

media release

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30th Annual Farm Fresh Directory Features Cover Created by Local Artist

BROOMFIELD, Colo. – The sights, sounds and smells of summer are here as is the annual *Colorado Farm Fresh Directory*. The Colorado Department of Agriculture publication helps consumers find farmers' markets, roadside stands, u-picks, wineries and agritourism activities. To celebrate its 30th anniversary, artists from across the state submitted designs to be considered for the publication's cover.

“We wanted to make this year's directory extra special,” said Wendy White, marketing specialist for the Colorado Department of Agriculture. “Featuring a local artist's work on the cover is a perfect way to celebrate the state's agricultural heritage and creative arts.”

Nanci Avery of Windsor, Colo. created the artwork which is featured on the cover of this year's *Colorado Farm Fresh Directory*. Nanci received \$500 from Colorado Creative Industries for winning the cover artwork contest.

“Nanci's artwork is a great representation of the variety of products you can find at farmers' markets or directly from Colorado farms and ranches,” said White. “Its use of bright colors really caught the judges' attention.”

The 2014 Colorado Farm Fresh Directory features more than 200 farms, ranches, roadside stands, u-picks and Community Supported Agriculture (CSA) programs as well as 100 farmers' markets across the state. Farm Fresh also includes farms that offer tours, restaurants using local ingredients, wineries, corn mazes, pumpkin patches and farm and ranch vacations. In addition, the free directory includes county fairs, a crop calendar, food and agricultural festivals and tips for picking Colorado produce.

The directory is available for free at participating libraries, chambers of commerce, welcome centers, visitor centers, CSU Extension offices and other businesses as well as online at www.coloradoagriculture.com/farmfresh. Colorado Farm Fresh will soon be available as a mobile app for smartphones.

The directory is sponsored by Rock Creek Farm (the presenting sponsor), Colorado Creative Industries, Colorado Farmers' Market Association, Colorado Fresh Markets, Colorado Fruit & Vegetable Growers Association, Colorado MarketMaker, Colorado Proud, Colorado State Fair, Colorado Tourism Office, Colorado Wine Industry Development Board, Delta County Tourism, History Colorado, Longmont Dairy Farm, Metro Denver Farmers' Market, Miller Farms and Royal Crest Dairy.

For more information or to find a location to pick up a free copy of the *2014 Colorado Farm Fresh Directory*, contact the Colorado Department of Agriculture Markets Division at (303) 869-9175 or visit www.coloradoagriculture.com.

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