

New York Agriculture in the Classroom is pleased to share the title "On the Farm, At the Market" by G. Brian Karas as the selected 2019 Agricultural Literacy Week book!

**Mark your calendars for March 18-22, 2019 as
Agricultural Literacy Week!**

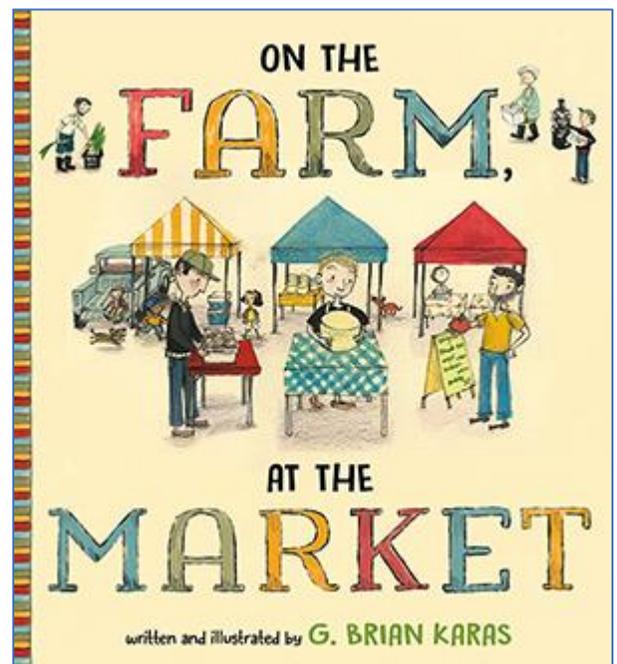
Reach out to your County Coordinator to volunteer as a reader or to register your classroom for a visit.

About This Year's Book

On the Farm, At the Market

Written and illustrated by G. Brian Karas

We are proud to feature a book that displays the unique markets and diversity that encompasses many aspects of New York's agriculture focusing on food production and direct marketing. Students will be taken on the journey to local rural, suburban, and urban farmers' markets seeing a strong, interconnected community by following the food production and sales processes of three different farms. The book also explores the interconnected community of farmers and eaters, and how the food sold at the market comes together to create the meals we share.



Through this story we will be able to showcase the depth of industries and diversity that New York agriculture encompasses and highlight what agriculture looks like in each region of the state.

From the busy hub of New York City, to the mountains of the Adirondacks, and to the fertility of the Finger Lakes our state is expansive and encompasses all types of agricultural industries. Careers and post-secondary education opportunities are abundant in traditional and developing food-centric industries. Agriculture contributes over \$37 billion to the New York State economy and ranks in the top ten in the nation for yogurt, apples, grapes, calves, and onions, among other

products. These products and industries allow New York producers to explore all varying scales of marketing and selling: niche markets, direct to consumer selling, food processing, wholesale, and more.

On the Farm, At the Market highlights the story of agriculture with vivid illustrations and a community-centric storyline. Students will understand the importance of agriculture as an economic driver in communities across New York and develop an awareness for where their food comes from and its journey.