

media release

Colorado Department of Agriculture
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Annual Directory Helps Local Farmers and Ranchers Market Products

LAKESWOOD, Colo. – Colorado growers can market their products to consumers through the 28th annual *Colorado Farm Fresh Directory*. Listings are being accepted for the 2012 edition of the directory. Published by the Colorado Department of Agriculture, *Farm Fresh* promotes Colorado farmers' markets, roadside stands, u-picks, Community Supported Agriculture (CSA) producers, agritourism activities and farms and ranches that sell direct to the public.

"The *Farm Fresh Directory* is a great way for Colorado growers to direct market their products," said Wendy White, marketing specialist at the Colorado Department of Agriculture. "It is one of our most popular publications and consumers look forward to the new edition every year."

The directory will be available in June and is free to consumers. More than 100,000 copies of the publication will be distributed through libraries, extension offices, bookstores, farmers' markets, welcome centers, chambers of commerce and other businesses. In addition to the printed directory, the 2012 *Farm Fresh* will also be available on the Colorado Department of Agriculture's website.

The fee to be included in the directory is \$25 and the deadline is February 1, 2012. For more information, including listing forms, contact Loretta Lopez at (303) 239-4115 or visit www.coloradoagriculture.com.

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