

Today is \_\_\_\_\_, \_\_\_\_\_ the \_\_\_\_\_. This is Ken Morgan's Northcoast Ag Report, our lead story is about \_\_\_\_\_ when we return

## **Helping Consumers Wade Through Fears of Produce Safety**

### **Audio with Theresa Thorne, Executive Director of the Alliance for Food and Farming**

There have been a few peer reviewed studies that have shown that confusing and negative messaging about produce safety is not having a great impact on consumers, but in some cases the negative messaging is moving consumers away from purchasing any produce whether or not it's organic or conventionally grown. Theresa Thorne is Executive Director of the Alliance for Food and Farming. That organization is trying to straighten everything out.

Thorne Audio 1

And they've done it, it's all about facts not fears and it can be found at safe fruits and veggies dot com. Facts not fears is at the top of that page.

Thorne Audio 2

- [Food Prices on Track To Be Flat or Increase Slightly in 2017](#)  
Fresh vegetables are leading the price hikes for food this year, especially over the last month or so. (Gary Crawford and Annemarie Kuhns)