



The Chef's Garden®
Roots Conference
Promotional Materials

What: 6th Annual Roots Conference
Where: The Culinary Vegetable Institute
When: September 24th - 25th
Hashtag: #RootsCultivate2018



ROOTS



Roots Conference

#RootsCultivate2018

By definition, to cultivate means to prepare and use land for crops and gardening – and it also means to acquire or develop a quality, sentiment or skill.

We were first drawn to this word at our Roots 2017 conference. That's because, from its inception, the primary goal of Roots has been to cultivate positive change by building a platform, a vital place that people can turn to for solutions in the culinary industry.

And for that reason, our 2018 theme for Roots is cultivate. At the conference, culinary leaders from around the world will gather together to cultivate what truly matters.

Let's cultivate together.

#RootsCultivate2018





THE GOAL

The goal of the conference is to provide tangible solutions, inspire thought-provoking conversations, exchange crucial information, and forge powerful connections between people from across the planet who are working in their kitchens, fields, laboratories, and offices to improve the health of our food system, uphold traditions, preserve endangered foods, and repair damaged ecosystems.

The conference will stress not only the importance of adhering to and preserving important culinary traditions but also illustrate how vital it is to look to the future for sound solutions for the problems we collectively face.



Roots Conference

Sampler Messaging

Join me at #RootsCultivate2018 September 24th-25th @culinaryveginst. It's a great opportunity to learn from influencers and industry professionals.

I'll be speaking @thechefsgarden #RootsCultivate2018! Join me September 24th-25th @culinaryveginst to chat about _____ .

Excited to be attending #RootsCultivate2018 in September. Two days of inspiring conversation, delicious food and even better company.

Can't wait for #RootsCultivate2018 in September. Two days to engage with industry professionals and find ways to cultivate change.

Website link: chefs-garden.com/roots-conference

Ticket link: chefs-garden.com/roots-conference/register

[Please visit our DropBox folder](#)

Find assets from Roots Innovate to help promote this year's event!

#RootsCultivate2018

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