



**News Release** – Friday, September 11, 2009  
Beth Knorr, Market Manager  
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**Countryside Conservancy Receives First Eat Local Hero Award  
from the Ohio Department of Agriculture**

**Peninsula, Ohio** – Local farmers’ market manager Beth Knorr of the Countryside Conservancy has been honored with the first ever Local Food Hero Award from the Ohio Department of Agriculture. Deputy Director of the ODA, Mark Forni, and Senior Program Manager for Sustainable Agriculture, Amalie Lipstreu, will present the award certificate during a casual ceremony at the entrance to the Countryside Farmers’ Market at Howe Meadow (4040 Riverview Road, Peninsula), on Saturday, September 19 at 8:45 a.m.

The week of September 13 has officially been designated as “Eat Local Challenge Week” by the Ohio Department of Agriculture. As part of the promotion, the department has established an annual Local Food Hero Award to be bestowed upon an individual, business, or organization that works to promote and implement local food systems in their communities.

Beth Knorr of the Countryside Conservancy was chosen for her work in making local food accessible to lower income families at the two farmers’ markets she manages for the Conservancy. In 2009, the markets implemented an Electronic Benefits Transfer system that allows food assistance recipients to use their Ohio Direction Cards to shop at the Countryside Farmers’ Markets. Additionally, Knorr sought and received support from the Akron Community Foundation to provide an extra \$3 to Ohio Direction Card users when shopping at the markets.

“I’m really proud to have been chosen to receive this award, and humbled by it because there are so many people doing wonderful work to make fresh, local food more accessible to all community members,” states Knorr.

Since 1999, the Countryside Conservancy has supported community-based food systems throughout Northeast Ohio. This unique non-profit organization helps re-establish farms in the Cuyahoga Valley National park and runs farmers markets at Howe Meadow and the historic Stan Hywet Hall & Gardens in Akron. Other programs help up-and-coming farmers find land, connect local growers to chefs and consumers, and educate citizens about the importance of local food systems. Visit [www.cvcountryside.org](http://www.cvcountryside.org). For more information on the Countryside Farmers’ Markets contact Market Manager Beth Knorr at (330) 657-2538 or email [farmersmarket@cvcountryside.org](mailto:farmersmarket@cvcountryside.org).

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