

GOOD
FOOD
awards



REDEFINING GOOD FOOD 2012

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2012





The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic and responsible. We grant awards to outstanding American food producers who excel in taste and sustainability, together with the farmers who provide their ingredients. By bringing visibility and opportunities to its winners, the Good Food Awards are helping to redefine 'good food' in America.

In its first year, over 30,000 people participated in the Good Food Awards Marketplace, Ceremony and festivities. Now in its second year, it has received 926 entries and awards will be given in eight categories: beer, charcuterie, cheese, chocolate, coffee, pickles, preserves and spirits.



A NATIONAL PROJECT

The Good Food Awards have struck a chord: 780 products from 41 states were submitted in its first year. The 71 winners rose above the rest in a blind tasting with a cross section of food movement leaders, chefs, journalists, farmers and food producers. The winners flew to San Francisco to be presented with their award by Alice Waters, and took part in the packed 15,000-person Good Food Awards Marketplace at the iconic San Francisco Ferry Building.

The Good Food Awards are helping to fuel a national 'good food' renaissance. The first group of award winners are being embraced by retailers and consumers alike, from the Ohio House of Representatives honoring its hometown winners with a special resolution to Williams Sonoma creating Good Food Awards displays in 20 of its stores.

Through partnerships with Whole Foods Market, Gilt Taste, Williams Sonoma, farmers markets and retailers around the country, Good Food Award Winners are growing. The Good Food Awards Seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good.

TIMELINE 2012

ENTRY PERIOD

July 6 – September 1, 2011

Craft food producers from all pockets of the country enter their favorite products to be considered for a Good Food Award. All producers certify that their entry meets category-specific criteria for authenticity and responsible production.

BLIND TASTING

October 9, 2011

A dynamic panel of food movement leaders, from journalists and chefs to artisans and farmers, judge all submissions in a one-day tasting event at the Hub Soma, a LEED certified co-working space in San Francisco.

GOOD FOOD AWARDS

ROADSHOW AUSTIN

October 28-30

New this year, the Roadshow kicks off in the South with a Taste Workshop featuring Austin Good Food Award Winner Confituras, a seminar for local food producers, and a special Good Food Dinner featuring winners from the South.

2011

**GOOD FOOD AWARDS
ROADSHOW NEW YORK
November 10-13**

A weekend of activities culminates with a press conference announcing (and sampling) the 2012 Good Food Award Finalists.

**FINALISTS ANNOUNCED
NEW YORK CITY November 10, 2011**

The Good Food Awards Finalists are announced at a press conference and tasting with top national media.

**WINNERS ANNOUNCED
January 13, 2012**

The new Winners are announced on the Good Food Awards website. New this year, winners using certified organic ingredients will be specially recognized with a Good Food Awards Gold Seal.

**CEREMONY
SAN FRANCISCO January 13, 2012**

In front of a crowd of industry leaders, journalists, farmers and food producers, the 2012 Good Food Awards Winners will be announced at a celebratory event in the San Francisco Ferry Building. Immediately following the presentation, the winners will mingle and meet during a reception featuring the winning food and drink.

**GOOD FOOD MARKETPLACE
SAN FRANCISCO January 14, 2012**

In a packed 15,000-person Good Food Awards Marketplace, the public can taste the Winners for the first time. Hosted by the CUESA Ferry Plaza Farmers' Market, the winners have the opportunity to sell to national buyers and retailers in town for the Fancy Food Show, as well as the food-loving public.

