The ongoing KDA promotion of Kentucky-grown produce and Kentucky-processed products is a Triple Crown winning situation for farmers, sellers (such as Wal-Mart, above) and consumers. Look for the Kentucky Fresh / Kentucky Proud symbol when you buy or dine — and ask for it if you don’t see it!

Farmers’ market food for seniors

Kentucky’s senior citizens eat healthier while farmers’ markets get a boost to business as a result of a U.S. Department of Agriculture grant to KDA.

The $750,000 federal grant allows Kentucky to conduct a Senior Farmers’ Market Nutrition Program, an exciting partnership that helps both the farmer-producer and the senior citizen-consumer.

Economically qualifying seniors over age 60 can receive food coupons to purchase Kentucky Fresh fruits and vegetables at farmers’ markets throughout Kentucky.

A sheet of ten $2 coupons per client is available at farmers’ markets.

The first Kentucky Fresh TV spot showcases the varied bounty available from Kentucky farms, and dramatically demonstrates the superior freshness of home-grown produce.

As a result of this campaign and other efforts, food retailers are seeing a huge increase in consumer requests for Kentucky-grown products. The state’s four vegetable marketing cooperatives and many independent growers are finding that demand for their crops is on the rise.

In 2003 KDA received a significant grant from the Kentucky Agricultural Development Board to be used over the next two years to promote the state’s wide array of agricultural products.

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