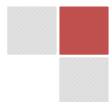




The 2008 Italian Culinary Foundation “Italian Chef Program”



“The Cuisine is Italian, the products are Regional”



Executive Summary

By Tony May



- In 2007, we successfully introduced our “Visiting Chef Instructor Program” to 20 top culinary schools across the United States.
 - 95% of the Administrators expressed a desire to repeat the program.
 - Nearly 95% said that they felt the Italian products were exceptional and that they would begin using more of them in their kitchen labs in the future.
 - Over 90% of the students at the participating schools reported that they had an exceptional experience and that they would be interested in pursuing continuing education programs in Italy after graduation.
- For 2008 the “Italian Chef Program”, will be offered to U.S. culinary schools with the overall theme: The Cuisine is Italian, the products are Regional. The objective of this year’s curriculum will focus on Italian Cuisine today emphasizing that it is no longer tied to regionality. There is one cuisine simply called Italian. A cuisine which is comprised of regional ingredients.
 - It is our goal to further extend the visibility and overall impact of the program. To achieve this we will include several new schools and a few select programs from last year. We have outlined the group for this year to be schools in the Eastern part of the U.S. from Boston, Massachusetts south to Miami, Florida, with 5 visiting Chefs each spending one week (Sun. through Sat.) at 2 different schools.



- The program includes a U.S. Chef Instructor Professional Development trip to Italy for one Instructor from each of the 10 participating schools. The dates for this trip will be at the beginning of November. This trip allows us to further define the appreciation for Italian cuisine and regional products through an intensive week long culinary/wine tour of one of the regions. In addition these Chefs return to their classrooms eager to incorporate the products, techniques, and methods that they learned through their experiences to thousands of students.



Chef Domenico D'Agostino and camera crew in Portland, Oregon (2007)



Program Goals

- Create a greater appreciation of Italian cuisine in the United States by visiting schools and campuses to further extend the mission of the program now in its second year.
- Stimulate student and faculty interest in pursuing post-graduate continuing education culinary programs in Italy.
- Address the need for a better understanding of high quality, authentic regional Italian products by including product vendor representatives on the visits to school campuses when possible.
- Highlight the nutritional benefits of Italian cuisine through the products used and the recipes chosen for the demonstrations.
- Establish Representatives from product vendors who will visit the schools to participate and conduct presentations for the students and faculty on their product lines.
- Develop a dialogue with to encourage an Italian Cuisine curriculum to be introduced and incorporated into each school's available program offerings. The ICF is available to assist with recommendations and suggestions such as the development of key course outlines, recipe development, and authentic regional Italian products.

