



2020 RECAP



# Oregon Truffle Festival

[oregontrufflefestival.org](http://oregontrufflefestival.org)



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**Cover Photos Front**

1 & 5 - Kathryn Elsesser  
 2, 3 & 4 - Reagon Kastner  
 6 & 7 - David Barajas  
 8 - Kayt Mathers

1	2
3	4
5	6
	8

**Cover Photos Back**

1, 2 & 3 - Kathryn Elsesser

1	
2	3

\*Data from post festival survey



Reagon Kastner



## FESTIVAL STATISTICS

- 37 CULINARY EVENTS
- 41 CHEFS
- 14 CULINARY STUDENTS
- 21 SPEAKERS & TRAINERS
- 80 MARKETPLACE ARTISANS
- 33 WINERIES, BREWERS & DISTILLERS
- 67 TRUFFLE DOGS
- 59 LBS BLACK TRUFFLES
- 72 LBS WHITE TRUFFLES
- 12 LBS PERIGORD TRUFFLES

2,689

ALL ADVANCE SALE  
TICKETS SOLD OUT  
+ 228 MEDIA,  
SPONSORS AND  
SPECIAL GUESTS



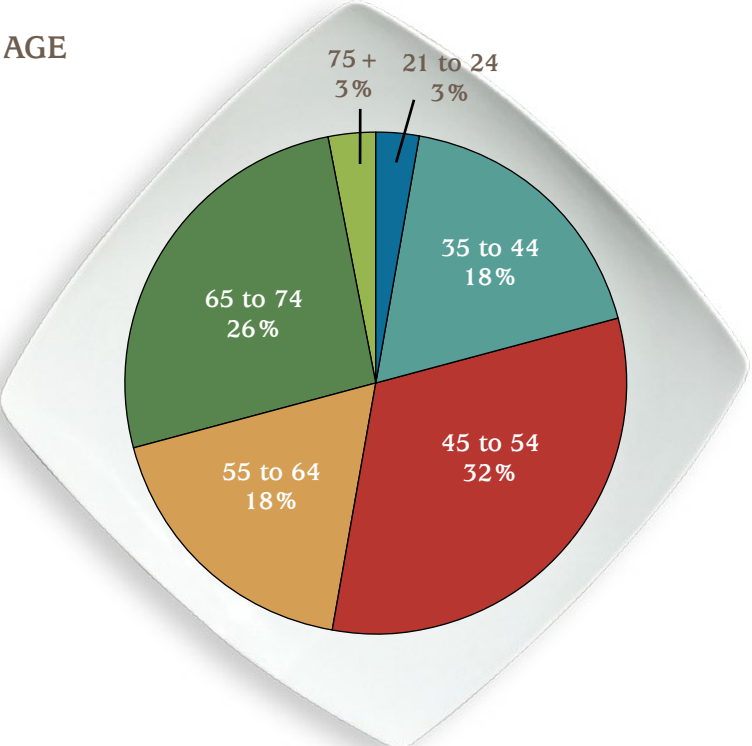
The Oregon Truffle Festival attracts a diversity of ages to indulge in this international culinary event.

*We absolutely loved it! It was our first time to Oregon and Eugene was a very nice and comfortable city. After the festival we drove to Multnomah Falls (beautiful) then over to the coast and worked our way back to Eugene for 3 days. It was a very fun and relaxing vacation !*

