media release

Colorado Department of Agriculture
www.colorado.gov/ag

FOR IMMEDIATE RELEASE
August 2, 2012
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Colorado Proud Month: The Perfect Time to Buy Local

LAKEWOOD, Colo. – Whether you are looking for fresh fruits and vegetables, meats, dairy products or manufactured foods, August is the perfect time to buy local products. Colorado showcases a bounty of local foods at grocery stores, farmers' markets and restaurants across the state. To help promote the state's food and agricultural products, Governor John Hickenlooper has declared August as Colorado Proud Month.

"We can make a difference when we buy Colorado Proud," said John Salazar, Commissioner of the Colorado Department of Agriculture. "Buying products with the Colorado Proud logo benefits our local farmers, ranchers and processors as well as the state economy."

Colorado Proud, created by the Colorado Department of Agriculture in 1999, promotes locally grown, raised or processed food and agricultural products to consumers statewide. Currently, the program has more than 1,700 members including growers, processors, restaurants, retailers and associations.

To find Colorado products, farmers' markets, a crop calendar, restaurants and recipes, visit www.coloradoproud.org.

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Editor's Note: A high resolution image of the Colorado Proud logo is available by emailing wendy.white@ag.state.co.us.

The Governor's proclamation states:

WHEREAS, the Colorado Proud program promotes the freshest, locally grown agricultural products in the state; and

WHEREAS, the Colorado Proud program helps more than 1,600 Colorado companies market their food and agricultural products; and

WHEREAS, the Colorado Proud program makes it easier for consumers, retailers, schools and restaurants to buy locally grown and processed products; and

WHEREAS, the Colorado Proud program encourages the state's chefs and schools to use Colorado-grown items in their daily menus; and

WHEREAS, Colorado Proud encourages consumers to buy locally produced foods which decreases food miles and assists in combating climate change; and

WHEREAS, the Colorado Proud program helps to ensure the future of Colorado's agricultural industry—an industry that plays a vital role in our state's economy;

Therefore I, John Hickenlooper, Governor of the State of Colorado, do hereby proclaim August 2012 as COLORADO PROUD MONTH in the State of Colorado.