THE HITCHCOCK CENTER FOR THE ENVIRONMENT'S



AN EVENING OF BOTANICALLY INSPIRED COCKTAIL & FOOD PAIRINGS

THURSDAY, JUNE 9, 2016

5:30-8:30PM

THE POWERHOUSE AMHERST COLLEGE

Acknowledgements

The Hitchcock Center for the Environment gives special thanks and recognition to the generous individuals, organizations, and businesses that made this event possible.

Event Organizing Committee

Tony Maroulis, Chair, and Hitchcock Center Board Member
Jaana Cutson, Hitchcock Center Board President
Youssef Fadel, New England Promotional Marketing
Julie Johnson, Hitchcock Center Executive Director
Michelle Raboin, Owner, Hope & Feathers Framing
Robert Reeves, General Manager, The Lord Jeffery Inn
Marcus Simon, Hitchcock Center Development Coordinator
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BATTLE of the **BOTANICALS**

EVENT SCHEDULE

5:30-7:00pm

- · Tasting stations open: sample and vote for your favorites at the voting table
- Cash bar outside on the patio courtesy of Amherst College, serving wine from the Pernod Ricard portfolio, and craft beer from White Lion Brewing Company





7:10-7:25pm

- Top three stations announced & mixologists called to the stage
- 15-minute mystery box mix-off cocktail competition hosted by Joan Holliday

7:25-7:40pm

• Judging comments from Monte Belmonte, Amanda Drane, and Tim Driscoll

7:40-7:50pm

- Judges deliberate
- A word from Julie Johnson, Hitchcock Center Executive Director

7:50-8:00pm

- Judges share their score card reviews of each competitor's cocktail
- 2016 Battle of the Botanicals winner is crowned

8:00-8:15pm

- Last chance to bid on silent auction items. Bidding concludes promptly at 8:15!
- Sample remaining food & cocktail pairings at the tasting stations

8:15-8:30pm

• Pick up your winnings at the silent auction tables



SILENT AUCTION

Check out dozens of great items in the entry-level mezzanine, including a four-pack of Red Sox tickets, culinary delights, artwork and much more.

All event proceeds support the Hitchcock Center's environmental education programs. *Thank you!*

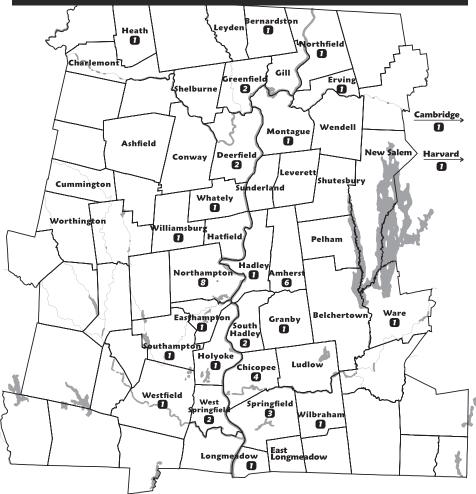
Hitchcock Genter at a glance

Serving an average of 8,200 people throughout western Massachusetts and beyond each year, the Hitchcock Center's unique programs foster a greater awareness and understanding of the environment and develop environmentally literate citizens. Our award-winning programs use the best practices of environmental education to give people the skills, aptitudes and attitudes needed to care for our planet's ecological systems and create environmentally sustainable communities.

OUR YEARLY IMPACT

- **5,400 K–12 students** are provided with experiential, interdisciplinary science education using the local environment as an engaging learning lab.
- **1,300 children, youth, parents and caregivers** are provided with hands-on environmental education experiences embedded in the outdoors.
 - **300 teachers and educators** participate in our professional development programs to gain the confidence, motivation, and skills they need to integrate science, ecology and environmental sustainability topics into their curricula.
- 1,000 adults participate in a wide range of natural history, sustainability and citizen science programs to promote life-long learning and citizen engagement.
 - **85 schools, colleges and organizations** are assisted with developing and implementing the best practices of environmental education.
 - **60 urban and rural communities** are supported with multi-faceted programs that reach an increasingly diverse range of audiences in a growing geographic region. See map of Communities & Schools Served.
 - **30% low-income** participants served through free- and low cost programs, scholarships, subsidies, business partnerships and grants.
 - **300 volunteers** contribute 3,000 hours to support Hitchcock's year-round programs and operations.

FY15 COMMUNITIES & SCHOOLS SERVED



In FY15 the Hitchcock Center served 46 K–12 schools (numbered above) and 60 communities

% served by county

Franklin County: 18%
Hampden County: 12%

Hampshire County: 66%

Other: 4%

Numbers on the map reflect the K–12 schools served within each community. A total of 46 K–12 schools were served.

Other Massachusetts counties served:

Berkshire Middlesex Norfolk

Suffolk

Worcester

Other states:

Connecticut Georgia New York North Carolina Pennsylvania Rhode Island Vermont Virginia

Other countries or regions:

Caribbean Central America

England Italy Japan

Building for the future

The Hitchcock Center is building a new "living" environmental education center! We look forward to welcoming the community to our new home in the fall of 2016. Our new 9,000 square foot "living" Hitchcock Center will more than double our capacity, bringing a unique and pioneering teaching tool to our community. The Hitchcock Center aspires to be the first environmental education center in New England to achieve full **Living Building Challenge** (LBC) certification.



The LBC defines the most advanced measure of sustainability in the built environment possible today. The Center will meet rigorous LBC performance-based standards, such as net-zero water and net-zero energy usage, while demonstrating the beautiful possibilities of sustainable building. Currently, fewer than 10 buildings in the world have been fully certified.