2012

926 ENTRIES





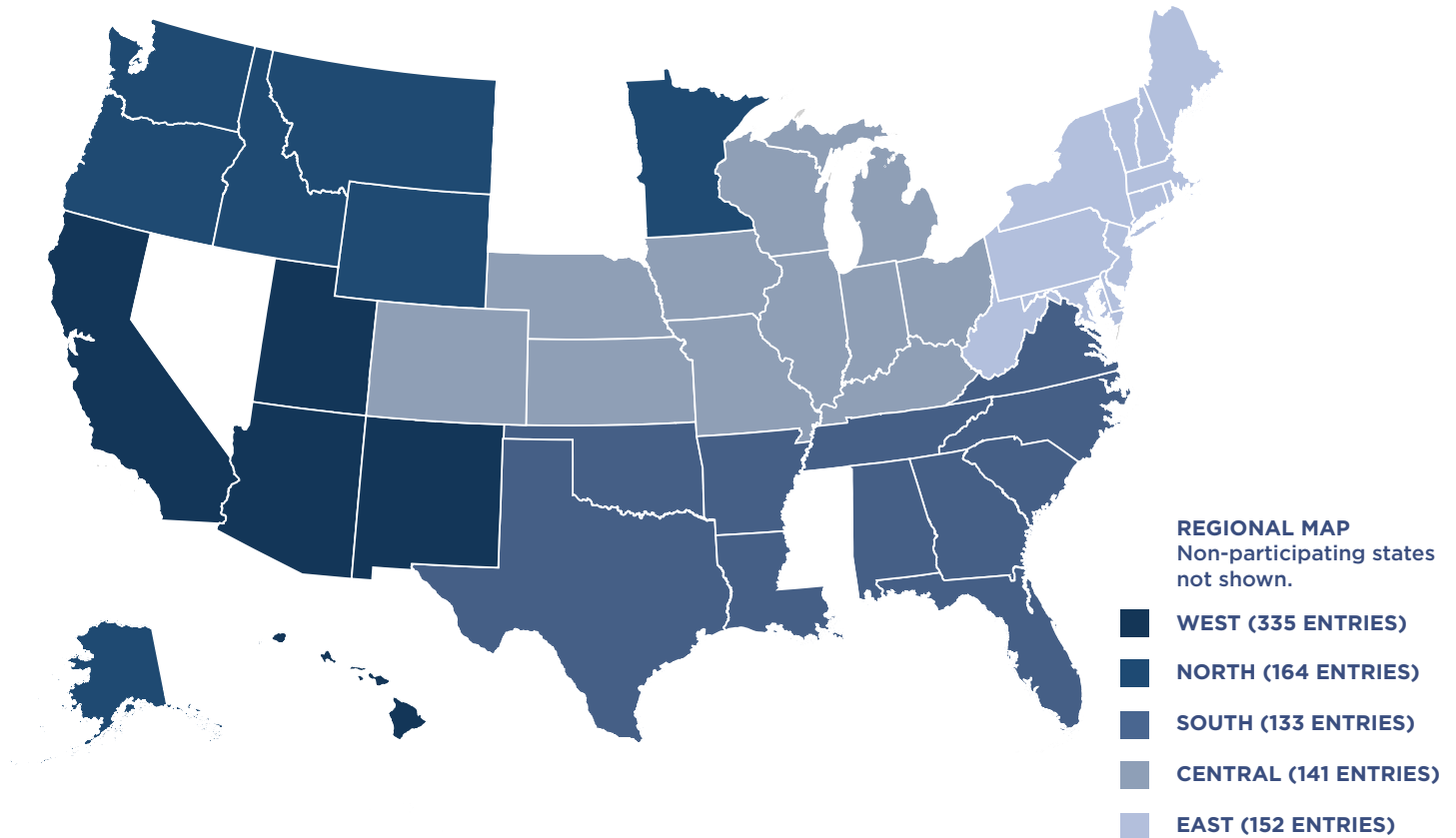
COSTA RICA
STUMPTOWN
COFFEE ROASTERS
stumptowncoffee.com

VERVE

38



FROM 46 STATES!



HOW IT WORKS

Every entrant to the Good Food Awards must certify they meet specific criteria for social and environmental responsibility. These criteria are inclusive of food and drink producers who have demonstrated a superior commitment to building a tasty, authentic and responsible food system. Always working toward advancement and remaining mindful of the unique challenges in each industry, the Good Food Awards and its Committee Members carefully review and revise the criteria each year rather than requiring organic or other third party certification across the board.

A special designation, the Gold Seal, has been created to recognize those products that receive winning scores in the blind tasting, meet the social responsibility criteria and are also made with 100% third party certified organic ingredients. The Good Food Awards criteria are rooted in bringing our nation closer to a 'good food system' which we define as:

Tasty

- *Food is delicious, bringing joy to those who consume it.*

Authentic

- *No artificial ingredients are used.*
- *Food is an expression of culture and tradition.*
- *Seasonal and local ingredients wherever possible.*
- *Direct, face-to-face communication is valued.*

Responsible

- *Ingredients are grown without synthetic chemicals.*
- *Respect and fair compensation is shared all along the supply chain.*
- *Good animal husbandry is practiced.*
- *Growing practices promote biodiversity.*
- *Water and resource conservation and recycling is practiced.*
- *Transparency and honesty with consumers is practiced.*



Please score the product 1-5:

- 1-needs improvement
- 2-fair
- 3-pretty good
- 4-great
- 5-brilliant

GOOD FOOD awards

PRODUCT NUMBER: 8

SUBCATEGORY: restaurant

PRODUCER NAME: parcetta

TO BE FILLED IN AFTER JUDGING IS COMPLETE.

