



FOR IMMEDIATE RELEASE

Contact: Xanna Prentice, 352.469.6127

Email: xanna@foginfo.org

Wells Fargo to Present Check to Expand Local Food Security Project at Fall Harvest Festival

(Gainesville, FL. – November 16, 2017) – On Saturday November 18th, at the Alachua County Farmer’s Market Fall Harvest Festival, Wells Fargo Business Banking Relationship Manager Scott Hansis will present a \$5,000 check to Florida Certified Organic Growers and Consumers’ (FOG) to support and expand the organization’s Local Food Security Project.

In addition to the check presentation, there will be live music, free cooking demonstrations by the UF/IFAS Extension Family Nutrition Program showing how to make a cost-effective, quick, and healthy meal using produce from the farmer’s market, raffles to win baskets of market goods, deals on fruits and vegetables from 30+ local vendors, and a Learning Garden Kid Space with activities for all ages. The check presentation will occur at 9:30 AM. The Festival and the Market will be held at 5920 NW 13th Street in Gainesville.

FOG has been the recipient of this donation four previous times, and has consistently utilized it to maintain Supplemental Nutrition Assistance Program (SNAP) booths at farmers’ markets throughout Alachua County. FOG’s Local Food Security Project is organized to provide a way for SNAP recipients to spend Electronic Benefits Transfer (EBT) on tokens which can then be used to purchase locally-produced, nutritious food. In addition to improving healthy eating habits for low-income members of the community, FOG’s Local Food Security Project generates revenue for local farms and producers.

FOG’s Local Food Security Project staff also operates SNAP/EBT booths at the Union Street Farmers’ Market and the Alachua County Farmers’ Market.

Thanks to the Wells Fargo donation, FOG’s Local Food Security Project will also establish and operate a SNAP/EBT program for the new Department of Health Farmer’s Market. With Wells

Fargo support and through the Local Food Security Project, it will expand to support customers with SNAP benefits.

Additionally in 2017 – 2018, the Local Food Security Project will implement a promotional plan for the Alachua County Farmers' Market to increase the number of community members served by their flourishing Fresh Access Bucks (FAB) program. FAB markets increase the purchasing power of SNAP by doubling the tokens a SNAP-customer can spend at that specific market on Florida-grown fruits and vegetables. The Alachua County Farmers' Market is one of the oldest FAB market partners and as a producer-only market, can boast over 30 local vendors who grow their own produce and accept SNAP tokens. Using the Wells Fargo donation, the Local Food Security Project will host community outreach events to increase awareness of the market's FAB program, and also hold cooking demonstrations and nutrition education workshops at the market on Saturday mornings. Information about these and other market events will be posted at www.441market.com.

More information about FAB and a list of the markets which double SNAP dollars in the state of Florida can be found at www.freshaccessbucks.com.

###

About Florida Certified Organic Growers and Consumers, Inc.

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG is a nonprofit that supports and promotes organic and sustainable agriculture by coordinating programming and conducting educational outreach that benefits farmers, future farmers, consumers, businesses, policy makers, researchers, and students of all ages. For more information, please visit www.foginfo.org or call **352.377.6345**.