

Revised
PRESS RELEASE
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The Business of Truffles

learn about the economics and profits of growing truffles at the second annual

Napa Truffle Festival



world class cuisine meets cutting edge truffle science

January 13-16, 2012

presented by the American Truffle Company

Napa, CA – Growing truffles can be seven to ten times more profitable than growing grapes. This revelation is based on the data that Robert Chang, Managing Director at the [American Truffle Company](#), calculated on average per acre for both grapes and truffles in full production - yielding a profit from truffles at roughly \$30,000-40,000/acre compared to about \$3,600-5,000/acre for chardonnay. According to Chang, this difference is due to 1) the much higher revenue from truffles, and 2) much less labor and maintenance costs for truffles compared to grapes.

Data also shows that over the course of 25 years, chardonnay would yield about \$50,000-60,000/acre while truffles would yield over \$650,000/acre, a difference of more than ten times. Furthermore, it takes about nine to ten years to recover all investment when growing chardonnay grapes, with a total investment level of about \$20,000-25,000/acre (this takes into consideration all costs and revenues associated with growing one acre of grapes). The typical investment level for truffle cultivation spread over four years is about \$25,000-30,000/acre, with investments recovered on average within six to seven years. And, considering that truffles continue to produce for 40-80 years, the economic difference is even greater considering that grape vines often decline in productivity and must be replaced every few decades.

This dramatic difference in economics between planting grapes and truffles explains why in France it is common for vineyards to rip out low producing vines and replace them with truffle-inoculated trees. Truffle yield, however, depends crucially on cultivation techniques. In order to produce high yield levels (and very often, any yield at all), truffles need to be grown according to a set of rigorous scientific methodology.

In light of the remarkable business opportunities and strong demand, American Truffle Company (ATC) was established by Robert Chang and Dr. Paul Thomas to bring the rigorous scientific methodology to truffle cultivation. Founded on the principle of applying significant scientific advances in the cultivation of truffles, ATC continually evolves its growing techniques through cutting-edge truffle research both in the laboratory and in their ever-growing community of “partner” truffle orchards, to provide ultra-high quality inoculated seedlings and hands-on expertise/guidance of the

science of truffle cultivation - from site selection, site preparation, ongoing management methodologies, orchard optimization and soil treatment to harvest training.

While ATC has broad experience with many varieties of truffles, their current focus is on two species:

- *Tuber melanosporum* (black truffle, also known as Périgord truffle or winter truffle)
- *Tuber aestivum/uncinatum* (summer truffle, also known as Burgundy truffle)

American Truffle Company is part of a global network of truffle orchards in North America, Europe, Australia and South Africa. These diverse locations and climates contribute to their expertise and most importantly, methodology and large-scale data, which they share with their client-partners.

As part of their ongoing research and development, the American Truffle Company will present the second annual [Napa Truffle Festival](#), January 13-16, 2012, featuring a unique gathering of leading truffle cultivation experts and scientists, special guests from the food and wine world, and internationally-renowned Michelin Star Chefs—bringing together world class cuisine with cutting edge truffle science.

Learn about the business of truffles at the second annual [Napa Truffle Festival](#), January 13-16, 2012.

The second annual [Napa Truffle Festival](#) will present enhanced programs and activities from the successful inaugural Festival in December 2010, including scientific cultivation, economics and culinary programs; food and wine pairings; a truffle orchard excursion and truffle dog training demonstration; and a Truffles & Wine Dinner prepared by [Michelin Star Chefs](#).

The focus of the Festival is primarily black truffles—specifically the winter Périgord truffle (*Tuber melanosporum*), which will be discussed, examined, probed, prepared, demonstrated and, finally, paired with wines and feasted upon for breakfast, lunch and dinner!

The Festival launches Friday night with a reception for guests to hobnob with hosts [Robert Chang](#) and [Dr. Paul Thomas](#) of the American Truffle Company, and [Chef Ken Frank](#) of La Toque; with keynote speaker [Barbara Fairchild](#), plus the [Michelin Star Chefs](#) – sans toques - who have come from as far as Chicago and Italy to prepare the truffles!

Saturday begins with a breakfast and keynote address by distinguished food and travel writer and former editor of *Bon Appétit*, [Barbara Fairchild](#), followed by scientific-grower programs, a foray to [Raymond Vineyards](#) for a tour, tasting and lunch by Chef Michel Cornu, and finishing with a truffle orchard tour at Sinskey Vineyards (truffle dogs will be on hand to sniff things out).

Saturday night truffles will be celebrated at the grand **Truffles & Wine Dinner** at [La Toque](#), featuring a multi-course truffle menu and wine pairing - each course prepared by a Michelin Star chef: [Michael Cimarusti](#) of [Providence](#) in Los Angeles; [Suzette Gresham-Tognetti](#) of [Acquerello](#) in San Francisco; [Marco Gubbiotti](#) of [La Bastiglia](#) in Spello, Italy; and [Andrew Zimmerman](#) of [Sepia](#) in Chicago.

Sunday is devoted to all things wine and culinary at [Robert Mondavi Winery](#): a cooking demo with Michelin Star chef, followed by a tour and tasting, and lunch prepared by Chef Jeff Mosher and

The Festival concludes on Monday with a lively **Napa Truffle Festival Marketplace** at [Oxbow Public Market](#)—*from farm, orchard and vineyard to kitchen, table and glass*—showcasing local wineries, artisanal vendors and specialty food products.

Cultivation experts and scientists include [Robert Chang](#), Managing Director, American Truffle Company; [Dr. Paul Thomas](#), partner and chief scientist, American Truffle Company and Managing Director, Mycorrhizal Systems Ltd (UK); and more to be announced.

The beautiful [Westin Verasa](#) in downtown Napa will again serve as the host venue, offering a special rate for the Festival weekend.

The second annual Napa Truffle Festival is hosted by the [American Truffle Company](#).

Partners

AIWF, Legendary Napa Valley, Napa County Farm Bureau, Napa Valley Grape Growers, Oxbow Public Market, Raymond Vineyards, Robert Mondavi Winery, Westin Verasa

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A portion of the proceeds will go to support the [Napa Valley Food Bank / CAN-V](#).

[NAPA TRUFFLE FESTIVAL 2012](#)

Friday-Monday, January 13-16, 2012

Packages available: visit the website for [Schedule](#) and [Tickets](#) at www.napatrufflefestival.com.

[Westin Verasa Napa](#) – special Festival weekend rates are available! Book rooms [online](#).

For questions call: (888) 753-9378.

www.napatrufflefestival.com



PRESS EVENT

A press event will precede the Friday night reception. Contact Kathleen to reserve.

Press Contacts:

Kathleen Iudice
kiudice@comcast.net; 707.225.2354

[Images available](#)