PRODUCER NAME: _____

PRODUCT NAME: _____

CATEGORY: _____

PRODUCT NUMBER: _____

A) Appearance

B) Texture / Mouth Feel

C) Overall Flavor

TOTAL SCORE

Additional Comments: _____





CATEGORIES



BEER



Breweries making Good Beer are pioneers of local manufacturing, using traditional and creative brewing methods to redefine consumer expectations for craftsmanship with their beer. These brewers aim to reshape supply chains and promote responsibility by sourcing ingredients locally and grown without synthetic inputs when possible, practicing resource conservation and supporting local communities. In order to be eligible for a Good Food Award brewers must meet the following criteria:

- *Make an effort to seek out ingredients that are free of synthetic inputs, including pesticides, herbicides, fungicides and fertilizers.*
- *Practice water recycling and other resource conservation.*
- *Support local communities.*
- *Source ingredients locally when possible.*
- *Do not use any artificial ingredients or GMOs.*

BEER COMMITTEE

Wesley Anderson, Beer Specialist at Whole Foods Market in the Portero neighborhood of San Francisco

William Bostwick, Author of 'Beer Craft: A Simple Guide to Making Great Beer' and beer columnist for The Wall Street Journal

Greg Engert, Beer Director for Neighborhood Restaurant Group in Washington, DC

Bryant Goulding, West Coast Sales Manager for Dogfish Head Craft Brewery

Dave McLean, Founder and Brewmaster of Magnolia Gastropub & Brewery in San Francisco

Craig Wathen, Owner of City Beer Store in San Francisco



Grand Teton Brewing Co.

Winning Product Sweetgrass American Pale Ale

Region North

Annual Production 9,000 barrels/year

Community Award Winners Hop Union LLC - Hops Supplier

The Grand Teton Brewing Co. was founded in 1989 by the Otto brothers in a quest to create flavorful and locally produced beers. One of their claims to fame is reintroducing the beer growler – a reusable 64 oz glass jug – that has since been adopted by breweries across the nation and saves countless bottles and cans from being thrown away. Their Sweetgrass American Pale Ale is made with barley from Idaho malted less than 100 miles away and hops from the Yakima Valley. While their beers are not organic, Grand Teton brewery makes an effort to source their ingredients locally. Brewer Reid Stratton mentioned that they are currently striving to work directly with a local barley farmer instead of relying on traditional distributors – which are tailored towards large brewers. Reid hopes that the future will see more micro-malting facilities that cater more towards craft brewers and would make tracking the source of ingredients easier. Reid stressed that drinking organic is just as important as eating organic and he hopes that consumers will eventually reach this mentality.

2012 JUDGES

Matt Brynildson, Brewmaster at Firestone Walker Brewing

Daniel Capra, Head Chef at Paula Le Duc Fine Catering

Gwen Conley, Quality Assurance Director at Port Brewing Company

Christian DeBenedetti, Author of “The Great American Ale Trail”

Megan Flynn, Publisher and Editor-in-Chief for Beer West Magazine

Joseph Kaulbach, Northern California Regional Specialty Coordinator of Whole Foods Market

Johanna Kramer, Author and Blogger of Durham Foodie

Michael Lucas, Founder of Lime Ventures

Cal Peterzell, Chef at the Chez Panisse Café

Michael Pollan, Author of The Omnivore’s Dilemma

Sean Paxton, Chef of Homebrew Chef

Jerry James Stone, Author of “Green Wine Guide”

Carl Sutton, Owner and Founder of Sutton Cellars

Dr. Bill Sysak, Beverage Supervisor at Stone World Bistro





CHARCUTERIE



Good Charcuterie is made by hand with meat from animals that were raised without hormones and raised with access to pasture. The Good Food Awards seal will be given out in Patés & Terrines, Smoked, Dry Cured, and a special Restaurant category to celebrate the leadership of chefs across the country in reviving the art of charcuterie making. In order to be eligible for a Good Food Award charcuterie products must meet the following criteria:

- *Made with meat from animals raised: using good animal husbandry*, out of confinement that restricts natural species-specific behaviors, with plenty of access to the outdoors, without gestation crates, without hormones, without sub-therapeutic antibiotics, and without feed containing animal by-products.*
- *Made in a facility that has a HACCP plan (if distributed wholesale).*
- *Butchered in a state, county or USDA approved facility.*
- *Must be handcrafted.*

**The Good Food Awards use Animal Welfare Approved guidelines to define good animal husbandry.*

CHARCUTERIE COMMITTEE

Jamie Bissonnette, Chef and Co-owner of Coppa and Toro in Boston, MA

Marissa Guggiana, Co-founder of The Butcher's Guild and Author of "Primal Cuts: Cooking with America's Best Butchers" and "Off the Menu: Staff Meals from America's top Restaurants"

Tia Harrison, Co-owner of Avedano's and Sociale and a Co-founder of The Butcher's Guild

Morgan Maki, Butcher, Cook, and Teacher at Bi-Rite Market and 18 Reasons

Shane Michalik, fMatthiasson, a family run winery and BOCA Farm

Berlin Reed, Butcher, Chef and Writer behind The Ethical Butcher

Julia Weinberg, Writer and Editor focusing on food, wine, and sustainability



Weeping Radish Farm Brewery

Winning Product Sweet Potato Liverwurst

Region South **Location** Grandy, NC

Annual Production 700-800 lbs.

