
For Release: **IMMEDIATELY**

TAG: “BUY FRESH, BUY LOCAL” CONNECTS CONSUMERS AND FARMERS

MONTGOMERY, Ala.— New signs popping up at farmers markets throughout the state will guarantee Alabama consumers are getting the freshest fruits and vegetables possible, while they help Alabama farmers. “Buy Fresh, Buy Local” educates consumers about the abundant supply of nutritious, affordable food available directly from Alabama farmers. “Buy Fresh, Buy Local” is a partnership between the State of Alabama Farmers Market Authority and the Alabama Farmers Federation.

“The campaign will help consumers learn about the nutritional benefits they’ll receive from buying fresh, locally grown produce, and they’ll learn how their shopping habits benefit Alabama farmers,” said Don Wambles, administrator of the Alabama Farmers Market Authority.

Jerry Newby, president of the Alabama Farmers Federation, said he’s glad the state’s largest farm organization is part of the campaign because when consumers buy directly from farmers, farmers receive more money for what they produce.

“Farmers markets are one of the best tools we have that allow consumers to make a direct connection with the person who actually grows the food they eat,” Newby said. “Alabama is blessed with a good climate and soils that allow us to produce a variety of crops. Consumers can take advantage of this abundance by shopping at farmers markets.”

Farms that participate in the “Buy Fresh, Buy Local” campaign through the Alabama Farmers Market Authority range in size from an acre to several hundred acres, Wambles said. But they all have one thing in common – they’re owned by Alabama farmers.

Consumers love to buy fresh food from a farmer, Wambles added. And farmers benefit from being able to diversify their farms and bring in additional income, he said.

The “Buy Fresh, Buy Local” signs will be displayed at nearly 70 farmers markets certified by the Alabama Farmers Market Authority. The signs also will be displayed at certified roadside stands and U-pick operations. For more information about the “Buy Fresh, Buy Local” campaign, or to locate a certified farmers market, roadside stand or U-pick operation near you, call Wambles at 1-334- 242-2618 or visit www.BuyLocalAlabama.com.

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