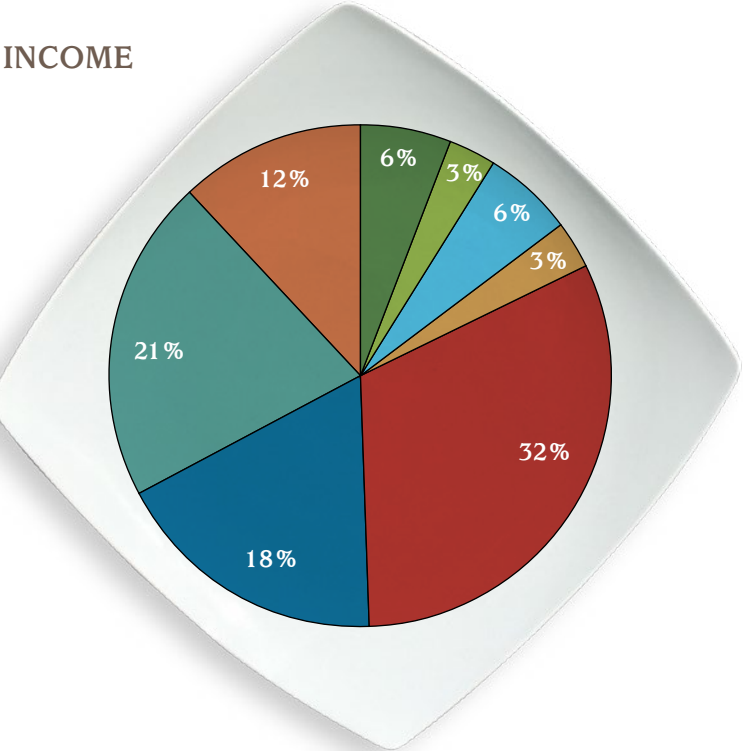
Eugene Weekend Attendee

# DEMOGRAPHICS – EUGENE & SURROUNDS

## AGE



## INCOME



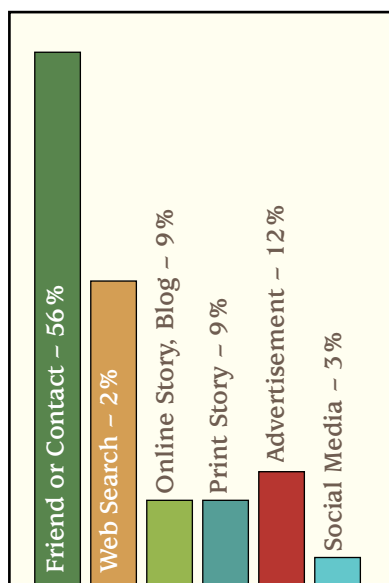
- Less than \$50,000
- \$50,000 to \$99,999
- \$100,000 to 149,999
- \$150,00 to \$199,999
- \$200,000 to 299,000
- \$300,000 to \$399,000
- \$400,000 - \$499,000
- \$500,000 or more



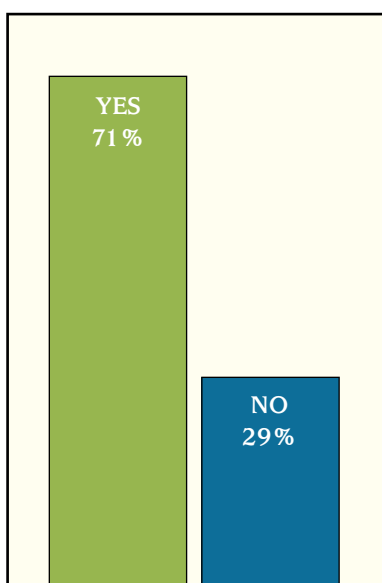
# DEMOGRAPHICS – EUGENE & SURROUNDS

Almost all of our attendees come from more than 200 miles away and stay for awhile, enjoying more of what Oregon has to offer.

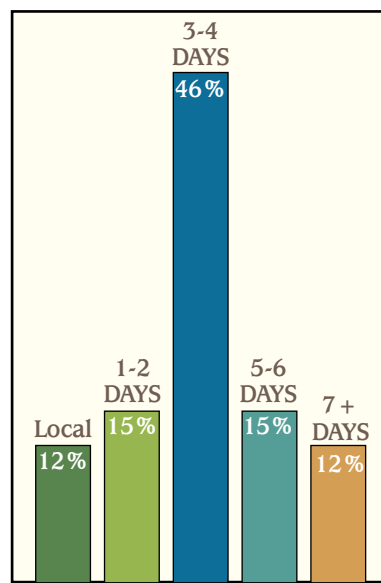
HOW DID YOU HEAR ABOUT THE OTF?