Community Award Winners Mary Betty Kearney, Nooherooka Natural Beef; Kenneth and Dani Strader, Meadows Family Farm; Randy and Karen Sowers, South Mountain Creamery

Uli Bennewitz crafts hand-made charcuterie products alongside Frank, a German master butcher, at his Weeping Radish Farm Brewery. They sell their charcuterie products in their restaurants and at a local farmers' market. With charcuterie, the owners of Weeping Radish can buy the more rare cuts of meat from local family farms and give them back to the farm to sell as a value-added product. Local farmers raise all pigs in natural living conditions without the use of antibiotics. To make it easier for small artisan charcuterie makers to enter the industry, Uli would like to see the federal operating standards be adapted for smaller operations.

2012 JUDGES

Bruce Aidells, Cookbook Author, "Bruce Aidells's Complete Book of Pork"

Maddy Beckwith, Market Coordinator for Freshfarm Markets

Cary Bernstein, Architect and Designer of Slow Food Nation's Charcuterie Exhibit

Jamie Bissonnette, Chef and Co-owner of Coppa and Toro in Boston, MA

David Budworth, "Dave the Butcher" at Avedano's and Marina Meats

Christian Caiazzo, Owner of Osteria Stellina

Tanya Cauthen, Founder of Belmont Butcher

Brenda Crow, Founder of FoodShed

John Fink, Chef and Proprietor at The Whole Beast

Matthew Mestemacher, Northern California Regional Prepared Foods Coordinator of Whole Foods Market

Carrie Oliver, Founder of Oliver Ranch

Kip Ramsey, Farm to Table Manager of Long Meadow Ranch — Farmstead Restaurant

Berlin Reed, Butcher, Chef and Writer behind The Ethical Butcher

Aaron Rocchino, Owner of The Local Butcher Shop

Daniella Sawaya, Mobile Manager for La Cocina



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CHEESE

SH29N

SH34E

SH35S

Good Food Awards will be given to the tastiest artisan and farmstead cheeses in the categories of Fresh, Semi-Soft, Semi-Hard and Hard. Cheese that meets the criteria for entry are made using good animal husbandry, without the use of hormones, and without the use of synthetic herbicides and pesticides on the pastures. In order to be eligible for a Good Food Award cheese products must meet the following criteria:

- *Made with milk from animals raised using good animal husbandry with access to the outdoors.*
- *Made without the use of synthetic pesticides, herbicides, fungicides, or fertilizers on the pastures.*
- *Made without hormones or sub-therapeutic antibiotics.*
- *Made with rBGH-free milk.*
- *Made with other ingredients, such as rennet, starter cultures, herbs and washes, produced in the same spirit without the use of synthetic pesticides, herbicides, fungicides or fertilizers.*

CHEESE COMMITTEE

Sue Conley, Co-founder of the renowned Cowgirl Creamery and Tomales Bay Foods

Jen Dalton, co-editor of Civil Eats, co-founder of Kitchen Table Talks and director of Kitchen Table Consulting

Laura Martinez, owner of The Artisan Palate and a founding board member of the California Artisan Cheese Guild

Peggy Smith, Co-founder of the renowned Cowgirl Creamery and Tomales Bay Foods

Tracy Sylvester, Volunteer for 18 Reasons and Slow Food Nation



Uplands Cheese

Winning Product Pleasant Ridge Reserve and Extra-Aged Pleasant Ridge Reserve

Region Central **Location** Dodgeville, WI

Annual Production 90,000 lbs

Community Award Winners L'Etoile Restaurant, Madison WI; Underground Food Collective

Twenty different pastures comprise the farm at Uplands Cheese in Dodgeville, Wisconsin. Here, the herd roams freely, daily moving from one pasture to the next. With 20 to 30 different grass species along with naturally growing clover, the cows' diets are diverse and imbue the cheese with its unique Alpine flavor profile. Founder Mike Gingrich tries to maintain a 1:2 ratio of clover to grass in order to ensure a harmonious ecosystem/polyculture on the farm. As a legume, the clover fixes nitrogen, which the grasses are then able to incorporate through their roots and eliminate the need for synthetic fertilizers. Excess whey can also act as an additional fertilizer, although much of it is fed to the farm's heritage Berkshire hogs. For Mike, "raising those kinds of hogs and providing a market for them" is a way to "preserve that breed." Mike laments the lack of meticulous care given to artisan cheeses at larger supermarkets and hopes to see an insurgence of small shops specializing in artisan cheeses.