Using building systems that mimic and model natural systems, like rainwater harvesting and photovoltaic (solar) energy collection, the "living" Hitchcock Center will use the brilliant designs found in nature to teach and inspire future generations of environmental change agents.

Located just 2.5 miles south of our current center, the new Hitchcock Center will be located on Hampshire College land between the Farm Center and the Red Barn.

All proceeds from the Battle of the Botanicals benefit the Hitchcock Center's Annual Fund, fueling our year-round programs for all ages. Capital Campaign donations are creating our new home, but gifts to our Annual Fund are what drive our activity.

Throughout our region, the demand is growing exponentially for hopeful and proactive environmental education programs. Thank you for helping the Hitchcock Center to meet the need in our communities by supporting education for a healthy planet today.

For information about our building project and capital campaign please visit www.hitchcockcenter.org/building.

A brief history of the Hitchcock Center



The Hitchcock Center for the Environment was founded in 1962 by Ethel "Dubie" Dubois (1906–1987), a retired guidance counselor. Dubie was deeply inspired by the works of Rachel Carson (1907–1964) who is recognized as the founder of the contemporary environmental movement.

Dubie bought a farm in Leverett and with the support of a handful of dedicated volunteers, provided summer camp and nature programs for low-income children living primarily in Holyoke and Springfield. Her goal was to provide these children with opportunities otherwise not available to them: to experience the natural world and to develop a sense of wonder about it.

Initially known as the "Long Plain Nature Center," the Center's service region rapidly grew in the 60s and 70s to include new science and nature programs for schools and communities throughout Hampshire, Hampden and Franklin Counties. It soon outgrew its farm location and in 1976, with the generous support of the town of Amherst, the Center relocated to its present location at the Larch Hill Conservation Area in Amherst.

At about that same time, the Center changed its name to the "Hitchcock Center for the Environment" and hired its first paid executive director, Gordon Schimmel. The name "Hitchcock" was chosen to honor Edward Hitchcock (1793–1864), a noted American geologist and the third president of Amherst College (1845–1854); his wife, Orra White Hitchcock, a noted botanical illustrator in her own right; and glacial Lake Hitchcock that once filled our valley some 18,000 years ago.

Today, the Center remains true to Dubie's mission and vision, serving an average of 8,200 children, youth and adults each year throughout all of western Massachusetts and beyond.

30Boltwood at The Lord Jeffery Inn Botanical feature: peas

cocktail recipe:

2 oz. Plymouth gin 1 oz. dry vermouth

Fresh mint

1 oz. sweet pea purée .75 oz. fresh lemon juice

.5 oz. simple syrup

In a martini shaker, combine all ingredients. Add ice, shake well, and strain into glass. Garnish rim with fresh sugar snap peas.

dish recipe - Petit Jardin (Little Garden)

12 roasted local baby carrots

1 cup local radish

1 cup snap peas

1 cup foraged mushroom

3 cups edible "soil"

2 tbsp. dark raisins
1/4 cup mixed nuts
1/4 cup salted smoked almonds
5 oz. black bread (or 2 thin slices)
1/2 cup dark crispbreads (i.e.

Wasa Hearty or 1/2 cup toasted bread crumbs)

1 oz. dried porcini mushrooms

2 tbsp. dehydrated onion

2 tbsp. black olive paste (or more to taste)

Pumpkin seed oil (optional)

Clean carrots (do not peel) and trim any greens. Save a few top greens for garnish. Toss with olive oil and sea salt and roast for 20 minutes at 350°F. Remove and let cool. Carrots should not be mushy but should have some bite left.

Clean radishes and slice very thin. Hold in cold water.

Bring a pot of salted water to a boil and add snap peas. Blanch for one minute, remove, and place in cold water.

Clean mushrooms of all dirt and soil. Trim mushrooms and dry on a paper towel.

In a sautée pan set to medium high heat, add 2 tbs. of canola oil and heat until nice and hot. Add mushrooms and brown for 3 minutes. Add salt, pepper and a touch of unsalted butter. Remove from pan and set aside.

On a small plate, add edible soil in a small mound, place carrots to emulate a garden, carefully add snap peas and radish, finish with mushrooms and garnish with carrot top leaves, drizzle of olive oil, and few flakes of sea salt.

Garnish with shoots of fresh herbs.



30 Boltwood Avenue, Amherst

(413) 835-2011

30boltwood.com

Open daily 7:00am-10:00pm

30Boltwood Executive Chef Dino Giordano



A classically trained French culinary artisan, and a graduate of the prestigious French Culinary Institute in New York, Chef Giordano brings extensive experience in food preparation, menu creation and restaurant management to his new position as executive chef at The Lord Jeffery Inn.

Chef Giordano's interest in food was sparked at a very young age; he was already dog-earing pages in his mother's cookbooks at the age of 8. His interest grew when his father opened his first restaurant in Park Slope, Brooklyn when he was 11.

He has studied more than 100 different dietary theories from the traditional to the modern, Eastern to Western, popular to esoteric, with leaders in the holistic health and nutrition field. He develops delicious, balanced dishes promoting health and healing. He is committed to educating people on sustainability and the importance of eating local and organic products.

Chef Giordano currently resides in Greenfield with his wife Shannon and daughter Jolie.

& Bartender Victoria Torti

Victoria has acquired her considerable expertise with the classic combination of devoted apprenticeship and natural talent. She spent her youth watching the bartenders at her mother's country club restaurant in Southbridge, Massachusetts, and knew how to make a classic cocktail before she was old enough to serve. Victoria has worked her way through the world of country clubs, into hotels, finally landing at The Lord Jeffery Inn as a key player in their 2012 reopening.

