



FRESHFARM Markets

2011 Chef at Market Program

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 & pleasures of seasonal foods is through our Chef at Market program. Last year, over 350,000 patrons & more than 125 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 join us in 2011 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 11 producer - only farmers' markets—six 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 you/your business location. (*Market locations, dates & hours are listed on the following page*)

SIGNING-UP

- Important questions for YOU to consider before signing up:
 - ✓ What market/local/seasonal ingredients can I use?
 - ✓ What SIMPLE home cook friendly recipe will I demonstrate?
 - ✓ Am I a good educator/speaker/demonstrator?
- To be considered for a Chef at Market demonstration, please fill out the attached application form and return it to Maddy Beckwith at chef@freshfarmmarkets.org; or fax to: 202.244.2131.

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:

Name/Title, if applicable: _____

Restaurant/Business/ Affiliation: _____

Contact number: _____

Email (PLEASE PRINT!): _____

Assistant and/or PR rep's name & contact info: _____

Step 2: SELECT YOUR MARKET & DATES:

Market	Day	2011 Dates	Demos	Location
Crystal City, VA	Tuesdays 3:00pm-7:00pm	May 3 - Nov 22	2 nd Tues at 3:30pm	Crystal Drive, btwn 18 th & 20 th Sts.
Foggy Bottom	Wednesdays 3:00pm - 7:00pm	April 6 - November 23	1 st & 3 rd Wed at 4:00pm	I Street between New Hampshire & 24 th Street, NW (right at the metro!)
Health & Human Services	Wednesdays 11:00am - 2:00pm	May 18 - Oct 26	2 nd Wed 12:00pm	200 Independence Avenue SW
Penn Quarter	Thursdays 3:00pm-7:00pm	March 24 -Dec.22	2 nd & 4 th Thurs at 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 5 - October 27	1 st & 3 rd Thurs at 3:30pm	800 block of Vermont Avenue NW Washington, DC
Silver Spring, MD	Saturdays 9:00am - 1:00pm	Year Round	2 nd & 4 th Sat at 11:00am	Ellsworth Drive between Fenton and Georgia, Silver Spring MD
H Street, NE	Saturdays 9am - 12:00noon	April 16 - Nov 19	1 st & 3 rd Sat at 9:30am	Parking lot between 609 and 625 H Street, NE, Washington, DC
St Michaels, MD	Saturdays 8:30am-11:30pm	April 16 - Oct 8	2 nd Sat at 10:00am	Muskrat Park in St. Michaels, MD
Bethesda, MD	Saturdays 9:00am-1:00pm	May 7 - Oct 29	3 rd Sat at 10:30am	Norfolk Ave at Veteran's Park
Annapolis, MD	Sundays 8:30am-12:00pm	May - November (TBD)	Sundays at 10:00am	Donner Parking Lot, Compromise St. Downtown Annapolis at harbor
Dupont Circle	Sundays 9:00am - 1:00pm	Year Round	1 st & 3 rd Sun at 11:00am	1500 block of 20 th Street, NW Btwn. Mass Ave., NW & Q Sts, NW

Step 3: Fax or Email Us this page: Choose 2 or 3 preferred markets & date(s) below. We will follow up to schedule.

Market	Date

