



North Coast Growers' Association

Humboldt County Farmers' Markets

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Press Release - For Immediate Release **11/15/2018**

Contact: Laura Hughes, Director of Market Operations 707-441-9999 laura@humfarm.org

Re: Arcata Plaza Winter Farmers' Market begins November 24th

ARCATA, CA - Just because the Summer season is over doesn't mean local residents have to go without their farmers' market fix. The bounty of Humboldt County keeps going all Winter long at the North Coast Growers' Association's Winter Farmers' Market on the Arcata Plaza. The sunny fall weather has allowed local farmers to make the most of this year's growing season, and with dozens of agricultural and prepared-food vendors each week at the Arcata Plaza Winter Farmers' Market, there is no better place to get a taste of Humboldt County. The Winter farmers' market begins this year on November 24th, and continues through March 30th.

The North Coast Growers' Association invites community residents and visitors alike to join local farmers, ranchers and food vendors to celebrate food and farming in Humboldt County. Open every Saturday rain or shine, 10am to 2pm on the Arcata Plaza, the Winter Farmers' Market offers a consistent and bountiful source of farm-fresh, GMO-free food, plants and fiber, all produced right here in Humboldt County.

The Arcata Plaza Winter Farmers' Market reflects Humboldt County's unique micro-climates and year-round growing capacity. The mild weather this past season has produced a wide variety of seasonal cold-weather and storage crops like fresh leafy greens, brussels sprouts, mushrooms, artichokes, winter squash, carrots, leeks, beets, potatoes and onions, as well as ultra-seasonal specialty items like walnuts, guavas and persimmons for all those favorite holiday and winter recipes. Humanely raised meats, fresh cheese, wine, honey, hot sauce, and olive oil can also be found in abundance, along with handspun wool, unique wreaths, nursery plants and winter garden plant starts. Winter Market shoppers can also peruse a wide selection of hand-crafted artisanal items like goat milk soap and beeswax candles that make perfect gifts for the holiday season. Local prepared food vendors are available at every market with tasty treats from bread and pastries to vegan soups and wood fired pizza!

Beginning cooks looking for tips, families seeking fresh ideas for all those veggies, and even adventurous foodies who just want to try something new can all find something at the farmers' market info booth, from recipe cards, to seasonality charts, and food preservation guides for beginners and fermentation masters alike. NCGA farmers are also happy to share their favorite family recipe or way to prepare the products available at their booth. Just ask!

The North Coast Growers' Association welcomes all community members with CalFresh EBT cards to visit at the farmers' market and receive extra Market Match bucks to spend on fresh produce at market. There are many ways to make fresh food affordable, and interested customers can visit the info booth to learn more about CalFresh and Market Match, or even receive help applying for CalFresh.

The farmers and ranchers of the North Coast Growers' Association work hard to produce sustainably-grown, nutritious foods that benefit the health and wellbeing of local families, the local economy and the environment. By shopping at the farmers' market, customers are directly supporting Humboldt County farmers and a healthy agricultural industry, resulting in the creation of jobs and

money staying in the local economy. By getting to know and purchasing from local farmers customers are contributing to increased farm security, food security and a robust food system for the county.

North Coast Growers' Association's members thank the community for supporting their labor of love and commitment to the health and wellness of the environment and community by eating seasonally and buying direct from the source. Freshen up the week and join the North Coast Growers' Association in supporting local farmers, the local economy and healthy families. (And don't forget to bring those reusable shopping bags!) For more information visit www.northcoastgrowersassociation.org or call (707) 441-9999.

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The North Coast Growers' Association 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 foot 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 the NCGA's 40th season operating farmers' markets, and the Arcata Plaza market is the longest, continuously-running market in the state of California. Membership in the North Coast Growers' Association is open to residents of Humboldt County who grow or raise what they sell within Humboldt County. 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 coordination of seven Certified Farmers' Markets.