

Options, Opportunities & Optimism

Cultivating Our Food and Farm Future

THE KANSAS RURAL CENTER | 2011 SUSTAINABLE AGRICULTURE CONFERENCE

Producer-Buyer Panel: Selling to Retail Markets

Jill Elmers *Moon on the Meadow, Lawrence*

Rosanna Bauman *Cedar Valley Farms & ANCO Processing, Garnett*

Jeff Leahy *Bon Appetit's Harvest Cafe, Topeka*

Becky Nichol *Prairie Harvest, Newton*

William Emery Justice *Wood Fashion Cafe, Salina*

Moderator Mercedes Taylor-Puckett, KRC's Our Local Food Coordinator



Jill Elmers *Moon on the Meadow, Lawrence*



Rosanna Bauman *ANCO Processing, Garnett*





Jeff Leahy chef, Bon Appetit Harvest Cafe, Topeka

BON APPÉTIT
MANAGEMENT COMPANY

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Farm to Fork

A groundbreaking company-wide initiative to buy locally.

Our Farm to Fork program is about investing in the health of our communities and the future of our food supply.

In search of the freshest, best tasting ingredients, Bon Appétit chefs have always purchased produce and baked goods locally. However, we didn't think of local purchasing as a "political act," but merely as the way to get the highest quality products. In 1999 we came to a turning point. We realized how much flavor was being lost in exchange for agribusiness efficiencies and decided to begin a concerted effort in support of local farmers to preserve flavor on the plate.

Farm to Fork is now a company-wide initiative to buy locally. Our first choice is to purchase seasonal and regional ingredients from a 150-mile radius of each restaurant. These gems of the earth are often prepared and served within 48 hours of harvest. The result is healthier communities and customers.

By buying directly from farmers, we have much more control over what types of agribusiness we are supporting. We support true family farms where the owners live on or nearby the land, work it themselves and therefore are conscientious stewards.



Farm to Fork

Visit our Circle of Responsibility site to meet the farmers who grow and harvest your fresh and seasonal food...



welcome



authentic made from scratch socially responsible

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dream

Bon Appétit's dream is to be the premier on-site restaurant company known for its culinary expertise and commitment to socially responsible practices. We are a culture driven to create food that is alive with flavor and nutrition, prepared from scratch using authentic ingredients.

We do this in a socially responsible manner for the well being of our guests, communities and the environment.



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Bon Appétit Management Company

- Pioneer of onsite restaurants
- Committed to fresh, seasonal food
- Cook from scratch in every location
- Industry leader in socially responsible practices
- Flavor is at the heart of everything we do
- 400 locations in 31 states
- \$600+ million in revenues
- 11,000 employees

clients



leadership

- Farm to Fork (SINCE 1999)
- Sustainable Seafood (SINCE 2002)
- rBGH-free (SINCE 2002)
- Reduced Antibiotics (SINCE 2003)
- Circle of Responsibility (SINCE 2003)
- Trans fat-free (SINCE 2004)
- Cage-free Shell Eggs (SINCE 2005)
- Trayless Dining (SINCE 2005)
- BAMCO Foundation (SINCE 2005)
- Low Carbon Diet (SINCE 2007)
- Coalition of Immokalee Workers (SINCE 2009)
- Sustainability Reporting (SINCE 2009)
- Foragers (SINCE 2010)
- Inventory of Farmworker Issues & Protections (SINCE 2011)
- Ag of the Middle (SINCE 2011)
- Fish to Fork (SINCE 2011)
- TEDxFruitvale: Harvesting Change (SINCE 2011)
- Fair Trade Uniforms (SINCE 2011)



farm to fork



- Started in 1999 in pursuit of better flavor
- Small, owner-operated farms or artisans within 150 miles of the kitchen
- Each Bon Appétit account tries to purchase *at least* 20 percent of its ingredients from Farm to Fork farmers and artisans
- Also seeking out mid-scale regional ranches that have third-party humane certifications
- More than 1,100 registered Farm to Fork partners companywide!

Jirak Family Produce

- Mark and Teresa Jirak and their six kids farm 12 acres in Atchison
- Sweet corn, melons, bell peppers, tomatoes, green beans, squash, cucumbers, and pumpkins.
- Bon Appétit Farm to Fork partner since September 2011



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what farm to fork means

- Fresh, flavorful, local food for our diners
- Money stays in the community
- Farmers stay on the land

We want to work with you!

- Payment: We can pay with a credit card or even cash
- Paperwork: Sounds intimidating, but actually only takes minutes
- Commitment: We can buy as little or as much as you are comfortable with

signing up for farm to fork



- Certificate of Insurance with Foodbuy listed as the Certificate Holder
- \$1 million in general liability and \$1 million in auto liability
- Must read our Food Safety Guidelines and sign a form saying they follow these guidelines.

contact us

JEFF LEAHY

Chef/Manager Bon Appétit

Collective Brands Inc. Payless ShoeSource

3231 SE 6TH AVE, TOPEKA, KS 66607

785-295-2433

Learn more at www.bamco.com

Becky Nickel *Prairie Harvest, Newton*

The logo for Prairie Harvest features the words "Prairie Harvest" in a stylized, cursive font. The "P" is particularly large and decorative, with a leaf-like flourish extending from its top. The background of the logo is a light brown color with a subtle pattern of leaves and branches.

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Kansas Products • Seasonal • Specialty • Spices • Bulk • Coffee & Tea

Our Kansas products range from Sandhill-Plum jam and local honey to whole wheat flour, meats, and ear candles. Choosing local products supports the local economy and also shows the pride we have in our regional artistry and resourcefulness. Whether you're stocking your pantry or shopping for gifts our wide selection will provide many options.

Kansas Gifts

We make-to-order baskets starting at \$14.99. These can be assembled as theme baskets such as Kansas Products, Baker's Delight, Pampering Body Care or Tea Time. Gift boxes are also available, sized 6 x 8.5 x 1.5" and starting at \$9.99, each of three sections are filled with our mixed nuts, yogurt covered raisins and dried cherries. These make ideal gifts for coworkers, friends and neighbors.

Top Sellers

- Local Honey
- Elderberry Concentrate by Wyldewood Cellars
- Sandhill-Plum and Strawberry Rhubarb Jams from Kansas Country Blessings
- Local Kansas-Grown ORGANIC Stone-Ground Flours and Wheat Berries
- Colby Marble and Jalapeño Farmhouse Cheeses by Jason Wiebe Dairy
- Peach and Pumpkin Butters from Louisburg Cider Mill
- Wheat Weavings handcrafted by local artists



Becky Nickel *Prairie Harvest, Newton*



<http://www.prairieharvestnewton.com/events.htm>

William Emery Justice *Wood Fashion Cafe, Salina*



Wood Fashion Cafe: Salina, KS restaurant
157 N. 7th Street • (785)833-2200

MENUS

lunch and dinner

CONTACT

hours • directions • information

NEWS

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ABOUT

Wood Fashion Cafe • local food

RESERVATIONS

make one • private parties • catering

STORE

gift certificates



What do you think the key factors are that make your value chain work?

What's essential to the process of moving product through the chain to market?

What are the main obstacles to forming value chains?

How can they be overcome?

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