

Lane County's Premier Food Festival

The Am Fam Bite of Eugene is becoming a staple of the community's diet of summer festival fun!

SO NOW THAT THE DUST HAS SETTLED ON THE LONG TOM and before we prepare for another Celebration downtown, there is another festival that is slowly becoming a regular on the local summer circuit. The 3rd annual American Family Insurance Bite of Eugene is a celebration of our local food scene and culinary culture with a focus on sustainability. Admission to the event is free, however a suggested donation of \$3 will help support our non-profit beneficiary, Willamette Farm & Food Coalition. The festival's title sponsor, American Family Insurance has already donated \$3,000 to Willamette Farm & Food Coalition and has further promised to match the community's donations at the gate, day of the festival, up to an additional \$5,000.

Food and beverages at the event will be priced and sold by the various participating local vendors. Food booths will be offering "bites" of their locally created provisions. Local beer and wine will also be offered along with non-alcoholic beverages. A wide array of entertainment is also available, including local music, cooking classes with area chefs, family/children's area, performance art and a live local "Iron Chef" competition. This year's "Iron Chef" champion will represent Eugene at the Bite of Oregon's "Iron Chef Oregon" competition, August 12-14th at Waterfront Park in Portland.

Event Schedule

AMERICAN FAMILY INSURANCE MUSIC STAGE

- 11:00am-12:00 (Noon)** : Dream Dog
- 12:30-1:30** : Oregon Old Time Fiddlers
- 2:00-3:15** : Etouffee
- 3:45-5:00** : Tyler Fortier
- 5:00** : American Family Insurance check presentation
- 5:30-7:00** : Mosley Wotta
- 7:30-8:45** : Adventure Galley
- 9:00-10:00** : Samba Ja with special guest Apocalyptica Fire Factory

STELLA ARTOIS CHEF STAGE

Cooking Classes

12:00 (Noon)-1:00 : Executive Chef Steve Eproson of June at Midtown.

1:00-2:00 : Iron Chef Oregon 2010 Gabriel Gil of The Rabbit Bistro & Bar.

"Iron Chef Eugene" Competition

2:30-4:00 : Battle 1-Heidi Tunnell of Heidi Tunnell Catering vs. Mike Meyer of Red Agave.

4:30-6:00 : Battle 2-Max Schwartz of Agate Alley's Laboratory vs. Shane Tracey of Nib Modern Eatery.

6:30-8:00 : Championship Battle-Winner Battle 1 vs. Winner Battle 2, to determine Iron Chef Eugene 2011.



Samba Ja 9:00



Tyler Fortier 3:45



Mosley Wotta 5:30



Etouffee 2:00



Apocalyptica Fire Factory 9:30

Our Beneficiary

Willamette Farm & Food Coalition

THE WILLAMETTE FARM AND FOOD COALITION is a community based non-profit committed to developing a secure and sustainable food system within Lane County, Oregon. Their projects and services facilitate greater understanding of the social, economic, and environmental impacts of our food choices, and promote the purchase of locally grown and produced foods to keep our farms and food businesses viable and to strengthen the local economy. WFFC members represent a diversity of stakeholders in the local food system including: farmers, food processors, distributors, farmers' markets, retailers, restaurateurs, institutional food buyers, consumers, anti-hunger advocates, children's health advocates, faith communities, agricultural scientists, and sustainability educators. To learn more about WFFC and how you can help make a difference, visit lanefood.org.

Willamette Farm & Food Coalition are publishers of the *Locally Grown Guide*, which includes...



- * descriptions of local farms, what they sell and where they sell
- * a map of farm stands and U-pick places
- * an index of U-pick products
- * information on farmers' markets
- * information on Community Supported Agriculture programs (CSA's)
- * an index and descriptions of vineyards and wineries
- * a map of vineyards and wineries
- * descriptions of grocers and merchants that sell locally grown foods and wines
- * descriptions of restaurants that purchase from local farms and wineries
- * descriptions of food processors sourcing from local farms
- * who's who in organizations working on food system issues
- * plus community resources on agriculture, certification, gardening, composting, food assistance, and more