

 Print this article

Logo helps shoppers Buy Fresh Buy Local

Press Correspondent

Published 06/29/2007 - 10:15 p.m.

Amid the bustle of the Brentwood Farmers' Market Saturday morning, local farmers held a breakfast to celebrate local farming and showcase the new Buy Fresh Buy Local logo that will help Bay Area consumers identify the fresh fruits and vegetables from the Brentwood region when they purchase their food.

The Buy Fresh Buy Local campaign was created by a partnership of farmers, agricultural producer groups, the Brentwood Agricultural Land Trust and the Community Alliance with Family Farmers. The campaign addresses increasing consumer demand for fresh, local food and strengthens the local agricultural economy. Ken Hagan, president of the local U-pick organization Harvest Time, estimates that more than 100,000 people come to Brentwood to pick cherries and peaches during the summer.

"Bay Area families have been coming to Brentwood for generations to enjoy the bounty of our farms" said Brentwood Mayor Bob Taylor, a former farmer himself. "Now folks will be able to find their favorite Brentwood produce at their markets and restaurants when they shop for food."

State Senator Tom Torlakson, County Supervisor Mary Piepho and Taylor all attended the celebration and enjoyed a breakfast of roasted corn and figs, fresh local cheese and eggs, peaches and plums. John Silveria, the Executive Director of the Pacific Coast Farmers' Market Association and a Brentwood resident, presided over the occasion.

"With the consumer demand for fresh, local fruits and vegetables and an increasing excitement about our agricultural heritage, the Brentwood Farmers' Market has come of age," said Silveria. "We're seeing incredible energy at the downtown Saturday market this year."

This month, the Community Alliance with Family Farmers launched a Bay Area Buy Fresh Buy Local campaign to market the family farms and local food in the nine Bay Area counties. The Brentwood region of Contra Costa is the first Bay Area region to create its own unique and distinctive Buy Fresh Buy Local logo. This month, CAFF rolled out the first "Buy Fresh Buy Local Food Guide" that lists local farms, restaurants and retailers that sell local food.

More than 50 farmers, retailers and institutions have signed up for the Brentwood Buy Fresh Buy Local marketing campaign. Participating farmers can use the logo and additional material to promote and market their products statewide. Partner restaurants and retailers will also display the Brentwood Buy Fresh Buy Local logo on their menus and shelves to identify the source of the fruits and vegetables they sell.

John Muir Health has signed up as the first institutional Buy Fresh Buy Local partner, committing to purchase fresh fruits and vegetables from local farmers for their hospitals and cafeterias.

For additional information about Brentwood farmers or to get a copy of the "Buy Fresh Buy Local Food Guide," visit www.brentwoodaglandtrust.org, www.harvest4you.com or www.caff.org.