

From: **Chelan Evening Farmers Market** manager@chelanfarmersmarket.org  
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## Talk About Fresh!

**CEFM's Newsletter**  
Chelan Evening Farmer's Market

Learn more about CEFM by visiting us at  
[www.chelanfarmersmarket.org](http://www.chelanfarmersmarket.org)

### Zucchini Races a big success!

Our First Annual event went so much better than we ever imagined. Fun was had by all and loads of comments about NEXT YEAR!

Chelan Evening Farmers Market members would like to thank NCNB for hosting this event. (They have from the beginning and continue to be our biggest supporters!!)



**We'd also like to give a BIG shout out to the volunteers who gave their time, resources and general support that made this even possible:**

Rob Scharbau *hope I spelled that right!* – (it was Rob's beautiful race track!!), Lars Clausen, Anne Clausen, Gary Meyers (Master of Ceremonies), Dave Weldy & Sally (sorry I don't know her last name) from Culinary Apple, Kyla M Allen and the crew from NCNB, Lily Athair, Anne Palmiter, The wonderful young lady that helped at the sign-up booth last minute when my other volunteers couldn't come (wish I knew her name!!), Many businesses from Chelan also took part in the Best In Show portion of the event! We appreciate your support and your willingness to come play with us! (Best in Show winner was England Chiropractic) You can view all the business entries at NCNB this week!

### Whats Fresh

This week at the market you will find ZUCCHINIS, peaches, tomatoes, blueberries, raspberries, apricots, strawberries, cherries, garlic, greens of all kinds, salad mix, arugula, spinach, redleaf lettuce, greenleaf lettuce, romaine lettuce, Italian kale, curly kale, basil, carrots, red beets, golden

**beets, herbs, flowers, lemonade, plant starts, wood-fire baked pizza, hummus, fresh lemonades and fruit waters, all types of baked goods, flowers, cup cakes, locally roasted coffee, Local crafts & more!**



Every day this summer, communities are converging to celebrate a simple miracle: farmers, as stewards of rural America, coming together to share a harvest that's feeding local families. The result? More viable regional economies; increased access to fresh, nutritious food; and stronger social networks that help keep communities strong.

United States Secretary of Agriculture Tom Vilsack has proclaimed August 5-11th, 2012 as the 13th annual National Farmers Market Week. The USDA says that nationwide, as of mid-2011, there were 7,175 farmers markets operating throughout the U.S.

“During a slow economic recovery, farmers markets are stand-out successes in delivering triple bottom line benefits while making entrepreneurship work in communities large and small. During Farmers Market Week, we invite everyone to celebrate their local farmers markets and enjoy fresh local food from America’s most innovative farmers.” says Stacy Miller, Executive Director of the Farmers Market Coalition.

### **Why should I shop at a farmers market when my supermarket sells organic, and sometimes even local food?**

While some food retailers do carry local and organic products, not all of them can carry a variety of local foods, or ensure a fair price to the farmer. Shopping at a farmers market is a wholly unique experience that benefits farmers and producers directly (they go home with a greater share of the retail price than they would by selling wholesale, where the margins are, well, just that— marginal), offering you more unique products, more heirloom varieties, and more opportunities to build relationships and learn about healthy eating. Farmers markets are a community experience, where you can meet your neighbors, friends, and farmers, and where more of your dollar will stay in the community.

### **I love my farmers market. What can I do to support it?**

Purchasing as much as you can from your community’s farmers market is the simplest way to demonstrate your support. Some markets have “friends of...” programs where you can contribute directly to the market’s operation and support its educational programs. Others may be recruiting neighborhood volunteers or providers of in-kind design, writing, or bookkeeping services. Just ask the market manager how you can help best.

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