



## FOR IMMEDIATE RELEASE

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### Enterprising Farmers are Renewing the Countryside Diversification Adds Local Dividends

[[farm city, state]]--Featured as a diversification success story, [[name of farm]] proves that enterprising farmers are not only renewing the countryside, their diversification efforts have yielded local dividends while stewarding the land.

#### [[lead paragraph of RTC story]] EXAMPLE:

While growing over forty vegetable crops each season, it's their nearly year-round abundance of award-winning tomatoes that have made Red Fire Farm, of Granby, Massachusetts, the talk of the valley. Growing crops on about 45 acres, owner Ryan Voiland loves his work because of the diversity and the reward of growing healthy, nutritious and organic foods for others.

"[[farm name]] is a fantastic example of farm diversification," says Jan Joannides, executive director of Renewing the Countryside, a non-profit organization serving as both a website and literary depository for hundreds of success stories across the United States. Their website and books provide both the inspiration and practical how-to resources for other farmers to gain greater balance in their operations and make them more profitable — and sustainable. "For every story like the one [[name of farmer(s)]] own, there are thousands more that are stewarding the land, helping educate others about the importance of family farms, and crafting livelihoods based on products harvested from a few acres, or hundreds."

Featuring over 150 diversification stories of farmers and ranchers all across the United States, the latest feature of the non-profit organization Renewing the Countryside seeks to bolster farm profits by providing ideas and resources for other farmers to operate successful, profitable and sustainable operations. The risk management through diversification project was made possible through a grant from USDA Cooperative State Research, Education, and Extension Service.

For more information about [[farm name]] and other featured stories, visit Renewing the Countryside at [www.renewingthecountryside.org](http://www.renewingthecountryside.org) on the Internet.



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