



**Countryside  
Conservancy**

**FOR IMMEDIATE RELEASE**

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### **Local Food Hero named to USDA’s Fruit and Vegetable Industry Advisory Committee**

**Peninsula, Ohio** - Beth Knorr, Market Manager, Countryside Conservancy was named, by Agricultural Secretary Tom Vilsack, as a member to the new Fruit and Vegetable Industry Advisory Committee (USDA).

Ms. Knorr has been with Countryside Conservancy for three years and has transformed Farmers’ Markets in Northeast Ohio to destination places as well as locations of access to local food. She manages two farmers’ markets for the Conservancy. In 2009, she was named “Local Food Hero” by the Ohio Department of Agriculture for her efforts. Her work experience includes: operating a C.S.A. (Community Supported Agriculture), farming, teaching skills to beginning farmers, and extensive work related to food policy issues.

The Fruit and Vegetable Industry Advisory Committee represents fresh fruit and vegetable growers/shippers, wholesalers, retailers, industry trade associations, importers, processors, food service suppliers, brokers, and state departments of agriculture. The committee advises the Secretary of Agriculture on issues affecting the industry. Ms. Knorr is one of 25 appointed. She is the only appointee from the State of Ohio and will serve a two year term.

“I am deeply honored to have been selected as a member of this committee, and extremely proud to represent Ohio’s fruit and vegetable producers at the national level”, states Knorr.

Since 1999, the Countryside Conservancy has supported community-based food systems throughout Northeast Ohio. This unique non-profit organization helps re-establish farms in the Cuyahoga Valley National park and runs farmers markets at Howe Meadow and the historic Stan Hywet Hall & Gardens in Akron. Other programs help up-and-coming farmers find land, connect local growers to chefs and consumers, and educate citizens about the importance of local food systems. Visit [www.cvcountryside.org](http://www.cvcountryside.org). For more information on the Countryside Farmers’ Markets contact Market Manager Beth Knorr at 330.657.2538 or email [farmersmarket@cvcountryside.org](mailto:farmersmarket@cvcountryside.org).

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