

Michigan farmers award 'Free Groceries for a Year' to Jackson resident

Farmers Feed US sweepstakes winner awarded \$5,000 in grocery gift cards



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LANSING, Nov. 8, 2011– Today, the Michigan Farmers Feed US “Free Groceries for a Year” Sweepstakes awarded \$5,000 in grocery gift cards to Miranda Lindsey of Jackson, capping off a 90-day contest meant to help Michigan consumers better understand agriculture and connect with local farmers who produce their food.

Lindsey was drawn at random from more than 50,000 sweepstakes registrations received in the online contest. For three months, beginning in July 2011, residents from across the state were invited to visit www.farmersfeedus.org to register for a chance to win. While doing so, they had the opportunity to meet nine Michigan farmers and take video tours of their farms. The featured farmers in each video explained how they produce safe, healthy and affordable food for Michigan consumers.

At a presentation on Jackson County farmer, Hank Choate’s dairy farm, a group of Michigan farmers and representatives from state agriculture organizations presented Lindsey with her prize, which can be redeemed at her preferred grocery retailer. The prize value is based on research conducted by the Food Marketing Institute which indicates \$5,000, on average, will feed one adult for one year.

“Throughout the sweepstakes, it was great to see the support that consumers showed for the Michigan farmers who raise their food,” said Jennifer Lewis, a Jonesville dairy farmer featured on the website. “And as Michigan farmers, we’re proud to showcase our farms, sharing how we raise the food that consumers eat, while also introducing them to our families.”

Sweepstakes winner Miranda Lindsey is equally appreciative. “I work full-time and my husband works two jobs, so we’re really thankful to the generous Michigan farmers who made this possible,” said Lindsey. “After meeting them online, I enjoyed being able to see how Michigan farmers raise our food and can really appreciate the hard work and dedication it takes to put food on our table.”

And while the sweepstakes registration period is over, the Michigan Farmers Feed US website, featuring information about Michigan’s diverse \$71.3 billion agriculture industry, will remain live. Many registrants opted to receive additional information about Michigan agriculture and will receive the monthly newsletter MI Foodie News, published by the Michigan Ag Council. Additionally, registrants were introduced to the Farm Fresh Food blog, which is hosted on MLive.com and written by Michigan farmers who share their knowledge about local food products as well as recipes.

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www.miagcouncil.org

The Michigan Farmers Feed US program is supported by local farmers represented by the Michigan Ag Council, Michigan Farm Bureau, Michigan Pork Producers Association, Corn Marketing Program of Michigan, Michigan Soybean Promotion Committee, Michigan Milk Producers Association, GreenStone Farm Credit Services and Michigan Potato Industry Commission.

The Michigan Farmers Feed US program originated based on interest from the Michigan Ag Council and other agricultural organizations in coordinating a statewide effort to showcase how Michigan farmers produce safe, healthy and affordable food for consumers.

In 2009 Michigan became only the second state to implement the nationally based Farmers Feed US program on a state level. Last year, the first Michigan Farmers Feed US "Free Groceries for a Year!" contest awarded three winners, one from Detroit, Kalamazoo and Grand Rapids, each a \$5,000 grocery store gift card.

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