

MEDIA ADVISORY

USDA Satellite Features Feed

September 24, 2009

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FEATURE – FIRST LADY, AG SECRETARY PROMOTE FARMERS MARKETS

INTRO: First Lady Michelle Obama and Agriculture Secretary Tom Vilsack promoted healthier eating through farmers markets at an event in Washington D-C. The USDA's Bob Ellison has more. (1:44)

FIRST LADY MICHELLE OBAMA SAYS NEIGHBORHOOD FARMERS MARKETS ARE AN IMPORTANT PART IN ANY COMMUNITY. SPEAKING AT A NEW FARMERS MARKET NEAR THE WHITE HOUSE, THE FIRST LADY SAID FARMERS MARKETS HELP BRING HEALTHY FOOD TO ALL AMERICANS.

First Lady Michelle Obama: Farmers markets are a simple yet major ingredient in solving access issues in many communities. And for those who think that fresh fruits and vegetables are out of their reach financially this market and other farmers market participate in the WIC program, the SNAP program, the Double Dollar program and the Seniors Benefits program.

THE FIRST LADY SAID THAT FARMERS MARKETS HELP FAMILY FARMERS EARN A LIVING AND REMAIN A PART OF U-S AGRICULTURE.

Michelle Obama: These farmers provide a critically important role in feeding this nation. Small and mid-sized farmers grow the fruits and vegetables that we find on our supermarket shelves as well as at farmers markets and they are an important part of creating a healthier environment, healthier communities and healthier families.

AGRICULTURE SECRETARY TOM VILSACK USED THE OCCASION TO PROMOTE U-S-D-A'S KNOW YOUR FARMER, KNOW YOUR FOOD INITIATIVE THAT AIMS TO BUILD STRONGER LOCAL AND REGIONAL FOOD SYSTEMS.

Tom Vilsack, Agriculture Secretary: The truth is that every single American family needs a farmer. I want you to think about that. Everyone needs a farmer. And we hope that know your farmer, know your food will initiate and begin a national conversation where we all learn more about where our food comes from, how it gets to our plate and how hard our farmers work.

NATIONALLY, THE NUMBER OF FARMERS MARKETS HAS JUMPED FROM ABOUT SEVENTEEN HUNDRED FIFTEEN YEARS AGO TO FORTY SEVEN HUNDRED TODAY. IN WASHINGTON D-C FOR THE U-S DEPARTMENT OF AGRICULTURE, I'M BOB ELLISON.