

Press Release

FOR IMMEDIATE RELEASE: December 1, 2006

Market Kicks Into High Gear for Holidays

COOPERSTOWN – The final two Holiday Markets of the 2006 season will be fun-filled and festive for both Cooperstown Farmers' Market vendors and shoppers.

On Saturday, December 9, the Stoddard Hollow String Band (Milford's own Marvin Zachow, and friends) will take the market stage. Self-described as "old" but still kickin', this popular trio plays old-time banjo and fiddle music. 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 market's year-round vendors will be joined by a number of new additions, exclusive to the Holiday Markets.

The market finale, a Christmas Party and End-of-Season Celebration, is set for Saturday, December 16. Skip West will perform, Santa will be on hand from 10 a.m. to noon, and punch and cookies will be served. West will play children's songs as well as traditional and original "rocka- folkabilly" tunes in the American folk tradition. This kid-friendly event will also feature a craft station, where children can create holiday cards with paper, glue and all sorts of decorative doodads.

Those browsing the Holiday Markets this year can do so in comfort, thanks to the recent installation of five overhead radiant infrared propane gas heaters. Holiday Market hours are from 10 a.m. to 2 p.m. The Cooperstown Farmers' Market is sponsored by Otsego 2000 and operates each Saturday, rain or shine, May through December. 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 24, 2006

String Band Performance Announced

COOPERSTOWN – The Stoddard Hollow String Band will play the Cooperstown Farmers' Market one last time this year, when Milford's own Marvin Zachow and friends take the market stage on Saturday, December 9.

As they enjoy old-time banjo and fiddle music, 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.

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Press Release

FOR IMMEDIATE RELEASE: November 22, 2006

Raffle, Silent Auction Planned

COOPERSTOWN – The Cooperstown Farmers' Market will conduct a Holiday Market Raffle and Silent Auction over the next two Saturdays, November 25 and December 2. A basket holding more than \$200 in merchandise and gift certificates from market vendors will be offered up in the raffle, while four smaller baskets containing a variety of goodies will be auctioned off. Raffle tickets are \$2 each, or three for \$5.

Raffle tickets will be sold at the market – and silent auction bids will be accepted – right up until 12:30 p.m. on Saturday, December 2. All five baskets will be on display both this weekend and next.

Raffle and silent auction winners will be announced at the market at 1:30 p.m. on December 2. Participants need not be present to win, and those who are not on hand for the announcement will be contacted by telephone.

Proceeds from this event will go toward the Market Entertainment Fund.

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Press Release

FOR IMMEDIATE RELEASE: November 15, 2006

'Police Cat' Signing Set for December 2

COOPERSTOWN – Enid Hinkes will entertain children at the Cooperstown Farmers' Market on Saturday, December 2 at 10:45 a.m. with a reading of her book, "Police Cat." Hinkes, author and Cooperstown village

justice, will share with youngsters her story of Noodles the cat, who wants to be an official member of the police department.

Written by Hinkes and illustrated by Wendy Rasmussen, "Police Cat" is a Cat Writers' Association 2005 Certificate of Excellence winner. The Cat Writers' Association, Inc. is an organization of professionals writing, publishing, and broadcasting about cats -- members include writers, editors, publishers, artists, public relations specialists, broadcasters and others.

Hinkes will be at the market from 10:30-11:30 a.m. on December 2 and, in addition to the reading, she will sign and sell copies of "Police Cat." Hinkes joins author Brenda Berstler, who will meet with market visitors throughout the day as well, to introduce, sign and sell copies of her book, "Homeplate: The Traveler's Food Guide to Cooperstown and Otsego County, New York."

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Press Release

FOR IMMEDIATE RELEASE: November 14, 2006

Holiday Markets Begin This Saturday

COOPERSTOWN – Regardless of the weather, the Cooperstown Farmers' Market will be warm and dry this coming Saturday as the annual Holiday Markets begin. Five additional vendors have already been announced and two more have now signed on through the remainder of the season.

Those browsing the Holiday Markets can do their socializing and shopping in comfort this year, thanks to the installation of five overhead radiant infrared propane gas heaters. 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.

Sherman Hill Farmstead of Franklin will be on hand starting November 18, selling goat cheeses and a variety of jams and jellies. The Presbyterian Church booth will feature fairly traded crafts from developing countries, offered through HandCrafting Justice -- a project of the Sisters of the Good Shepherd -- and similar aid groups.

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.

Holiday Market hours are from 10 a.m. to 2 p.m., November 18 through December 16. The Cooperstown Farmers' Market is sponsored by Otsego 2000 and operates each Saturday, rain or shine, May through December. 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 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.

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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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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.

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