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NEWS RELEASE

Norwegian Waffles, Korean Specialties Among Offerings of Easton Farmers' Market's Six New Vendors for 2019 Season

EFM opens Saturday, May 4, with a Star Wars-themed performance by the Big Easy Easton Brass Band.

Easton, PA - April 17, 2019 - The force will be with Easton Farmers' Market as it rings in its 267th year on May the Fourth with a Star Wars-themed performance by the Big Easy Easton Brass. The performance will kick off the market's summer season, which brings the freshest in locally-grown and produced goods to Easton's Centre Square, from 9 a.m. to 1 p.m. Saturdays (May-December).

Opening day festivities will feature a ceremony at 9:30 a.m. Saturday, May 4, with guest speakers Mayor Sal Panto Jr., PA State Representative Bob Freeman, Chrissy Hixson, senior community relations consultant for Capital Blue Cross, and Allison Czapp, director of Buy Fresh, Buy Local - Greater Lehigh Valley. A ribbon cutting with Easton's town crier, David Rose, and the performance by the Big Easy Easton Brass will follow.

Established in 1752, EFM is the longest continuously-operating open-air market in the nation. EFM prides itself on being a producer-only market, featuring local purveyors of naturally/organically-grown produce, pasture-raised meats, and fresh baked goods, as well as prepared products, and ready-to-eat meals. The 2019 market will feature 33 vendors, with up to three rotating guest vendors each week.

The market will also include six new producers for 2019:

- **Cabbage Throw Farm** (New Jersey farm featuring certified organic produce)
- **Holy Cow Farm** (Northampton County farm featuring fresh cut, chemical-free flower bouquets and custom-made arrangements)
- **Little Miss Korea** (Korean ready-to-eat and take home meals)
- **Phillips Farms** (Sixth generation New Jersey produce farm & orchard - IPM)

- **Raspberry Ridge Farm** (Northampton County sheep's milk creamery featuring cheese and yogurt)
- **The Little Waffle** (freshly-made Norwegian waffles with sweet or savory toppings)

“As a market whose mission includes helping to preserve local farmland, we are very pleased that our four new farmers hail from within 15 miles of Easton, and two are located within Northampton County,” says Megan McBride, market district director. “And Holy Cow Farm has an added local connection in that the owner Jen McAtee is a 2011 graduate of Lafayette College and told us it has always been her dream to sell at Easton Farmers’ Market”

EFM believes in offering fresh food for all, and as in years past, encourages Pennsylvania and New Jersey SNAP (Supplemental Nutrition Assistance Program) users to bring their EBT cards to the market. Thanks to a USDA grant through Buy Fresh Buy Local of the Greater Lehigh Valley (BFBLGLV), EFM will offer LV Fresh Food Bucks throughout the season, meaning that every time a user purchases EFM tokens through SNAP, BFBLGLV will double it up to \$10 per day.

This year the market will have expanded offerings for those enrolled in the Farmers’ Market Nutrition Program (FMNP) in New Jersey. Seniors, and those in the Women, Infants and Children (WIC) program, will be able to use FMNP vouchers at both New Jersey vendors, Cabbage Throw Farm and Phillips Farms, in addition to SNAP dollars.

Visitors who want to participate in the Easton Compost Program will be able to grab a bucket on opening day. The program is free for residents in the City of Easton, and \$20 to those outside the city limits. Participants can collect food waste in their buckets and empty them each week in the bin behind Easton Public Market on Church Street. Collection times will mirror the market’s schedule and volunteers will be available to assist in the compost capture. Participants will also be able to receive finished compost on scheduled dates during the season.

On opening day, Lafayette College’s Society of Environmental Engineers and Scientists (SEES) will have a table at the market to demonstrate their Compost Tumbler program. The group has built 14 tumblers for organizations throughout Easton, including; Safe Harbor, Green Harvest and local elementary schools. Stop by their table to learn how to make and use a Compost Tumbler.

Season highlights

On opening day, shoppers will find Hijinx Brewery in the Local Libations tent. Guest vendors Mud & Maker (handcrafted pottery) and Owowcow Creamery (ice cream) will also be on site. Guests can enjoy live music from Blue Hearts Revelry at 11 a.m. in the music area.

In 2019, the market will continue with its Power of Produce (POP) Kids Club. Kids can sign up for the program at the Info Tent at any point throughout the season, and earn POP bucks for participating in food and farm related activities and events each time they visit the market.

The market is also launching a new customer rewards program called Local Loyalty. Details and sign-ups will be available at the Info Tent.

Just as live music has become a constant at the market, with a new performer each week, so too have the market's festival days. The 2019 season will feature 11 festivals, including:

- Strawberry Day - June 8
- June Bee Jamboree - June 22
- Happy Birthday EFM (Celebrating 267 years) - July 13
- Zucchini 500 - July 20
- Peach Day - Aug. 3
- Tomato Day - Aug. 17
- Sunflower Day - Sept. 7
- Chile Pepper Day - Sept. 21
- Easton Garlic Fest - Oct. 5 & 6
- Apple Jam - Oct. 19
- PA Bacon Fest - Nov. 2 & 3

Sponsors for 2019 include: Capital Blue, Easton Hospital, Nurture Nature Foundation, Martin Guitar, and Easton Coach Co.

Visit Eastonfarmersmarket.com for a complete list and details of the vendors and producers who will make this 2019 season one of the tastiest yet.

ABOUT: Easton Farmers' Market (EFM) is a program of the Greater Easton Development Partnership (GEDP). EFM is America's longest continuously-running open-air market. It is a producer-only market that features fresh, local produce - the vast majority of which is naturally/organically grown. Customers will also find antibiotic and hormone-free, pasture-raised meats, fresh baked goods, and ready-to-eat items. GEDP is a volunteer-driven, nonprofit organization focused on Easton's economic well-being, historical integrity, vibrant culture, and hospitality. It is comprised of Easton Farmers' Market, Easton Main Street Initiative, Easton Public Market, PA Bacon Fest and the Easton Ambassadors. For more information, visit eastonpartnership.org.

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