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Calling all food producers!

Good Food Awards entry deadline extended to September 24, 2010 due to popular demand.

SAN FRANCISCO, CA – September 16, 2010 – San Francisco-based Seedling Projects today announced they have extended the deadline for the Good Food Awards entry period to September 24, 2010. In its inaugural year, the Good Food Awards has already received over 400 entries from across the country that meet the criteria of tasty, authentic and responsibly produced. The entries represent the vast variety of good food being produced around the country from traditional goats milk tommes to duck prosciutto and bean to bar chocolate.

Judging panels will assemble on October 10, 2010 for blind tastings at The Hub SOMA, a certified green co-working space and art gallery that has become a meeting place for social innovators and change-makers. Judging panels include venerated butchers and charcuterie makers Tanya Cauthen (Belmont Butchery, Virginia), Mark DeNittis (Il Mondo Vecchio Salami, Colorado) and Tia Harrison (Avedano's, California); famed cheesemonger Matt Jennings (Farmstead, Rhode Island) and Steve Jenkins (Fairway Market, author of Cheese Primer); award winning chefs Craig Stoll (Delfina, California) and Emily Luchetti (Farallon, California) and acclaimed writers Ruth Reichl (former editor in chief of Gourmet Magazine) and Michael Bauer (The San Francisco Chronicle).

HOW TO ENTER

From today through the extended deadline of September 24, 2010, food producers are invited to enter online at www.goodfoodawards.org (\$10 processing fee). The Good Food Awards are seeking foods from all states in seven different categories: beer, charcuterie, chocolate, cheese, coffee, pickles, and preserves. Three finalists will be awarded and one overall winner will be selected from each region of the United States for each food category. All products must be self-certified by the producer as meeting the criteria of social and environmental responsibility outlined on the form. Confirmed entrants will be invited by October 1 to mail samples.

AWARDS CEREMONY & PUBLIC MARKETPLACE

Good Food Award winners will be announced on January 14, 2011, at a celebration hosted by **Alice Waters** at San Francisco's iconic **Ferry Building**. On January 15, 2011, all Good Food Award-winning products will be showcased at a public marketplace tasting. Winners will receive a Good Food Awards seal to place on their product, an invitation to participate in the ceremony and marketplace tasting, and connections to a growing network of national buyers who seek out foods that meet the Good Food Awards criteria.

The Good Food Awards are being generously sponsored by Whole Foods, with additional support from Bi-Rite Market and Foodzie; leading media sponsors Edible Communities and Etsy.com; the San Francisco Ferry Building, The Hub SOMA, Paula Le Duc Fine Catering and many others.

ABOUT SEEDLING PROJECTS

Seedling Projects is a California-based L3C created as a 'do tank' for the food movement. It is led by Sarah Weiner and Dominic Phillips, who first met as the Content Director and Executive Producer of Slow Food Nation. Seedling Projects is working with committees of leading food artisans, writers and chefs to develop the Good Food Awards.