



2008 HOST: UBC FARM
Vancouver, BC
Sunday, September 7th, 2008
1 pm - 5 pm

FARMLAND FOREVER UBC Farm - Vancouver's only working farm, an urban agrarian gem.

FOR IMMEDIATE RELEASE - AUGUST 27 2008

Rocky Mountain Flatbread Celebrates the Urban Farmer

On a recent Tuesday morning, approximately 25 foodies, media, urban gardeners, and other folks gathered at Rocky Mountain Flatbread Co. on West 1st Ave. in Kitsilano. And something was cooking. They were there to anticipate the upcoming Feast of Fields on Sunday, September 7th, and to appreciate the efforts of local heroes who promote urban farming in every way.

Dominic and Suzanne Fielden, founders of the restaurant, welcomed everyone to their lovely space with enthusiasm. They opened Rocky Mountain with a dedication to supporting local farmers and regional suppliers, and the local community. We heard a few words from some other organizations that are making a difference. Heather Pritchard, Executive Director of FarmFolk/CityFolk spoke of the work they have done to connect urban people with rural ideals for the past two decades. Sharon Hanna of "Hot Beds" spoke about they have created a new business devoted to teaching people how to grow their own food, wherever they can find space. Finally, we heard from André LaRivière, Executive Director of Green Table, an organization that helps local restaurants to become more sustainable in every aspect of their operations.

It seemed fitting that the best way to celebrate the dedication to local food shown by everyone at the event, was to sample some delicious flatbreads. All the produce was supplied by gardeners in the Lower Mainland, some even from right down the street! We all enjoyed a marvelous savory pizza with steamed green beans, roasted purple potatoes, spinach, yellow zucchini, leeks and heirloom tomatoes and Camembert from Vancouver Island topped with fresh Italian parsley. For dessert, everyone tucked into a scrumptious sweet pizza with Mascarpone cheese and local garden figs, apples and blackberries. Expect more delicious variations on flatbread at the Feast, as Rocky Mountain will be slicing up the locally-supplied goodness!

Some of the other participants will be using produce from our host, the UBC Farm. Pair Bistro will be featuring Cortes Island Pink Swimming Scallops with pickled sea asparagus and gathered mixed greens from the UBC farm. Others have suppliers from the Lower Mainland and around BC. The Cascade Room will feature a Glorious Organics tomato salad cup with Okanagan goat cheese, aged sherry vinaigrette and fresh basil, and Le Gavroche will treat guests to a white Okanagan peach tart with Krause Berry Farm's raspberry compote.

Farm and city folk alike will delight in the celebration of eating local for the 14th annual Feast of Fields on Sunday, September 7th. The chance to taste all of the best of BC awaits. It may even inspire some to go and get their hands dirty! Don't wait; only 150 tickets remain - tickets are \$75 and are selling fast! Now available online only at www.feastoffields.com.

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14th ANNUAL FUNDRAISER



Farm & city working together to cultivate a sustainable, local food system

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