

Jesse Ziff Cool

Dedicated to sustainable agriculture and cuisine for 33 years, Jesse is an advocate for local, sustainable, organic food production and these farmers, to whom she warmly refers as her heroes; she considers to be the first real environmental pioneers.

Jesse's work in the food business supports her politics and philosophy and has now expanded from her local community to a national and international audience. She has traveled the world meeting farmers, shop keepers and families, embracing what is local, sustainable and discovering traditions that connects us.

The creative force behind five unique restaurants, three of which she owns today, Jesse has also authored seven cookbooks, as well as numerous articles. She is a much sought after spokesperson, speaker, teacher and presenter. Jesse spends her free time in her community garden, with her family, children and grandchildren.

Restaurants

- 1974 **Good Earth Restaurant**, Palo Alto, CA
1976-89 **Late for the Train Restaurant**, Menlo Park, CA
Owner / Creator / Chef
- 1982-*Present* **Flea St. Café**, Menlo Park, CA
Owner / Creator / Chef
- 1997-99 **Two Fools Café and Restaurant**
Owner / Creator / Chef
- 1999-*Present* **jZcool Eatery**, Menlo Park, CA
Owner / Creator / Chef
- 2000-*Present* **The Cool Cafe at The Stanford University Cantor Art Center**
- 2004- **Organic To Go**
Founding Chef

Books Authored

- Tomatoes: A Country Garden Cookbook, Collins, SF 1994
- Onions: A Country Garden Cookbook, Collins, SF 1995
- Breakfast in Bed, Harper Collins, NYC 1997
- Your Organic Kitchen, Rodale Press, PA 2000
- Toast: Sixty Ways To Butter Your Toast and More, Chronicle Books 2003
- The True and Real One Pot Cookbook., Chronicle Books, Autumn 2006
- Simply Organic - Chronicle Books, *Spring 2008*

Awards

- Menlo Park Environmental Award 2001
- San Mateo Environmental Award 2003
- NAWBO: Top 100 Women Business Owners 2002, 2003, 2004, 2005, 2006, 2007, 2008
- SF Business Times: Top 50 Women-Owned Businesses 2003, 2004, 2006, 2007
- San Mateo Eat Fresh, Eat Local Award, 2004, 2005, 2006, 2007, 2008
- Monterey Bay Sustainable Seafood Award 2005, 2006
- Menlo Park Distinguished Business Award 2006
- EFA 2007 Sustie: Award for Lifelong Leadership in Sustainability
- 2008 San Mateo County Green Business Certification / Flea St. Cafe
- 2008 Acterra Sustainable Business Award
- 2008 NAWBO-SF Trailblazer Award
- *The Almanac* Greenest Restaurant, JZCool Eatery & Wine Bar (reader pole) 2008