

SEPT 28 – OCT 4th, AND OCT 5 – OCT 11th, 2008



EXCHANGE
FORUM
2008

THE MEDITERRANEAN DIET
REFRESHING YOUR UNDERSTANDING
TRANSLATING IT TO THE PLATE

A FIELD TO PLATE CONTINUING EDUCATION EXPERIENCE WITH CRETE CULINARY SANCTUARIES



The Mediterranean Diet

Refreshing your understanding

Together, we will explore the countryside blanketed with wild herbs, the olive groves, vineyards, fishing ports and vegetable gardens

In this setting, and in complete contrast from the hectic world and it's modern accoutrements, we will meet people that embody this renowned lifestyle, and discover how and why it's so beneficial to the rest of the world

We will see the diversity of Crete's bounties brought together in the kitchen

Translating it to the Plate

- ❖ Developed with the exclusive expertise and proprietary Mediterranean know-how of Chef Nikki Rose, and Crete Culinary Sanctuaries.
- ❖ Discussion and applications sessions hosted by Chef Nikki Rose and Amanda Archibald, R.D.
- ❖ All sessions are presented by producers, chefs and subject area experts in their fields

The Mediterranean Diet - Exchange Forum

- ❖ A 6 day Cultural Culinary Immersion for 12 people
- ❖ September 28 - October 4 **or** October 5 – October 11th, 2008
- ❖ Optional 5 day post-conference program featuring hiking and touring activities to expose you to the nooks, crannies and unrivaled beauty of Crete
- ❖ Approved for 35 CPEs for dietitians, dietetic technicians. Approved for 35 Continuing Education Hours for Chefs (Approved by the American Culinary Federation). Continuing education credits for CHES professionals, pending approval.



Pricing

Exchange Forum

Early Bird: \$2995 (Before April 1, 2008) Regular Price: \$3395
Single Supplement \$350

Price includes *all* sessions, classes, demos; tastings transportation and transfers within Crete from start to end of program or tour; all accommodations and meals. Local non-alcoholic beverages (coffee, tea, spring water) and wine in moderation during scheduled meals and tastings are also included.

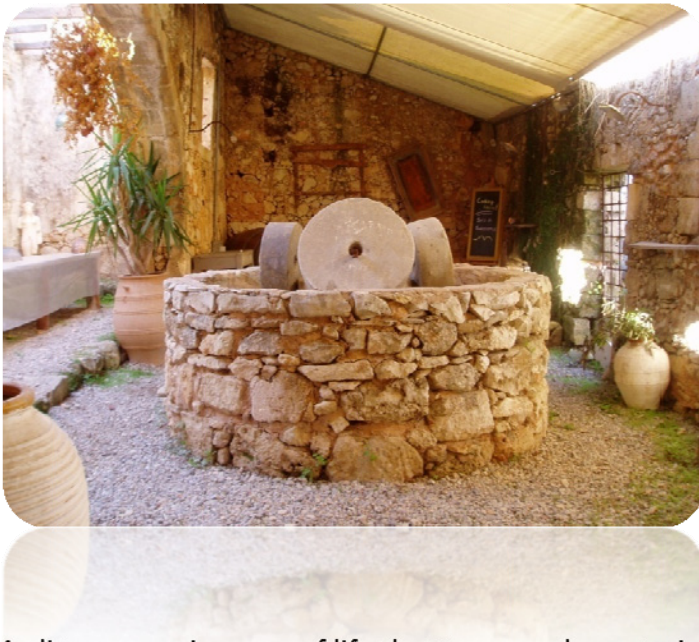
Post Conference Tour

\$1300 - \$1700 per person, depending on size of group. See tour section in this program document, located after the program schedule.

Price includes all guided activities, accommodations, meals, but not alcohol.

Why Crete?

Field to Plate specializes in experiential education programs that allow you to immerse yourself in learning through a five senses experience. To develop a program around the Mediterranean experience required us to move beyond the research, culinary demonstrations and market tours to define an experience that you could become a part of, instead of being an observer.



Mediterranean is a way of life that transcends centuries, and to understand this, you have to live it. The isle of Crete, its gentle lifestyle and the generosity of its people, gives us this opportunity. Through the culinary and cultural expertise and guidance of Chef Nikki Rose, we have compiled the five sense experiences we were looking for.

