

# Crop-Up Dinner Series & Market Showcase

An Oregon Department of Agriculture & Oregon State University  
Grant Project



## Coming Summer 2017!

Utilizing the U.S. Department of Agriculture's Specialty Crop Block Grant Program, we are creating a series of pop-up dinners and farmers' markets across the state to showcase Oregon's wide variety of specialty crops. Attempting to reach a majority of Oregon's population, we are hosting five dinner events in five different cities this summer.

We hope to see you there!

Wednesday, August 2 <sup>nd</sup>	Eugene
Thursday, August 17 <sup>th</sup>	Coos Bay
Thursday, September 21 <sup>st</sup>	Madras
Thursday, September 28 <sup>th</sup>	Boardman
Saturday, October 7 <sup>th</sup>	Salem

For more information, please contact:

**Sarah Masoni**, Oregon State University  
[Sarah.Masoni@oregonstate.edu](mailto:Sarah.Masoni@oregonstate.edu) or 503-872-6655

**Jason Ball**, Oregon State University  
[Jason.Ball@oregonstate.edu](mailto:Jason.Ball@oregonstate.edu) or 503-872-6674

**Karla Valness**, Oregon Department of Agriculture  
[kvalness@oda.state.or.us](mailto:kvalness@oda.state.or.us) or 503-872-6610



# Crop-Up Dinner Series & Market Showcase

An ODA & OSU Joint Grant Project

## OVERVIEW

The Oregon Department of Agriculture and Oregon State University have been approved for a USDA Specialty Crop Block Grant project to promote Oregon's specialty crops. Specialty crops are defined as fruits, vegetables, tree nuts, dried fruits, and nursery crops. Oregon is a recognized leader in specialty crop production.

We are entering the second year of a two-year collaborative project between Oregon Department of Agriculture and Oregon State University! Building off of the energy and excitement from last years' events, this summer we will create five NEW 'Pop-Up' Dinner and Market events across the state showcasing the bounty of Oregon's specialty crops!

Pop-up restaurants are temporary restaurants, usually lasting one night, that often occur in non-traditional locations such as parking lots and fields.

Each dinner will showcase Oregon specialty crops, requiring specialty crops to be the main ingredients in each dish. In conjunction with each dinner, we will also stage a farmer's market beforehand where guests can purchase products from local farms and food companies while learning about specialty crops. We hope to have 100 attendees at each dinner event. Tickets will be \$20/person and will include access to the market showcase and dinner.

## GOALS

The main goals for this project are to:

- (1) **Educate** consumers and buyers about specialty crops
- (2) **Promote** the benefits, seasonality, and diversity of specialty crops
- (3) **Increase the Competitiveness** of specialty crops by establishing connections between farmers, food companies, and buyers

As this is a federally funded grant program, we do have certain performance measures we have to track and report on. Therefore, we will be asking all participants and attendees to complete brief pre and post event surveys on their knowledge of specialty crops and also their experience at these events.

## **DATES & LOCATIONS**

This grant covers two calendar years, 2016 & 2017, with five events occurring each year during the summer months. The dates and locations for 2017 are as follows:

Wednesday, August 2 <sup>nd</sup>	Eugene
Thursday, August 17 <sup>th</sup>	Coos Bay
Thursday, September 21 <sup>st</sup>	Madras
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## **HOW TO GET INVOLVED**

### **FARMERS / GROWERS / PRODUCERS**

Thank you for joining our team! We're looking forward to working with you on this fun, collaborative Market & Dinner event. Here are some details to help us make this a unique and successful event:

### **MARKET SHOWCASE & DINNER EVENT**

We would love to have you exhibit your products for the Market Portion of this event. Here are some details about the Market Event:

Anticipated Guest Count: 100 – 120 people

**Target Audience:** The Market and Dinner event will be open to the public, however, local buyers (for each specific area) will also be present. It is a specific goal of our project to connect local farmers and growers with buyers in the community to help create long lasting relationships that will help to enhance sales of specialty crops.

The Market Event will be set up to be very similar to a 'Farmer's Market'.

We would expect that the farmers / growers would bring specialty crops (to sell), as well as some signage and information about their farm / business. We intend to have sales of product during the market, but we also intend to have a portion of this event dedicated to educating buyers and consumers about specialty crops. Oregon State University and Oregon Department of Agriculture will have staff available at the market as well to facilitate discussion surrounding issues related to agriculture production, certification, and marketing.

We will follow the Market Event with a seated multi-course dinner made with local specialty crop from participating farmers & growers. Our culinary team will contact you to discuss availability of products so that we can create a menu around what is available. To thank you for your participation, we would like to offer 2 tickets for the Dinner event that night!

## **MORE INFORMATION**

If you have anyone in mind that would like to donate products, volunteer to help out, or be an exhibitor:

Please feel free to contact:

Sarah Masoni, OSU (email) [sarah.masoni@oregonstate.edu](mailto:sarah.masoni@oregonstate.edu) (phone) 503 872 6655

Jason Ball, OSU (email) [jason.ball@oregonstate.edu](mailto:jason.ball@oregonstate.edu) (phone) 503 872 6674

Karla Valness, ODA (email) [kvalness@oda.state.or.us](mailto:kvalness@oda.state.or.us) (phone) 503 872 6610

## **HOW TO PURCHASE TICKETS**

**Please use the following link to purchase tickets online.**

<http://fic.oregonstate.edu/food-innovation-center/crop-dinner-series-market-showcase>