

Village Fresh Farmers Market Nurtures Community

New Program for SNAP Recipients Expands Access to Healthy Food

Wilmington, Del. (June 1, 2012) – Residents of the Greater Brandywine Village neighborhood in Wilmington will now have better access to healthy, locally grown food and other goods. The Village Fresh Farmers Market will open its season on Thursday, June 7, and will continue every Thursday until the end of October, from 3 p.m. to 6 p.m. at Concord Avenue and N. Market St., across the street from the Cathedral Church of Saint John. Parking is readily available.

Opening day marks the launch of several new programs and promotions. Throughout the season, Village Fresh will organize activities like family-friendly cooking classes and educational workshops, presented by the Delaware Agricultural Extension’s Master Gardeners and The Delaware Food Bank. Third Fridays will feature music and opportunities for children, including an educational craft.

The market will feature local produce, much of it grown by the two urban farms operated by the Greater Brandywine Village Revitalization and the Delaware Center for Horticulture, now located in the city of Wilmington.

Other weekly vendors will include Avon, Cards by Simone, Champion Factory Direct, Kaz Cakes, Sassy Jewels, Woodsedge, and Talleyville South Jersey Produce Stand.

Grant funding from the Department of Agriculture will enable Village Fresh to offer Electronic Benefits Transfer card transactions this year, allowing families to purchase local produce and food items as part of the Supplemental Nutrition Assistance Program.

“We are looking forward to the second season of the Village Fresh program,” said Steve Kuzmicki, executive director of Greater Brandywine Village Revitalization. “Our ability to process the EBT SNAP cards is an exciting new development, and will make it that much easier for residents and growers alike to participate in the program.”

“We are also looking forward to our first crop from the Village Fresh urban farm, however we are looking for volunteers to help with all aspects of the program,” Kuzmicki added.

AmeriCorps [VISTA](#) worker Carolyn Sweet, who is completing a year of service at [Delaware Economic Development Office](#), helped plan the farmers market this season.

“The goal of the farmers market is to create a sustainable local food system that provides food security for the Greater Brandywine neighborhood by offering healthy and affordable local food choices, especially to increase consumption of fruits and vegetables, to both support the health of residents and the farmers of Delaware,” said Sweet.

The market is a program of Greater Brandywine Village Revitalization, with funding from the Speer Trust, Delaware Department of Agriculture, the Delaware Criminal Justice Council by the U.S.

Department of Justice, Bureau of Justice Assistance, and from generous benefactors in support of The Village Fresh Urban Farm, Garden, and Farmers Market.

Vender applications and volunteer inquiries can be sent to gbvr.villagefresh@gmail.com or 302-571-9050. Like the market on Facebook at GreaterBrandywineVillage.

For a complete list of farmers markets and on-the-farm markets in Delaware, along with opening dates and hours, visit dda.delaware.gov

About the Delaware Economic Development Office

The Delaware Economic Development Office is an executive state agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit dedo.delaware.gov. Follow DEDO on Facebook or Twitter @DEDOgov.

Contact:

Nikki Lavoie, DEDO
Nikki.Lavoie@state.de.us
302-233-8692

Carolyn Sweet, AmeriCorps VISTA
carolyn.sweet@state.de.us
302-632-6653

###