COME EXPLORE AND CELEBRATE DIVERSITY AND BREAK DOWN THE WALLS BETWEEN EATERS AND BREEDERS!

VARIETY SHOWCASE

BROUGHT TO YOU BY CULINARY BREEDING NETWORK WITH GROWNYC

PROJECT FARMHOUSE, NEW YORK CITY
MONDAY, SEPT 24, 2018
$100 TICKETS
HTTPS://VARIETYSHOWCASENYC.BPT.ME
12:00PM & 5:00PM
The Variety Showcase is a celebration of the delicacies that result when plant breeders, growers and chefs join forces around the most exciting fruits, vegetables and grains cultivars available today.

Over 20 farmer-breeder-chef teams will share their culinary creations with guests. All will have the rare chance to taste and talk about new and in-development varieties – building community while doing their part to break down the walls between eaters and breeders.

GrowNYC is proud to partner with the event’s creator, Oregon-based Culinary Breeding Network, to host the very first East Coast showcase at Project Farmhouse at noon, with a second showcase at 5 pm.

Longtime collaborators of the Greenmarket Regional Grains Project – where crop diversity is a cornerstone -- will be featured, along with grains like emmer and einkorn, developed in the Northeast over the last decade and brought to market through GRGP’s retail arm The Grainstand.
THE 2018 VARIETY SHOWCASE LINE-UP

AMONG THE FULL SPECTRUM OF PLANT BREEDERS FROM ACROSS THE COUNTRY PAIRED WITH NEW YORK CITY’S MOST INNOVATIVE CHEFS, GRGP WELCOMES COLLEAGUES WORKING SPECIFICALLY WITH GRAINS...

Other breeders, growers and chefs include:

**Plant Breeders/Seed Growers/Researchers**
- A Field’s Edge Research Farm
- Experimental Farm Network
- Glynwood
- Harris Seeds
- High Mowing Organic Seeds
- Hudson Valley Seed Company
- Indigenous Seed Keeper Network
- Organic Seed Alliance
- PanAmerican Seed
- Seed to Kitchen Collaborative
- Truelove Seeds
- Uprising Seeds

**Chefs**
- Ann Nunziata, Natural Gourmet Institute
- Alex Raij, Txikito, El Quinto Pino, and La Vara
- Ashley DuVal and Selena Ahmed, Shoots & Roots Bitters
- Jonny Hunter, Underground Meat Collective and Forequarter (Madison, WI)
- Luis Herrera
- Mary Cleaver, The Cleaver Co
- Matt Weingarten, Dig Inn
- Nicholas Tamburo, Momofuku Nishi
- Patti Jackson, Delaware & Hudson
- Peter Hoffman
- Stephan Ilnycyj, Restaurant Norman
- Suzanne Cupps, Untitled
- Timothy Wastell, Antica Terra (Portland, OR)
- Trevor Kunk

---

**CHEF:** Michael Anthony, Gramercy Tavern  
**BREEDER:** Mark Sorrells, Cornell University + Greenmarket Grains  
**FOCUS:** Heritage Wheat, Emmer, Einkorn and Spelt

**CHEF:** Zachary Golper, Bien Cuit  
**BREEDER:** Kim Binczewski + Bethany Econopouly, The Bread Lab at Washington State University  
**FOCUS:** Wheat

**CHEF:** Negro Piattoni, Metta  
**BREEDER:** Kevin Murphy, Washington State University  
**FOCUS:** Spelt

**CHEF:** Negro Piattoni, Metta + Andrew Ross, Oregon State University  
**BREEDER:** Pat Hayes + Brigid Meints, Oregon State University  
**FOCUS:** Barley
**SPONSORSHIP LEVELS**

A sponsorship to this exciting event will let you align your brand with a trusted NYC institution and unlock these benefits:

<table>
<thead>
<tr>
<th>Recognition</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$1,000</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event program &amp; poster</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Event signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Verbal acknowledgement at event</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>GrowNYC Website</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Social Media posts</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary event passes</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

The 2017 Variety Showcase, hosted in Portland, Oregon, included **540** attendees, **30** showcase tables, **3** special interactive educational exhibits and **80** participating breeders, researchers and chefs.
GrowNYC is the sustainability resource for New Yorkers: providing free tools and services anyone can use in order to improve our City and environment.

More gardens, greenmarkets, more recycling, and education for all.

Helping 3 million New Yorkers who participate in our programs every year to make New York City the most sustainable livable city in the world.

Greenmarket Regional Grains Project, a program of GrowNYC, is fostering the growth of the next frontier of regional food system development: small grains and field crops.

GRGP, and its retail arm the Grainstand, seeks to strengthen the relationship between grains farmers, processors and the marketplace. Its mission is to promote and incentivize crop diversity on regional farms, increase soil health, strengthen local food infrastructure, and provide more flavorful and nutritious foods to consumers.

| 500,000 | Visitors through Greenmarkets weekly during peak season |
| 200K+ | followers on social media |
| 57,000+ | individuals on our email list with an average open rate of 25% |
| 51 | Greenmarkets farmer’s markets |
| 240 | Farmers participating in Greenmarkets |
| 1.8 million | page views per year on www.grownyc.org and an average of 47,000 individual visits/month |
| 140 | Flour, grains, dry beans products offered at the Grainstand otherwise unavailable to NYC consumers |
| 12,000 | Sales transactions at the Grainstand in 2017 |
| 300 | Varieties of wheat GRGP has helped test with breeders in the Northeast |

GrowNYC

PO Box 2327, New York NY 10272

www.grownyc.org
THANK YOU FOR YOUR SPONSORSHIP!

For sponsorship details, e-mail Liz Carollo at lcarollo@grownyc.org.