Culinary Breeding Network: Building community among breeders, farmers, chefs and eaters to create better varieties for all

Lane Selman
Organic Farming Researcher, Oregon State University
Director/Founder, Culinary Breeding Network
9 = Like Extremely
8 = Like Very Much
7 = Like Moderately
6 = Like Slightly
5 = Neither Like nor Dislike
4 = Dislike Slightly
3 = Dislike Moderately
2 = Dislike Very Much
1 = Dislike Extremely

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<tr>
<th>Pepper Sample</th>
<th>Preparation</th>
<th>Appearance</th>
<th>Flavor</th>
<th>Sweetness</th>
<th>Texture</th>
<th>Overall Rating</th>
<th>Comments</th>
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‘Stocky Red Roaster’

‘Joelene’s Rustic Italian’
VARIATION in MILD HABANERO BREEDING LINES

Crumpled walls, pointed ends
Crumpled walls, tapered shape
Crumpled walls, blocky shape
Straight walls, tapered shape
Straight walls, blocky shape
Straight walls, tapered shape

TAM 25-1-3-2

TAM 23-1-2-2
Plant breeders, seed growers, farmers, chefs, produce buyers and others in the food community engaged in developing and identifying varieties and traits of culinary excellence for vegetables and grains.
CULINARY BREEDING NETWORK
Identifies & Creates RELATIONSHIPS with stakeholders
Builds COMMUNITY within research projects
Creates ENGAGEMENT through interactive events and activities
The VARIETY SHOWCASE is an annual interactive mixer to build community & increase collaboration between breeders, farmers & eaters.

The event provides attendees the unique experience to taste new and in-development vegetable and grain cultivars, share opinions and break down the walls between eaters and breeders.

Who attends?
plant breeders
seed growers
farmers
chefs
produce buyers
food journalists
food community influencers
food lovers
540 attendees
30 breeder/researcher+chef tables
3 special exhibit educational rooms
78 participating breeders, researchers and chefs
Breeder Frank Morton
Wild Garden Seed

Pastry Chef
Nora Antene

Parsley Apple Granita
with Buttermilk Mousse
CARROT BREEDING PROJECT
red carrot gnocchi, roasted carrot bolognese,
carrot seed pan fritto, dried carrot top smoked parmigiano reggiano
Sweet + Spicy Tromboncino Squash Lollipops and Aji Yum Yum Soda
IMPACT

100 (2014); 200 (2015); 325 (2016); 540 (2017)

>225 commercially-available cultivars

>170 breeding lines

~10,000 Instagram followers

> 900 members Facebook group

SURVEY:

95% impacting work by ↑ knowledge

65% impacting work by expanding network

40% changing purchasing practices

74% changing decision-making

97% will share new knowledge with others

“One seed company reports 500% sales ↑

"The excitement about the plant breeders’ work was at a level I have never before experienced. The Variety Showcase is really expanding and enlightening the greater public about plant breeding.”

William F. Tracy, Professor & Department Chair, University of Wisconsin-Madison
Clif Bar and Organic Valley Chair in Plant Breeding for Organic Agriculture
Variety Showcase
Goes Tropical
Oahu, Hawai‘i

An interactive mixer for plant breeders, researchers, organic farmers & eaters. Taste new, traditional, and in-development vegetables, fruits & grains

Tuesday March 13
5:30 - 7:30pm
at the
Ohi‘a Cafeteria,
KCC, Honolulu

Culinary Breeding Network

$25 tickets must be purchased beforehand
http://varietyshowcaseahu.brownpapertickets.com

University of Hawai‘i KAPI'OLANI COMMUNITY COLLEGE
Hawai‘i Seed GROWERS NETWORK
Organic Seed Alliance
Farm Link Hawaii
GoFarm Hawaii
Oregon State University
Wisconsin University of Wisconsin-Madison
College of Tropical Agriculture and Human Resources
University of Hawai‘i at Mānoa
Johnny's Selected Seeds & Unity Food Hub Present

The Second Annual

SEED-TO-TABLE VARIETY TASTING

SUNDAY, SEPTEMBER 24th
OPEN HOUSE 2-6pm
at Unity Food Hub (UFH) 9 School Street, Unity, ME 04988

Walking, biking, carpooling encouraged!

- Sample varieties and talk seeds with Johnny's plant breeders
- Featuring specialty vegetables grown by Unity Food Hub farm partners
- Tastes prepared by Maine Chefs
- Local Brews, Cash Bar

FREE and open to the public

Hannah Swegarden, Cornell