

*Town of Weymouth
Massachusetts*

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Press Release

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New Winter Farmer's Market kicks off Saturday, January 27th in Chapman Middle School Cafeteria

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Weymouth, MA – Mayor Robert Hedlund confirmed today that the first-ever Weymouth Winter Farmer's Market will kick off this Saturday, January 27th, in the cafeteria of the Maria Weston Chapman Middle School. The market will operate every Saturday, 10:00 am to 1:00 pm, for the next 12 weeks, ending April 14th. Vendors will include a diverse collection of farms, bakeries, artisan shops, and local retailers, offering residents access to fresh food and local finds through the winter and early spring.

"This is an exciting experiment for the Weymouth Farmer's Market," **said Mayor Robert Hedlund**. "The winter months can be tough on people's engagement; but farmers markets are proven to bring people together for good food and good fun. I am excited for the opening and believe that a winter market will be a great asset for Weymouth. I encourage everyone to visit and help make this market a new tradition."

The following vendors are scheduled to participate in the winter market's kick-off event. Additional vendors may be added, as new inquiries continue to come in.

Vendor Name	Category and Products
Bennett Farm Foods	Farm: Produce

Boardwalk Beach	Retail: Bath Products
Carberry Kitchen	Prepared Food: Canine Treats
Carriage House Farm	Farm: Honey and Soap
Christine's Handmade Creations	Prepared Food: Jams, Jellies, and Sauces
CozyandWhimsical	Retail: Hats and Scarves
Cupcake Mojo	Bakery: Cupcakes and Desserts
DaSilva Farms	Farm: Eggs, Pork, and Poultry
El Colombiano Coffee	Prepared Food: Coffee Beans
Honey, I'm Home Bakery	Bakery: Breads
Keegan Kreationz	Bakery: Baked Goods
Martha's Vineyard Mushrooms	Farm: Mushrooms
Montilio's Baking Company	Bakery: Baked Goods
Spritzal Cookie Company	Bakery: Cookies
Valicenti Pasta Farm	Farm: Pasta
Wick3d Sisters	Retail: Candles

Plans for the kick-off include guest tables, give-a-ways, and children's activities hosted by the Town's Health and Recreation Departments, Quincy WIC, and the Weymouth Food Pantry. Photographs of local New England scenes by A.M. Clark Photography will also be on display courtesy of the Jackson Square Artisans. Live music will be performed by Steven George, with funding for the market's winter music series generously provided by the South Weymouth Whole Foods Market.

Weymouth's new winter market will continue the Town and Food Pantry's Farm to Family Program, enabling shoppers to use an EBT or debit card for market purchases. Families using an EBT card will receive a "market match" up to \$20 a day to double their federal food assistance. This same match will be provided to Food Pantry clients who do not qualify for public benefits but still meet the pantry's low-income qualifications. Match dollars will be provided in the form of wooden tokens, which act as cash at the market. Tokens from previous summer market seasons will be accepted.

In the summer of 2017, Weymouth's Farm to Family Program helped low-income families purchase \$5,680 in local food and food products and facilitated an additional \$5,410 in debit card sales at the Union Point Farmers' Market. For every \$1.00 spent in EBT and debit card sales, \$0.59 cents was used to purchase farm-fresh fruits and vegetables.

When visiting the new winter market, shoppers are asked to enter from the rear of the middle school using door #31 facing Chard Street. Wayfinding signs will be posted to direct shoppers to the appropriate entrance.

The Weymouth Winter Farmer's Market is operated by the Town of Weymouth and funded in partnership with the Weymouth Food Pantry and Mass in Motion, an initiative of the Massachusetts Department of Public Health. The winter market's operations will be managed by Lola Grace Events of Hanson, with support from a volunteer Steering Committee composed of Town and Food Pantry staff. In addition to the Weymouth Winter Farmer's Market, Lola Grace Events has operated the farmers market at Kendall Square in Cambridge since 2014 and the Union Point Farmers' Market since 2015.

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