

RIVERS EDGE CHEVRE HONORED AS GOOD FOOD AWARDS WINNER AT INAUGURAL CEREMONY

Alice Waters, Bruce Aidells speak to a rapidly growing coast-to-coast artisan food movement

San Francisco, CA (January 14, 2011) – RIVERS EDGE CHEVRE, today announced that its MAYOR OF NYE BEACH and SILTCOOS has been selected as one of the Good Food Awards 71 inaugural winning products from across the nation—representing American craft food producers who excel in superior taste and sustainability. Patricia Morford of RIVERS EDGE CHEVRE was awarded a Good Food Awards Seal in front of a crowded house of over 450 attendees on January 14, 2011 at the historic San Francisco Ferry Building. Of the winning producers, 47 flew in from out of state, many with their farmers and partners, representing every major region of the United States—a true testament to a not-so-quiet artisan foods renaissance happening nationwide. RIVERS EDGE CHEVRE’S Good Food Awards Seal, recognizes their contributions toward creating a more tasty, authentic and responsible food system in urban and rural communities throughout the nation.



Mayor of Nye Beach, a washed-rind cheese (right)

Siltcoos, a bloomy-rind cheese topped with fern fronds (left)



“By publicly celebrating the achievements of artisans across the country we are sharing the good news about food,” said Alice Waters. “The Good Food Awards are the County Fair of our times and like those fairs that brought our communities together in a positive way, these new awards have the potential to strengthen our communities and rebuild our food culture.”

Honors were presented by a host of food innovators in each Good Food Awards category including Caleb Zigas (Director of La Cocina Community Kitchen), Peter Giuliano (President of the Specialty Coffee Association of America), Bruce Aidells (author of “Bruce Aidells’s Complete Book of Pork”), June Taylor (June Taylor Preserves), Sandor Katz (author of “Wild Fermentation”), Matt Jennings (owner of Farmstead, RI), Greg Engert (Food & Wine’s Beer Sommelier of the Year 2009), as well as Brett Beach (co-founder of Madécasse) and Shahin Cassam Chenai (chocolate production partner for Madécasse) who flew in from Madagascar for the event.

“The Good Food Awards,” said Bruce Aidells, “proves we have emerged from the low-fat dark ages of the 80’s and 90’s, into a culture looking for real food, made with responsible ingredients, that is all about great taste.”

Thousands of people attended the Saturday Good Food Awards Marketplace—amidst the iconic CUESA Farmers Market at the San Francisco Ferry Plaza—to taste and buy award-winning artisan foods, leaving many of the Good Food Award winners sold out of their products. “The entire event was amazingly well done, I believe all the people who received Awards feel like I do, totally honored.”

On the heels of the jubilant weekend, the Good Food Awards continues the momentum through hundreds of Good Food Month events (www.goodfoodmonth.org), and into the future by connecting award-winning producers to new retail opportunities and laying plans to recognize the next group of food craft trailblazers in even more categories in 2012.

“It was thrilling to bring these exceptional food producers out from behind the scenes for a night and show our gratitude for their tireless efforts,” said Sarah Weiner, Director of Seedling Projects. “This past weekend there was a tangible feeling that a new community was taking shape—a spirit of connection, support and empowerment. It’s exciting to know that good food is being brought to life across the nation.”

KEY LINKS

Good Food Month website: www.goodfoodmonth.org

2010 Winners & Winner Profiles: <http://www.goodfoodawards.org/the-awards/winners/>

Photo Gallery: <http://bit.ly/dRtdq0>

Rivers Edge Chevre is a small family owned farmstead cheese company nestled in the Central Coast Range of Oregon about 20 miles from Newport. Pat and Astraea Morford’s handmade cheeses have received National and International recognition. Rivers Edge Chevre grew from a life long love of dairy goats and good healthy food.

Go to www.threeringfarm.com <<http://www.threeringfarm.com>> for more information about the cheeses made at Rivers Edge Chevre.

ABOUT GOOD FOOD AWARDS

The Good Food Awards celebrate the kind of food we all want to eat: tasty, authentic, and responsible. In its inaugural year, awards will be given to winners in seven categories: beer, charcuterie, cheese, chocolate, coffee, pickles and preserves. The Good Food Awards Seal, found on winning products, assures consumers they have found something exceptionally delicious that also supports sustainability and social good. Find more information at: www.goodfoodawards.org <<http://www.goodfoodawards.org>> .

ABOUT SEEDLING PROJECTS

The Good Food Awards is organized by Seedling Projects in collaboration with a broad community of food producers, chefs, food writers and passionate food-lovers. Seedling Projects is a social enterprise L3C organization led by Sarah Weiner and Dominic Phillips, who have united their diverse skills to support the sustainable food movement. Through focused events and strategic models we engage the public in finding better ways to feed our communities. Our collaborative approach draws upon the wealth of talent and creativity of our colleagues and community organizations. Find more information at: www.seedlingprojects.org <<http://www.seedlingprojects.org>>

MEDIA CONTACTS

Emily Collins

Cordial Rx

707-318-3124

collinseb@gmail.com

Hannah Hausauer

Seedling Projects

415-796-3713

hannah@seedlingprojects.org