



Proclamation

By the Governor of Alabama

WHEREAS, agriculture is one of Alabama's largest industries accounting for over \$70 billion of economic impact annually, and there are more than 112 farmers markets and 175 farm stands in Alabama; and

WHEREAS, over 580,000 Alabamians are employed by agriculture, forestry and related industries, and every Alabamian is touched by agriculture through the foods, fibers and biofuels we utilize daily; and

WHEREAS, Sweet Grown Alabama is the state agricultural branding program with the goal to create awareness of and increase demand for Alabama grown goods through purposeful and focused public relations and advertising activities that touch every aspect of the supply chain – from the farm to the consumer; and

WHEREAS, Sweet Grown Alabama helps consumers identify and purchase locally grown products from farmers markets usually sold within 24 hours of being harvested compared to foreign imports that have traveled an average of 1,300 miles for as many as seven to 14 days; and

WHEREAS, healthy eating and access to locally grown products through farmers markets are foundational to the quality of life for all Alabamians and especially those in food deserts and underserved populations; and

WHEREAS, farmers are producing using the latest scientific and sustainable practices to maintain Alabama land and increase the aesthetic quality of Alabama landscapes; and

WHEREAS, consumers supporting local farmers and purchasing locally grown products can have a ripple effect on the state's economy, with some models predicting up to 60 percent of each dollar spent locally to stay within Alabama's economy;

NOW, THEREFORE, I, Kay Ivey, Governor of Alabama, do hereby proclaim July 23, 2022, as

Sweet Grown Alabama Day

at The Farmers Market

in the state of Alabama.



Given Under My Hand and the Great Seal of the Office of the Governor at the State Capitol in the City of Montgomery on the 22nd day of July 2022.

Kay Ivey

Kay Ivey, Governor