

Jesse Ziff Cool

Jesse Ziff Cool has been dedicated to sustainable agriculture and cuisine for over 4 decades as writer, restaurateur, spokesperson and consultant for eco-conscious food service. Jesse is the author of seven cookbooks and through the years has written for dozens of publications. She founded five restaurants, currently operating the legendary Flea St. Cafe and Cantors Arts @ Stanford University.

Jesse is a lecturer for Stanford's Department of Education using her home garden and kitchen as a model classroom. This program was recently accredited, now in the 10th year, and inspires Masters of Education students to develop curriculum that takes children from the garden to the kitchen with a one pot, no recipe and ten ingredient program. She created Farm Fresh at Stanford Hospital, an organic, local menu option for critically ill in-patients.

She continues to consult to institutional food service and health care maintaining her view that it is a major area in which those that need healthy, clean and delicious food are underserved. Jesse sits on three boards: Eco Farm Association, Oldways and JobTrain. The Association of Women Chefs and Restaurateur recently honored Jesse with the 2014 Barbara Tropp Trailblazer Award. Along with gardening, eating and drinking, her new passion is road biking . . . which basically allows her to devour more of all that she loves in life!

#### Restaurants

2009-present Cool Cafe @ MBP - Founder

2004-2005 Organic to Go - Founding Chef

2000-present Cool Cafe at The Stanford University Cantor Art Center - Founder

1999-2009 jZcool Eatery & Catering Company

Owner / Creator / Chef

1999-present CoolEatz Catering Company - Founder

1997-1999 Two Fools Café and Restaurant -

Owner / Creator / Chef

1982-present Flea Street, Menlo Park - Owner / Creator / Chef

1976-1989 Late for the Train Restaurant, Menlo Park -

Owner / Creator / Chef

1974 Good Earth Restaurant, Palo Alto - Head Waitress

#### Books Authored

Simply Organic - Chronicle Books, SF 2008

The Honest to Goodness One Pot Cookbook - Chronicle Books, SF 2006

Toast: Sixty Ways To Butter Your Toast & More - Chronicle Books, SF 2003

Your Organic Kitchen - Rodale Press, PA 2000

Onions: A Country Garden Cookbook - Collins, SF 1995

Breakfast in Bed - Harper Collins, NYC 1997

Tomatoes: A Country Garden Cookbook - Collins, SF 1994

#### Awards

Menlo Park Environmental Award 2001

San Mateo Environmental Award 2003

NAWBO: Top 100 Women Business Owners 2002, 2003, 2004, 2005, 2006

SF Business Times: Top 100 Women-Owned Businesses 2003, 2004, 2005, 2006  
Monterey Bay Aquarium Sustainable Seafood Award 2005, 2006  
2008 San Mateo County Green Business Certification/Flea St. Cafe  
2008 NAWBO Trailblazer Award  
2008 Acterry Sustainable Business Award  
008 San Fastest Growing Business in SF  
2012 Job Train Most Inspiring Leadership Award  
2014 Barbara Tropp Trailblazer Award

#### Articles

Peninsula Magazine, Produce Columnist for 2 years  
San Jose Mercury News, Produce Columnist for 8 years  
The World and I, Edible Flowers  
Fine Cooking, Numerous articles  
Kitchen Garden, Numerous articles  
Shape Magazine, Numerous articles  
Shape Cooks, Regular Food Columnist  
Living Fit, Numerous articles  
Men's Fitness, Numerous articles  
Pregnancy Fit  
Food and Wine, Breakfast for Dinner  
Delicious! Numerous articles  
Cooking Pleasures  
Cooking Light  
Vegetarian Times  
Natural Health Magazine

#### Teaching

Stanford University - Stanford Teacher Education Program (STEP) Garden Project 2005-2011;  
EDUC267G: Integrating Garden into the Elementary Curriculum 2012-present  
Draeger's Culinary Center, for 10 years  
Ahwahnee Chef's Holidays, for 12 years  
Second Harvest Food Bank, classes at the distribution centers  
Sur La Table  
National Parks Service: Consultant on Organic Sustainable Eating for Chefs for Delaware North  
Management Company  
Southern Seasons, North Carolina

#### Television and Radio

Fox Network, KTVU Channel Two News, Oakland, California, 7 months  
The Today Show, NBC  
The Food Network  
Substitute Radio Talk Show Host for Bill Wallace's "Chef's Addition"  
Bay TV  
PBS, Regina's Vegetarian Kitchen  
Channel 11, San Jose NBC affiliate, weekly morning produce reports  
Wisdom Network: Hosted Twenty Six Week Television Series on Healthy Eating

Discovery Channel: Planet Green: Three Part Feature on Green Elements of Home, Garden and Restaurants

Vision Quest: Segments on Organic Food and Cooking

#### Affiliations

Stanford University: 2006-2007 Visiting Scholar

Kellogg Foundation: Food and Society Summit

Second Harvest Food Bank

Ecumenical Hunger Program

Foundation for a Global Community

Masters of Ceremony/15 Years for The Connoisseur's Market Place

Healthy School Lunch Committee of Palo Alto, California

Stanford Medical School - Guest Lecturer

Stanford Cardiovascular Nursing School - Guest Lecturer

Bay Area Career Action Center

Committee for Sustainable Agriculture

Keynote Speaker: Sorghum Growers 2003 Conference, Women of Vision, Shelter Network

Palo Alto Healthy School Lunch Committee

Wisconsin Healthy Lunch Community Project

#### Advisory Boards: past and present

National Whole Grains Council

Oldways Preservation Exchange and Trust

Ecological Farming Association (board member)

Delicious! Magazine

Chef's Collaborative 2000

Shape Cooks

Slow Food

National Whole Grain Council

Sustainable Food Business Group for California

Seeds of Change

ROC Foundation

#### Organic Product / Corporate Partnerships / Consulting

Stanford Hospital & Clinics: Organic, Local Food Menu Consultant

Coleman Natural Products: Spokesperson

Earthbound Organic Kitchen: Culinary Consultant

Small Planet Foods/ Muir Glenn and Cascadian Farms: Spokesperson

Frontier Herbs: Spokesperson

Fantastic foods: Product Developer and Spokesperson

Wholesome Natural Sweeteners: Spokesperson

Rowenta Appliances: Spokesperson

Krups Appliances: Spokesperson

Rudi's Organic Bakery: Spokesperson

Odwalla Juices: Spokesperson

## Community Spokesperson and Support

Peninsula Open Space, Keynote

Shelter Network, Keynote

Wheaton College, Keynote

Guest Chef for Ahwahnee Winter Chef's Holidays/22 years

Masters of Ceremony/16 Years for The Connoisseur's Market Place

Healthy School Lunch Committee of Palo Alto, California

Stanford Medical School

Stanford Cardiovascular Nursing School

Palo Alto Healthy School Lunch Committee

Wisconsin Healthy Lunch Community Project

Montana University Eat Local Conference