

Office of the Commissioner of Agriculture  
**KENT A. LEONHARDT**



304-558-3550

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**NEWS RELEASE**  
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**Contact: Crescent Gallagher**  
Communications Director  
304/558-3708; 304/380-3922 (cell)  
[cgallagher@wvda.us](mailto:cgallagher@wvda.us)

### **30 MILE MEAL BRAND STAKEHOLDER MEETING TO BE HELD JUNE 15<sup>TH</sup>**

**Charleston, W.Va.** – The New River Gorge Regional Development Authority has partnered with the Value Chain Cluster Initiative, the Fayette County Resource Coordinator’s Office and the West Virginia Food and Farm Coalition to develop a 30 Mile Meal brand for the Fayetteville region. A stakeholder meeting will take place Thursday, June 15<sup>th</sup>, 1:00 p.m. at the Oak Hill City Council meeting room.

The 30 Mile Meal brand is an initiative started in Athens, Ohio but now exists in five additional communities in Ohio and West Virginia. This local food branding program aims to assist residents and visitors in finding local foods within a 30-mile radius of a community’s epicenter. The brand unites growers, producers, servers and sellers under one exclusive identity to promote the region’s local food capabilities.

“The locavore movement is growing stronger every day as more and more people commit to buying as much of their food from local producers as possible. The 30 Mile Meal brand is a great tool for communities that want to tap into this movement,” stressed Commissioner of Agriculture Kent Leonhardt. “Simply put, buying local keeps monies local which leads to economic development.”

Today, the 30 Mile Meal project in Athens has over 300 food and farm participants, with many more participating across the expanded 30 Mile Meal community network. For more information, call Liberty Newberry-Fetty at 304-761-2784.

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