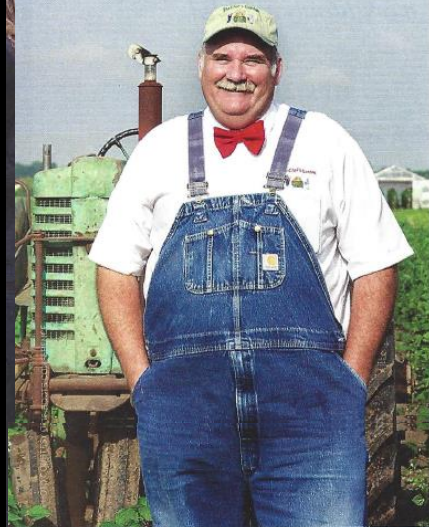


THE SOMM JOURNAL

{ farm-to-table }

Getting to the Root of the Problem

ROOTS CONFERENCE, A NEW KIND OF FOOD FESTIVAL, SPRINGS UP THIS SEPTEMBER



Farmer Lee Jones will be leading guests to the third annual Roots Conference through two days of inspirational discussions about the food industry this September.



PHOTO COURTESY OF ROOTS CONFERENCE

The Roots Conference will be held on the grounds of The Culinary Vegetable Institute from September 20-21 in Milan, OH.

HOW DOES SEAWEED HAVE THE POTENTIAL TO SAVE THE WORLD? How do we rectify the global food waste scandal? What actions can we take to make a change?

On September 21 and 22, chefs, farmers, environmentalists and food enthusiasts from across the globe will put their heads together and try to discover tangible solutions to these questions, as well as other issues that impact the future of our food industry during the third Annual Roots Conference in Milan, Ohio.

The yearly food symposium is not like traditional food festivals. Instead of cooking demos, celebrity chefs, schmoozing and tasting booths, Roots offers thought-provoking panels and discussions led by some of the most influential names in the American food industry, including conference organizer Farmer Lee Jones, a pioneer in the sustainable agricultural movement, plus chefs Curtis Duffy, Barbara Lynch, Seamus Mullen, Gavin Kaysen and Edward Lee. There will also be farm tours and informative dinners—some even made from trash, another topic covered at the conference. This year, the two-day event, which takes place on the lush grounds of the Culinary Vegetable Institute, is rooted in the theme of "Taking Action."

Jones has long been a supporter of educating the public about farming and sustainability. "We're exploring the theme of "Action" this year because our hope is that the conversations that begin at Roots will have a lasting impact on the food world long after the conference concludes," says Jones. "This year's Roots Conference will not only provide insight into relevant industry issues and inspire a global conversation about key food topics; it will also feature educational discussions to spark new, actionable ideas around food for generations to come."

The various topics covered at the conference are intended to provide tangible solutions, inspire thought-provoking conversations, exchange crucial information and forge powerful connections between people from across the globe 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.

Other topics that will be explored in depth at the festival will be: Quenched: Clean Water for Everyone; From Line Cook to Revolutionary: The Chef Activist; The Protein Shift: Transitioning to a Whole Food Diet; and Fermentation in Action.

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

Tickets are currently on sale for \$350, inclusive of all meals, farm tours and seminars. For more information, visit www.chefs-garden.com/rootsconference.

PHOTO: DOUG YOUNG

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