



FOR IMMEDIATE RELEASE

6/16/11

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The produce is coming!

Palmer, AK - Summer officially begins on the 21st and Alaska Grown produce will be hitting the grocery store shelves shortly thereafter! Reports from farmers indicate that growing conditions have been perfect and the first Alaska Grown leaf lettuces will be available by the end of the month!

Did you know that fresh produce can lose the majority of its vitamins within seven days of harvest? According to a UC Davis study (www.mealtime.org/content.aspx?id=300) published in the *Journal of the Science of Food and Agriculture*, "Some fresh vegetables, such as spinach and green beans, lose up to 75% of their vitamin C within 7 days of harvest, even when held at the recommended refrigerator temperature."

It doesn't get any fresher than Alaska Grown. Remember that your local grocery store carries a wide variety of Alaska Grown products. Just remember to look, ask and buy Alaska Grown. Support your neighbors and the local economy, buy Alaska Grown.

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PSA REQUEST: Please use the second and third paragraphs as PSA script which can be read in 30 seconds.