

Press Release: Spring Market

APRIL 5, 2021

For Immediate Release:

Local Food Hub Market launches spring/summer iteration at new location

March 22, 2021: This week marks the one-year anniversary of the Local Food Hub drive-through market. As it hits this milestone, and enters into the spring and summer produce season, the market is changing in the following ways:

New Location:The market has moved to a new location in Seminole Square. The market will occupy two and a half rows of the lot in front of Plan 9 Music. This new space is bigger and easier to access. Space is being generously provided by Great Eastern Management Company.

New Season:Several vendors will be returning to the market after a winter hiatus, including Radical Roots, Seaman's Orchard and Sweet Greens Farm. As the season progresses, there will be increased produce options, as well as fruit, vegetable and flower plant starts available.

New Referral Program:Local Food Hub is now offering a referral program – when existing market customers refer friends to the market, both people will be granted a free three-month membership.

Local Food Hub launched the drive-through markets in March 2020 in response to the coronavirus pandemic. As school systems, traditional farmers markets and restaurants closed or reduced operations, local farmers saw their sales plummet 50-90%. Local Food Hub set up the first COVID-safe, no-contact farmers market in the region as a way to create new sales outlets for small farms and ensure the community could continue to access fresh, nourishing food. To date, Local Food Hub has run 97 markets, and has reinvested over \$785,000 in the local economy. All proceeds from sales go directly to the farmer.

According to Kristen Suokko, Local Food Hub Executive Director, "We've realized over the past year that the desire for safe and convenient access to local food is strong and enduring. As the light at the end of the pandemic tunnel continues to brighten, we remain committed to bridging the gaps between our community and our farmers as effectively as we can."

The market operates on a preorder-only, drive-through basis. Ordering for the Wednesday market is open Thursday at 3:00pm-Monday at 2:00pm. Ordering for the Friday market is open Monday at 3:00pm-Thursday at noon. Place orders at www.localfoodhub.org/market