



FY 06 Specialty Crop Block Grant
Final Report

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The Alaska Division of Agriculture (Division) was awarded \$100,520.67 to enhance the competitiveness of Alaska Grown specialty crops under the Fiscal Year 2006 Specialty Crop Block Grant (SCBG) program.

Issues

Alaska Grown Specialty Crop Advertising Campaign

Ninety-eight percent of the food consumed by Alaskans is imported from other States. Specialty crop producers of Alaska are challenged by short growing seasons and the dominance of “outside” products in the marketplace. In an effort to capitalize on the recent “buy local” movement, advertising was designed and placed to remind Alaskan’s of their “local” choices. Although the Divisions’ 24 year old state marketing program “Alaska Grown” is very popular and the logo is well recognized, it has been determined that many people do not make the connection between the Alaska Grown logo and agriculture; it has become more of a geographical birth right as in “I am Alaska Grown.”

Farmers Market Match Grants

Farmers markets in Alaska have been limited in growth and success by a lack of advertising dollars. Many markets had not updated nor improved upon their advertising techniques for years, resulting in stagnant, “behind the times” advertising campaigns.

Horticulture/Nursery Match Grants

Similar to the high percentage of food products imported into Alaska, the nursery/greenhouse industry also faces an overwhelming competition from “big box stores.” Many consumers are unaware of the difference between Alaska Grown specialty crops and those imported from the lower 48. Alaska’s harsh weather conditions, including extreme temperature fluctuations and increased light exposure (20+ hours of daylight) have detrimental effects on plants started outside of Alaska.

Eat Local Challenge

An unfortunately low response to our Nursery Greenhouse Match Grant resulted in funding being reallocated for additional advertising efforts. Warehouse food suppliers ship food products into Alaska year round. When the Alaska Grown specialty crops become available in the summer months, it is frustrating for them to have to “shut off” their outside clients in order to move more Alaska Grown products. The Division discovered that many end users – particularly restaurants – were not aware of how to source Alaska Grown specialty crops. They were under the impression that shopping at the Farmers Market (and paying twice the average wholesale cost) was their only option.

Approach

Alaska Grown Specialty Crop Advertising Campaign

An official Request for Proposals (RFP) for a professional “Alaska Grown Specialty Crop Media Campaign” was released in July 2008.

Aadlandflint was awarded the contract based on the strength of their proposal including their knowledge of agriculture in Alaska. An aggressive campaign was launched in September and October to capitalize on the abundance of specialty crops available at the tail-end of the growing season. Aadlandflint provided a report to the Division at the conclusion of the campaign noting:

“Media consumption over the past few years has dramatically shifted from traditional media such as newspaper, print, television and radio to digital media. Online media consumption outranks all other media in hours spent per week with only one exception, and that is age 55+ television which has a slight lead over online.

To keep up with this trend, we placed high impact Flash banners on both the Fairbanks News Miner and the Anchorage Daily News. In addition, we leveraged your current television spots on three of the Alaska television station websites. These commercials were played once a customer opted to view content on these sites. Delivering media in this way helps to ensure you have an engaged consumer, because they are sitting at their computer and have opted to see the content, so they are more willing to sit through your message to view the content they chose to watch.”

Special Project: Eat Local Challenge (ELC)

The first Alaska Eat Local Challenge (ELC) was designed to highlight Alaska Grown specialty crops to restaurant owners and Chefs and other end users. Although the funds for this project were a result of the poor response to the NGMG, it was considered a subproject of the Alaska Grown Specialty Crop Advertising Campaign because that was the focus – advertising specialty crops.

In August 2008 an official RFP was released to professional marketing firms for the creation of a multi-media campaign. Marketing Solutions Inc. (MSI) was awarded the contract based on the strength of their proposal. MSI targeted the audience of the campaign as “potential Alaska Grown purchasers, typified by 30-49 yr old females in Anchorage, Mat-Su and Fairbanks. MSI applied a combination of web ads placed statewide (with a total of 226,047 impressions) to promote the ELC event and a grass root outreach campaign to encourage local restaurants and consumers to buy local Alaska Grown specialty crops.

Farmers Market Match Grants (FMMG)

The availability of Farmers Market Match Grants was announced to market managers in December 2007. The Division maintains a listing of

all the farmers markets in the State. Each Market Manager was contacted directly and given an application. Staff spoke at a number of producer meetings announcing the availability of funds and encouraging any new or upstart markets to get in touch. Staff searched various listings like www.localharvest.org to find any unknown markets throughout the state. All of the grant information was also made available on the Division web site.

Twelve farmers markets successfully applied for funds. Dollars requested ranged from a minimum request of \$1000 to the grant maximum of \$5000. Projects were evaluated based on the narrative provided in the application including: goals of the project; the method for evaluating/measuring the outcome of the project; the amount of funding requested and the source of the matching funds; and the potential impact of the project.

