



**Georgia Department of Agriculture
Gary W. Black, Commissioner**

19 Martin Luther King Jr. Dr. SW, Atlanta, GA 30334

www.agr.georgia.gov

Find us on [Facebook](#) and Twitter [@GDAFoodSafety](#) · [@GrownInGeorgia](#) · [@GaAg Bulletin](#)

Press Release – For Immediate Release

Friday, June 15, 2012

Office of Communications
404-656-3689

Georgia Grown Farmers Showcase at Atlanta State Farmers Market

Agriculture Commissioner, Gary W. Black, announced today a new initiative to increase the consumer retail experience at the Atlanta State Farmers Market (ASFM). The Georgia Grown Farmer's Showcase, a community event Saturday, kicks off the new focus on June 16 from 8 a.m. to 4 p.m.

"Agriculture is the largest industry in our state and this event will utilize the Atlanta State Farmers Market to show our locally produced items," said Commissioner Black. "Georgia Grown has been revitalized this year and this event is one of our new efforts to renew the retail side of the market. Whether you've been before or never visited, this is the perfect opportunity to see what the market is all about."

On June 16, in addition to a wide range of Georgia Grown fruits and vegetables, consumers will also find locally produced meats, cheeses, plants and flowers, as well as jams, jellies, honey, and more. Those from similar areas of the state will be grouped together to regionally showcase what agriculture in Georgia is all about. There will also be a petting zoo, entertainment, talks about gardening and much more.

"I am excited for the opportunity to showcase our products at the Atlanta Market," states Drew Echols, Farm Manager of Jaemor Farms, a Georgia Grown member. "By promoting locally produced goods, Georgia Grown encourages the consumer to become more familiar with where their food comes from increasing the economic impact of Georgia Agriculture."

Located off I-75 in Forest Park, just south of downtown Atlanta, the 150-acre market is one of the largest of its kind in the world. Georgia Farmers Sheds 13 and 14 will be closed to through-traffic so visitors can park and walk through, mingling with vendors from across the state.

Beyond the Georgia Grown Farmers Showcase event, visitors can take advantage of on-site garden centers, wholesale and retail shopping opportunities, restaurants and a Georgia Grown welcome center. Two more Georgia Grown Farmers Showcase events are scheduled to take place this summer. Learn more at www.GeorgiaGrown.com

#

About Georgia Grown

The Georgia Grown program provides a powerful new branding tool as well as education, marketing and business connections to expand agribusinesses and the agricultural industry throughout Georgia. Learn more today at www.GeorgiaGrown.com.

If you are interested in an interview at the showcase with Commissioner Black, please call Mary Kathryn Yearta at (404) 831-1377

Mary Kathryn Yearta

Mary.yearta@agr.georgia.gov

Jessica Holthaus

Jessica.holthaus@agr.georgia.gov