



United States Department of Agriculture
Natural Resources Conservation Service

MEDIA ALERT

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GREENING NEW YORK CITY THROUGH THE HUDSON RIVER FOOD CORRIDOR INITIATIVE

WHO: United States Department of Agriculture
Natural Resources and Environment
Under Secretary Harris Sherman

WHAT: Come take photos or video at Union Square Greenmarket and hear USDA Under Secretary, Harris Sherman discuss the USDA and NRCS commitment to a healthy environment and local food supply. The **Hudson River Food Corridor** initiative will help implement a sustainable, energy efficient, resource conserving regional food system. Using the Hudson River as a Marine Highway will provide fresh food, grown in New York's rural communities, to the urban communities of New York City.

WHEN: Friday, November 5, 2010 – 10:30 a.m.-11:30 a.m.

WHERE: Union Square Greenmarket
174 5th Avenue, New York, 10010
15 St. to 17 St at Park South

WHY: The waterway food corridor transport system supports local farms and seeks to build the necessary infrastructure to create an earth friendly local foods system. Use of our rivers and coastal routes is an innovative way to relieve many natural resource concerns such as congestion on roads, climate change, and fossil fuel dependency. The project is using partnerships at every level of government and private industry to create jobs in the city and the countryside. Come join us to hear about federal initiatives to consume healthy foods provided by the farmers of the world through clean transportation.

Helping People Help the Land. "USDA is an equal opportunity provider and employer."