Horticulture/Nursery Match Grants (NGMG)

The Nursery Greenhouse Match Grant was designed and launched in January 2008. The program was designed for nursery and greenhouse operators to raise the awareness of customers about the differences and benefits of sourcing Alaska Grown specialty crop nursery products versus those produced in the lower 48.

Division staff spoke at the Annual Nursery & Greenhouse conference announcing the new program. It was also announced through various industry newsletters and listed on the Division web site. Staff also collaborated with the University of Alaska Fairbanks Cooperative Extension Service to increase awareness of this new program.

Eight applications were received – one applicant was deemed “ineligible” as they were not in the business of specialty crop production in the Nursery/Greenhouse industry. The applications were evaluated based on the narrative provided in the application including: specific goals of the project; methods for evaluating/measuring the project; the amount of funding requested; and the potential impact. Each recipient was awarded \$1000.

Goals

Alaska Grown Specialty Crop Advertising Campaign

The two goals of the advertising campaign were to:

- Remind consumers of the agricultural component of the Alaska Grown logo.
- Encourage Alaskans and visitors to seek out Alaska Grown specialty crops.

The online banner ads produced for the campaign had a strong “agriculture” component in that the Alaska Grown logo was surrounded by images of specialty crops. In one particular ad a plant “grew” before your eyes to represent the freshness of Alaska Grown specialty crops. Consumers were encouraged to find and shop at a local farmers market and also to look for the Alaska Grown logo on specialty crops in the marketplace.

Special Project: Eat Local Challenge (ELC)

The three goals of the ELC were to:

- Create a multi-media campaign to educate and inform consumers of the benefits of choosing and purchasing Alaska Grown specialty crops highlighted with an “Eat Local Challenge” week from August 24th – 30th, 2008.
- Encourage Alaskans to source and purchase local Alaska Grown products during the challenge week.
- Encourage restaurants throughout Alaska to increase the amount of Alaska Grown products sourced and utilized.

Animated banner ads were placed at the Anchorage Daily News for 77,000 impressions, Mat-Su Valley Frontiersman for 45,200 impressions and the Fairbanks News-Miner for 50,000 impressions. Marketing Solutions Inc. (MSI) wrote, designed and produced a 5-page website and email-able PDF document of the site’s content highlighting the benefits of local eating. A large vinyl banner featuring the “Eat Local Challenge” graphic was produced and displayed by the Division at the Alaska State Fair. MSI wrote, designed, produced and distributed “Eat Local Challenge” paper coasters and café poster kits to the 38 selected restaurants statewide with an “Eat Local Challenge” cover letter highlighting current Alaska Grown specialty crops available from their distributors. MSI wrote and distributed four press releases to media in Anchorage, Mat-Su and Fairbanks highlighting the event and the benefits of area restaurants using locally grown, produced and harvested Alaska Grown specialty crops with follow-up calls to editors/reports to pitch the “It’s good for your body and good for the economy” story to local news during the week of the event.

Farmers Market Match Grants (FMMG)

The two goals of the FMMG program were to:

- Enable 16 statewide farmer's markets to address their #1 identified need of advertising dollars.
- Provide technical assistance and expertise to allow each market to create a unique advertising campaign.

Twelve of the 16 markets successfully applied for grants. The four markets that did not apply were all contacted. Each indicated that they felt additional advertising efforts would not be beneficial due to the fact that producers were selling out every market day already. Note: the four markets that did not apply are four of the (if not THE) smallest and most remote markets in Alaska.

Staff attempted to meet with market managers of all of the markets. Options and trends in advertising were discussed.

Horticulture/Nursery Match Grants (NGMG)

The goal of the NGMG was to:

- Inform and educate customers of the benefits of sourcing nursery products from an authorized Alaska Grown operation.

Each of the grant recipients focused their advertising efforts on a message that highlighted the differences between Alaska Grown specialty crops and those produced in the lower 48.

Results

Alaska Grown Specialty Crop Advertising Campaign

As a result of the advertising campaign, activity at the Division web site www.alaskagrown.org increased significantly. Although specific numbers of hits were not tabulated, the manager of the site indicated that activity increased and e-mail questions were difficult to keep up with. Requests for the Alaska Food & Farm Products Directory, a statewide listing of farmers and their products, increased as well. Farmers reported increased sales and movement of products; a number of farmers ran out of specialty crops earlier than expected and earlier than in previous years. It is assumed that the increased advertising efforts, in addition to the overall (Nationwide) movement to “buy local,” impacted these sales.

The marketing firm that designed and placed the campaign did not spend the entire budget, resulting in leftover funds. Continuing with the theme of advertising Alaska Grown products, staff began designing a new Alaska Farmers Market brochure. The Division went out for bids on this project, but did not have an agreement in place prior to the 2/1/09 deadline.

