



STATE OF ALABAMA
FARMERS MARKET AUTHORITY



Don Wambles
Director

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Contact: Brooke Thorington
(334) 242-2618
brooke.thorington@fma.alabama.gov



**RESTAURANTS AND CHEFS CAN NOW BUY ALABAMA FRUITS AND
VEGETABLES VIA THE INTERNET**

Montgomery, Ala. — The Alabama Farmers Market Authority (FMA) is pleased to announce the launch of *Farmer Connect*, a new web-based program that provides Alabama farmers another outlet to sell locally grown produce. The program appropriately titled *Farmer Connect* is part of the FMA's Buy Fresh Buy Local campaign that encourages Alabamians to support local farmers.

“With more people aware the benefits of purchasing locally grown fruits and vegetables, *Farmer Connect* is another outlet for farmers and consumers to link-up,” says FMA Director Don Wambles.

Farmer Connect also creates a venue for specialty chefs and caterers to purchase certain specific varieties of fruits and vegetables grown in Alabama. The program is similar to on-line classified ads, but users of the site must register. Farmers can list fruits and vegetables and potential customers are be able to contact the farmer directly.

“We believe in the BUY FRESH BUY LOCAL principal and *Farmer Connect* allows local farmers to use global technology so consumers can act locally” says Wambles. “We hope to see this program grow with an increase in farmers using it to sell goods and consumers looking to purchase the freshest and best tasting produce.”

Please visit our www.BuyLocalAlabama.com site and click on the green *Farmer Connect* icon and register to use this site. Users must register as a seller, buyer or both. (All participants are subject to approval and/or inspection. All products listed for sale shall be grown/produced by the registrant.)

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