

FOR IMMEDIATE RELEASE

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**WOODBURY COUNTY, IOWA BOARD OF SUPERVISORS ADOPTS THE
“SIOUX CITY SUE LOCAL FOODS NETWORK PROGRAM”
DEVOTED TO BUILDING OUR COMMUNITY THROUGH LOCAL FOOD**

*Local Foods Program Encourages Restaurants & Institutions
To Feature Food From Regional Farmers
Under the Famous "Sioux City Sue" Logo and Trademark
A Symbol of Quality Food Identified With Our Healthy Community*

SIOUX CITY, IA – April 28, 2008 – The Woodbury County Board of Supervisors today adopted the “Sue City Sue Local Foods Network Program” designed to facilitate the sale of locally produced food in regional restaurants, hospitals, schools, and other food service establishments. The program will entail licensing the use of the famous Sioux City Sue logo and United States Trademark in connection with the sale of locally produced food.

“Consumers will not only get a fresh and healthy food alternative at their favorite place to eat, but their purchases will also contribute to the local economy,” said Doug Walsh, Chairman of the Woodbury County Board of Supervisors. Residents of Woodbury County spend approximately \$203M annually for food. “If we can generate just 10% of food sales from local growers, that will add \$20.3M to our local economy,” said Chairman Walsh.

Establishments in the region will notify customers of their participation in the program by placing a “Sioux City Sue Local Foods Network Member” sticker on their door or window. Restaurants will clearly identify a “local food option” on their menu or through other forms of communication to the customer.

“I applaud Woodbury County in its program to support local businesses. We offer fine dining and a great selection of wines (including organic wine), and look forward to participating in this new program,” said, Ray Hoffmann of “Luciano’s” Restaurant.

Ron Johns, proprietor of “Pierce Street Coffee Works”, said, “we are looking forward to providing our customers with a quality local food option under this innovative program. We think our customers, who have come to Coffee Works since we opened 14 years ago, will be pleased that we continue to offer new quality items on our menu.”

Mike Salviola of “Buffalo Alice”, a successful mainstay of the Sioux City scene said, “we are eager to work with the Firehouse Market and Woodbury County as a way to support local entrepreneurs and to provide our loyal customers with a quality local food option.”

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“We have been selling local food at the Gardner Café, located at the Sioux City Art Center for some time. This county program will now permit us to highlight our commitment to quality local foods and to the community,” said Paul Seaman, Chef.

Woodbury County, Iowa is the recognized national leader in its governmental policies designed to build an economy based upon small farm food production. “My job is to develop markets for goods produced by our rural farmers. Woodbury County is devoted to increasing food production and raising the income of our local small farmers who do not significantly benefit from, or have been hurt by, federal farm subsidies,” said Rob Marqusee, Director of Rural Economic Development. “We can create our identity as a community, and increase the number of our small family farms, through the sale of food produced by our citizens. Quality local food is always the great ‘Uniter’,” said Marqusee.

The Sioux City Sue Local Foods Network Program will rely on a local foods association, the Firehouse Market, an Iowa Non-Profit Corporation, to be the central clearing house for the supply of local foods to participating establishments. “We look forward to serving our community through making available the finest quality foods from local producers with the best of service,” said Pat Garrity, Executive Director of the Firehouse Market.

The Firehouse Market and six counties in Northwest Iowa have been chosen by Iowa State University’s Leopold Center to be a part of its regional food systems working group. “ISU’s financial and logistic support, together with the support of organizations throughout the United States who are committed to raising awareness of the importance of local food production, assure success of this new program initiated by Woodbury County,” said Garrity.

“We are presently in negotiations with the above-mentioned local restaurants who desire to participate in the Sioux City Sue Local Foods Network Program. These establishments should be displaying the new program sticker on or before July 1, 2008. Program participants will receive free advertising at regular intervals throughout the year in local media outlets,” said Rob Marqusee.

Any restaurant or institution who desire to become part of the Sioux City Sue Local Foods Network Program may contact Pat Garrity, 1211 5th Street, Sioux City, Iowa 51101, or call 712.224.3535

Woodbury County policies and press releases may be found at: www.woodburyorganics.com.

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