



Make A Fresh Connection

FARM-TO-TABLE FORUM—Gain Knowledge and Build Relationships

Bringing farmers, restaurateurs, and wholesale consumers together.

Central Mass South is proud to present an invaluable, free farm-to-table panel discussion and networking event. Farming and agritourism are enormous strengths of the Central MA region, but navigating the farm-to-table experience can be challenging. Ask questions, share your concerns, and learn from other participants in the farm-to-table process during a moderated panel that includes representatives from Lettuce Be Local, B.T.'s Smokehouse, Pineo Family Farm, and Walker Farm.

DATE: March 16, 2015 8-11 am

LOCATION: Oliver Wight Tavern, Old Sturbridge Village,
1 Old Sturbridge Village Road, Sturbridge, MA 01566

AGENDA

8-8:45

Registration, Informational Tables
& Mingling

8:45

Welcome & Opening Remarks:
• Alexandra McNitt, Central
Mass South Regional Economic
Development Organization
• Trish Settles, Central Mass Grown

9-10

Moderated Panel, including:

- Lynn Stromberg, Lettuce Be Local
- Brian Treitman, BT's Smokehouse
- Mike Pineo, Pineo Family Farm
- Joanie Walker, Walker Grass
Fed Beef

10-10:45

Networking

10:45

Closing Remarks & Adjourn

HOW TO REGISTER

Register by contacting
Paulette Hughes at
info@cmschamber.org
or by calling
508-347-2761

**Must register by
March 9, 2015**

***Free of charge**



Pineo Family Farm



Experts and Exhibitions

Consult with these professionals and businesses to learn how you can become part of the farm-to-table movement in Central Massachusetts.

PANELISTS

LYNN STROMBERG, Co-founder and Director, Lettuce Be Local

Launched by Stromberg in 2012, Lettuce Be Local (see below) is a food hub designed to provide Central Massachusetts with local food. The organization's year-round Farm Dinner Series provides guests with local food in every season, educates them on the source of those foods, and teaches them about the healthy impact of local eating. Since Lettuce Be Local's inception, Lynn has been the recipient of multiple entrepreneurial and leadership awards, including the Women in Action, Inc., Award for her excellent execution of strength, empowerment, and impressive contributions to her community.



MIKE PINEO, Owner and Operator, Pineo Family Farm



Pineo, along with his wife and children, operates the Pineo Family Farm on 150 acres in Sterling, Massachusetts. Although produce production occupies the smallest amount of acreage on the farm, it is the main focus. The family intends to grow the farm to service more customers with a larger variety of produce, while maintaining the quality of their products and the small family nature of the farm. They are focused on providing quality produce at fair prices in order to service the local community and economy.

JOAN WALKER, Owner, Walker Farm

Walker is committed to quality and sustainability. Walker Farm's primary product is 100% grass-fed Ruby Red Devon beef that is approved by Animal Welfare and certified by the American Grass-Fed Association. The animals rotationally graze on the farm, changing pasture daily, in order to protect the wildlife and bird habitats. The animals also drink fresh, spring-fed water, and hay is cut and baled at the farm to maximize quality and nutrition for the cattle in the winter when grazing is unavailable.



WALKER FARM
AT WHORTLEBERRY HILL

BRIAN TREITMAN, Chef and Owner, B.T.'s Smokehouse

As chef and owner of an award-winning BBQ restaurant in Sturbridge, Massachusetts, Treitman has a strong interest in supporting local farms, bringing their products to his restaurant, and implementing a variety of sustainability practices. He attended the Culinary Institute of America, interned with Ming Tsai's restaurant, Blue Ginger, in Wellesley, Massachusetts, and worked for more than 10 years as a chef in various Napa County, California, restaurants.



INFORMATIONAL TABLES

CENTRAL MASS GROWN

This new initiative was born out of a need to highlight the farms of Central Massachusetts. Central Mass Grown endorses the purchase of local agricultural products; in addition, the organization fosters education regarding how communities, the economy, the environment, and personal health all benefit from local purchasing. Central Mass Grown works to build a strong movement to promote local agriculture and grow the heart of the Commonwealth.



LETTUCE BE LOCAL



As the Local Food Hub for Central Massachusetts, Lettuce Be Local is dedicated to supporting sustainable agriculture and culinary talent. The organization fosters working relationships with farmers, supports their needs, and connects them with chefs—and not just the ones working in restaurants! For Lettuce Be Local, chefs include anyone with an interest in preparing, cooking, and presenting nutritious local food. Lettuce Be Local currently runs seven days a week to help source products from 55 farms.

USDA FARM SERVICE

The Farm Service Agency equitably serves all farmers, ranchers, and agricultural partners through the delivery of effective, efficient agricultural programs for all Americans. Its goal is to create a market-oriented, economically and environmentally sound American agriculture that delivers an abundant, safe, affordable food and fiber supply, all while sustaining quality agricultural communities.



MASS GROWN & FRESHER

The Massachusetts Department of Agricultural Resources (MDAR) offers MassGrown & Fresher as an excellent online resource for anyone interested in Mass-grown farm products, specialty foods, and fun ag-tivities. The site features local farms and farmers in a section titled "Faces and Places of Massachusetts Agriculture." It also offers quick links to information regarding agricultural interests in Massachusetts, including farmers' markets, organic farms, and agritourism farms.



NAVIGATOR PUBLISHING

Navigator Publishing, producers of tourism-related maps, promotional rack cards, and other print services will be on hand to gauge interest in a Central MA agritourism map.

