



## MEDIA ADVISORY

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### CONTACT

Ginette Walker Vinski  
Sustainable Pittsburgh  
Office: (412) 258-6646  
gvinski@sustainablepittsburgh.org

## **Business to Business Speed Dating: In search of a perfect local food match** **Free event connects local farmers and small-scale food producers with chefs, retailers**

- WHO:** Sustainable Pittsburgh, Southwestern Pennsylvania Commission, City of Pittsburgh's Sustainability and Resilience Team
- WHAT:** Pittsburgh Regional Food Industry Networking Event, a *free* event to bring local farmers and small-scale food producers face-to-face with chefs and retailers to help facilitate new business relationships
- WHEN:** Tuesday, March 13, 2018 from 5:30 pm-7:30 pm
- WHERE:** Spirit, 242 51<sup>st</sup> Street, Pittsburgh 15201 (Lawrenceville)
- HOW:** Information and event registration is available on [Eventbrite](#).
- WHY:** In an effort to build a more resilient food system for southwestern PA, this *free* networking event will bring local farmers and small-scale food producers face-to-face with chefs and retailers to help facilitate new business relationships. **Attendees must be buyers or sellers of local foods in order to attend.**

This event can help grow business for chefs or retailers looking to source more local foods, and farmers or food producers looking to sell into the Pittsburgh area market. Through speed-dating type interactions, buyers rotate through sellers with the goal of creating meaningful matches that help get more local food on restaurant tables and retail shelves.

“There are a lot of opportunities for farmers and food producers to show off their products to the general public. Our event is designed to allow them to meet exclusively with people who will buy their product directly, and talk business,” says Shelly Danko+Day, Open Space Specialist and Urban Agriculture and Food Policy Adviser with the City of Pittsburgh's Department of City Planning. “This is a business-to-business event for the local food industry, and we're glad we can facilitate these connections.”

Corporate Executive Chef Bill Fuller of big Burrito Restaurant Group has been a regular attendee of these matchups and shared, “I really enjoy these events. They give me an opportunity to catch up with current

suppliers and see what new things they have going on, meet new farmers and local food manufacturers and learn about their products, and generally re-invigorate my passion for the local food systems!”

“We made some terrific contacts at the 2017 Pittsburgh Local Food Match-Up, which were instrumental in building our business,” says Steve Loevner of Goat Rodeo Farm and Dairy. “We’re looking forward to this next event, and to further expanding distribution of our award-winning cheese.”

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**About Sustainable Pittsburgh:**

Sustainable Pittsburgh affects decision-making in the Pittsburgh region to integrate economic prosperity, social equity, and environmental quality as the enduring accountability, bringing sustainable solutions for communities and businesses.

Among its core strategies for progress are sustainability performance programs, which enable organizations to track their sustainability advancements and earn recognition for their accomplishments. The Sustainable Pittsburgh Restaurant program, for example, helps restaurants make improvements in the areas of energy, water, waste, sourcing, people, and nutrition. Levels of a restaurant’s sustainability achievement begin with Bronze Plate and progress to Platinum Plate.

View Sustainable Pittsburgh Restaurants and their sustainability profiles at [sustainablePGHrestaurants.org](http://sustainablePGHrestaurants.org).

**About Southwestern Pennsylvania Commission:**

The Southwestern Pennsylvania Commission is the cooperative forum for regional collaboration, planning, and public decision-making. Operating with public involvement and trust, the Commission develops plans and programs for public investments; fulfills federal and state requirements for transportation, economic development, and local government assistance programs. To learn more, visit [spcregion.org](http://spcregion.org).

**About City of Pittsburgh – Sustainability and Resilience Team**

City of Pittsburgh Sustainability & Resilience team partners to protect and improve the built and natural environment of the City of Pittsburgh for present and future generations. We provide leadership for integration of sustainability and resilience practices into the city’s operations, policies and investments, and work to implement the climate planning and resilience strategy for the City. Through our food policy initiatives, we work to strengthen our food system, and strive to ensure that all residents of the city have adequate access to fresh, healthy food. For more information about the City of Pittsburgh, visit [pittsburghpa.gov](http://pittsburghpa.gov).

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