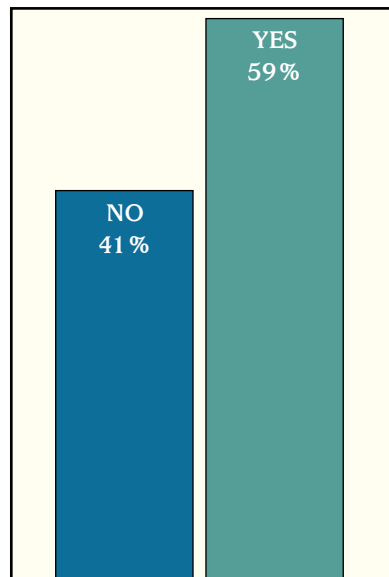
CULINARY TRAVELER



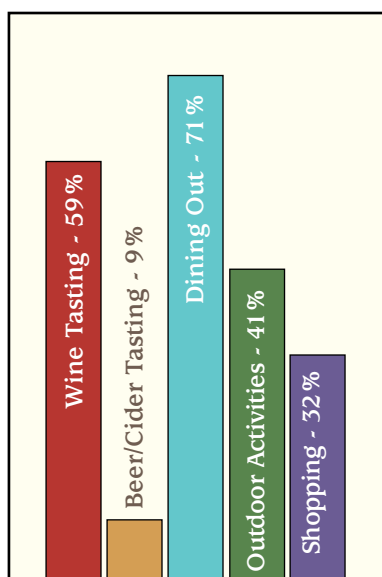
DAYS IN OREGON



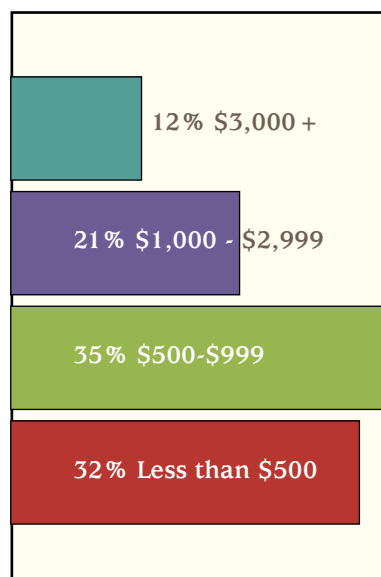
FIRST TIME ATTENDING THE FESTIVAL



ACTIVITIES IN OREGON BEYOND FESTIVAL



\$ SPENT BESIDES FESTIVAL TICKETS





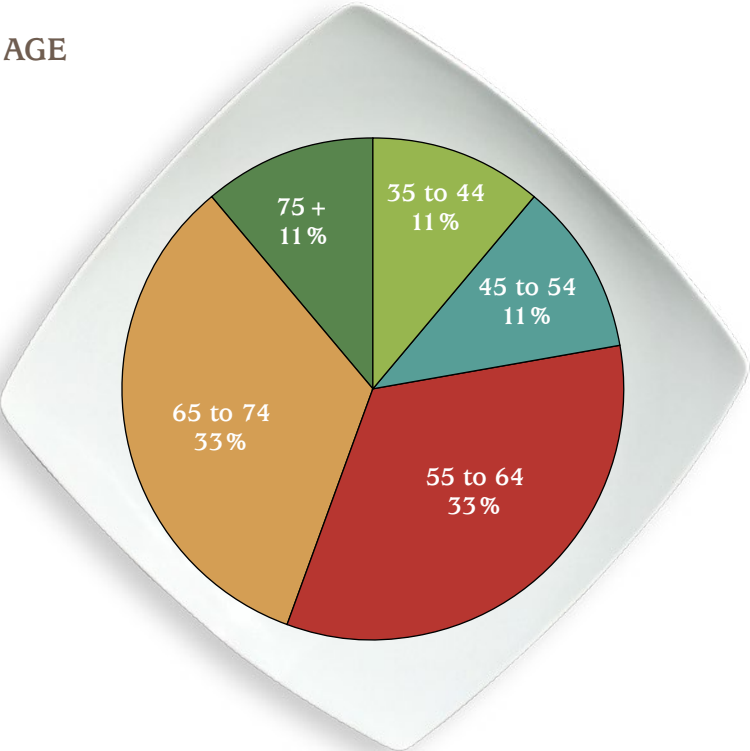
OTF attendees seek out adventuresome travel and elegant food and drink experiences that feed body, mind and spirit.

