



**MEDIA ADVISORY
FOR IMMEDIATE RELEASE
September 17, 2015**

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6TH BOSTON LOCAL FOOD FESTIVAL LAUNCHES THE NEW ENGLAND VILLAGE

What: 6th Annual Boston Local Food Festival
Date: Sunday, September 20, 2015
Time: **12 noon: Launch of *The New England Village***
Location: Zone B, Crossroads of Congress Street & State Street
11 am – 5 pm: Festival
Where: Rose Kennedy Greenway, State St and Surface St, Boston, MA 02110

BOSTON, MA, September 17, 2015 – Over 100 vendors will join [The Sustainable Business Network of MA \(SBN\)](#) in celebrating the [6th Annual Boston Local Food Festival](#) on Sunday, September 20, 2015, on the Rose F. Kennedy Greenway. The Rose Kennedy Greenway will be transformed into the nation’s largest local and sustainable food hub! The festival is New England’s largest one-day farmers market celebrating “Healthy Local Food for All.” More than 50,000 eaters will have the opportunity to get to know local food growers and business owners, enjoy endless tastings from local Chefs, purchase and take home food from local food vendors, obtain educational information on food sustainability, jam to live music, and more!

This year, SBN is pleased to launch ***The New England Village***. Here, vendors from our New England states will be on hand. At **12:00 pm** Food Solutions New England and SBN offer a “50 by 60” vision briefing update. [A New England Food Vision](#) calls for our region to build the capacity to have healthy food for all, sustainable farming and fishing, and thriving communities while producing 50% of our food by 2060. This groundbreaking report is the basis for the ***New England Village*** that is meant to inspire all the New England states to work together to ensure we meet or exceed that goal. Members of the Food Solutions New England network who are working towards the goal will share their remarks.

Speakers include:

- Laury Hammel, Executive Director, Sustainable Businesses Network of Massachusetts
- Felix Arroyo, Commissioner of Health and Human Services, City of Boston
- Brian Donahue, Brandeis University
- Joanne Burke, University of New Hampshire Sustainability Institute
- Niaz Dorry, Northwest Atlantic Marine Alliance
- Julius Kolawole, African Alliance of Rhode Island
- Tom Kelly, Director, University of New Hampshire Sustainability Institute

Following the briefing at **1:00 pm**, **Meet the Authors** of the New England Food Vision will take place in the **50 by 60 Gallery** where Brian Donahue, Joanne Burke, Tom Kelly, and Amanda Beal, Maine Farmland Trust, will be available to discuss the details of the Vision and its current and potential impact on the future of food in New England.

About New England Food Vision

[***A New England Food Vision***](#), is a comprehensive research report on how the region could build a more sustainable, robust, and resilient regional food system. The report challenges the region to produce 50% of the food consumed locally by 2060, or “50 by 60 while ensuring healthy food for all, sustainable farming and fishing, and thriving communities.” Today, only about 10% of what New Englanders consume is produced within the region. Together with SBN and the Boston Local Food Festival, Food Solutions New England seeks to raise awareness about A New England Food Vision and encourage consumers to “eat local first.” Featured vendors and exhibitors in year’s New England Village include: Oxen Hill Farm from CT; Spring Rain Farm and Red Fire Farm from MA; Grandy Oats from ME; New England Fishmongers and Maplenut Kitchen LLC from NH; Fox Point Pickling Company from RI; and Cabot Creamery and Westminster Meats from VT.

About Sustainable Business Network of Massachusetts and The Boston Local Food Festival

Launched in 1988 as the Responsible Business Alliance, SBN is a 501(c)(3) nonprofit organization based in Cambridge, MA, with the mission to build a Massachusetts economy that is local, green, and fair. With over 1000 locally owned and independent businesses, affiliates, and individuals participating in SBN’s projects and programs, SBN remains the leading organization of sustainable business in the state. SBN currently organizes and leads the following programs: Sustainable Business Leader Program, Local First Networks, Boston Local Food Program, and the SBN Leadership Exchange.

The Boston Local Food Festival showcases farmers, local restaurants, food trucks, specialty food producers, fisher folks, and organizations that focus on healthy food and fitness from around New England! The Festival is a zero-waste event, meaning over 91% of the waste is diverted each year and 100% of the energy used is offset! Other festival highlights include the Le Cordon Bleu Chef Demo Stage, Fishstock and the Seafood Throwdown, live local music, an interactive Family Fun Zone with health and fitness activities, and more!

