

Press Release

FOR IMMEDIATE RELEASE: November 7, 2006

New Heaters Up and Running at Farmers' Market

COOPERSTOWN -- When the Holiday Markets begin on November 18 in Pioneer Alley, the atmosphere will be friendly and festive, as always -- and this year it will be warm, as well, thanks to Senator James L. Seward (R-C-I/Milford).

For many years now, Cooperstown Farmers' Market vendors and visitors have braved frigid temperatures at both the beginning and end of each market season.

But thanks to a legislative initiative sponsored by Sen. Seward, the market building will now be heated during the colder months.

"This is an issue of promoting local tourism and agriculture," Seward said. "The Farmers' Market is a key local stop and link between the farm and the shopper. We're promoting fresh foods and Otsego County produce."

In addition to quality goods and seasonal offerings, those browsing the market can now enjoy their shopping and socializing in comfort. Paraco Gas has installed five overhead radiant infrared propane gas heaters, the cost of which has been covered by award monies. Funds for any additional project costs, such as piping installation, have been underwritten by The Scriven Foundation. The Leatherstocking Corporation, which maintains the farmers' market building, also assisted with the project.

The legislative initiative is a reimbursement from the state senate for the heaters and installation, a one-time grant applied for by, and awarded to, Otsego 2000, which sponsors the Cooperstown Farmers' Market.

"We are very pleased to have heat in the market, making it possible for an extended market season and a more comfortable shopping environment for our customers and vendors," said Martha Frey, Otsego 2000's executive director. "We appreciate the grant funds made available through Senator Seward's office and the generous support of The Scriven Foundation and Leatherstocking Corporation. Everyone is very pleased with this improvement to the market space, particularly as the weather turns colder," Frey said.

As the regular season winds down, market officials have been busy making plans for the holidays. Five new vendors have already been approved, and applications are still being received for the Holiday Markets, which will run every Saturday from 10 a.m. to 2 p.m., November 18 through December 16.

Founded in 1991, the Cooperstown Farmers' Market serves as a direct connection between local farmers and producers and the community, providing fresh products in a friendly, small-town setting. Otsego 2000 is a regionally focused non-profit 501c3 organization, the mission of which is to preserve and protect the Otsego Lake region and its environs.

The money was earmarked by Seward in the current state budget.

Press Release

FOR IMMEDIATE RELEASE: November 3, 2006

'Crafty' Kids Invited to Holiday Markets

COOPERSTOWN – Children are always welcome at the Cooperstown Farmers' Market, and never more so than during the holidays.

Three free Saturday craft sessions for kids are planned this month and next. First, on November 18, children visiting the market can make their own Thanksgiving cards, featuring "hand" made turkeys and feathers. On December 2, kids will create foam "gingerbread" ornaments, complete with glitter and stickers. In the final project of the season, on December 16, kids will craft holiday cards with paper, glue and all sorts of decorative doodads.

Market regulars can look forward to the quality produce and items they have come to expect, among them maple syrup, home-baked sweets and treats, seasonal fruits and vegetables, fresh fowl and meats, and flowers and greenery, as well as handmade crafts and homemade soaps.

The Cooperstown Farmers' Market is sponsored by Otsego 2000 and operates Saturdays rain or shine, from 9 a.m. to 2 p.m., through November 11. Holiday market hours will be from 10 a.m. to 2 p.m., November 18 through December 16. The market is located just off Main Street, in Pioneer Alley -- for more information, visit www.otsego2000.org/farmersmarket/ or call 547-6195.

Press Release

FOR IMMEDIATE RELEASE: November 1, 2006

Book Signing Added to Holiday Lineup

COOPERSTOWN – Author Brenda Berstler will be on hand December 2 at the Cooperstown Farmers' Market for a holiday book signing.

Just in time for holiday gift-giving, Berstler will meet with market visitors throughout the day to introduce, sign and sell copies of her book, "Homeplate: The Traveler's Food Guide to Cooperstown and Otsego County, New York."

"Agribusiness is New York's leading industry and Otsego County is justifiably proud of all that our farmers produce," reads Berstler's website. "Homeplate: The Traveler's Food Guide to Cooperstown and Otsego County' celebrates our area's rich farming heritage and the wonderful ways that their products are put to use."

Proceeds from the book sales will go to Cornell Cooperative Extension of Otsego County and The Walking Example Group, Otsego County's pedestrian and cycling advocate.

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Press Release

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Market Welcomes Two More to Holiday Ranks

COOPERSTOWN – Sign-up of vendors continues apace at the Cooperstown Farmers' Market, as officials prepare for the holiday season ahead. The popular Holiday Markets will run every Saturday from 10 a.m. to 2 p.m., November 18 through December 16.

Spaces will be set for two new arrivals, when Heamour Farm and Zoar Farms at Holy Myrrhbearers Monastery join the market ranks. Arriving on November 18, Heamour Farm will feature an assortment of cheeses – appenzeller, gouda, feta, cumincheese and caciacavallo. Beginning November 25, Zoar Farms returns from a hiatus to offer yarn and wool products, including fleece for spinners, roving, pelts, and knitting kits. Assorted greeting cards and Palestinian embroidery will also be found at the Zoar Farms table.

Applications are still being accepted for the Holiday Markets. New vendors are always welcome, provided they meet the prerequisites: membership is limited to producers within a 50-mile radius of the market; vendors must produce at least 80 percent of the goods they plan to sell at market; and vendors are required to submit a copy of their liability insurance -- and any applicable licenses or certificates – with their application, as well as photos of their display.

Vendors are approved through an application and jury process, to determine space availability and to ensure product diversity and quality in the market. For further information and an application form, visit www.otsego2000.org/farmersmarket/ or call Darla M. Youngs at 607-547-6195.

The Cooperstown Farmers' Market is sponsored by Otsego 2000 and operates Saturdays through November 11, rain or shine, from 9 a.m. to 2 p.m. Holiday Market hours will be from 10 a.m. to 2 p.m. each Saturday from November 18 through December 16. The market is located just off Main Street, in Pioneer Alley.