*“I was blown away by the quality of the events and the warmth of the people... so we’re going back next year with even more friends!”*

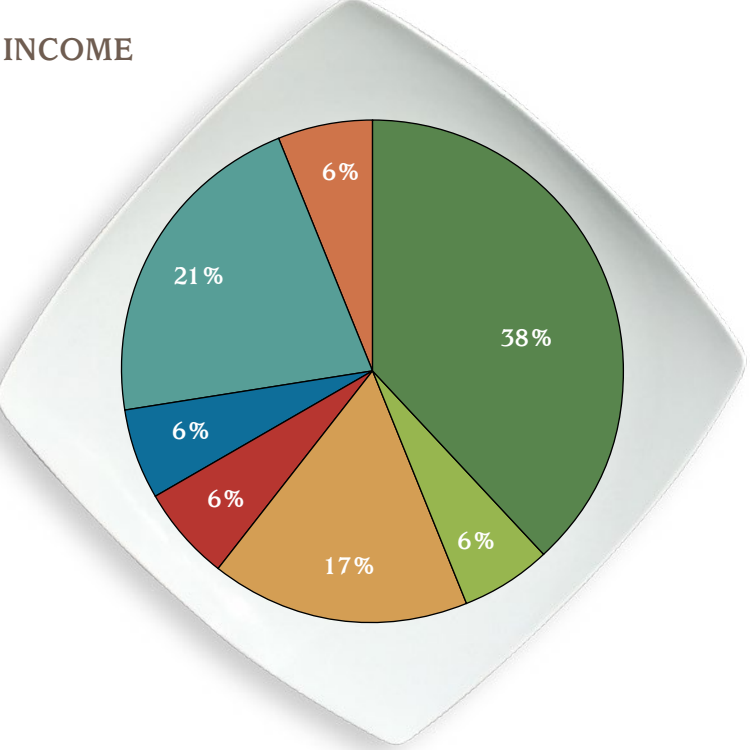
Yamhill Valley Weekend Attendee

# DEMOGRAPHICS – YAMHILL VALLEY

## AGE



## INCOME



- Less than \$50,000
- \$50,000 - \$99,000
- \$100,000 - \$149,000
- \$150,000 - \$199,000
- \$200,000 - \$299,000
- \$300,000 - \$399,000
- \$400,000 - \$499,000
- \$500,000 or more

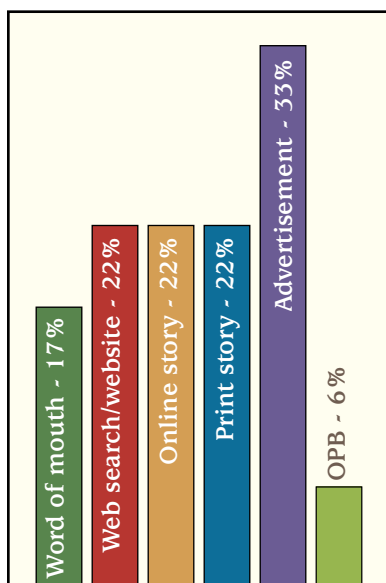


Kathryn Elbesser

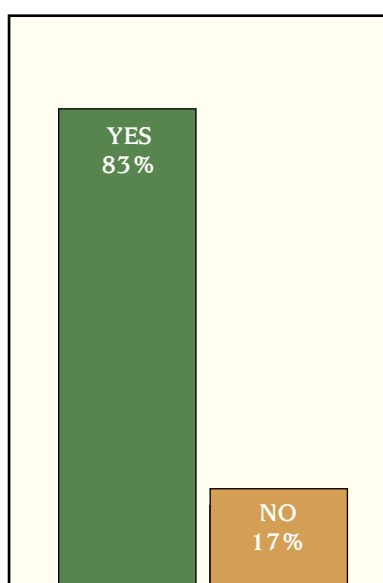
# DEMOGRAPHICS – YAMHILL VALLEY

The Festival attracts new travelers to Oregon year after year. Many stay and enjoy our state before and after the festival, infusing the economy with tourist dollars.

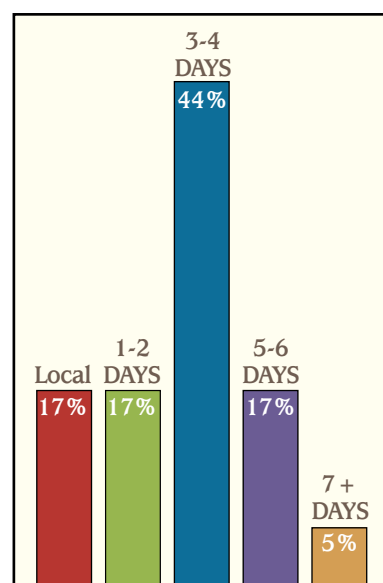
### HOW DID YOU HEAR ABOUT THE OTF?



