



For Immediate Release

## **Utah's Own Brings Confidence to the Table with New Initiative Encouraging Utahns to Eat Locally-Produced Agricultural and Food Products**

***Purchasing food from local producers brings stability to the local economy and food supply chains as well as peace of mind knowing food was safely cultivated only a few miles away***

**SALT LAKE CITY, UT – May 20, 2020** – [Utah's Own](#), a state-run program, launched a new initiative – Bringing Confidence to the Table – to encourage Utahns to purchase locally-produced agricultural products and foods to strengthen and support Utah's farmers, ranchers and producers while enjoying safe fresh food in return.

"We are in challenging times that have presented opportunities for the food industry to take a step back, assess and create innovative ways to continue to provide fresh local food to residents of our state," said Logan Wilde, commissioner of Utah Department of Agriculture and Food, which operates the Utah's Own program. "Utah has an incredible network of farmers, ranchers, distributors and small businesses that are safely providing high-quality food options."

This new initiative from Utah's Own shares with the public three ways to become more engaged with local food and agriculture including:

- Discovering local food through [UtahsOwn.org](#) and purchasing food directly from local producers
- Learning about the farm-to-table process
- Trusting in locally-produced food crafted under meticulous food safety standards

"We hope to educate folks on the food and agriculture that's being produced around them and provide a way for everyone to reap the benefits of living in a place like Utah," continued Wilde. "While there is a growing concern about food supply chains on a national level, Utah's food supply chain is dependable and secure. Every part of Utah's food sector is currently working together and finding ways to continue to raise and deliver safe local food to our tables."

To discover local products in your area, visit [UtahsOwn.org](#). Follow Utah's Own on social media and receive daily highlights on local products and details on upcoming farmer's markets and foodie events.

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### **About Utah's Own**

Utah's Own is a state-run program operated by the Utah Department of Agriculture and Food, devoted to helping consumers discover quality local products, connect with Utah's agricultural and food producers, and strengthen Utah's economy. Utah's Own supports local agricultural and food companies with credible local branding, business-to-business networking, and beneficial marketing opportunities. To learn how you can get involved or become a business member, visit [UtahsOwn.org](#).



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