

LAWRENCE FARMERS MARKET TRIPLES IN SIZE

Farm Fresh Fruits and Vegetables, Baked Goods, and Handmade Arts and Crafts Now Available Three Days a Week at Locations Throughout the City

Lawrence, MA July 1, 2010 – The Lawrence Farmers Market will celebrate its 16th season this summer with **two new days and two new locations** around the city. Lawrence’s favorite farmers, food and crafts vendors will return to the markets again this year, as well as a new crop of fruit and vegetable growers and local bakers, creating healthy shopping and eating venues and lively gathering places for the entire community. Beginning July 6th, McGovern Train Station at 211 Merrimack Street will host a Tuesday evening market from 4:00-7:30 PM. Starting Saturday the 10th a third market be open from 9:00 – 1:00 at the Park St. Greater Lawrence Family Health Center’s new parking lot at the corner of Park and Lawrence Streets. Of course, our Wednesday market is continuing and will take place every Wednesday from 9:00 – 4:00 at Appleton Way, between Essex and Common Streets and next to City Hall.

The Lawrence Farmers Markets feature fresh, locally grown produce, honey, baked goods and eggs, handmade jewelry and accessories, and healthy prepared foods from returning vendors Boston Hill Farm of North Andover, Brox Farm of Dracut, Riverdale Farm of Groton, Clock Tower Café of Lawrence, and S & C Exchange of Lawrence. New to the market this season is Roma’s Bakery, offering freshly baked breads, pies, cookies, and rolls as well as Johnson’s Highland View Farm of Windham, NH and Nagog Fruitters of Littleton, MA.

Market operator Groundwork Lawrence, a local non-profit organization focused on creating healthy communities, aims to make the markets accessible to all. As in previous years, the market accepts EBT cards (SNAP/food stamps), as well as WIC and Senior Farmers Market-specific coupons, debit and all credit cards. The Lawrence Farmers Markets were also chosen as one of five markets in Massachusetts to pilot acceptance of the new WIC cash-value vouchers, offering WIC recipients the chance to use their monthly fruit and vegetable checks on nutritious and locally-grown produce for their families. In an effort to ensure that Lawrence residents who are eligible for food stamps are receiving benefits, Groundwork Lawrence will offer SNAP eligibility screening at the market. In addition, WIC, the UMass Nutrition Extension Program, and MassHealth will host tables at the market where shoppers can receive bi-lingual information about nutrition and health, and the Frost Foundation of Lawrence will feature local artists and cultural happenings around the city. We also look forward to hosting Greater Lawrence Family Health Center health staff at different markets throughout the season.

“The Farmers Market provides a healthy shopping alternative for all Greater Lawrence residents,” said Janel Wright, program manager at Groundwork Lawrence. “We are committed to making the market a place where convenience, value, and accessibility combine to make it easy for residents to incorporate more fresh fruits and vegetables into their diets and to build good eating habits for themselves and their families.”

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Farmer Dave Dumaresq of Brox Farms stated, “We are excited to be in Lawrence again this year for the 11th season and the opportunity to join the Saturday market. Each year, we look forward to seeing our old friends and meeting new ones, bringing the special vegetables like Rosita eggplant and calabasa squash that our customers have asked us for, and learning about what they want for next season. It’s this intimate relationship with our customers that makes our jobs so fulfilling and all the hard work of farming so worthwhile.”

The Lawrence Farmers Market is sponsored in part by Greater Lawrence Family Health Center, Rumbo, MA Dept. of Agricultural Resources, and the Bank of America and New Balance Foundations. For information about the Lawrence Farmers Markets vendors and special events, visit <http://www.groundworklawrence.org>.

The Lawrence Farmers Markets are operated by Groundwork Lawrence, Inc., a 501(c)3 non-profit organization. Groundwork Lawrence has been making change happen in Lawrence, Massachusetts since 2001. Through its [environmental and open space improvements](#), [community food programs](#), [youth education and employment initiatives](#), and [community programming and events](#), Groundwork Lawrence creates the building blocks of a healthy community, and empowers Lawrence residents to improve their quality of life. Groundwork Lawrence is an affiliate of [Groundwork USA](#).

What: More access to fresh, healthy, delicious local fruits, vegetables, baked goods, jams, jellies, art, crafts, and more!

When & Where:

- **Tuesdays at McGovern Train Station, 211 Merrimack Street, 4-7:30, July 6 – Oct. 26**
 - Johnson’s Highland View Farm, Windham NH
 - Nagog Fruitters, Littleton, MA
 - Clock Tower Café, Lawrence
 - S & C Exchange, Lawrence

- **Wednesdays at Appleton Way 9:00 – 4:00, July 7 – Oct. 27 (between Essex & Common Streets, next to City Hall),**
 - Roma’s Bakery, Woburn
 - Boston Hill Farm, North Andover
 - Brox Farm, Dracut
 - Riverdale Farm, Groton
 - Clock Tower Café of Lawrence
 - S & C Exchange of Lawrence

- **Saturdays at 216 Lawrence Street (parking lot at the corner of Lawrence & Park Streets across from GLFHC), 9 am - 1 pm, July 10 - August 28**
 - Brox Farm, Dracut
 - Riverdale Farm, Groton
 - S & C Exchange, Lawrence

Why: Because food that's grown close to home is better for you, better for your community, and better for the environment. Get some fresh produce at a great price and connect with other market-goers and with growers!

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