



www.northcoastgrowersassociation.org

North Coast Growers' Association

Humboldt County Farmers' Markets

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Press Release - For Immediate Release

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RE: Weekday Farmers' Markets Open 1st week of June in Eureka, Fortuna, McKinleyville and Willow Creek beginning June 4

ARCATA, CA - The Summer Farmers' Market Season has arrived in Humboldt County, with the opening of six weekday farmers' markets beginning the first week of June! With local markets in Eureka, Fortuna, McKinleyville and Willow Creek, community residents and visitors alike can celebrate the bounty of fresh, Humboldt-grown food at their neighborhood farmers' markets. Farmers' market goers can discover the many rewards of eating locally and seasonally, by tasting free samples, trying out new foods and meeting the local family farmers who work so hard to produce the highest quality food for Humboldt County.

Eureka farmers' markets have something to offer to visitors throughout the week, with 3 locations and times. Mid-day markets at the Old Town gazebo on Tuesdays and in Henderson Center on Thursdays are conveniently located and the perfect lunchtime stop to freshen up the week. The vibrant Friday Night Market at Clarke Plaza, hosted in partnership with the Eureka Visitor Center, promises a wide array of agricultural and prepared food products with even more vendors than last year, offering a fun activity for locals on Friday evenings.

The **Fortuna Farmers' Market** is back on the scene on Tuesday afternoons as well, with several new vendors and musicians this season, as well as great seasonal activities for kids. Be on the lookout for "Fresh and Festive" events during the height of the season.

The **McKinleyville Farmers' Market**, located at the Eureka Natural Foods McKinleyville store, is once again teaming up with the McKinleyville Community Services district on Thursday late afternoons during the summer for their "lawn games in the park," offering even more vendors and products than before.

The **Willow Creek Farmers' Market** is starting its third season this year, and market manager Robin Day is excited about some important changes. "We are moving the market to Veterans Park which is a traditional gathering place for community outdoor activities, has lots more parking, and more room to include special events that will complement the market," Day remarks. This market has lots of community enthusiasm, and hosts two popular community events -- a Zucchini race in July (visualize tricked-out zucchinis on wheels!) and a Blackberry dessert contest in August.

Late spring rains made for a slow start this year, but do provide water for a long and bountiful growing season. With something for everyone, local farmers are ready to share the fruits of their labor including a wide variety of delicious and affordable fruits and vegetables, humanely raised meat and eggs, goat cheese, honey, wine and flowers, along with nursery starts for the garden, native and ornamental plants and more. Hot prepared foods are also available at the markets, with offerings ranging from hand-made brick oven pizza to Barbecue to vegan baked goods, sandwiches and soups, and everything in between. As always, farmers' market festivities include free, local live music and a fun, family-friendly community gathering place open to everyone.

Eureka Market Manager David MacCuish shares his thoughts about what makes these smaller weekday markets special. "I love the weekday markets. A broad cross-section of local farmers roll into our neighborhoods. There is a magical quaintness in these open air markets that lets us get to know the people

growing our food while we spend time with the folks from our corners of town.” MacCuish adds that these markets also “bring healthy food accessibility to our communities -- they bring *community* to our communities.”

Featured items at the farmers’ markets for June include strawberries, snap peas and summer squash, along with spring onions, broccoli, salad greens, meat, eggs, honey and flowers. Neighborhood weekday farmers’ markets are also great places to find nursery starts, seeds and ornamental plants for home gardens - whether they be in pots, straw bales or in the ground. For those who may be new to gardening, the farmers at the market are always happy to share helpful growing tips.

Marsha Maxwell from Jameson Creek Nursery reflects on customer interactions at the market and why she’s moved away from wholesaling her products. “It’s a good mix of people. It’s not only business, it’s socializing so it’s a good mix of things. It’s more rewarding to interact with people who are going to plant your items.”

Customers with CalFresh/EBT cards are welcome at all of these North Coast Growers’ Association Farmers’ Markets, and Market Match is also available at every market to help make fresh fruits and vegetables more affordable. CalFresh can even be spent on plants and seeds that produce food. Visit the info booth to learn more about CalFresh and Market Match and to sign up. The Market Info Booth also offers free nutrition information including recipes featuring local seasonal items from the market, food preservation guides, and growing guides for a variety of vegetables including both inland and coastal climates, to help make farmers’ markets accessible to more people.

Director of Programs Ivy North shares her thoughts about the association’s approach to expanding food access through farmers’ markets. “Our food access programs like Market Match are a win-win for local families, local farmers and the local economy,” says North. “Families who access these programs not only bring home quality healthy food to their families, they also make a significant positive economic impact on our local economy and food system.”

Weekday markets are open every week rain or shine, starting the first week of June. More information like market dates and times, live music schedules and Market Match can be found on the North Coast Growers’ Association’s website at northcoastgrowersassociation.org or by calling 707-441-9999. The North Coast Growers Association was formed in 1978 and operates the longest continually running farmers’ market in California. Membership in the NCGA is open to residents of Humboldt County who produce agricultural products in Humboldt County, and new members are welcome. Photos available upon request.

MARKET SCHEDULE:

EUREKA Old Town - TUESDAYS 10am-1pm, Jun-Oct - F & 2nd Streets

EUREKA Henderson Center- THURSDAYS 10am-1pm, Jun-Oct - F & Henderson Streets

EUREKA Friday Night Market - FRIDAYS 5-8pm, Jun-September - E St. & Opera Alley

FORTUNA Farmers Market - TUESDAYS 3-6pm, Jun-Oct - 10th St. & Main St.

MCKINLEYVILLE Eureka Natural Foods - THURSDAYS 3:30-6:30pm, Jun-Oct - Central Ave. & Pickett Rd.

WILLOW CREEK Community Commons- THURSDAYS 4:30-7:30pm, Jun-August - Veteran’s Park, Kimtu Rd.

ARCATA PLAZA - SATURDAYS 9am-2pm April-November; 10am-2pm December-March

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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. 2019 is NCGA’s 41st season operating farmers’ markets. Working collaboratively, NCGA members and staff 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 the coordination of our seven Certified Farmers’ Markets.