



# Culinary Breeding Network:

*Building community among breeders, farmers, chefs and eaters  
to create better varieties for all*



**Oregon State**  
University

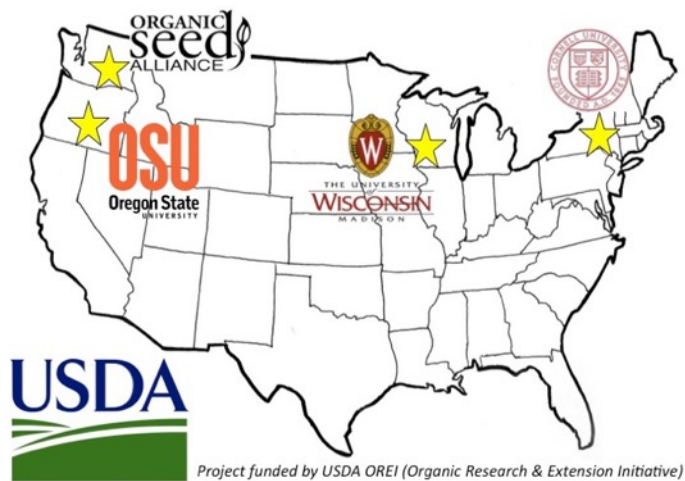
**Lane Selman**  
Organic Farming Researcher, Oregon State University  
Director/Founder, Culinary Breeding Network











# NOVIC

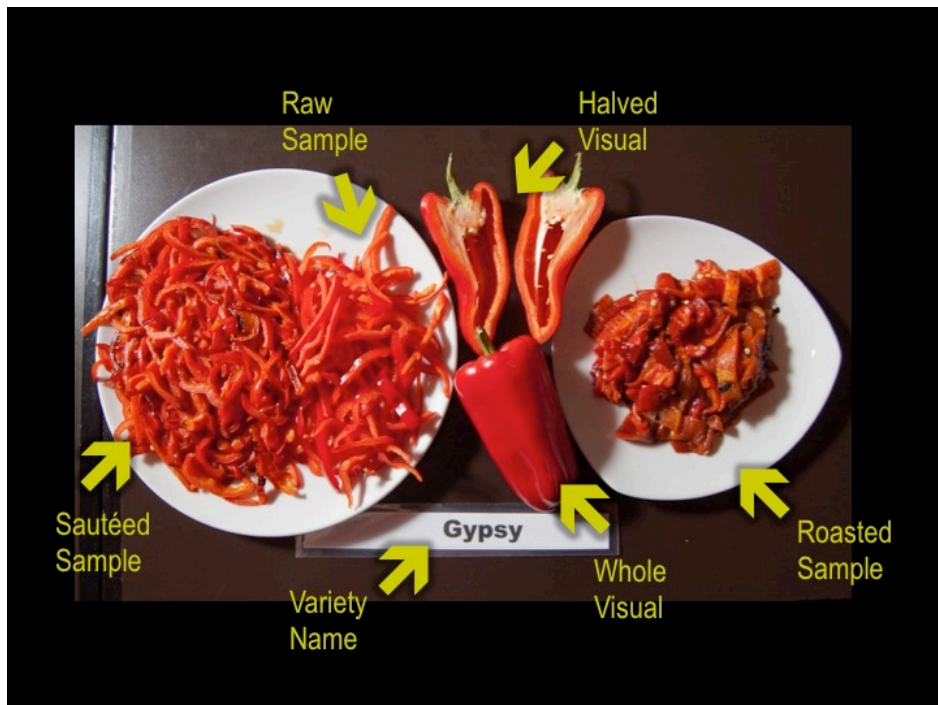
## Northern Organic Vegetable Improvement Collaborative











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

Pepper Sample	Preparation	Appearance 1-9 rating	Flavor 1-9 rating	Sweetness 1-9 rating	Texture 1-9 rating	Overall Rating 1-9 rating	Comments
P101	Raw						
P101	Roasted						
P101	Sauteed						
P102	Raw						
P102	Roasted						
P102	Sauteed						
P103	Raw						
P103	Roasted						
P103	Sauteed						
P104	Raw						
P104	Roasted						
P104	Sauteed						
P105	Raw						
P105	Roasted						
P105	Sauteed						





A close-up photograph of two hands holding red peppers. The hand on the left holds a slender, conical pepper, while the hand on the right holds a larger, more irregularly shaped pepper. The person holding the peppers has a tattoo on their left forearm and is wearing a gold bracelet. The background is a blurred garden scene with green foliage and brown soil.

