



THE NEW YORK BOTANICAL GARDEN

For Immediate Release
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GREENMARKET RETURNS TO THE NEW YORK BOTANICAL GARDEN Every Wednesday, June 16–November 24, 2010 9 a.m.–3 p.m.

Every Wednesday at the base of Library Allée, June 16 through November 24, Greenmarket, the popular farmers market program of GrowNYC, returns to The New York Botanical Garden. Greenmarket provides affordable, locally grown produce and fresh, nutritious baked goods. Vendors from New York’s Hudson Valley region and beyond offer an array of seasonal produce and home-made baked goods. Greenmarket, featuring items from New York State farmers and merchants throughout summer and fall, is a highlight of *The Edible Garden*, The New York Botanical Garden’s celebration of growing and preparing good food, which runs from June 19 through October 17.

“Green markets offer a variety of healthy, fresh, local foods,” said Bronx Borough President Ruben Diaz, Jr. “With the return of the Greenmarket to The New York Botanical Garden and the other markets we have functioning in different neighborhoods, the Bronx is ready to eat better, which is a very important step toward a healthier borough.”

Greenmarket is one of the largest and most successful open-air farmers market in the country, and since 1976 has been working to promote regional agriculture, preserve farmland, and ensure a continuing supply of fresh, local produce for all New Yorkers. To learn more about GrowNYC’s Greenmarket, gardening, recycling, and education programs, visit www.growNYC.org.

“My colleagues and I at the Council realize the importance of having access to fresh, healthy and nutritious food,” said City Council Speaker Christine C. Quinn. “With the return of Greenmarket to The New York Botanical Garden, visitors have the opportunity to buy locally grown food while enjoying a gem of what is the Botanical Garden in the Bronx. We hope that with the continuous expansion of food markets across the City, particularly in areas where they’re not widely available, and by improving the way food stamps/EBT cards are accepted at these markets, we will significantly expand New Yorkers’ access to healthy food and boost our local, small businesses.”

Featured vendors this year include:

- Bread Alone, Boiceville, NY – bread and other baked goods
- Gajeski Produce, Riverhead, NY – vegetables
- The Little Bake Shop, Valley Cottage, NY – baked goods
- Migliorelli Farm, Tivoli, NY – fruits and vegetables
- Perez Farm, Goshen, NY – fresh produce and herbs
- Red Jacket Orchard, Geneva, NY – apples, pears, and cider

– more –

Greenmarket attracts lovers of some of the freshest, tastiest, and most healthful products New York has to offer. Overflowing stands greet shoppers with a cornucopia of just-picked, orchard-grown goods including: peaches, pears, and apples; ripe raspberries and cherries; a wide selection of seasonal vegetables, including heirloom tomatoes, corn, squash, and eggplant; fragrant herbs and assorted greens; and sweet cider, honey, and homemade old-fashioned donuts, pies, and breads. FMNP WIC and Senior Coupons and Food Stamps/EBT are accepted.

“Too often, fresh, locally grown produce is not easily accessible in our city,” said New York City Council Member Annabel Palma. “Greenmarkets fill this void, giving residents access to the nutritious foods they need to help improve their health and well-being, all the while providing a needed marketplace for local family farmers. For residents of the Bronx, the Greenmarket at The New York Botanical Garden has for years been an essential source of fresh produce, in addition to offering valuable educational opportunities in sustainable and healthy living.”

Visitors to the Greenmarket can enjoy a series of educational and fun programs, including cooking demonstrations using seasonal produce, “Meet the Farmer” sessions, and question-and-answer sessions on gardening and composting techniques with Bronx Green-Up. Cooking demonstrations held each Wednesday at 12:30 p.m. provide information on how to shop for and make nutritious meals. For more information, visit <http://www.nybg.org/eg/#visit/greenmarket>

Find out “What’s in Season” each week by using the cell phone audio tour sponsored by Bloomberg. Call 718.362.9561 and press 406# to hear what is available at the Greenmarket that week. On the Botanical Garden’s Web site, visitors can also find weekly featured items, delicious recipes using products from the Greenmarket, and nutritional information about eating fresh foods.

The New York Botanical Garden has received a New York City Community Impact Grant from the American Heart Association to develop a Heart Smart Program called The MetLife Healthy Families Program, which will expand nutrition and exercise education and programming at the Greenmarket. The MetLife Healthy Families Program will encourage participants to understand the connections between the food they eat and their health through activities designed to improve cardiovascular health. Activities will take place each Wednesday and include cooking demonstrations using produce being sold at the Greenmarket, free health-related screenings by Montefiore Medical Center and St. Barnabas Hospital, self-guided walking tours on trails throughout the Botanical Garden, and free weekly cell phone recordings with “what’s fresh” at the Greenmarket. Participation in all Heart Smart activities is free to the public. The MetLife Healthy Families Program at The New York Botanical Garden helps provide the basis for a healthy future for thousands of children and their families and serves to promote the life-long benefits of active gardening.

Grounds admission to The New York Botanical Garden is free all day Wednesdays, so visitors to the Greenmarket can also explore many of the Garden’s other offerings such as the ever-changing pageantry of flowers, leaves, and berries in dozens of formal gardens such as Peggy Rockefeller Rose Garden, Jane Watson Irwin Perennial Garden, Seasonal Walk, Ladies’ Border, and the inspiring Home Gardening Center.

In addition, this summer and through October 17, visitors can see all the attractions of *The Edible Garden* and learn that gardening with edible plants is economical, nutritious, and good for the environment. Showcasing locally grown, seasonal food with cooking demonstrations every day, *The Edible Garden* features four spectacular kitchen gardens and teaches visitors how to grow the best food at home.

– more –

Programs offer opportunities for children and adults alike to better understand how plants provide food and drink that are essential to maintaining life and enhancing wellness. Esteemed chefs and television personalities scheduled to appear at The New York Botanical Garden during *The Edible Garden* include Mario Batali, Lidia Bastianich, Rick Bayless, Daisy Martinez, Keith Snow, Peter Hoffman, Michael Anthony, and many others. Check <http://www.nybg.org/eg/> for details and updates. For more information, visit [nybg.org](http://www.nybg.org) or call 718.817.8700.

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The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad or subway. The Botanical Garden is open year-round, Tuesday through Sunday and Monday federal holidays. **ADMISSION PRICES FOR THE EDIBLE GARDEN: Weekends Featuring Celebrity Chefs – Adults \$20, Seniors/Students \$18, Children \$8, Children Under 2 and Members Free; Weekends – Adults \$15, Seniors/Students \$13, Children \$8, Children Under 2 and Members Free; Weekdays – Adults \$10, Seniors/Students \$9, Children \$4, Children Under 2 and Members Free.** Proceeds benefit the Children's Gardening program. Discounts available for groups of 15 or more; contact Group Tours, 718.817.8687. Grounds-only admission is free all day on Wednesdays and from 10 a.m. to noon on Saturdays. For more information, please call 718.817.8700 or visit www.nybg.org Read the Botanical Garden's popular blog, *Plant Talk: Inside The New York Botanical Garden* at nybg.org/wordpress

The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.

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