

FCAD - Farmer Consumer Awareness Day

Last Updated Wednesday, 03 July 2013

Farmer-Consumer Awareness Day started in 1981 by a frustrated farmer. Quincy farmer Dennis Higashiyama was listening to Paul Harvey on the radio. Harvey was relating the story of a lady who had complained to her grocer about the high cost of food. The grocer explained some of her grocery money helps him pay his bills and his employee's wages, some of the money goes to the processors who package the food, and some goes to the farmer. The woman then retorted that we ought to get rid of the farmer. The surprised grocer asked where she thought the food came from. "From Safeway, naturally." Higashiyama thought of an idea of having a day where the public could see first hand what agriculture is all about. His idea was to let the public know that farmers are not getting rich, and they don't want to be taken for granted either. In the past 32 years, the event has grown successfully with tours of area processing plants and farms, displays of farm equipment, informational and commodity booths, and a farmer's market with produce going at wholesale prices. The celebration has been expanded to include a parade, a fun run, an afternoon of entertainment on a stage, displays of arts and crafts, a car show, various tours and a large number of food booths. The celebration is held annually on the second Saturday in September. For more information, forms and schedule of events please visit their website at <http://www.quincyfarmerconsumer.com/>. Come join us for a day of fun! Parade and Booth Applications are available on-line at the website listed above or by contacting the Farmer Consumer Awareness Day (FCAD) committee at P.O. Box 1865, Quincy, WA 98848, (509) 787-4246 message phone, or (509) 787-9338 fax. Parade rules and insurance information are included with the Parade Application. Booth rules are also available. Parade: If you need more information contact Ann Durfee at (509)787-3768, Cell 398-0957, or email adurfee@frontier.com, or fax to (509)787-4040. Send Forms to: Quincy Valley Lions, Attn: Parade Chairman, Anne Durfee PO Box 938 Quincy, WA 98848 Booth: Please mail application, product list & check or money order to: Farmer-Consumer Awareness Day PO Box 1865 Quincy, WA 98848 Question? Call Grace Kok at (509)787-4132 or email to quincycad@hotmail.com or Fax (509) 787-9338