



UNITED STATES
DEPARTMENT OF AGRICULTURE
Office of the Secretary
Washington, D.C. 20250

NATIONAL FARMERS MARKET WEEK

August 7–13, 2011

By the Secretary of Agriculture of the United States of America

A PROCLAMATION

WHEREAS farmers markets are important nationwide outlets for agricultural producers, providing them with increased marketing opportunities; and

WHEREAS thousands of farmers markets across the country offer consumers affordable, convenient, and healthful products sold directly from the farm in their freshest possible state, increasing consumer access to fresh fruits and vegetables and thus promoting child health and potentially reducing childhood obesity; and

WHEREAS farmers markets play a key role in developing local and regional food systems that support the sustainability of family farms, revitalize communities, and provide opportunities for farmers and consumers to interact; and

WHEREAS farmers markets increasingly offer electronic benefits transfer technology for Supplemental Nutrition Assistance Program recipients and support local antihunger initiatives through donations of unsold food to feeding programs for those in need;

NOW, THEREFORE, to further awareness of farmers markets and the contributions farmers make to daily life in America, I, Thomas J. Vilsack, Secretary of the United States Department of Agriculture, do hereby proclaim the week of August 7–13, 2011, as National Farmers Market Week. I encourage the people of the United States to celebrate the benefits of farmers markets and the bountiful production of our Nation's farmers with appropriate observances and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this 20th day of July 2011, the two-hundred thirty-sixth year of the Independence of the United States of America.


THOMAS J. VILSACK
Secretary