2012 JUDGES

Dino Borri, Buyer for Eataly

Sarah Dvorak, Founder and Cheesemonger of Mission Cheese

Gordon Edgar, Cheesemonger for Rainbow Grocery

Janet Fletcher, Author and Columnist for the San Francisco Chronicle

Aaron French, Eco-Chef for The Sunny Side Cafe

Jody Lagorio, Owner of C'est Le Cheese

Sam Mogannam, Owner of Bi-Rite Market and Author of "Eat Good Food"

Jennifer Pelka, Managing Editor of Gilt Taste

David Prior, Communications Director for The Edible Schoolyard Project

Anthea Stoltz, Head Cheesemonger for Bi-Rite Market

Gibson Thomas, Publisher of Edible Marin and Wine Country

Margo True, Food Editor of Sunset Magazine

Laura Werlin, Author of "The New American Cheese"

Penni Wisner, Author and Kitchen Coach

Clark Wolf, Author of "American Cheeses"

Daphne Zepos, Author and Cheese Advocate at Essex Cheese





CHOCOLATE



A growing number of American chocolate makers are working closely with cacao farmers around the world and creating a transcontinental food community that is raising the bar on quality while stimulating farming economies around the globe. Eligible entrants craft Good Chocolate from beans or liquor using no artificial ingredients or genetically modified soy lecithin, and make efforts to know their cacao farmers, understand their supply chains and source sustainably grown cacao beans. In order to be eligible for a Good Food Award chocolate products must be made according to the following criteria:

- *By the company from bean to bar, or from liquor to bar. If from liquor to bar, the company must certify that a trained employee from the company was present and actively involved in the making of the liquor.*
- *Without genetically modified soy lecithin.*
- *Without artificial ingredients.*

In sourcing their cacao, chocolate producers make efforts to:

- *Know their cacao farmers, whether it be in forging a direct relationship with them, or by understanding the relationship between the farmer and the supplier from whom the producer purchases their beans.*
- *Understand the growing practices of these farmers, in order to support cacao grown sustainably, without synthetic pesticides, herbicides, fungicides or fertilizers.*

CHOCOLATE COMMITTEE

Clay Gordon, Founder and Critic for The Chocolate Life

Gary Guittard, President and CEO of Guittard Chocolate Company

Thalia Hohenthal, R&D Scientist at Guittard Chocolate Company

Seneca Klassen, Founder and Co-owner of Bittersweet Café

Alice Medrich, Three-time James Beard and IACP “Cookbook of the Year” Awards Winner

David Salowich, Chocolate Buyer and Merchandise Manager at Bittersweet Café

Adam Smith, Owner of Fog City News

Susie Wyshak, Good Food Concierge



Patric Chocolate

Winning Product In-NIB-itable Bar

Region Central **Location** Columbia, MO

Annual Production 500 lbs

Community Award Winners Lauren Adler, Owner and Buyer at Chocopolopolis in Seattle, WA; Adam Smith, Owner and Buyer at Fog City News in San Francisco, CA; Matt Caputo, Owner and Buyer at Tony Caputo's in Salt Lake City, UT

2012 JUDGES

Sara Deseran, Food Editor for 7x7 Magazine

Tara Duggan, Food and Wine Writer for the San Francisco Chronicle

Celeste Flores, Manager at Fog City News

Gary Guittard, Owner of Guittard Chocolates

Alice Medrich, Three-time James Beard and IACP "Cookbook of the Year" Awards Winner

John Scharffenberger, Co-Founder of Scharffen Berger Chocolate

Adam Smith, Owner of Fog City News

Alan McClure, founder of Patric, believes that quality is inherently tied to business practices and sustainability. He pays 2.5 times the price of fair trade for the quality of his Madagascar beans. He believes that by insisting on and paying a higher price for better ingredients, he incentivizes farmers to grow beans in a sustainable way. This transaction enables a harmonious cycle so that the farmers are not impoverished or desperate and consequently, can be stewards of the land. Alan fears that most people don't know what quality chocolate tastes like and hopes that the chocolate industry will focus more on quality rather than merchandising and branding. He believes that the Good Food Awards has the ability to educate the larger population about high quality chocolate – both in taste and production.