Special Project: Eat Local Challenge (ELC)

The results of the ELC were very exciting. Thirty-eight restaurants were targeted to receive the ELC materials including coasters and café posters featuring a unique “Alaskana” character and the dates of the Eat Local Challenge. They were also made aware of the different Alaska Grown specialty crops available to them through their wholesaler.

The major produce wholesale outlets were contacted and made aware of the event. After the event, one wholesaler reported a 30% increase in Alaska Grown romaine purchases during the ELC week and a 15% increase in Alaska Grown green leaf purchases. This was a significant increase and a direct result of the ELC according to the wholesaler.

Farmers Market Match Grants (FMMG)

Eleven farmers markets successfully applied for and received funding through the FMMG program. Projects launched with FMMG funding included the hiring of a market reporter to launch an e-mail newsletter, the design and creation of new signage advertising markets, and various other endeavors.

Examples of specific projects and results:

- The Haines Farmers Market utilized grant money to attract both new vendors and many new customers to their market. The funding allowed the market to advertise for the first time in their 3-year history. They chose to advertise in the local Visitors Guide, create radio and newspaper advertisements as well as produce new signs and a banner.

- The Northway Mall market utilized their grant money to purchase and promote reusable cloth shopping bags as an incentive for customers to attend in the first two markets of the season – traditionally the poorest attended market days. The final report indicated that this was a very successful effort that will be repeated.
- The Kenai Saturday market utilized their grant money to update signage, produce more and new radio ads and perform a targeted newspaper ad – specifically a 3” x 3” sticker applied to the front page of the local newspaper during the market season. The market documented a 6% increase in attendance over the previous season and attributed this to the new and additional advertising efforts.

One market was unable to complete their contract deliverables, resulting in leftover funds. The Division began discussion on utilizing these funds in another way that would benefit farmers markets. The Anchorage Daily News (the largest statewide newspaper in Alaska) has faced budget constraints resulting in the loss of employees and certain “Features” of the paper. A major hit to the farmers markets was the loss of the well known “Market Fresh” feature. The Division decided to utilize the leftover funds (from the incomplete grant contract) to sponsor the “Market Fresh” column for the 2009 season. Unfortunately, due to miscommunication within the Division, the agreement was not in place prior to the 2/1/09 project deadline.

Horticulture/Nursery Match Grants (NGMG)

Seven nursery greenhouse businesses applied for and received funding through the NGMG. Unfortunately, two of the recipients were unable to meet the requirements of the contract, and therefore were not issued funds. The grants that were awarded allowed for increased advertising efforts by the recipients.

Examples of specific projects and results:

- Gray Owl Farm produced a television ad; approximately 80% of their customers mentioned having seen the commercial and despite 2008 being one of economic uncertainty, their sales and customer base increased by approximately 15%.
- Risse Greenhouse ran a series of weekly ads educating the public about the benefits of buying Alaska Grown nursery products and simultaneously advertising that those products were available at Risse Greenhouse. Retail sales increased 10% and their project report attributed the increase to the newspaper advertising.
- O'Brien Garden & Trees utilized the grant money to advertise three special events at their greenhouse. Those events resulted in increased revenue of 25%.

Lessons

Alaska Grown Specialty Crop Advertising Campaign

Through the advertising campaign we learned that changing our marketing strategy is necessary. Traditional media advertising including television, radio and newspaper are outranked by online media in hours spent per week with only one exception (age 55+ television). The Division will have to determine how to adjust future marketing campaigns – considering that the 55+ category is still one of our target audiences.

Special Project: Eat Local Challenge (ELC)

The Eat Local Challenge will become an annual event at the Division. Staff will work more closely with the producers and wholesalers to map out the event early in the season. This will allow for proper planning by the wholesalers such that they can cut off (or at least reduce) their Lower 48 product shipments in order to move additional Alaska Grown specialty crop products during the ELC week.

Farmers Market Match Grants (FMMG)

Farmers markets in Alaska vary widely, from markets with strict “farmer/producer only” policies to one of the largest outdoor markets in the United States. Each market has its own individual needs, ranging from the simplest, sandwich board directional signs to the necessity of a “Market Reporter” to write the weekly newsletter updates to satisfy the 2000 customers who’ve signed up to receive one. Allowing each market to develop their own advertising and promotion strategy is necessary for the greatest success.

Horticulture/Nursery Match Grants (NGMG)

The poor response to our 2008 NGMG program provided the Division the opportunity to reevaluate our outreach with the horticulture industry. When the program was not repeated in 2009 we received many questions and complaints to the tune of “I didn’t think I was ready last year (2008) but expected you to offer the program again in 2009!”

Division staff are still considering how to best assist the Nursery/Greenhouse industry in increasing Alaska Grown specialty crop sales.

General

Staff will work more closely with administrative managers to assure no additional funding lapses occur.

