

FOR IMMEDIATE RELEASE
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The Berry Good Food Foundation Sets Slate of San Diego Initiatives
*Community outreach includes Future Thought Leaders forums,
Berry Good Food Academy classes, and a school pilot program in fall 2016*

(La Jolla, CA, January 25, 2016) The Berry Good Food Foundation (BGFF), a 501(c)(3) nonprofit established in 2015, supports and advances a healthy, integrated food system by educating, connecting and supporting food producers and consumers. The foundation envisions a region where all people can choose local, sustainably produced food.

The BGFF has developed a compelling roster of upcoming events in 2016, including their **Future Thought Leaders** forums—a series of multidisciplinary panels which present varying viewpoints on sustainable food-related topics. The programs, free and open to the public, are videotaped by UCTV and distributed through its distribution networks.

Soil Matters: Climate Change’s Hottest Topic will be held on February 2, 2016, at UCSD (eventbrite.com/e/soil-matters-tickets-20796477825). Panelists include **David Bronner**, CEO, Dr. Bronner’s; **Ryland Engelhart**, CIO, Café Gratitude; **Calla Rose Ostrander**, Kiss the Ground; organic farmer **Scott Murray**; rancher **Pablo Rojas**, El Mogor, Baja, Mex.; UC Berkeley soil scientist **Dr. Justine Owen**; and Director of UC San Diego Urban Studies & Planning **Keith Pezzoli**, moderated by BGFF Founder Michelle Lerach. The panelists will continue their discussion of Soil Matters on KFMB radio at 7pm on February 7. Soil Matters has been organized in partnership with KisstheGround.com and UCSD Center for Sustainability, Planning and Design (SSPAD).

Additional Future Thought Leaders forums will focus on issues related to the human and environmental health issues surrounding meat production (May 17, 2016), what to do about food waste (August 23, 2016), and the new world of seafood (November 11, 2016).

The BGFF has also developed strategic partnerships on a national level, such as joining KTG and TheSoilStory.com in a partnership with RegenerativeResolutions.com in support of their **Regenerative Resolutions** campaign, encouraging people to make a 2016 resolution to reduce their carbon footprint through regeneration.

Other educational initiatives of the BGFF include the **Berry Good Food Academy** and a **School Pilot Program**.

BGFF Ranch Coordinator Jack Ford (Taj Farms) has developed accessible and affordable classes for the **Berry Good Food Academy** with a focus on community outreach and education. These hands-on seminars include cheese-making and canning, preserving and cooking, with a focus on efficiently using food products to minimize food waste. Cheese-making classes occur on the first and third Sunday of each month (12-3pm), while canning/preserving/cooking classes are held on the second Sunday of each month (9am-12pm). Classes are limited to 18 people and take place at Vincent's Restaurant in Escondido for \$75 per person. Scholarships or volunteer opportunities are available and free classes are offered to farmers and members of the food industry. To attend, please contact Jack Ford at info@berrygoodfood.org.

The **School Pilot Program** will support a heavily impacted school with an outdoor science classroom in an existing community garden and through the creation of a four-part curriculum pilot that will include modules in planting, gardening and composting; harvesting, cooking and preserving; nutrition; and environmental impact. BGFF is working with local, national and international organizations with expertise in curriculum development and educational models, including long-established local nonprofit Olivewood Gardens (olivewoodgardens.org) on this project. The plan is to create the combined curriculum this spring and prototype components or modules in summer, with a roll-out in the fall of next year. The BGFF, with the help of local chefs, will also host cooking events for local parents and students to share their knowledge with the community.

About Berry Good Food Foundation

Founded by Michelle Lerach in mid-2015, BGFF has a Board of Directors drawn from the sustainable food community at-large. Directors include Chair and Board President **Catt White** (San Diego Markets), Vice President **Michael Esposito** (Snake Oil Cocktail Co.), Secretary **Sandra Broussard** (BeWise Ranch) and Treasurer **Nathan Phillips** (Catalina Offshore Products). An Advisory Board includes members **Jason Mraz** (avocado farmer, singer and songwriter), **Deborah Szekeley** (Rancho La Puerta), **Javier Plascencia** (chef), **Bill Toone** (EcoLife), **Jack Abbott** (TedxSD, CounterCrop), and **Ryland Engelhart** (Café Gratitude), among others.
