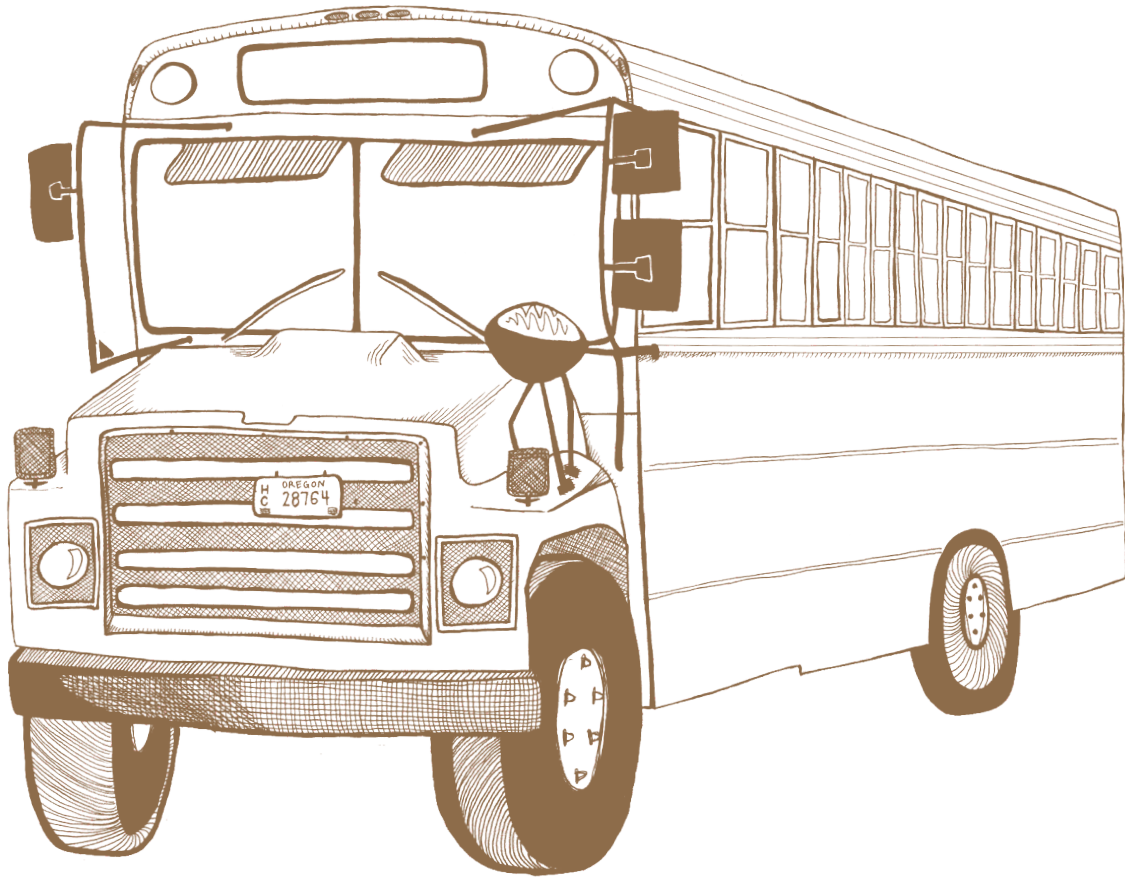


# Fermentation



## on Wheels

2018 PRESS KIT

# ABOUT

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Birthing at the leading-edge of the fermentation, community and sustainability conversation, Fermentation on Wheels adds a unique dimension to the advancement of healthy, resilient food cultures, nationwide.

Based out of a 40-foot nomadic art space and now in our fourth year of travels, Fermentation on Wheels empowers communities with a sustainability-based lifestyle and inspires with a rich, proven array of convivial gatherings—potlucks, starter-culture swaps, workshops, and farm, school and community visits—we emphasize a friendly, accessible, down-home do-it-yourself approach to fermentation practice and education.

Tara's new book, *Fermentation on Wheels: 50 Do-It-Yourself Recipes from Sauerkraut, Kombucha, and Yogurt to Miso, Tempeh, and Mead*, published in October 2017 by

Bloomsbury Publishing now lends powerful, additional impetus and credibility to our efforts, as well as to the fermentation and good food movements.

