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FOOD, FARMERS & FUN COMING SOON TO A TOWN NEAR YOU

Farmers' market season brings Oregon's bounty to Oregon's tables

Portland, Oregon – June 14, 2011 As the weather warms and summer draws near, the Oregon Farmers' Markets Association (OFMA) and Interstate Farmers Market, a proud OFMA member, invite all Oregonians to experience exceptional local foods at one of more than 125 farmers' markets around the state. To help plan a flavor adventure, Oregonians and tourists can consult OFMA's online market directory at www.oregonfarmersmarkets.org for locations and season details.

"Farmers' markets are a great place to explore what makes our state special," says OFMA Board President Rebecca Landis. "Not only are they vibrant, family friendly destinations, but markets also are part of a local food movement that has far-reaching implications for land use, resource conservation, and personal health. Supporting farmers' markets strengthens the rural-urban connection and brings communities together to share our bountiful harvest while ensuring the healthy future of farms and families."

To get the most out of market day, market regulars recommend bringing reusable bags and containers to stow items for the trip home, having small bills to streamline purchases, and being prepared to shop for produce in peak season for top notch quality and the best prices. If you want to take your trip to the next level, pick up a new vegetable and ask the farmer who grew it for a recipe to try, or consider extending the season by buying in bulk to freeze, dry or can foods to last throughout the year.

From Hood strawberries, to July Flame peaches, to Marina di Chioggia squash, there's always a new taste to discover at farmers' markets. In addition to the freshest, high quality produce direct from the farm to consumers, the two Interstate Farmers Markets offer musical entertainment, ample opportunity to sample new foods and new recipes, and interactive learning opportunities like cooking demonstrations and children's activities. The Wednesday Overlook market runs 3pm to 7pm at Overlook Park, and the Saturday Lombard market runs 9am to 1:30pm at the corner of Interstate Ave and Lombard St at De La Salle H.S.

Oregon farmers' markets strive to make healthy foods accessible to all and the Interstate Farmers market is no exception. We proudly welcome the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps and even offer a matching program to increase the buying power of our low-income customers. For information about other programs and other markets, you can check the OFMA market listings.

There's something for everyone at more than 125 markets around the state. Find a market near you at www.oregonfarmersmarkets.org or pick up a hard copy of the market directory at our and other area markets, as well as tourism agencies, libraries, and Chambers of Commerce. Thanks for your support of Interstate Farmers Market and all the farmers markets Oregon is so proud to have!

About Oregon Farmers' Markets Association

The Oregon Farmers' Market Association (OFMA) is an incorporated and registered 501(c)(6) non-profit organization with the primary purposes of promoting, supporting and helping establish Oregon farmers' markets; providing services and educational assistance to market members; providing economic bridges between rural and urban communities. To learn more about OFMA and the benefits of membership, visit www.oregonfarmersmarkets.org.