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## ***Press Release***

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### **FOR IMMEDIATE RELEASE**

#### **Greater Reading Chamber Alliance launches a new local food map**

**Reading, PA** – The Greater Reading Chamber Alliance (GRCA), in partnership with the County of Berks, is thrilled to announce the launch of an interactive, local food directory and map on its website, [www.growtogetherberks.com](http://www.growtogetherberks.com).

The Berks County Local Food Map is designed to help consumers connect with local farmers, growers and other agriculture-related businesses throughout the county. By utilizing the map, consumers can source food right in their own backyards. Website visitors can search by business type, available products and accepted payment types. Whether a visitor is looking for grass-fed beef, pick-your-own produce or specialty honey, this new tool can help them find it.

“Berks County is fortunate to have agriculture be a driving force of our economy and residents will now have the ability to continue to support the businesses by purchasing locally sourced items identified through the directory map,” said Deb Millman, Vice President of Development, GRCA.

Visit [www.growtogetherberks.com/directory](http://www.growtogetherberks.com/directory) to browse featured businesses. Agribusinesses that are not currently featured on the map may visit the same link to fill out a form.

In addition to the map, the website also now offers an event calendar specifically for agriculture-related events— from fairs and festivals to baby goat yoga to food preservation workshops—visitors can not only browse, but also add their own events. To add an ag-related event, visit [www.growtogetherberks.com/events/community/add](http://www.growtogetherberks.com/events/community/add).

“We are pleased to partner with GRCA in offering these valuable tools to Berks County that will not only strengthen our local agribusiness economy, but also enhance the social fabric of our communities as residents meet the people behind the food and products that they depend on,” said Emily Wangolo, Executive Director, Berks County Department of Agriculture.

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**ABOUT THE GREATER READING CHAMBER ALLIANCE:** *Our mission is with excellent and committed leadership and coordination, we: attract new businesses to our community, support the businesses which are already here, nurture local start-ups, develop the workforce for today and the future, and advocate on behalf of the business community.*