‘Stocky Red Roaster’

‘Joelene’s Rustic Italian’







## VARIATION *in* MILD HABANERO BREEDING LINES



Crumpled walls,  
pointed ends



Straight walls,  
tapered shape



Straight walls,  
tapered shape



Crumpled walls,  
tapered shape



Straight walls,  
tapered shape



Crumpled walls,  
blocky shape



Straight walls,  
blocky shape



Straight walls,  
tapered shape



Crumpled walls,  
blocky 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.



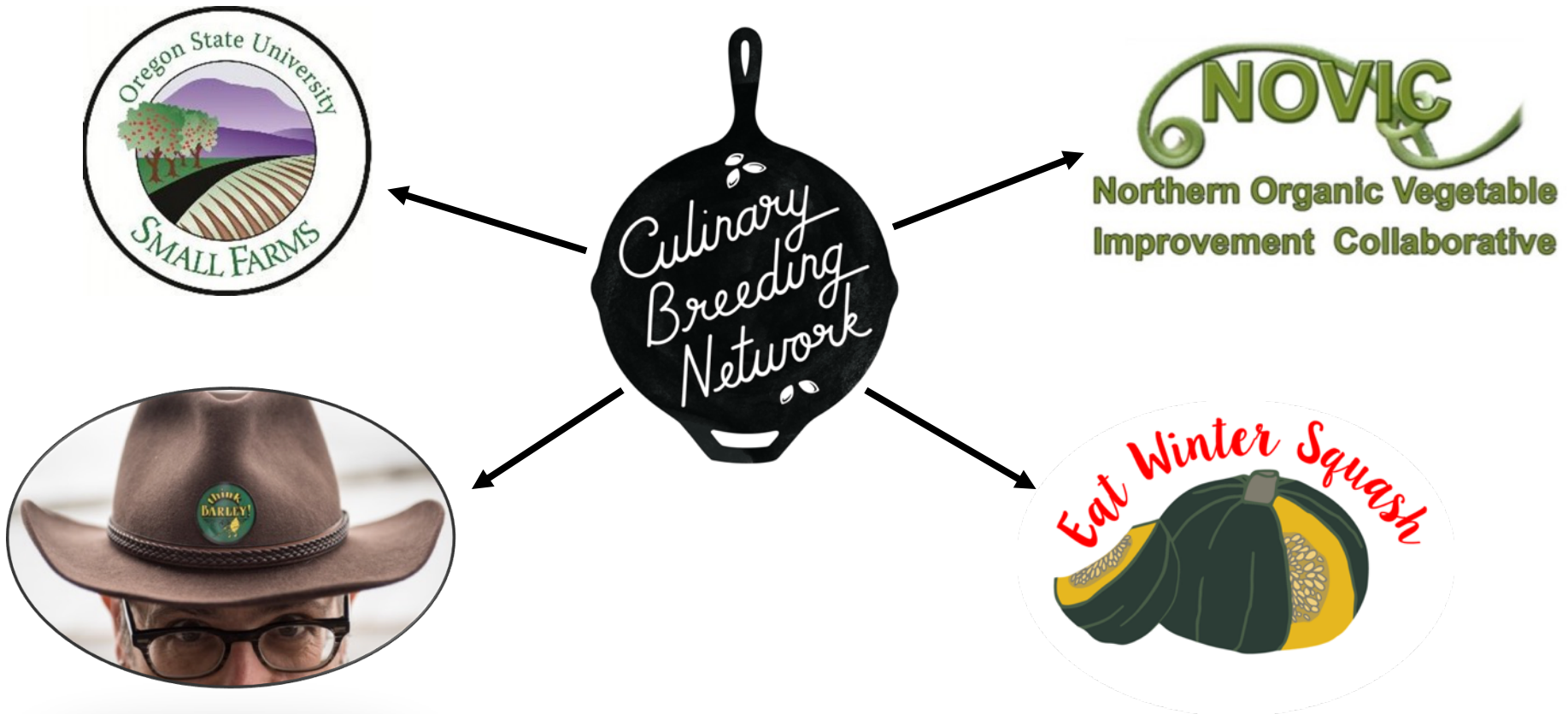


# CULINARY BREEDING NETWORK

Identifies & Creates RELATIONSHIPS with stakeholders

Builds COMMUNITY within research projects

Creates ENGAGEMENT through interactive events and activities







[www.eatwintersquash.com](http://www.eatwintersquash.com)





