

## **The Honorable John Torgerson**

Acting Director  
Alaska Department of Natural Resources  
Division of Agriculture  
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Base Grant: \$500,000  
Specialty Crop Grant: \$20,000  
Total Grant: \$520,000



### **Alaska Grown, Fresher By Far:**

Division of Agriculture, Alaska Department of Natural Resources.

Alaska specialty crops were promoted as the Division of Agriculture expanded on the “Alaska Grown, Fresher by Far” campaign through radio and television commercials that were developed to increase awareness of Alaska produced crops. The department worked to educate and promote crops by bringing together producers, retailers and consumers for an Alaska Grown Harvest Celebration. The goal has been to increase shelf space for Alaska Grown specialty crops. A cooperative marketing grant program provided producers matching funds to promote crops. The department increased awareness of farmers’ markets and provided Alaska market studies to build a strategy and brand for Alaska Grown. With the grant, the department sponsored an Alaska Grown Day at the Alaska State Fair to promote specialty crops and help educate producers and consumers.

