

Press Release

FOR IMMEDIATE RELEASE: March 9, 2007

Vendors Sought for Indoor Cooperstown Farmers' Market

COOPERSTOWN – The Cooperstown Farmers' Market has posted its 2007 vendor application forms and rules online and is seeking applicants for the upcoming season, which begins May 12 with the annual Mother's Day celebration.

The only indoor farmers' market in the region, the Cooperstown Farmers' Market is located just off Main Street in Pioneer Alley and operates each Saturday, rain or shine, May through December. The objective of the CFM is to support locally grown produce and locally made crafts. Eighty percent of the goods and produce offered by vendors must be produced within the environs of Otsego County by the vendor, a member of the vendor's immediate family, or a representative. The producer – or in the case of agricultural vendors, the farm – is required to be within a 50-mile radius of the market.

In addition to the quality produce, homemade food and handmade craft items market regulars have come to expect, the CFM is also known throughout the area for its live entertainment and special theme days, such as Kids' Day and the Zucchini Festival. Last year, visitors to the market enjoyed everything from balloon art to beer tasting to book signings. Special guests performed regularly. Plans for more of the same in 2007 are already well under way.

This season, the CFM plans to launch a new "eat local" campaign. Efforts will focus in part on the 100-Mile Diet, which encourages people to support local farmers, eat healthier, create a secure food supply and save energy.

The Cooperstown Farmers' Market is sponsored by Otsego 2000. For more information about joining the market, visit www.otsego2000.org/farmersmarket/ or call 547-6195.

Press Release

FOR IMMEDIATE RELEASE: March 21, 2007

100-mile Diet Discussion Planned for Earth Festival

MILFORD – An interactive lecture, "100-mile Diet: Good for You, Good for the Planet," will be presented on May 5 as part of Earth Festival 2007. At the invitation of Otsego 2000 and the Cooperstown Farmers' Market, Cheryl Nechamen of Capital District Energy Action will explain how eating food grown within 100 miles of the consumer saves energy, preserves open space, supports the local economy and just plain tastes better. Nechamen is the founder of CDEA, a non-profit group focused on reducing reliance on fossil fuels.

Earth Festival 2007 will be held on Saturday, May 5 from 11 a.m. to 4 p.m. at Milford Central School. Presented by Environmental Education Network of Otsego County, Earth Festival 2007 is sponsored by Wildlife Learning Company in cooperation with Otsego County Conservation Association and Otsego 2000.

EENOC has issued an open invitation to earth-friendly exhibitors, food and retail vendors, and workshop presenters, and continues to seek Earth Festival supporters and participants. Financial contributions are most welcome. For further details, call 293-6043 or visit www.eenoc.org.

Press Release

FOR IMMEDIATE RELEASE: January 10, 2007

Cooperstown Farmers' Market Completes 16th Season

From opening day festivities on May 13 to the December 16 end-of-season celebration, the Cooperstown Farmers' Market was a veritable hub of community activity in 2006. This year, market visitors enjoyed everything from balloon art to beer tasting to book signings. The live music lineup was every bit as diverse, featuring – among a host of talented performers – The Tisch Family, Just Throw Money, the Stoddard Hollow String Band and the ever-popular Skip West.

In 2006, CFM vendors and customers welcomed a new manager, Jen Hanson. Crop damage caused by June's heavy flooding dampened the early part of the market season. However, as summer progressed, most vendors rebounded and life at the market continued as usual. Proceeds from fund-raising efforts, including a raffle and silent auction, have already been put toward next year's entertainment budget, and – thanks to a legislative initiative sponsored by Sen. James L. Seward – the market building is now heated during the colder months.

Holiday fun and special themes dominated this year at the market, where ladies received free carnations for Mother's Day, and visitors were treated to warm, spiced apple cider samples in September, and to punch and cookies at Christmastime. Giant gourds took center stage in August, when the market hosted its annual Zucchini Festival, and again in October as pumpkins stole the show in conjunction with the Cooperstown Chamber's PumpkinFest weekend.

The farmers' market continues to be kid friendly – this season's offerings included "Kids' Day" in June, complete with colorful pinwheels for visiting youngsters made by vendor Molly Holtje, and trick-or-treating at the Halloween Harvest. Market Manager Hanson led special sessions in December, as part of the Holiday Markets, during which children completed seasonal craft projects.

As the year came to a close, the Holiday Markets were very well attended. A number of new vendors were welcomed to the market ranks, as were those returning from previous years. The market enjoyed expanded

media coverage in 2006, and increased information on its website, with the help of Darla M. Youngs, Otsego 2000's administrative assistant, who was hired in May.

Once again, the Cooperstown Farmers' Market took part in the New York State Farmers' Market Nutrition Program – FMNP checks were accepted by participating vendors from shoppers enrolled in the Women, Infants, and Children Program and in senior citizens' programs. In conjunction with FMNP, and as part of a new CFM initiative, Hanson conducted farm inspections with the help of Cornell Cooperative Extension's David Cox, agriculture development specialist.

Most importantly, in 2006 market regulars enjoyed 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.

“We would like to extend our sincere thanks to all our loyal customers and new shoppers for another successful market year. With concerns about food safety and the cost of transporting food over great distances, we feel more than ever that the Cooperstown Farmers' Market is an important alternative to an ever-growing global marketplace. Every purchase made at the market helps support a local small business and our region's economy,” said Martha Frey, Otsego 2000 executive director.

The Cooperstown Farmers' Market is sponsored by Otsego 2000 and operates each Saturday, rain or shine, May through December, just off Main Street, in Pioneer Alley. For more information, visit www.otsego2000.org/farmersmarket/ or call 547-6195.