



STATE OF IDAHO



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

FOR IMMEDIATE RELEASE

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Idaho Farmers Market Week to Kick-Off August 4

Idaho farmers markets have experienced rapid growth in popularity in recent years. In the past decade, the number of markets in Idaho increased by more than 150 percent – up from 20 in 2002 to 54 markets operating today. Farmers markets are an excellent source of quality local products and truly showcase the bounty of Idaho agriculture. In recognition of the importance of farmers markets to the state, Governor C.L. "Butch" Otter proclaimed August 4-10 as Idaho Farmers Market Week. Shoppers are encouraged to celebrate the fifth-annual event by visiting a local market and participating in many special activities taking place throughout the state.

Farmers markets provide a central link between citizens and farmers by providing access to fresh, nutritional food to the local community. "Farmers markets strengthen communities, preserve Idaho's rural livelihoods, and stimulate local economies," Idaho State Department of Agriculture Director Celia Gould said. "We invite consumers to celebrate Idaho agriculture and shop at a local market to enjoy fresh, local food from the many great farmers, ranchers and producers in Idaho."

The Idaho State Department of Agriculture will kick off Idaho Farmers Market Week with a visit to the Moscow Farmers' Market on August 10. Beginning at 8 a.m., Moscow Mayor Nancy Chaney will be giving out "I Shop at the Farmers Market" tote bags to the first 75 shoppers at the market. Additionally, market representatives will lead a pickling demonstration at 10 a.m. at the City of Moscow tent on Friendship Square. The Moscow Farmers' Market was one of 30 markets in the United States, and the only market in Idaho, to receive grant funds through the Discover You Can program sponsored by Jarden Foods, the makers of Ball home canning products. By purchasing and preserving local products during the peak of harvest season, consumers can savor the tastes and smells of Idaho agriculture for enjoyment all year long.

Other special events and activities will also be coordinated by individual markets across the state. Visit www.agri.idaho.gov for a complete listing including dates, locations, and times to find a local market near you.

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