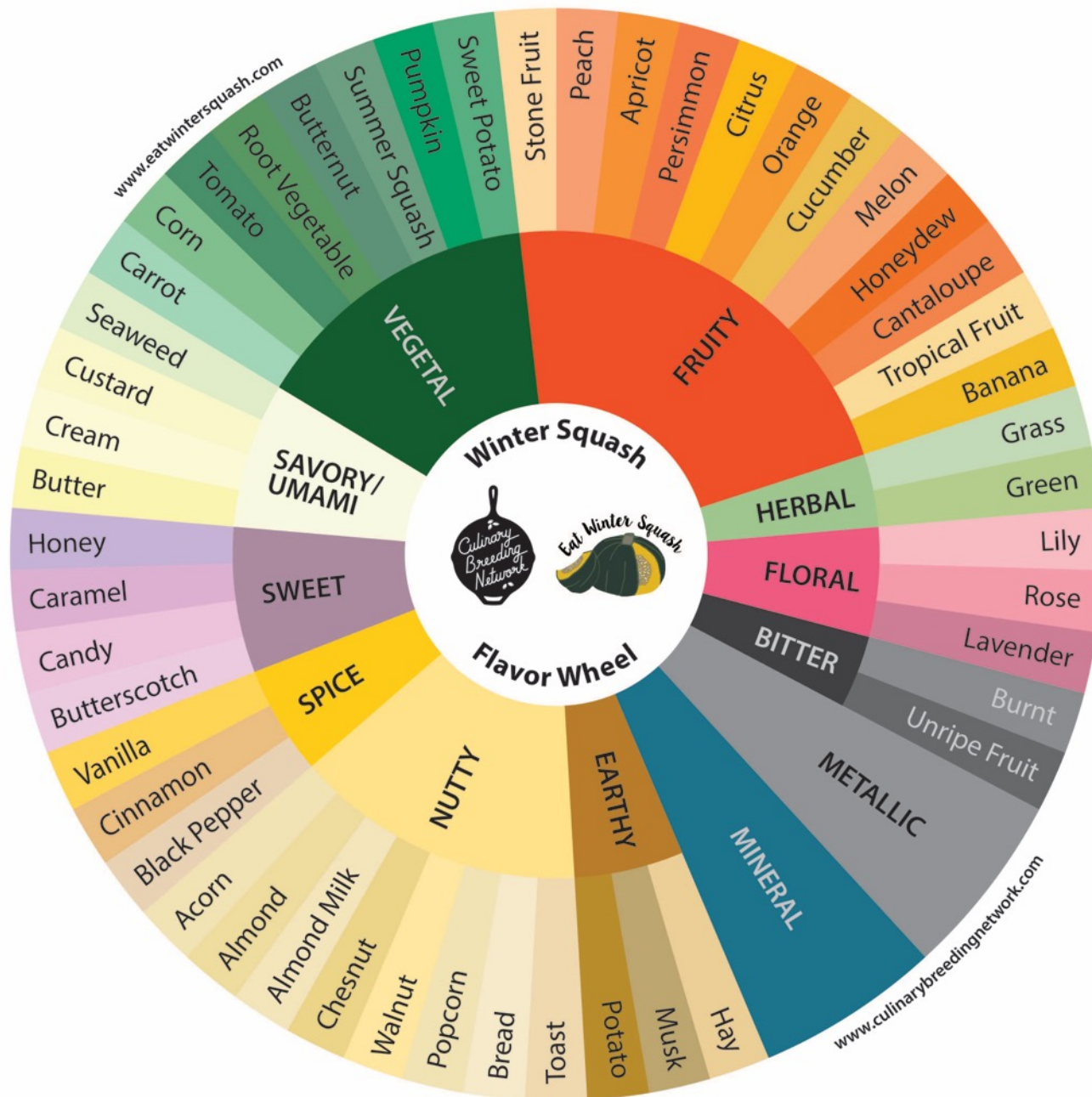
# Barley Day











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







BHX

M1-2

M4-2

M1-1

Gen 2





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



Chef Karl Holl

Breeder Laurie McKenzie  
Organic Seed Alliance

Breeder Phil Simon  
USDA-ARS







# Sweet + Spicy Tromboncino Squash Lollipops and Aji Yum Yum Soda



Chef Dev Patel  
Tom Douglas Restaurants

Jackie Cross  
Prosser Farm

Breeder Jim Myers  
Oregon State University



# 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 ↑**



Pastry Chef Nora Antene  
'Blue Eyed Blonde'

Chef Maya Lovelace  
Chilean Choclo breeding population

*"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





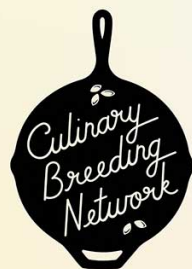
# Variety Showcase



*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  
**Ohī'a Cafeteria,**  
**KCC, Honolulu**



\$25 tickets must be purchased beforehand  
