

# Margaret Noon

B.F.A. Graphic Design '82

Owner of Sustenance, a green event-planning business, and leader of Slow Food USA's northern N.J. chapter.

Photographed in her kitchen in Scotch Plains, N.J.



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## The Slow Foods Movement is burgeoning. What are “slow foods” and why is the concept so popular?

“Slow foods” are good, clean, and fair foods. “Clean” food is good for you and also tastes good. It is food that is grown in an environmentally friendly way. “Fair” foods are those for which the growers, harvesters, and producers are fairly compensated.

## How did you become involved in the movement?

I heard about the Slow Food Movement while I was in cooking school in 2000. It connects two issues that have been important in my life—the environment and good food. I became a Slow Food chapter leader in 2007.

## What kinds of initiatives does your chapter organize?

Earlier this year, we held the event “Local Harvest: Farms, Food & Family” at a local arboretum. It connected NJ residents with 20 local farmers, chefs, and food artisans for an afternoon of sampling and purchasing the sustainable local food. More than 1,500 people bought seasonal vegetables and fruit, grass-fed meat, cheese, breads, teas, and prepared foods.

## After a career in advertising, you attended the French Culinary Institute to become a chef. Why the switch?

Creativity has many outlets; art direction was one and cooking another. Sometimes you reach a point at which your passions change and it’s time to be inspired again. I started Sustenance, my green event-planning business because it combined my creative and culinary background in a way that I can have a positive impact on the environment. What I learned at Pratt, I still apply to every job that I take on.

## What would be your ideal locally derived “Garden State” meal?

A roasted Plaid Piper Farm pastured chicken, butternut squash from the Community Supported Garden at Gensis Farm in a soup with ginger and apples, and a mixed green salad with Starbrite Farm heirloom tomatoes, followed by a blueberry pie with local organic berries and a crust made with locally grown and milled flour—all washed down with a glass of Best Farm apple cider.