Victoria devours every opportunity for a new challenge. She thrives off of the fast pace and unrestrained creativity 30Boltwood allows, fondly remembering drinks from 30Boltwood's past such as the "Adriana" and the "Man from Nantucket." Each drink from her bar is presented with elegance and professionalism, harmonious with the rest of 30Boltwood's farm-totable cuisine and warm atmosphere.



Victoria's work has won Best in Show at the Amherst Area Chamber of Commerce's Margarita Madness in 2012, a Howdy Award in 2014 from the Greater Springfield Convention and Visitors Bureau, and the Service Industry Award from the Hampshire County State House in 2015. Victoria currently resides in Athol with

her fiancé Jason and their son Avario.

The Alvah Stone

Botanical feature: blueberries

cocktail recipe:

1 oz. Jameson Black Barrel whiskey

1 oz. Martell cognac

3/4 oz. Becherovka

1 oz. blueberry syrup

3/4 oz. lemon

Dash of mace tincture

Combine all ingredients in a mixing glass, add ice and give a thorough, hard shake. Double strain into a chilled glass.

dish recipe - Blueberry Graham Cream Puffs

For cream puff dough

1/2 cup + 1 tbsp. milk

1/2 cup + 1 tbsp. water

5 1/2 tbsp. butter

1 tbsp. sugar

1/2 tsp. salt

1 cup + 1/2 tbsp. cake flour

4 eggs

For pastry cream

3 cups whole milk

1 vanilla bean split and scraped

1/4 cup malted milk powder

3/4 cup sugar

7 tbsp. cornstarch

3 whole eggs

3 oz. cold cubed unsalted butter (6 tbsp.)

1/2 tsp. salt

1 1/2 gelatin leaves

1 pint whipped heavy cream

Cream puff dough (yields 25 small puffs):

Preheat oven to 375°F. Combine milk, water, butter, sugar and salt in a medium saucepan. Bring to a simmer on high heat.

Add cake flour all at once, reduce heat and stir continuously with a wooden spoon until dough dries slightly and a film forms at bottom of pan. Immediately transfer to the bowl of a stand mixer and paddle on high to release steam and cool dough.

When dough is only slightly warm to the touch begin to add eggs one at a time. When all eggs are incorporated and dough is satiny smooth, scrape it into a pastry bag with a star tip and pipe 1 1/2" balls of dough on a parchment-lined sheet pan. Bake dough for 15 minutes without opening the oven.

Take out the puffs and poke a small hole in the bottom of each one. Put them back in the pan upside down and return to the oven for 10 more minutes to dry out. Cool completely before filling.

Pastry cream (yields 1 quart):

Combine milk, sugar, malted milk powder, salt, vanilla bean in medium sauce pot and bring to boil. Whisk eggs with cornstarch. Temper eggs by adding some of hot milk mixture while whisking constantly. Add back to pot.

(continued on page 9)



440 Greenfield Road, Montague

(413) 367-5345 🕊 thealvahstone.com

Monday–Saturday: Lunch 12:00–3:00pm, dinner from 5:00pm Sunday: Brunch 11:00am–3:00pm, dinner from 5:00pm

Bar and snacks available between services

For blueberry compote

1 quart wild blueberries, fresh or frozen

1 cup water

1 cup sugar

2 tbsp. becherovka

2 tbsp. fresh lemon juice

1/2 tsp. salt

1/4 cup cornstarch

1/4 tsp. cinnamon

For graham crackers

1 1/2 oz. whole milk

1/4 cup maple syrup

1/2 tsp. vanilla extract

1 1/2 cup coarse graham flour

1/2 cup bread flour

1/2 cup dark brown sugar

3/4 tsp. baking powder

1/2 tsp. baking soda

1/2 tsp. salt

1/8 tsp. cinnamon

6 tbsp. unsalted butter, cold and cubed

(continued from page 8)

Bring back up to a boil and cook for 2 minutes while stirring with a wooden spoon vigorously and constantly. Strain through a fine mesh strainer into a large bowl.

Bloom gelatin in very cold water. Add the cold butter one cube at a time while blending with an immersion blender. Whisk in bloomed, well-drained gelatin. Cover directly with plastic wrap and refrigerate until cold and set.

Fold in whipped cream to lighten the pastry cream.

Blueberry compote (yields 1 quart)

In medium sauce pot combine 1 pint of the blueberries, water, sugar, liqueur, salt, cornstarch, cinnamon. Bring to a boil, reduce heat and simmer for 5 minutes. Transfer to a blender and blend until smooth. Strain into a clean sauce pot.

Add the rest of the blueberries. Bring back up to a boil, reduce heat and simmer for 2 minutes. Remove from heat, stir in lemon juice. Pour into a large clean bowl, refrigerate to chill and thicken.

Graham crackers (yields 1 quart crumbs)

Combine all dry ingredients in a food processor and pulse a few times to blend. Add the cold butter and pulse until it's the texture of coarse cornmeal.

Whisk together milk and maple and stream in while processing. Process until dough forms a ball. Wrap and chill dough.

Roll dough to 1/8" thickness. The shape of the dough pieces does not matter. An even thickness is important for even baking. Spread rolled dough fragments over a parchment lined sheet pan. Bake at 350°F for 10–12 min or until dark golden brown.

Cool graham cracker fragments completely before grinding in a food processor to coarse cornmeal consistency crumbs.

