



News for Stakeholders

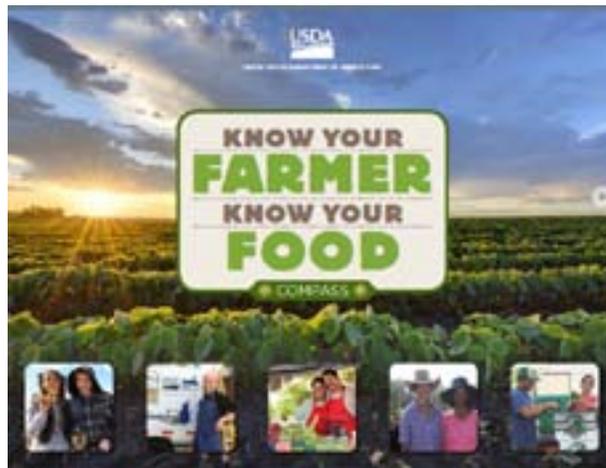
July 2012

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Join USDA's Launch of the Know Your Farmer, Know Your Food Compass Version 2.0

On July 17, USDA is proudly unveiling the 2.0 version of the [Know Your Farmer, Know Your Food Compass](#), a digital resource detailing USDA's involvement in local and regional food. Please help us spread the word!



You are invited to participate in an exciting launch event on **Tuesday, July 17, at 3 pm ET**. USDA and the White House will host a Google+ Hangout with USDA Deputy Secretary Kathleen Merrigan, White House Director of the Office of Public Engagement Jon Carson and six women leaders - producers, small business owners, and others - to explore local foods through the voices of women. This virtual event can be viewed on <http://www.whitehouse.gov/live> or on the [White House Google+ Home page](#) live at 3pm ET. Share this invite, watch the event and participate by sending Twitter questions via #WHHangout or on the White House Google + page during the event.



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Then on Tuesday, July 24, at 1:30 ET, you're invited to join Deputy Secretary Merrigan for a follow-up Twitter chat about local and regional food. You can ask her questions directly using #KYF2 or #ASKUSDA.

What is the Compass? The [KYF Compass](#) highlights USDA investments in local food systems; showcases inspiring local food success stories from around the country; and features an interactive map. The 2.0 version of the map (live on July 17) is searchable by keyword or zip code radius, easier to use and has thousands of new data points, including USDA-funded local food projects in all 50 states, farmers markets, food hubs, wholesale markets, meat processing facilities, and other critical infrastructure.