



## NATIONAL COALITION FOR FOOD AND AGRICULTURAL RESEARCH

Media Advisory

### **ARE LOCAL FOOD CONSUMERS CIVIC MINDED OR SEEKING ASSURANCES?**

*“Defining Policy Implications and the Research Agenda”*

**Washington, DC** – June 24 – Research on locavores—the “local food” consumer movement—is the subject of a National C-FAR “Break~N~Briefing” Hill Seminar on Thursday, June 25, from 3:00–3:45 p.m. in 1302 Longworth House Office Building. The featured speaker is Dr. Dawn Thilmany McFadden, Colorado State University.

“There are a myriad of reasons being cited for the significant growth in locavores,” says Thilmany McFadden. “In our research, we are analyzing what motivates consumers who seeking to buy their food from local sources and whether local and direct markets represent a market based solution.”

“We are pleased to feature how research can help inform policy makers and stakeholders in the food and ag sector,” said M. Stephanie Patrick, President of the National Coalition for Food & Agricultural Research (National C-FAR). “This presentation is an excellent example of how federally funded food and agriculture research and extension can produce the scientific outcomes and outreach needed to meet 21<sup>st</sup> century challenges and opportunities, both today and in the future.”

Dr. Thilmany McFadden is a Professor of Agribusiness and Agribusiness Extension Economist with Colorado State University. She also serves on the Markets Advisory Board with the Colorado Department of Agriculture and frequently works with them on marketing research and outreach projects.

The seminar is open to the public and the media.

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**NATIONAL C-FAR** is a nonprofit, nonpartisan, consensus-based, and *customer-led* coalition that brings food, agriculture, nutrition, conservation, and natural resource stakeholders together with the food and agriculture research and extension community, serving as a forum and a unified voice in support of sustaining and increasing public investment at the national level in food and agricultural research, extension, and education. National C-FAR’s Hill Seminar Series, now entering its fifth year, regularly presents leading-edge researchers working to provide answers to pressing issues confronting the public and Congress. The Hill Seminar Series and Success Profiles help demonstrate the value of public investment in food and agricultural research—investment that returns 45 percent per year on average. Go to [http://www.ncfar.org/Hill\\_Seminar\\_Series.asp](http://www.ncfar.org/Hill_Seminar_Series.asp) for more information about the seminar series and past topics. Interviews with National C-FAR President M. Stephanie Patrick are available by request. For additional information, go to [www.ncfar.org](http://www.ncfar.org); or contact Tom Van Arsdall, Executive Director, at [tom@vanarsdall.com](mailto:tom@vanarsdall.com) or (703) 509-4746.