



News Release

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Opening of CITY FARMERS' MARKET WOOSTER SQUARE
on Saturday, May 20
days after Governor Rell signs into law Public Act 06-52:
AN ACT CONCERNING FARMERS' MARKETS

- **Jacques Pepin**, acclaimed French chef and **State Senator Toni Harp** to open the market
- **Public Act 06-52** codifies in a state statute a much-needed definition of a farmers' market

New Haven, Conn. -- Following its highly successful first and second seasons, City Farmers' Market Wooster Square will launch its third season on **Saturday, May 20, from 9AM - 1PM**. The farmers' market will be located in Russo Park, at the corner of DePalma and Chapel Streets and across from Wooster Square Park. The market will run through mid-December. In 2005, CitySeed's network of four farmers' markets had an estimated local economic impact of \$1,005,481 and we are looking forward to an even more successful season in 2006!

Acclaimed French chef and PBS cooking show host, Jacques Pepin, will join State Senator Toni Harp in kicking off the official opening celebration at eleven o'clock. Jacques will then sign copies of his memoir The Apprentice: My Life in the Kitchen. Following this opening ceremony, The Panini Brothers, an acoustic ensemble, will perform for the market-goers.

The opening comes only 12 days after **Governor Rell signed into law, Public Act 06-52, An Act Concerning Farmers' Markets** on May 8. This bill seeks to promote farmers' markets in the state by codifying a definition of farmers' markets that recognizes the abundance and variety of CT grown and produced farm products sold at them. The bill also defines a farmer's stand at a farmers' market as an extension of the farm, thereby enabling farmers to sell at the market what they can sell at their farm. **CitySeed advocated for the creation and passage of this bill and would like to thank the Senate and House leadership, including Senator Harp, Representative Cam Staples (a bill co-sponsor) and Senator Martin Looney!**

City Farmers' Market Wooster Square is unique in the state for three main reasons:

1. **is Grower/Producer-only**, so all of the food available at the market was grown or produced by the person selling it, which promotes farm viability and farmland preservation.
2. **accepts Food Stamps/EBT and WIC and Senior Farmers' Market Nutrition Program Coupons.** In fact, during the 2005 market season, CitySeed markets:
 - redeemed over \$40,779 in WIC coupons,
 - were the first in the state to accept Food Stamps/EBT and
 - had a local, economic impact valued at \$1,005,481!

By ensuring the market is accessible to the entire community, CitySeed hopes to promote healthy eating for the whole community, while decreasing diet-related illnesses like obesity and diabetes.

3. **offers a wide range of CT Grown and produced farm products, most of it organic or pesticide-free.** Opening day will feature **salad greens, milk, chocolate milk, butter, heavy cream, asparagus, lettuce, rhubarb, free-range eggs, all-natural meats, garlic herb butter spread, lamb, lamb entrees, and more** from the following farmers and purveyors:

- Yale Sustainable Food Project's Organic Garden, New Haven
- Trinity Dairy Farm, Enfield
- Four Mile River Farm, Lyme
- Dolan Brothers Shellfish Company, Branford
- Two Guys from Woodbridge, Hamden
- Stone Gardens, Shelton
- Elysium Ecofarm, Sandy Hook
- Farm River Honey, North Branford
- Northfordy Farm, North Branford
- Starlight Gardens, Durham
- Rose's Berry Farm, South Glastonbury
- Beaver Brook Farm, Lyme
- Jim's Concoctions, Trumbull

In June and July, CitySeed will launch three additional farmers' markets Downtown (in collaboration with Town Green Special Services District), in **Edgewood Park**, and in **Fair Haven** (in collaboration with Junta and GAVA). This network of City Farmers' Markets is a project of **CitySeed, a non-profit that takes as its mission engaging the community to grow an equitable, local food system that promotes economic development, community development and sustainable agriculture.** Moreover, CitySeed seeks to **strengthen the local economy**, by both serving as an incubator of small businesses and contributing to the successful effort to make New Haven a regional destination for food and the arts.