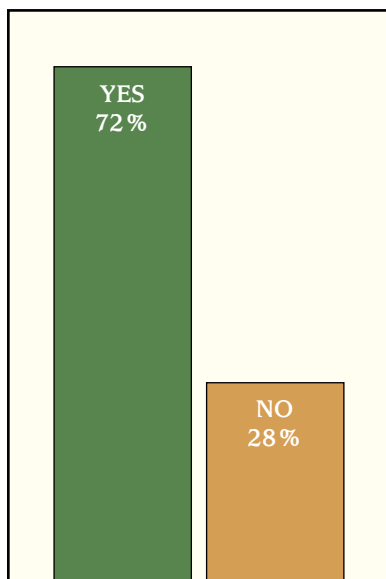
### CULINARY TRAVELER



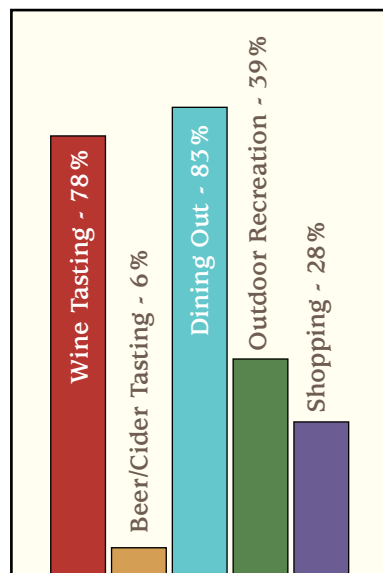
### DAYS IN OREGON



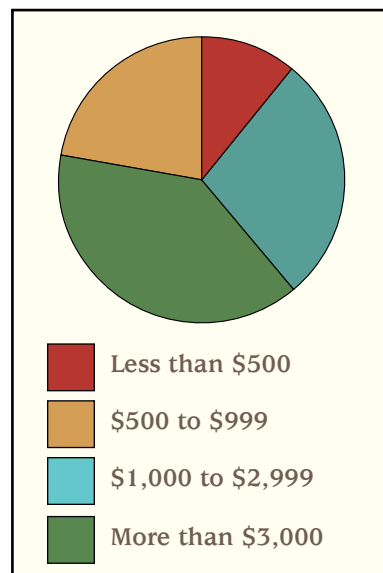
### FESTIVAL INSPIRED TRIP



### ACTIVITIES IN OREGON BEYOND FESTIVAL



### \$ SPENT BESIDES FESTIVAL TICKETS



**MEDIA COVERAGE**  
PRINT, ONLINE, SOCIAL MEDIA

**39**

PIECES OF COVERAGE

**469M**

ONLINE READERS

**670K**

COVERAGE VIEWS

**16K**

SOCIAL SHARES



The 2020 Oregon Truffle Festival was included in local, regional and national publications, including:





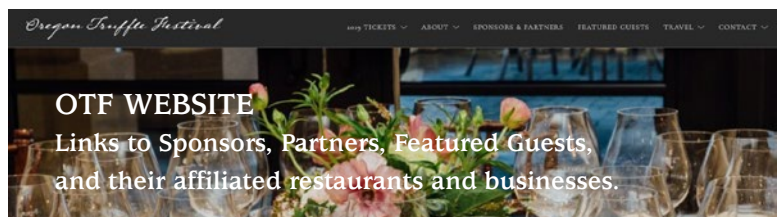


# ADVERTISING & SOCIAL MEDIA

The OTF has built an engaged social media following with more than 8,000 loyal fans across Instagram and Facebook, and saw more than 13% growth year to year on both platforms. Facebook continued to be a popular platform for our followers to engage with the festival and with other truffle lovers, demonstrated by the 120,500 people reached by—and almost 7,000 people who responded to—our 2020 Facebook events.

## PRINT ADS

OTF purchases a wide range of print and online advertising including magazines, newspapers, and their respective websites, concert programs, online publications, blogs, and more.



## SOCIAL MEDIA

#oregontrufflefestival #oregontruffles

Facebook: @oregontrufflefestival

Instagram: @otrufflefest

Twitter: @otrufflefest

## EMAIL ADS

7 email Blasts  
44,396 Total Sends

the Truffles are coming...

You shouldn't miss Willamette Valley's Oregon Truffle Festival!

Explore North America's premier wine and truffle region, Oregon's Willamette Valley!

