



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



The surprise comes when the camera pulls back to reveal that the table is set outdoors, in the middle of a Kentucky farm field. “When it comes to freshness, it’s the closer the better,” the voice-over says.

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.

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



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!