Field to Fork
An Exquisite Culinary Experience

HEARTLANDS CONSERVANCY
Investing In The Nature Of Southwestern Illinois
Field to Fork 2014
Amuse
Tim Faltus, Bellecourt Manor
Brushetta & crostini
local cheese & sausage
Appetizer
Jenny Cleveland, Cleveland-Heath
crispy pork belly with watermelon
Salad
Joseph Hemp V. Robust Wine Bar
green goddess with brioche croutons
Pasta
Jennifer Kennedy, J. Fires
vegetable lasagna tureen
Entree
Josh Galliano, The Libertine
braised local beef with smoked vegetables
Dessert
Meaghan Boyer, Element
sweet corn panna cotta with pickled blackberries
About Field to Fork

- All ingredients are locally sourced from farms in southern Illinois (some specialty ingredients from southern Missouri)
- All chefs are from southern Illinois or have a southern Illinois connection
- Same weekend every year - third Saturday in July
- Includes silent auction, live auction, raffle, and paddle raise
- Most food is donated, chef time donated
- Entertainment donated
- Only pay for wait service and venue
- 160 attendee limit due to space and chef capacity

- Last year raised $27,000 (not including sponsorships)
Takeaways

- Create an event that is meaningful to your mission
- Professional emcee!
- Professional auctioneer!
- Paddle-raise has yielded the most funds
- Incorporate your mission and impact of your work throughout the event
  - Tug at the heart strings if you can!
- There will always be obstacles - food allergies, impatient guests, ‘the cold table,’ etc
- Get the right people in the room - target marketing
- Presentation & experience is important
- Fewer, quality auction items is better than a bunch of low-quality items
- Good entertainment helps - recommend bossa nova