Assembly

Fold 2 cups of graham crumb into lightened pastry cream. Scrape mixture into a piping bag with a star tip.

Slice pâte à choux puffs in half horizontally. Pipe pastry cream into the bottom half and place the top half on the cream. Ladle blueberry compote over each filled cream puff.

Garnish each puff with additional graham crumbs

The Alvah Stone Pastry Chef Jess Pollard



Jessica was driven to a career in pastry arts through her passion for the visual arts and her love of pie. After graduating from UMass, Amherst with a BFA in painting and art education, she moved to Brooklyn, New York with plans to teach art and continue to paint. She began to bake pies in her apartment when her painting studio became too expensive to keep, which unveiled a new passion. Her husband, Dave, a chef, inspired Jessica to enroll in the pastry arts program at the French Culinary Institute. After culinary school, she worked in Brooklyn and Manhattan pastry kitchens. Eventually she and Dave decided to give up city life and upon moving back to the Pioneer Valley, Jessica became the pastry chef at The Alvah Stone in Montague. She is grateful to be in a small community where local agriculture is at the forefront, and to have the privilege to work at a restaurant with other like-minded, creative people.

& Bartender Lincoln Allen



Bartender Lincoln Allen was born on a cold winter's night in 1983 during the season finale of "Dallas." Equal parts affable-vet-grumblesome cocktailian bartender, jazz musician on the side. and proud new dad. Lincoln honed his skills from both sides of the pine, working and drinking in Boston bars. He now mans the bar at The Alvah Stone in Montague, emploving an ambitious cocktail program well-versed in the classics but based on creative original recipes with curiously chosen spirits, house-made bitters and tinctures, and eclectic ingredients. Equally at home mixing you a to-the-spec classic cocktail as an off-the-cuff tiki drink with an Underberg float, Lincoln's greatest weakness is an unnatural fondness for drinks with blue ingredients.

Featured botanical highlights

Bee pollen: Johnny's Tavern

Pollen, produced by the "male" parts of plants, fertilize the "female" parts of plants to produce seed. Pollen is chock-full of protein, so bees and other insects gather it eagerly. Many bees have special pollen-pockets —like panniers —on their legs, in which they store the pollen as they fly home to their colonies.

Beets: The Green Room with sevenstrong

These sweet taproots provide us with many vitamins, fiber, and antioxidants. They also lend a splash of purple color to foods and drinks, and they can easily be made into a dye that lends fabrics a dusty pink color.

Blueberries: The Alvah Stone

Blueberries are a favorite food of humans and many, many more animals including birds and bears. To all, they provide antioxidants and many other health benefits. Species of blueberries are very versatile, from the low-bush blueberries that can spread through dry barrens, to high-bush blueberries that line bogs and other wetlands.

Honey: Hope & Olive with Magpie

Thank our hard-working bees for collecting the sweet nectar from all sorts of plants and transforming it into honey. Honey varieties will taste differently depending on the plants from which the nectar was collected, so savor them slowly to appreciate their subtle differences.

Peas: 30Boltwood at The Lord Jeffery Inn

Peas have gorgeous flowers and we delight in munching on their sweet pods in early summer. But they also improve our soils. Peas and other legumes form partnerships with soil bacteria that fix nitrogen, making this essential nutrient available both to peas and to all other plants.

Rosemary: Bistro 63 at The Monkey Bar

This woody member of the mint family has leathery, water-conserving leaves that enable it to grow well in dry climates. Of course, it's those leaves that lend flavor to so many food dishes and drinks, but other leaf chemicals, such as camphor, produce essential oils with medicinal value.



Bistro 63 at The Monkey Bar

Botanical feature: rosemary

cocktail recipe - Rosemary's Journey: Sip, bite, sip, bite

1.5 oz. Plymouth gin

.5 oz. Kina l'Aero d'Or Vin

.75 oz. lemon

.75 oz. rosemary pineapple syrup

1/8 oz. (1 spoon) Kümmel

1/8 oz. (1 spoon) Becherovka

Throw into shaker with ice, shake, double strain.

Makes one 6 oz. serving.

dish recipe – English Gin Pickle with Tomato and Scallop and Mango Ceviche with Lamb Bacon

For pickle and tomato

2 lemons

4-6 rosemary sprigs

1-2 thyme sprigs

20 juniper berries

4 tbsp. chopped ginger

1/2 tbsp. crushed red pepper

3 tbsp. kosher salt

1 cup sugar

1 1/2 cup apple cider

3/4 cup water

3 lbs. Kirby or Persian cucumber

3 lbs. cherry tomatoes

English gin-pickle and tomato

Combine all ingredients except lemon, cucumber and tomato and bring to boil. Simmer for 10 minutes and reduce. Remove from heat and let cool. Slice cucumbers in mandoline and stack in canning jars with zest of lemons. Pour cool brine into jars, seal and place into fridge for at least 1 day.

Repeat same process with cherry tomatoes. Poke holes in cherry tomatoes with toothpick prior to brining.

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Bistro 63 at the Monkey Bar 63 N Pleasant Street, Amherst (413) 259-1600 & bistro63.com Open daily 11:00am–9:00pm

For scallop and mango ceviche with lamb bacon

1 lb. bay scallops, quartered

3/4 pound diced fresh mango, smaller than quartered scallops

1/2 tsp. seeded and chopped Thai chilli

1 cup fine diced red onion 1 cup fresh orange juice 1/3 cup fresh lemon juice 1/3 cup fresh lime juice Salt to taste

6 oz. smoked lamb bacon from Sutter Meats, sliced thin and cut to match one surface size of quartered scallop (continued from page 12)

Scallop and mango ceviche with lamb bacon

Saute lamb bacon pieces with rosemary until desired crispiness is achieved, remove to cool and save rosemary lamb fat. Combine all other ingredients in non-reactive bowl, cover and refrigerate between 2 and 12 hours.

