



# STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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## **Idahoans Challenged to Eat Local for Idaho Farmers Market Week**

Celebrate Idaho Farmers Market Week August 2-8, 2009. The number of farmers markets operating in Idaho has more than doubled in three years, from 24 in 2006 to 48 today. Farmers markets are a great source of quality local products and truly showcase the bounty of Idaho agriculture.

ISDA Director Celia Gould will commemorate Idaho Farmers Market Week, held in conjunction with National Farmers Market Week, with a visit to the Twin Falls Farmers Market on August 8. Special events and activities will be coordinated by individual markets as well to celebrate the diversity and availability of fresh, local products found at farmers markets across the state.

Director Gould will be issuing a "Locavore's Challenge" to Idahoans to eat local on August 8 as a way to support Idaho agriculture and farmers markets. A Locavore is someone who eats foods grown and produced locally, typically within a 100-mile radius. Locavores in Idaho can enjoy a diversity of high-quality products, including fresh fruits and vegetables, meats, fresh breads, specialty foods, wine and more. Special events at the Twin Falls Farmers Market on August 8 include canning day with a presentation from master preserver Peggy Candy at 10 a.m. Bring a lawn chair.

Director Gould will make purchases at the market for some of her favorite summer recipes made with the freshest Idaho ingredients. Cards of Director Gould's recipes will be distributed to Twin Falls Farmers Market attendees and are available online at <http://www.idahopreferred.com/>

"Farmers markets are a great asset to the state as they not only supply fresh produce and artisan products to consumers and income to producers, but also economic activity and a sense of community," Director Gould said. Sales generated at farmers markets are reinvested right back into the local economy, providing returns to Idaho's local communities.

For a list of current farmers markets throughout Idaho, visit [www.agri.idaho.gov](http://www.agri.idaho.gov).

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