



## **NEWS RELEASE**

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### **Third Annual Wood River Valley Locally Grown Guide On Stands Now**

- The Third Annual Wood River Valley Locally Grown Guide is out now with 130 listings for farms and ranches, restaurants, retailers, caterers, food artisans, and beverage crafters who produce and sell local products
- The Locally Grown Guide makes it easy to engage with the food system and discover new locally grown products.
- Expanded and improved, the 2022 Guide includes information on sourcing locally grown food and eliminating food waste in your home
- Gold, Silver and Bronze basket rankings recognize the commitment of restaurants and chefs to using locally grown food

Hailey, ID – The third annual Wood River Valley Locally Grown Guide is now available at locations throughout the Valley. The free Guide, a publication of Local Food Alliance, a Sun Valley Institute for Resilience program, connects residents and visitors to high-quality seasonal food produced in our regional foodshed and invites everyone to experience the farms, food businesses and organizations that create the distinctive flavor of our community. Look for the Guide on Sun Valley Source magazine racks and featured at local businesses throughout the community.

For the third edition of the Guide, LFA has increased the number of listings to 130. Participation is free for any business or organization that produces or utilizes locally grown products. These listings include farms and ranches, farmers markets, local food



retailers, restaurants, food artisans, beverage crafters, caterers and private chefs, food focused local events and organizations supporting local food in the Valley.

“We created the Guide to make it simple for everyone to engage with the food system and savor the flavors of our foodshed,” says Amy Mattias, Sun Valley Institute for Resilience Program Director. “It’s fun and easy to use, which makes it a powerful tool for building affinity between consumers and the people who grow their food. Loyalty to local producers ensures a prosperous future for family farmers throughout the region.”

The Locally Grown Guide has made it easier than ever to discover locally grown food. Area maps orient residents and visitors to where they can find local food. A new seasonal produce chart helps consumers know when their favorite products will be available from local vendors.

In the restaurant and caterer and private chef sections, new gold, silver, and bronze basket rankings recognize the restaurants and chefs that have the highest commitment to using locally ingredients. These rankings are based on the number of local producers each entity reported using in their dishes.

The Guide has also added additional information on reducing food waste in the home. “Studies show that one third of all food purchased by households is wasted,” says Mike Gordon, the Institute’s Communications Manager. “Every time you throw food out, you are increasing the cost of the food you eat while adding to the landfill. The new food waste content in the Guide is aimed at making local food more affordable by reducing what gets thrown away. Reducing food waste also decreases carbon and methane emissions. It’s a win-win.”

The Locally Grown Guide is made possible with generous sponsorships from local businesses and the support of individual donors. A special mention to Atkinsons’ Markets, Stevenson Real Estate Group and Mowbray Sporthorses and Sun Valley Culinary Institute for their Sower level support of the 2022 Locally Grown Guide.

To celebrate the launch of the second annual Locally Grown Guide, Sun Valley Institute for Resilience will be participating in the Wood River Farmers Markets at the end of June. Copies of the Guide, kids activities and a special launch promotion in collaboration with Roadbars will be available at their booth at both the Hailey and Ketchum markets. The Guide is also available for digital viewing at their website, [locallygrownguide.org](http://locallygrownguide.org).



### **About the Locally Grown Guide**

The Locally Grown Guide (LGG) raises awareness of our local food producers and supporters. With over 100 local food business listings, informative articles, and interactive content, it is the only comprehensive resource for eating locally in the Wood River Valley. The Guide makes sourcing and eating locally simple and fun. In 2022, 3,500 Guides will be distributed to residents and visitors. To learn more about the Guide and view an online directory of listings, visit [locallygrownguide.org](http://locallygrownguide.org)

### **About Sun Valley Institute for Resilience**

The Locally Grown Guide is a publication of Local Food Alliance, a program of the Sun Valley Institute for Resilience (SVIR). The purpose of Sun Valley Institute for Resilience is to advance community resilience in Idaho's Wood River Valley region by educating, investing and collaborating to ensure that the economy, environment and people thrive. We build social, economic and ecological resilience by connecting capital to community needs through the Impact Idaho Fund, fostering collaboration through 5B Resilience Gardens, raising awareness and serving as a catalyst for change. Please reach out by email or through our social media with any community needs that you are seeing. For more information, please visit: [www.sunvalleyinstitute.org](http://www.sunvalleyinstitute.org) and follow the institute on Instagram at @LocalFoodAlliance and Facebook at [facebook.com/localfoodalliance](https://facebook.com/localfoodalliance).