The Jorjad™ North American Truffle Dog Championship  
January 23, 2020

Eugene Weekend  
January 24 - 26, 2020

Yamhill Valley Weekend  
February 14 - 16, 2020

Join us in Willamette Valley wine and truffle country for two unforgettable weekends filled with culinary adventures!

Eugene Weekend  
January 24 - 26, 2020

Yamhill Valley Weekend  
February 14 - 16, 2020

Book weekend packages and à la carte events at [oregontrufflefestival.org](http://oregontrufflefestival.org)

Two truffle-filled weekends in the Willamette Valley: January 23-26 & February 14-16

Oregon Truffle Festival

Day 2 of The Oregon Truffle Festival is underway. After a great first day, we're incredibly excited to see your smiling faces on truffle hunts and around the table at our Grand Truffle Dinner. We can't wait to share what we've planned with all of you.

Oregon Truffle Festival

This year's Oregon Truffle Festival was one for the books. Our celebration went off without a hitch and this year gave us one of the most memorable truffle harvests on record! We'd like to send our sincere thanks to all who attended and participated both weekends of The Oregon Truffle Festival. We couldn't do what we do without you!

1,043 People Reached

297 Engagements

Chefs and Speakers Announced!

We have new, international, and returning favorites in 2020. See all featured guests [here](#). And, there are more to come!

Eugene and Willamette Valley Truffle Country  
January 24, 25 & 26, 2020

Tickets still available for three weekend packages!

Truffle Farming A - 2 All-in Weekend

Are you a new or prospective truffle grower? This NEW weekend package for 2020 is for you! Led by Dr. Christine Colwell of New World Truffles, and two international speakers, Shannon Jenks and Christine Colwell. Case studies will be presented by several truffle orchard owners, including Fabrizio and Claudia Caporali of Casa Baccini (pictured left), owners of the largest truffle orchard in California. Read about their success story in the San Francisco Chronicle [here](#).

LEARN MORE / BUY TICKET

Grape and Grain Weekend

A new weekend package celebrating the environmental spirit of the southern Willamette Valley will include truffles at every stop including Springfield Creamery and Camas Country Hill (pictured left), who is leading the grain renaissance with single origin and heritage flour and is found on the menu at Oak Barber's Blue Hill in New York. Read all about Camas Country Hill in the Portland Weekly [here](#).

LEARN MORE / BUY TICKET

The Epicurious Weekend

For a classic Festival experience, move quickly as this popular weekend package will sell out soon. It promises to be an unforgettable weekend full of all things truffle, including Truffles, Taps and Taps on Friday, a truffle fray with dogs, winery lunch and Grand Truffle Dinner on Saturday, and brunch followed by the Oregon Fresh Truffle Marketplace on Sunday.

LEARN MORE / BUY TICKET

Grand Truffle Dinner  
Saturday, January 25, 6:00pm

Join us for this iconic six-course dinner paired with Oregon wines. Included in weekend packages and limited tickets available à la carte.

# FOR THE DOGS

## The JORIAD™

### 6th Annual North American Truffle Dog Championship

#### Thursday, January 23, Eugene Round 1 Competition

Now in its sixth year, the Eugene weekend kicked off with The Joriad™ North American Truffle Dog Championship. At this family friendly competition, spectators cheered for 24 talented truffle dogs and their trainers as they competed to find hidden truffle-scented targets. Five finalists went into the woods for the next level of competition.

#### Championship Finals

The morning's five finalists advanced to the Joriad™ Field Trial in the afternoon for a head-to-head, nose-to-ground competition in the wild. This year's total exceeded all expectations and records, with a whopping 260 truffles found! Joey, a Field Labrador owned by Ava Chapman, won this year's competition with 74 truffles.

*“The Joriad exceeded our expectations! We enjoyed the entire experience from start to finish. This was our first time seeing a truffle hunt and to say we learned a lot is an understatement. The organizers of this event put a great deal of care to ensure the competitors AND their dogs enjoyed the day. We are grateful for this wonderful experience.”*

Joriad™ Participant



David Barajas



David Barajas



David Barajas

## EUGENE AREA EVENTS

Friday, January 24

### Truffles, Tapas and Taps

The opening event this year offered truffle-infused tapas from chefs Tiffany Norton & Mark Kosmicki (Party Downtown), Tobi Sovak & Michael Landsberg (Noisette), Andrew Nava (Bar Purlieu), Borzi Marashi (Oakway Catering), Chris Crosthwaite (The Omnivore's Kitchen), John Newman (Newmans at 988), and Iberian ham carver Manuel Antonio Recio, paired with local wines and beers. Live flamenco music and dancing set the tone for a magical evening.

