

Campaign Will Highlight Illinois Fruit, Vegetables

SPRINGFIELD, Ill. (AP) — The Illinois Department of Agriculture is launching a campaign to encourage consumers to buy locally grown fruits and vegetables.

Agency director Bob Flider says the state could see economic activity grow by \$20 billion a year if consumers increased spending on locally grown food by 10 percent.

The campaign's slogan is "Where Fresh Is." It will distribute materials highlighting Illinois produce to 200 grocery stores and 100 farmers' markets.

The department is accepting applications from stores and markets that would like to participate in the campaign. The vendors will receive the free materials by March 15.

A federal grant is funding the campaign.

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