

*Town of Weymouth
Massachusetts*

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Press Release

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Weymouth Farmers Market to Kick Off its 10th Season Sunday, June 23rd

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Weymouth Farmer's Market
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Weymouth, MA – The [Weymouth Farmers Market](#) will kick-off its 10th season on Sunday June 23rd, 2019. Beginning at 10AM, patrons will be able to shop for goods and wares from locally sourced farmers, bakers, artisans, and more. The market will be held every Sunday from 10AM – 1PM at the Weymouth High School from June 23rd until October 6th.

Vendors at the 2019 market will include:

- Baking With Joy
- Bona Fido
- Carriage House Farm
- Coastal Nine
- The Doughnut bar
- Ellies Treats LLC
- Granny's Place
- Herr Farm
- Lipinski Farm Inc.
- Local Green Garden
- Sarah's Tasty Treats
- South Shore Snackery
- Sweet Addy's Kettle Corn
- The Rustic Rooster
- The Sandpiper

In addition to the vendors, the market will also feature live music from local musicians Dave Blake and Steve George.

The Weymouth Farmers Market is managed and funded entirely through the Town. This year, it was awarded a [Farm Credit East](#) mini-grant in the amount of \$250 to support marketing and promotion aimed at improving access to healthy food options

for low- to moderate-income families and residents in town. Farm Credit East is part of the Farm Credit System, a nationwide agricultural network providing credit and affiliated services to those in agriculture and related industries across the United States, and serves seven states in the Northeast, including Massachusetts.

“The Town is excited to begin its 10th edition of the farmers market for residents of Weymouth as well as folks across the South Shore,” **said Mayor Hedlund**. “The market is unique in that it is municipally managed and operates through a partnership with the Weymouth Food Pantry, allowing us to provide locally grown, healthy food options to those with limited access to these food sources.”

The Weymouth Farmers Market has worked with the [Weymouth Food Pantry](#) for 4 seasons to improve access to healthy food options for low to moderate income residents. The market’s Farm to Family program allows SNAP and Weymouth Food Pantry shoppers to receive double their dollars back for up to \$20 in purchases made at the market. This means that those shoppers can receive up to \$40 worth of produce, vegetables, meats, cheeses, and more for the price of \$20.

In addition, the Weymouth Farmers Market offers a HIP – Healthy Incentives Program – Farmer. Through this [state-sponsored initiative](#), shoppers can use their SNAP benefits to buy fruits and vegetables from a HIP authorized farm or vendor and receive \$1 for each dollar spent on eligible fruits and vegetables, up to a monthly limit.

As the 2019 season kicks off, it is anticipated that the market will feature over 15 unique vendors selling everything from produce to jewelry, baked goods, honey, and more. The market will run consecutively throughout the summer with the exception of the Sunday before Labor Day.

“We love the new location of the farmers market, it will be better for the Weymouth community and easier for neighbors to access,” said **Pamela Denholm, Executive Director of the Weymouth Food Pantry**, a long-time partner of the Town and an organization vital to the success of the market.

The market’s unique Farm to Family Program would not be possible without the participation of the Weymouth Food Pantry and their dollar for dollar match of up to \$20 for qualifying participants. The 2018 market saw a decrease in Weymouth Food Pantry client participation, likely due to the location of the market. By moving the market to the High School, it is anticipated access to the market, and subsequently healthy food options, will be improved for low- to moderate-income individuals and families.

“I am grateful for the Town’s commitment to the Weymouth Farmers Market, it is an important fresh food access point and a vital part of our strategy to increase options for neighbors in need,” **Denholm stated**.

About the Market

The Weymouth Farmers Market began in 2009 with support from [Healthy Wey’s Mass In Motion grant](#) which continues to provide funding for marketing, promotion, and supplies. The mission of the market is to cultivate community engagement by creating a place where residents, farmers, and producers connect for a happier, healthier Weymouth. Market programs are overseen by a Steering Committee comprised of volunteer employees from the Town offices and local organizations

including the Weymouth Health Department, Mayor's Office, Recreation Division, and Weymouth Food Pantry.

The market features a token system, allowing shoppers to swipe an EBT card or debit card in exchange for wooden tokens that act like currency at the market. Tokens never expire, so shoppers can keep what they don't use for more shopping later.

In 2018, market shoppers in Weymouth spent \$15,127 in wooden tokens - up \$4,217 or 39% from 2017. This money went directly into the hands of Massachusetts' farms and small businesses. In addition, for every \$1.00 in wooden tokens spent, \$0.53 was used to purchase farm-fresh fruits and vegetables, supporting a healthier Weymouth.

For more information on the market, including vendor participation, be sure to visit the Weymouth Farmers Market [webpage](#) or their [facebook page](#).

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