COFFEE



The winners of the Good Food Award for coffee will be distinguished by exemplary flavor - sweet, clean, well developed body, balanced acidity and phenomenal aromatics. To qualify for entry, roasters and coffee farmers must emphasize fairness and transparency from seed to cup, and be using third party certified organic beans. Once again, coffee is leading the way towards sustainability. In order to be eligible for a Good Food Award coffee producers must attest to the following:

- *The four fundamental principles of rights of work as declared by the United Nations International Labor Organization are observed: Laborers have the freedom to associate and have a right to collective bargaining, there is no compulsory labor, there is no hired child labor, and there is no discrimination in respect of employment and occupation. The farm or co-op is either certified organic or in transition to certified organic at the time of harvest.*
- *There is price transparency throughout the supply chain.*

COFFEE COMMITTEE

Andrew Barnett, Founder of Ecco Caffè and Cup of Excellence judge

Brent Fortune, Co-Founder of Coffee Common

Eileen Hassi, Founder and Owner of Ritual Coffee Roasters

Tony Konecny, Founder of tonx.org



Noble Coffee Roasting

Winning Product Kenyan Kiaora

Region North **Location** Ashland, OR

Community Award Winners Yesenia Villota, InterAmerican Coffee

Jared Rennie founded Noble Coffee with the mission to be quality driven, socially responsible, and environ-

mentally friendly. Certified organic by the Soil Association UK, Noble's Kenyan Kiaora coffee is the first certified organic coffee grown in Kenya. At Kiaora Farm, the coffee is grown under the shade of a macadamia canopy, which provides greater biodiversity and bird habitat. This shade allows the coffee to grow longer and develop a richer flavor, which, combined with a rigorous selection process of coffee cherries, culminates in a superior cup quality. The community that cares for the orchards is paramount, so Kiaora Farm builds schools to safeguard the welfare of the young in the community. Jared would like to extend the meaning of organic, when connected to coffee, from a commonplace buzzword to an indicator of biodiversity, environmental health and superior worker conditions.

2012 JUDGES

Tracy Allen, Founder and CEO of Brewed Behavior

Andrew Barnett, Founder of Ecco Caffè

Aleco Chigounis, Green Coffee Buyer for Stumptown Coffee Roasters

Peter Guliano, Director of Coffee at Counter Culture Coffee

Mie Hansen, Green Coffee Buyer for 49th Parallel Roasters

Jennifer Howell, Director of Coffee Sourcing & Development for George Howell Coffee Company

Ben Kaminsky, Director of Quality Control for Ritual Coffee Roasters

Tony Konecny, Founder of tonx.org

Jason Long, Green Coffee Buyer for Café Imports

Edwin Martinez, Producer for Finca Vista Hermosa in Guatemala

Anette Moldvaer, World Taster's Cup Champion from Square Mile Coffee

Tal Mor, Head Roaster of Four Barrel Coffee

Geoff Watts, Vice President of Coffee for Intelligentsia Coffee



from flower
trees and plan
s bees, butte
are threaten
ides on co



PICKLES

CERES COMMUNITY
FOODS

arame & ginger
SAUERKRAUT
SALAD

MADE WITH ORGANIC CABBAGE
TRADITIONALLY FERMENTED

NET WT 24 FL OZ

Kimchi, cortado, bread and butter pickles: these vinegared and lacto-fermented savories are made around the country from real ingredients that are responsibly-foraged or grown without the use of synthetic pesticides and herbicides. In order to be eligible for a Good Food Award pickles must meet the following criteria:

- *Ingredients are grown locally, **
 - *Without synthetic inputs including herbicides, pesticides, fungicides and fertilizer.*
 - *With respect for seasonality.*
 - *Without any artificial ingredients.*
 - *Without GMOs.*

**Vinegar and ingredients that make up a small percentage of the pickles, such as spices, may be sourced from farther afield.*

PICKLES COMMITTEE

Talia Dillman, Project Director at Belcampo

Michelle Fuerst, Writer, Food Stylist and Chef

Sarah Henkin, Market Chef for CUESA and the Ferry Plaza Farmers Market and the Vice President of Urban Kitchen SF

Lila Holland, Writer, Editor and Avid Pickler

Nicole Mason, Marketing Communications Manager at Veritable Vegetable

Liz Rubin, Cheesemonger and Supervisor at Mission Cheese

Katherine Scherbel, home canner and pickler

Karen Solomon, Author of “Jam It, Pickle It, Cure It”

Kelli Towner, Sous Chef at Beast and the Hare

Amber Turpin, Food Writer, regular contributor to Civil Eats, and Owner/Baker of Filling Station

Julia Vanderham, Flour + Water restaurant



Artisanal Soy

Winning Product Edamame Kimchee

Region East **Location** Washington D.C.

