



Contact: Peter Zabelin
RELEASE
Tel. 415.754.0423
AM
Email press@localgrow.org

FOR IMMEDIATE

July 1, 2010, 09:00

WHO GROWS YOUR FOOD?

San Francisco, CA, July 1, 2010 -- Today marks the start of an ambitious campaign aimed at breaking down barriers between consumers and local farmers. Agricultural online start-up LocalGrow.org is hoping to bridge the gap between farmers and their consumers.

LocalGrow is a San Francisco based website, started in 2007 by two lifelong friends, Peter Zabelin and Jared Fine, who wanted to tackle the problem of not knowing where or how their produce was grown.

The site works by giving consumers the tools they need to find and connect with farms and local producers. On the business side, farmers have the tools they need--and might otherwise not have--to present their information in a central organized place to the public. Using an interactive map, business profiles and messaging, users will find it easy to get local produce.

"The site will offer transparency on a broad, never before seen scale," said Peter Zabelin, Founder and Executive Director. "Not only will you be able to see local farms, but view their methods, interact with the staff, and buy direct or find their grocer in your neighborhood. The site is about connecting people."

Beyond facilitating commerce, the project focuses on developing a highly-accessible knowledge base of gardening and growing information. The goal is to engage a growing number of members interested in urban farming, community agriculture, and sustainable food.

"We want the website to serve as an information hub for people who are growing their own vegetable gardens, and want to learn and share knowledge." said Jared Fine, Creative Director. "This is why we're building our own Wiki in an open, scalable format."

To learn more or get involved visit localgrow.org

###