



Pennsylvania Vegetable Marketing & Research Program
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*More Local Veggies and a Statewide Directory on the 2019 Horizon for Pennsylvania
Reflecting on a Momentous PA Produce Month Campaign*

Harrisburg, PA - We can't wait to build upon the achievements of 2019 PA Produce Month in a way that lifts up stewards of PA vegetables and the land those vegetables are grown on, as well as celebrates residents who support PA agriculture. We'll have big shoes to fill since one of our most exciting achievements of 2019 is not yet unleashed. Before the year's end, PA Veggies will have completed and debuted a brand new Directory that services farmers, consumers, and wholesale buyers in a way that no directory has before.

This Directory is being built as an enhancement of the long-standing listings available at paveggies.org, which allow site visitors to locate Retail Farm Markets, Community Farmers Markets, Produce Auctions, Community Supported Agriculture (CSAs), and Wholesale Growers within the state of PA. Enhancements will include a responsive map and numerous filters, allowing users to pinpoint the best methods for connecting them to Pennsylvania vegetables according to their chosen criteria. Once the directory is launched, PA Veggies will continue working to make it inclusive of as many PA vegetables sources as possible, as well as continue to evolve the model in a user friendly manner. PA Veggies plans to debut the directory in late September and, until then, encourages PA residents to continue to support local. How?

This PA Produce Month we opened our Instagram as a platform where individuals could promote and discover information pertaining to the local food and vegetable community by welcoming a new operation/individual to takeover and tell their story to our audience each day. As fall approaches, we'll continue to re-share relevant content, schedule story takeovers, and serve as a go-to spot for all things Pennsylvania vegetables. **Remember to tag #paveggies or [submit a request](#) via our website.** If you don't have anything to contribute at this time but want to stay in the know, make sure you're following @paveggies on [Instagram](#) and [Facebook](#), and peruse paveggies.org for ideas and inspiration through our Blogs, Recipes, Press Releases, Videos, and our (coming soon) Directory. [The countdown](#) to PA Produce Month 2020 has already begun. Let's keep our support of Pennsylvania vegetables going strong all year long!

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



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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.