

# PDA Launches 'Simply Delicious' Fruit And Vegetable Campaign

## New Consumer's Guide to PA Farm Markets Now Ready

**HARRISBURG** (Dauphin Co.) — It is almost the peak season for fresh fruits and vegetables in Pennsylvania, and Agriculture Secretary Sam Hayes is out telling the good story about the "Simply Delicious" fruits and vegetables which are grown in Pennsylvania.

This year, a television campaign is being launched across Pennsylvania for consumers on behalf of Pennsylvania's fruit and vegetable growers. This is the first time ever that the Pennsylvania Department of Agriculture (PDA) has embarked upon a television campaign for Pennsylvania agriculture. More than 2,000 thirty-second television spots will help tell the "Simply Delicious" story across Pennsylvania.

This campaign builds on the

billboard campaign which was also initiated by the PDA and will provide 400 "Simply Delicious" billboards across Pennsylvania this growing season.

In addition, a new edition of PDA's popular Consumer's Guide to Pennsylvania Farm Markets was recently released for the new season.

This guide to Pennsylvania farmer's markets will help consumers who like to pick their own berries, get temporarily lost in a corn maze, or stop at a roadside market for fresh fruits and vegetables. The user-friendly farmer's market publication lists, by county, almost 1,000 farm markets and roadside stands in each of the state's 67 counties.

Secretary Hayes observed, "The men and women of Penn-

sylvanians agriculture have worked hard to provide another great crop of fresh fruits and vegetables for their local customers. We all know home-grown is best and it is Simply Delicious."

Bob Trax, owner of Trax Farms Market and member of the Pennsylvania Vegetable Research and Marketing Board said, "Never before has the PDA done so much to help promote Pennsylvania fruits and vegetables. It's good for Pennsylvania agriculture and Pennsylvania consumers."

Contact the Pennsylvania Department of Agriculture for information about its "Simply Delicious" program or a copy of the new edition of its Consumer's Guide to Pennsylvania Farm Markets by calling Kyle Nagurny at 717-787-2376.



Shown at Trax Farms Market in Washington County, Secretary Hayes picked fresh strawberries with several visitors to the farmers market, including Shannon and Abby Miles.

## Penn State Website For Ag Marketing And Commerce

**UNIVERSITY PARK** (Centre Co.) — Penn State has developed an interactive World Wide Website for Pennsylvania agriculture that helps consumers, farmers and businesses find local producers of commodities and services. Called AgMap, the Website's address is <http://agmap.psu.edu>.

The site offers a searchable database that includes products grown or made around the Keystone State, allowing users to locate goods near their home, farm or business. The site includes complete descriptions of these products and provides information about how to find and contact the growers and producers directly.

Pennsylvania is a national leader in agricultural production, with products ranging from

apples to wood being shipped around the world. Yet many Pennsylvanians don't even realize what is being grown within a few miles of their homes, laments Rick Day, AgMap project director and associate professor of soil science and environmental information systems in the College of Agricultural Sciences.

"Local farmers may not be aware that the resources they need are available in the next county," he says, "and area businesses and consumers that use agricultural products might not know that what they need is available locally."

All that is needed to use AgMap is a computer with Internet access and a Web browser. Behind the scenes, Penn State's Land Analysis Lab and the cooperative extension global position-

ing program maintains a Web-enabled database that is linked to a geographic information system, letting users easily search for farms, farm products and services based on how close they are to the user. The system has been designed to be extremely easy to use.

The information included in AgMap comes directly from the farmers and industry. To enter information about their businesses, farmers just follow a few simple steps.

"We're confident that AgMap will be good for the state's agricultural industry," Day says, "and that farmers, other producers and agricultural service providers will want to be on the map. It will improve direct marketing between producers and consumers and will help keep marginal operations in business."

AgMap allows users to search for agricultural services based on location, products and service types. A consumer might find places off the beaten path that offer locally grown produce, trees and other products at a low cost.

For instance, if a consumer is looking for a farm to pick strawberries, he or she can visit the AgMap Website, enter a home location and ask for a search of all strawberry growers within a 20-mile radius. AgMap will return a list of all the farms that meet the criteria — as well as a map showing how to get to the farms from the consumer's home.

In addition to helping farmers and buyers find each other, AgMap provides a communications network among agricultural businesses in Pennsylvania. This network allows pro-

ducers to identify and contact other producers who offer similar products and services, which offers several benefits.

For market analysis, businesses can use AgMap to determine locations of competitors and to determine voids in services where new businesses might be successful. In emergency situations such as droughts, producers with products for sale will be able to find and contact other producers who need products.

In cases of plant or animal disease outbreaks, producers will be able to contact similar producers to help determine how they are dealing with adverse conditions.

For more information about AgMap, contact Rick Day at (814) 863-1615 or [rday@psu.edu](mailto:rday@psu.edu).

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