

GOAL: Increase the total value of direct and local food sales made by Oklahoma farmers



Direct and Local Sales

Problems

- Farms Struggling Financially
- Food Dollars Spent on Food Grown Elsewhere
- Poor Marketing Infrastructure
- Only \$1.07 Spent per Capita Buying Directly from OK Farmers

Solutions

- More, Better-Supported, and Bigger Farmers' Markets
- Food Stamps Accepted at Farmers' Markets; No Sales Tax on Food
- Schools, Hospitals, Restaurants, Groceries, Government Buying More Locally Grown Food

Farm Fresh for Healthy Farms!



Excerpted from the Kerr Center Centennial Report: *Closer to Home: Healthier Food, Farms, and Families in Oklahoma*. The full report is available on the Kerr Center website, www.kerrcenter.com or by calling 918-647-9123.



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