Who should attend this Exchange Forum

- Food, nutrition, health, medical and culinary professionals.
- Farmers, growers, artisan producers
- Professionals with an interest in, and dedication to, sustainable communities and food systems

Understanding the Experience

This intensive *application in action* seminar completely engages your mind and your senses in the Cretan lifestyle and culture. It is a program designed for you to actively participate in the culture and rural life around you. Throughout the seminar, local specialists will present on Crete's history, organic farming, olive oil, wine and cuisine. Historians and specialists from various fields will join us on a continuous basis with all presentations conducted on site. Presentations are often conducted during meal times, making meals an active teaching and learning experience. Most culinary and agricultural production demonstrations are interactive, and participants have the opportunity to assist in the process, rather than being segregated from it.

Throughout this seminar, we set aside specific time to reflect, as a group, on what we have learned and to find, together, meaningful ways to translate these observations and ideas into tools and concepts that we can use in our own work and practice.

What you will learn

Culture: Overview of the history of Crete and its agricultural practices

Rural Life: The continuation of traditional lifestyle in the modern world

Agriculture: On-site presentations by sustainable organic farmers covering produce, olive oil, wine, meats, cheese, cereals, nuts

Botany: Exploring the countryside to identify wild plants and usage in cuisine and medicine

Artisan Production: On-site demos and presentations by artisan bakers, beekeepers, cheese makers, et al.

Cuisine: Discover, first-hand, regional and seasonal variations, including everyday fare, fasting and celebrations

Application in Action: Interactive cooking demos and hands-on cooking classes presented throughout the program

Where you will stay

Accommodation is in restored properties and homes converted into unique visitor lodging. All are self-catering with private rooms and private bathrooms, most have private verandahs or balconies and kitchenettes. They are all within short walking distance from daily meeting points.

3 Distinctly Different Locations maximizing your exposure to the Cretan lifestyle



Archanes

- A lively rural community inhabited since the Minoan era
- **Program features:** Minoan culture, agriculture and evolution of culinary identity, cooking demos, presentations by local historians on related topics



Enagron

- An Agrolodge in the Central Mountains
- **Program Features:** Organic gardening, traditional shepherding, cheese making, botany, extensive interactive demos and cooking classes



Vamos

- Rural community dedicated to preserving cultural-culinary heritage and architecture
- **Program Features:** Experiential learning, presentations and classes held on the fishing docks, in small traditional tavernas and bakeries. Modern interpretations of traditional cuisine will also be covered.

The cuisine you will experience

Regional cuisine and village-specific dishes will be covered, noting how cuisine is shaped based on available ingredients of grains, seafood, meats, wild greens, cheese or honey. Traditional, whole grain breads are an integral part of Cretan cuisine. Dakos (or paximadi) baked the outdoor wood-burning oven; usage of hand-stone-ground cereals and chickpea flour; ornate decorative breads for religious ceremonies; and some unusual combinations in between. Cuisine served during fasting periods is an important component in understanding overall local dietary habits.

Note: All menus are prearranged traditional Cretan family style, including spring water, tea or coffee. Breakfasts are continental, featuring breads, cheese, yogurt and fruit. Local wines are offered: 2 glasses per person during lunch and dinner. Any other food or beverage desired during or after scheduled sessions will be your responsibility.

What else you need to know

This is a program that emulates the Cretan (Mediterranean) lifestyle. This means that we will eat at different times from the U.S. and that our programs run later into the evening.

There is no need for formal clothing on this trip. Crete is a rugged island and presentations are in rural areas and kitchens. Comfortable, protective clothing and shoes for hiking and cooking are required, including skid-proof shoes or boots.

Our transportation is a 17-seat mini bus with professional drivers

Luggage maximum: 1 standard airline carry-on suitcase and 1 small backpack per person.

On Day 1: 10:30 AM: We will meet you at Heraklion Airport. We will have a full day of activities before checking into our rooms at approximately 4:00 PM. Program concludes on Day 6 at 10:00 PM

On Day 7: A complementary shuttle service is provided from Vamos to Heraklion Airport at 11:00 AM. The trip takes 1.75 hours. Please plan your departure flights no earlier than 2:30 PM that day. The post-conference group will stay in Vamos to meet the Cretan Adventures team.