Conclusion

The projects conducted with the assistance of the FY 06 USDA Specialty Crop Block Grant Program enhanced the competitiveness of Alaska Grown specialty crops in the marketplace. The projects increased the awareness and consumption of Alaska Grown specialty crops by consumers resulting in increased sales for producers.

Additional information

Alaska Grown Specialty Crop Advertising Campaign

Copy of one of the web banner ads created and placed for the advertising campaign.



Farmers Market Match Grants

Sample of the South Anchorage Farmers Market weekly e-mail newsletter created with 08 FMMG dollars.

South Anchorage Farmers' Market WEEKLY NEWSLETTER

Issue #9 • Thursday, July 03, 2008

Visit our photo gallery on [flickr](#) »

Hello!

Don't forget about the Wednesday South Anchorage Farmers' Market—it just started this week, and it's perfect if you'll be out of town for the weekend and can't come to the Saturday market. It's behind the Dimond Center, in front of the Dimond Center Hotel. The hours are 10am-4pm.

vegetables: tomatoes and eggplants and arugula!

Did you happen to notice last week that there were a few lovely tomatoes from A&M Farms' greenhouse? I just talked to Arthur, and he'll be bringing more tomatoes (the little cherry tomatoes and the big beautiful ones) to the market on Saturday!! I'd make sure I get there early if you want to be sure of getting some of them! And would you believe, his eggplants are ready to go! So you can pull out your summery cookbooks for ideas this week—I'll have an eggplant recipe for you next week!

Every week there are more kinds of gorgeous, exotic (and not so exotic) greens at the market! Rempel Family Farms has salad mixes, Asian greens of all

kinds, turnip greens, kale—everything you need to make wonderful salads and fantastic braised sweet young greens. That braised turnip greens recipe I sent out last week can be adapted to any kind of hardy winter green—just adjust the blanching time to fit the type and tenderness of the green, and the braising time, as well. Of course, greens like spinach and chard don't need to be blanched before cooking them (with or without onions and garlic). And we're also starting to see herbs! Bunches of dill and cilantro are waiting for you to, so you can spruce up all kinds of recipes!

And lettuce! You can get big beautiful heads of lettuce from A&M Farms—now they have red and green leaf lettuce, and butter lettuce, as well! I love these big heads of lettuce—I bring them home and cut the stem end off, then soak the leaves in a big sink of water until they are crisp and perfectly clean, then put them in the salad-spinner and pack them in big clear plastic bags, sealed with a twisty-tie. Then I have gallons of greens to take out and tear into pieces for a salad at the drop of a hat! I often eat salads for lunch and dinner these days—why eat anything else when the greens are so fresh and delicious?

So of course I'm including a couple of salad recipes this week! They aren't the typical dressing and lettuce leaves, though! If you're looking for lots of great salad dressings, I'll have some more of them in the next couple of newsletters—but you can find lots of great green salads and dressing recipes in my farmers' market cookbook! Look for it at the Wednesday or the Saturday South Anchorage Farmers' Markets!

One recipe this week will focus on using two vegetables that we do really well here: [Butterball potatoes](#) and [ARUGULA](#)! Are you thinking that I'm an arugula fiend? You'd be right. Nevertheless, if you haven't tried it, I'm just going to insist that you give it a whirl. The peppery little tender leaves from Rempel Family Farms are just so good! You can use Alaskan red onions for this salad recipe, as well, so make sure you load up on the fresh AND storage vegetables when you go!

The [other recipe](#) is a great way to enjoy the wonderful hothouse cucumbers from A&M Farms! It's got a really different, delicious dressing that I want to share with you. And if you're growing a mint plant (we bought ours from Mile 5.2 Greenhouse stand at the market) you can collect some of the leaves for a delicious (but optional) garnish!

bread

Rise & Shine Bakery will be taking this week off for the holiday, but we'll be back on July 12th! You can get breads of all kinds from Mary Jane, though, selling loaves from the French Oven bakery. She will also have those yummy macaroons, ham and cheese croissants, and those delicious, layered, buttery cookies called palmiers!

farmers' market cookbook

The cookbook is filled with 100 pages of delicious, healthy recipes that showcase our flavorful, fresh local Alaskan produce. Recipes provide inspiration for ways to use Alaskan vegetables, fish, fruits, bread, and other products that can be found at our farmers' markets.

While the book includes some seafood recipes, the book contains mostly vegetarian and vegetable recipes, many of which are dairy- and egg-free. The cookbook focuses on recipes that have fantastic flavor and top-notch nutritional value. The directions in each recipe include lots of hints about how to prepare these recipes with speed and efficiency. The cookbook also includes directions for processing Alaskan produce to freeze for the winter. At the market, the cookbooks are \$15, which includes a really cool folding wire cookbook holder while supplies last. (Holders sold separately for \$6.)

farmers' market cookbook in the News!

