



Pete Ricketts
Governor

State of Nebraska

Department of Agriculture
Greg Ibach

Director
P.O. Box 94947
Lincoln, NE 68509-4947
(402) 471-2341
Fax: (402) 471-6876
www.nda.nebraska.gov

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Contact: Christin Kamm
(402) 471-6856

NDA ANNOUNCES NEW FARMERS' MARKET ONLINE DATABASE

LINCOLN – Nebraskans interested in purchasing fresh fruits and vegetables have a new tool for sourcing their produce from farmers in their local area. Nebraska Department of Agriculture (NDA) Director Greg Ibach today announced the rollout of a new Farmers' Market Online Database. The database is designed to make it easier for consumers, as well as retailers, to find local produce growers and farmers' markets across Nebraska.

According to Ibach, the database is easily navigated and will allow consumers to quickly locate farmers' markets in their area, as well as individual farmers. The database includes details such as vendor names, location, contact information, hours of operation and produce options. Consumers can also find vendors who participate in one of NDA's fresh produce coupon programs for low income individuals.

"In the past 15 years, we have seen an increase in consumer demand for locally grown fresh fruits and vegetables. The number of farmers' markets across the state has grown 228% in that same time frame," Ibach said. "This new, searchable database makes it easy for consumers to find the fresh produce growers in their immediate area. It's a benefit for consumers and a benefit for growers at the same time."

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Farmers' market managers and fresh produce growers who have not already submitted information for the database and would like to are encouraged to contact Casey Foster with NDA's Ag Promotion and Development Focus Area at 800-422-6692.

The online database can be accessed at <http://ne.gov/go/neproduce>. Individuals without online access can receive information about farmers' markets or individual growers in their area by contacting NDA at 800-422-6692.

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