

Who benefits from our love of figs?

Ag One –

Ron Radoicich Memorial Endowment Fund

Ag One – Ron Radoicich Memorial Endowment Fund, was created to provide support for deserving students studying viticulture and enology at Fresno State. Ron Radoicich's death, this past December, was a tragic loss to his family and friends. It was also a loss to the community of farmers, winemakers and chefs for whom Ron was a source of passion, inspiration and an irreplaceable connection. A group of Ron's family and friends have established an endowed scholarship fund that will continue Ron's leadership in developing farming and foods. Ron was the driving force behind making the annual Fig Fest a reality.

Slow Food Madera



We live in a rich agricultural region. The goal of Slow Food Madera is to promote the uniqueness and quality of food and wine made in Fresno and Madera Counties - and have fun doing so! We are succeeding on both counts. Slow Food Madera has made some valuable contributions to our social, cultural & economic life and we plan to make more! A vibrant food and wine scene and increasing appreciation for the food and wine produced here will benefit everyone. We want and need your participation in this wonderful vision. We encourage you to step out of the fast lane by enjoying and by joining Slow Food Madera. www.slowfoodmadera.org



Campagna's Fresh figs with Cambazola Cheese on Crostini drizzled with balsamic syrup.

Fig Dinner by Malachi Harland

SATURDAY AUGUST 11 AT 7PM
THE CHEFS TABLE
IN FIG GARDEN VILLAGE
FIVE COURSES
INCLUDING WINE PAIRINGS \$125.00
TICKETS AVAILABLE AT
WWW.BROWNPAPERTICKETS.COM
OR: 1 800 838 3006



California Fig Advisory Board & Slow Food Madera

7395 North Palm Bluffs Ave
Suite 106
Fresno, Ca 93711

Phone: (559) 440-5400
Fax: (559) 438-5405
Email: figfest@comcast.net

FOURTH ANNUAL FIG FEST 2007

Celebrating A Valley Treasure



SATURDAY, AUGUST 11 9 AM TO NOON

VINEYARD FARMER'S MARKET

N.W. CORNER OF BLACKSTONE & SHAW
FRESNO, CALIFORNIA

*Gourmet Food Samples**
Fresh & Dried Figs
Fig Tree Sales
Amazing Recipes
Live Jazz by Lisa's Big Night Out

ADMISSION
\$5
12 & UNDER FREE WITH
PAID ADULT ADMISSION
TICKETS AVAILABLE
AT THE DOOR

Fig Fest 2007—Celebrating a Valley Treasure

Fig Celebration Features Gourmet Chefs & Attracts Thousands

FRESNO, Calif., Gourmet food lovers from throughout California will flock once again to the Fourth Annual Fig Fest held in the heart of the San Joaquin Valley.

Fig Fest, 2007, will be held August 11, 2007 in Fresno, California. Last year the event attracted nearly 1,000 people, who sampled food featuring fresh and dry figs. Award-winning chefs Sondra Bernstein of *the girl & the fig* in Sonoma and Marie Simmons author of *Fig Heaven* auto-graphed their best-selling cookbooks.

Harland's son, Malachi, who came home to Fresno from San Francisco to open The Chef's Table, added, *"Figs are the most underrated fruit I can think of. I just don't see them often enough on restaurant menus."*



I love heirloom tomatoes, summer squash and shelling beans. But figs stand alone in my opinion."

During the 2006 event, the crowd enjoyed fig cookies, fig ice creams, fig salads, baked Brie with fig chutney, and grilled figs wrapped in bacon. The savory aroma of grilled pork filled the air, accented by the sweet smell of fresh fruit. Children nibbled on fig cotton candy and sipped fresh fig soda. Families bought fig trees, fresh figs and fig jams.

The event, sponsored by the California Fig Advisory Board and Slow Food Madera, is designed to increase appreciation for figs and local produce. Fig Fest 2006 spotlighted 17 chefs from the San Joaquin Valley and the Bay Area.

Chef Roy Harland of *Slates* in Fresno said, *"To bite into a sweet, ripe, moist and supple fig with its slightly abrasive purplish-black skin, and the subtle crunch of tiny seeds, is to experience heaven right here on earth."*

Malachi will have his chance to prove the versatility of this prized fruit when he creates the 2007 Fig Fest Dinner—a five course gourmet meal showcasing figs. The Fig Fest Dinner will be held at 7 PM on Saturday August 11 at The Chef's Table in Fig Garden Village. Tickets for this one of a kind meal are \$125 per person the price of the meal includes wine pairings for each course. Tickets for the dinner will be available after July 2nd at www.brownpapertickets.com.



Fig trees are available for purchase at Fig Fest.

Fig Fest 2007 occurs from 9 a.m. to noon and features live jazz by Lisa's Big Night Out. *"Fig Fest has evolved from a local event into an attraction for fig aficionados from Los Angeles and the Central Coast"*, said Richard Matoian, manager of the California Fig Advisory Board.

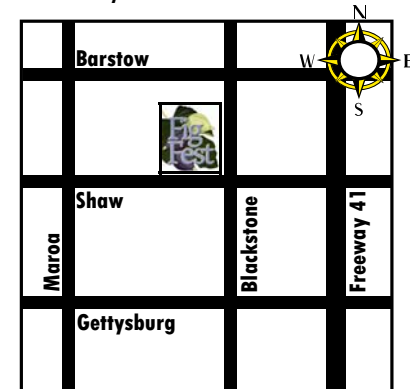


Fresh figs are harvested from May to November. Dried figs are harvested from late summer to early fall. All of the nation's dried figs and 98% of the nation's fresh figs are grown in California, primarily Fresno, Madera and Merced counties. The majority of dried figs grown in California are made into Fig Newton cookies.



Fig Fest is held at the Vineyard Farmer's Market in Fresno.

Vineyard Farmer's Market
100 W. Shaw #B
Fresno, CA 93704
www.vineyardfarmersmarket.com



Contact person: Felix Muzquiz
(559) 269-9343
figfest@comcast.net