For more information about SBN and the Boston Local Food Program, visit www.sbnmass.org, www.bostonlocalfood.org or call 617-395-0250.

For more information on the festival, visit www.bostonlocalfoodfestival.org

Twitter: [@BostonLocalFood](https://twitter.com/BostonLocalFood), [#BLFF2015](https://twitter.com/BLFF2015)

Facebook: [Facebook.com/BostonLocalFood](https://www.facebook.com/BostonLocalFood)

Instagram: [@BostonLocalFood](https://www.instagram.com/BostonLocalFood)

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2015 Festivities Schedule

Boston Local Food Festival, September 20th 2015, Rose Kennedy Greenway

New England Food Vision Launch

Location: Zone B, Crossroads of Congress Street & State Street

SBN is excited to be partnering with Food Solutions New England to present “**The New England Village**” at this year’s festival. The Village is a follow up to the Massachusetts launch and announcement of FSNE’s 50 by 60 vision at last year’s food festival. The 50 by 60 vision calls for our region to build the capacity to produce at least 50% of clean, fair, just and accessible food for all New Englanders by 2060. The New England Village will highlight a select few of our New England vendors as a sampling of how easy it is to support and celebrate our region’s interconnection, making a vision of 50 by 60 come to life! We hope to have the “New England Village” become a major feature of the Boston Local Food Festival for years to come to demonstrate how each state in New England is working together to realize A New England Food Vision: 50 by 60. Featured vendors and exhibitors in The New England Village include Cape Ann Fresh Catch and Red Fire Farm from MA; Cabot Creamery and Westminster Meats from VT; New England Fishmongers and Maplenut Kitchen from NH; Grandy Oats from ME; and Fox Point Pickling Company from RI.

- 11:00AM - 5:00PM Meet vendors from around New England and learn more about our regional food system.
- 12:00 – 12:30 PM Food Solutions New England hosts a media briefing to give an update on a New England Food Vision.
- 1:00 – 2:00 PM Meet the Authors of a New England Food Vision in the 50 by 60 Gallery where one can take a closer look at some of the anchor concepts within a Vision. Authors participating will be Brian Donahue, Brandeis University; Joanne Burke, University of New Hampshire and Sustainability Institute; Amanda Beal, Maine Farmland Trust; and Tom Kelly, Director, University of New Hampshire Sustainability Institute.

Family Fun Zone Schedule

Location: Rings Fountain and the lawn on Zone B along with Echelman Aerial Rope Sculpture

[Family Fun Zone](#) is presented by: The Trustees, KAS Consulting, and The Rose F Kennedy Greenway.

This year’s Family Fun Zone will again be filled with exciting interactive games and activities for the whole family! From getting physical to being in touch with our animals of the land and sea, there is something for everyone!

Schedule is as follows:

- 11:00 AM-2:00 PM Veggie Tattoos & Mystery Box with ChopChop Magazine
- 11:00 AM-3:00 PM Kite Making and Take a Closer Look with Cambridge Science Festival and Science on the Street
- 11:00 AM-4:00 PM Seed Ball-making with wild flowers and Apple Cider Press, courtesy of Spontaneous Celebrations & Boston Food Forest Coalition
- 11:30 AM-12:30 PM Bollywood Dance with Shikha Bajpai from Bollywood Studios
- 12:00-4:00 PM Echelman Aerial Rope Sculpture activities with Arts Ambassadors
- 12:00-1:00 PM Dance with Me and Round and Round on the lawn with Body by Brandy 360
- 1:00-1:30 PM Grand Ole Goats from Chestnut Hill Farm
- 1:30 PM Start Greenway Public Art Tour with Arts Ambassadors
- 1:30 -2:00 PM Bollywood Dance with Shikha Bajpai from Bollywood Studios
- 2:00-2:30 PM Grand Ole Goats from Chestnut Hill Farm
- 3:00-4:00 PM Family Yoga on the Lawn with Health Yoga Life & Beacon Hill Studio
- 4:00 PM Cherry Tomato Sculpture Winner Announcement

Northwest Atlantic Marine Alliance's Fishstock

Location: Zone A, State Street

[Fishstock](#) is presented in partnership with the Northwest Atlantic Marine Alliance and highlights cooking with local day-boat seafood.

One of the highlights in Fishstock is a "Seafood Throwdown" organized by [Northwest Atlantic Marine Alliance](#) (NAMA), where local chefs in the community go head to head in a friendly competition to cook the best dish with the "mystery fish," and raise awareness of the importance of supporting the fisher folk and fisheries in our community. It's all about food, and we are smack dab in the middle of it with our Seafood Throwdown!