Annual Production Several Thousand Jars

Community Award Winners Edgar Steele, Advisor for Winners on product development and sourcing; Attila Agoston and Shawna DeWitt, Mountain View Farm at the Blue Ridge for Environmental Stewardship;

Mike Tabor, Licking Creek Bend Farm in Needmore, PA

Artisanal Soy grew out of Katy Chang's desire to share the true health and taste potentials of soy. Katy uses local organic ingredients to set soy free from its packaged over-processed form. All Artisanal Soy products source fresh ingredients from local farming co-ops in the Washington D.C. area. The traditional lacto-fermentation method used to preserve this kimchee enhances the natural flavors of the soybeans and Napa cabbage using a mix of savory and spicy flavors. Katy is as much a Kimchee crafter as she is a documentary film-maker – her next film focuses on the role of nutrition with children and schools. Her goal is to open a store with soy products for sale and also a forum for the education of the Washington community about process and health benefits of lacto-fermentation.

2012 JUDGES

Fiona Tang, Community Manager at Foodspotting

Nick Balla, Head Chef at Bar Tartine

Case Fischer, CEO & President of Fischer & Wieser Specialty Foods, Inc.

Jennifer Fukui, Buyer for Gilt Taste

Jane Goldman, Editor-in-Chief at Chow.com

Dava Guthmiller, Slow Food San Francisco Leader and CEO of Noise 13

Erica Holland-Toll, Executive Chef at Prather Meat Company

Peter Jacobsen, Culinary Gardener and Owner of Jacobsen Orchards

Brad Koester, Founder and Master Pickler at Boozely Pickles and Preserves

Dafna Kory, Founder of INNA Jam

David Lannon, Northern California Regional President of Whole Foods Market

Aaron London, Executive Chef at Ubuntu

Nicole Mason, Marketing Communications Manager at Veritable Vegetable

Allison McQuade, Owner of McQuade's Celtic Chutneys

Barton Seaver, National Geographic Fellow and Sustainable Fish Expert

Amber Turpin, Food Writer, regular contributor to Civil Eats, and Owner/Baker of Filling Station





PRESERVES



Calling on the jammiest jams and most mouth watering marmalades, the Good Food Awards will be handed out to tastiest sweet preserves made with fruits that are synthetic pesticide and herbicide free, GM free or responsibly foraged. This year, all forms of preserves are eligible, from conserves to fruit cheeses. In order to be eligible for a Good Food Award Preserves must meet the following criteria:

- *Ingredients are foraged or grown locally. **
- *Without any synthetic inputs including herbicides, pesticides, fungicides and fertilizer. ***
- *With respect for seasonality.*
- *Without any artificial ingredients.*
- *Without GMOs.*

**Sugar and ingredients that make up a small percentage of the preserves, such as pectin, lemon, and spices, may be sourced from farther afield.*

***Sugar and fruit included in small quantities (i.e. lemon juice) are not required to be grown organically due to barriers in cost and access in some regions. However, the primary preserved fruit must be grown using the above organic standards.*

PRESERVES COMMITTEE

Amy Chu, former Seedling Projects intern

Gabriel Cole, Founder of Fare Resources

Casey Havre, Owner of Loulou's Garden

Dafna Kory, Founder of INNA Jam

Emmy Moore, Founder of Emmy's Preserves

Emily Morgan, Co-founder of Eat Retreat
Cheesemaker at Cowgirl Creamery

Traca Salvadogo, Co-Founder of the Food
Blogger Conference

June Taylor, Owner of June Taylor Jams



Ann's Raspberry Farm

Region Central **Location** Fredericktown, OH

Winning Product Jalapeño Raspberry Jam

Annual Production 300 jars

Community Award Winners Sharon Sachs PhD,
Innovative Farms Ohio; Troy Cooper, Ohio State

Extension Office; Nancy McKibben, Edible Columbus Magazine

Ann's Raspberry Farm specializes in berries and Brussels sprouts, a venture which began as a way to satisfy Ohio native Ann Trudel's need for raspberry jam and her French-Canadian husband Daniel's need to have steak with Brussels sprouts. The farm is certified naturally grown, and although they are not certified organic, the Trudels use organic measures to cultivate and harvest all of their crops. Their raspberry and jalapenos are grown on the farm using a drip irrigation system to conserve water; fish emulsion is used as a fertilizer, while weeds are removed by hand. The farm invites the public to come pick berries and take half home with them while leaving the other half for the farm to make jam. Berries picked in the morning are transformed into a sweet, ruby preserve by the afternoon, a final product bursting with fresh, local flavors. In May of 2011, the Ann and Daniel were recognized on the floor of the Ohio House of Representatives by Rep. Margaret Ann Ruhl with a resolution honoring the business for receiving two 2011 Good Food Awards.