### A Villa Evening

Pfeiffer Winery welcomed festival participants into their gorgeous Tuscan-inspired Villa for an elegant and intimate evening. Guests enjoyed a four-course truffle dinner prepared by Chef Crystal Platt (Lion & Owl) while sitting at one long, bountiful table, candlelit and alive with wonderful conversation. Wines were selected from the Pfeiffer cellar, beautifully paired with each course at this truly unforgettable evening event.

Saturday, January 25

### Truffle Tours

Weekend guests chose between three Saturday adventures starting with a morning truffle hunt before a winery luncheon at Antiquum Farm with Chef Dustin Clark (Besaw's, Solo Club), Iris Vineyards or Alesong Brewing. Another tour, Grape and Grain, offered exclusive tours of Springfield Creamery, Camas Country Mill, and 100-Mile Bakery, with truffled bites and lunch with wine from Brigadoon Vineyards along the way.

### Grand Truffle Dinner, Hilton Eugene

Almost 300 guests joined us for an evening of conviviality at our 15th Grand Truffle Dinner, featuring Oregon's native winter white and black truffles in a six-course meal with local wine pairings. This year's dinner featured chefs included Dustin Busby (Blackberry Farm), Rocky Masselli (Marché), Ben Jones (Alderbrook Resort), Sarah Schafer (Irving Street Kitchen), Ashley Claybough (Plaza Del Toro), and Mexico City chefs Norma Listman and Saqib Keval (Masala y Maiz). Pairings from Illahe Vineyards, Soter Vineyards, Gran Moraine, Foon Estate, Left Coast Cellars, and Elixir Craft Spirits.



## Oregon Truffle Marketplace

Sunday, January 26

### Eugene

Our signature Fresh Truffle Marketplace remains the standard-bearer for fresh, dog-harvested Oregon truffles. Dozens of local producers participated in this winter market, sharing their wines, beers, ciders, farm produce, cheese, charcuterie, chocolates, baked goods, truffle butter, and so much more. A series of truffle cooking demonstrations takes place concurrently, as does a truffle dog demonstration and an all-day lecture series with renowned truffle experts like Dr. Jim Trappe.

*The Grand Truffle Dinner was a giant splurge for us, and still we found ourselves talking afterward about how we'd love to attend again and bring other friends.*

Eugene Festival Attendee



David Barajas



David Barajas



David Barajas

## EDUCATIONAL EVENTS

January 24 & 25

### Truffle Farming A – Z

Our inaugural Truffle Farming A - Z was a two-day immersion designed for new truffle growers. This educational package included lectures and producing orchardist case studies on Friday with guest speakers Oregon Soil Scientist Andy Gallagher, Gilberto Bragato (Italian Council for Agricultural Research), Dr. Shannon Berch (Government of British Columbia), and Dr. Charles Lefevre (New World Truffieres). Day two took place in the field, touring established truffle orchards, a truffle dog demonstration in a producing perigord orchard, followed by a multi-course winery luncheon at Left Coast Cellars.

*“Great introductory information from wonderful people and experts in the field!”*

Truffle Farming A – Z Participant

January 24 & 25

### Truffle Dog Training

The Oregon Truffle Festival is proud to have established The Truffle Dog Training Program, the first of its kind in North America. Day one covered the fundamentals of scent training with some of the most talented trainers in the country including Jim Sanford (Blackberry Farm), Deb and Bob Walker (K-9 Behavior Company), and professional canine show trainer and truffle hunter Kristina Leipzig. On Day two, participants engaged in an authentic hunt in the woods, where 100% of the participating dogs successfully found their first truffles.“

*“Loved it, will attend next year! Hoping to sign our dog up for training! Thanks for all the information and fun, it is a wonderful gathering of people, loved the community.”*

Eugene Festival Attendee

# YAMHILL VALLEY EVENTS

Friday, February 14

## Bringing it Home Cooking Class

Over the course of two days, students at Bringing it Home foraged for Oregon truffles and took their finds into the kitchen at the Chehalem Cultural Center for hands-on cooking classes led by chef Chris Crosthwaite. The two-day truffle intensive also included Food is Love dinner on Friday evening, and breakfast and a luncheon with wines on Saturday.