This year we are focusing on Women in Fisheries and Food Systems. The Dream Teams are made up of women who fish and are part of the food system. They are **Women of Fishing Families** out of Chatham MA vs. **Women of New England Fish Mongers** out of Dover, NH. You don't want to miss this one, great gals, great cooking, and great stories to be told! Each team will be bringing their own catch of that underutilized, under-loved species. They will introduce to you their Mystery Seafood, then given \$25 and 15 minutes to go shopping for local produce from the farm vendors at the festival. As they are preparing their dishes you will get a play by play from the Emcee **Laurie Lufkin**, an award winning contest cook and cooking show host from Essex, MA. She will keep you abreast of what the chefs are doing, along with hearing from the Judges Panel which is compiled of 5 Women Authors:

- Diana Rodgers, a Massachusetts-based farmer, nutritionist, and author of *Homegrown Paleo Cookbook*
- Hallie Baker, a chocolatier owner of Turtle Alley Chocolates in Gloucester and Salem MA, and author of *Turtle Truffle Bark!*
- Heather Atwood, food writer of Gloucester Daily Times and author of *In Cod We Trust*
- Ali Berlow, publisher of Edible Vineyard and author of *Food Activist Handbook*
- Leigh Belanger, author of *Boston Homegrown Cookbook*.

Seafood Throwdown Schedule:

- 12:30 - 2:30 PM Seafood Throwdown featuring Women of Fishing Families out of Chatham, MA vs. Women of New England Fish Mongers out of Dover, NH. Using a mystery catch and ingredients purchased at the Festival, the teams will compete to create the most delicious dish!
- 3:00 - 4:00 PM Chix Who Fish Crab Demo and Jonah Crabs crab cakes sampling

Le Cordon Bleu Chef Demo Stage

Location: Zone C, Crossroads of Congress Street & Milk Street

Join [Le Cordon Bleu](#) at the Chef Demo Stage and interact with professional chef instructors and chef-to-be students

Chef Demo Schedule:

- 11:00-12:00 PM Chef James Henry; Chef Instructor, Le Cordon Bleu College of Culinary Arts, Cambridge, MA
- 12:00-1:00 PM Chef Eric Ullman; Chef Instructor, Le Cordon Bleu College of Culinary Arts, Cambridge, MA
- 1:00 -2:00 PM Pankaj Pradhan, The Red Lentil
- 2:00 -3:00 PM Dr P.K. Newby, The Nutrition Doctor
- 3:00-4:00 PM Chef Paul O’Connell; Chef Instructor, Le Cordon Bleu College of Culinary Arts, Cambridge, MA

Let’s Dance Boston!

Location: Zone D, Crossroads of Congress Street & High Street

Presented by [Celebrity Series](#)

Schedule:

- 3:00 - 3:45 PM Group Swing Dance Lessons
- 4:00 - 5:30 PM Live Music & Open Dancing

Continued...

Vendors

* Indicates member of Sustainable Business Network (SBN)

(S) Indicates Sponsor

Farms

- [Backyard Farms](#), Madison, ME
- [Cape Cod Select](#), Carver, MA
- [Chesnut Farms](#), Hardwick MA
- [Green Mountain Girls Farm](#), Northfield, VT
- [Justamere Tree Farm](#), Worthington, MA
- [Our Family Farms](#), Greenfield, MA
- [Oxen Hill Farm](#), East Granby, CT
- [Red Fire Farm](#), Montague, MA
- [Seaview Farm](#), Rockport, MA
- [Spring Rain Farm](#) (Taunton, MA)
- [Westminster Meats](#), Westminster Station, VT

Food Trucks

- [Cupcake City](#), Newton/Reading, MA
- [Fresh Food Generation](#), Dorchester, MA
- [Singh's Roti, Dorchester](#), MA
- [High Lawn Farm](#), Lee, MA
- [Uyghur Kitchen](#), Boston, MA

Restaurants

- [Big Rock Oyster](#), Harwich, MA
- [Bubor Cha Cha](#), Boston, MA
- [Central Wharf Co.](#), Boston, MA
- [Flour Bakery](#), Boston, MA
- [Granary Tavern](#), Boston, MA
- [Mela](#), Boston, MA
- [Recreo Coffee & Roasterie](#), Dedham, MA
- [Red Lentil](#), Watertown, MA
- R&S Jamaican, Dorchester, MA
- [TBD Foods](#), Somerville, MA
- [Tuscan Kitchen](#), Salem, NH
- [Unnatis Café](#), Chelmsford, MA

