



County of Onondaga
Office of the County Executive

Joanne M. Mahoney
County Executive

ongov.net

Media Release

For Immediate Release: May 11, 2016

Media Contact: Martin Skahen
435-3516

Onondaga County Agriculture Council Kicks Off Second Year of Campaign Promoting Products Grown Locally; Adds ONFarm Fest September 24th

(Syracuse, New York): Onondaga County Executive Joanie Mahoney and the Onondaga County Agriculture Council today launched year two of the "Buy Local. Buy Onondaga Grown" campaign to encourage the community to purchase food products grown in Onondaga County. A kickoff event was held at Reeves Farm Stand and allowed everyone in attendance to enjoy a taste of locally produced foods. Onondaga County Legislator and Chair of the Agricultural Council David Knapp and Onondaga County Legislature Chairman Ryan McMahon spoke about urging shoppers to seek out locally grown products.

The "Buy Local. Buy Onondaga Grown" campaign builds on last year's efforts to educate the public on the importance of farmland to our community. The campaign runs now through October 2016 on local TV and radio stations, and has two goals. First, the public will learn about the size and scope of Onondaga County's agricultural industries such as produce, dairy, meat, maple and honey products, and more. Second, the community can select Onondaga Grown items by looking for the Onondaga Grown logo at local grocers, convenience stores, farm stands, farmers markets, and restaurants.

"Fresh food is the best food," Said Onondaga County executive Joanie Mahoney. "When you buy locally grown products you get the freshest food and also support our local farms. The Buy Local, Buy Onondaga Grown campaign is a great way for you to support the people in our community who operate and work on farms right here in Onondaga County."

"We're expanding on the foundation we built last year by adding in a special event on September 24th: ONFarm Fest. On this day, select local farms will host free tours and invite the community to take a closer look at agricultural practices today. Nationally known recording artist Tom Chapin will be performing throughout the day as well. We'll share more details as they become available," said David Knapp, Onondaga County Legislator and Agriculture Council Co-Chair.

All local retailers who offer agricultural products grown in Onondaga County are invited to participate in the Onondaga Grown campaign by requesting a free media kit containing posters, window clings for entryways, and sheets of stickers for Onondaga Grown products. This gives consumers an easy way to identify and purchase Onondaga Grown products. In addition to seasonal TV and radio messaging, there are three other ways the public can interact and engage with the campaign and discover where to purchase Onondaga Grown products:

Twitter: <https://twitter.com/OnondagaGrown>

Facebook: <http://www.facebook.com/OnondagaGrown>

Website: <http://www.wsyr.com/features/onondaga-grown-837/>

###