

NEWS

... from the Illinois House of Representatives

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION:

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Fine Highlights Program that Encourages Buying Locally Grown Produce

GLENVIEW, IL – State Rep. Laura Fine (D-Glenview) is promoting a new initiative from the Illinois Department of Agriculture (IDOA) that will help consumers identify produce locally grown in Illinois.

“Fresh produce has the most vitamins and nutrients for our children and families, but at the grocery store it is difficult to know where the produce is grown,” said Fine. “This will allow grocery stores and farmers markets to promote locally grown products so consumers can make the choice to buy Illinois-first.”

The Illinois Department of Agriculture received a grant from the U.S. Department of Agriculture (USDA) to rebrand its “Where Fresh Is” and promote the program. Stores interested in participating and receiving new, free, point-of-sale materials must submit applications by February 15 to the IDOA.

“Illinois is known for corn and soybean production,” said Fine. “However, Illinois is also among the top ten states that produce asparagus, cauliflower, green peas, and lima beans. By purchasing local produce and supporting area farmers, we can all help the farm industry in Illinois grow and create jobs throughout the state.”

For more information about the “Where Fresh Is” program or to fill out an application, visit the IDOA website at www.agr.state.il.us. You can also get more information by contacting Rep. Fine’s constituent services office by calling (847) 998-1717 or by e-mailing RepFine@gmail.com.

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