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Southern Family Markets  
To Carry Panhandle Fresh

MILTON, Fla.- Food World and Bruno's supermarkets across northwest Florida will soon carry Panhandle Fresh produce. Southern Families, the parent company of Food World and Bruno's will offer Panhandle Fresh products in 20 stores from Mobile, AL throughout the region into Dothan, AL. The stores are set to stock and begin selling these products on June 15.

Panhandle Fresh Marketing Association, a program of TEAM Santa Rosa Economic Development Council, works to provide fresh and local produce to shoppers conveniently where they already shop. With this program, locally grown produce, such as corn, tomatoes, peppers and more will be available. The supply is grown in the regional area including, but not limited to: Florida counties of Escambia, Santa Rosa, Okaloosa, and Walton and Alabama counties of Mobile and Baldwin.

"Panhandle Fresh worked with us to bring fresh produce off our farm straight to store shelves," said local farmer Phillip Barnhill. "My fresh produce will find itself on dinner tables across the panhandle. Now that's something to be proud of."

TEAM Santa Rosa Economic Development Council works to connect people and organizations, resulting in a flourishing business environment. TEAM started Panhandle Fresh Marketing Association in 2007 in an effort to continue sustaining a vibrant community in which we live, work, and play.

"We're excited about partnering with Panhandle Fresh to promote our local farmers and their products in our stores," said Tony Albano, a representative from Food World and Bruno's supermarkets. "From harvest to our stores, in some cases within a day, you just can't beat the quality of fresh and local produce."

For more information, visit us on the web at <http://www.panhandlefresh.com>.

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