Did you see the photo and article about the farmers' market cookbook in the newspaper? It was on page A2 of the Anchorage Daily News last Thursday (6/26)! And then there was another article on Sunday in the Life section of the newspaper! I was so excited to see it there!

other places to get the farmers' market cookbook

Would you like to pick up a copy of the South Anchorage Farmers' Market Cookbook when no farmers' market is happening? Several of my favorite places around town are selling the cookbook, including Side Street Espresso (412 G Street, downtown), Summit Spice & Tea Co. (1120 East Huffman Rd #4), and Title Wave Books (1360 West Northern Lights Blvd, or 415 West 5th Avenue, downtown). Or you can order it along with your bulk food orders through Organic Alaska (<http://www.organicalaska.com>). If you're passing through Soldotna, you could stop by River City Books (43977 Sterling Hwy) and pick it up!

seafood

Arctic Choice Seafoods will have all kinds of fresh, delicious, Alaskan fish! Here's a list of what they are likely to have, along with lots of free seafood recipes for you to take along with you.

- fresh king salmon
- fresh sablefish

- fresh rockfish
- fresh halibut
- fresh clams
- fresh oysters
- halibut cheeks
- king crab
- snow crab
- spot shrimp
- side stripe shrimp
- Dungeness crab
- scallops
- smoked salmon bellies

Saturday South Anchorage Farmers' Market

Dates: May 10-October 4

Hours: 9am-2pm

Location: Subway/Cellular One Sports Centre at the corner of Old Seward and O'Malley

Wednesday South Anchorage Farmers' Market

Dates: July 2- October 1

Hours: 10am-4pm

Location: behind the Dimond Center, in front of the Dimond Center Hotel

Please pass this email along to anyone you think might be interested in receiving the weekly market news—they can email me at safm@pci.net “if they'd like to be added to our newsletter list.

For more information about the market, contact Arthur Keyes, South Anchorage Farmers' Market Manager, at 907-354-5833, or at amkeyes@mtaonline.net. Please respond to this email if you'd like to be removed from the newsletter list.

Cheers! And see you at the market!

Alison Arians

Farmers' Market Reporter

related recipes

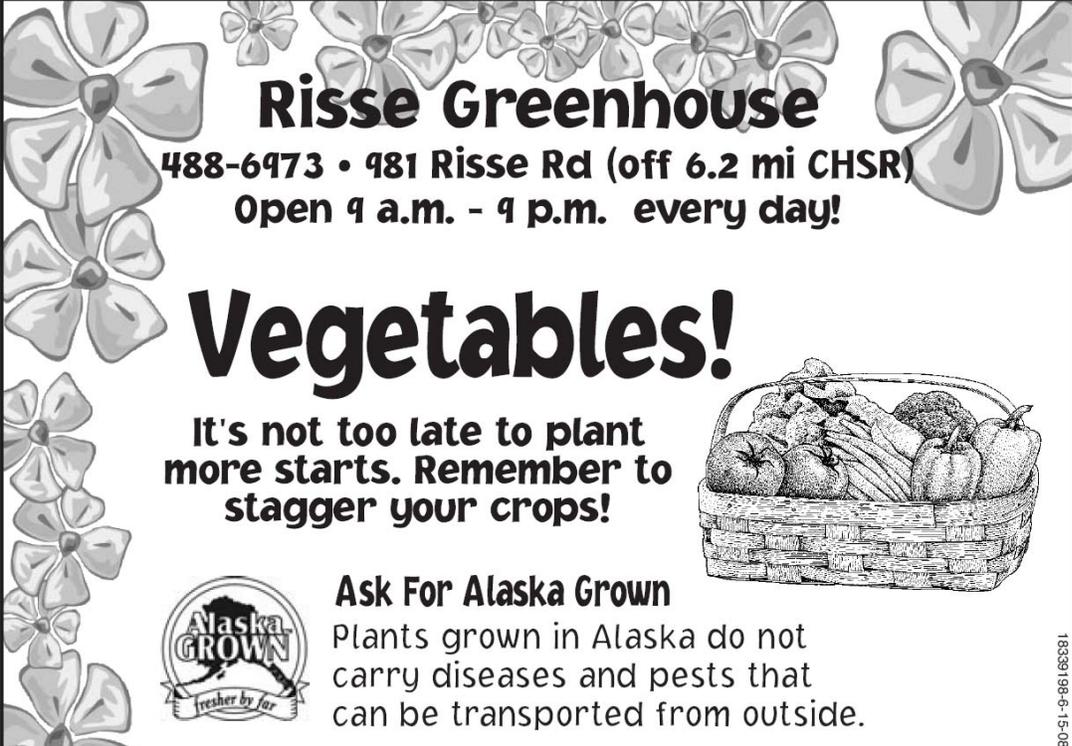
http://www.southanchoragefarmersmarket.com/index.php/site/single/arugula_and_roasted_potato_salad/ title="arugula and roasted potato salad">arugula and roasted potato salad
[cucumber salad with peanut-jalepeno dressing](#)

Photo of signage produced with FMMG funding.