Use 4-inch bamboo skewers. Second bite first: a piece of mango followed by a piece of bacon followed by a piece of scallop. First bite second: leaving some space after scallop, skewer one end of pickle, followed by piece of cherry tomato, followed by other end of pickle. Heat rosemary lamb fat and brush scallop with it. Sip, bite, sip, bite!



Bistro 63 Chef Rasif Rafiq & Bartender RJ Rafiq



Rasif's upbringing spanned three different continents, before arriving in Amherst to attend college and staying after becoming a part of the community. Rasif has worked at Bistro 63 for eight years, beginning as a server and working through every front-of-house and most back-of-house positions before buying Bistro 63 at The Monkey Bar along with his brother Rabib (RJ) Rafiq.

Despite his experience, Rasif has never worked as a chef or even a line cook, but his love affair with food has been a constant presence in his life and his ideal days are spent in his kitchen creating new dishes, experimenting with flavor profiles and most importantly, learning. For Rasif, the kitchen is simultaneously a playground and a classroom.

Rasif's love of food is contagious and is translated into his finished dishes. Rasif's palate was developed by two influential people in his life: his mother, who despite being located in Bangladesh, has spent countless hours on the phone with him, guiding him in recreating his favorite childhood dishes. The second is his mentor and previous Bistro 63 owner and chef, Mauro Aniello, who not only fed Rasif throughout college, but who gave him the necessary foundation to begin his journey.

RJ approaches each cocktail as a journey, often inspired by a certain spirit or flavor profile that has piqued his interest. His approach can be considered unorthodox as he intertwines traditional Japanese tools and techniques with modern lab equipment and various paraphernalia in order to create the cocktails he envisions. As a perfectionist, RJ is almost never satisfied and this desire fuels his creativity and ingenuity behind the bar.

For RJ, the shape of an ice cube, the sugars and acids in a fruit, or simply the carbonation in a drink are all components that can be measured, tested and tweaked; controlling each variable and observing the results is part of his process. His precision and techniques are matched by the joy he displays when discussing and embarking on the journey of creation.

Born in Bangladesh, he travelled through Europe and Asia before arriving in the US and his exposure to the melange of flavors in each culture inspire RJ's creations. He worked at some of the top cocktail bars in New York City as well as doing interior design for speakeasies and pre-Prohibition



cocktail bars. He owns and operates Bistro 63 with his brother Rasif.



The Hitchcock Center never feels like a museum space. As soon as you set foot there you feel like you have ownership. Staff use real science principles, not baby language, with all of us, kids and adults, as citizen scientists...It has given our family a community to do nature and science with.

-Maria Kopiki, Hitchcock parent and participant

Educating children about their environment and giving them the tools and knowledge they need to respect it is by far the best method of environmental activism that I can think of...In a world that is ravaged by adversity, the Hitchcock Center for the Environment gave me reason for hope.

—Jessie A. Grees, former intern, Mount Holyoke College

I can't say enough about what a great day you provided the CEEC teachers! The overview of many activities with "teaching tips" and the walk into the woods nearby were a great way to get folks to try out and think about what they can do right here in our backyard. The trip to the pond at the Hitchcock Center gave the teachers the chance to live as full lesson learners—something I am sure will stick with each of them.

—Maryanne Gallagher, Director Early Education and Family Resources, UMass Amherst

The Green Room with sevenstrong Botanical feature: beets

cocktail recipe - Beets of Burden

Lacto-fermented beet greens
Salt

2 cups beets (purple or golden),chopped

3/4 cup apple cider vinegar

1 cup sugar

2 oz. Plymouth gin

1/4 oz. Quinto do Noval tawny port

1/2 oz. fresh lemon juice

Add gin, tawny port, 3/4 oz. beet shrub, lemon juice to shaker. Shake with ice for 20–25 seconds. Fine strain into glass.

dish recipe - Beets and Beef

For lacto-fermented beet greens

Tops of 2 golden beets Salt

Lacto-fermented beet greens:

Thoroughly wash and dry the beet greens of all dirt. Weigh the greens and add 1.5% their weight in salt. Massage the salt into the greens in a stainless steel bowl. Leave to sit covered at room temperature and repeat the process every 30 minutes for 3 hours.

Once the greens have dispelled a good amount of liquid pack the greens into a sterilized mason jar and cover with the liquid. Leave the jar at room temperature for 1–2 weeks or until all bubbling and activity has subsided and you are satisfied with the flavor. The warmer the spot you leave the jar the faster they will ferment. Reserve the liquid for the cocktail and chop the greens into 1/4" pieces.

(continued on page 17)



28 Center Street, Northampton

(413) 584-7336 of facebook.com/greenroomnorthampton

Monday-Thursday: 5:00pm-1:00am Friday-Saturday: 5:00pm-2:00am

sevenstrong is opening soon in Northampton

For caramelized bone marrow fat

1 cow femur bone split in half

For golden beet sauce

2 golden beets

Carmelized bone marrow fat

.1g xanthan gum

Salt

Apple cider vinegar

For cultured cream

1 pint heavy cream

1 tbsp. apple cider vinegar

Salt

For beet powder

Reserved beet pulp

(continued from page 16)

Caramelized bone marrow fat:

Preheat oven to 350°F. Place the split bone in a metal pan with high sides large enough for them to lay flat. Put it in the oven and check every 10 minutes until the marrow inside is loosened. Remove the bones and scoop out the marrow into a sauce pot as well as an fat that has collected on the bottom of the pan.

