



News for Stakeholders

March 2012

Contact Information

Hallie Zimmers
Stakeholder Liaison, APHIS
Legislative and Public Affairs
202-720-0378 (ph)
202-799-7029 (VoIP)
202-720-3982 (fax)
hallie.zimmers@aphis.usda.gov

INTRODUCING THE KNOW YOUR FARMER, KNOW YOUR FOOD COMPASS

The **Know Your Farmer, Know Your Food (KYF) Compass** is a new online resource about USDA's support of local and regional food. The Compass is an online multi-media narrative with stories, pictures and video about USDA's support for local and regional food systems and an interactive map of USDA-supported local and regional food activities in all 50 states. With the Compass, you can:

- **LEARN** about USDA resources to develop local and regional food enterprises - from seasonal high tunnels that extend the growing season, to technical assistance for beginning and experienced producers, to support for marketing, processing, distribution and retail infrastructure.
- **SEE** case studies and photos of successful producers and projects from around the country.
- **NAVIGATE** the interactive KYF Compass Map, which shows the location and focus of many USDA-supported local and regional food projects.
- **WATCH** videos documenting how others are building strong local and regional food businesses, expanding local food production on their farms and ranches, and making change in their communities.
- **JOIN** the national conversation. If you're a customer, meet a farmer. If you're a farmer, talk to your customers. Continue the conversation in your neighborhood, town and community about what local foods mean to you.

The KYF Compass is a result of the USDA's Know Your Farmer, Know Your Food Initiative. Launched in 2009, the Know Your Farmer, Know Your Food Initiative has been working with the USDA's 17 agencies to coordinate USDA's work and investments in local and regional food system. The Know Your Farmer, Know Your Food Compass now allows you to easily navigate the stories of USDA's work in local and regional food systems, and will spur ideas for how to build stronger local and regional food opportunities in your community.

