



FOR IMMEDIATE RELEASE

“Lunatic Farmer” Joel Salatin Sets the Tone for EAT LOCAL! Week with “Local Food to the Rescue”

Boulder County Farmers to Meet with Key Inspirational Figure in the Local Food Movement

Boulder, CO (Aug. 23)—The centerpiece event of Transition Colorado’s EAT LOCAL! Week (Aug. 27 - Sept. 4) is a keynote presentation by self-described “Christian-libertarian-environmentalist-capitalist-lunatic-farmer” Joel Salatin, at Boulder’s Chautauqua Auditorium, Mon., Aug. 29, at 7:30 p.m., titled “Local Food to the Rescue!”

At this event, Salatin will serve up his “unconventionally successful” farming practices, citing Mother Nature for their inspiration, function and beauty.

Joel Salatin and his family own and operate Polyface Farm, arguably the nation's most famous farm since it was profiled in Michael Pollan's *New York Times* bestseller, *The Omnivore's Dilemma* and two subsequent documentaries, *Food, Inc.*, and *Fresh*. An accomplished author and public speaker, Salatin has authored seven books, including the classic *Everything I Want To Do Is Illegal: War Stories From the Local Food Front*.

Drawing upon 40 years’ experience as an ecological farmer and marketer, Joel Salatin shares “the sheer joy of being a lunatic farmer,” and explains with humor and passion why Americans do not yet have the freedom to choose the food they purchase and eat.

“From child labor regulations to food inspection, bureaucrats provide themselves sole discretion over what food is available in the local marketplace,” he says. “Their system favors industrial, global corporate food systems and discourages community-based food commerce, resulting in homogenized selection, mediocre quality, and exposure to nonorganic farming practices.”

A third-generation alternative farmer, Salatin returned to the family’s Polyface Farm in 1982 and continued refining and adding to his parents’ ideas. The farm now services more than 3,000 families, 10 retail outlets, and 50 restaurants through on-farm sales and metropolitan buying clubs with “salad bar beef, pastured poultry, eggmobile eggs, pigerator pork, forage-based rabbits, pastured turkey and forestry products using relationship marketing.”

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Farmer Gathering

Earlier in the day, Salatin will meet with local farmers and others involved in the local food system for a special informal gathering and dinner at The Lyons Farmette, 4141 Ute Highway, 3:00 – 6:00 p.m., where he will discuss the challenges, joys, and opportunities of the life of a dedicated “alternative” farmer. The gathering will provide locals with an opportunity to talk directly with this celebrated farmer who has drawn much attention to the local food movement through his work. The discussion will be followed by a farm-to-table dinner orchestrated by Eric Skokan of Black Cat Bistro and Farm, one of Boulder County’s finest locally-passionate chefs.

Young farmers are particularly interested in meeting with Salatin. “The tragedy of our time is that cultural philosophies and market realities are squeezing life's vitality out of most farms,” he says. “And that is why the average farmer is now 60 years old. Serfdom just doesn't attract the best and brightest.”

One of the issues Salatin will address is perception that clean local food is expensive. “It's actually the cheapest food you can buy,” he says, “because society is not bearing the cost of water pollution, of antibiotic resistance, of food-borne illnesses, of crop subsidies, of subsidized oil and water—of all the hidden costs to the environment and the taxpayer that make cheap food *seem* cheap. The choice is simple: You can buy honestly priced food or you can buy irresponsibly priced food.”

Advance tickets for Salatin’s keynote presentation are available at www.Chautauqua.com. Admission is \$20.

Individuals can request invitations to the farmer gathering by sending an email to michael@TransitionColorado.org.

Major sponsors of EAT LOCAL! Week include Localization Partners LLC, AM760, Chipotle, Slow Money, Chautauqua, Madhava, Lyons Farmette, Boulder Weekly, and the Rocky Mountain Sustainable Living Fair.

Full details for all EAT LOCAL! Week events are available at www.TransitionColorado.org.

Boulder-based Transition Colorado is a leader in the international movement to build community resilience and self-reliance in response to converging global crises—fossil fuel depletion, climate change, and economic instability. Through its EAT LOCAL! Campaign the organization is focused on catalyzing localization of food systems in the Colorado Front Range and beyond.

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