



State of Utah

Gary R. Herbert
Governor

Spencer J. Cox
Lieutenant Governor

Department of Agriculture and Food

Kerry Gibson
Commissioner

Kelly Pehrson
Deputy Commissioner

Media Interview Briefing

Media: BYU Radio

Location: Phone Interview (they will call you)

Date/Time: June 5, 2019 at 6:20 am

Topic(s): Benefits of Supporting Farmer's Markets

Setting/Background: This is a national show with broad family-oriented topics that targets parents with children ages 6-16. So they are interested in more of a broad perspective and why the topic is relevant or matters to young families.

Main Overall Message:

- Farmer's Markets are a wonderful way to rekindle that basic but important connection between farmers and consumers.
- Close farm-to-consumer relationships are at the core our country's values, and Farmer's Markets are one important way to maintain that connection.
- Metaphoric Take on the Message: As populations grow increasingly dense, connections to historic and foundational knowledge gets choked out. Unfortunately, experience teaches us that without a healthy, grounded root system vegetation doesn't do well. The same is true with our connection to food. We need to stay rooted in where our food comes from and Farmer's Markets do that.

Key Facts/Sub-Messages:

- There are an estimated 9,000 farmers markets, according to USDA Farmer's Market Directory. In Utah we estimate that there are approximately 50 or so.
- Farmer's Markets keep money in local economies, provide jobs, and preserve farmland. Farmer's market sales are estimated at \$1.5 billion nationwide according to a 2015 USDA study
- Farmer's markets include fresh produce, but you'll also see locally-processed foods such as salsa and preserves. But what is sold varies greatly by market and also time of year.
- Farmer's markets start in May or June and usually run through the month of October. However, in some parts of the country you will see them running year-round.
- Vendors are usually setup to take both credit cards and cash, and some will even take federal SNAP dollars (Supplemental Nutritional Assistance Program)
- More than 85% of Farmer's Market vendors travel less than 50 miles to sell their goods within hours or days of harvest – still within their peak of freshness and nutritional content. Compare that to grocery stores averaging 1,200 miles and 1 to 2 weeks from harvest.