Town of Weymouth
Massachusetts

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Press Release

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Celebrate Farmer's Market Week
Sunday August 4th at the Weymouth Farmers Market

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Weymouth, MA – August 4th marks the beginning of National Farmer's Market week, to be held through August 10th. According to the MA Department of Agricultural Resources (DAR), Farmer's Market Week takes place at the peak of the local growing season when markets have a rich variety of local produce to offer. Markets across the state will have special events to celebrate and draw in residents and community members to attend.

The Weymouth Farmers Market will be open to the public Sunday, August 4th from 10AM – 1PM at Weymouth High School. All are encouraged to attend to visit vendors, shop local, participate in the available activities, and celebrate Farmer's Market Week.

The Weymouth market features 19 vendors including five farms, baked goods, local honey, dog treats, non-food vendors, and a food truck. Weymouth 400 has been an active market participant offering activities, games, and other community engagement opportunities. Based on the mid-season report, the market has been well-received by vendors thanks to the ease of set-up and breakdown at the new location, and shoppers appreciate the ample parking and central location of the market at Weymouth High School. In addition, the variety of vendor offerings, including the 5 farms and one HIP farmer, has been well-received.

"We are excited the Town has been able to host another local Farmers Market this year and that the new location at the High School has been a success so far," **said Mayor Hedlund.** By recognizing Farmers Market Week we can draw some attention to the market offerings as well as continue to encourage the community to shop

local, learn about the healthier options provided by our own farmers and growers, and participate in activities with other families and residents."

The Weymouth Farmers Market is entirely municipally managed, making for a unique market experience that incorporates public input, utilizes town staff, and allows for town resources to support its operations. The market is overseen by a Steering Committee composed of employees from the following Town offices and local organizations: Health Department, Mayor's Office, Recreation Division, and the Weymouth Food Pantry. Recently the Weymouth Farmers Market Steering Committee conducted a mid-season review. The review indicated that despite moving to a new location, it has been well received and SNAP vendor transactions and reimbursements are at an all-time high since 2016.

The market's mission is to cultivate community engagement by creating a place where residents, farmers, and producers connect for a happier, healthier Weymouth. To help achieve this, Weymouth offers the Farm to Family Program enabling market shoppers to swipe an EBT or debit card in exchange for wooden tokens which act like currency for market purchases. All vendors at the Weymouth Farmers Market are required to participate in the token program. Shoppers can buy Market Bucks tokens which act as regular currency. SNAP program participants are able to purchase SNAP tokens which can be matched up to $20 for all shoppers using an EBT card or Food Pantry Client card. This program has been made possible thanks to a partnership with the Weymouth Food Pantry which provides the funding for the match program.

The Weymouth Farmers Market takes place every Sunday from 10am - 1pm at Weymouth High School, 1 Wildcat Way. For more information on the market, check out the market website at https://www.weymouth.ma.us/farmers-market or follow the market on its social media pages @weyfarmersmarketprograms.

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