



Your Food, Your Farmer Promotion Program

Your Food, Your Farmer is a promotional program to distinguish farmers markets from the growing number of retail outlets that merchandise and advertise their produce departments in a manner that is reminiscent of farmers markets.

The *Your Food, Your Farmer* logo is created for each market belonging to the Farmers Market Alliance. The logo highlights each market's name and the *Your Food, Your Farmer* slogan. In addition, the logo prominently references the Farmers Market Alliance and the PA Preferred program.

Your Food, Your Farmer is intended to distinguish farmers markets as the best place where consumers can

- Be certain they are purchasing local foods,
- Know and trust the farmers that produced their food,
- Buy the freshest of fresh foods, and
- Support local agriculture.

Your Food, Your Farmer also is intended to increase consumers' awareness of

- Farmers markets and
- The wide array of foods produced on farms in western Pennsylvania.

And, *Your Food, Your Farmer* is intended to provide a promotional service for farmers markets across western Pennsylvania: a service that individual markets do not have the capacity to do and a promotion whose impacts can become significant on a regional, not only a local, scale.

Farmers markets need to distinguish themselves as the best place to buy fresh foods as consumer demand for fresh foods grows and traditional grocers respond to this opportunity.

Consumers' growing interest in fresh and healthy foods is widely apparent. More and more grocers are featuring "natural" and "fresh" foods. Organic products have increased sales 20% each year for the past decade¹. The USDA Economic Research Service forecasts substantial growth in both per capita and total consumption of most fruits and vegetables.² Concern for safe foods grows with each highly publicized incident of food poisoning.

¹"U.S. Organic Farming: A decade of Expansion" *Agricultural Outlook* USDA Economic Research Service, November 2002.

² "Food and Agricultural Commodity Consumption in the United States" Joanne F. Guthrie, Bling-Hwan Lin, Rane Reed, Hayden Stewart USDA Economic Research Service 2002.