

Growing for the High-End Restaurant

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As a co-speaker titled Growing for the High-end Restaurant: What they Want and Quality Considerations

The purpose for this presentation is to provide insight into the dynamic and evolving high-end restaurant market for specialty greens growers.

The objective of this topic is to identify tools and methods that can help shape and improve relationships between chef's and growers.

Crop Selection and Diversity in Greenhouse Production

1. Offering a spectrum of products to inspire Restaurant interest
2. Offering a spectrum of crop families to suit a proper rotation plan

Soil Quality and Nutrition

1. Soil as basis for plant nutrition and health
 - a. Regulated pathogen pressures (less spray)
2. Increased quality and flavor of product

Grower, Chef, Consumer Perception

1. Passing along the perception of value
2. Developing pricing based on perceived value

Product Quality and Integrity

1. Keeping the customer
2. Developing the customers standards of quality
3. Year-Round Production

Niche Products

1. The Very Special Products
2. Organized and coordinated experimentation

Economic Value

1. Basics of tracking a diversified year round production
 - a. Records
 - b. Observations

This presentation will include a power point projection.