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**NEWS RELEASE**

**New Castle County Awarded \$99,750 for Farmers Market Promotion Program**

The New Castle County Department of Community Services has been awarded \$99,750 under the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service Program.

USDA awarded more than \$27 million in competitive grants to expand marketing through the new Local Food Marketing Promotion Program (LFPP) and the Farmers Market Promotion Program (FMPP).

The New Castle County Farmers' Market Promotion Project will improve and expand market opportunities to farmers within the County, while increasing consumption of and access to locally produced agricultural goods. Furthermore, it will add Electronic Benefit Transfer (EBT) capabilities and promote the markets to local low-income communities.

"The USDA funds will allow the current Farmers Market Program to expand its support of local farmers and will bring access to healthy foods to underserved areas, such as the Route 9 Corridor in New Castle," County Executive Thomas P. Gordon said.

USDA Farmers' Market Promotion Program (FMPP) earmarked funds to assist in the development, improvement and expansion of domestic Farmers' Markets, community supported agriculture programs, and other direct producer-to-consumer market opportunities. "New Castle County Department of Community Services identified the need and sought these additional funds to expand and improve outreach to those with limited access to healthy food options," said Sophia Hanson, General Manager of the Department of Community Services.