Specialty Foods

- [Alex's Ugly Sauce](#), Roslindale, MA
- [Al FreshCo](#), Boston, MA
- [Apotheker's](#), LLC, Dorchester, MA
- [Ariel's Honey Infusions](#), Huntington, VT
- [Atlantic Saltworks](#), Gloucester, MA
- [Auntie Elsie's Oatmeal Crisps](#), Belchertown, MA
- [Better Life Food](#), Dorchester, MA
- [Cabot Creamery](#), Waterbury Center, CT
- [Camberville Dog Treats](#), Cambridge, MA
- [Chocolate Theraphy](#), Framingham, MA
- [The Craic and Blonde](#), Jamaica Plain, MA
- [Daniele Inc.](#) (Promotional), Pascoag, RI
- [Dirty Dick's Hot Pepper Sauce](#), Norwell, MA
- [Effie's Homemade, LLC](#), Boston, MA
- [Energy Smoothie Booth/Boys & Girls Club](#), Lynn, MA
- [Evy Tea](#), Boston, MA
- [FoMu](#), Allston/Jamaica Plain, MA
- [The Gallery Ice Cream](#), Cambridge, MA
- [Grandy Oats](#), South Portland, ME
- [Honeycomb Creamery](#), Somerville, MA
- [Ivyees 'Everything Honey'](#), Randolph, MA
- [Jennifer Lee's Gourmet Bakery](#), Cambridge, MA
- [Jubali](#), Dorchester, MA
- [Just Jane's](#), South Hadley, MA
- [Lyndigo Spice](#), Readville, MA
- [Maine Grains](#), Skowhegan, ME
- [Makomas](#), Revere, MA
- [Mangé](#), Somerville, MA
- [Maple Nut Kitchen](#), Keene, NH
- [Minus the Moo](#), Dorchester, MA
- [Naga Bakehouse](#), Middletown Spring, VT
- [Nashoba Brook Bakery](#), Concord, MA
- [Newburyport Crab Cake Co.](#), North Hampton, NH
- [New England Charcuterie](#), Waltham, MA
- [New England Fishmongers](#), Dover, NH
- [Nola's Fresh Foods](#), Jamaica Plain, MA
- Pop City Kettle Corn, Sudbury, MA
- [Relish the Harvest](#), Chicopee, MA
- [The Scoop](#), Lenox, MA
- [Sfolia Baking](#), Belmont, MA
- [Soup N' Spoon](#), Newton Highland, MA
- [Spindrift](#), Charlestown, MA
- [Sprig](#), Marion, MA
- [STEEM Peanut Butter](#), Inc., Greenfield, MA
- [Taza Chocolate*](#), Somerville, MA
- [Third Cliff Bakery](#), Boston, MA

- [Tia's Cakes & Pastries](#), Dorchester, MA
- [Top Shelf Cookies](#), Quincy, MA
- [With Good Reasons](#), Keene, NH
- [Wood's Vermont Maple Syrup Co, LLC](#), Randolph, VT
- [Yummy Mummy Brownies](#), Westborough, MA

Exhibitors

- [Boston Food Forest](#), Boston, MA
- [Boston Vegetarian Society](#), Boston, MA
- [Cambridge Science Festival](#), Cambridge, MA
- [ChopChop Kids](#), Watertown, MA
- [Community Servings](#), Jamaica Plain, MA
- [Eat More Kale](#), Montpelier, VT
- [The Farm School](#), Athol, MA
- [Glenwood Garden](#), Boston, MA
- [Greenfest](#), Boston, MA
- [The Humane Society of the United States](#), Gaithersburg, MD
- [Just Add Cooking](#), Boston, MA
- [Massachusetts Department of Agricultural Resources \(S\)](#), Boston, MA
- [Massachusetts Division of Fisheries and Wildlife](#), Westborough, MA
- [New England Aquarium](#), Boston MA
- [New Entry Sustainable Farming Project](#), Lowell, MA
- [On the Avenue Marketing](#), Waltham, MA
- [Oxfam America](#), Boston, MA
- [Power Home Remodelling Group](#), Waltham, MA
- [Renew Boston](#), Boston, MA
- [Red Tomato](#), Plainville, MA
- [Rose Fitzgerald Kennedy Greenway Conservancy](#), Boston, MA
- [Science Festival](#), Cambridge, MA
- [Upland Road](#), Waban, MA
- [Urban Hydro Farmers](#), Chestnut Hill, MA
- [Zipcar](#), Boston, MA

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