

NRDC Announces Third Annual *Growing Green Awards* to Honor Extraordinary Contributions in Sustainable Food

Nominations are due by **December 10, 2010**

\$10,000 cash prize in the Food Producer category

\$5,000 cash prize in the Young Food Leader category



The Natural Resources Defense Council (NRDC) announces its third annual *Growing Green Awards* to recognize individuals who have demonstrated original leadership in the field of sustainable food. Through this national award, NRDC will recognize extraordinary contributions that advance ecologically integrated farming practices, climate stewardship, water stewardship, farmland preservation, and social responsibility from farm to fork.

A *Growing Green Award* will be given to an outstanding individual in each of four categories, including Food Producer, Business Leader, Knowledge Leader, and Young Food Leader. Cash prizes of \$10,000 and \$5,000 will be awarded in the Food Producer and Young Food Leader categories, respectively, and all winners will be widely celebrated through outreach to media and NRDC's networks.ⁱ Winners will also be celebrated on April 28, 2011 at an event to benefit NRDC in San Francisco. Award selections will be made by an independent panel of sustainable food experts. Information about award eligibility, selection criteria and process, and the award selection panel are provided below.

Eligibility

Recipients may represent a variety of fields including food production, food service, retail or restaurants, academia, journalists, policy advocacy, and government. The panel will consider

candidates from across the country (candidates operating outside of the United States will not be considered). Individuals in the following four categories are eligible:

Food Producer: Farmers or other food producers, including aquaculture, who employ innovative techniques to sustain agriculture, the natural environment, workers and community;

Business Leader: Entrepreneurs who effectively use the marketplace to promote sustainable food systems, develop infrastructure that enables producers to be more sustainable, or advance sustainable innovations anywhere along the supply chain from farm to fork;

Knowledge Leader: Scientists or practitioners who advance the knowledge that is needed to increase the sustainability of American food production; and

Young Food Leader: Sustainable food advocates, entrepreneurs, thought leaders and innovators who are 30 years old or younger.

Growing Green Awards Criteria

In selecting from nominees, the awards selection panel will consider the following criteria:

- Innovation in promoting ecologically-integrated food systems. This may include minimizing inputs of energy, water and chemicals; reducing pollution and global warming gas emissions; use of on-farm polyculture; increasing natural resilience; and stewardship of biodiversity, pollinators, open space and land resources.
- Potential to achieve wide scale adoption, implementation or behavioral change.
- Advancement of health, safety and economic viability for farmers, farmworkers and rural communities.

Selection Panel and Process

The awards will be selected by an independent panel with staffing assistance from NRDC.

NRDC is grateful to the following sustainable food leaders who have volunteered to join the *Growing Green Awards* selection panel:

Dan Barber, Executive Chef and Co-Owner of Blue Hill restaurant and member of the President's Council on Physical Fitness, Sports and Nutrition

Michael Pollan, Knight Professor of Science and Environmental Journalism, University of California Berkeley

Maria Rodale, Chairman and CEO, Rodale Inc. and Co-Chairman of the Rodale Institute Board of Directors

Dr. Tom Tomich, WK Kellogg Endowed Chair in Sustainable Food Systems, and Director, Agricultural Sustainability Institute, University of California Davis

How to Apply

Applications will be accepted until close of business on December 10, 2010. The application must be submitted electronically using the website application process at <http://www.nrdc.org/growinggreen>. Application materials may include up to 10 pages of text (12 point font please), photographs, articles or other supporting materials. Please combine multiple files into a single attachment.

In the last two Growing Green Award competitions we received many excellent nominations that came very close to winning. We will consider previously submitted nominations again this year upon request.

Please contact Suzanne Vyborney with questions at gga@nrdc.org or by phone at (415) 875-6134.

Meet Last Year's Winners

NRDC's 2010 Growing Green Awards winners, listed below, were selected from a pool of 170 impressive candidates for their outstanding achievements in sustainable food and farming. You can hear them tell their stories [here](#).

Food Producer: Russ Lester, Dixon Ridge Farms

Business Leader: Karl Kupers, Shepherd's Grain

Thought Leader: Fred Kirschenmann, Stone Barns Center for Food and Agriculture

Water Steward: Mike Benziger, Benziger Family Winery

ⁱ The \$15,000 prize funding has been donated by NRDC supporters and will be distributed through NRDC.