menu and farm promotion information by 9/1/11
- Reporting by 9/30/11 of the amount of CT Grown used and number of Farm-to-Chef meals served

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Return this form and a check for \$25 (payable to the Connecticut Department of Agriculture) by **June 30, 2011**, to

**CT Farm-to-Chef Week Registration  
Connecticut Department of Agriculture  
165 Capitol Avenue, Room 129  
Hartford, CT 06106**





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## RESOURCES

**“Connecticut Grown” or “CT Grown” farm products are defined by state statute (Sec. 22-38a) as produce and other farm products that have a traceable point of origin within Connecticut.**

**PLEASE NOTE:** Foods made by Connecticut companies that do not contain at least 51 percent Connecticut Grown ingredients are **NOT** considered Connecticut Grown. Their use is encouraged *in conjunction with* the Connecticut Grown ingredients showcased in your Farm-to-Chef menu, *but do NOT count* as Connecticut Grown ingredients in your menu. (For example, a cheese made by a Connecticut company that is not made from Connecticut milk is NOT a Connecticut Grown cheese.)

The Connecticut Department of Public Health's [Food Protection Program](http://tinyurl.com/DPHFood) (<http://tinyurl.com/DPHFood>) reminds participants that foodservice establishments in Connecticut must operate under the regulations of the Public Health Code. Establishments are required to utilize only "approved source" food items. While there are many locally grown agricultural products appropriate for consumers to purchase for their own personal use, some would not meet the Public Health Code definition of an approved source for foodservice establishments. The Food Protection Program has created the attached document for your use and is available to answer any questions.

The [Farm-to-Chef Resources page](http://tinyurl.com/FTCResource) (<http://tinyurl.com/FTCResource>) on the Connecticut Department of Agriculture's website contains links to a wealth of information to help you source Connecticut Grown ingredients, including

- FTC Participating Farmers, Producers, and Wholesalers
- CT Farm Wineries
- CT Crop Availability Calendar
- CT Seafood Wholesalers
- Seasonal Buying Guide for CT Fish and Shellfish

The [Publications page](http://tinyurl.com/DoAGPubs) (<http://tinyurl.com/DoAGPubs>) on the Connecticut Department of Agriculture's website contains links to numerous additional Connecticut Grown producer listings and resources, such as

- Apple Brochures
- CT Grown Honey Producers
- CT Grown Meat Producers
- Connecticut Pick-Your-Own Farms
- Experience Connecticut Dairy Producers
- Farm Stands and Stores throughout Connecticut
- Farm Map
- Farmers' Markets
- Organic Farms
- Maple Sugarhouses
- Wholesale Fruit and Vegetable Producers



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# *Approved Source Foods for use in Restaurants*



While many locally grown agricultural products are available for consumers to purchase directly for use in their own home, foods intended for use in retail establishments must comply with applicable regulations of CT State Agencies. Regulations require all foods utilized in foodservice establishments to originate from an approved source. Generally, except for raw, fresh produce, all food must originate from a regulated, inspected facility. Those that do not are considered to be unapproved and are subject to embargo and destruction by the local health authority. To avoid this, the Food Protection Program has developed the list below. If you are ever unsure if a specific food item is approved for use, please contact the Food Protection Program and ask!

Disclaimer: THIS LIST IS NOT ALL-ENCOMPASSING

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## Unapproved Foods

- \* Raw milk
- \* Dairy products not produced under licensure and inspection by the Department of Agriculture (including cheeses and yogurt)
- \* Jams, jellies, preserves produced under the CT regulatory exemption
- \* Eggs which have not been inspected and graded by a USDA program or equivalent
- \* Jerky produced under a USDA exemption
- \* Custom-slaughtered poultry and meats which were not slaughtered, butchered, and packaged within a USDA facility and not bearing the official USDA seal
- \* Home-canned products of any type
- \* “Value-added” food items not produced in a commercial facility and not having the approval of the Department of Consumer Protection
- \* Shellfish harvested from sources not approved by the CT Dept of Agriculture, Bureau of Aquaculture
- \* Finfish that were not commercially caught
- \* Wild game or other exotic species not processed and packaged under a USDA regulatory program.
- \* Hunted game of any sort

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Food Protection Program  
410 Capitol Avenue  
MS #11FDP  
Hartford, CT 06134  
Phone: 860-509-7297  
Fax: 860-509-8071

[www.ct.gov/dph/foodprotection](http://www.ct.gov/dph/foodprotection)



## 2011 FARM-TO-CHEF WEEK

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**September 18-24, 2011**

# SPONSORSHIP FORM

Sponsorship of the Farm-To-Chef Program's 2011 Farm-To-Chef Week affords your business or organization the unique opportunity to reach a growing number of people who share one common interest: fresh, Connecticut Grown food.

Farm-To-Chef Week is a collaboration of farmers, farmer's markets, restaurants, institutions, schools, and other food service providers who join together for a special week in September to showcase the state's finest produce, meat, seafood, wine, and other Connecticut Grown products in dining venues throughout the state.

Your **\$1,000 sponsorship** will be used to purchase media spots and other promotional materials to publicize Farm-to-Chef Week and help bring diners out to participating venues. Sponsors' logos will appear on the Farm-to-Chef Week website as well as on event posters and other promotional materials, showing the public that you are committed to supporting local farms and food.

Company Name: \_\_\_\_\_

Street Address : \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Return this form and a \$1,000 check (payable to the Connecticut Department of Agriculture) by **June 30, 2011**, to

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**Connecticut Department of Agriculture**  
**165 Capitol Avenue, Room 129**  
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