



A City Club Special Program

November 16, 2010 at Noon

The City Club of Cleveland,
850 Euclid Avenue



Michael Shuman

Revitalizing the Northeast Ohio Economy through Local Food

Despite deep agricultural roots and a budding local food movement, Northeast Ohio produces only about 1% of the food it consumes. Michael Shuman, Research and Policy Director for the Business Alliance for Local Living Economies (BALLE), has led a 2010 study that projects moving 25% of the way toward localizing the region's food system will create over 25,000 jobs – with myriad benefits to public health and the environment as well.

Mr. Shuman will present the findings of the **Northeast Ohio Local Food Assessment and Plan** (see NEOFoodWeb.org for more info), along with key recommendations for new regional programs, investments, and public policies.

A Stanford-educated attorney and economist, Mr. Shuman most recently authored *The Small-Mart Revolution: How Local Businesses Are Beating the Global Competition*.

Tickets: \$15 - Members; \$25- Non-members

\$350- Corporate table of ten \$250 - Nonprofit table of ten

MEMBER PRICING FOR MEMBERS OF CMBA

All prices include lunch. Reservations and cancellations are required at least 24 hours in advance of the event.

**For more information or to make a reservation, please call 216.621.0082 or
visit www.cityclub.org.**