



**FOR IMMEDIATE RELEASE**

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**In a Tough Year for Local Growers, \$50,000 Grant Powers Effort to Showcase the People Behind the Food on our Tables**

***Funding from the Missouri Department of Agriculture will help Known & Grown STL highlight specialty crop farmers and strengthen consumer connections through a new statewide marketing campaign.***

St. Louis, MO — Known & Grown STL, an initiative of the Gateway Sustainable Farmers Alliance (GSFA), received a \$50,000 Specialty Crop Block Grant from the Missouri Department of Agriculture (MDA). This funding will highlight the people behind Missouri's specialty crops like fruits, vegetables, nuts, mushrooms, herbs, honey, maple syrup, and nursery plants. The purpose is to improve consumer engagement and increase sales of Missouri specialty crops.

Known & Grown STL will launch a robust marketing campaign that spotlights small farmers and raises awareness of the Local Food Locator, an interactive tool that makes it easy for consumers to identify Known & Grown's 45+ Missouri specialty crop farmers and locate where to purchase their products directly or through 128+ partnering local food businesses and markets. The Local Food Locator is featured on [www.knownandgrownstl.org](http://www.knownandgrownstl.org).

The campaign will make it easier than ever for consumers to source fresh, sustainably grown produce from local growers through strategic outreach in partner retail stores and digital platforms.

"We are thrilled to receive this support from the Missouri Department of Agriculture," said Rae Miller, Director of Operations of GSFA. "This grant will not only elevate the visibility of our hardworking specialty crop farmers but also spread awareness about where local consumers can shop and dine using our Local Food Locator to find high-quality, delicious farm products grown with love by our Missouri farmers."

For more information about Known & Grown STL and their member farmers, visit [www.knownandgrownstl.org](http://www.knownandgrownstl.org). Check out the Local Food Locator at <https://knownandgrownstl.org/support-local/food-locator/>.

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