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Subject: Talk About Fresh 7/18/2013
Date: July 17, 2013 at 9:55 PM
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Like



Talk About Fresh!

CEFM's Newsletter
Chelan Evening Farmer's Market

Learn more about CEFM by visiting us at
www.chelanfarmersmarket.org

Local Produce Increasingly Preferred, Consumer Survey Shows

A recent survey of grocery shoppers commissioned by Whole Foods Market gives new credence to a belief that's taken hold in the sustainable food movement over the past few years: when it comes to consumer preferences, local is the new organic.

"If we went into a period of extremely high fuel prices, then it would be an advantage to source as much local as possible", "It could get to a point where shipping organic apples from Washington to New York becomes prohibitively expensive." says A.C. Gallo, the president and COO of Whole Foods.



47 percent of the 2,274 adults polled in the online survey said that they would be willing to pay more for fruit, vegetables, meat and cheese produced near their homes. That's a far larger share than those that said they would pay more for food without artificial ingredients (32 percent), meat made without antibiotics or hormones (30 percent) or "handmade, small-batch or artisanal and specialty foods" (20 percent).

This is an excerpt from an article written by Joe Satran from the Huffington Post. [Read more...](#)

Whats Fresh

This week at the market you will find plant starts, flowers, herbs, onions, greens of all kinds, salad mix, arugula, romaine lettuce, strawberries, raspberries, cherries, blueberries, peaches,

tons more vegetables, fruit wines, salsa, cheesecakes, hummus, fresh lemonades and fruit waters, all types of baked goods, burritos, Æbleskivers, handcrafted cheeses, local crafts & more!



A Smorgasbord of Entertainment Tonight

Listen Local!

A succession of local talents play the main stage at the market this week. A little something for everyone.

Three Amigos

Jack and the Valley Boys

Its going to be a gorgeous day down at the market, with sites and sounds sure to please!

National Zucchini Day!

Just happens to be the SAME day as our...



August 8th 4-7pm

Save the Date...keep those zuc's a-growin'

Only 3 weeks until race day! Stop by NCNB to see how big some of the future race cars are growing. Did you know that not only is NCNB a major sponsor for the market, they are champions of our Great Zucchini Race each year! Thanks NCNB, we can't wait to get the races going! More details to come...

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