

News

**N.C. Research Campus, Kannapolis
November 2, 2010**

MEDIA INVITATION: Dr. Jeremy Pattison, N.C. State University at the N.C. Research Campus, and Chef Mark Allison, Johnson & Wales University, will deliver a presentation at the Southeast Strawberry Expo about a new partnership at 8:30 a.m. on Wednesday, November 10, 2010, at the Wyndham Virginia Beach Oceanfront, 57th Street and Atlantic Avenue, Virginia Beach. Pattison also will lead a cultivar development forum at 4:20 p.m., Tuesday, November 9. Media are invited to attend and can request interviews. To schedule an interview, please contact Kristen Bright, 704-250-5456, kristen_bright@ncsu.edu.

Media Contact: Leah Chester-Davis, coordinator of communications and community outreach, N.C. State at the N.C. Research Campus, 704-250-5406, leah_chester-davis@ncsu.edu, or Kristen Bright, communication assistant, N.C. State at the N.C. Research Campus, 704-250-5456, kristen_bright@ncsu.edu.

Plant Breeder and Chef Team Up, Introduce Project at Southeast Strawberry Expo

KANNAPOLIS, NC – The N.C. Strawberry Project is an innovative, first-of-its-kind partnership between N.C. State and Johnson & Wales universities who have teamed up to breed a better strawberry. Dr. Jeremy Pattison, a strawberry breeder with N.C. State Plants for Human Health Institute, and Mark Allison, dean of culinary education at Johnson & Wales and internationally recognized chef, will be speaking at the **Southeast Strawberry Expo** at 8:30 a.m. on **Wednesday, November 10**. The expo runs Monday, November 8, through Wednesday, November 10, at the **Wyndham Virginia Beach Oceanfront**, 57th Street and Atlantic Avenue, Virginia Beach. Pattison also will lead a forum on cultivar development at 4:20 p.m., Tuesday, November 9.

The unique project is connecting chefs and chefs-of-tomorrow (students) with local farmers. Students will learn about food production by visiting local farms and agricultural research stations. They will help identify the characteristics that the culinary industry looks for in strawberries, such as flavor, color texture and size. The project also will glean important information from culinary industry professionals, produce buyers and consumers that N.C. State can implement in its strawberry breeding program.

The goal, says Pattison, is to develop superior strawberry varieties that will taste better and contain qualities that consumers, chefs and producers indicate are important. The ultimate goal is to extend the growing season and strengthen the agricultural sector of the economy.

Additional aspects of the project will bring guest lecturers from the agricultural sector to JWU, sponsor JWU student strawberry cook-off competitions and involve the public in strawberry taste tests.

The Southeast Strawberry Expo is the annual conference for regional strawberry breeders and others in the industry. It is the leading source for strawberry information in the region.

Dr. Jeremy Pattison Background

Dr. Jeremy Pattison is a strawberry breeder and researcher with N.C. State's Plants for Human Health Institute at the N.C. Research Campus in Kannapolis. Pattison is working to identify and encourage particular characteristics in the strawberry to produce a strawberry plant uniquely suited to the North Carolina climate. North Carolina became only the third state to dedicate the resources to a full-time strawberry breeder when N.C. State hired Pattison in 2008.

(more)

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Chef Mark W. Allison Background

Chef Mark Allison is the dean of culinary education at Johnson & Wales in Charlotte. Originally from England, Allison is a celebrated chef who has earned numerous awards and recognitions and is a frequent guest lecturer and judge in international culinary venues. In 2003, Britain Prime Minister Tony Blair honored Allison for his dedication to the fields of education and hospitality.

The N.C. Strawberry Project is a partnership of N.C. State University (including the Plants for Human Health Institute and N.C. MarketReady) at the N.C. Research Campus and Johnson & Wales University in Charlotte. This project received support from the Golden LEAF Foundation. Learn more at www.ncmarketready.org.



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[Johnson & Wales University](#)

[N.C. Research Campus](#)

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