<http://varietyshowcaseoahu.brownpapertickets.com>



UNIVERSITY of HAWAII  
**KAPĪ'OLANI**  
COMMUNITY COLLEGE



**ORGANIC**  
**seed**  
ALLIANCE



**Oregon State**  
University



**GoFARM**  
HAWAII  
UNIVERSITY OF HAWAII



**Hawai'i Seed**  
GROWERS NETWORK



COLLEGE OF TROPICAL AGRICULTURE  
AND HUMAN RESOURCES  
UNIVERSITY OF HAWAII AT MĀNOA



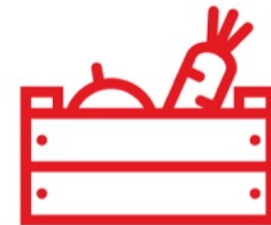
**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON





KITCHEN  
CULTIVARS

SKC

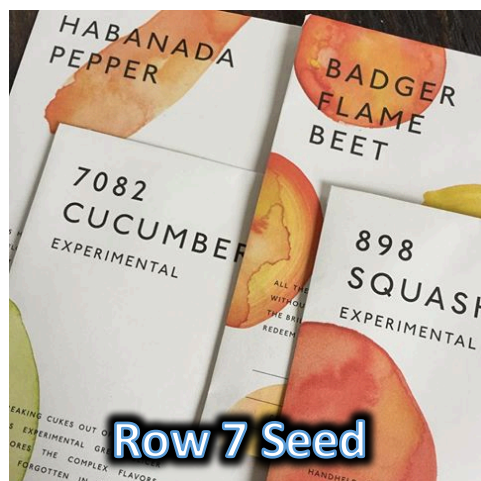


*Seed to Kitchen Collaborative*

THE  
BREAD LAB



**Hannah Swegarden, Cornell**



**Row 7 Seed**



Johnny's Selected Seeds & Unity Food Hub  
Present  
**The Second Annual  
SEED-TO-TABLE VARIETY TASTING**

**SUNDAY, SEPTEMBER 24<sup>th</sup>  
OPEN HOUSE 2-6pm**

at Unity Food Hub (UFH) 69 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







@culinarybreedingnetwork

[www.culinarybreedingnetwork.com](http://www.culinarybreedingnetwork.com)

