



**FOR IMMEDIATE RELEASE**

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Contact: Jeff Sutich

(775) 353-3627

[jssutich@agri.nv.gov](mailto:jssutich@agri.nv.gov)

**Sixty-eight cents a week creates more than \$100 million of economic growth in Nevada**

*Buying local food helps to stimulate the state economy*

**Sparks, NV-** Nevada's three million people will spend approximately \$10.3 billion on food this year. By shifting one percent of what is normally spent on food to purchases from farmers market, restaurants, that serve locally grown products, and the locally grown food section of grocery stores, Nevadans can put \$103 million back into their economy.

According to United States Census data, the average per capita disposable income each year in Nevada is \$33,536. If every Nevadan spends \$37.89 a year on local agriculture purchases, more than \$100 million will stay within Nevada's economy.

This spending amounts to only 68 cents each week. In addition to putting money back into the state, Nevadans' contribution can also create more than 1,000 new jobs (based off of figures used in the 2008 Civic Economics study for Michigan).

The Nevada Department of Agriculture (NDA) and Buy Nevada, the Department's newly introduced food and agriculture brand program, support local food purchases for their economic and health benefits.

"Most people support efforts that stimulate our state economy and purchasing local food is an easy way to accomplish that," said Jeff Sutich, International Marketing coordinator for the NDA. "Aside from the economic benefits, the taste and health benefits associated with eating food locally grown or raised in Nevada merit the shift of 68 cents a week from non-local food purchases to locally grown ones."

To learn more about the benefits of local food as well as locations of Nevada food and agriculture businesses including restaurants, which purchase locally grown food, visit [buynevada.org](http://buynevada.org).

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**About the Nevada Department of Agriculture**

The Nevada Department of Agriculture (NDA) promotes sustainable agriculture and natural resources, which work to protect food, fiber, human health and safety and environment through effective service, regulatory action and agricultural literacy. The NDA was established in 1915 by Chapter 561 of the Nevada Revised Statutes. It includes the regulatory divisions of Administration, Animal Industry, Measurement Standards and Plant Industry. For more information about the NDA, visit [agri.nv.gov](http://agri.nv.gov).

**About Buy Nevada**

Buy Nevada is a Nevada Department of Agriculture program that promotes businesses selling food and agricultural products. The Department's mission is to protect and advance agriculture, so the state decided to form an organization that covered the state's entire agriculture industry. Similar to most other states, the Buy Nevada program represents a state-led effort to promote the food and agriculture industry as a whole. Visit [buynevada.org](http://buynevada.org) for more information.