Please Note:

The two airports on the Isle of Crete closest to our program locations are Heraklion (the major hub) and Hania. The Hania airport is closer to the location for our last 2 days (Vamos), however, it is not always convenient or cheap for international travel arrangements. You can choose to take the afore-mentioned complimentary shuttle to Heraklion at the designated time, or you can make your own travel arrangements at your own expense. Please note that taxi to Heraklion is approximately 100 Euros. Taxi to Chania is approximately 60 Euros. There is also local bus service, which is about 12 Euros. It requires 2 transfers, takes double the time, but is not a bad option if you're not in a hurry. The end of this bus line is at the port and city center of Heraklion. Another bus transfer is required to get to the airport, which is about 20 minutes away.



Exchange Forum Goals and Learning Objectives

The Mediterranean Diet

1. Define “Mediterranean”
2. Compare and contrast different philosophies and interpretations of the Mediterranean Diet
3. Compare and contrast U.S. and Cretan lifestyles, food styles and approaches to health management
4. Describe the role of food in community and culture in Crete and compare/contrast with the U.S.
5. Describe the role of sustainability and sustainable food systems in Crete and the U.S.

Exchange Forum Principal Goals

1. To facilitate dialog and exchange about a critical, current health issue that is impacted by food and food choice
2. To examine that issue critically from a variety of viewpoints across the supply chain
3. To examine the issue, both didactically and experientially from the perspective of at least 2 countries.
4. To interweave site visits so that participants can taste, touch, see and hear the issues.
5. To facilitate an environment conducive to innovation, ideas exchange and networking

Suggested Learning Needs Codes for Dietitians and Dietetic Technicians

1040 cultural sensitivity	1060 Foreign language and culture
2000 Science of food and nutrition	2010 Botanicals and phytochemicals
2020 Composition of foods and nutrient analysis	4000 Wellness and public health
4030 Dietary guidelines, DRIs, Food Guide Pyramid, food labeling	4040 Disease prevention
4050 Epidemiology	4120 Lifecycle
8015 Cultural/ethnic food and culinary practices	8018 Environmental, agricultural and technological influences on food systems
8060 Culinary skills and techniques	8130 Sensory perception and evaluation of foods and ingredients

Program Itinerary – *subject to change*

Day 1	<i>Archanes- a village inhabited for 4000 years and re-known for olive oil and win</i>
11:30 AM – 12:00 PM	Program Overview
12:15 PM – 1:15 PM	History of the region and agricultural production (with walking tour, weather permitting) - presentation by local historian
1:30 PM – 4:00 PM	Introduction to the primary ingredients of Mediterranean Cuisine and similarities or differences in Crete during cooking demo and sampling of ingredients
4:15 PM – 7:00 PM	Travel to rooms, check in, short break
7:30 PM – 9:00 PM	Presentation on Cretan olive oil production and meze at a Venetian-era olive oil production museum



Day 2	Culture: Agricultural History. Modern Organic Production of Produce
9:00 AM – 12:00 PM	Visit the ancient Minoan Palace of Knossos. Emphasis on agricultural production, cuisine and lifestyle
12:30 PM – 2:00 PM	On-site meeting with organic farmer regarding types of cultivated crops, climate, soil, indigenous plants as well as Asian, Middle Eastern and New World crops and gradual integration into everyday cuisine.
2:00 PM – 4:00 PM	Interactive cooking demo of seasonal specialties we'll enjoy during lunch.
4:30 PM – 7:00 PM	Return to Archanes. Break -- free time to rest or explore the village
7:15 PM – 8:30 PM	Facilitated discussion. Translating applications into action

Program Itinerary - *continued*

Day 3	
Central Mountains: Shepherding. Cheese Making. Botany	
9:00 AM – 2:00 PM	Travel to the central mountains (1 hour). Botanical hike and tour of historic and agricultural production sites in the region.
2:00 PM – 4:00 PM	Visit the village of Anogia (shepherd's country) for demonstration of lamb grilling techniques unique to the region followed by lunch
5:00 PM – 7:30 PM	Travel to Enagron Agrolodge. Break.
8:00 PM – 10:30 PM	Traditional cheese making demo, along with other seasonal specialties followed by dinner



Day 4	
Central Mountains: Wild Plants in Cuisine and Traditional Medicine	
9:00 AM – 2:00 PM	Cooking and hands-on class covering wild plants and herbs in cuisine followed by lunch
2:15 PM – 5:45 PM	Break. Free time to explore the lodge's gardens and area
6:00 PM – 8:00 PM	Facilitated discussion and review of experience to date. Sampling of local herbal teas.
8:00 PM – 9:30 PM	Light Meze

