



#AskWhatsLocal Challenge UPDATE

Last Week of the #AskWhatsLocal Challenge

The #AskWhatsLocal Challenge started on June 1st and will continue through June 30th. Each day of June participants were challenged to actively seek out local food by asking “What’s Local” at their favorite grocery stores, restaurants, and markets. These activities were awarded with points that will be added up at the end of June for a chance at various prizes.

The challenge also hosted a number of Local Lunches with Community Celebrities at participating restaurants. For the last week of the challenge both 1921 Coffee House and Embers will host a local lunch. This Friday, June 24, 1921 Coffee House will host Deborah Randolph, President of the Chamber of Commerce. The following Monday, June 27th, Embers will host KLAX’s Babs Zimmerman and Lola Davis. Each of the lunches will be featured in a live feed at [facebook.com/cenllocalfoods](https://www.facebook.com/cenllocalfoods).

Kinsie Rayburn, Farm to Table Coordinator at CLEDA says, “It has been great working with the restaurants in the region on including more local produce. Local Lunch with a Community Celebrity is just one way to bring attention to the efforts the restaurants are making and to treat some of our very hard working community celebrities to a delicious lunch.”

Past community celebrities and participating restaurants included Jim Clinton, President of CLEDA at Spirits Food and Friends, Jerry Williams of JWBP broadcasting at Good People Kitchen, Mark Hamblen of KLAB at Word of Mouth, and Cathy and Shy of Q93 at Wildwood.

The #AskWhatsLocal Challenge is part of the Central Louisiana Local Foods Initiative, a community effort that aims to strengthen Central Louisiana’s local foods economy while increasing access to fresh foods for all residents of the region. The initiative was created in 2012 with a Challenge for a Healthier Louisiana Grant from the Blue Cross and Blue Shield Foundation of Louisiana and matching funding from The Rapides Foundation. The Initiative is currently supported by funding from The Rapides Foundation as well as a philanthropic investment from Keller Enterprises, LLC.

The challenge ends on June 30th and participants will submit their scorecards by July 8th to be eligible for prizes and the winners will be released on July 11th. Stay tuned to your favorite local news sources to hear how the challenge went, what participants have to say, and what the Central Louisiana Local Foods Initiative will do to keep the momentum going. To find out more about #AskWhatsLocal Challenge go to www.freshcentral.org or contact Kinsie Rayburn at (318) 441-3408 or krayburn@cenla.org.

The Central Louisiana Economic Development Alliance (CLEDA) is an organization which consists of the economic development entities from the parishes (counties) of Allen, Avoyelles, Catahoula, Concordia, Grant, LaSalle, Natchitoches, Rapides, Vernon and Winn. The mission of the Central

Louisiana Economic Development Alliance is to help people prosper in vibrant, thriving communities.

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