PREPARING OUR FOOD HERITAGE

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PREPARATION OF HERITAGE FOODS:

- **History**
  - Embrace our past, foster a sense of place

- **Health**
  - Promote cooking from scratch, using whole foods

- **Economy**
  - Support local producers and restaurateurs instead of large corporations and chains
Heritage Cookbook

- Work with the Virginia Food Heritage Project
- Create a comprehensive, regional, heritage cookbook that includes:
  - Recipes
  - Historic photographs
  - Essays
- Hard copy, web, smart phone app
- This will be a valuable to the community because:
  - Record elements of food heritage
  - Raise awareness
  - Technical instruction for how to prepare heritage foods

http://iowasue.blogspot.com
Heritage Cooking Classes

Work with the Virginia Food Heritage Project to provide cooking classes

Actively teach Virginia preparations
- Classes and Demonstrations
- Blog with YouTube videos, how-to’s, and FAQ’s

Possible facilities for classes include:
- The Jefferson School
- The Haven
- JABA
- Local schools - field trips and in-school demonstrations

Preserve a sense of place for future generations

Restaurant Business Incubator

The five counties sponsor a start-up restaurant business incubator

Partner with the Darden School of Business and the U.S. Economic Development Association

Because…

• Over a five year period, **87% of business incubator graduates stay in business**, compared to 25% of non-graduates\(^1\)

• Every dollar spent at a locally owned business generates **two to four times the income, wealth, and jobs**, than at a non-local business\(^2\)

1. [http://vbia.org/find_an_incubator](http://vbia.org/find_an_incubator)
2. [http://voices.washingtonpost.com/all-we-can-eat/sustainable-food/can-local-food-jumpstart-the-economy.html](http://voices.washingtonpost.com/all-we-can-eat/sustainable-food/can-local-food-jumpstart-the-economy.html)
Preserving Preparations

Stewardship of heritage foods
  • Preserve the past for the future

Bringing the past into the future
  • Continue heritage recipes and preparations in modern ways

Supporting local economy and place
  • Foster distinct places with diverse, lively heritage food options