



Pennsylvania Vegetable Marketing & Research Program  
2301 N. Cameron Street, Harrisburg, PA 17110-9408  
717-694-3596 | [pvmrp@embarqmail.com](mailto:pvmrp@embarqmail.com) | [www.paveggies.org](http://www.paveggies.org)

**FOR IMMEDIATE RELEASE: August 7, 2019**

Angela Corrado  
484.955.3817  
[angela@kitchentableconsultants.com](mailto:angela@kitchentableconsultants.com)

**Head Behind the Scenes of 30+ Pennsylvania Farms and Local Food Operations**  
*@paveggies Celebrates PA Produce Month with a Record Amount of Instagram Takeovers*

Harrisburg, PA - August is [PA Produce Month](#), a holiday only made possible by the growers and local food operations in our great state of Pennsylvania. The best way to celebrate is by showing and telling your local farmers that you appreciate them. We can display this through the purchase and enjoyment of as much local produce as possible. Since that effort is checked off our list, the PVMRP went a step further by creating a platform (our Instagram) where PA farmers and local food operations and advocates can share their #paveggies story. We've connected with over 30 individuals to coordinate opportunities where they takeover [our Instagram account](#) and share a behind the scenes look and unique story with a brand new audience. There's a takeover scheduled each day until August 31, at which time we'll regain control and sign off on one of the best PA Produce Month celebrations of all time.

We've already welcomed fantastic operations like [Eagle Point Farm](#), [Always Hungry in Happy Valley](#), and [Spiral Path Farm](#), with exciting things sure to come from Takeovers by [Kneehigh Farm](#), [riverwardsproduce](#), [ediblePhilly](#), and more!

If you're ready and willing to show additional support for Pennsylvania's farmers and local food operations and advocates, make sure you follow along and engage with these hard-working and passionate individuals. In fact, you may even recognize one of your favorite "local food heroes" on the list. Here's a full schedule of past and upcoming takeovers:

Saturday, July 20, 2019	<a href="#">@eaglepointfarm_853</a> took over <a href="#">@paveggies</a>
Tuesday, July 23, 2019	<a href="#">@spiralpathfarm</a> took over <a href="#">@paveggies</a>
Thursday, July 25, 2019	<a href="#">@bethlehemfarmersmarket</a> took over <a href="#">@paveggies</a>
Saturday, July 27, 2019	<a href="#">@oleyvalleyorganics</a> took over <a href="#">@paveggies</a>
Monday, July 29, 2019	<a href="#">@alwayshungryinhappyvalley</a> took over <a href="#">@paveggies</a>
Wednesday, July 31, 2019	<a href="#">@farmersonthesquare</a> took over <a href="#">@paveggies</a>
Thursday, August 1, 2019	<a href="#">@paveggies</a> announced the beginning of PA Produce Month 2019.
Friday, August 2, 2019	<a href="#">@paveggies</a> managed a MEGA repost day.
Saturday, August 3, 2019	<a href="#">@bednersfarmmarketusc</a> took over <a href="#">@paveggies</a>
Sunday, August 4, 2019	<a href="#">@mediafarmersmarket</a> took over <a href="#">@paveggies</a>



Pennsylvania Vegetable Marketing & Research Program  
 2301 N. Cameron Street, Harrisburg, PA 17110-9408  
 717-694-3596 | [pvmrp@embarqmail.com](mailto:pvmrp@embarqmail.com) | [www.paveggies.org](http://www.paveggies.org)

Monday, August 5, 2019	@paulusfarmmarket took over @paveggies
Tuesday, August 6, 2019	@wccgrowersmarket took over @paveggies
Wednesday, August 7, 2019	@plumcreekfarmmpa took over @paveggies
Thursday, August 8, 2019	@seedkeeping takes over @paveggies
Friday, August 9, 2019	@emmausfarmmkt takes over @paveggies
Saturday, August 10, 2019	@rt174roadside takes over @paveggies
Sunday, August 11, 2019	@horshamfarmers takes over @paveggies
Monday, August 12, 2019	@ediblephilly takes over @paveggies
Tuesday, August 13, 2019	@homefields_csa takes over @paveggies
Wednesday, August 14, 2019	@earthbound.chickpea takes over @paveggies
Thursday, August 15, 2019	@frenchstreetfarms takes over @paveggies
Friday, August 16, 2019	@wildgreensandsardines takes over @paveggies
Saturday, August 17, 2019	@foodforfuel_rd takes over @paveggies
Sunday, August 18, 2019	@hemmabastsylvansunfarm takes over @paveggies
Monday, August 19, 2019	@kneehighfarm takes over @paveggies
Tuesday, August 20, 2019	@oaknutfarm takes over @paveggies
Wednesday, August 21, 2019	@ards_farm takes over @paveggies
Thursday, August 22, 2019	@pgmfarmersmarket takes over @paveggies
Friday, August 23, 2019	@hillcreekfarmmpa takes over @paveggies
Saturday, August 24, 2019	@core.goods takes over @paveggies
Sunday, August 25, 2019	@onyourtablenow takes over @paveggies
Monday, August 26, 2019	@squareplateart takes over @paveggies
Tuesday, August 27, 2019	@Pa_local_grow takes over @paveggies
Wednesday, August 28, 2019	@riverwardsproduce takes over @paveggies
Thursday, August 29, 2019	@conscious_acre_farm takes over @paveggies
Friday, August 30, 2019	@greenwoodfarmmarket takes over @paveggies
Saturday, August 31, 2019	@paveggies signs off on an amazing PA Produce Month

*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](https://www.facebook.com/PAVeggies)), following along on Instagram ([@PAVeggies](https://www.instagram.com/PAVeggies)), subscribing to our [YouTube](#) channel, and using #PAVeggies to find and share your homegrown PA happiness experiences.*



Pennsylvania Vegetable Marketing & Research Program  
2301 N. Cameron Street, Harrisburg, PA 17110-9408  
717-694-3596 | [pvmrp@embarqmail.com](mailto:pvmrp@embarqmail.com) | [www.paveggies.org](http://www.paveggies.org)

**EDITORS: If you have any questions, please contact Angela % PA Veggies at 484.955.3817 or [angela@kitchentableconsultants.com](mailto:angela@kitchentableconsultants.com).**