Over medium heat cook the marrow in the fat until it is completely rendered while continually stirring constantly. Keep cooking until the fat takes on a light golden brown color and strain immediately through a fine mesh strainer. Cool and reserve.

Golden beet sauce:

Juice the beets and reserve the pulp. Strain the beet juice into a sauce pot and bring to a

boil. Turn down to a simmer and reduce the juice by half. Strain the juice and cool over an ice bath. Put the reduced juice in a blender and slowly turn the blender up to high speed. Slowly stream in the marrow fat a little at a time until the juice looks glossy and slightly thickened. Taste the juice and season with salt and vinegar then turn it back up to high speed, add the xanthan and blend for 1 minute. Cool down the juice and reserve.

Cultured cream:

Combine heavy cream and vinegar and put into a non reactive container with cheesecloth covering the top. Leave out at room temperature for between 8–12 hours or until it is thickened and has a slight tangy flavor.

Season to taste with salt and put it in a stainless steel bowl and whisk slowly until soft peaks have formed. Don't over whip or the cream will break. Transfer to a squeeze bottle and refrigerate.

Beet powder:

Preheat the oven to the lowest possible temperature. On a parchment-lined baking sheet spread out the beet pulp in a single even layer as thin as possible. Place in the oven with the door ajar checking and rotating every 20 minutes until it is completely dry.

Cool down the pulp and transfer to a coffee grinder. Blend it until it is a fine powder and reserve.

(continued on page 19)

sevenstrong Chef Jonathan Adler & The Green Room Bartender Harry Harrison



Chef Jonathan Adler was born and raised in Western Massachusetts. Jon has spent the last eight years working in Michelin-starred restaurants in New York City and San Francisco. He is passionate about only using small scale, local and sustainable ingredients.

Jon is currently opening sevenstrong in downtown Northampton with his business partners Benson Hyde and Sebastien Piekutowski, sevenstrong will be a café, restaurant, and bar serving the general population of the area. They will be operating with a commitment to exhibit produce from local and sustainable farms, whole animals butchered in-house, and featuring fresh and fermented foraged items from Western Massachusetts. An ever-changing menu will be served to highlight the best eats of each season in innovative, yet accessible dishes. Follow them on Instagram at @sevenstrongma for updates on renovations and menu development!

Harry is a long-time bartender who has followed the craft cocktail movement since its early days.

After living in New York City and Boston, he found home in the Valley in 2012.

In 2014, he helped open The Green Room in Northampton, which focuses on expanding the craft cocktail movement to Western Massachusetts, using local sources and integrating Prohibition era cocktails with modern technique and atmosphere.



For buckwheat groats

20 g buckwheat groats

1 tbsp. butter

Salt

For hay-smoked oil

Hay

Neutral flavored oil such as grapeseed or canola

For beef

Good quality lean beef Lacto-fermented beet greens

Hay-smoked oil

Tamari

Apple cider vinegar

Salt

(continued from page 17)

Buckwheat groats:

In a small metal pan melt the butter over medium high heat. Once it is foaming slightly add the buckwheat and cook while stirring constantly for 2–3 minutes or until they start to turn golden brown and have a nutty aroma. Immediately drain off the butter and transfer the buckwheat to a plate lined with a paper towel. Season lightly with salt, cool and reserve.

Hay-smoked oil

Place the oil in a small metal container that is uncovered. In a large metal container or charcoal grill light a large amount of hay on fire at one side of the container. Place the container containing the oil on the other side where there are no flames. Cover the top of the grill with the vent slightly ajar or if using a container cover with foil and poke holes in the top. Smoke the oil for

20–30 minutes and then taste. If it does not have a strong smoky flavor repeat the process. Strain the oil through a coffee filter to remove any ash that may have fallen in and cool down.

Beef

Trim up the beef of any fat or sinew. Cut into 1/4" inch pieces and make sure the beef stays very cold the entire time, work over ice if needed. Cool back down in the fridge on a layer of plastic wrap. Make sure the pieces of beef are touching as little as possible to prevent oxidation. Right before serving season the beef to taste with the oil, tamari, beet greens, vinegar and salt.

Plating

On the bottom of the plate lay down 50 g of the seasoned beef in a single even layer. Next place 5 small dots of the cultured cream on top followed by a sprinkling of the buckwheat groats. Drizzle the beet juice across the beef letting it extend onto the plate slightly. Sift the beet powder over the top of the beef.

Hope & Olive with Magpie

Botanical feature: honey

cocktail recipe - Flower Power Sour

1.5 oz. Plymouth gin

.5 oz. St. Germain elderflower liqueur

2 spoons Crème de Violette

.25 oz. lemon

.25 oz. honey syrup

In a martini shaker, combine all ingredients. Shake on ice. Double strain neat in coupe glass.

Garnish rim with fennel-dust pinch.

dish recipe – Elderflower Fennel Crackers with Honey Whipped Ricotta and Salted Violets

For crackers

3 cups flour

1/2 tsp. baking powder

1 tsp. fine salt

1 stick unsalted butter

1/2 cup whole milk

1 large egg, beaten

2 oz. elderflower liqueur

Salt

Fennel seeds

For honey-whipped ricotta

1 cup ricotta

1/4 cup honey

2 tbsp. cream

For salted violets

one dozen egg whites

1 tsp. water

flake salt

To make crackers:

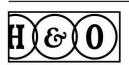
In a bowl, using a fork, mix flour with baking powder and salt. Mash in butter until blended. Add milk, egg and elderflower liqueur. Stir until the dough begins to form.

