

PRESS RELEASE

For Immediate Release

Date: February 23, 2010

For additional information, contact Kandi Manhart, District Manager at (530) 934-4601 x120.

Glenn County Resource Conservation District Announces Farmers' Market Season

The Glenn County Resource Conservation District (RCD) is announcing the Glenn County Certified Farmers' Market (Market) Season, including suggested locations and dates for 2010.

Based on information gained from an on-line survey hosted by Glenn County's Cooperative Extension Department, the RCD is excited to present the following information:

1. 2010 Market Season will run from June through September
2. Market location will rotate monthly between Orland and Willows
3. Suggested Market location in Orland is Library Park (Carnegie Park) the months of June and August
4. Suggested Market location in Willows is Memorial Park the months of July and September
5. Market days will be every Saturday from 8 AM to 1 PM

JUNE 2010	JULY 2010	AUGUST 2010	SEPTEMBER 2010
Orland Library Park (Carnegie Park) Saturdays 8 AM – 1 PM	Willows Memorial Park Saturdays 8 AM – 1 PM	Orland Library Park (Carnegie Park) Saturdays 8 AM – 1 PM	Willows Memorial Park Saturdays 8 AM – 1 PM

In addition, a Market Association meeting is scheduled for March 3rd at the Willows City Hall, 201 North Lassen Street, from 10:00 a.m. to noon. Potential vendors, consumers and interested community members are encouraged to attend. Market Application Forms, Market Rules & Regulations and the draft Market Association By-Laws will be available. The RCD will also encourage discussion on ideas for the initial Market Season Celebration to help make the opening Market at each location an exciting and memorable event.

The RCD received funding through the Farmers' Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, United States Department of Agriculture (USDA). The 2 year grant,

titled “Growing Glenn – A County Farmers’ Market”, funds the development of a Certified Farmers’ Market in Glenn County, including Market management by the RCD; advertisement directly associated with the Market; promotional materials that address the multiple benefits to producers, consumers and communities; the development of a Market Association which will account for the long-term sustainability of the Market and a Partners Program which will encourage and foster producer/youth relationships.

Farmers’ Markets are growing in number and importance around the country and the FMPP program is dedicated to fostering this growth. The “Know Your Farmer, Know Your Food” campaign is led by USDA Deputy Secretary of Agriculture Nancy Merrigan and provides support to the FMPP. This is a USDA-wide effort to create new economic opportunities by better connecting consumers with local producers. It is also the start of a national conversation about the importance of understanding where your food comes from and how it gets to your plate. Farmers’ Markets support local farmers, strengthen rural communities, promote healthy eating and recognize the need to protect our natural resources. Establishing a viable Farmers’ Market in Glenn County is an exciting project for all and the RCD is honored to lead the process.

For further information, please contact Kandi Manhart, District Manager at (530) 934-4601 x120 or Claudia Street, Project Manager at (530) 934-4601 x126.

This Press Release is based on work supported by the Farmers’ Market Promotion Program (FMPP) Grant Program, Agricultural Marketing Service, USDA, under Award No. 12-25-G-0918. Any opinions, findings conclusion, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.