

August 25, 2008
FOR IMMEDIATE RELEASE

Contact: Hunter Francis
Cal Poly Sustainable Agriculture Resource Consortium
805-756-5086; www.sarc.calpoly.edu

Cal Poly Dinner to Benefit Sustainable Agriculture Program

SAN LUIS OBISPO - Cal Poly's Sustainable Agriculture Resource Consortium (SARC) is holding its fourth annual fundraising dinner, "Taste of the Future," on Thursday, Oct. 2, at 5:30 p.m.

The guest speaker is Timothy J. LaSalle, CEO of Rodale Institute, the first organization dedicated exclusively to organic agriculture in the United States. He will discuss how organic farming can help reduce global warming, prevent famine, reduce poverty and increase nutritional food value.

The dinner will be held at the new LEED-certified synagogue at Congregation Beth David in San Luis Obispo. Embodying the doctrine of tikkun olam, or repairing the world, the synagogue was built using sustainable design and materials that have minimal or no environmental impact, including solar and passive heating and strawbale walls. Built on 92 acres, the site has 62 acres preserved for wetlands and open space.

The event is a family-style dinner, featuring sustainably raised ingredients prepared under the direction of The Park Restaurant's Maegen Loring.

LaSalle will also participate in a free lecture from 5:30 to 7:00 p.m. Friday, Oct 3, as part of the Organic Industry Summit. Open to the public, the event will be in Phillips Hall in the Performing Arts Center.

A former Cal Poly faculty member and third-generation Mustang, LaSalle is the grandson of former Cal Poly President Julian McPhee, known for coining the term "learn by doing." His father, Emile LaSalle, graduated from the Dairy Science Department in 1939. Emile earned his master's in education from Cal Poly in 1970, the same year Timothy graduated from the Dairy Science Department cum laude.

Funds raised from the dinner will enable SARC to continue providing quality educational experiences in organic and sustainable agriculture for farmers, students and community members.

Tickets to the fundraising dinner are \$125. For tickets and more information, contact Hunter Francis at 805-756-5086 or visit SARC's Web site at www.sarc.calpoly.edu/events/fundraisers.html.

###