## Terroir of Truffles Weekend

A limited number of tickets were available for this full weekend immersion in Yamhill Valley. The Valentine's Day weekend started with two events on Friday night—Treasures of Earth & Sea and Food is Love!—and continued on Saturday with a truffled breakfast and a truffle hunt with trained dogs. With the especially bountiful truffle season, most guests walked away with fresh truffles this year! Two unforgettable winery luncheons followed: one at Adelsheim, and another at Lady Hill. The weekend continued with Saturday night's event at Abbey Road Farm and the Sunday Fresh Truffle Marketplace.

## Treasures of Earth & Sea

Weekend ticket-holders were greeted with a reception featuring culinary treasures from the earth and sea: 3 truffle appetizers, caviar from Seattle Caviar Company and oysters from Hama Hama Oyster Company. Sparkling wines by Willamette Valley Vineyards flowed throughout this opening act.

## Food is Love!

A nod to the fortuitous timing of the Oregon Truffle Festival's Yamhill Weekend, this dinner at the Chehalem Cultural Center featured dishes from chefs Ben Jones (Alderbrook Resort), and Mike Delaney. Wines from the Dundee Hills AVA and cocktails from Bull Run—including a truffle-infused vodka—filled guests' glasses, paired alongside truffle-infused creations, fresh oysters, cheeses from Beehive, and a chocolate fondue for dessert. Live music from Gypsy Moon added to the evening's special ambiance.



## Shaved & Infused at Abbey Road Farm

At this walk-around dining event, guests mingled over inspired truffle-infused plates and 4 delicious wines from the Abbey Road collective, and Wolves & People Farmhouse Brewery's La Trufe, infused with Oregon Black truffles. Featured chefs included Eric Bartle and Sara Kundelius (Abbey Road Farm), Karl Holl (Spätzle and Speck), Jonathan & Alexandra Hoffman (Chefs Table), Denia Baltzer (Creative Cuisine Catering), Jen McElroy and Emily Lesiak (Nettle & Vine Catering), and others. The Junebugs, a high-energy country pop outfit played for this fun evening in wine country.

*“We loved the high energy mood of the Shaved & Infused event. It felt like a party with fun conversations, great music, food, and wine. All the food was wonderful. I especially loved the truffled risotto.”*

Yamhill Valley Weekend Participant



Kayl Mathers

## YAMHILL VALLEY SUNDAY

### *Oregon Truffle Marketplace*

Sunday, February 16

A winter highlight for so many, the Fresh Truffle Marketplace in Newberg is a community gathering around artisanal foods, drink, and fresh dog-harvested truffles. With a concurrent series of cooking demonstrations and a truffle dog demonstration, the Sunday market invites culinary entrepreneurs and established food and beverage brands to showcase their creations. More than 600 guests attended this sold-out event, sampling from more than 35 local vendors.

### *Sunday Suppers*

Three Sunday Suppers in wine country bookended the truffle-filled weekend. Trellis Wine Bar & Kitchen in Dundee, The Joel Palmer House in Dayton and Valley Commissary in McMinnville hosted concurrent dinners for up to 40 guests. Each multi-course dinner was paired with local wines from Willamette Valley wineries like Ruby Vineyard.

### *Truffles and Terroir with Rowan Jacobsen*

James Beard Award-winning author Rowan Jacobsen led a sensory experience exploring the terroir of truffles, introducing truffle varieties from Oregon and Europe and comparing four singular agricultural products that reflect the land in which they are grown: truffles, wine, coffee, and chocolate. Jacobsen's forthcoming book on truffles, set for publication in 2021, takes a deep dive into the fascinating world of truffles in Italy, France, Croatia, Hungary—and yes, Oregon!

*“Our group had a wonderful time. People were so warm and friendly, and made us think about moving our family to Oregon. Although cold and rainy, the truffle hunt was a great experience and the winery lunch was absolutely superb! We definitely look forward to your other events, and will make every effort to attend again in the future.*

*Thank you for a wonderful weekend!”*

Yamhill Valley Weekend Participant

# Many thanks to our generous sponsors and partners:

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*Thank You!*  
*We could not have done it*  
*without you.*