

Fine Promotes Illinois Agriculture For Consumers

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Fine Promotes Illinois Agriculture For Consumers

Want to know which groceries came from Illinois farms? State Rep. Laura Fine is promoting a program that makes it easier to identify "Where Fresh Is."

Posted by



[State Rep. Laura Fine](#) (D-Glenview) is promoting an Illinois Department of Agriculture (IDOA) program designed to help consumers identify locally grown produce, a press release from Fine's office announced.

"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," Fine said in the press release. "This will allow grocery stores and farmers

markets to promote locally grown products so consumers can make the choice to buy Illinois-first."

IDOA received a grant from the U.S. Department of Agriculture (USDA) to rebrand and promote the the "[Where Fresh Is](#)" program, according to the release. [Grocery stores](#) and farmers' markets can receive new, free, point-of-sale materials by submitting an application with the IDOA by Feb. 15.

"Illinois is known for corn and soybean production," Fine said in the press release. "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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