



## North Coast Growers' Association

Humboldt County Farmers' Markets

[www.humfarm.org](http://www.humfarm.org)

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### Press Release - For Immediate Release **3/27/2018**

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**Announcing: Farmers' Market Main Season Opens April 7th, 2018**

Spring has finally arrived and the North Coast Growers' Association is proud to announce its 40th anniversary of connecting the community to local farming right here in Humboldt County. The NCGA is kicking off the season with the first Arcata Plaza farmers' market on Saturday, April 7th from 9am to 2pm. Community members and visitors alike are invited to join local farmers, ranchers, nurseries, and food vendors to celebrate local food and farming in Humboldt County.

The Winter farmers' market on the Arcata Plaza experienced one of its most successful seasons so far with a record number of farmers and customers attending each week. NCGA farmers and staff are ready to start out the season with the same locally grown and raised, GMO-free abundance that shoppers know and love. Mild winter rains mixed with many days of glorious sunshine have set farmers up for an abundant April produce selection including artichokes, onions, cabbage, broccoli, salad greens, spring peas, leeks, root vegetables, strawberries, and more. In addition, humanely raised meat and eggs, honey, wine, and goat cheese are available every week.

With over 15 nursery vendors, the Arcata Plaza farmers' market is a garden enthusiast's dream. Shoppers with a green thumb can find vegetable and herb starts, landscaping plants and trees, bonsai, cacti and succulents, orchids, plants that attract beneficial insects, and even locally-adapted seeds! For those who may be new to gardening, the farmers at the market are always happy to share helpful growing tips. The Market Info Booth also offers free growing guides for a variety of vegetables for both inland and coastal climates.

The Arcata Plaza farmers' market wouldn't be the same without live and local music. Huayllipacha will be kicking off the start of the season on April 7th, with live music of the Andes from 10:30am-1:30pm. The Arcata Plaza music schedule for the entire season can be found on the NCGA's new website, [northcoastgrowersassociation.org](http://northcoastgrowersassociation.org).

NCGA farmers' markets are proud to be the only exclusively Humboldt-grown and GMO-free markets, offering a fun, festive, family-friendly community gathering space open to everyone. Non-profit tablers are welcome to apply to table at the Arcata Plaza farmers' market, as well as at weekday markets starting in June. Interested individuals can find more information on the NCGA's website.

For shoppers that need a bite to eat, or want to picnic at the market, the food court features hot and prepared foods perfect for herbivores and carnivores alike. Items include savory mashed potato cones, tamales, hot dogs, jerk chicken, a wide variety of baked goods, sweet and spicy chai tea, coffee, olives, tapenades, and more. Vegan-friendly baked goods, wraps, soups, and salads will also be available seasonally.

There are many great reasons to shop at a local farmers' market. Farm fresh produce is rich with vitamins and nutrients, and are harvested within a day or two of market, ensuring the highest nutritional value possible for the customer's budget. Shopping at the farmers' market also helps to support Humboldt County farmers and agricultural industries, keeping dollars circulating in the local economy and reinforcing the region's strong agricultural sector. All of the fresh foods found at North Coast Growers' Association farmers' markets are grown right here in Humboldt County, so shopping at the

market also means that food travels the shortest distance possible from farm to plate. Humboldt County's microclimates enables an abundance of both cool and hot crops from lettuce, peas, strawberries and apples to peaches, corn, tomatoes, and melons. The range of farm products available at the farmers' markets includes nearly every farm commodity produced in the area.

In addition to the Arcata Plaza farmers' market, North Coast Growers' Association hosts six other weekday markets running from June through October:

Old Town Eureka, Tuesdays 10am-1pm

Fortuna at 10th & Main Streets, Tuesdays 3-6pm

Henderson Center Eureka, Thursdays 10am-1pm

McKinleyville ENF, Thursdays 3:30-6:30pm

Willow Creek Community Commons, Thursdays 5-8pm

and new this year, the Eureka Friday Night Market in Old Town, Fridays, 5-8pm, in partnership with Eureka Main Street and Humboldt Made.

Customers with CalFresh EBT cards are welcome at all NCGA markets, and are also eligible to receive Market Match. To participate, CalFresh customers can visit the info booth at any farmers market in Arcata, Eureka, McKinleyville, Fortuna, or Willow Creek, as well as Garberville. Market Match vouchers are also available to SSI recipients, thanks to support from St. Joseph Health - Humboldt County, Care for the Poor Community Grants and the McLean Foundation. These Market Match vouchers are available at farmers' market info booths in Arcata, Eureka, McKinleyville, and Fortuna, and are intended to provide increased access to healthy, nutritious food for SSI recipients who are not eligible for CalFresh.

The North Coast Growers' Association is committed to the joint goals of increasing farm security and food security for the local community, and the Market Match program has been proven to empower many low-income customers to make healthy food choices by overcoming financial barriers to accessing fresh local food. Market Match also supports job creation, local economic development, and civic engagement by leveraging the benefits of farmers' markets for a broader community. Further, Market Match helps stabilize and support Humboldt County's rural community by providing an additional income for small farmers selling at farmers' markets. Market Match is funded through partnerships with Food for People, St. Joseph Health-Humboldt County, Care for the Poor Grant, the McLean Foundation, the California Market Match Consortium, and the USDA Food Insecurity Nutrition Incentive program.

The farmers and food producers of the North Coast Growers' Association thank the community for supporting their labor of love and commitment to the health and wellness of our environment and community by eating seasonally and buying direct from the source. Stop by your neighborhood farmers' market this week and get a taste of beautiful Humboldt County! (And don't forget to bring those reusable shopping bags!) For more information on market dates and times, live music schedules, and information about Market Match, visit [www.northcoastgrowersassociation.org](http://www.northcoastgrowersassociation.org) or call (707) 441-9999.

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The North Coast Growers' Association's farmers' markets were established in 1978 by a handful of farmers who began selling from the back of their trucks in the vacant lot at the food of F and 1st Streets in Eureka. Today, NCGA is a membership-run, 501(c)3 non-profit organization with over 100 members, contributing significantly to the health and well-being of the community. 2018 is NCGA's 40th season operating farmers' markets, and the Arcata Plaza market is the longest, continuously-running market in the state of California. Working collaboratively, NCGA staff and members represent agricultural interests in Humboldt County through community partnerships that promote local and healthy foods, programs that increase access to local food, participation in local and statewide policy-making, and coordinate daily operations for the organization and our five Certified Farmers' Markets.

"To be interested in food but not in food production is clearly absurd." -Wendell Berry