

COME EXPLORE AND
Celebrate Diversity
AND BREAK DOWN THE WALLS
BETWEEN EATERS AND BREEDERS!



Variety Showcase

BROUGHT TO YOU BY
CULINARY BREEDING NETWORK
WITH GROWNYC



PROJECT FARMHOUSE, NEW YORK CITY
MONDAY, SEPT 24, 2018

\$100 TICKETS

[HTTPS://VARIETYSHOWCASE NYC.BPT.ME](https://varietyshowcase NYC.BPT.ME)

12:00PM & 5:00PM



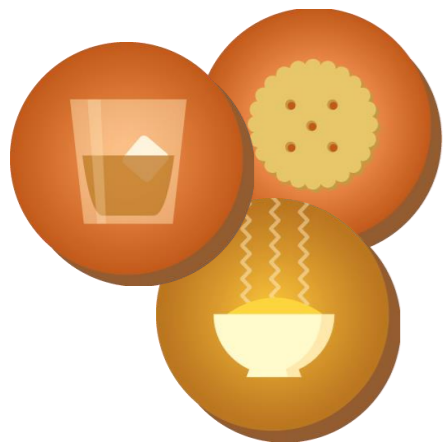
The Variety Showcase is a celebration of the delicacies that result when plant breeders, growers and chefs join forces around the most exciting fruits, vegetables and grains cultivars available today.

Over 20 farmer-breeder-chef teams will share their culinary creations with guests. All will have the rare chance to taste and talk about new and in-development varieties – building community while doing their part to break down the walls between eaters and breeders.

GrowNYC is proud to partner with the event's creator, Oregon-based Culinary Breeding Network, to host the very first East Coast showcase at Project Farmhouse at noon, with a second showcase at 5 pm.

Longtime collaborators of the Greenmarket Regional Grains Project – where crop diversity is a cornerstone -- will be featured, along with grains like emmer and einkorn, developed in the Northeast over the last decade and brought to market through GRGP's retail arm

The Grainstand.





THE 2018 VARIETY SHOWCASE LINE-UP

AMONG THE FULL SPECTRUM OF PLANT BREEDERS FROM
ACROSS THE COUNTRY PAIRED WITH
NEW YORK CITY'S MOST INNOVATIVE CHEFS, GRGP WELCOMES
COLLEAGUES WORKING SPECIFICALLY WITH GRAINS...





 CHEF: Michael Anthony, Gramercy Tavern
 BREEDER: Mark Sorrells, Cornell University +
 Greenmarket Grains
 FOCUS: Heritage Wheat, Emmer, Einkorn and Spelt



 CHEF: Zachary Golper, Bien Cuit
 BREEDER: Kim Binczewski + Bethany Econopouly,
 The Bread Lab at Washington State University
 FOCUS: Wheat



 CHEF: Negro Piattoni, Metta
 BREEDER: Kevin Murphy, Washington State University
 FOCUS: Spelt



 CHEF: Negro Piattoni, Metta +
 Andrew Ross, Oregon State University
 BREEDER: Pat Hayes + Brigid Meints, Oregon State University
 FOCUS: Barley

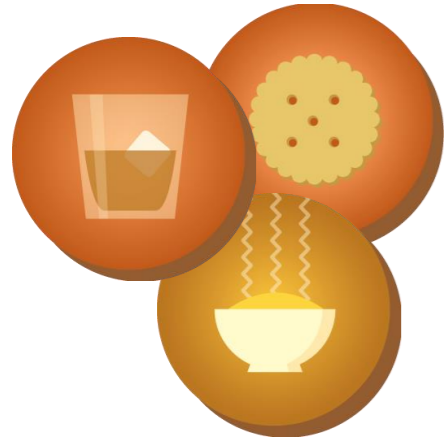
Other breeders, growers and chefs include:

Plant Breeders/Seed Growers/Researchers

- A Field's Edge Research Farm
- Experimental Farm Network
- Glynwood
- Harris Seeds
- High Mowing Organic Seeds
- Hudson Valley Seed Company
- Indigenous Seed Keeper Network
- Organic Seed Alliance
- PanAmerican Seed
- Seed to Kitchen Collaborative
- Truelove Seeds
- Uprising Seeds

Chefs

- Ann Nunziata, Natural Gourmet Institute
- Alex Raij, Txikito, El Quinto Pino, and La Vara
- Ashley DuVal and Selena Ahmed, Shoots & Roots Bitters
- Jonny Hunter, Underground Meat Collective and Forequarter (Madison, WI)
- Luis Herrera
- Mary Cleaver, The Cleaver Co
- Matt Weingarten, Dig Inn
- Nicholas Tamburo, Momofuku Nishi
- Patti Jackson, Delaware & Hudson
- Peter Hoffman
- Stephan Ilncyj, Restaurant Norman
- Suzanne Cupps, Untitled
- Timothy Wastell, Antica Terra (Portland, OR)
- Trevor Kunk



SPONSORSHIP LEVELS

A sponsorship to this exciting event will let you align your brand with a trusted NYC institution and unlock these benefits:



| Recognition | \$5,000 | \$2,500 | \$1,000 | \$500 |
|---------------------------------|---------|---------|---------|-------|
| Event program & poster | Logo | Logo | Name | Name |
| Event signage | Logo | Logo | Name | Name |
| Verbal acknowledgement at event | Yes | Yes | Yes | No |
| GrowNYC Website | Logo | Logo | Name | Name |
| Social Media posts | Yes | Yes | Yes | Yes |
| Complimentary event passes | 10 | 6 | 4 | 2 |

*The 2017 Variety Showcase, hosted in Portland, Oregon, included **540** attendees, **30** showcase tables, **3** special interactive educational exhibits and **80** participating breeders, researchers and chefs.*



WHO WE ARE



GrowNYC is the sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment.

More gardens, greenmarkets, more recycling, and education for all.

Helping 3 million New Yorkers who participate in our programs every year to make New York City the most sustainable livable city in the world.

Greenmarket Regional Grains Project, a program of GrowNYC, is fostering the growth of the next frontier of regional food system development: small grains and field crops.

GRGP, and its retail arm the Grainstand, seeks to strengthen the relationship between grains farmers, processors and the marketplace. Its mission is to promote and incentivize crop diversity on regional farms, increase soil health, strengthen local food infrastructure, and provide more flavorful and nutritious foods to consumers.



500,000

Visitors through Greenmarkets weekly during peak season



51

Greenmarkets farmer's markets



140

Flour, grains, dry beans products offered at the Grainstand otherwise unavailable to NYC consumers



200K+

followers on social media



240

Farmers participating in Greenmarkets



12,000

Sales transactions at the Grainstand in 2017



57,000+

individuals on our email list with an average open rate of 25%



1.8 million

page views per year on www.grownyc.org and an average of 47,000 individual visits/month



300

Varieties of wheat GRGP has helped test with breeders in the Northeast



THANK YOU FOR YOUR SPONSORSHIP!

For sponsorship details, e-mail Liz Carollo

at lcarollo@grownyc.org.