Program Itinerary - *continued*

Day 5	
Rural Communities on the Northwest Coast. Seafood, Wine and Honey	
10:00 AM – 12:00 PM	Travel to the Northwest Coast
12:00 PM – 1:00 PM	Meeting with fishermen regarding local seafood selection
1:15 PM – 1:45 PM	Travel to Vamos. Check into rooms
2:00 PM – 3:45 PM	Cooking demonstration using the catch of the day and typical accompaniments during fasting periods in Crete, followed by lunch.
4:00 PM – 5:45 PM	Break. Free time to explore the area
6:00 PM – 7:00 PM	Meeting with beekeeper regarding honey production and variations along with tastings of local varieties
7:30 PM – 9:30 PM	Travel to an organic winery to discover indigenous and imported grape varieties and production methods. The vintner is also a small-scale organic farmer, producing his own cheese, yogurt and other local products. Wine tasting along with meze

Day 6	
Demos and On-Site Presentations: Bread and Olives	
9:00 AM – 10:30 AM	Visit traditional bakery. Presentation on types of traditional breads, grain varieties, availability, adaptability, incorporation into everyday cuisine.
11:00 AM – 12:30 PM	Travel to Biolea
12:30 PM – 3:00 PM	Meeting with a very innovative organic olive grower at his factory for tastings and discussion of olive and olive oil varieties. Discussion with the producer regarding his views on the health benefits of olive oil.
3:15 PM – 4:15 PM	Travel back to Vamos
4:30 PM – 6:30 PM	Free Time
6:30 PM – 8:00 PM	Facilitated Discussion: Translating applications into action
8:00 PM – 10:00 PM	Farewell Meze

Post Conference Tour

Field to Plate reached out to a professional outdoor activities company in Crete to develop a custom program for us.

Our program will take us mostly to the Western and Central mountains, gorges and coastline. It is a five day island experience designed for you to pick and choose activities from. Choose to participate in scheduled hiking and touring activities that expose you to the nooks, crannies and unrivaled beauty of Crete, or simply relax in glorious locations on the island.

“The ideal way, to explore the heart of Crete is by walking on coastal paths, ascending the highest peaks and crossing spectacular gorges. Each season gives magnificent colours and interests. Beyond the beaten path, you will explore Crete’s rich flora and fauna; visit mountain villages; meet local Cretans; experience our history and traditions”

Itinerary

DAY 1

Transfer from Vamos to Milia. Dinner and overnight at Milia.

DAY 2

2-3 hours hike around the area of Milia (for wild berry collecting, etc.). Visit Milia's organic gardens. Dinner and overnight at Milia

DAY 3

Depart after breakfast for the village of Agia Irini. Walk through the Agia Irini gorge to Sougia (3-4 hrs walk). This gorge provides a nice and quiet path next to a stream and rivals its famous neighbor gorge (Samaria) in beauty and spectacle.

Sougia is a beautiful village on the southern coast of Crete where we will have the opportunity to enjoy a swim in the crystal-clear waters of Mediterranean Sea. Dinner & Overnight in Sougia

DAY 4

Starting from the small port of Sougia, we will cross the beautiful gorge of Selinou. Following the European path E4 we reach the ancient city of Lissos, an important center of hydrotherapy in ancient years, which flourished in the Hellenistic, Roman and Byzantine era. Here we will visit a well-preserved temple with mosaic floor dedicated to the God of medicine Asklepios. We will also have time to visit and view the city. (2-3 hrs walk)

We'll refresh ourselves in the cove and then take a delightful boat ride back to Sougia.
Dinner & Overnight in Sougia

DAY 5

For those interested in Cretan and Greek history, today's excursion is a rewarding one.

Starting early in the morning we will be transferred to the Rethimno's area to visit the historic Arkadi Monastery. The monastery is a symbol of the Cretan Revolution movement, which was burnt by the Turks. We then go on to also explore the ancient city of Eleftherna built between 970 – 820 B.C. At Eleftherna, we will visit the Byzantine tower at city's entrance, the Roman reservoirs and the Hellenistic bridge.

Continuing on through the beautiful countryside we will end up at the pottery village of Margarites where we will have the chance to visit the ceramic workshops and be introduced to the traditional art of pottery. From Margarites we will travel to Heraklion where we will eat and spend the night.

DAY 6 After breakfast, we'll transfer you to Heraklion's airport at convenient time.

