



## **NEWS RELEASE**

**For Immediate Release**

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### **USDA Agricultural Marketing Service grant awarded to Sun Valley Institute for Resilience to expand and strengthen local and regional food systems**

- \$100,000 Farmers Market Promotion Program Grant supports SVIR work driving increased purchasing of locally produced food in the Wood River Valley region.
- Using the grant, SVI will create a local purchasing policy guide and provide grower-buyer matchmaking services.
- Grant funding will strengthen the economic viability of local food producers and make consumer interest in local food actionable.
- The Wood River Valley's Locally Grown Guide will feature profiles and stories from restaurants and organizations who have adopted local food purchasing policies or commitments.

Hailey, ID – The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service has awarded the Sun Valley Institute for Resilience a \$100,000 grant to expand and deepen the impact of its local food system work. The grant will be utilized in the development of a local food purchasing guide for restaurants, retail stores, non-profits and schools. SVIR will work with these entities to build custom commitments and connect buyers with local food producers. The awarded grant strengthens the economic viability of local food producers and makes consumer interest in local food actionable.

"The grant from the USDA allows for the expansion of a key element of our regional food systems work," say Amy Mattias, SVIR Executive Director. "Local food purchasing commitments allow businesses, nonprofits, and institutions to see what is possible and help them incorporate local sourcing into the decision-making process. Local food purchasing commitments lead to economic stability for farmers and increased access to local food for consumers. This grant is helping us realize this critical part of our vision."



In addition to local food purchasing commitment work, the awarded grant will be used to expand and enrich the Wood River Valley Locally Grown Guide. Building on the Locally Grown Basket certifications that have been a part of the Guide for the past two years, participating businesses will receive a special certification and be provided with marketing materials and features in the upcoming edition of the Guide.

“Beyond helping businesses and organizations source locally, this grant is making it possible for us to promote their commitments,” says Mike Gordon, SVIR Communications Manager.

“Signing a local food purchasing agreement is a big deal and the Locally Grown Guide is the perfect place to celebrate the businesses and organizations that are stepping up to support locally grown food. We’ll do everything we can to make sure that every resident and visitor knows about their commitments.”

The Grant awarded to SVIR is part of the more than \$32 million given to 98 grant projects that expand and strengthen local and regional food systems and increase the availability of locally grown agricultural products. The USDA’s Agricultural Marketing Service supports U.S. food and agricultural product market opportunities, while increasing consumer access to fresh, healthy foods through applied research, technical services, and congressionally funded grants. These projects will support the development, coordination and expansion of direct producer-to-consumer marketing, local and regional food markets and enterprises and value-added agricultural products.

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

SVIR advances community resilience in Idaho’s Wood River Valley region by educating, investing and collaborating to ensure that the economy, environment and people thrive. SVIR is dedicated to supporting our whole community and we are working to develop programs that meet everyone’s needs. For more information, please visit: [www.sunvalleyinstitute.org](http://www.sunvalleyinstitute.org)