

West Virginia Grown Berries

Fresh, local fruit will be popping up at farmers' markets and pick-your-own operations throughout the state in the next few weeks and the WVDA want everyone to get out and support a local farmer by eating fresh, healthy, delicious fruit.

The WVDA just wrapped up the strawberry sale at the 2015 West Virginia Strawberry Festival. This was the second year for the sale. Weather put a damper on some of the berry availability, which was roughly the same as last year. However, the fresh, local strawberries sold out in about half the time it took last year.



Once consumers get a taste of a fresh picked West Virginia berry, it's hard to go back to eating 10-day-old berries shipped in from California!

If you make the effort to find a local producer, you'll understand the difference. The varieties of commercial fruit you find in grocery stores are chosen based mainly on their shelf life. That's not a consideration for local fruit that will likely be eaten within 24 hours of being picked.

Try eating "WV Grown." You'll taste the difference.

A listing of farmers' markets can be found here:

<http://www.agriculture.wv.gov/divisions/marketinganddevelopment/Documents/2014-WEST-VIRGINIA-FARMERS-MARKETS.pdf>