

Press Release

FOR IMMEDIATE RELEASE - June, 2006

Farmers' Market Accepts Nutrition Program Checks

COOPERSTOWN – While business is brisk at the Cooperstown Farmers' Market each year from May to December, many area residents are not aware that they, too, can easily enjoy its fresh, locally grown fruits and vegetables.

The New York State Farmers' Market Nutrition Program provides nutrition benefits to low-income women, children, and senior citizens.

Under the program, New York State Farmers' Market Checks are provided during the summer months in communities with farmers' markets to families enrolled in the Women, Infants, and Children Program and in senior citizen's programs. Recipients can use these checks at authorized locations to purchase locally grown fresh fruits and vegetables and fresh cut herbs from participating farmers. Farmers accepting the checks then redeem them through local banks.

The purpose of the FMNP is to encourage better nutrition, expand awareness and use of farmers' markets, and enhance farmers' incomes by attracting new customers and increasing sales.

For more information, call 547-6195 or contact the New York State Department of Agriculture and Markets, Farmers' Market Nutrition Program, Division of Agricultural Protection and Development, 10B Airline Drive, Albany, NY 12235.

The Cooperstown Farmers' Market is sponsored by Otsego 2000.

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Boys, Girls Welcome at Market

COOPERSTOWN – Kids will take center stage at the Cooperstown Farmers' Market this Saturday, June 24 from 8 a.m. to 2 p.m.

“Kids' Day” will feature free pinwheels for the children, providing a colorful diversion. Youngsters will also have the opportunity to plant their own sunflower seeds in a fun (and slightly messy!) activity designed just for them.

Market regulars can look forward to the quality produce and items they have come to expect, among them 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 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.

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Farmers' Market Fetes Fathers

COOPERSTOWN -- On Saturday, June 17 from 8 a.m. to 2 p.m., the Cooperstown Farmers' Market will be all about dads! In addition to the standard fare and wares, this special Father's Day market will feature a beer tasting from 11 a.m. to 1 p.m., compliments of Brewery Ommegang. Dads of all ages are invited to stop by and enjoy a sampling of Belgian ales, free of charge. Children visiting the market that day will be given the opportunity to create Father's Day cards for the special men in their lives. Card stock, scrapbooking materials, glue, buttons and other crafting supplies will be made available at a table set aside for these special projects.

Market regulars can look forward to the quality produce and items they have come to expect, among them 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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