Horticulture/Nursery Match Grants

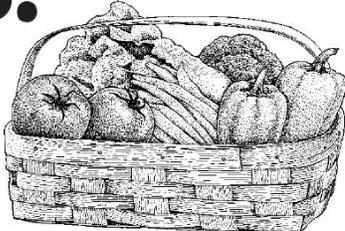
Samples of three different ads created with 08 NGMG dollars.



Risse Greenhouse
488-6973 • 981 Risse Rd (off 6.2 mi CHSR)
Open 9 a.m. - 9 p.m. every day!

Vegetables!

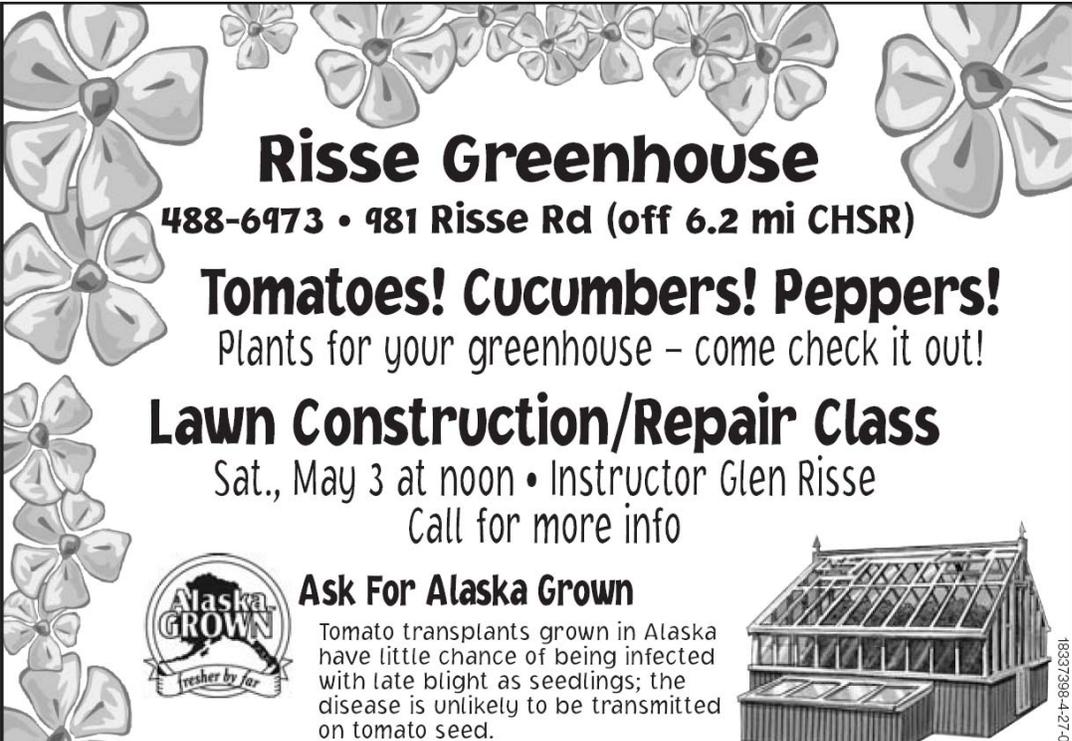
It's not too late to plant more starts. Remember to stagger your crops!



Ask For Alaska Grown
Plants grown in Alaska do not carry diseases and pests that can be transported from outside.



18339198-6-15-08

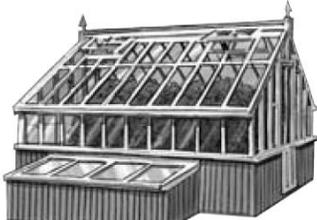


Risse Greenhouse
488-6973 • 981 Risse Rd (off 6.2 mi CHSR)

Tomatoes! Cucumbers! Peppers!
Plants for your greenhouse - come check it out!

Lawn Construction/Repair Class
Sat., May 3 at noon • Instructor Glen Risse
Call for more info

Ask For Alaska Grown
Tomato transplants grown in Alaska have little chance of being infected with late blight as seedlings; the disease is unlikely to be transmitted on tomato seed.



18337398-4-27-08

Apple Tree Grafting Workshop

➡ *Last Saturday of April, 10 am*

\$75.00 Fee includes: Hands on grafting instruction, as well as scion wood and Alaska hardy rootstock.

You will leave with two Alaska hardy apple trees created by your own hands.

Apple Tree Maintenance Workshop

➡ *1st Saturday of May, 1 pm*

\$50.00 Fee includes: on-site pruning and field maintenance in orchard. Fruit trees also available for purchase.