Trip includes

- ✓ Accommodation at Milia Ecolodge , Aretoussa Hotel and Lato Hotel in Heraklion
- ✓ English-speaking guide.
- ✓ All transfers, as indicated in the itinerary, by 16+1 seats A/C bus.
- ✓ Boat ticket from Lissos to Sougia
- ✓ Entrance fees in the sites as indicated in the itinerary
- ✓ 5 Dinners
- ✓ 4 picnic lunches
- ✓ All breakfasts at your accommodation
- ✓ Personal insurance
- ✓ Local taxes

Not included:

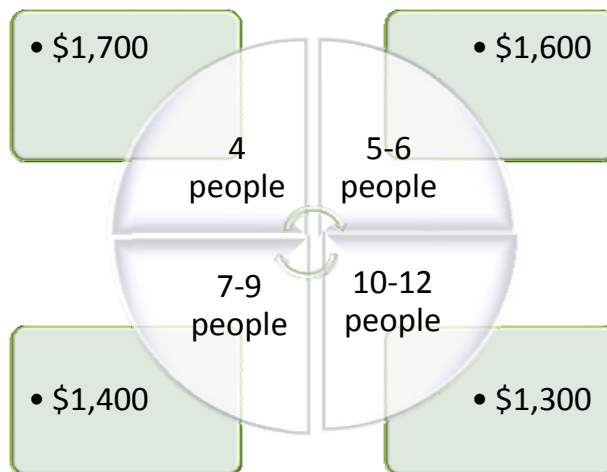
- ✓ Alcoholic beverages and soft drinks
- ✓ Entrance fees in Museums, and other sites of interest that are not included in the program
- ✓ Expenses of a purely personal nature

Activity levels and recommended fitness

The hiking components of this post-conference tour assume an XXX level of fitness. Hikes can be altered to reflect the experience and activity level of the group, however Crete is a mountainous island and hikes do require you to be an active walker or hiker in everyday life. We invite you to pick and choose from our scheduled hiking activities and to relax at the incredible Milia EcoLodge and Mountain Retreat, a true respite from everyday life.

Pricing

Our pricing is structured based on the number of participants. At this point in time, we are offering the post-conference tour after the October 4th-11th Exchange Forum. This tour will therefore run October 4th – 9th, 2008. By offering one post-conference tour, we feel that we can gather a larger group of participants and therefore reduce your price. *We are not limited to this arrangement and can also schedule a post-conference tour following the first conference program, if there is demand.* Please ask us about this and any preferences you may have.



Single Supplement: \$150

About Field to Plate

Field to Plate is a food education company. Our roots are entwined with a passion for food, flavor and the sense of well-being, wholeness and community that is derived from eating together. From the beginning, our vision has been to develop food education programs, products and events that present food choice, learning and the eating experience in new and deeply meaningful ways. To achieve our goals, Field to Plate continuously seeks the expertise of America's most talented chefs, growers, farmers, sommeliers, mixologists, and fresh food experts. Every day we reach out to extraordinary men and women, restaurants and retailers, culinary and produce experts, sommeliers and mixologists, like-minded organizations and corporations. We seek their help in fulfilling our vision of delivering food education in more meaningful and creative ways.

This willing collaboration of food minds and artisans has allowed us to redefine food education and change the way people experience their relationship with food. To those experts and artists who believe in us, and work with us, we are deeply grateful.

Field to Plate LLC 6712 West Lakeridge Road, New Market, MD 21774

Web: www.fieldtoplate.com **Tel:** 301.865.4607

About Crete's Culinary Sanctuaries

Crete's Culinary Sanctuaries (CCS) programs cover the whole picture of Crete: culture, natural beauty, organic food and gardening. "Intensive cultural immersion experiences," is how Nikki defines the programs.

A decade ago, Nikki developed these "on location" seminars where classes are conducted in residents' kitchens, gardens, olive oil factories, vineyards or ancient sites. Presentations are by local experts who have a proven track record in cultural preservation projects and sustainable tourism action programs. Over the years, CCS has expanded its all-local network to include 40 small businesses and individuals throughout the island.

CCS is a benchmark for *best practices in sustainable travel* (aka responsible travel) by international conservation and humanitarian organizations, including the World Tourism Forum for Peace and Sustainable Development and the World Travel and Tourism Council.

Nikki frequently speaks about eco-agritourism (aka sustainable travel or responsible travel) at international conferences and is an advisor for start-up programs, authors and researchers on the inter-related topics of responsible travel as a means to help solve social and environmental issues.

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