

THE KITCHEN INCUBATOR PROJECT

21 January 2010

435 South Main St.
Gainesville, FL 32601

Dear Local Entrepreneur:

This packet provides you with information on becoming a part of the **Local Food Roadshow**, a showcase of local enterprises collaborating with farmers and/or distributors who offer locally-sourced products. The goal of the Roadshow is to facilitate information sharing and partnerships amongst these groups while generating charitable donations.

The Roadshow will appear at several, high-profile functions over the course of the spring months:

- **March 20 @ Junction 30124, Waldo: The Kitchen Incubator Fundraiser**
- **April 12 @ UF: UF Food Summit's "Food on the Lawn"**
- **May 1 - May 31: Eat Local Challenge Menu Participant/Community Event Participant**

Participation in the Roadshow is by donation of product which contains at least one prominent, locally-sourced ingredient; the farm of origin for these ingredients must be indicated. Some tabling, poster, and silent auction/door prize opportunities are also available. If you have an eating establishment, you may wish to offer an Eat Local Challenge menu item for the month of May. Participation in the Challenge has grown exponentially and those taking the Challenge are always appreciative of venues at which they can eat.

Please mail, email, or phone your desired participation dates and donation pledges as soon as possible in order to have the name of your business included in promotional media. Please also pay attention to regulatory requirements when purchasing local foods, especially in the cases of meat, fish, dairy, and eggs: you are responsible for the regulatory legitimacy of your ingredients.

Information you will need to find local food for your donation/s—including a list of some local farms, distributors, and farmers' markets—is contained in this packet. Please also feel free to contact me (Val@celestejet.com; 352.278.7518) for any assistance. Remember to have fun and be curious with this process, as it may lead to lasting business partnerships, and even a farm growing just for your establishment (called Restaurant Support Agriculture, or RSA).

Many thanks, and I look forward to working with you to create more sustainable foodways in North Central Florida.

Namaste,

Val Leitner
Stakeholder, Kitchen Incubator Project

Enclosures: Participant Information Sheet; Farmer, Farmers' Market, & Distributor Info Sheet

A 501(c)3 non-profit in cooperation with Sustainable Alachua County (SAC)
www.citizensco-op.com/kitchenincubator.html