We host donation-based events as well as private consultations and speaking engagements for a fee. Particularly keen to support food-vulnerable and food-unaware communities, we provide sliding-scale services, scholarships, and non-monetary exchanges where appropriate.

Fermentation on Wheels has collaborated with organizations and businesses such as Food Forward, FoodCorps, and Just Food, as well as dozens of farms and homesteads. You can read about our work in nationally-acclaimed publications such as the New York Times, NPR, and Civil Eats.

# FERMENTATION

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## WHAT IS IT?

Fermentation is a microbial transformation in which sugars are converted into acids, gases, and sometimes alcohol, transforming foods into a more preserved state and giving them complex, unique flavors. During this transformation, microbes proliferate and create a diverse microcommunity, so your food is teeming with beneficial microorganisms. Sauerkraut, miso, and yogurt are common examples of fermented foods packed with helpful bacteria. When you eat fermented foods, you introduce these beneficial microorganisms to your microbiome, located in the gut.

## WHY FERMENTATION?

Microbe-rich fermented foods and drinks offer a healthy alternative to the more widely available processed and preserved foods sold today. When you introduce beneficial bacteria to your body, you strengthen your gut, improve immunity, and better your digestive health. You also encourage a food culture that promotes diversity and health for your inner ecosystem, which like all ecosystems needs a balance of microbes to thrive. Microorganisms are essential—they're the underlying connection between all life-forms.



# FAQ

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## What kind of impact are you hoping to make?

I want to inspire people to live more sustainably and with more thought for food. I aim to bridge communities, so they experiment with fermentation more and more long after I'm gone.

### HOW DO I FIND OUT WHEN YOU'LL BE IN MY AREA?

Our website, [www.fermentationonwheels.com](http://www.fermentationonwheels.com), is regularly updated with upcoming events. You can also follow us on Facebook and join our mailing list to discover where we are and where we'll be.

### WHAT IS THE PRICING FOR YOUR EVENTS?

All public events are by donation. If you would like to book a private event or consultation, pricing ranges from \$75 to \$150 an hour plus material and transportation costs. Contact us for more info on pricing.

### HOW IS FERMENTATION ON WHEELS FUNDED?

Mostly through individual donations, through grant awards, and a little from selling starter cultures. We are sponsored by a 501(c)(3) arts organization, Fractured

Atlas, thus we can receive tax-deductible donations. If you're interested in donating or becoming a sponsor, contact [tara@fermentationonwheels.com](mailto:tara@fermentationonwheels.com).

### HOW MUCH NOTICE IS NEEDED TO SCHEDULE A WORKSHOP?

If we'll be in your area and have an opening, it's possible we can pull off something impromptu. Otherwise, we ask that you contact us to make arrangements three months in advance.

### HOW DO I OBTAIN A STARTER CULTURE FROM THE BUS?

If you join us at an event we will gladly sell you a starter culture. Starter cultures are \$10 and we accept barter too. We don't ship starter cultures.

# PRESS RELEASE

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## FOR IMMEDIATE RELEASE

“Fermentation on Wheels” Mobile Food Education in Southern California

By December 7, 2017,



DECEMBER 7, 2017

Los Angeles, CA—Tara Whitsitt of Fermentation on Wheels will teach food fermentation workshops in Los Angeles December 19th through January 7th. The educator plans to hold several donation-based workshops, youth classes, and community potlucks in the Greater Los Angeles Area, including events in Pasadena, Altadena, and Long Beach.

Fermentation on Wheels ([www.fermentationonwheels.com](http://www.fermentationonwheels.com)) is a creative education and food-preservation project born in Oregon's Willamette Valley. The founder of this traveling project, a culinary artist named Tara Whitsitt, converted a 1986 International Harvester military bus into a fermentation lab and workshop space in 2013 and has since traveled over 25,000 miles. Whitsitt teaches vegetable-fermentation workshops that correspond with the regional and seasonal produce of each destination she visits. She also organizes “starter culture” exchanges, which encourage people to try new and different fermented foods, while sharing the history, science, and stories of food cultures she acquires along the road.

The mobile education project is a charitable organization sponsored by non-profit Fractured Atlas of New York City. Events are free, hands-on, and open to the

public. Since 2014, Fermentation on Wheels has made hundreds of stops in 36 different states, giving the benefits of live cultured food to anyone interested in learning how to do it in their own kitchen.

