



NEWS RELEASE



**Investment
Agriculture
Foundation**
of British Columbia

FOR IMMEDIATE RELEASE

Cook-off Launches B.C. Cookbook

Vancouver, B.C. – March 4, 2007: The B.C. Chefs' Association held a cook-off between Gordon Hogg, the Minister of State for ActNow B.C., and Val Roddick, the Parliamentary Secretary for Agriculture Planning to launch the *Hot Chefs, Fresh Plates* cookbook.

The cookbook contains 100 award-winning recipes and features B.C. products, wines and food producers. Funding for *Hot Chefs, Fresh Plates* was provided by the federal Advancing Canadian Agriculture and Agri-Food (ACAAF) program, which is administered in B.C. through the Investment Agriculture Foundation (IAF).

"Canada's New Government is pleased to support this creative initiative," said Chuck Strahl, Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board, in a message read at the launch. "Canada and B.C. will benefit from building awareness of B.C.'s food industry and the many benefits of buying fresh, high-quality Canadian ingredients."

Every recipe is a gold medal winner collected over the last 10 years at the annual Hot Competition and illustrated with full-colour magazine-style photographs. Recipes are paired with B.C. wines and accompanied by "grower profiles" and an appendix directing readers to agricultural resources in their area, such as farmers' markets.

"Through ActNow BC we are encouraging all British Columbians to eat healthier and consume B.C. grown products," said Hogg. "The cookbook is a great opportunity to further promote the excellent quality of B.C. food products by some of our finest chefs in B.C."

"A cookbook focused on B.C. products is a great idea," said Roddick. "We have so many delicious foods here in B.C. and a cookbook like this both celebrates and showcases what B.C. growers have to offer."

"We wanted [this recipe book] to educate people about the wealth of fresh product available here and inspire them to get excited about cooking," said Marcus Von Albrecht, chair of the B.C. Chefs' Association. "Not everyone realizes the quality and diversity of foods that we produce in B.C. and we're hoping to change that."

The cook-off was part of a two-day extravaganza held in conjunction with the B.C. FoodService Expo. With the support from award-winning junior chefs, Minister Hogg's "ActNow Healthy Eating Team" and Val Roddick's "Team Agriculture" raced against the clock to turn local B.C. ingredients into tantalizing meals for the province's top chefs and guest judges.

Funding provided by:

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“Since its inception the Hot Competition has grown into quite a prestigious event,” said Gary Sandberg, IAF director and a guest judge of the competition. “It’s an excellent venue to launch a cookbook that creatively presents B.C. products.”

The *Hot Chefs, Fresh Plates* cookbook, which sells for \$19.95 (plus tax and shipping), can be ordered from the B.C. Chefs’ Association by phone (604) 538-4547 or by email (info@bccchefs.com). Proceeds from the cookbook will fund scholarships for aspiring chefs enrolled in culinary programs in B.C.

For more information on IAF, please visit www.iafbc.ca, and on ACAAF, please visit www.agr.gc.ca/acaaf.

Event photos available. For more information, media may contact:

Sandra Tretick
Communications
Investment Agriculture Foundation of B.C.
Tel: (250) 356-1672
Cell: (250) 213-8325

Marcus von Albrecht
Chair
B.C. Chefs’ Association
Cell: (778) 233-7624

Media Relations
Agriculture and Agri-Food Canada
Ottawa, Ontario
Tel: (613) 759-7972
Toll Free: 1-866-345-7972



BACKGROUND



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March 4, 2007

- The *Hot Chefs, Fresh Plates* cookbook concept came to life to celebrate the 10th anniversary of the Hot Competition.
- Hot Chefs, Fresh Plates, whose 100 recipes feature B.C. products, received \$15,000 in funding through the federal Advancing Canadian Agriculture and Agri-Food (ACAAF) Program, which is administered in B.C. through the Investment Agriculture Foundation.
- The annual Hot Competition was created in 1997 by the Junior Chapter of the B.C. Chef's Association and is held each March at B.C. Place.
- The Hot Competition has been the testing ground for some of the province's top culinary talents. Contestants include junior cooks, students and apprentices who have yet to earn their white peaks or papers.
- Junior chefs tap their skills, creativity and memory as they race against the clock in front of a cheering crowd and under the gaze of their peers. A select panel of veteran judges scrutinizes each contestant's work before awarding gold, silver and bronze medals.
- *Hot Chefs, Fresh Plates* features the recipes of champions. All have been tested by the B.C. Chef's Association to ensure they are simple to follow and achieve great results.
- Readers are encouraged to use fresh, local, seasonal product wherever possible and are provided with online resources to help source regional ingredients.
- Other *Hot Chefs, Fresh Plates* sponsors include:

5 to 10 a Day	Hills Foods Ltd.
International Herbs Ltd.	Intercity Packers Ltd.
Albion Fisheries Ltd.	Sysco Vancouver
The Dudson Group	Allied Food Services
International Pacific Sales Ltd.	
- The B.C. Chefs' Association was founded in 1958 and is dedicated to the continuing education of its members, publicizing the work of professional chefs and cooks in B.C., and bestowing annual scholarships to deserving culinary students.
- The Investment Agriculture Foundation is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects that benefit the agriculture and agri-food industries in B.C.

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