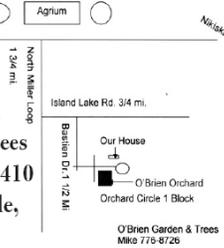


Bring your Rubber Boots



By:

Michael J. O'Brien
O'Brien Garden & Trees
776-8726 Cell# 398-3410
49152 Orchard Circle,
Kenai, AK 99669



Eat Local Challenge

Sample of the artwork created for the 2008 Eat Local Challenge.



**Local farmer
seeks tasty
relationship.**

Fall in love with Alaska Grown produce during the Eat Local Challenge at participating restaurants, farmers markets and grocery stores across the state.

Alaska Grown produce is fresh, healthy and grown by fellow Alaskans. It's only available for a limited time each year so Eat Local during the week of August 24th and enjoy the tastes of Alaska – fresher by far.

**ALASKA
EAT LOCAL
CHALLENGE**



VISIT WWW.ALASKAGROWN.ORG FOR DETAILS

Web pages designed for use during the Eat Local Challenge.

TAKE THE CHALLENGE

ALASKA EAT LOCAL CHALLENGE

[Click here to take the
"Eat Local Challenge" survey](#)

- ▶ *Try eating at least one home-cooked meal this week, using mainly local ingredients.*
- ▶ *Try to incorporate at least one never-before-used local ingredient into your diet.*
- ▶ *Try 'brown-bagging' at least one meal per week that is primarily made of local ingredients.*
- ▶ *Try to talk to at least one food retailer and one food producer about local food choices.*
- ▶ *Try to choose local food products whenever possible!*

BENEFITS OF EATING LOCALLY

Helps support our local farmers and farm economy. Eating locally helps you put your money where your mouth is. Your food dollar goes to local growers and they can continue to farm here, providing food for local markets, bakeries and butchers. This creates "sticky money" that recirculates through our local economy.

Helps to keep you healthy. You can get locally grown foods at the peak of freshness, nutritional value (since nutrients diminish over time) and flavor. Ripe, fresh fruits and vegetables taste better, so it makes it easier to eat more of them. Compare this with produce, for example, that is picked early and unripe for long-distance transport and longer shelf life.

Helps the environment, by cutting down on excess transportation and 'food miles.' On average, food travels 1500 miles to reach your plate, so shortening that average by eating more local foods grown sustainably will reduce greenhouse gas emissions. Eating locally can help preserve open space by retaining farms instead of pavement. With rising fuel costs, the price of globally sourced foods is likely to increase as those transportation costs will be passed on to the consumer.

Helps build community. Including: growing your own food and sharing with family, friends and food banks; shopping at farmers markets and on-farm stands where you can strike up a conversation with the person who grows your food; participating in a community garden or edible schoolyard and teaching or learning about growing food with others.

"EAT LOCAL" STORIES

Tell us your "Eat Local" stories. Do you grow peas in Nome? Does your Café have an all-Alaskan salad? Share your story with us. Email us at eatlocal@alaskagrown.org

GET THE GOOD STUFF

FARMERS MARKETS Your local farmer comes right to you. There are markets from Fairbanks to Homer and Dillingham to Gustavus with several in Southcentral Alaska.