Turn the dough out onto a lightly floured surface and lightly knead until smooth. Flatten the dough into a disk. Wrap it in plastic and refrigerate until cold—about an hour.

Preheat the oven to 400°F. Divide the dough into quarters. On a lightly floured surface, roll out 1 piece of dough until it is as thin as possible. Carefully transfer the dough to a large baking sheet and brush it lightly with water. Sprinkle lightly with kosher salt and fennel seeds. Bake for 8–10 minutes, or until cracker is puffed and golden brown. Transfer to a rack and cool. Repeat with the remaining dough, salt and fennel seeds.

Break crackers into pieces before serving.

(continued on page 19)



44 Hope Street, Greenfield

(413) 774-3150 🖑 hopeandolive.com

Tuesday-Friday: Lunch 11:30am-2:30pm, Dinner 5:00-9:00pm

Saturday: Dinner 5:00-9:00pm

Sunday: Brunch 10:00am-2:00pm, Dinner 5:00-8:00pm

The bar menu is available later most nights!

Hope & Olive/Magpie Chef Maggie Zaccara with Hope & Olive Bar Manager Jim Zaccara

Chef Maggie Zaccara of Hope & Olive and Magpie Wood-fired Pizzeria in Greenfield has been living and cooking in the Valley for over 18 years. She grew up in a restaurant family and has worked in San Francisco, Vermont and Martha's Vineyard before landing in Shelburne Falls and A Bottle of Bread. Maggie describes her style as "Seasonal-Jazz" and enjoys volunteering her skills for community events and is happy to support the Hitchcock Center.

Brother of Maggie, bartender Jim Zaccara has been involved in food and beverage service for quite a few years now. Jim is equally inspired by the culinary and seasonal ingredients of our area, as well as the cocktail classics. In addition to creating well balanced drinks, Jim appreciates connecting with guests and enjoys providing focused service. He can



be heard Thursday afternoons talking booze and goofing around with Joan Holliday at 93.9 The River on "Five O'Clocktails."

(continued from page 18)

To make honey-whipped ricotta:

In a mixing bowl combine ricotta, honey and cream. Whip until smooth.

To make salted violets:

Whisk egg whites with water. Use one flower at a time, holding with tweezers from the bottom of the bud. With a pastry

brush, cover each petal with egg white, lay flat on a sheet pan. Lightly sprinkle with flake salt and refrigerate.

To serve:

Smear a teaspoon of ricotta on the cracker and place two or three salted violets on top.



21 Bank Row, Greenfield

(413) 475-3570 🦑 magpiepizza.com

Sunday, Monday, Wednesday, Thursday: 4:00-9:00pm

Friday-Saturday: 4:00-10:00pm

Closed Tuesdays

Johnny's Tavern

Botanical feature: bee pollen

cocktail recipe - Buzz Jar

1 oz. Plymouth gin1 oz. Becherovka

.75 oz. bee pollen honey syrup

.25 oz. fresh lemon juice

Tupelo honey

Combine ingredients in a glass and top with ice. Shake and strain into a chilled coupe glass.

Garnish with a fresh peel of lemon.

dish recipe – Honey & Bee Pollen Glazed Pork Belly with Crispy Sweet Potato and Bee Pollen Crumble

For spice rub: Slow braise pork belly for 12 hours.
Garlic powder Glaze in bee pollen-infused honey.

Paprika Sear in a cast iron skillet.

Salt Serve alongside roasted crispy sweet potatoes

Pepper fried in vegetable or soybean oil.

Bay leaf Garnish with bee pollen crumble.

Brown sugar

For glaze:

Honey

Bee pollen

Onion

Salt

Pepper

Garlic

Sugar

Citrus juice



30 Boltwood Walk, Amherst

(413) 230-3818 & johnnystavernamherst.com

Monday-Thursday: 11:30am-10:00pm

Friday: 11:30am-11:00pm Saturday: 10:00am-11:00pm Sunday: 10:00am-10:00pm

Kitchen shuts down 30 minutes prior to closing.

Johnny's Tavern Executive Chef Bryan Graham & Beverage Director Stephen Harutunian

