



Pennsylvania Vegetable Marketing & Research Program
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FOR IMMEDIATE RELEASE: August 1, 2019

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So Many Ways to Share the Stories of Pennsylvania's Agriculture
Celebrate Farmers and Local Food this August

Harrisburg, PA - Each year, leading up to PA Produce Month, the Pennsylvania Vegetable Marketing & Research Program (PVMRP) team puts their heads together in an effort to develop a story plan for PA Produce Month. They strive to find balance between showcasing individual farmers loved by their communities and promoting local produce and local food as a whole. Despite the input and output of this creative process, there's still no substitute for the authentic stories, moments, and experiences that happen naturally, everyday, when we put ourselves out in the community and interact with individuals of the agricultural world - farmers, chefs, market managers, neighbors, economic development groups, your children, you name it!

Local food has this way of enhancing whatever it touches and we hope you experience that this PA Produce Month and decide to share your experience with as many individuals as possible. The following videos, recipes, and blogs could serve as part or all of the story you choose to tell or simply act as a catalyst for your own #paveggies tale. Dig in!

Videos

[Learn what PA Produce Month is all about.](#)

[Make 5 Minute Salsa](#) with Risser Marvel Farm Market of Hershey, PA.

[Craft a Rainbow Cauliflower Salad](#) with Shenot Farm & Market of Pittsburgh, PA.

[Hear from 6 managers of local food operations](#) as they share uplifting lessons about their work and their communities.

Blogs

[Hit the road](#) for a PA Veggies travel adventure that features 6 regions, from Philadelphia to Erie, and 21+ stops.

[Get acquainted with what's in season](#) this August and explore a variety of recipes for these fresh vegetables.



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Recipe Press Releases with Special Guests

[Grilled Brussels Sprouts Kabobs with Apple Walnut Dressing](#) from Libby Mills, Spokesperson of the Academy of Nutrition and Dietetics.

[Quick Cucumber Kimchi](#) from Nicole Shelley, Owner/Operator of Local Food Market LV.

[White, Red and Gold Ranch Potatoes](#) from Nathan Tallman, CEO of Pennsylvania Co-Operative Potato Growers.

[Heirloom Tomato and Fennel Galette](#) from Jessica Lewis, Executive Chef of The Oaklander Hotel's Spirits and Tales.

Graphics

[Build awareness and share your love for PA veggies](#) by simply sharing a pre-made graphic.

[Use one of the infographics to educate](#) your audience and community about PA veggies.

Facebook Profile Photo Frame

["Vegify" your Facebook profile photo](#) for the month of August in support of local farmers and PA produce.

Please note: many videos and photos are accessible via the links. Additional content may be provided upon request.

The Pennsylvania Vegetable Marketing and Research Program is a statewide marketing order established by a grower referendum, governed by a grower board and funded by grower assessments. The Program's sole purpose is to serve the vegetable growers of Pennsylvania by promoting Pennsylvania-grown vegetables and funding practical vegetable production research. Consider liking PA Veggies on Facebook ([PAVeggies](#)), following along on Instagram ([@PAVeggies](#)), subscribing to our [YouTube](#) channel, and using #PAVeggies to find and share your homegrown PA happiness experiences.

EDITORS: If you have any questions, please contact Angela % PA Veggies at 484.955.3817 or angela@kitchentableconsultants.com.