- ▶ **Anchorage Downtown Market & Festival**
3rd Ave, between C & E Street, Anchorage
Saturdays & Sundays 10:00am – 6:00pm, May to September
- ▶ **Northway Mall Wednesday Market**
Northway Mall, 3101 Penland Blvd, Anchorage
Wednesdays 9:00am – 4:00pm, July - October
- ▶ **South Anchorage Farmers Market**
Subway Sports Centre/Cellular One Sports Centre, Corner of Old Seward & O'Malley, Anchorage
Saturdays 9:00am – 2:00pm, May – October
- ▶ **South Anchorage Farmers Market**
Behind Dimond Mall, in front of Dimond Hotel, Old Seward Hwy Mall entrance, Anchorage
Wednesdays 10:00am – 4:00pm, July – October
- ▶ **Anchorage Farmers Market**
1420 Cordova St., corner of Cordova & 15th Ave., Anchorage
Saturdays 9:00am – 2:00pm, May - October
- ▶ **Eagle River Farmers Market**
Eagle River VFW Post parking lot, Eagle River
Tuesdays 3:00pm – 7:00pm, May - September
- ▶ **Palmer Friday Fling**
Pavilion across from Visitor's Center, Palmer
Fridays 11:00am – 6:00pm, May - August
- ▶ **Wasilla Farmers Market**
Behind Wasilla Public Library, Wasilla
Wednesdays 11:00am – 6:00pm, June - September
- ▶ **Copper Valley Community Farmers Market**
MM 101 Richardson Hwy Loop Rd., Between the Post Office & the Copper Center Lodge
Every other Saturday 9:00am – 12:00pm, June – September: 6/28, 7/12, 7/26, 8/9, 8/22, 9/6, 9/20
- ▶ **Kenny Lake Harvest**
Rogue's Garden Parking Lot, Valdez
Thursdays 12:00 noon – 4:00pm, June - September
- ▶ **Haines Farmers Market**
Fairgrounds, Haines
Every other Saturday 10:00am – 1:00pm, June – August: 6/14, 6/28, 7/12, 8/2, 8/16, 8/30
- ▶ **Homer Farmers Market**
Ocean Drive, Homer
Wednesdays 3:00pm – 6:00pm, Saturdays 10:00am – 3:00pm, June - September
- ▶ **Central Kenai Peninsula Farmers Market**
Intersection of E. Corral Ave & Kenai Spur Hwy, Soldotna
Saturdays 10:00am – 2:00pm, June - September
- ▶ **Kenai Saturday Market**
Kenai Visitor & Cultural Center, Kenai
Saturdays 10:00am – 5:00pm, May - September
- ▶ **Nenana Open Air Market**
Corner of Parks Hwy & Main St, Nenana
Saturdays 11:00am – 3:00pm, May - September
- ▶ **Highway's End Farmers Market**
Behind Visitors Center, Delta Junction
Wednesdays & Saturdays 10:00am – 3:00pm, May - September
- ▶ **Tanana Valley Farmers Market**
College Rd & Canbou Way, Fairbanks
Wednesdays 11:00am – 4:00pm, Saturdays 9:00am – 4:00pm, May - September
- ▶ **Fox Farmers Market**
2052 Old Steese Hwy N. (7 mi north of town), Fairbanks
Fridays 10:00am – 4:00pm, June - September
- ▶ **Dillingham Farmers Market**
By the Hockey Rink, Dillingham
Saturdays 11:00am – 1:00pm, June – September
- ▶ **Gustavus Farmers Market**
City Park on Gustavus Road, Gustavus
Saturdays 9:00am – 1:00pm, May – September (Memorial Day – Labor Day)
- ▶ **Trapper Creek Farmers Market**
Post office parking lot, Trapper Creek
Saturdays 11:00am – 5:00pm, June – September



For more information please see: <http://www.dnr.state.ak.us/ag/FarmersMarkets2008.pdf>

GROCERY STORES

Look for the Alaska Grown logo at your grocery for this local treat.

PARTICIPATING RESTAURANTS

Many restaurants are buying from their neighbors because it's fresher by far.

PICK IT YOURSELF

From the fields to your family table, pluck some potatoes, carrots and veggies because you can't get any fresher.

[Click here for the U-Pick farm list.](#)

WHOLESALE

Restaurants can ask for Alaskan Grown too. See charts at right for currently available produce.

What's Available from Your Local Wholesaler?

Product	Specs
Head Lettuce	24 Count
Kale Greens	24
Red Cabbage	17/24
Red Leaf Lettuce	24 Count
Rhubarb	20 lbs
Romaine Lettuce	24 Count
Zucchini	25 lbs

Product	Specs
Broccoli Crowns	20 lbs
Carrots	2# 24 Count
Cauliflower	
Cello Head Lettuce	24 Count
Collard Greens	24
Green Cabbage	17/24
Green Leaf Lettuce	24 Count

WHAT'S HAPPENING

“EAT LOCAL” AT THE FAIR

Alaska Grown Day at the Alaska State Fair

presented by NorthRim Bank
Wednesday Aug 27th

Highlighted events:

WOODLOT STAGE

4:00 Alaska Grown Day Games presented by DNR/Alaska Grown

FARM EXHIBITS

Milking Parlor presented by ConocoPhillips

4:30 Goat Milking Demonstration

5:00 Cow Milking Demonstration

6:00 Cow Milking Demonstration

FARM EXHIBITS

12-3:00 Alaska Midnight Sun Great Pumpkin

WEIGH OFF

12-5:00 4-H Market Livestock Judging

12-8:00 GCI Petting Zoo

12-8:00 Fowl Weather Friends

12-8:00 Goat Mountain

12-9:00 Second Entry, Crops

2-5:00 Northrim Bank Purple Plant Contest, entry

6:00 Northrim Bank Purple Plant Contest, judging

The NorthRim Bank Purple Plant Contest is from 2-5pm

A link to Alaska Grown Day activities available
at www.alaskastatefair.org



Giant Cabbage weigh-off day at the Alaska State Fair

Friday Aug 29th see cabbage bigger than
you thought agriculturally possible

Experience Alaska Day!

presented by Alaska Cruise Association and
Alaska Seafood Marketing at the Alaska State Fair

Saturday Aug 30th There will be a cooking
demonstration by guest chefs with Alaska Grown
produce in action.

Food & Farm Products at a Glance

For a listing of everything Alaskan Grown [click here.](#)

**ALASKA
EAT LOCAL
CHALLENGE**



**Enjoy the tastes of Alaska -
Eat Local during the week
of August 24th.**