

Commonwealth Quality

Video.

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ANNCR:

By and large, the people throughout Massachusetts who are up every morning at dark o'clock to fish or farm or build are an especially focused bunch. For good reason. The folks who make their living by bringing locally produced products to neighboring markets are really into what they do.

It's an all consuming labor of love that leaves them little time for tooting their own horn. So what tells you that their local produce, dairy products, shell fish, lobster and lumber is as good, as fresh, and as well tended as you expect from local producers?

Right here.

Introducing "Commonwealth Quality" from the Massachusetts Department of Agricultural Resources.

When you see this symbol, you can be assured that you're looking at a product from a producer that has met a long set of top level criteria. It says what they don't have the time to tell you;

That they've implemented best practices across the board. From safety, to quality, to being guardians of the environment.

Take this shellfish farmer, for example. If he had a moment to talk to our cameraman, he'd tell you about how the sustainable methods he uses for farming oysters help to keep the waters of Cape Cod Bay pristine.

Or the farmer who is using best management practices across his farming operation to produce high quality fruits and vegetables that are safe and eco-friendly.

Or this family owned lumber-yard, where every scrap of wood, from bark to the smallest branch is used to increase forest sustainability and protect the state's resources.

Or this Apple Grower who is using modern wind turbine technology to generate electricity that supports 75% of the farm's annual electrical usage.

All examples of the far-reaching standards that Commonwealth Quality stands for.

A symbol that will shine throughout the state.

On every product that comes from every Massachusetts grower, farmer, fisherman, producer and seller whose local products are among the world's best. People so into excellence, they just don't have a moment to tell you themselves.

That's what we're here for.

Commonwealth Quality. Look for it. Count on it. Ask for it. Enjoy it.