

For Immediate Release

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Cape Riverfront Market celebrates National Farmers Market Week

Cape Girardeau, MO – United States Secretary of Agriculture Tom Vilsack has proclaimed August 4-10, 2013 as National Farmers Market Week. In celebration, the Cape Riverfront Market will have face painting for kids and do two give-aways, one for a Cape Riverfront Market reusable bag and one for a Ball™ canning kit. The demonstrations this week will be "Canning and Salsa Making" by Katey Young John from Manoor Manor from 8-10 am and "Dog Training" by K9 Training Center from 9-11 am. The entertainment will be music by singer/songwriter Jessie Lynn Ritter from 9-11 am.

By the end of 2012, there were more than 7,800 farmers markets in the U.S.—a 10% increase in just one year. The numbers continue to rise as farmers markets become fresh food mainstays for shoppers across all socio-economic, political, and ethnic ranges. Now more than ever, farmers markets serve as anchors across American communities, positively influencing community health and wealth. Markets results in more viable regional economies and local farm business, increased access to fresh, nutritious food, and stronger social networks that help keep communities healthy. Missouri is home to more than 140 farmers markets.

The Cape Riverfront Market began in 2012, and currently has 30 vendors selling a wide variety of products, including fresh fruit and vegetables, cheeses, meat, nuts, honey, baked goods and coffee.

"I love seeing these crowds of people every Saturday morning," said Ross Peterson, Market Manager. "There has been such an amazing community support for the local farmers and artisans. With the SEMO Food Bank coordinating SNAP/EBT at the market, it really is a valuable way to make healthy eating accessible to all. Being at the market, you almost feel as if you've stepped back in time where everyone is a neighbor and every neighbor is worth chatting with or tipping your hat to. I give props to Old Town Cape for creating such a vibrant atmosphere here in downtown Cape."

"Farmers markets play a vital role in forming strong, healthy, local food systems," says Jen O'Brien, Interim Executive Director of the Farmers Market Coalition. "By providing the opportunity for farmers to connect directly with consumers, markets have the benefit of serving as education hubs, small business incubators, and civic centers. National Farmers Market Week is the perfect time to visit your community's market and learn about the amazing work that America's small farmers are doing every day."

For more information visit www.caperiverfrontmarket.com or call Old Town Cape at 573-334-8085.

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