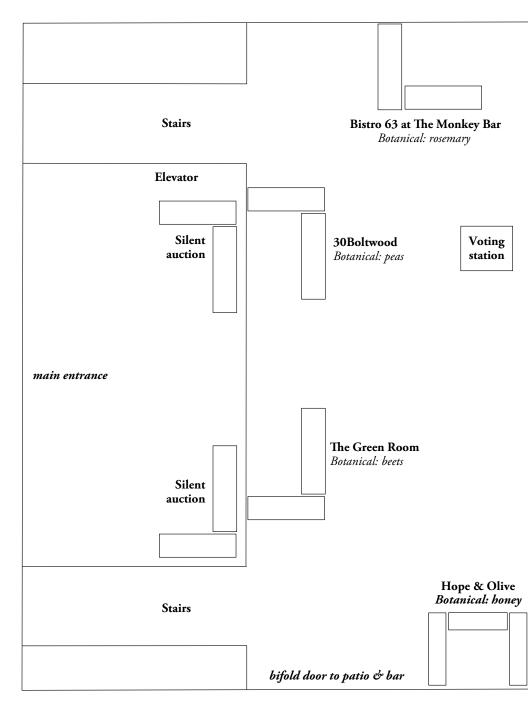


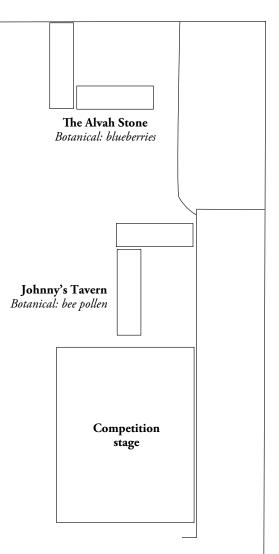
Executive Chef Bryan Graham started his culinary career at the age of 14 when he attended Smith Vocational High School for the Culinary Arts. He has since honed his skills in restaurants across the country, from Boston to Colorado to San Diego. His focus at Johnny's Tavern is to create a fresh, neighborhood friendly menu showcasing the talents and hard work of local farmers in his dishes.

Stephen Harutunian, beverage director and manager at Johnnys Tavern, has been in the restaurant industry for the better part of a decade. Before arriving at Johnny's, Stephen spent many years developing his passions in Boston and ran the cocktail and wine program at an award-winning restaurant in Cambridge. He has received a Level I certification from the Court of Master Sommeliers.









Station Map







doors to patio & lounge tent

to restrooms



Master of ceremonies



Joan Holliday on-air personality, 93.9 The River

I've loved music since I was born. Mom and Dad both sang around the house, and I had three older sisters who introduced me to the joys of the Beatles, the Stones, the Cowsills, the Kinks, Motown, the Monkees and the Hollies, (and peace and love) very early on. Davy Jones was my first boyfriend. We had dates in a cardboard-box car at the bottom of my basement stairs when I was six. He adored me.

My first ever live show was England Dan and John Ford Coley at the Heart of Illinois State Fair... beautiful acoustic guitars and harmonies live under the stars. I was enamored of live music for life. Queen was next, at the Rosemont Horizon. I did have a period of rabid Bay City Rollers fandom,

which coincided with an obsession with Queen, oddly enough. (I don't believe in guilty pleasures—if it's a pleasure, for God's sake don't feel guilty about it! What are ya, a Puritan?) And I love Queen, and the Pretenders. And the Psychedelic Furs, and the Boomtown Rats, and Al Stewart. And U2, and Marshall Crenshaw and Francis Dunnery and Andy White and Colin Hay. Dylan. Robyn Hitchcock. Van Morrison. Hundreds of others.

I also love my sweetheart Brian, my son and daughter and all "my" kids. Our kitty cats. Our home. My friends and family. The Midwestern town where I grew up. Reading. Movies. Wine. Cheese. Living. The sun, the sky, the earth. New York and London and Paris and Amsterdam. Northampton. The Valley. Laughter. So now you know me. Oh yeah—I was an art history/English lit. major in college. And got a job at a radio station.

Yeah, go ahead and wonder. I do.



Competition judges

Monte Belmonte on-air personality, 93.9 The River

Monte Belmonte is a radio and television host for 93.9 The River, WHMP and WGBY. He's worked beverage tasting into his radio show and usually operates in the world of wines but he's been known to imbibe on a cocktail or two in his time.



Amanda Drane staff writer, the *Daily Hampshire Gazette*



I am an award-winning Pioneer Valley journalist. I live to bring important stories to light, and—as a 10-year veteran of the restaurant industry and an all-around foodie—I love writing about dining and nightlife. Whether working an investigative story or writing the popular "Madame Barfly" column, I work dutifully to hit the streets and answer questions my readers are asking.

Previously I served as a staff writer at the *Valley Advocate*, freelance writer and photographer for *The Republican* and as a reporter with *Northampton Media*.

Tim Driscoll, former bar owner, mixologist, perpetual student of cocktails, and freelance writer on barhopping and mixology

Tim Driscoll has a passion for the hospitality industry. He attended the University of Massachusetts at Amherst for his second undergraduate degree in hotel, restaurant administration when he realized his true calling was in the hospitality field. As owner of City Café in Northampton, he took a small neighborhood bar and expanded it into one of the busiest bars in western Massachusetts. His interest in vintage and barrel-aged cocktails led to his own line of V.S.O.C. (Very Special Oak Chips) and his Deluxe Barrel Aged Cocktail kit. Other interests include travel, especially Ireland, running, board games, and all the New England sports teams.

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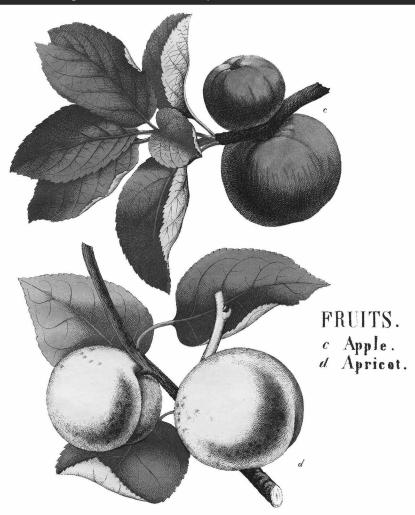
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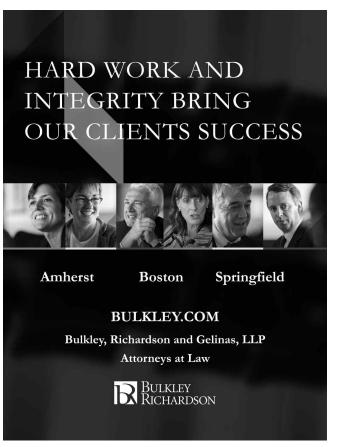
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