2012 JUDGES

Jean Armstrong, Williams Sonoma

Vanessa Barrington, Author of "DIY Delicious"

Eleanor Bertino, Eleanor Bertino Public Relations

Christopher Bleidorn, Pastry Chef at Benu

Kitty Greenwald, Wall Street Journal columnist

Casey Havre, Founder of Loulou's Garden

Jim Dodge, Bon Appétit Management Company

Deborah Kane, Ecotrust

Neil Lick, Retail Merchandising for Williams Sonoma

Aida Mollenkamp, Host of *Food Crafters*

Nell Newman, Founder of Newman's Own Organics

Samin Nosrat, Cook & Writer

Emily Olson, Foodzie.com

Ruth Reichl, Editorial Advisor at Gilt Taste

Amaryll Schwertner, Boulette's Larder

Dave Stockdale, Executive Director of CUESA

June Taylor, Owner of June Taylor Company

Bryant Terry, Author of "Grub"

Jessica Theroux, "Cooking with Italian Grandmothers"

Julia Vanderham, The Lacuna Project

Alice Waters, Founder of Chez Panisse and the Edible Schoolyard

Wendy Weiden, Food Consultant

William Werner, Chef and Founding Partner of Outfit Generic

Ann Yonkers, Co-Director FRESHFARM Markets





SPIRITS



Good Spirits are made by distillers committed to their craft, making responsible choices at every step of the process. Spirits that meet the criteria for entry will be able to trace all of their ingredients, from base distillate to added ingredients, without the use of genetically modified crops or artificial additives. The Good Food Awards seal will be given in the categories of Whiskey, Gin, Vodka, Agave-based, Sugarcane-based, Fruit distillates, and Liqueurs. In order to be eligible for a Good Food Award spirit distillers must attest that their products:

- *Utilize ingredients that are traceable and can speak to where they come from.*
- *Do not contain any genetically modified ingredients.*
- *Contain no artificial additives.*

2012 JUDGES

Erik Adkins, Bar Manager at Slanted Door

Scott Beattie, Bar Manager at Spoonbar and Author of “Artisanal Cocktails”

Richard Bradenburg, Director of Culinary Strategy for Edens & Avant

Konrad Bouffard, Owner of Round Rock Honey

Martin Cate, Owner of Smuggler’s Cove

Jennifer Colliau, Owner of Small Hand Foods

David Driscoll, Spirits Buyer for K&L Wines

Camper English, Spirits Writer for Alcademics Blog

Emily Kaiser, Freelance Journalist for Food & Wine and the Wall Street Journal

Dennis Lapuyade, Manager of Trattoria Corso

Adam Rogers, Senior Editor of Wired Magazine

Adam Sah, Co-Owner of Buyer’s Best Friend

Jennifer Seidman, Owner of Acme Bar

Aaron Gregory Smith, Co-owner of 15 Romolo

Adrian Stratton, Head of Merchandising at Gilt Taste

Thad Vogler, Owner of Bar Agricole

SPIRITS COMMITTEE

Erik Adkins, Bar Manager at Slanted Door

Jennifer Colliau, Owner of Small Hand Foods

David Driscoll, Spirits Buyer for K&L Wines

Allison Hopelain, Co-owner of Camino

Eric Johnson, Bar Manager and Co-owner of Bar Agricole

Greg Lindgren, Co-owner of Rye, Rosewood, 15 Romolo, and Rye On the Road.

Jennifer Seidman, Owner of Acme Bar

Aaron Gregory Smith, Co-owner of 15 Romolo

Thad Vogler, Bar Agricole

ROADSHOW

The Good Food Awards publically recognizes craft food producers across the nation who are not satisfied with the status quo, but continue to push their industries towards greater craftsmanship and sustainability. They are food crafters from small towns and big cities who are maintaining an important piece of our cultural heritage – the food we eat – while acting as a conduit to the agricultural sector and building strong communities. The Good Food Awards pays tribute to their tireless efforts, and works toward strengthening a dynamic, coast-to-coast support system that empowers others to do the same.

In that spirit, The Good Food Awards will take its message on the road to catalyze the growth of local food communities around the country. Starting this year with Austin in the South (October 28-30) and New York City in the East (November 10-13), the Good Food Awards Roadshow will dive into the local food scene, featuring public taste workshops showcasing local winners, financial sustainability seminars for local producers, and farm to table fundraising dinners featuring winning products. In addition, a press conference to announce the finalists will assemble local tastemakers and producers, taking place in New York on November 10, 2011.



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A SEEDLING PROJECTS INITIATIVE

The Good Food Awards is a nonprofit project of Seedling Projects, a 'do tank' for the food movement. Seedling Projects is led by Sarah Weiner and Dominic Phillips, who first met as the Content Director and Executive Producer of Slow Food Nation, America's largest ever Slow Food event with 85,000 participants. Seedling Projects works with a broad community of leading food artisans, writers and chefs to develop all elements of the Good Food Awards.

SEEDLING PROJECTS

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