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FOR IMMEDIATE RELEASE

Ohio Department of Agriculture to Assist Farmers Markets with Advertising Costs

REYNOLDSBURG, Ohio (Sept. 1, 2010) – Ohio farmers markets can now apply for their share of \$25,000 in cost-share advertising reimbursement for the 2011-2012 market season through the Ohio Department of Agriculture using funds from Ohio’s Rural Rehabilitation Program.

All Ohio non-profit farmers markets are eligible to participate in a competitive application and evaluation process to reimburse advertising expenses up to 50 percent, with a maximum of \$1,500 available for an individual farmers market. Funds may be used to offset advertising costs for outlets including print, radio, billboard and television.

Applications must be received by the department on or before Nov. 15, 2010. Farmers markets receiving funds will be announced at the Ohio Farmers Market Conference that will take place at the Ohio Department of Agriculture in March of 2011.

A farmers market is a location where several producers congregate to offer fruits, vegetables, flowers, plants and other agricultural products. These markets are often located in a public parking lot or at a local fairground. A searchable list of Ohio’s farmers markets is available at www.ohioproud.org.

For more information about the Farmers Market Cost Share Advertising Program, including a complete list of rules, visit www.agri.ohio.gov.

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