Whitsitt describes her mission as an effort to, “support micro-agriculture and local economy, focus on sustainable, organic foods that improve and teach healthfulness, and promote the use of fermentation to preserve farm-fresh foods that can be enjoyed year-round.”

*Fermentation on Wheels is currently scheduling events in Pasadena, Altadena, Long Beach, Palm Springs, and San Diego while making stops at local farms in between. Thus far on the schedule, Whitsitt will teach about vegetable-ferments and sourdough starter at Food Forward in North Hollywood on March 20th at 6p.m. The bus will also make an appearance at a FoodCorps service member's youth cooking class in West Hollywood. Side Street Projects has invited the project to hold a culture exchange, workshop, and potluck the weekend of April 4th-6th in Pasadena, CA. Tara is now working on securing dates for events in Altadena, Palm Springs, Encinitas, and San Diego.*

*The schedule and further information can be found by following links at [www.fermentationonwheels.com](http://www.fermentationonwheels.com).*

# EVENTS

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## WILD VEGETABLE FERMENTATION

Discover the simple tradition of preservation through bacterial collaboration in one of its most simple forms: via the local micro-flora of vegetables! Fermented foods heal our bodies, celebrate age-old traditions, and promote healthy eco-systems. Learn about cost effective & simple tools that will help you get started at home.

## GET CULTURED!

### POTLUCK & STARTER CULTURE SWAP

A potluck, talk, and culture exchange. Attendees bring fermented dishes or cultures (kombucha SCOBYs, sourdough starter, kefir grains, yogurt, etc.) to share and swap with other fermenters. This potluck is open to interested beginners as well as expert fermenters. Complementary non-fermented dishes are encouraged! Learn about fermentation, especially the differences between wild fermentation and fermentation through inoculation, and then join a starter culture swap on the bus. If you would like to take home a culture, we ask you please bring something to swap or \$10 per culture.

### FERMENTATION ON WHEELS: AUTHOR TALK AND FERMENTATION DEMO

With her new illustrated memoir/cookbook, Tara shares road stories and recipes—from the generous farmers who offered respite and fermentables, to young arms baptized elbow-deep in salty cabbage, and to fifty unique recipes

of delectable fermentations learned and created while on the road. After her book discussion, discover the simple tradition of preservation through bacterial collaboration in one of its most simple forms: via the local micro-flora of vegetables. Taste a variety of ferments from the bus and featured in the book, then learn about the cost effective and simple tools involved and go home knowing how to creatively and fearlessly ferment vegetables.

### FARMERS MARKET FERMENTATION DEMO

A basic sauerkraut demonstration for market passerby that highlights the beauties of fermentation in connection to farming, food, and our inner and outer ecosystems.

### CULTURED BEANS AND GRAINS FOR FLAVOR & NUTRITION

Discover the unique flavors and learn about the health benefits of fermented beans and grains. This presentation will get you started with how to make cultured oatmeal, miso, and tempeh at home.

### MAD FOR MISO

Learn how to make miso, a fermented bean paste that hails from Japan and is well-loved for its decadent umami flavor. This cultured condiment can be made using a variety of different grains and legumes as well as be used to flavor everything from soups to marinades and salad dressings. This workshop is hands-on, taste bud-interactive, and take home.



# LIVING FOODS EXPLORATION LESSON PLAN

## INTRODUCTION

I travel the United States in my bus and food lab to connect with others who believe in a better way of eating & living, as well as building a more sustainable future. For me, a more sustainable future means living in community and using renewable resources that are healthy for the planet. I grow food and make delicious, healthy foods at home. My friends have other talents that are equally valuable. We live together because we realize the value of having our different talents in one home, where we share food and take care of the house and each other. It is such a good life that I teach other people about it. Not only is it a very simple way to live, but it is sustainable too. We call this way of living community.



## INSTRUCTOR:

TARA WHITSITT  
OF FERMENTATION ON WHEELS

## AGES/GRADE LEVEL:

K-8

## TIME:

1 HOUR

## PREP TIME:

45 MINUTES

(Prepare sourdough starter, water kefir for tasting, and sauerkraut. Prepare seating on bus or in outdoor school garden or indoor classroom)

## MATERIALS:

- Dixie cups for tasting
- Forks for tasting
- Jars containing cultures
- Wooden spoons for stirring
- Prepared sauerkraut
- Food magazines/FoW drawings on tables for perusal

## TOPICS / GOALS / LEARNING OBJECTIVES:

- learn what microorganisms are and how they are important for our health
- understand the difference between living and non-living foods.
- sample living, probiotic foods.

