**News Release // NEIGHBORING FOOD CO-OP ASSOCIATION // Dec 2012 - Jan 2013**

**For use in NFCA member co-op newsletters and electronic media**

**NOTE**: *This article supports the NFCA’s pilot project for frozen fruits and vegetables. Images for use with article may be accessed on our website (http://nfca.coop/farmtofreezer) or can be requested by e-mailing <erbin@nfca.coop>. Please send us a copy of any reprints. Thanks!*

(308 words)

**Farm to Freezer**

***Regionally Grown Frozen Fruits & Vegetables***

Last year the Neighboring Food Co-op Association (NFCA), a network of over 30 food co-ops and start-up initiatives across our region, launched an innovative new pilot project of regionally sourced frozen fruits and vegetables. Our goal was to extend the marketing season for family farmers in the Northeast and increase the availability of healthy, sustainably grown, regionally sourced fruits and vegetables for our members and consumers. Working in collaboration with Sunrise Orchards in Cornwall, VT, family farmers and local processors, the NFCA launched a pilot of frozen products grown, processed and packaged right here in the Northeast. The project was a great success, demonstrating what food co-ops can accomplish when we use our shared strength to create change in our food system.

This season, the NFCA is expanding the project, working with partners such as Deep Root Organic Co-op to incorporate more certified organic produce in the product line and expand availability.  Together, our food co-ops will move more than 13,000 pounds of regionally grown blueberries, organic green beans, organic and non-GMO sweet corn, and organic broccoli, all processed and packaged here in our region by Farm to Table Co-Packers in New York and the Vermont Food Venture Center.

“We have really appreciated the opportunity to work with the NFCA on this project,” says Anthony Mirisciotta, sales manager at Deep Root Organic Co-op. “This collaboration has produced some great, regionally sourced frozen foods that can be enjoyed year round, as fresh as the day they were picked. This is what really excites us!”

We hope that you’re excited, too, and will look for these products in your co-op’s freezer, try them out, and tell us what you think. Neighboring Food Co-op Association frozen fruits & vegetables are easy to find — they’re packed in a clear package so you can see what’s inside. For more information, please visit www.nfca.coop/farmtofreezer.

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For Images to use with this story, see page 2.

IMAGES FOR USE WITH STORY



