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## **Farm Star Living unites growers and consumers at inaugural event**

January 31, 2017



ATLANTA -- Farm Star Living brought its mission to life at its inaugural showcase Jan. 26, here, connecting growers and consumers, who learned about farm-fresh food and the origins of the foods they eat.

In the panoramic top floor of the W Hotel in Atlanta, Farm Star Living's Product Harvest 2017 farm-to-everything showcase enabled produce companies to share their messages and passion with consumer press and bloggers, mix and mingle with shoppers, and sample their foods.

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Mary Blackmon, founder of Farm Star Living, gave a keynote address on the ever-increasing importance of brand transparency and the important role of the larger produce food brands in today's marketplace.

"People need to understand how the larger produce food brands not only provide quality, healthy fresh foods, but keep generations of farmers in business and are exemplary stewards of the land," she said. "I wanted to 'lift the veil' and educate the media and shoppers as to who these companies are and what they represent so that consumers may better understand where their food comes from, which is exactly what shoppers are demanding today."

This was a first-of-its-kind, inspiring and educational experience for all who attended, and both stronger rapport and better relationships between the produce brands and consumer audiences were developed. Farm Star Living is in planning stages for its follow-up event.

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