# LESSON / ACTIVITIES

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1

## CLASSROOM DISCUSSION

- Discussion of living vs. non-living. Can they think of examples from the garden? What is the smallest living thing you can think of?
- Introduce the word “microorganism.” They are so small, that we can’t see them without a microscope. There are different types of microorganisms: some are bad for us, but many are good for us. They help with our digestion. They also protect us from getting sick because they kill bad germs inside of us.
- Today we are going to try foods and beverages that are alive, or “living foods.” This is because they have millions of helpful microorganisms in them. Because of these tiny creatures, these living foods are not only super healthy, but also incredibly delicious. These foods are also all fermented, which means that they have been transformed by these healthy microorganisms.
- Today we are going to talk about three types of living foods: sourdough, kefir, and sauerkraut.

2

## TASTE TESTING

- **LAY OUT TASTING AGREEMENTS.**  
It’s not polite to make a face or say that something is gross because your classmate may like it. Show your peers respect. If you try it and don’t like it, that’s okay. You don’t have to finish your taste or have seconds.
- **SOURDOUGH STARTER;**  
Talk about what it’s made of. Pass around while stirring for students to smell. Ask students for observation. Have students ever baked bread or seen someone bake bread (or rolls, pizza dough, pancakes, etc.).
- Does this smell like bread to you? What happens to bread dough when you let it sit out and then bake it? [It puffs up/rises! Why? Because there are living microorganisms (yeasts) that produce gas to make it rise]
- **WATER KEFIR;**  
Compare water kefir to juice. Ask students if they have ever tried juice. What does juice taste like? (Is it salty? Sweet? What makes the juice sweet?) Talk about how the kefir grains are living; they eat the sugars in the juice and produce natural carbonation, making this like a healthy, living soda.
- **KOMBUCHA;**  
Talk about the kombucha mother. Kombucha is fermented sweet tea. Give students a sample of kombucha.
- **TAKE OUT THE SAUERKRAUT.**  
Pass around the jar and ask students to make observations on the smell, colors, etc. Talk briefly about the process to make sauerkraut. The good microorganisms in the air and on the leaves of the cabbage turn raw cabbage into a delicious fermented food. Give students samples of sauerkraut.

3

## WRAP-UP/QUESTIONS/TOUR OF THE BUS

- Review what a microorganism is and why living, fermented foods are good for our bodies.
- Give students and teachers a quick tour of the bus.
- Answer any questions they may have.

4

Leave preferred culture with the class, including instructions for how to care for the culture as well as an experiments if the teacher and students are interested in further pursuing fermentation and starter cultures.



# PRAISE

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*"The Johnny Appleseed of Pickling."*  
The New York Times

*"The Jack Kerouac of the fermentation world."*  
David Leite, Splendid Table

*"On her magic school bus, Whitsitt is a veritable Ms. Frizzle,  
sharing the science and benefits behind the healthy microorganisms of our inner eco-system."*  
Publisher's Weekly

*"Tara Whitsitt is a fellow fermentation revivalist doing tremendous work raising awareness  
about fermented foods and beverages. Fermentation on Wheels  
is a mobile fermentation recruitment station, inviting folks to become more aware of how our  
food is produced and the invisible life forces that facilitate  
some of our greatest delicacies."*

