



FRESHFARM Markets

2010 Chef at Market Application

Since 1997, FRESHFARM Markets has provided local residents with wonderful, fresh, locally-produced food, while helping local farms to remain economically viable. One way we celebrate the joys and pleasures of seasonal cuisine through our Chef at Market program. Last year, over 315,000 patrons & more than 100 talented chefs joined us to pay tribute to our region's agricultural bounty and the farmers who produce the food. To those of you who participated, a huge **"THANK YOU!"** and to those of you who choose to join us in 2010 a huge **"WELCOME!"**

The Chef at Market Program provides an excellent opportunity to:

- Provide market shoppers with examples of how to use local, seasonal market resources at home.
- Expose local chefs to our market foods and farmers.
- Showcase chef's talents, promote local restaurants, and feature cookbooks and their authors

Some Notes about the program

- The chef at Market program is an EDUCATIONAL program, so first and foremost your role at the demo is to teach, via a cooking demonstration, using seasonal, local ingredients of your choosing (NOTE: You can also demonstrate canning or preserving techniques rather than preparing a "dish")
- The aim is to utilize local and seasonal products and to make those the focus of your recipe. While we appreciate all you do back in your personal/professional kitchens, this is a time to focus on simple recipes using market ingredients that the market shopper/ home cook can replicate at home.

Choosing a Market for Your Demonstration

FRESHFARM Markets operates ten farmers' markets—five in Washington, DC, four in Maryland and one in Virginia. You can request whichever market you like, but keep in mind that we usually will assign you to the market most in need and/or geographically nearest to your location.

(All market locations, dates and hours are listed on the application form on Page 2)

Signing up

- Important questions for YOU to consider before signing up:
 - What cooking techniques can I demonstrate?
 - What market/local/seasonal ingredients will I use?
 - Am I a good educator/speaker/demonstrator?
- To reserve a date for your Chef at Market demonstration, fill out the attached application and return it to Maddy Beckwith at chef@freshfarmmarkets.org; or fax to: 202.244.2131.

What's in Season

The Chef at Market cooking demonstration is intended to highlight seasonal eating. **Please use the "What's in Season" chart on page three as a guide to what's available at market and/or consult the FRESHFARM Market weekly e-news for the most current information about what's at market.** *(You can consult our website: www.freshfarmmarkets.org/recipes for examples).*

Questions? Please contact Maddy Beckwith at chef@freshfarmmarkets.org or 202/362-8889.

Chef at Market Application Form

Fax to: 202.244.2131 or email to: chef@freshfarmmarkets.org

Step 1: Contact Information

Chef name: _____

Restaurant: _____

Contact person day of demo (if not the chef): _____

Cell Phone (for contact on day of demo day): _____

Alternate phone(s): _____

Email (PLEASE PRINT!): _____

Step 2: Select Your Market and Dates: Determine your preferred locations, dates and times from the chart:

Market	Day	2010 Dates & Hours	Demo Begins	Location
Crystal City, VA	Tuesdays 3-7pm	TBD	TBD	Crystal Drive, btwn 18 th & 20 th Sts.
Foggy Bottom	Wednesdays 2:30pm - 7:00pm	April 7 - November 24	4:00pm	I Street between New Hampshire & 24 th Street, NW (right at the metro!)
Penn Quarter	Thursdays 3:00pm-7:00pm	April 1 -December 23	4:00pm	North end of 8 th Street, NW near E Street, NW, Washington, DC
By the White House	Thursdays 3:00pm-7:00pm	May 6 - November 18	4:30pm	800 block of Vermont Avenue NW Washington, DC
Silver Spring, MD	Saturdays 9:00am - 1:00pm	Year Round	11:00am	Ellsworth Drive between Fenton and Georgia, Silver Spring MD
H Street, NE	Saturdays 9am - 12:00noon	May 1 - TBD	10:30am	Parking lot between 609 and 625 H Street, NE, Washington, DC
St Michaels, MD	Saturdays 8:30am-12pm	April 17 - TBD	10:00am	Muskrat Park in St. Michaels, MD
Baltimore, MD	TBD	TBD	TBD	TBD
Annapolis, MD	Sundays 8:00am-12:00pm	May 2 - November 21	10:30am	Donner Parking Lot, Compromise St. Downtown Annapolis at harbor
Dupont Circle	Sundays 9:00am - 1:00pm	Year Round	11:00am	1500 block of 20 th Street, NW Btwn. Mass Ave., NW & Q Sts, NW

Step 3: Fax or Email Us: Choose two or three possible demo date(s) below. We will follow up with more information, and date availability upon receipt of your application.

Times & locations fill up fast, so don't wait until market season is upon us!

