



Cornell University
Cooperative Extension
Otsego County

NEWS RELEASE

Contact: Dianne Dirig
(607) 547-2536 x 224
dd225@cornell.edu

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Eat³ Campaign Promotes Local Foods

Just imagine the sensation when you bite into a perfectly ripe peach, nibble on a fresh ear of corn, or pop a just-picked cherry tomato into your mouth. These sensations are just some of the benefits of eating locally-grown fruits and vegetables. Food grown close to home doesn't have to travel so far and can be enjoyed at its peak freshness and flavor. Serving family meals that include locally-grown fruits and vegetables also helps expose children to that "just picked" flavor which may inspire more healthy food choices. In addition, buying from local farms – whether at a farmers' market or through your local grocer - helps support the local economy and your community.

Eating locally-grown foods is one of three key messages in the Eat Well, Eat Local and Eat Together campaign, also known as Eat³. This campaign was launched in July and is being coordinated by Cornell Cooperative Extension in 20 New York counties including Otsego County. The campaign's goal is to help families choose, prepare and enjoy healthy meals together using locally grown produce.

Local foods will also be at the center of a week-long celebration, October 5-11, called *Farm to You Fest!* sponsored by the New York State Department of Agriculture and Markets. This event provides an opportunity for schools and communities to learn about New York agriculture and enjoy locally-grown foods. This week has previously been referred to as New York Harvest for New York Kids Week to emphasize the goal of connecting New York school children to healthy, delicious, local foods. Many schools, universities and institutions receive resources and technical support in their efforts to increase the amount of locally produced food served throughout the year. For more details on these events and programs, check these websites:

http://www.agmkt.state.ny.us/AP/PrideofNY/farm_to_school.html and
<http://farmtoschool.cce.cornell.edu/>

To support the purchase and enjoyment of local foods, the Eat³ campaign features one local and healthful meal each month that families can prepare and enjoy together. The recipes have been chosen to emphasize kid-friendly foods that take advantage of in-season, locally-grown fruits and vegetables.

Cornell Cooperative Extension of Otsego County will distribute recipes highlighting the Meal of the Month, as well as postcards and a colorful refrigerator magnet to remind families to Eat Well, Eat Local and Eat Together. Materials may be obtained at the Cooperstown office, 123 Lake St., or the Oneonta office, 31 Maple St. Families are also encouraged to visit and register at the Eat³ website, www.Eat3.org, where they can find recipes for an additional "meal-of-the-month" and other dishes to include in family meals, as well as, nutrition information. Those who register on the website will be entered into a monthly drawing for a \$50 grocery store gift card. Drawing winners from August were from Herkimer

and Otsego counties. The Meal of the Month for September includes **Beef and Vegetable Stir Fry** and **Peach Cinnamon Crisp**. Recipe cards are available locally at Cornell Cooperative Extension, 123 Lake St., Cooperstown or the Oneonta office at 31 Maple St., or call 607-547-2536 or by visiting on the web www.Eat3.org,

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equal program and employment opportunities.*

*Accommodations for persons with special needs may be requested by contacting Cornell
Cooperative Extension Otsego County prior to the program.*