Sandor Katz, author of *Wild Fermentation* and *The Art of Fermentation*

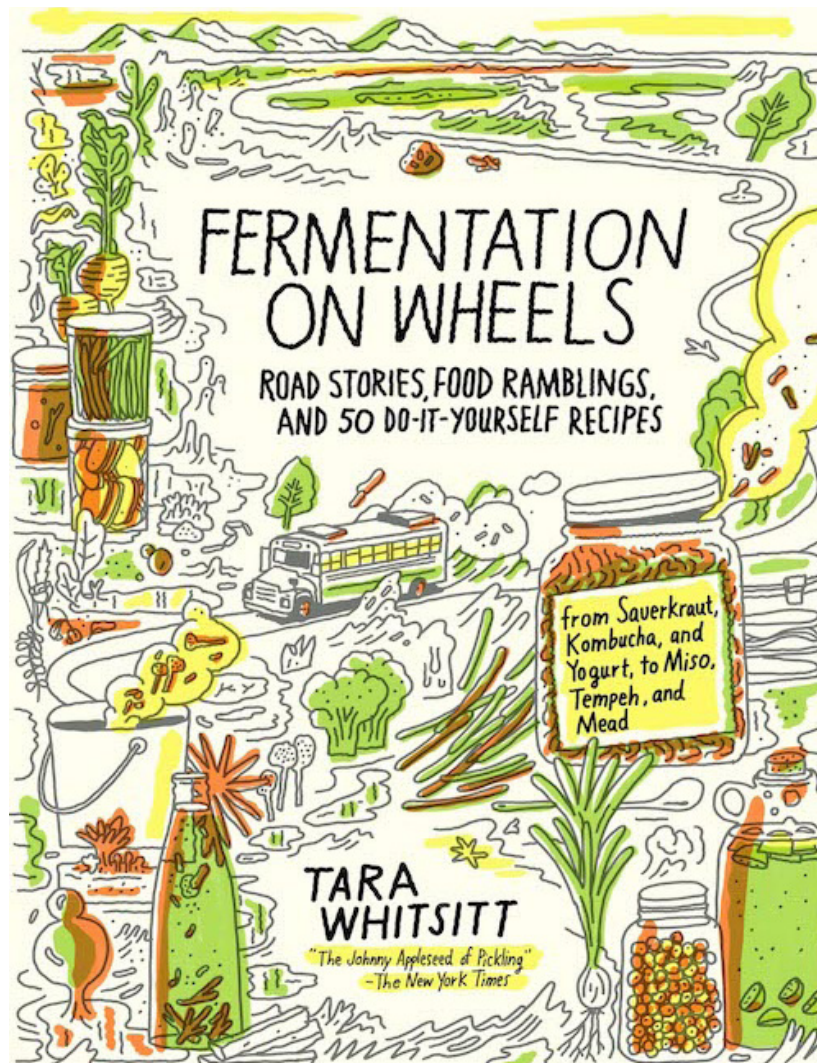
*"Tara is a force, crusading through time and geographical space she proselytizes the evolving  
human relationship with fermented foods and the simple beauty of controlled rot.  
Fermentation on Wheels is a living breathing work of art devoted to  
teaching others about food, sustainability, and community. Her visit has resonated in Baltimore  
inspiring others to ferment, plant, and teach."*

Meaghan & Shane Carpenter, HEX Ferments, Baltimore, MD

*"Tara's dedication to teaching the craft of food fermentation is wonderful, and what inspired  
me even more is her infectious "do-what-you-love" spirit.  
What a happier world it would be if more people followed their bliss like Tara!"*

Austin Durant, Founder, Fermenters Club, San Diego, CA

# THE BOOK



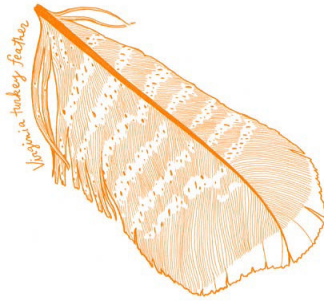
An enlightening and delicious road adventure-cookbook from the young woman the New York Times dubbed “The Johnny Appleseed of Pickling.” Three years ago, food activist Tara Whitsitt had a dream: to take to the road in a converted school bus and spread the gospel of kombucha, kimchi, and kefir nationwide. She would bring her microbe-dense delicacies, her expertise, and her generosity to food communities across the country. Her motto: Tasty food belongs to everyone.

Through her winning stories, illustrations, photographs, and fifty recipes, *Fermentation on Wheels* tracks the two-year, twenty-thousand mile journey that made Tara into a known apostle of outrageously delicious, creative, healthy, and sustainable fermented flavors. A practical and delectable cookbook, *Fermentation on Wheels* is also an inspiring celebration of how food traditions can bring people together, pollinate their minds, and change their lives for the better.

