



STATE OF IDAHO



C. L. "BUTCH" OTTER
GOVERNOR
CELIA R. GOULD
DIRECTOR

FOR IMMEDIATE RELEASE

August 1, 2011

Contact: Lacey Menasco
Ph: 208-332-8538
Cell: 208-602-8730

Snap and Shoot Photos on Your Way Through Farmers Market Week!

Celebrate Idaho Farmers Market Week August 7-13 by taking a photo of how you celebrate local farmers markets and enter it in the first ever Idaho Farmers Market Week Photo Contest! Photos can include pictures of products or activities at the market, how you enjoy the products after leaving the market, or anything in between. Photos will be placed on the Idaho State Department of Agriculture's facebook page for voting during the month of September. The photographer of the photo with the most "likes" by the end of September will win an "I Shop at the Farmers Market" tote bag filled with Idaho Preferred products. For complete rules and a contest registration form go to www.agri.idaho.gov. **Deadline for submission is August 31.**

Finding a farmers market in your area should be easy with more than 57 markets operating around the state. Visit www.agri.idaho.gov for a complete listing including dates, locations, and times.

"We are looking forward to seeing photos of Idahoans enjoying the variety of quality fresh produce, meats, baked goods, specialty foods, and artisan products available at the markets," commented Director Gould. "Farmers markets are a valuable part of many Idaho communities with sales dollars being reinvested right back into the local economy." Over 5 million mouths are fed every week by our nation's farmers' markets, representing over \$1.2 billion annually in direct-to-consumers sales.

ISDA Director Celia Gould will kick-off Idaho Farmers Market Week, held in conjunction with National Farmers Market Week, with a visit to the Ketchum Farmers Market on August 9. Director Gould will be giving out "I Shop at the Farmers Market" tote bags to the first 50 shoppers at the market which opens at 2:30pm at the 4th St. Heritage Corridor. Other special events and activities will also be coordinated by individual markets across the state.

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