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Get Your Vegetables at Work –

Katchkie Farm Pioneers a Corporate CSA for New York Offices



Farm fresh vegetables have found their way into local markets and home kitchens everywhere. Now organic Katchkie Farm from Hudson Valley is bringing them directly into boardrooms and offices throughout New York City. Borrowing a page from the City's health initiative, the Corporate CSA (Community Supported Agriculture) program allows companies to customize a weekly purchase of healthy vegetables for their employees. Going one step further, Katchkie Farm and Great Performances are also offering hands on cooking demos to teach workers how to prepare the weekly harvest.

Capitalizing on what's fresh, demonstration menus will be tied to seasonality highlighting both popular produce like tomatoes, basil and squash as well as less familiar offerings like turnips, celeriac and kale. Employees will learn how to make innovative salads, dressings and soups and more elaborate dishes like farm-fresh *panzanella*, *bruschetta*, or beet-citrus tapenade.

Says Liz Neumark, CEO of Great Performances and one of the leading voices in the sustainability and local food movements: "With the Corporate CSA program we are responding to both the demand for healthy food and a growing desire to learn how to prepare fresh produce. Savvy companies are engaging their employees in these experiences right in the workplace."

The benefits from this program are abundant. Not only will it expose employees to locally grown fruits and vegetables, but they will learn simple, easy and nutritious ways to prepare them. Furthermore, by supporting a local organic farm, a company can help decrease its carbon footprint and heighten awareness that the most delicious eating is also healthy.

Drawing inspiration from the classic CSA model in which member invest in the farm and receive a share of produce each week, the program benefits the farmer by removing some of the risk from traditional agriculture. CSA recipients enjoy weekly deliveries, which vary as new crops are harvested. CSA participation has exploded in NYC from 17 CSA sites in 2000 to over 100 in 2010, and is a major conduit for local farmers to reach urban markets while providing a secure income stream.

About Great Performances and Katchkie Farm

Great Performances brings consummate culinary skill and originality to the table, complemented by personalized attention to detail and exquisite service. The company, founded in 1979 by Liz Neumark as a staffing service for women in the arts, is now an acknowledged leader in the high-profile arena of catered events and has carved out a niche as the foodservice partner of some of the city's most prestigious cultural institutions including Frederick P. Rose Hall, Home of Jazz at Lincoln Center; Brooklyn Academy of Music; Sotheby's; Apollo Theater; and El Museo del Barrio. In 2007, Great Performances, in a joint venture with Delaware North Companies, signed a 25-year lease to operate and manage the Grand Ballroom of the newly renovated Plaza Hotel. Great Performances is the only catering company nationally to own and operate its own organic farm, Katchkie Farm in Columbia County, New York. (www.katchkiefarm.com) The Company pioneered the 100-Mile Menu, bringing sustainable food to the forefront of the special events industry. For more information on Great Performances, visit www.greatperformances.com