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# PRESS

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This Woman Travels The Country In A School Bus  
Teaching People How To Pickle  
(2017)  
RODALE'S ORGANIC LIFE

Exploring the World of Fermentation  
(2017)  
WISCONSIN PUBLIC RADIO

Fermentation on Wheels:  
Road Stories, Food Ramblings, and 50 Do-It-Yourself Recipes  
(2017)  
PUBLISHERS WEEKLY

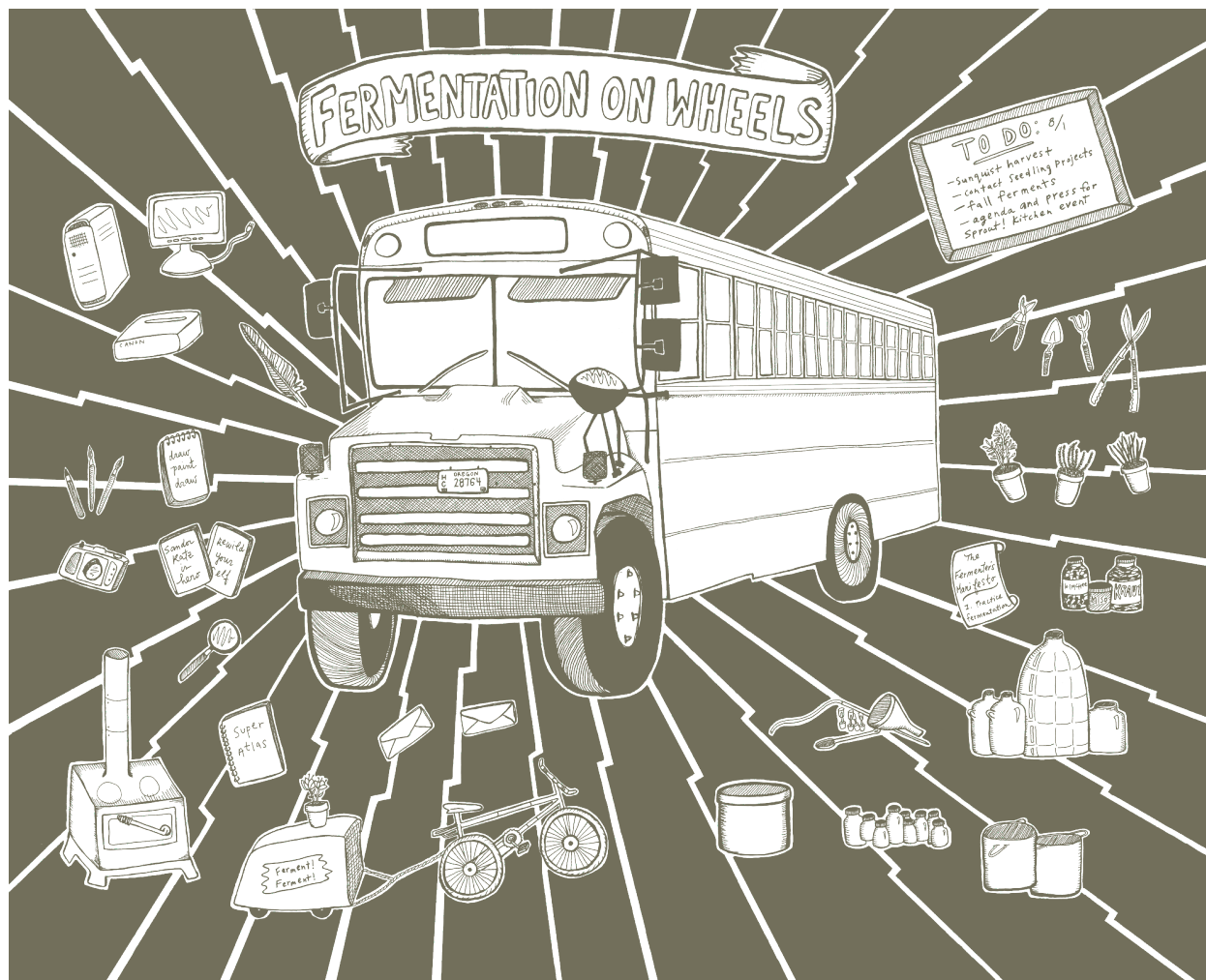
Art, Literature, and Fermentation  
(2015)  
MICHIGAN QUARTERLY REVIEW

She's the Johnny Appleseed of Pickling  
(2015)  
THE NEW YORK TIMES

Fermentation on Wheels:  
Bringing Culture(s) to the People  
(2014)  
CIVIL EATS



# CONNECT



*gastronomic nomads are coming to a city near you*

## BOOKING AND GENERAL INQUIRIES

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