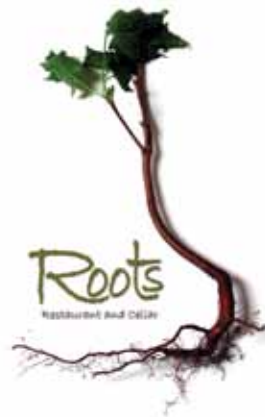




Photos: Milwaukee's Roots Restaurant and Cellar is part of the city's emerging local food/healthy food movement.



Practice What You Eat

His work with Roots extends throughout the area to both promote the restaurant and to provide help to others. For example:

- Wisconsin Humane Society: Roots participates in "Feasting for Fido," a vegetarian fundraising event for sheltered and rescued animals.
- Campus Kitchen at Marquette University: Raymond works with student, faculty, and community members to prepare meals on campus and deliver them to agencies and needy individuals.
- Wisconsin Network for Peace and Justice: This coalition of social activist groups and citizens of conscience relies on Roots for education and tasty food at its conferences.
- Our Milwaukee: Roots supports this business alliance that advocates for locally owned businesses.

Overview

Founded on a passion for the art of food, Roots Restaurant and Cellar, Milwaukee's only farmer-chef owned restaurant, offers quality fare, exceptional service, and a focus on social responsibility.

Since the restaurant's 2004 opening, chef John Raymond has been committed to offering fresh, local cuisine, often from food grown just north of Milwaukee, WI, at Cedar Creek Farms. Raymond orchestrates menus celebrating the changing flavors and textures of the seasons, paired with the freshest possible naturally raised meats and sashimi-grade fish.

In addition to offering high-quality, healthy foods to customers, Roots is part of an emerging local food/healthy food movement in Milwaukee. Raymond and his staff work with several organizations to prepare and serve samples of Roots' healthy food, provide education about the value of local farmers, and encourage others to spread the word.

Social Responsibility Challenge

With one foot in rural farm fields and the other in urban Milwaukee—home to an increasingly obese population—Raymond is looking for ways to reach untapped audiences with a health message.

Solutions

Raymond and his staff support more than 100 local and national charities through advocacy, involvement, and of course, exceptional food.

"Our pledge is to serve only whole foods, grown sustainably, and as local as possible, and that is clear to everyone who chooses to eat here," Raymond says. "People come to the restaurant not just because of the outstanding meals, but because we are living examples of healthy eating and healthy communities."

Measurement/Results

- Roots helps raise \$10,000 annually in donations alone to local charities.
- Staff commit to SR, so employee satisfaction is great and turnover is minimal.

Other SR Involvement

Roots takes part in national organizations such as Slow Food Southeastern Wisconsin, which supports family farms and co-operatives, promotion of locally grown food, support for school gardens, conservation of regional culinary traditions, and the maintenance of biodiversity; and Chefs Collaborative, a national chef network that's changing the sustainable food landscape using the power of connections, education, and responsible buying decisions.



Organization: Roots Restaurant and Cellar

Location: Milwaukee, Wisconsin

Website: www.rootsmilwaukee.com

Founded: 2004

Employees: 30-40