



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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BROOKS, COLBY, YOLEVICH AND MALTA ANNOUNCE "PRIDE OF MONROE COUNTY" PROGRAM

Monroe County Executive Maggie Brooks and County Legislators Dick Yolevich, Robert Colby, and Dave Malta today announced that the County will partner with the local agricultural community to develop the "Pride of Monroe County" program to promote local agricultural products.

The "Pride of Monroe County" program, a partnership between the County, the Agriculture and Life Sciences Institute at MCC, the Monroe County Farm Bureau and the Monroe County Agricultural and Farmland Protection Board, will be the first of its kind locally. Its goal is to encourage consumers to buy locally-grown and produced agricultural products.

"With an economic impact of over \$120 million, our agricultural industry is a vital part of our local economy and provides thousands of jobs," said County Executive **Maggie Brooks**. "The 'Pride of Monroe County' program will help further strengthen our agri-businesses and our economy by educating local consumers about products that are made or produced locally."

"As the representative of a district that is home to family-owned farms, I am thrilled to be a part of these efforts to develop the 'Pride of Monroe County' program," said County Legislator **Dick Yolevich**. "This program will encourage more residents to buy local products and make an important investment in our agricultural community."

Twenty-five percent of Monroe County's land is dedicated to agriculture. Home to just over 600 farms, Monroe County's leading agricultural products include vegetables, nursery and greenhouse products, grains and dry beans, dairy and fruits.

When compared to other agricultural counties in New York, Monroe County ranks fourth in vegetables, sixth in nursery and greenhouse products and eighth in wheat, corn and dry beans.

Today's announcement was held at Springdale Farm in the Town of Ogden. Springdale Farm is owned by Monroe County and operated by Heritage Christian Services. It is a premier agricultural education facility open to the public, and serves as a day program site for adults with developmental disabilities. Springdale Farm welcomes over 40,000 visitors each year.

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