

For Immediate Release  
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**Raising demand for local, gluten free, and GMO free foods is reflected in all the Good FOOD displays at the 10<sup>th</sup> Annual Good Earth Home, Garden & Living Show, January 23-25 in Eugene**

The Good FOOD Pavilion is one the busiest places with a frenzy of shopping and sampling at the Good Earth Home, Garden & Living Show. Show goers spend time getting to know the folks who produce their favorite local treats from Luna & Larry's Coconut Bliss to Glory Bee Foods. This pavilion is always first to sell out of exhibit space because the vendors can sell onsite, coupon, launch new products, demonstrate local pride, and support their retail distribution while at the show.

The popularity of the FOOD Pavilion is understandable given that 52 percent of Americans want their food to be produced within their own state. A study in Linn County showed that nearly 50 percent of the people surveyed are willing to pay more for local products. Good healthy ingredients and support for local jobs is largely why 89 percent surveyed also believed purchasing local foods is important to support the local economy.

New this year will be signs prompting conversation about GMO's with **"Ask Us About Our GMO Free Products"** signs. In recent years, the show has presented increasing numbers of vendors with non GMO ingredients.

Being gluten free has been projected to become a top dietary lifestyle for 2015. According to the National Purchase Dairy Group, 30% of adults are interested in avoiding or cutting gluten from their diets all together. The Good Earth Home, Garden & Living Show is bringing in 17 gluten free vendors, to meet this growing consumer demand, each showcasing a new and delicious spin on this healthier option.

Over 3 million Americans have been diagnosed with a gluten allergy or intolerance, preventing them from eating protein found in wheat, barley and rye. With a 17% boost in gluten free foods in the market place, show attendees will be able to find the widest variety of gluten free options from the Good FOOD Pavilion at this week's Good Earth Home, Garden & Living Show, January 23-25, 2015 to sample and shop gluten free options.

Clearly more than just a fad, the gluten free market has become a \$4.2 billion industry that local businesses are embracing. Each vendor showing gluten free options will have an **"Ask Us About Our Gluten Free Products"** sign for attendees to easily locate these dietary options.

**Vendors exhibiting local, gluten free or non GMO food products:**

2 Towns Ciderhouse	Hummingbird Wholesale	OMG Oils & Vinegars
Alma Foods	Katula Herbs	Oregon Flavor Rack
Café Mam / Royal Blue Organics	Kurzhal Family Kickin' Pickles	Red Duck Foods
Crater Lake Spirits	Luna & Larry's Coconut Bliss	Toby's Family Foods
Face Rock Creamery	Mark's Caramel	Vivacity Spirits
Glory Bee Foods	Noble Estate Vineyard & Winery	Wildtime Foods

**Event:** 10<sup>th</sup> Annual Good Earth Home, Garden & Living Show ~ America's 1<sup>st</sup> Sustainable Home Show Returns

**Where:** Lane Events Center – Fairgrounds in Eugene, Oregon.

**FREE Admission:** Bring Canned Food for FOOD for Lane County

**Show Hours:** January 23, Friday 5pm-9pm

January 24, Saturday 10am-8pm

January 25, Sunday 10am-5pm

**Full Event Information:** EugeneHomeShow.com

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