

THE JAMES BEARD FOUNDATION

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The James Beard Foundation Announces New Leadership Awards

Recognizing Visionaries Creating a More Healthful, Sustainable and Safe Food World

New York, NY (October 21, 2010) – To recognize individuals, organizations and businesses who are visionaries creating a more healthful, sustainable and safe food world, the [James Beard Foundation](#) has introduced a new awards initiative to begin in fall 2011. The announcement to launch the James Beard Foundation Leadership Awards was made today by Foundation President Susan Ungaro at the Foundation's first national food conference, The System on Our Plates, held in Washington, D.C.

“For over 20 years, the James Beard Foundation has been awarding the most prestigious honors in the culinary world to chefs, restaurants, journalists, authors and media,” said Susan Ungaro, President of the James Beard Foundation. “In keeping with our mission to celebrate, nurture and preserve America’s diverse culinary heritage and future, we are proud to be launching a new series of awards recognizing leaders and visionaries in the business, government and education sectors of our culinary world.”

Recipients of the inaugural James Beard Foundation Leadership Awards will be announced in the fall of 2011 at the second annual James Beard Foundation national food conference. Honorees will be chosen by a selection committee, initially comprised of a dozen experts who represent the nation’s growing commitment to advancing food quality and healthful, sustainable practices. James Beard Foundation Leadership Award honorees will have a role in nominating future recipients.

The James Beard Foundation Leadership Awards, partially underwritten by a generous grant from the [GRACE Communications Foundation](#), will name five to ten honorees annually in the following areas:

- Efforts to improve the nutrition of young people and end childhood obesity, from changes to school lunch programs to school garden initiatives and more;
- Initiatives that promote culinary literacy and more informed food choices;
- Communications, advocacy and policy change on behalf of healthier food choices and more sustainable food systems;
- Actions that bring urban families and rural farm communities closer together, from expanding farmer’s markets and farm-restaurant connections to community supported agriculture;
- Academic research to advance our understanding of health & wellness and sustainable agriculture and fisheries;
- Improvements in food safety, from agriculture to food processing, and the humane treatment of animals;
- Advancement of fair food trade practices;
- Alleviating hunger in the United States by improving access and affordability of good quality foods;
- Leadership in the areas of fostering and preserving biodiversity, farming for flavor and bringing added value to the work of small and middle-sized family farms;
- Institutional, foundation and corporate leadership on behalf of food-related social responsibility.

The honorees will include individuals, as well as nonprofit organizations, associations, small and large companies and government agencies. Awards will recognize specific outstanding initiatives as well as bodies of work and lifetime achievement. Among the criteria used to select final honorees are excellence of work, innovation in approach and scale of impact within a community or the nation.

About the James Beard Foundation

Founded in 1986, the James Beard Foundation is dedicated to celebrating, nurturing, and preserving America's diverse culinary heritage and future. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. Today, the Beard Foundation continues in the same spirit by administering a number of diverse programs that include educational initiatives, food industry awards, scholarships to culinary schools, and publications, and by maintaining the historic James Beard House in New York City's Greenwich Village as a "performance space" for visiting chefs. For more information, please visit www.jamesbeard.org. Find insights on food at the James Beard Foundation's blog [Delights & Prejudices](#). Join the James Beard Foundation on [Facebook](#). Follow the James Beard Foundation on [Twitter](#).

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