Market	Date

Planning for Your Demonstration Day

Submitting Your Recipe

Ten days before your cooking demonstration, you will need to submit:

- a **seasonal recipe which utilizes locally available foods** and
- a **brief bio** via email to chef@freshfarmmarkets.org or fax to 202-244-2131.

Please provide a recipe with quantities for **2-8 servings** and simple, easy to understand cooking instructions. Don't worry about format. We prepare the recipe for printing and posting on the web. Use the guide below to plan for seasonal market produce. *The sooner you schedule your visit and identify your recipe, the better chance we have to promote your visit in the media.*

NOTE: if you would like to use ingredients from market farmers, please notify us at least a week in advance, so we can check to see if those products will be available at market on your demonstration day. Please do not assume that you can get the products the day of the demonstration.

The Day of Your Demonstration / What to Bring

Please arrive at least 30 minutes before the demo is scheduled to begin. There is parking available at market, if needed. Email us at chef@freshfarmmarkets.org or call us at 202-362-8889 if you need information about where to park. In case of emergency or inclement weather or if you have questions and are unable to reach us at the FRESHFARM Markets offices on the demo day, call Maddy Beckwith at 202-302-0375 (cell).

Please bring all your non-market ingredients, utensils and equipment necessary for demonstrating your recipe and tasting samples for 50-100 market patrons (depending upon market where you will demo).

Also, please observe Health Department regulations with some simple guidelines:

- Do not cross-contaminate by using the same cutting board or bowls/utensils/containers for fruits and vegetables and raw meats, seafood, etc.
- Please wear gloves or use hand sanitizer in between prepping, cooking, serving
- Each sample needs to be pre-cut, adequately protected from insects and other forms of contamination, and served individually. That is, each sample needs to be placed in an individual cup or plate or served with individual toothpicks (provided by FRESHFARM Markets). At no time should a customer be able to touch any sample that is not theirs.
- Anne Arundel County requires that all samples are made in your commercial kitchen prior to the demonstration.

We provide table(s), canopies, sampling supplies, flatware, and a propane burner. Volunteers and market staff are also available to assist you. Although most chefs prepare a portion of their recipe in advance, depending on the dish, you may prefer to cook it fresh at market.

GUIDE TO SEASONAL FOODS

APPLES	August - March	KOHLRABI	June - December
APRICOTS	July	LEEKS	June - October
ARTICHOKES	July, September	LETTUCE	Year Round
ARUGULA	Feb - Dec	LIMA BEANS	August - September
ASPARAGUS	May - June	MELONS	Late July - October
BASIL	April - First Frost	MESCLUN MIX	Year Round
BEANS, GREEN	June - October	MINT	June - December
BEANS, SHELLING	September	MUSHROOMS	Year Round
BEETS	April - November	NECTARINES	July - August
BLACKBERRIES	July - August	OKRA	July - September
BLUEBERRIES	July - September	ONIONS	Year Round
BOK CHOY	May - November	PARSLEY	May - June, Sept - Dec
BROCCOLI	June - July, Oct - Dec	PARSNIPS	Late Sept - March
BROCCOLI RAAB	April - June, Sept - Nov	PEACHES	July - September
BRUSSELS SPROUTS	Sept - December	PEARS	August - November
CABBAGE	June - December	PEPPERS	July - December
CURRANTS	June	PLUMS	July - August
CARROTS	June - July, Oct - March	POTATOES	June - Dec
CAULIFLOWER	September - December	PUMPKINS	Oct - March
CELERY	August - November	RADDICCHIO	June, Sept - November
CELERY ROOT	August - February	RADISHES	May - March
CHESTNUTS	Mid Oct - early Dec	RASPBERRIES	June - August
CHERRIES	Late June - July	RHUBARB	May - August
CIDER	August - March	ROSEMARY	Year Round
CILANTRO	April - October	RUTABAGA	October - December
COLLARDS	May - July, Sept - Dec	SAGE	April - December
CORN	July - September	SHALLOTS	August - December
CUCUMBERS	Mid June - November	SORREL	April - June, Sept - Dec
DILL	May - June, Sept - Nov	SPINACH	Jan - June, Sept - Dec
EGGPLANT	June - October	SQUASH, SUMMER	May - October
FAVA BEANS	June - July	SQUASH, WINTER	Late Oct - March
FENNEL	June, Sept - Nov	STRAWBERRIES	June - July
FIGS	July - August	SWEET POTATOES	July - March
GARLIC	Late July - December	SWISS CHARD	Year Round
GOOSEBERRIES	July	TARRAGON	July - November
GRAPES	Aug - Sept	TAT SOI	June - November
JERSLM 'CHOKES	November - December	THYME	June - December
KALE	Year Round	TOMATOES	June - December
KIWI	August - Sept	TURNIPS	May - June, Sept - Dec
		WALNUTS	Sept - December