

## For Immediate Release

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# America's First Fermentation Fest returns to Reedsburg Wisconsin OCTOBER 6-8 AND 13-15, 2017

Over 60 classes and events from mezcal to microbiome, indigo to sourdough,  
tepache to tempeh, pickles to pastrami

**REEDSBURG, WI**, August 14, 2017 — Wormfarm Institute announces the 7th Annual Fermentation Fest –A Live Culture Convergence taking place over 2 weekends - Oct 6-8 and 13-15, 2017. As local farmers harvest crops this fall, fermenters of all kinds will descend on Reedsburg from across the country – and beyond, bringing fermenting know-how from around the world to Wisconsin – while also celebrating what the world knows Wisconsin does best - cheese and beer!

Many of your favorite foods and drinks are probably fermented. For instance: coffee, cider, sourdough bread, salami, wine, mead, sauerkraut and more. Chefs, scientists, brewers and picklers will offer over sixty classes and tastings about fermented products. This will be 50% more classes than in past years, reflecting a rapidly growing interest in probiotics, preservation and live culture.

Fermentation makes foods more nutritious, as well as delicious. Microscopic organisms – (good bacteria) transform food and extend its usefulness. Fermentation is found throughout human cultures. Hundreds of medical and scientific studies confirm what small rural communities have always known: Fermented foods help people stay healthy.

Classes and events require online registration at [www.fermentationfest.com](http://www.fermentationfest.com) and range from lacto-fermented vegetables to gluten-free baking, to foraging walks, to a full day class on indigo dying. "We are particularly proud of this year's international flavor", says class organizer Juliet Lennox."

This live culture convergence goes beyond the kitchen. The award winning Farm /Art DTour that has been a significant part of past years events, will transition to a biennial (next one in 2018) but there will be plenty of art, music and poetry in Reedsburg's City Park. Food Chain - a Marketplace of Fermented Food, Art, Beer and Ideas will be the place to eat, drink and connect with other fermenters.

For those who want to get a bit closer to the farms where many of the ferments begin, the new [Hill and Valley Exploration Tour](#) responds to the growing appetite for this area's scenic agricultural landscape.

Reedsburg is fifty miles northwest of Madison, and midway between Chicago and Minneapolis, "perfectly situated to bring together the region's most talented chefs, artists, brewers, bakers, poets and cheesemakers, each in their own way celebrating abundance and transformation" says Donna Neuwirth, Wormfarm Institute's Executive Director. "These ancient preservation practices are still very much alive in rural areas handed down through generations. And we're excited to see fermentation fervor (as Sandor Katz author of the *Art of Fermentation* calls it) continue to grow."

For more information visit [www.fermentationfest.com](http://www.fermentationfest.com).

Connect with Fermentation Fest on [Facebook](#), [Instagram](#), or [Twitter](#).

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## FEATURED PRESENTERS

Please contact [Juliet@fermentationfest.com](mailto:Juliet@fermentationfest.com) to arrange interviews.

**TARA WHITSITT - Founder of Fermentation on Wheels** - dubbed by the New York Times as “The Johnny Appleseed of Pickling” shares her stories, recipes and adventures travelling the country in her forty-foot converted military bus.

**FEDERICO REY - Bacteriologist from UW Madison** – offers insight into the science of microbes, diet and health, in his talk – Gut Reaction.

**MAESTRO EDUARDO ÁNGELES - One of Mexico’s master mezcal distillers** - pours his rare agave spirits for audiences while discussing his ancient, yet timeless methods. Mezcal (made from transforming the heart of the agave cactus plant) has now been a popular feature of Fermentation Fest for the past 4 years, thanks to Lou Bank of S.A.C.R.E.D.

**CHRISTINA WARD - Master Food Preserver for Milwaukee County** - through her popular food preservation classes, has taught thousands of people to safely can, dehydrate, and ferment. Her new book – *Preservation: The Art and Science of Canning, Fermentation and Dehydration* was published by Process Media in 2017.

**SHAWN REDISKE – Fermentation Fest’s most popular baker** – offers 18 classes from sourdough to scones to gluten free baking.

**MICHAEL HARLEN TURKELL – Author of ‘ACID TRIP - Travels in the World of Vinegar** – talks about his traverse across the globe discovering ancient and varied vinegar recipes.

**SARA HILL** - Wisconsin’s best – a 36-year veteran of the cheese industry. After 8 years as a Garde Manger Chef (pantry chef) in New York, Hill specializes in cheese education for chefs on an international stage.

**HANNAH CRUM – The ‘Kombucha Mamma’ and author of ‘The Big Book of Kombucha** - offers classes for both beginners and experts as well as hosting a ‘live culture petting zoo’ where the public can get to know the ‘live cultures’ behind their ferments.

## CALENDAR LISTING

Fermentation Fest—A Live Culture Convergence, Oct. 6-8 and 13-15, 2017, Reedsburg, Wis. A celebrating live culture in all its forms—from music to yogurt, poetry to sauerkraut. Classes and tastings about fermented food and drink, farming and the rural renaissance. Explore, learn, taste and enjoy live culture. Learn more at [www.fermentationfest.com](http://www.fermentationfest.com).

## MEDIA TIP SHEET

**For more information contact:** Juliet Lennox, Curator of Education [Juliet@fermentationfest.com](mailto:Juliet@fermentationfest.com) or 608 616 9879

**Photo opportunities abound** during this multi-faceted event. [Download](#) high-resolution professional photos from past years, or contact us for additional images.

### **Featured Speakers**

- Maestro Eduardo Ángeles, hosted by Lou Bank of S.A.C.R.E.D
- Tara Whitsitt, Fermentation on Wheels
- Hannah Crum, Kombucha Mamma

**Media** can request complimentary admission to classes, tastings and performances by contacting [info@fermentationfest.com](mailto:info@fermentationfest.com)

### **Fermentation Fest is an initiative of the Wormfarm Institute**

The [Wormfarm Institute](#) is a nonprofit organization in Reedsburg, Wisconsin, working to build a sustainable future for agriculture and the arts by fostering links between people and the land. An evolving laboratory of arts and ecology, and fertile ground for creative work, the Wormfarm explores the links between urban and rural communities within and beyond the food chain, creating opportunities for cross-sector collaboration.

### **Community Revitalization Through Creative Placemaking**

The Wormfarm Institute's work occurs across sectors, connecting rural and urban, people and land, culture and agriculture. It serves as a national model for rural creative placemaking defined as asset-based community economic development with arts at its core. The U. S. Department of Agriculture (USDA) describes the Institute's award-winning work as an innovative rural-development strategy.