



News Release

July 5th, 2007

FOR MORE INFORMATION CONTACT:
Brittany Stager
Marketing Coordinator, Mushrooms Canada
brittanystager@mushrooms.ca

STUDENT CHEFS CHALLENGED TO “MAKE IT WITH MUSHROOMS”

Community Colleges participate in mushroom recipe competition

GUELPH, ON – The Chef Training Programs at seven Ontario community colleges have accepted an invitation from Mushrooms Canada to participate in a “Make It With Mushrooms” student chef challenge.

The Colleges participating in the challenge are; Cambrian in Sudbury, Confederation in Thunder Bay, Conestoga in Kitchener, Fanshawe in London, Fleming in Peterborough, St. Lawrence in Kingston and St. Clair in Windsor. They will compete this Fall for a chance to win a \$1500 team scholarship, a \$1500 donation for the Colleges’ Chef Training Program, and the title “Make it with Mushrooms Masters.”

Each Student Chef team will submit one recipe featuring the star ingredient; fresh Ontario mushrooms. Recipes may be submitted from one of seven categories; Appetizer, Snack, Entrée, Side, Baking, Salad or Soup. Submissions will be ranked by Mushrooms Canada, and three teams will be chosen to compete in a Cook-Off to be held at the Atrium Restaurant at the University of Guelph on October 19th, 2007. At the Cook-off, each team will have one hour to prepare its recipe for judging by a panel of 5 food experts.

Recipes will be judged on the basis of family taste appeal, ease and convenience of preparation and nutrition. Additional judging criteria will include the ‘story’ behind the recipe and kitchen knowledge. The team with the highest score will be named the “Make it with Mushrooms Masters.”

The Make It with Mushrooms Student Chef Challenge is the third collaboration with Community Colleges undertaken by Mushrooms Canada. Over the past two years, Mushrooms Canada has sponsored a logo/slogan competition and a Youth Promotion competition with Conestoga College’s Advertising Program. Nurturing the skills of today’s youth and tomorrow’s influencers is very important to Mushroom Canada. Working with the student programs at Ontario’s community colleges has proven to be a successful method for achieving this goal.

Mushrooms Canada is an association that represents mushroom growers across Canada. Over the past year it has launched a very successful fresh Ontario mushroom promotional campaign, incorporating billboards, radio, and women’s trade shows. The development of a consumer website www.mushrooms.ca, has allowed Mushrooms Canada to better inform consumer of the many benefits of fresh Ontario Mushrooms.

“Funding for this project has been granted through the Canada-Ontario Research and Development Program, as funded by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs”