

**GET FRESH.**  
**BUY LOCAL.**  
2010 CAMPAIGN SUMMARY



## Summary

In the spring of 2009, North Star Marketing was hired by the Rhode Island Department of Environmental Management Division of Agriculture (RI DEM/DAG) utilizing a \$79,017 grant to develop and implement a statewide promotional campaign to increase consumer awareness of the availability of RI grown specialty crops. With year one focused on laying the groundwork for the campaign, it was important to develop a strong identity for RI specialty crops, and so North Star Marketing first set out to create the *Get Fresh. Buy Local* brand and logo. We then worked closely with RI DEM/DAG to develop other creative concepts, copy, and design and lay out for all campaign materials, including:

- Website
- T-shirts
- Buttons
- Bumper Stickers
- Reusable Grocery Bags
- Produce Stickers
- Banners
- Farmers Market Handouts
- Signage for Markets/Stands
- Ads
- Emails

North Star assisted in orchestrating and publicizing the *Get Fresh. Buy Local* campaign launch with Governor Carcieri at Agriculture Day 2009, and worked to raise campaign awareness among local media throughout the year. Coverage ranged from kick off news to an NPR story to an NBC 10 business segment – concluding with a Providence Journal op-ed at the season's end. North Star also wrote letters and newsletter copy about the effort, launched and maintained campaign Twitter and Facebook pages, and relied on local farmers to utilize campaign collateral pieces at their own stands to help spread the word about the campaign across RI.

In the spring of 2010, North Star Marketing was again retained by the RI DEM/DAG utilizing a \$75,000 grant to build upon the foundation of this integrated statewide marketing campaign established in 2009. The goal of the campaign continues to be increasing the awareness of RI grown specialty crops statewide.

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## Approach

Applying lessons learned from 2009 – namely not relying on farmers to play an active campaign role (distribute campaign materials, be available for media etc.) as hectic growing season schedules hindered their participation – we realized an alternate approach was needed. We had to devise another means of securing the public's attention. To that end, we researched, identified, and reached out to targeted RI organizations to help get the campaign word out. Partnerships were formed with groups such as Farm Fresh Rhode Island and Dave's Marketplace, RI's largest independent grocery chain with eight stores. It was also important to reach beyond the State's farmers market audience – as that group likely already embraced the campaign. This led to creation of the Fresh Fanatics, *Get Fresh. Buy Local* fruit and veggie mascots. Introduced at 2010 Agriculture Day festivities and captured in projo.com Agriculture Day footage, the trio proceeded to travel to targeted statewide events throughout the season – conversing with young and old and posing for photos while educating the public about the campaign by distributing campaign materials. [Local event requests are still coming in due to the Fanatics' growing popularity.] We have secured local press throughout the season for many of their appearances, including local farms and groups in media opportunities when applicable.

2010 campaign activities have included:

- Meetings with the RI DEM/DAG team RE: 2010 objectives and strategy, including the annual Farmers Market Association Meeting (presented campaign overview/material hand outs; compiled membership contact listing)
- Communications/meetings with Farm Fresh RI (secured link to campaign on Farm Fresh RI site; *Get Fresh* logo on farmers market bookmarks); Dave's Marketplace (researched/facilitated production of *Get Fresh*/Dave's T-shirts for Agriculture Day; for sale @ Dave's Gift Baskets in East Greenwich, RI; and for sale

@ all Dave's stores in August; provided signage promoting the shirts); Whole Foods (Fresh Fanatics attended their North Main St. farmers market); and Newport Vineyards (provided *Get Fresh* materials for their in-store displays)

- Researched various vendors/pricing for campaign materials such as T-shirts, reusable grocery bags and updated campaign vendor sheet available online. Facilitated production of *Get Fresh. Buy Local* reusable grocery bags for RI farmer markets and provided to The Rhode Show for a 7/30 feature as a summer time "must have")
- Agriculture Day planning/prep/attendance/media outreach/follow up (including Fresh Fanatics launch, resulting data base updates)
- Updated/provided campaign materials to local groups/farms for various events, including the FFA; Healthy Eating Fair/Aquidneck Island; The Rhode Island Farm, Vine, and Sea to Table press luncheon at NYC's James Beard House; Confreda Green House & Farm; the Grist Mill; the Washington County Fair
- Researched/coordinated/planned/facilitated Fresh Fanatics' attendance at statewide events (including Fresh Fanatics training session) and developed/distributed to media event photo captions
- Developed/launched nine e-mail alerts (Farm viability grant proposals/GAP training/Ag Day/farmer training; Ag Day 2010 and 5/1 Fruit Growers Workshop; post Ag Day e mail alert; Grist Mill Summer Festival alert; NOFA CRAFT farmer training workshop)
- Drafted/posted social media
- Purchased hosting and Get FreshBuyLocal.org URL for one year and coordinated website revamp with web developer, made content/layout changes, including new "news" page
- Fresh Fanatics attendance at 16 statewide events, resulting in the distribution of over 4,500 campaign items and placements in 15 media outlets.

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## Campaign Goals

In year two, our goals continued to be raising statewide awareness of and interest in RI grown specialty crops via collaboration with local organizations and events – and dissemination of campaign materials in an effort to drive consumers to RI farmers markets and farm stands.

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## Outcomes

By focusing less on attendance and campaign positioning at farmers markets (a target during year one) and more on mainstream statewide events, we were able to reach a broader cross section of the RI public who were not necessarily advocates of the campaign and farmers markets. Our goal was to raise awareness/drive attendance to a market and make them advocates. Today, RI farmers markets are as strong and popular as ever with increasing attendance and - in spite of the economic recession - an upswing in farms coming online and agricultural products being sold. Public outreach about the campaign has been further supported by a combination of our strategic local partnerships (Dave's Marketplace's purchased 3,000 *Get Fresh*/Dave's T-shirts in total), website enhancements, another series of email alerts and continued campaign social media communications to more and more campaign followers (the campaign's Twitter and Facebook pages currently have a combined fan base of 1,103, a growth of 37 percent for this year.)

### Statewide Events

The following are events the Fresh Fanatics attended across the State this season as well as a breakdown of campaign materials disseminated at each. Over 4,500 campaign items were distributed to the public this season.

Event	Location	Date (2010)	Get Fresh Pins	Get Fresh Stickers	About Campaign Sheets/ Press Kits	Get Fresh Farmers Markets Handouts	Get Fresh Bumper Stickers	Farm Fresh RI/Get Fresh Bookmarks
Four Corners Herb & Garden Festival	The Soule-Seabury House, Tiverton	5/29	20	10	0	0	7	75
Fort Adams Family Day Parade	Fort Adams State Park, Newport	6/5	25	0	0	50	2	150
Rhody 5K	Twin River Casino, Lincoln	6/6	20	0	0	50	5	100
Federal Hill Stroll	Providence	6/8	12	0	0	50	0	75
East Greenwich Main St. Stroll	Main Street, East Greenwich	6/10	24	0	5	100	17	112
Gaspee Days	Warwick	6/12	9	50	0	100	18	200
National Guard Air Show	National Guard Base, Quonset	6/26 & 6/27	0	0	0	409	0	0
4th of July Parade	Bristol	7/5	0	200	0	363	38	129
Kenyon Grist Mill	Kenyon's Grist Mill	7/24	0	0	0	31	62	139
Confreda Greenhouse & Farm Tomato Festival	Cranston	7/31	0	30	0	0	0	70
Confreda Greenhouse & Farm Corn Festival	Cranston	8/7	0	30	0	1	0	72
Washington County Fair	Rt. 12, Richmond	8/14	0	400	4	500	37	497
Whole Foods	North Main Street, Providence	8/16	0	15	3	40	8	25
Charlestown Farmers Market	Cross Mills Library, Charlestown	8/27	0	0	2	60	20	46
Broad Street Farmers Market	Providence	8/28	0	0	0	1	0	28
Ferolbink Farm Preservation Press Conference	Tiverton	9/10	0	0	0	0	0	0
<b>TOTAL</b>			<b>110</b>	<b>735</b>	<b>14</b>	<b>1755</b>	<b>214</b>	<b>1718</b>

## Website

The website ([www.getfreshbuylocal.org](http://www.getfreshbuylocal.org)) was revamped to remove the links to PDF and allow for increased search optimization. The copy and images were revised on four pages and five new pages were added to the site including:

- A Fresh Fanatics page that provided a calendar to the public of where the Fresh Fanatics would be on given dates.
- A news page with a content management tool that allowed the team to post ongoing news items and photos pertinent to the campaign.
- A direct link in the top navigation to the campaign's Facebook page (currently has 388 fans) that allowed visitors to join our group and stay up to date with ongoing news and events.
- An Email Sign-up form was added to allow visitors to sign up for ongoing communication.
- A Farmers Market downloadable schedule was added that allowed the public to print an easy-to-read listing of farmers market by day of the week.
- A page of helpful links from around the agricultural industry to drive traffic and awareness of different organizations and groups.
- A partners page that showcased those organizations that played an important role in promoting *Get Fresh. Buy Local.*
- An updated marketing materials page with pricing and details on how farms could purchase and use promotional materials.

The goal of the website continues to be serving as an overall informational resource for the public, driving them to the email form or the campaign Facebook and Twitter pages for ongoing updates.

## Email

We developed, designed and launched a total of nine HTML emails this year as a strategic cost-efficient means of relationship building, maintaining visibility and momentum with RI consumers, and keeping the *Get Fresh. Buy Local* campaign and related activities top of mind with local consumers.

Emails continued to be important to make the farmers aware of the program and how they could participate and the RI DEM/DAG has successfully communicated with farmers and farmers market managers via email in the past. We continued to build on this success by using an email tool that sends HTML and images and links to supporting documents, and provides tracking capabilities so that the RI DEM/DAG would know who was interested in specific information. Up to 44 percent of people receiving the emails opened them and up to 24 percent clicked through for more information. We were able to utilize this tactic to keep people aware of agricultural events and farmers market and farm stand news and drive consumers to join our community on Facebook and Twitter.

Email also enabled us to continue to provide timely, important information to farmers – such as details on key workshops and trainings. Below is a summary.

Name	Date Sent (2010)	Emails Sent	Open Rate	Deliverability Rate	Unique Click-Through Rate
NOFA Growing Workshop	9/15	377	23.51	98.14	2.70
Ferolbink Farm	9/8	384	29.57	96.88	1.61
Kenyon Grist Mill 2010	6/30	389	42.97	96.92	6.63
RI Craft	6/21	338	35.49	95.86	2.78
Post Ag Day 2010	5/27	399	33.86	95.49	9.71
Celebrate Ag Day	5/12	382	34.79	95.55	4.66
Fruit Grower's Workshop	4/27	348	36.72	96.26	2.39
Ag Day 2010	4/9	383	38.73	98.43	11.41
Farm Viability/Grant RFP/GAP Training 2010	3/2	350	44.21	96.29	24.63

## Social Media

Facebook and Twitter have continued to be major contributors to the success of the *Get Fresh. Buy Local.* campaign as a quick, effective, cost-conscious way to reach consumers and build awareness about the campaign. Since their creation we have been able to accrue:

- 388 fans on Facebook
- 715 followers on Twitter

There were a total of 52 Facebook posts and 54 Twitter posts published this year with updates at a frequency of one to two per week for both outlets. Our social media following, with a combined fan base of 1,103, have increased by 37 percent this year, a significant swell which can be attributed to the multimedia content of our posts. They included photos, videos, links, general updates and calls to action which encouraged visitors to return and also engage in conversation with us. Facebook and Twitter was the ideal outlet to promote our Fresh Fanatics as well through photos and short status updates as they traveled throughout the State to various events. Below is a full list of the Facebook and Twitter posts published this year.

## Facebook

Date	Post	Link/Notes
1/7	Don't miss the exhibit of RI's local bounty from edible Rhody – Saturdays, 11-2, Jan 15-Feb 27 at the Wintertime Farmers Market, Hope Artiste Village, Pawtucket	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=29">http://www.farmfresh.org/food/farmersmarkets_details.php?market=29</a>
1/22	6th Annual RI Local Food Forum takes place February 3. Farmers, chefs, schools, restaurateurs & more will share best practices for local sourcing & ways to develop our local food system. RSVP Today!	<a href="http://www.farmfreshri.org/about/localfoodforum.php">http://www.farmfreshri.org/about/localfoodforum.php</a>
2/1	New England FarmWays invites you to join them on March 3 at Gouveia Vineyards in Wallingford, CT for a special day designed to help farmers grow more profitable farm destinations.	<a href="http://www.rifarmways.org/index.cfm?fuseaction=enews.article&amp;mailing_id=118&amp;issue=118&amp;ea=Elena@fortheloveofmarketing.com&amp;xfa=enews.article&amp;article_id=234&amp;CFID=10312866&amp;CFTOKEN=29276830&amp;jsessionId=6030fdb4d0a2e92a8b19493f2e117dd29153">http://www.rifarmways.org/index.cfm?fuseaction=enews.article&amp;mailing_id=118&amp;issue=118&amp;ea=Elena@fortheloveofmarketing.com&amp;xfa=enews.article&amp;article_id=234&amp;CFID=10312866&amp;CFTOKEN=29276830&amp;jsessionId=6030fdb4d0a2e92a8b19493f2e117dd29153</a>
2/9	The best way to know what you are eating is to talk to a farmer! Read this recent article from ecoRI.	<a href="http://www.ecori.org/opinion/">http://www.ecori.org/opinion/</a>
2/12	The sixth annual Food Forum focused on buying locally to help R.I. economy and your health! Read more now!	<a href="http://www.ecori.org/food-sustainability-faces-phen/">http://www.ecori.org/food-sustainability-faces-phen/</a>
2/19	Noah Fulmer, director of Farm Fresh Rhode Island, talks with ecoRI about ongoing efforts to make fresh, healthy & local food more accessible throughout RI.	<a href="http://www.ecori.org/storage/Interview%20w%20Noah%20Fulmer.wav">http://www.ecori.org/storage/Interview%20w%20Noah%20Fulmer.wav</a>
2/23	Feb 24, 7-9pm: Screening of Food, Inc hosted by Richmond Farmers' Market @ Clark Mem. Library: 7 Pinehurst Dr, Carolina, RI	<a href="http://www.farmfresh.org/learn/events.php?zip=06489&amp;year=2010&amp;month=2#397">http://www.farmfresh.org/learn/events.php?zip=06489&amp;year=2010&amp;month=2#397</a>
3/10	Richmond Farmers Market seminar on Sustainable Agriculture 3/24 at 7 pm at Clark Memorial Library, 7 Pinehurst Drive, Carolina.	<a href="http://www.richmondrifarmersmarket.com/">http://www.richmondrifarmersmarket.com/</a>
3/24	Community Screening of FRESH the Movie at Award-Winning Local 121, March 30! Dinner and buffet of local food is \$12. Doors open at 6, film begins at 7.	<a href="http://action.freshthemovie.com/o/5958/p/salsa/event/common/public/?event_KEY=18727">http://action.freshthemovie.com/o/5958/p/salsa/event/common/public/?event_KEY=18727</a>
3/31	Annual Easter Egg Hunt at Confreda's Farm on April 3 at 1:00 pm. Kids can hunt for eggs, participate in a gardening activity and take home their very own newly planted seedling in a pot. The Easter Bunny will be hopping by for a visit, so don't forget your camera! Rain date: April 10.	<a href="http://www.confreda.net/">http://www.confreda.net/</a>

4/7	Rain storm hit before season begins. Turf & Dairy Farms, Spring Flowers ok after last weeks storms -Ken Ayars, ProJo, 4/5/10.	<a href="http://www.projo.com/news/content/FLOOD_DIGEST_5_04-05-10_LSI03FO_v20.3976b20.html">http://www.projo.com/news/content/FLOOD_DIGEST_5_04-05-10_LSI03FO_v20.3976b20.html</a>
4/13	RI Agriculture Day is 5/13 from 11:30 a.m.-6 p.m. @ the State House! The public's invited to join Gov. Carcieri, legislative leaders, agencies, & farm orgs! For more information, contact Ron Newman: 401.222.2781 x4518/ron.newman@dem.ri.gov.	
4/14	4/17: Save The Bay's 3 <sup>rd</sup> Annual Green Landscaping Workshop & Market. 9am-12pm @ Save The Bay Center, PVD	<a href="http://www.savebay.org/Page.aspx?pid=1112">http://www.savebay.org/Page.aspx?pid=1112</a>
4/19	Attend the annual SNGPG Growers Seminar @ Frerichs Farm in Warren! Long Gourd plants; free potted Free food, brochures, & door prizes! 4/25 from 12-3 p.m. @ 43 Kennicutt Ave., Warren, RI, R.S.V.P. by 4/20 @ michaelj.oliver@yahoo.com/401.253.0457	
4/21	Visit the Springtime Farmers Market @ Hope Artiste Village in Pawtucket. Saturdays 11AM-2PM.	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=29">http://www.farmfresh.org/food/farmersmarkets_details.php?market=29</a>
4/23	Find out what's in season this spring! Be sure to <i>Get Fresh. Buy Local.</i>	<a href="http://www.ediblecommunities.com/rhody/what-s-in-season/spring.htm">http://www.ediblecommunities.com/rhody/what-s-in-season/spring.htm</a>
4/28	RI Agricultural Partnership Listening Session Tonight. Help envision the future of farming in RI. N. Smithfield Heritage Assoc	<a href="http://www.farmfresh.org/learn/events.php?zip=02865">http://www.farmfresh.org/learn/events.php?zip=02865</a>
5/5	Look for <i>Get Fresh. Buy Local</i> on Rhody Fresh Whole Milk! Now in stores!	<a href="http://rhodyfresh.com/">http://rhodyfresh.com/</a>
5/12	RI DEM/Div. of Agriculture will host RI Agriculture Day TOMORROW from 11:30am to 5pm at the State House! Exhibitors include farms and land trusts, as well as government and non-profit agencies that work with farmers. Visit <a href="http://www.dem.ri.gov">www.dem.ri.gov</a> for more info!	
5/13	Agriculture Day 2010 (photo upload)	
5/14	Agriculture Day 2010 (photo upload)	
5/14	Visit <a href="http://www.Projo.com/videos/">www.Projo.com/videos/</a> to see video from Ag Day 2010!	
5/14	Ag Day was a success! Thank you to everyone who came out to the State House to promote local farms and support RI grown food! Check out our pictures to meet the Fresh Fanatics and be sure to visit Dave's Gift Baskets in East Greenwich to buy your I Got Fresh in RI t-shirt!	<a href="http://www.davesgiftbaskets.com/davesGBOrders/pages/cfhome.cfm">http://www.davesgiftbaskets.com/davesGBOrders/pages/cfhome.cfm</a>
5/25	Friday night marked the kick-off of the Providence Healthy Corner Store Initiative which is working to bring a greater variety of fresh, locally grown vegetables to neighborhood stores. The event, "Iron Chef: Providence," gave students 45 minutes and a budget of \$10 to prepare healthy dishes from raw ingredients found ...in their neighborhood corner store. The winning team prepared a black bead and corn quesadilla with avocado and salsa - yum!	<a href="http://ejlri.wordpress.com/our-work/healthy-corner-store-initiative/">http://ejlri.wordpress.com/our-work/healthy-corner-store-initiative/</a>
5/27	Do you know what time it is?? Time for Rhode Islander's to Get Fresh and Buy Local by supporting farmers and farmer's markets! Many markets are open for the season! For a complete list of markets	<a href="http://www.farmfresh.org">www.farmfresh.org</a>

	open now visit the Farm Fresh RI website!	
5/28	The Fresh Fanatics will be supporting others with a green thumb this weekend at the Tiverton Four Corners Garden & Herb Festival from 10am - 4pm. This annual community event marks the start of the growing season where visitors will find local growers selling annuals, perennials, herb and vegetable plants, as well as handmade crafts, garden ornaments, birdhouses and more!	<a href="http://tivertonfourcorners.com/calendar/2010/03/annual-four-corners-garden-herb-festival/">http://tivertonfourcorners.com/calendar/2010/03/annual-four-corners-garden-herb-festival/</a>
6/9	Come visit the Get Fresh. Buy Local booth at the East Greenwich Main Street Stroll featuring the 35th Annual Navy Day Parade this Thursday from 5pm-8pm! The Fresh Fanatics will be there handing out farmers market schedules and other fun materials so stop by!	<a href="http://www.shopeastgreenwich.com">www.shopeastgreenwich.com</a>
6/11	Inner-city students put their green thumbs to work. Every Wednesday afternoon since October, Christian Nelson has donated his time to teach Reservoir Avenue Elementary School students the finer points of gardening. The students, under the tutelage of their after-school volunteer, are now caring for corn, carrots, potatoes, onions, garlic, tomatoes, beans, watermelon, raspberries, strawberries and two apple trees. Yay team!	<a href="http://www.ecori.org/inner-city-students/">http://www.ecori.org/inner-city-students/</a>
6/16	This week @ the market: SUGAR SNAP PEAS! Garlic scapes, green garlic, chard, kale, lettuce, strawberries, rhubarb, herbs, flowers and more!	
6/16	Check out what the Fresh Fanatics have been up to!	
6/18	Try out your own community garden at home! Everyone who shares in the work gets to enjoy to harvest, and you'll have more fresh and healthy veggies to choose from daily. June is a great time to plant carrots and beets.	<a href="http://www.ecori.org/communal-gardening-cultivates/">http://www.ecori.org/communal-gardening-cultivates/</a>
7/2	Check out the Fresh Fanatics at the RI National Guard Air Show last weekend!	
7/6	Be sure to stop by Confreda Greenhouses & Farms to pick up native sweet corn which is now available!	
7/9	There are 18 farmers markets across the state this weekend! Find one near you now.	<a href="http://www.dem.ri.gov/programs/bnatres/agricult/pdf/rimarkets.pdf">http://www.dem.ri.gov/programs/bnatres/agricult/pdf/rimarkets.pdf</a>

7/13	Take a break from the heat with no cook meals! Pick out colorful tomatoes and green beans for a pretty green bean and tomato salad!	<a href="http://smittenkitchen.com/2008/05/green-bean-and-cherry-tomato-salad/">http://smittenkitchen.com/2008/05/green-bean-and-cherry-tomato-salad/</a>
7/15	Broad Street Farmers Market opens Saturday 9am-12pm, 807 Broad Street, Providence. Come by for greenhouse grown-fruits, Asian veggies and more! Check out the link for a complete list of what's available!	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=3">http://www.farmfresh.org/food/farmersmarkets_details.php?market=3</a>
7/23	The Fresh Fanatics are going to the Kenyon Grist Mill Summer Festival this weekend in Usquepaugh, RI! Come taste some delicious local samples of what RI has to offer.	
7/26	Last weekend's Summer Fest was great! If you missed out, check out our photos...	
7/28	Real men eat fruit! Macho chef Tom Colicchio whips up a monster meal and discusses why locally grown foods are beneficial:	<a href="http://www.menshealth.com/men/nutrition/food-for-fitness/nutritional-benefits-of-local-food/article/47c74e03f8e9a110VgnVCM10000013281eac">http://www.menshealth.com/men/nutrition/food-for-fitness/nutritional-benefits-of-local-food/article/47c74e03f8e9a110VgnVCM10000013281eac</a>
7/30	Blueberries are blooming and peaches are next! Picking your own fruit is a great summertime activity especially for the kids.	<a href="http://www.pickyourown.org/RI.htm">http://www.pickyourown.org/RI.htm</a>
8/2	The Fresh Fanatics celebrated all things tomato at the Confreda Tomato Festival last Saturday!	
8/9	The Fresh Fanatics were back at Confreda last weekend for the Corn Festival! Check out our photos...	
8/11	Be sure to get some ripe plums at Old Sawmill Farm in Coventry, opens daily at 9am.	<a href="http://www.farmfresh.org/food/farm.php?farm=729">http://www.farmfresh.org/food/farm.php?farm=729</a>
8/13	The Fresh Fanatics will be celebrating the history of agriculture in New England at the Washington County Fair on Saturday! Come on out and bring your cameras! It will be fun for the whole family.	<a href="http://www.washingtoncountyfair-ri.com/">http://www.washingtoncountyfair-ri.com/</a>
8/16	The Fresh Fanatics are going to the Whole Foods farmers market in Providence this afternoon. Whole Foods is collecting donations to put salad bars in public schools. Please come show your support!	
8/18	Zucchini is in sprouting up in gardens and farms across the state. Make it your main dish tonight with this yummy recipe for Zucchini Ratatouille	<a href="http://palachinka.blogspot.com/2010/01/ratatouille.html">http://palachinka.blogspot.com/2010/01/ratatouille.html</a>
8/18	check out our new photos from Whole Foods in Providence on Monday!	
8/23	Have you ever eaten a flower? Try some squash flower fritters served with fresh zucchini soup.	<a href="http://desertcandy.blogspot.com/2007/08/soup-made-of-ladies.html">http://desertcandy.blogspot.com/2007/08/soup-made-of-ladies.html</a>
8/27	The Fresh Fanatics were spotted at the Charlestown Farmers Market this morning! They will be at the Broad Street Farmers Market in Providence early tomorrow morning. Bring your cameras and reuseable shopping bags!	
8/30	Summer in Providence means time for peaches! They're ripe and ready at the downtown farmers market open Fridays from 11-2.	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=13">http://www.farmfresh.org/food/farmersmarkets_details.php?market=13</a>
9/3	Use all of your farm fresh vegetables (eggplant, tomatoes, bell peppers - yum!) in this recipe for vegetable stew.	<a href="http://www.eggplantrecipes.net/">http://www.eggplantrecipes.net/</a>

9/8	As we reach the end of blueberry season, try tossing some into Kenyon's Grist mill old fashioned muffin mix for a berry-yummy breakfast!	<a href="http://www.kenyonsgristmill.com/home.html">http://www.kenyonsgristmill.com/home.html</a>
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## Twitter

Date	Post	Link/Notes
1/7	Exhibit of RI's local bounty on Saturdays 11-2 from 1/15-2/27 at the Wintertime Farmers Market, Pawtucket	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=29">http://www.farmfresh.org/food/farmersmarkets_details.php?market=29</a>
1/22	6 <sup>th</sup> Annual RI Local Food Forum – Feb 3. Share best practices in local sourcing & ways to develop our local food system. RSVP Now.	<a href="http://www.farmfreshri.org/about/localfoodforum.php">http://www.farmfreshri.org/about/localfoodforum.php</a>
2/1	NE FarmWays invites you to join them on March 3 at Gouveia Vineyards in CT for a special day designed to help farmers grow more profitable farm destinations.	<a href="http://www.rifarmways.org/index.cfm?fuseaction=enews.article&amp;mailing_id=118&amp;issue=118&amp;ea=Elena@fortheloveofmarketing.com&amp;xfa=enews.article&amp;article_id=234&amp;CFID=10312866&amp;CFTOKEN=29276830&amp;jsessionid=6030fdb4d0a2e92a8b19493f2e117dd29153">http://www.rifarmways.org/index.cfm?fuseaction=enews.article&amp;mailing_id=118&amp;issue=118&amp;ea=Elena@fortheloveofmarketing.com&amp;xfa=enews.article&amp;article_id=234&amp;CFID=10312866&amp;CFTOKEN=29276830&amp;jsessionid=6030fdb4d0a2e92a8b19493f2e117dd29153</a>
2/5	The 6 <sup>th</sup> annual Food Forum focused on buying locally to help R.I. economy and your health! Read more now!	<a href="http://www.ecori.org/food-sustainability-faces-phen/">http://www.ecori.org/food-sustainability-faces-phen/</a>
2/12	Noah Fulmer, director of Farm Fresh RI, talks with ecoRI about ongoing efforts to make fresh & local food more accessible throughout RI.	<a href="http://www.ecori.org/storage/Interview%20w%20Noah%20Fulmer.wav">http://www.ecori.org/storage/Interview%20w%20Noah%20Fulmer.wav</a>
2/19	Wintertime Farmers Market open this Saturday 11-2; Hope Artiste Village, Pawtucket, RI	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=29">http://www.farmfresh.org/food/farmersmarkets_details.php?market=29</a>
2/23	Feb 24, 7-9pm: Screening of Food, Inc hosted by Richmond Farmers' Market @ Clark Mem. Library: 7 Pinehurst Dr, Carolina, RI	<a href="http://www.farmfresh.org/learn/events.php?zip=06489&amp;year=2010&amp;month=2#397">http://www.farmfresh.org/learn/events.php?zip=06489&amp;year=2010&amp;month=2#397</a>
3/10	Sustainable Agriculture Seminar 3/24 at 7 pm @ Clark Memorial Library, 7 Pinehurst Dr, Carolina.	<a href="http://www.richmondrifarmersmarket.com/">http://www.richmondrifarmersmarket.com/</a>
3/24	Farm Viability Grant Funds Deadline: March 31 \$150,000 in Farm Viability Grant Funds are available for the purpose of enhancing the Competitiveness of Specialty Crops from in Rhode Island.	<a href="http://www.dem.ri.gov/programs/bnatres/agricult/pdf/fvg2010.pdf">http://www.dem.ri.gov/programs/bnatres/agricult/pdf/fvg2010.pdf</a>
3/26	Community Screening of FRESH the Movie at Award-Winning Local 121, March 30! Dinner and buffet of local food is \$12. Doors open at 6, film begins at 7.	<a href="http://action.freshthemovie.com/o/5958/p/salsa/event/common/public/?event_KEY=18727">http://action.freshthemovie.com/o/5958/p/salsa/event/common/public/?event_KEY=18727</a>
3/31	Annual Easter Egg Hunt at Confreda's Farm on April 3 at 1:00 pm. Egg hunt, gardening activities & Easter Bunny! Rain date: April 10.	<a href="http://www.confreda.net/">http://www.confreda.net/</a>
4/7	Rain storm hit before season begins. Turf & Dairy Farms, Spring Flowers ok after last weeks storms –Ken Ayars, ProJo, 4/5/10.	<a href="http://www.projo.com/news/content/FLOOD_DIGEST_5_04-05-10_LSI03FO_v20.3976b20.html">http://www.projo.com/news/content/FLOOD_DIGEST_5_04-05-10_LSI03FO_v20.3976b20.html</a>
4/9	Springtime Farmers Market @ Hope Artiste Vill. In Pawtucket. Saturdays 11AM-2PM.	<a href="http://www.farmfresh.org/food/farmersmarkets_details.php?market=29">http://www.farmfresh.org/food/farmersmarkets_details.php?market=29</a>
4/13	RI Ag Day 5/13 @ State House! Public invited! Contact Ron Newman: 401.222.2781 x4518/ron.newman@dem.ri.gov.	
4/14	Look for <i>Get Fresh. Buy Local</i> on Rhody Fresh Whole Milk! Now in stores!	<a href="http://rhodyfresh.com/">http://rhodyfresh.com/</a>
4/16	4/17: Save The Bay's 3 <sup>rd</sup> Annual Green Landscaping	<a href="http://www.savebay.org/Page.aspx?pid=1112">http://www.savebay.org/Page.aspx?pid=1112</a>

	Workshop & Market. 9am-12pm @ Save The Bay Center, PVD	
4/19	Annual SNGPG Growers Seminar 4/25 @ Frerichs Farm in Warren! R.S.V.P.: michaelj.oliver@yahoo.com/401.253.0457.	
4/21	4/22 @ 6:30pm: Fresh: The Movie – Learn how people all across U.S. working to create a new model for modern agriculture. PVD Public Library.	<a href="http://www.letsretakeourplates.com/films/fresh.php">http://www.letsretakeourplates.com/films/fresh.php</a>
4/23	Find out what's in season this spring! Be sure to <i>Get Fresh. Buy Local.</i>	<a href="http://www.ediblecommunities.com/rhody/what-s-in-season/spring.htm">http://www.ediblecommunities.com/rhody/what-s-in-season/spring.htm</a>
4/28	RI Agricultural Partnership Listening Session Tonight. Help envision the future of farming in RI. N. Smithfield Heritage Assoc	<a href="http://www.farmfresh.org/learn/events.php?zip=02865">http://www.farmfresh.org/learn/events.php?zip=02865</a>
4/30	Sweet Berry Farm now open! 100 acres of farmland in Middletown. Seasonal fresh fruits, vegetables & flowers.	<a href="http://sweetberryfarmri.com/">http://sweetberryfarmri.com/</a>
5/12	DEM to host RI Ag Day @ State House TOMORROW 11:30am - 5pm! Come out and support RI agriculture! Visit <a href="http://www.dem.ri.gov">www.dem.ri.gov</a> for more info!	<a href="http://www.dem.ri.gov">www.dem.ri.gov</a>
5/13	Check out pics of our Agriculture Day booth @ the State House on Facebook!	<a href="http://dld.bz/dsKx">http://dld.bz/dsKx</a>
5/14	Ag Day was a success! Thanks for coming out to support RI grown food! See our pics at <a href="http://dld.bz/dKFX">http://dld.bz/dKFX</a> and video at <a href="http://www.projo.com/video">www.projo.com/video</a>	<a href="http://dld.bz/dKFX">http://dld.bz/dKFX</a> <a href="http://www.projo.com/video">www.projo.com/video</a>
5/25	RI students cook up a storm at "Iron Chef: Providence," the kick-off event of the Prov. Healthy Corner Store Initiative.	<a href="http://dld.bz/eTSG">http://dld.bz/eTSG</a>
5/27	Check out this recipe for a fresh spring dish, carrot-radish salad w/ lime & cilantro - using local veggies of course!	<a href="http://dld.bz/eTSg">http://dld.bz/eTSg</a>
5/28	Come meet the Fresh Fanatics this Saturday at the Tiverton Four Corners Garden & Herb Festival from 10am-4pm!	
6/9	The Fanatics are coming to East Greenwich! Come see the Fresh Fanatics Thursday from 5-8pm @ the Main Street Stroll EG / Navy Day Parade!	
6/10	This week @ the market - strawberries, asparagus, kale, leeks, lettuces galore, rhubarb, onions & peas! Fore more	<a href="http://dld.bz/g3he">http://dld.bz/g3he</a>
6/11	The Fanatics are going Gaspee! Sat. 12-2pm the Fanatics will be handing out market schedules and other fun items @ the Gaspee Days Parade!	
6/16	This week @ the market: SUGAR SNAP PEAS! Garlic scapes, green garlic, chard, kale, lettuce, strawberries, rhubarb, herbs, flowers and more!	
6/17	DID YOU KNOW RI Farms are leading the nation in value of crops per grown acre? RI farms earned \$66 million in '09!	<a href="http://dld.bz/hum8">http://dld.bz/hum8</a>
6/18	Providence outdoor markets are now open! Stop by, meet the farmers, and get fresh in RI! To find a Prov. market near you:	<a href="http://dld.bz/g3he">http://dld.bz/g3he</a>
6/23	Look for the Fresh Fanatics at the RI National Guard Show this weekend! Come take a photo with your favorite vegetable friends!	
7/2	The Fresh Fanatics promoted farmers markets at the RI National Guard Air Show last weekend! Check out	

	photos on our facebook page!	
7/3	Pick your own locally grown strawberries, peaches and watermelons for your Independence Day celebration!	
7/4	The Fresh Fanatics will be sporting Red, White, Blue and GREEN this Monday @ the Bristol Parade! Stop by our booth on Hope Street!	
7/7	Be sure to stop by Confreda Greenhouses & Farms to pick up native sweet corn which is now available!	
7/9	There are 18 farmers markets across the state this weekend! Find one near you now:	<a href="http://dld.bz/kPfZ">http://dld.bz/kPfZ</a>
7/15	Take a break from the heat - make a smoothie full of seasonal local fruits. Try frozen blueberries, peaches, and yogurt!	
7/16	Davis Park Farmers market opens Sunday 11am - 2pm @ the corner of Chalkstone and Oakland Ave. in Providence!	
7/23	The Fresh Fanatics are going to the Kenyon Grist Mill Summer Festival this weekend! Come taste delicious samples of what RI has to offer.	
7/26	Last weekend's Festival was great! Missed out on Dick Donnelly's Jonny Cakes? Make them at home with local corn meal:	<a href="http://dld.bz/nyHH">http://dld.bz/nyHH</a> .
7/28	Local grapes make the sweetest wine. Stop by Newport Vineyards for a tour & taste. You won't want to leave empty handed!	<a href="http://dld.bz/nyJ3">http://dld.bz/nyJ3</a>
7/31	Sweet and juicy black beauty plums are now ripe for the picking at Confreda Farms. A delightful treat that you can eat	<a href="http://dld.bz/nyHM">http://dld.bz/nyHM</a>
8/11	This time of year is perfect for peaches from Mello's Farm Stand in Portsmouth!	<a href="http://dld.bz/rxW3">http://dld.bz/rxW3</a>
8/13	Celebrate the New England tradition of agriculture at the Washington County Fair happening all weekend!	<a href="http://dld.bz/rxZ2">http://dld.bz/rxZ2</a>
8/16	Zucchini is popping up all over! Try adding this local grown veggie to your favorite dessert: Chocolate Zucchini Cake!	<a href="http://dld.bz/rxXd">http://dld.bz/rxXd</a>
8/18	Plums, husk cherries and sunflowers are in season this week! For a list of markets near you	<a href="http://www.farmfreshri.org">http://www.farmfreshri.org</a>
8/20	A fun twist on an old favorite: try Confreda's super sweet corn on the grill.	<a href="http://dld.bz/rxXZ">http://dld.bz/rxXZ</a>
8/30	Check out New Battambang, a store in Providence that got a healthy makeover! Out with the junk and in with the veggies!	<a href="http://dld.bz/tPuC">http://dld.bz/tPuC</a>
9/2	It's a great time of year for eggplant. Pick some up today at Big Train Farm, open daily in Cranston!	<a href="http://dld.bz/tPvf">http://dld.bz/tPvf</a>
9/6	Melons are ripe @ Healy's Farm in North Kingstown. Try a cool honeydew melon fruit salad for Labor Day	<a href="http://dld.bz/tPw6">http://dld.bz/tPw6</a> <a href="http://dld.bz/tPw7">http://dld.bz/tPw7</a>
9/9	This season is best for tomatoes and chili peppers! Pair them with some tortilla chips in this fresh, simple salsa recipe	<a href="http://dld.bz/tPvS">http://dld.bz/tPvS</a>

## Media Placements

North Star continued its efforts to increase public awareness of the campaign throughout year two, focusing heavily on local media likely to cover the specific statewide events the Fresh Fanatics were attending. Photos of the Fanatics were taken at each event and routinely sent to targeted local media with captions detailing the Fanatics' event participation and the campaign. Media follow up was conducted to encourage local papers to publish the photos/captions.

The following are print and broadcast media placements secured throughout year two of the campaign:

### May

- Agriculture Day encourages RI eaters to buy local, support local farms  
ProJo.com  
May 13, 2010  
<http://www.projo.com/video/?bctid=207658954001>

### June

- *"Fresh Fanatics" chat with the public at the annual Four Corners Garden & Herb Festival at the Soule-Seabury House at Tiverton Four Corners.*  
Barrington Times, Times-Gazette  
June 16, 2010  
Bristol Phoenix, Sakonnet Times, Westport Shorelines  
June 17, 2010  
East Providence Post, Seekonk Star  
June 18, 2010
- *RI Chefs Showcase Local Cuisine in NYC*  
James Beard House, NYC  
GoLocalProv.com  
June 24, 2010



### July

- *They've got the grist of things in Usquepaugh.*  
Westerly Sun  
July 25, 2010
- *Must have looks for summertime.*  
Rhode Show  
July 30, 2010



### August

- *Fresh Fanatics on the Farm.*  
Cranston Herald  
August 12, 2010
- *The 44<sup>th</sup> Annual Washington County Fair*  
Narragansett Times  
August 18, 2010  
Chariho Times  
August 19, 2010
- *At the Fair*  
North East Independent  
August 18, 2010



## Beneficiaries

Rhode Islanders as a whole have continued to benefit from the campaign – becoming more educated and aware of the availability, benefits, and value of RI grown specialty crops as a result of the campaign. Farmers selling their crops have also benefited as the campaign has helped to increase their revenue. Finally, beneficiaries have included the local groups, organizations, and entities *Get Fresh. Buy Local* has partnered with and who have been highlighted and publicized over the course of this year's campaign, helping to generate increased awareness of both the organizations and the campaign.

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## Lessons Learned

With year one's intensive brand, collateral, and ad development under our belts, we were able to strategize the tactics that would work even better to publicize the campaign in year two. We made the decision to implement the campaign independent of local farmers – as we witnessed how their hectic schedules hindered their participation. *The Get Fresh. Buy Local* Fresh Fanatics evolved as a result – turning into a huge hit across all ends of the State. Loved by kids, adults, and seniors alike, the Fanatics have been a big draw at local events, farms and the like. They even received mention in the speaking program as they joined RIDEM, Sen. Reed, USDA, the RI Nature Conservancy, and other local leaders at their last appearance – a September event celebrating the preservation of Tiverton's Ferolbink Farm. They have grown so popular that additional RI event requests have continued to come in even as the season is ending, with budget considerations preventing their participation in added events this season. It is our hope to further expand the Fanatics' presence in year three – reaching more and more Rhode Islanders with word of *Get Fresh. Buy Local*. Partnerships with key targeted local entities such as Dave's Marketplace have proven to be another key strategic tactic in year two – helping to extend messaging and reach, providing third-party credibility, and paving the way for other possible local partnerships and campaign opportunities down the line.

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# CAMPAIGN MATERIALS

**GET FRESH.**  
**BUY LOCAL.**



**GET FRESH.  
BUY LOCAL.**

## ABOUT THE CAMPAIGN

**GET FRESH. BUY LOCAL.** IS A STATEWIDE RHODE ISLAND-GROWN CAMPAIGN LAUNCHED IN 2009 TO PROMOTE AWARENESS OF AND INTEREST IN BUYING RI-GROWN SPECIALTY CROPS. THIS CAMPAIGN LAUNCHED AT THE RI AGRICULTURE DAY 2009 FESTIVITIES AT THE STATE HOUSE ON TUESDAY, MAY 5, 2009. THIS EXCITING EFFORT IS MADE POSSIBLE BY WAY OF A UNITED STATES DEPARTMENT OF AGRICULTURE (USDA) SPECIALTY CROP BLOCK GRANT (SCBG) THE RI DEPARTMENT OF ENVIRONMENTAL MANAGEMENT DIVISION OF AGRICULTURE RECEIVED IN 2008. THE SCBG PROGRAM AS YOU MAY KNOW ASSISTS STATE DEPARTMENTS OF AGRICULTURE IN ENHANCING THE COMPETITIVENESS OF U.S. SPECIALTY CROPS. SPECIALTY CROPS RANGE FROM FRUITS AND VEGETABLES TO TURF, NURSERY, AND HORTICULTURE.

A COLLABORATIVE EFFORT AMONG ALL RI FARM ORGANIZATIONS TO PROMOTE RI-GROWN CROPS, THE CAMPAIGN WILL SEEK TO HEIGHTEN RECOGNITION OF AND DEMAND FOR RI SPECIALTY CROPS AND OUR FARM STANDS AND FARMERS MARKETS, SHOWCASING THE UNITY AMONG RI FARMERS AND PRODUCTS. IN 2009, ADDITIONAL FUNDING FOR THE CAMPAIGN WAS PROVIDED BY THE RHODE ISLAND RURAL DEVELOPMENT COUNCIL – ALSO VIA USDA FUNDS – ALLOWING US TO EXPAND THE REACH OF THE CAMPAIGN BEYOND SPECIALTY CROPS TO INCLUDE RI LIVESTOCK, AQUACULTURE, FORESTRY, HONEY AND DAIRY PRODUCTS.

THE EXTENSIVE, STATEWIDE VIRAL CAMPAIGN FEATURES BOTH PUBLIC RELATIONS ELEMENTS AND BRANDING COMPONENTS INTENDED TO GET RHODE ISLANDERS EXCITED ABOUT SUPPORTING RI-GROWN CROPS. CONSUMERS WILL SEE SIGNS OF THE CAMPAIGN ACROSS RI IN THE FORM OF PRODUCT LABELS AND SIGNAGE AT FARM STANDS AND HANDOUTS AND BANNERS DENOTING THE STATE'S FARMERS MARKETS, AS WELL AS A WEBSITE THAT WILL HELP EXPLAIN THE CAMPAIGN. YOU'LL NOTICE T-SHIRTS, BUMPER STICKERS, BUTTONS, AND REUSABLE GROCERY BAGS. YOU'LL EVEN SEE DIFFERENT RI FARMERS AND THEIR TERRIFIC, PERSONAL STORIES BROUGHT TO LIFE WITH THE HELP OF THE LOCAL MEDIA.

BE ON THE LOOKOUT AT YOUR LOCAL FARMERS MARKET FOR CONSUMERS AND FARMERS WITH THE I GOT FRESH IN RI T-SHIRTS, BUMPER STICKERS, BUTTONS AND GROCERY BAGS.

**GET FRESH**  
**AT A FARMERS MARKET OR  
FARM STAND THIS SUMMER!**

**GET FRESH.  
BUY LOCAL.**

FOR THE LATEST SCHEDULE VISIT:  
[WWW.GETFRESHBUYLOCAL.ORG](http://WWW.GETFRESHBUYLOCAL.ORG)

LOCALLY GROWN. FRESH PICKED. GOOD PRICES. BETTER TASTING.

**June**  
Chives  
Lettuce  
Peas  
Seedlings  
Strawberries

**July**  
Basil  
Eggplant  
Sweet Corn  
Tomatoes  
Zucchini

**August**  
Blueberries  
Broccoli  
Carrots  
Peaches  
Peppers

**September**  
Apples  
Beets  
Cucumbers  
Melons  
Raspberries

**October**  
Collards  
Pears  
Pumpkins  
Spinach  
Sweet Potato

**GET FRESH.  
BUY LOCAL.**

**Farm Fresh Rhode Island**  
farmfresh.org  
we are growing a local food system that values the environment, health and quality of life of Rhode Island farmers and eaters.

find what's in season, farm stands, pick your own, restaurants, farmers' markets across our state at

 **2010 East Bay + Aquidneck + Sakonnet FARMERS MARKETS**

**W Haines State Park** 2 to 6pm  
in East Providence - opens May 5  

**Barrington** 3 to 6pm  
by Ace Hardware, County Rd - opens June 16

**Newport** 2 to 6pm  
along Memorial Blvd - opens June 9  

**Th Aquidneck Grange** 2 to 6pm  
off East Main Rd, Middletown - opens June 3

**F Colt State Park** 2 to 6pm  
in Bristol - opens May 1  

**Sa Middletown** 9 to 1pm  
at Newport Vineyards - opens June 5  

**Tiverton** 9 to 1pm  
at Pardon Gray Preserve - opens June 19

**Barrington** 9 to noon    
Congregational Church, UCC - opens June 12

More info and more locations at **FarmFresh.org** including the Wintertime Market, Nov-May.

The Local Food Fest to benefit Farm Fresh RI is August 3 at Castle Hill Inn & Resort in Newport.

Support Rhode Island farms. **GET FRESH. BUY LOCAL.**



# DAVE'S BRANDED T-SHIRT



I GOT  
**FRESH**  
IN RI.

Dave's

FIND OUT WHERE  
YOU CAN GET FRESH.

[WWW.GETFRESHBUYLOCAL.ORG](http://WWW.GETFRESHBUYLOCAL.ORG)

**GET FRESH.**  
BUY LOCAL.

Dave's

**GET FRESH.  
BUY LOCAL.**

## FARMERS MARKETS

VISIT [WWW.GETFRESHBUYLOCAL.ORG](http://WWW.GETFRESHBUYLOCAL.ORG)

FOR A COMPLETE SCHEDULE

### MONDAY

EAST GREENWICH, RECTOR STREET, 3PM-6PM  
JOHNSTON, MEMORIAL PARK, 2PM-6PM  
PROVIDENCE, WHOLE FOODS, UNIVERSITY HEIGHTS, 3PM-DUSK

### TUESDAY

CRANSTON, WHOLE FOODS, 3PM-DUSK  
LINCOLN, BLACKSTONE RIVER VISITOR CENTER, 2PM-6PM  
PROVIDENCE, WICKENDEN/BROOK STREET, 2PM-6PM  
WAKEFIELD, MARINA PARK, 3PM-6PM  
WOONSOCKET, CUMBERLAND STREET, 4PM-7PM

### WEDNESDAY

BLOCK ISLAND, MANISSES CORNER, 9AM-11AM  
EAST PROVIDENCE, HAINES PARK, 2PM-6PM  
NEWPORT, TOURO PARK, 2PM-6PM  
PROVIDENCE, BROWN UNIVERSITY, 11AM-2PM  
PROVIDENCE, LOT A AT RIC, 4PM-6PM  
PROVIDENCE, WHOLE FOODS, WATERMAN, 3PM-DUSK  
WEST WARWICK, WASHINGTON STREET, 4PM-7PM

### THURSDAY

MIDDLETOWN, E. MAIN ROAD, 2PM-6PM  
PROVIDENCE, ONE CAPITOL HILL, 11AM-2PM  
PROVIDENCE, PARADE STREET, 3PM-7PM  
WESTERLY/PAWCATUCK, MAIN STREET, 11AM-3PM

### FRIDAY

BRISTOL, COLT STATE PARK, 2PM-6PM  
CHARLESTOWN, CROSSMILLS LIBRARY, 9AM-12PM  
CRANSTON, PASTORE COMPLEX, 11AM-2PM  
PROVIDENCE, KENNEDY PLAZA, 11AM-2PM  
WARWICK, GODDARD PARK, 9AM-1PM

### SATURDAY

BLOCK ISLAND, NEGUS PARK, 9AM-11AM  
BURRILLVILLE, LEVY SCHOOL, 9AM-12PM  
CRANSTON, RHODES ON THE PAWTUCKET, 9AM-12PM  
MIDDLETOWN, NEWPORT VINEYARDS, 9AM-1PM  
NORTH KINGSTOWN, LAFAYETTE MILL, 10AM-1PM (THRU MAY)  
NORTH SCITUATE, VILLAGE GREEN, 9AM-1PM  
PAWTUCKET, HOPE ARTISTE VILLAGE, 11AM-2PM (THRU MAY)  
PROVIDENCE, BROAD STREET, 9AM-12PM  
PROVIDENCE, LIPPITT PARK, 9:30AM-12:30PM  
RICHMOND, TOWN HALL, 8:30AM-12PM  
SAUNDERSTOWN, CASEY FARM, 9AM-12PM  
SOUTH KINGSTOWN, PEACEDALE MILL, 10AM-2PM (THRU MAY)  
SOUTH KINGSTOWN, URI EAST FARM, 9AM-12PM  
TIVERTON, PARDON GRAY PRESERVE, 9AM-1PM

### SUNDAY

HARMONY, SNAKE HILL ROAD, 9AM-1PM  
NARRAGANSETT, FISHERMEN'S MEMORIAL PARK, 9AM-1PM  
PAWTUCKET, BROADWAY & EXCHANGE, 12PM-3PM  
PROVIDENCE, CHALKSTONE & OAKLAND, 10AM-1PM

REUSABLE GROCERY BAG



I GOT  
FRESH  
IN RI.

[WWW.GETFRESHBUYLOCAL.ORG](http://WWW.GETFRESHBUYLOCAL.ORG)

THIS RECYCLED COTTON BAG IS 100% MADE IN THE USA.



**WEBSITE**

**GET FRESH.  
BUY LOCAL.**

**GET FRESH.  
BUY LOCAL.**

[News](#) | [Contact Us](#) | [Email Sign-up](#)



GET FRESH.  
BUY LOCAL.

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HARVEST CALENDAR

HELPFUL LINKS

MEET THE FARMERS

WHO'S GETTING FRESH

MEET THE FRESH FANATICS

PARTNERS



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PARTNERS



## About the Campaign

*Get Fresh. Buy Local.* is a statewide Rhode Island-grown campaign launched in 2009 to promote awareness of and interest in buying RI-grown specialty crops. This campaign launched at the RI Agriculture Day 2009 festivities at the State House on Tuesday, May 5, 2009. This exciting effort is made possible by way of a United States Department of Agriculture (USDA) Specialty Crop Block Grant (SCBG) the RI Department of Environmental Management Division of Agriculture received in 2008. The SCBG Program as you may know assists state departments of agriculture in enhancing the competitiveness of U.S. specialty crops. Specialty crops range from fruits and vegetables to turf, nursery, and horticulture.

A collaborative effort among all RI farm organizations to promote RI-grown crops, the Campaign seeks to heighten recognition of and demand for RI specialty crops and our farm stands and farmers markets, showcasing the unity among RI farmers and products. In 2009, additional funding for the Campaign was provided by the Rhode Island Rural Development Council - also via USDA funds - allowing us to expand the reach of the Campaign beyond specialty crops to include RI livestock, aquaculture, forestry, honey and dairy products.

The extensive, statewide viral campaign features both public relations elements and branding components intended to get Rhode Islanders excited about supporting RI-grown farms. Consumers will see signs of the Campaign across RI in the form of product labels and signage at farm stands and handouts and banners denoting the State's farmers markets, as well as a website that will help explain the Campaign. You'll notice t-shirts now available at Dave's Gift Baskets in East Greenwich and Dave's Marketplace locations, along with bumper stickers, buttons, and reusable grocery bags. You'll even see our Fresh Fanatics, fruit and vegetable mascots, across RI this educating the public about the Campaign.

Be on the lookout at your local farmers market for consumers and farmers with the I Got Fresh in RI t-shirts, bumper stickers, buttons and grocery bags.

### JOIN OUR NETWORK

 GET FRESH. BUY LOCAL.

 GETFRESHINRI



GET FRESH.  
BUY LOCAL.

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ABOUT CAMPAIGN

FARMERS MARKETS

HARVEST CALENDAR

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## Farmers Markets

### MONDAY

East Greenwich, Rector Street, 3pm-6pm  
Johnston, Memorial Park, 2pm-6pm  
Providence, Whole Foods, University Heights, 3pm-Dusk

### TUESDAY

Cranston, Whole Foods, 3pm-Dusk  
Lincoln, Blackstone River Visitor Center, 2pm-6pm  
Providence, Wickenden/Brook Street, 2pm-6pm  
Wakefield, Marina Park, 3pm-6pm  
Woonsocket, Cumberland Street, 4pm-7pm

### WEDNESDAY

Block Island, Manisses Corner, 9am-11am  
East Providence, Haines Park, 2pm-6pm  
Newport, Touro Park, 2pm-6pm  
Providence, Brown University, 11am-2pm  
Providence, Lot A at RIC, 4pm-6pm  
Providence, Whole Foods, Waterman, 3pm-dusk  
West Warwick, Washington Street, 4pm-7pm

### THURSDAY

Middletown, E. Main Road, 2pm-6pm  
Providence, One Capitol Hill, 11am-2pm  
Providence, Parade Street, 3pm-7pm  
Westerly/Pawcatuck, Main Street, 11am-3pm

### FRIDAY

Bristol, Colt State Park, 2pm-6pm  
Charlestown, Crossmills Library, 9am-12pm  
Cranston, Pastore Complex, 11am-2pm  
Providence, Kennedy Plaza, 11am-2pm  
Warwick, Goddard Park, 9am-1pm

### SATURDAY

Block Island, Negus Park, 9am-11am  
Burrillville, Levy School, 9am-12pm  
Cranston, Rhodes on the Pawtuxet, 9am-12pm  
Middletown, Newport Vineyards, 9am-1pm  
North Kingstown, Lafayette Mill, 10am-1pm (Thru May)  
North Scituate, Village Green, 9am-1pm  
Pawtucket, Hope Artiste Village, 11am-2pm (Thru May)  
Providence, Broad Street, 9am-12pm  
Providence, Lippitt Park, 9:30am-12:30pm  
Richmond, Town Hall, 8:30am-12pm  
Saunderstown, Casey Farm, 9am-12pm  
South Kingstown, Peacedale Mill, 10am-2pm (Thru May)  
South Kingstown, URI East Farm, 9am-12pm  
Tiverton, Pardon Gray Preserve, 9am-1pm

### SUNDAY

Harmony, Snake Hill Road, 9am-1pm  
Narragansett, Fishermen's Memorial Park, 9am-1pm  
Pawtucket, Broadway & Exchange, 12pm-3pm  
Providence, Chalkstone & Oakland, 10am-1pm

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## Helpful Links



### Department of Environmental Management/ Division of Agriculture

Consisting of six primary program areas, the Rhode Island Division of Agriculture works to sustain, promote and enhance Rhode Island's agricultural viability today and for generations to come.



### Southside Community Land Trust

The Trust provides access to land, education and other resources so people in Greater Providence can grow food in environmentally sustainable ways and create community food systems where locally produced, affordable, and healthy food is available to all.



### Farm Fresh Rhode Island

A 501 (c) (3) non-profit organization founded in 2004 to preserve RI farmland, build healthier communities, increase access to fresher, tastier food, improve impact of food production and distribution on our environment and to strengthen community-based businesses.



### University of Rhode Island

The University was chartered as the state's agricultural school in 1888. The Oliver Watson farm was purchased as a site for the school, and the old farmhouse still stands on the campus.



### Rhode Island Rural Development Council

Dedicated to improving the quality of life in rural Rhode Island, while preserving the characteristics which give rural communities their unique sense of place.



### URI Cooperative Extension

At the heart of URI's Land Grant mission, Cooperative Extension helps people to improve their lives and communities by extending University-based research for the benefit of families, farms and the environment.



### Kids First

Kids First is a Rhode Island non-profit organization whose mission is to help guide communities to improve the nutritional and physical well being of children.



### USDA Farm Service Agency

Farm Service Agency is equitably serving all farmers, ranchers, and agricultural partners through the delivery of effective, efficient agricultural programs for all Americans.



### N.O.F.A. (Northeast Organic Farming Association)

NOFA/RI is an organization of consumers, gardeners, farmers and environmentalists working to promote organic farming practices and supporting all efforts for a healthier, sustainable agricultural system.



### USDA Natural Resources Conservation Service

NRCS works with landowners through conservation planning and assistance designed to benefit the soil, water, air, plants, and animals that result in productive lands and healthy ecosystems.



### RICAPE

RICAPE is an independent non-profit 501(c) (3) organization that provides resources and services to farmers, gardeners, agricultural professionals, educators, chefs and business and community leaders dedicated to sustaining agriculture and education about it.



### RI Agriculture Partnership

A group of local farmers formed to respond to the increasing demands for fresh, nutritional food.



### Buy Local RI

Connecting Rhode Island's local independent businesses and customers.



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## Meet the Fresh Fanatics

Launched at Ag Day 2010, the Fresh Fanatics are hitting events across the State this summer spreading the word about Rhode Island's Get Fresh. Buy Local. campaign and encouraging attendance at RI farmers markets and farm stands. Check out where they'll be next!.

### Fresh Fanatics 2010 Events Schedule:

- 5/29 - Annual Four Corners Garden & Herb Festival - The Soule-Seabury House, Tiverton
- 6/5 - Fort Adams 6th Annual Family Day - Fort Adams State Park
- 6/6 - Rhody 5k Road Race - Twin River Casino
- 6/8 - Federal Hill Stroll
- 6/10 - Main Street Stroll East Greenwich
- 6/12 - 45th Annual Gaspee Days Parade and 5K
- 6/12 - Providence Waterfire
- 6/26 & 6/27 - RI National Guard Air Show
- 7/5 - Bristol 4th of July Parade
- 7/16 - South County Hot Air Balloon Festival - URI Athletic Field
- 7/24 - Grist Mill Summer Fest - Kenyon's Grist Mill
- 7/31 - Confreda Greenhouse & Farm Tomato Festival - Cranston
- 8/7 - Confreda Greenhouse & Farm Corn Festival - Cranston
- 8/14 - Washington County Fair - Rt. 12 Richmond, RI
- 8/16 - Whole Foods Farmers Market - North Main Street, Providence
- 8/27 - Charlestown Farmers Market - Cross Mills Public Library
- 8/28 - Broad Street Farmers Market - Providence



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Dave's Marketplace  
*(The Official RISC T-Shirt Vendor)*



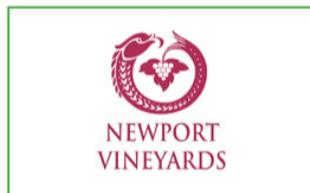
Farm Fresh Rhode Island



Rhode Island Rural  
Development Council



Rhody Fresh



Newport Vineyards



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## News

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### Ferolbink Farm Preservation

9/10/2010

Fresh Fanatics at the Ferolbink Farm.



### North East Independent

8/19/2010

The Get Fresh. Buy Local. Fresh Fanatics celebrate at the 44th annual Washington County Fair in Richmond, RI



### The Narragansett Times, Chariho Times

8/18/2010

The Get Fresh. Buy Local. Fresh Fanatics experience farm living at the 44th annual Washington County Fair



### Cranston Herald

8/12/2010

The Get Fresh. Buy Local. Fresh Fanatics Support Confreda Greenhouse and Farm during their annual Tomato Festival



### The Rhode Show

7/30/2010

Fashion writer Andrea Mchugh recommends the Get Fresh. Buy Local. eco-friendly tote as a summertime must have.

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## News



### Westerly Sun 7/25/2010

Kenyon Grist Mill's Summer Festival - They've got the Grist of things in Usquepaugh



### Get fresh, buy local 6/17/2010

Bristol Phoenix, East Providence Post, Sakonnet Times, Seekonk Star, Warren Times Gazette, Westport Shorelines, Barrington Times



### The Providence Journal 5/8/2010

The Rhode Island 2010 Farmers Market Season kicks off!



### The Providence Journal 12/22/2009

Ri's agriculture industry pumps \$100 million into our state's economy and protects our environment, physical resources and quality of life.



### The Providence Journal 5/7/2009

Get Fresh. Buy Local. launches Agriculture Day 2009 at the State House.

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## Contact Us

### FOR GENERAL INFORMATION:

**Kenneth Ayars, Chief**  
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235 Promenade Street  
Providence, RI 02908-5767  
(401) 222-2781 ext. 4500  
[ken.ayars@dem.ri.gov](mailto:ken.ayars@dem.ri.gov)

**Peter Susi, Marketing & Promotion**  
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[peter.susi@dem.ri.gov](mailto:peter.susi@dem.ri.gov)

### MEDIA RELATIONS CONTACTS:

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Sign Up Today!

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*Our Get Fresh. Buy Local. email alerts are a great way to stay up-to-date on agricultural events, activities, and happenings taking place across the Ocean State - sign up below now!*

### EMAIL SIGN UP

First Name:

Last Name:

E-mail:

Yes, I would like to receive email alerts from Get Fresh. Buy Local.



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## Campaign Materials

As a farmer, you have the opportunity to order "I Got Fresh" campaign materials and sell them as sources of revenue at your stands and markets. We've compiled a list of vendors who have all the necessary artwork. Please contact the applicable vendor directly to place an order. Please reference the "RI Specialty Crops" campaign when placing your order. All products are made in the USA.



### BUTTONS / STICKERS

**BUTTONS:**

Price Per: 73¢ · Quantity: 500

Vendor: DS Graphics, 1-800-536-8283

**STICKERS:**

Price Per: 10¢ · Quantity: 5,000

Vendor: StickerGiant.com, 1-866-774-7900



### BUMPER STICKERS

Price Per: 71¢ · Quantity: 500

Vendor: DS Graphics, 1-800-536-8283



### REUSABLE SHOPPING BAG

Price Per: \$6.44 · Minimum Quantity: 50

Price Per: \$5.04 · Minimum Quantity: 100

Vendor: Enviro-Tote, Inc. 1-800-868-3224



### T-SHIRTS

Price Per: \$7

Vendor: East Coast Screen Printing 1-401-272-1166

Providence, RI · Minimum Quantity: 36

*If you are looking for pricing on farm stand signs, please contact Peter Susi at the Rhode Island Department of Environmental Management/Division of Agriculture at 401-222-2781, ext. 4517 or peter.susi@dem.ri.gov.*



# HTML EMAILS

**GET FRESH.**  
**BUY LOCAL.**



**Kenneth Ayars, Chief**  
Rhode Island Department of  
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of Agriculture  
(401) 222-2781 ext. 4500  
[ken\\_ayars@dem.ri.gov](mailto:ken_ayars@dem.ri.gov)

**ADDITIONAL LINKS:**

[URI Cooperative Extension](#)  
[Farm Fresh RI](#)  
[RICAPE](#)  
[USDA Farm Services Agency](#)  
[USDA Natural Resources  
Conservation Service](#)  
[Rhode Island Rural Development  
Council](#)

**AVAILABILITY OF FARM VIABILITY GRANT  
FUNDS 2010**

The RIDEM/Division of  
Agriculture is pleased to  
announce the availability of  
Farm Viability grant funds for  
the purpose of enhancing the  
Competitiveness of Specialty  
Crops grown in Rhode Island.

**GET FRESH.  
BUY LOCAL.**

[Click here for contacts or more information.](#)

**GAP GROWER TRAINING SESSION, MARCH  
17**

\*URI Cooperative Extension and  
RIDEM/Division of Agriculture are pleased  
to offer this food-safety related voluntary  
certification program to Rhode Island  
growers. Topics covered include the RI  
Good Agricultural Practices  
(GAP) procedures related to: personal  
hygiene practices of workers including  
illness and handwashing, sanitation in the field and  
packinghouse, and water quality. Refreshments, including a  
light lunch will be served.



[Click here for contacts or more information.](#)

\*Farmers etc. should also be aware of the proposed federal  
regulations relating to food safety via this [link](#).

**FMNP TRAINING, MARCH 11 & 13**

- and your attendance at a training session is one of the  
requirements for your participation in the Program.

[Click here for contacts or more information.](#)

**FREE WORKSHOP & MARKET TOUR,  
MARCH 27**

A free workshop and market tour for farmers – How and  
Why to Sell at Farmers Markets – will be held at the Hope  
Artiste Village, 1005 Main St., Pawtucket, Rhode Island.  
Enrollment is limited. E mail or call Jenn for more  
information and to reserve a spot. Coffee, tea, and cider will  
be provided. Many lunch options at the Market!

[Click here for contacts or more information](#)

**RHODE ISLAND AGRICULTURE DAY, MAY 13**

Agriculture Day 2010 is Thursday May 13. Mark your  
calendars! For more information contact, Ron Newman at  
401-222-2781 x4518 or [ron\\_newman@dem.ri.gov](mailto:ron_newman@dem.ri.gov).



## MARK YOUR CALENDAR FOR AG DAY 2010



[Rhode Island Agriculture Day](#) will be celebrated at the Rhode Island State House from 11:30 a.m. to 6 p.m. on Thursday, May 13 with Governor Carcieri, legislative leaders, agencies and farm organizations. The public is invited to attend.

To reserve your display space, please complete the [reservation form](#) by Friday, April 23 to ensure you have a presence at this year's event. Display space is limited and available on a first-come, first-served basis.

For more information, contact Ron Newman at 401-222-2781 x4518 or [ron.newman@dem.ri.gov](mailto:ron.newman@dem.ri.gov). Other event details to follow in the coming weeks. We look forward to seeing you at Ag Day 2010 as a continued show of support for RI agriculture!



State of Rhode Island  
**Department of Environmental Management**  
 Division of Agriculture

**MAY 1 FRUIT GROWER'S WORKSHOP**

Brought to you by:



The [Northeast Organic Farming Association of Rhode Island's](#) (NOFA RI) Advanced Grower's Series presents the Fruit Grower's Intensive Workshop on Saturday, May 1 at the University of Rhode Island Trial Orchard, East Farm, Building 75. Running from 9 a.m. – 3 p.m., the hands-on day will feature commentary from experienced fruit growers Michael Phillips (Lost Nation Orchard, Groveton, NH) and Brian Caldwell (Organic Cropping Systems Project, Cornell University). They'll discuss the soil health of fruit trees and choices for apple trees. They'll also identify insect and disease dynamics and address how to successfully market an organic fruit crop. Great for commercial and backyard orchardists. A rambunctious wassail will close the day! No preregistration needed - \$10 at the door.



**GOVERNOR CARCIERI, DEM, BUSINESS LEADERS, FARMERS TO  
CELEBRATE RI AGRICULTURE DAY THURSDAY, 5/13**



To recognize the importance of the state's \$100+ million agriculture industry, the [Department of Environmental Management](#) will host Rhode Island Agriculture Day at the State House on Thursday, May 13.

Beyond fresh produce, nursery stock, and RI's own Rhody Fresh milk, the state's agriculture industry contributes to tourism, open space, landscaping businesses, and a variety of food-related industries. The event will also highlight the statewide "[Get Fresh. Buy Local.](#)" campaign and several exhibitors will offer food samples!

Over 40 exhibitors will host displays in the State House Rotunda from 11:30 a.m. to 5 p.m., with the speaking program kicking off at 2 p.m. in the Governor's State Room. Along with Governor Carcieri, participants will include DEM Director W. Michael Sullivan, Ph.D., Keith Stokes, Executive Director of the RI Economic Development Corporation, and Mark Higgins, Ph.D, Dean, College of Business Administration and the Alfred J. Verrecchia-Hasbro Inc. Leadership Chair in Business at the University of Rhode Island.

Hope to see you there!



May 27, 2010

**A special thank you to these exhibitors who participated in Ag Day 2010:**

Little Rhody Foods Inc.; Agr-Mark Dairy Coop.; Cabot Cheese; Charlie's Sugar House; Coastal Grower's Farmers Market; Coggeshall Farm; Confreda Greenhouse; Dave's Marketplace; Edible Rhody; Farm Fresh RI; Gardner Pie Company; Glen Ridge Farm; Greenvale Vineyards; Jewell's Farm; Kenyon Corn Meal Co.; Kids First Rhode Island; Langworthy Farm; LaSalle Bakery; Matunuck Oyster Farm; New England Farmer's Union; RI Agricultural Partnership; RI Dairy Farmers Coop.; RI Environmental Education Association; RI Farm Bureau; RI Parks & Recreation; RI Raised Livestock Association; RI Resource Conservation & Development Council; RI Rural Development Council; RI Sod Producers; Blazin' Corn; RI State Grange; RI Tree Council; RIDEM Division of Forest Environment; RICAPE; Schartner Farms; Southside Community Land Trust; Superior Bakery; SVF Foundation; URI Cooperative Extension; URI Master Gardeners; USDA APHIS Wildlife; USDA Farm Service Agency; USDA NASS N.E. Field Office; USDA NRCS; USDA-APHIS-PPQ; USDA Rural Development; Whole Foods Market

Dear %%First Name%%,

Thank you for participating in Agricultural Day festivities at the State House May 13. This year's event, as captured in this [proj0.com](#) video taken that day, more than demonstrates the collective energy and support for local agriculture in Rhode Island and we thank you.

It was terrific for our [Get Fresh. Buy Local.](#)

campaign, now in its second season, to be there again and we appreciate your continued support! We have some new, exciting things happening this season.



The *Fresh Fanatics* debuted at Ag Day and will be appearing at events across the State this summer encouraging people to get fresh and attend RI farmers markets and farm stands, and Dave's Marketplace *Get Fresh. Buy Local.* t-shirts will soon be available for purchase this year at [Dave's Gift Baskets](#) in East Greenwich.

Rhode Island farmers markets have new *Get Fresh. Buy Local.* reusable grocery bags available, and you can even find *Get Fresh. Buy Local.* on Rhody Fresh milk cartons at local supermarkets throughout the State.

Stay informed about what's happening with RI farmers markets and farm stands by following us on [Facebook](#) and [Twitter](#)!

See you this summer!

Ken Ayars, Chief  
Division of Agriculture  
RIDEM



## RI CRAFT FARMER TRAINING WORKSHOPS START JUNE 27!



Collaborative, Regional Alliance for Farmer Training (RI CRAFT), an initiative of the [Northeast Organic Farming Association of RI](#) (NOFA), is organizing a series of educational workshops led by Rhode Island farmers. These will be held at local farms, each focusing on an area of expertise or issue of interest to the host farmer so as to broaden educational opportunities for new farmers, farm workers, farm apprentices, and others interested in farming in RI.

### WORKSHOP DATES:

**June 27th at 4:00 PM:** Integrating animal production into a diversified farm, Rosasharn Farm. Rosasharn Farm is located at 57 County Street in Rehoboth, MA (401) 330-7153. Directions are at:

[www.rosasharnfarm.com](http://www.rosasharnfarm.com)

**July 11th:** Soil fertility with Erik at Ledge Ends Produce.

**July 15th:** Urban farming and herbalism with Farmacy Herbs.

**August 8th:** Rotational grazing at Simmons Farm.

**August 22nd:** Weed control and cultivating equipment with Skip Paul at Wishing Stone Farm.

**August 29th:** Moonstone Gardens.

**September 12th:** Growing BIG Volumes on SMALL acreage, Southside Community Land Trust City Farm.

**September 19th:** bed prep without a tractor: permanent beds and clover paths with Red Planet.

**October 3rd:** Growing seed at Scratch Farm.

**November:** Winter growing at Roots Farm.

If you would like to receive email updates with times or schedule changes, please email Katie Miller at [katie.miller@gmail.com](mailto:katie.miller@gmail.com) or call NOFA/RI at (401) 523-2653. Directions to the farms can be found at [www.farmfreshri.org](http://www.farmfreshri.org).

Let's get out to each other's farms, share some knowledge, and have fun getting our hands dirty!



State of Rhode Island  
**Department of Environmental Management**  
 Division of Agriculture

**FREE SUMMER FESTIVAL AT KENYON'S GRIST MILL**



**Kenyon's Grist Mill**  
 Quality Foods Since 1696  
 Tours ~ Events ~ Store | Usquepaugh, RI

July 24 & 25 - Sat. & Sun., 10 a.m. - 5 p.m.  
 21 Glen Rock Rd., W. Kingston, RI 02892

Free Admission ~ Free Parking ~ Free Tours ~ Free Food ~ Free Wine Tasting ~ Free Kayaking

**Free Samples:** Johnny cakes | pancakes with toppings | coffee | blueberries | RI oysters | stuffed peppers | cheese coffee milk | ice cream | wine | jams & relishes | herbs | cookies | chocolate and more!

**Free Activities:** Kayak the Queen's River | pet alpacas | meet local farmers, artisans, business owners and local Narragansett Indians | tours of the mill and grinding process | visit the mill store | enjoy the scenery and waterfall | book signing | spinning demonstrations | live music: guitar, folk and flute playing

Visit [www.kenyongristmill.com](http://www.kenyongristmill.com) or call 800-7-KENYON for more information, parking & directions, & even a live music schedule!





**JOIN SEN. REED, DEM, USDA, RI NATURE CONSERVANCY AND LOCAL LEADERS IN CELEBRATING THE PRESERVATION OF 140 ACRES OF FEROLBINK FARM!**

On **Friday, September 10th at 11:30 a.m.**, U.S. Senator Jack Reed (D-RI) will join with U.S. Department of Agriculture (USDA) Deputy Secretary Kathleen Merrigan, leading environmental champions from the Department of Environmental Management, The Nature Conservancy, the Tiverton Land Trust, the Peckham family, and members of the Tiverton community to celebrate the preservation of one of the East Bay's most iconic coastal farms, Ferolbink Farm.



Thanks to a \$4 million agreement developed through a public-private partnership, 140 of the 179-acre property adjacent to Fogland Marsh and the Sakonnet River will be protected from future development so that restoration work along the marsh and waterway can begin.

Funding for the preservation included \$1.92 million that Senator Reed, a member of the Appropriations Subcommittee on Agriculture, helped secure; \$1.1 million from the Rhode Island Department of Environmental Management (RI DEM), including \$500,000 from the RI Agricultural Lands Preservation Commission; \$773,500 from the Nature Conservancy & The Champlin Foundations; \$110,000 from the Tiverton Land Trust; and \$80,000 from the Little Compton

The adjacent marsh and tidal creek serve as an important refuge for birds, a critical buffer against storms, and are nursery areas for juvenile fish and other fauna. The Nature Conservancy will restore the native vegetation along Almy Creek, reducing nutrient flows into the estuary that can cause harmful algae blooms.

**WHO:** U.S. Senator Jack Reed  
U.S. Department of Agriculture Deputy Secretary Kathleen Merrigan  
Rhode Island Department of Environmental Management Director Michael Sullivan  
Janet Coit, Director of The Nature Conservancy in Rhode Island  
Connie Lima, President of the Tiverton Land Trust  
Pete Peckham, Landowner, Ferolbink Farm

**WHEN:** Friday, September 10th at 11:30 a.m.  
(Refreshments, provided by Rhody Fresh and Sweet Berry Farm, will be served beginning at 11 a.m.)

**WHERE:** Ferolbink Farms, 993 Neck Road, Tiverton

Hope to see you there!



State of Rhode Island  
**Department of Environmental Management**  
Division of Agriculture

## UPCOMING NOFA GROWING WORKSHOP AND CROP PRODUCTION COURSE!

### WINTER VEGETABLE GROWING WORKSHOP AT URI

The second [Northeast Organic Farming Association of RI](#) (NOFA/RI) Advanced Grower's Training will feature Bryan O'Hara of Tobacco Road Farm, Lebanon, CT, speaking on the use of row covers, low tunnels, and unheated high tunnels for successful culture of winter vegetables. Co-sponsored by the [University of Rhode Island](#), the [Southside Community Land Trust](#), and the [RIDEM Division of Agriculture](#).



**WHEN:** September 26 from 11 AM to 3 PM

**WHERE:** University of RI [East Farm](#) Building #75

**REGISTRATION COST:** \$5, payable at the door (pre-registration not required). Snacks provided, or bring your own lunch.

### 2010- 2011 NUTRIENT DENSITY CROP PRODUCTION COURSES

NOFA is partnering with the [Real Food Campaign](#) to hold this course taught by Dan Kittredge, Executive Director of the Real Food Campaign. Learn the principles and practices of working with the biology, mineralogy, and energy of your soil to produce higher yielding and more nutritious crops for healthier lives.

**WHEN:** Five one-day sessions from 9:30 AM to 4:30 PM on October 16, January 8, February 19, April 16, June 18

**WHERE:** Eight locations around the Northeast region. The course nearest to RI will be in Dartmouth, MA. Morning sessions held at Friends Academy on 1088 Tucker Road in North Dartmouth, MA. Afternoon sessions held at Brix Bounty Farm, one mile south on 858 Tucker Road in Dartmouth, MA

**REGISTRATION COST:** \$300 and includes twice monthly newsletters and comprehensive soil test analysis & consultation with Dan

**REGISTER TODAY:** To register, contact Douglas Williams at (603) 924-7008 or [doug@realfoodcampaign.org](mailto:doug@realfoodcampaign.org), or register online at [www.realfoodcampaign.org](http://www.realfoodcampaign.org). For questions about the course, contact Ben Grosscup at (413) 549-1569 or [ben.grosscup@nofamass.org](mailto:ben.grosscup@nofamass.org).

# SOCIAL MEDIA

**GET FRESH.  
BUY LOCAL.**

[Sign Up](#)

**Rhode Island Specialty Crops is on Facebook**

Sign up for Facebook to connect with Rhode Island Specialty Crops.



Rhode Island Specialty Crops developed the Get Fresh. Buy Local. campaign to raise awareness and interest in purchasing local produce and flowers in an effort to reinvest in Rhode Island.

**386 People Like This**



Angela Low



Jack Styczynski



Paula Vasconcellos Wolfgang



Amy Soucy



Laura Desmarais



Neil Fennessey

## Rhode Island Specialty Crops



Wall

Info

Photos

Links

Rhode Island Specialty Crops + Others

**Just Rhode Island Specialty Crops**

Just Others



**Rhode Island Specialty Crops** As we reach the end of blueberry season, try tossing some into Kenyon's Grist mill old fashioned muffin mix for a berry-yummy breakfast!



### Old Fashioned Mixes

[www.kenyonsgristmill.com](http://www.kenyonsgristmill.com)

Corn Meal Meals & Flours Mixes Pancake Mixes RI's Own NE Delicacies All our Old Fashioned Mixes are made with the stone ground flours we grind here at the mill. There really is no comparison to mixes you'll find at other markets.

September 8 at 6:40am · [Comment](#) · [Like](#)



**Rhode Island Specialty Crops** Vegetable Stew Recipe - perfect Hurricane food!



### Eggplant Recipes

[www.eggplantrecipes.net](http://www.eggplantrecipes.net)

Eggplant Recipes

September 3 at 7:11am · [Comment](#) · [Like](#)

[Janet Handford](#) and [Wéry Patricia](#) like this.



**Rhode Island Specialty Crops** Use all of your farm fresh vegetables (eggplant, tomatoes, bell peppers - yum!) in this recipe for vegetable stew.

September 3 at 6:55am · [Comment](#) · [Like](#)



**Rhode Island Specialty Crops** More info about the Downtown farmers



## Get short, timely messages from RI Specialty Crops.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @GetFreshInRI**.

[Sign Up >](#)

Get updates via SMS by texting **follow GetFreshInRI** to **40404** in the United States  
[Codes for other countries](#)



## GetFreshInRI

This season is best for tomatoes and chili peppers! Pair them with some tortilla chips in this fresh, simple salsa recipe <http://dld.bz/tPvS>

7:00 AM Sep 9th via SocialOomph

Melons are ripe @ Healy's Farm in North Kingstown <http://dld.bz/tPw6> Try a cool honeydew melon fruit salad for Labor Day <http://dld.bz/tPw7>

7:00 AM Sep 6th via SocialOomph

It's a great time of year for eggplant. Pick some up today at Big Train Farm, open daily in Cranston! <http://dld.bz/tPvf>

7:01 AM Sep 2nd via SocialOomph

Check out New Battambang, a store in Providence that got a healthy makeover! Out with the junk and in with the veggies! <http://dld.bz/tPuC>

Name RI Specialty Crops

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# MEDIA PLACEMENTS

**GET FRESH.**  
**BUY LOCAL.**

# Agriculture Day encourages RI eaters to buy local, support local farms

ProJo.com

May 13, 2010

<http://www.projo.com/video/?bctid=207658954001>

(Screen Shots Below)





## *Get fresh, buy local*

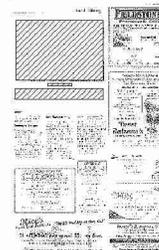
**"Fresh Fanatics"** chat with the public at the annual Four Corners Garden & Herb Festival at the Soule-Seabury House at Tiverton Four Corners last month. "Get Fresh, Buy Local" ([www.getfreshbuylocal.org](http://www.getfreshbuylocal.org)) is a statewide campaign launched in 2009 to promote awareness of Rhode Island-grown specialty crops. The "Fresh Fanatics" are hitting events across the state this summer to encourage attendance at local farmers' markets and farm stands.





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***Get fresh, buy local***

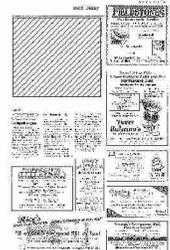
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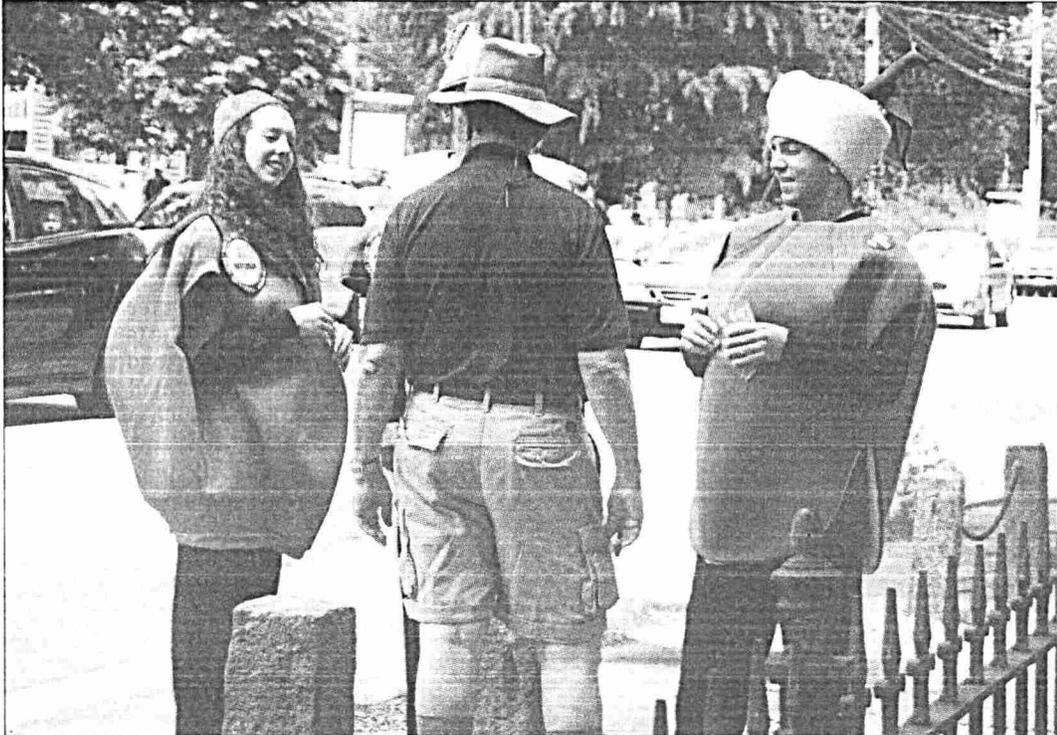




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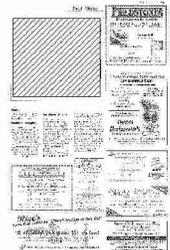
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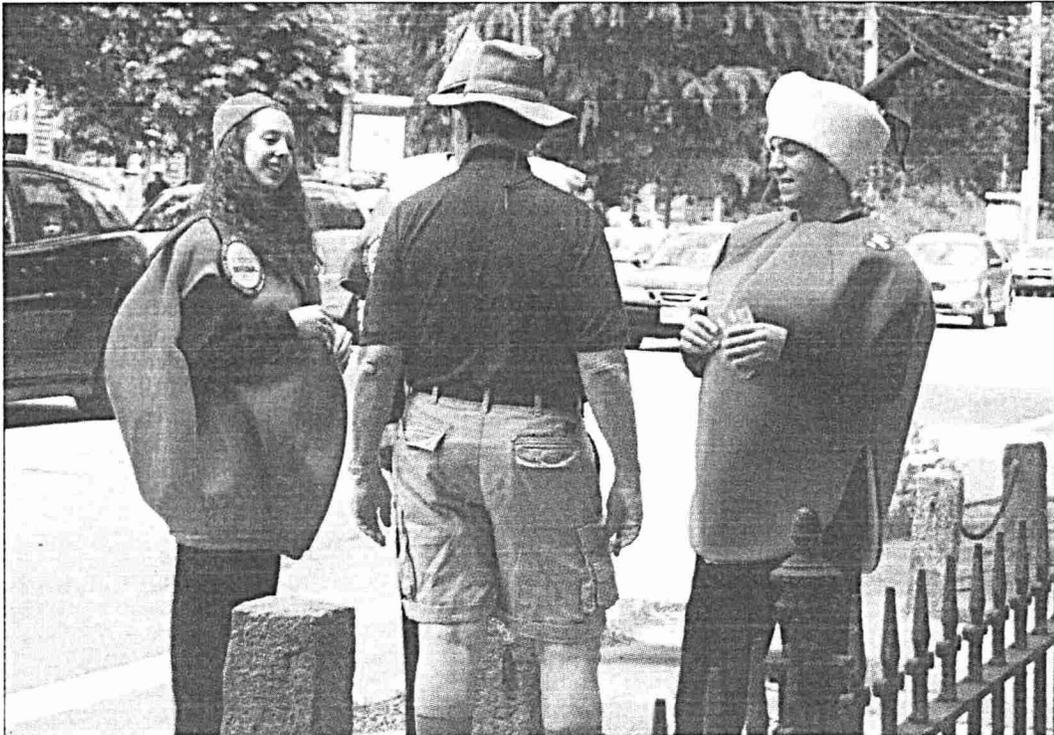




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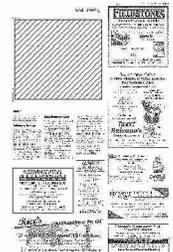
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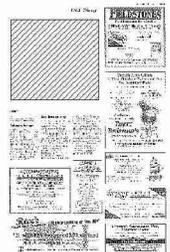
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## Local Takeaway

All of the guests were given an “I Got Fresh In RI” reusable canvas bag containing a number of RI local treats. Hopefully they also walked out of the [Beard House](#) with a good understanding of how local, healthily raised food is abundantly available in Rhode Island and that our restaurants are a treasure trove of great farm-fresh menu items. Rhode Island's restaurants have always been a great tourist destination for food lovers and perhaps our farms will give visitors yet another thing to see here.

*For more photographs and descriptions of the RI Farm, Vine and Sea to Table luncheon, check out Dadekian's food blog [here](#).*

Photos [David Dadekian](#)



**SOURCE:** Westerly (RI) Sun  
**AUDIENCE:** 5,329 [provided by Nielsen//NetRatings]  
**DATE:** 07-25-2010  
**HEADLINE:** They (TM)ve got the grist of things in Usquepaugh

### Source Website

By VICTORIA GOFF / Sun Staff Writer USQUEPAUGH – Roughly 40 years ago, Paul Drumm Jr. was only looking for a space to sell antiques, but he ended up with a grist mill business.

A machine repairman who enjoys restoring antique goods, Drumm hurt his back and was out of work for two years. He saw a sale advertisement in the newspaper – "Business opportunity: Grist mill" – and decided to check it out.

At first, Drumm and his late wife, who liked to knit, crochet and make other crafts, thought they were looking into buying an empty building. It turned out the deal was for a mill that has been in business since 1696.

The Drumms bought the Kenyon's Grist Mill in December 1971. Now, Paul Drumm Jr. runs it with his 48-year-old son, Paul Drumm III.

"It was the second best thing that I did in my life," said the elder Drumm, now 80 – the first best thing, of course, being his marriage.

The Drumms, with the help of five employees, grind meal and flour using two large granite wheels that originate from Westerly. They operate the business out of a quaint, wooden mill that dates to 1886 and overlooks the Queen's River.

Kenyon's specialties include traditional staples like johnnycake flour and the popular buttermilk and honey pancake mix, a recipe created by the elder Drumm.

The Drumms opened the doors of the mill to the public Saturday as part of its second annual Summer Festival.

"The thing that keeps this place alive is the fairs and festivals," the younger Drumm said.

Families swarmed the mill grounds off Glen Rock Road in the hot, humid weather to tour the historic building, kayak and purchase goods, food and drinks from more than 40 local vendors, whose tents lined the property.

Young men dressed as fruits and vegetables passed out flyers Saturday to promote the state's "**Get fresh, Buy local**" campaign.

"It supports the local farmers and the local economy," said one campaign promoter, Derek Maroni, dressed as a giant strawberry.

The free festival continues today from 10 a.m. to 5 p.m. with tours, food samplings, wine tasting, live music and kayaking. Parking is available at the Washington County Fairgrounds off Route 112 and the Richmond Antique Center off Route 138, where buses frequently stop to shuttle visitors to the mill.

For more information, visit the mill's website at [www.kenyonsgristmill.com](http://www.kenyonsgristmill.com).

[vgoff@thewesterlysun.com](mailto:vgoff@thewesterlysun.com)

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***Highlights: Get fresh, Buy local***



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### Must have looks for the summertime

With Fashion writer Andrea Mchugh

Updated: Friday, 30 Jul 2010, 11:05 AM EDT  
Published : Friday, 30 Jul 2010, 11:05 AM EDT

(FOX Providence) - The City by the Sea is well know for its summertime music festivals, so whether you're planning to check out the Newport Folk or Jazz Festival, you've got to look good!

Fashion writer Andrea Mchugh joined the Rhode Show to help you decide what to where to all your summer soirees.

**Look 1: Inspired by Anne Hathaway and Pink**  
White eyelet sundress by Jack Rogers and Cannes Buji Baja straw bag with canvas print handles from Angela Moore, Newport Model's own fedora, flip flops and sunglasses.

**Look 2: Inspired by Rachel Zoe, Nicole Ritchie, Jessica Simpson**  
Royal blue Indian Summer kaftan with gold sequined beading and embroidery worn with navy tank top and white leggings, both by Nikki Beach, and lime green Bianca necklace plus multicolored Labadi beach strands from Rib & Rhein, Newport.

**Look 3: Inspired by Rachel Bilson**  
J Brand jean shorts from Kristina Richards, Newport and Cranston  
Organic tie-dye cotton tank by omgirl from Relishing Dash, Newport  
Vintage leather belt. Hand-woven West African tote with leather handles paired with burnt orange Kensington Indian wrap from Rib & Rhein, Newport. Stackable bangles from Alex and Ani, inspired by Kate Hudson.

**Jazz and Folk Festival must have accessories:**

- Spacious tote: show eco-friendly tote from Get Fresh. Buy Local bag available at local farmers markets and Dave's Market
- Palermo Straw hat and London Summer silk scarf from Rib & Rhein, Newport
- Classic Ray-Ban Aviator sunglasses

On the web: <http://newportstylephile.wordpress.com/about/>

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#### The Rhode Show Rundown

- Taking 'tent city' to a new audience**  
A new film is aimed at taking the notorious 'tent cities' of ...
- River Falls**  
Our TV Maitre d' has discovered a northern Rhode Island ...
- East Providence carousel reopens**  
An East Bay summer tradition reopens after months of repairs.
- 'Train' back at the top of the charts**  
They started on a roll with their self-titled debut back in ...
- What you plant could affect the economy**  
It's summertime, and our gardens and lawns are in full bloom! ...

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The Rhode Show

<ul style="list-style-type: none"> <li>Taking 'tent city' to a new audience</li> <li>River Falls</li> <li>East Providence carousel reopens</li> <li>'Train' back at the top of the charts</li> <li>What you plant could affect the economy</li> </ul>	<ul style="list-style-type: none"> <li>The Buzz: Picture perfect wedding</li> <li>Win tickets to Newport Jazz Festival</li> <li>Talented local kids take to the stage</li> <li>First ever Newport Winefest to be held</li> <li>Right sunglasses for every face shape</li> </ul>
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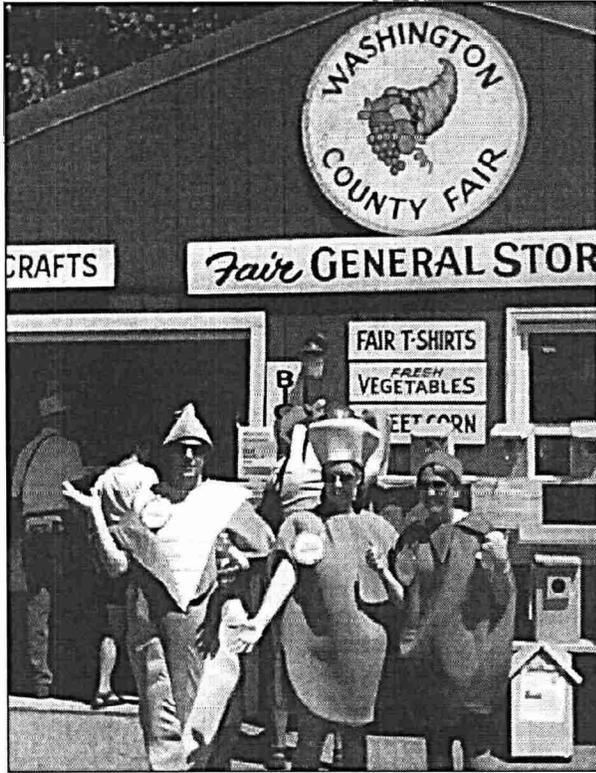
## *Fresh Fanatics on the farm*

The Get Fresh. Buy Local. Fresh Fanatics celebrated all things tomato at Confreda Greenhouses and Farms' Tomato Festival recently. The old-fashioned farm fair was held at their western Cranston farm on Saturday, July 31 and Sunday, Aug. 1. Get Fresh. Buy Local.

([www.getfreshbuylocal.org](http://www.getfreshbuylocal.org)) is a statewide campaign launched in 2009 to promote awareness of Rhode Island-grown specialty crops. The Fresh Fanatics are hitting events across the State this summer to encourage attendance at RI farmers markets and farm stands.

Pictured from left are Derek Maroni, Sara Turrini and Jamie Chatel as the Fresh Fanatics. (Submitted photo)





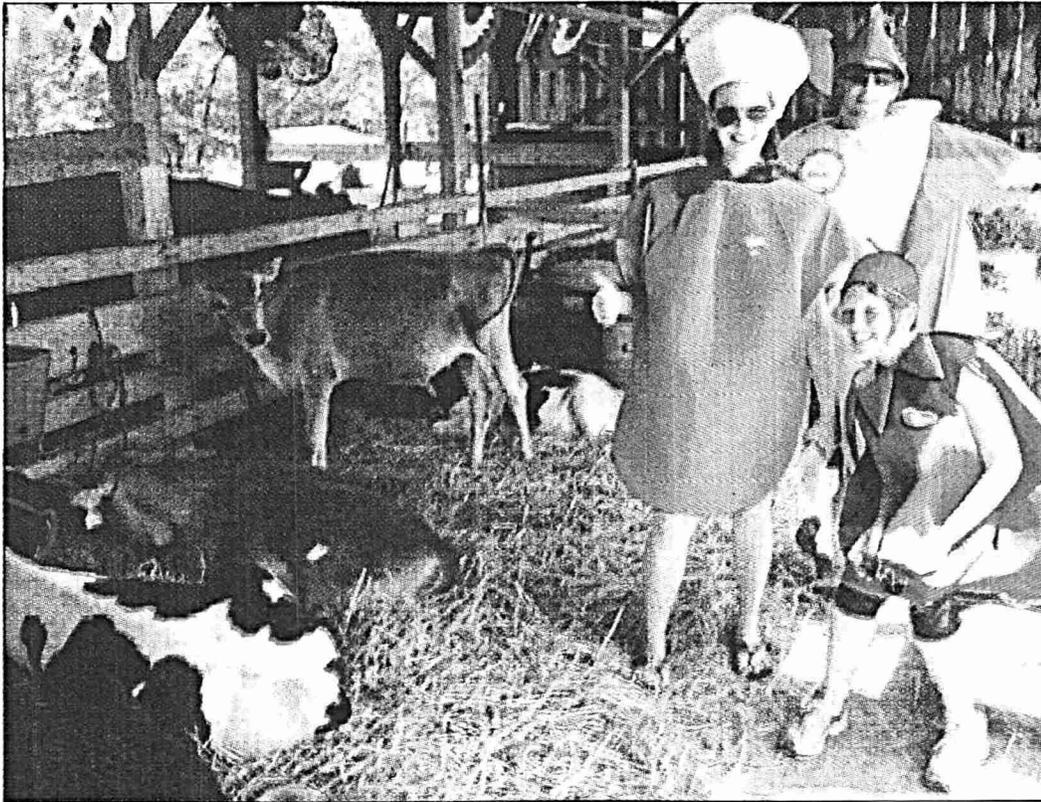
*At the fair*

The **Fresh Fanatics** – (from left) Derek Maroni of North Kingstown as an ear of corn, Jamie Chatel of Warwick as the green apple and Sara Turrini of Bristol as the red tomato – spent the weekend at the 44th annual Washington County Fair held in Richmond. The group was promoting the statewide campaign “Get Fresh. Buy Local” to increase awareness of state-grown specialty crops that are for sale at area farmers markets.



# Washington County Fair

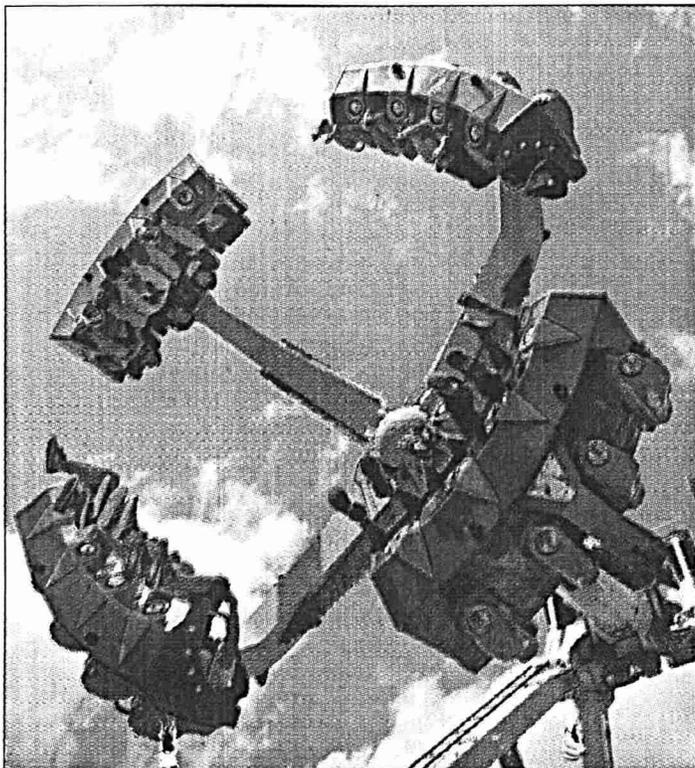
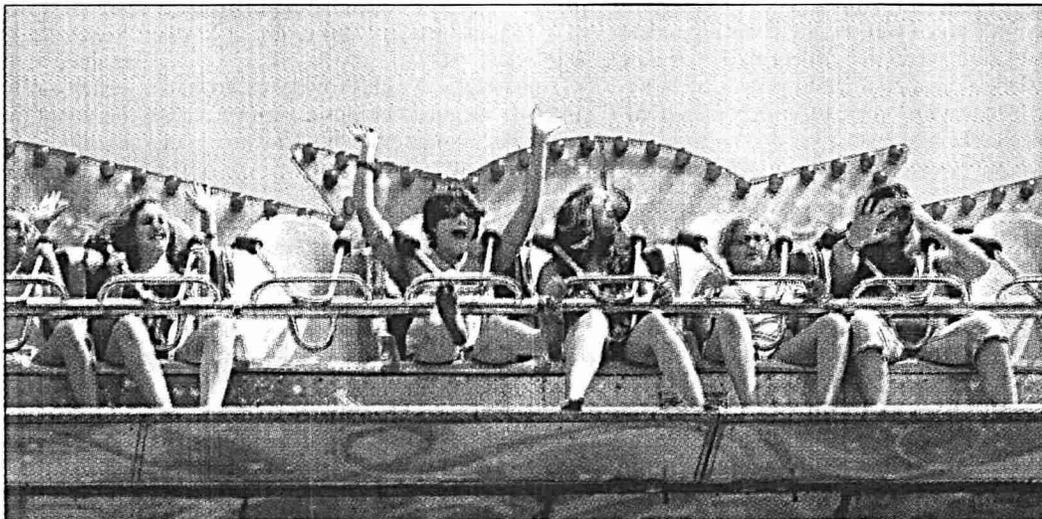
The  
44th  
Annual



PHOTOS: SUBMITTED

The **Fresh Fanatics** celebrated at Rhode Island's 44th annual Washington County Fair in Richmond last weekend. "Get Fresh. Buy Local." is a statewide campaign to promote awareness of state-grown specialty crops. The Fresh Fanatics are hitting events across Rhode Island this summer to encourage attendance at farm stands and farmer's markets.





PHOTOS: RAY CLAYTON  
**Fair-goers enjoyed carnival rides at the Washington County Fair, held last week and weekend in Richmond. The fair is Rhode Island's largest agricultural event.**

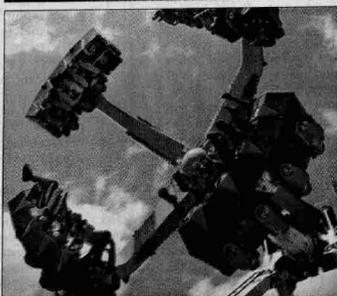
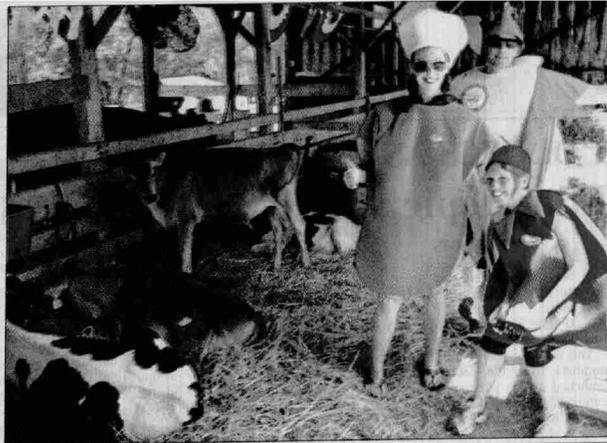


## Washington County Fair The 44th Annual



PHOTOS: SUBMITTED

Above, right: The Fresh Fanatics celebrated at Rhode Island's 44th annual Washington County Fair in Richmond last weekend. "Get Fresh. Buy Local" is a statewide campaign to promote awareness of state-grown specialty crops. The Fresh Fanatics are hitting events across Rhode Island this summer to encourage attendance at farm stands and farmer's markets.



PHOTOS: RAY CLAYTON

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