



THE NEW YORK BOTANICAL GARDEN

For Immediate Release
June 14, 2011

Tenth Annual Farmers Market Returns to The New York Botanical Garden

Greenmarket will be open every Wednesday, June 15–November 23, 9 a.m.–3 p.m.



The New York Botanical Garden’s popular farmers market returns on Wednesday, June 15, for its tenth year, bringing affordable, locally grown produce and fresh, nutritious baked goods to the Bronx. The market will be open every Wednesday, at the base of Library Allée inside the Garden’s Mosholu Gate entrance, from June 15 through November 23, 9 a.m.–3 p.m.

“With the return of the Greenmarket to The New York Botanical Garden, vendors from the Hudson Valley region and beyond will offer a wide array of seasonal produce,” said Jennifer Rothman, Associate Vice President for Children’s and Public Education at the Botanical Garden. “The market gives New Yorkers access to fresh, nutritional, and delicious food produced by New York farmers.”

Visitors to the Greenmarket can:

- Talk to the farmers to learn more about the nutritional and health benefits of gardening and eating locally.
- Learn how to use produce from the market to make easy, nutritional meals and find out about composting, recycling, growing vegetables, and more at special demonstrations throughout the seasons.
- Hear “What’s in Season” at the market each week by calling 718.362.9561 and pressing 406#.
- Enjoy self-guided walking tours of the Garden.

The Greenmarket attracts lovers of some of the tastiest and healthiest 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.

The market accepts food stamps, EBT cards, FMNP/WIC and Senior coupons, so more visitors can take advantage of the amazing bounty of produce at the Greenmarket at The New York Botanical Garden.

There is **free** admission to The New York Botanical Garden grounds on Wednesday, allowing visitors to explore many of the Garden's other offerings such as the ever-changing flowers and plant collections in the award-winning, sustainable Peggy Rockefeller Rose Garden, Jane Watson Irwin Perennial Garden, and inspiring Home Gardening Center.

Featured vendors this year include:

- **Gajeski Produce**, Riverhead, N.Y.—A wide variety of vegetables, including carrots, potatoes, onions, peppers, cucumber, cabbage, cauliflower, broccoli, tomatoes, and eggs from **Feather Ridge Farm** in Elizaville, N.Y.
- **Migliorelli Farm**, Tivoli, N.Y.—An array of greens, beets, turnips, and tomatoes, and summer and fall fruit from a third-generation farmer. Also cider donuts and apple cider at the end of the season.
- **The Little Bake Shop**, Valley Cottage, N.Y.—Small quiches, pies, cookies, pastries, and health breads.
- **Bread Alone**, Boiceville, N.Y.—(Organic certified) Crusty breads, rolls, and small pastries.
- **Red Jacket Orchard**, Waterloo, N.Y.—Heirloom apples and mixed orchard fruit juices, jams, and apple butter.

Find out “What’s in Season” each week by using the Audio Tour sponsored by Bloomberg. On the nybg.org Web site, you can also find weekly featured items, delicious recipes using products from the Greenmarket, nutritional information about eating fresh foods, and blogs by our farmers for ideas about what is going on in the field at nybg.org/plant-talk

The Greenmarket has become increasingly important to help people live healthier lives, while supporting New York businesses. The farmers market is organized in conjunction with Greenmarket, the largest and most successful open-air farmers market program in the country which since 1976 has been working to promote regional agriculture, preserve farmland and ensure a continuing supply of fresh, local produce for all New Yorkers. Greenmarket is a program of GrowNYC. For over 30 years, GrowNYC's Greenmarket staff, volunteers and farmers have been working together 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 growNYC.org

For more information, visit nybg.org/greenmarket

*The Heart Smart Program, a part of the MetLife Healthy Families Program
at The New York Botanical Garden, is made possible through
the generous support of MetLife Foundation.*

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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. The best way to enjoy the Garden is with the *All-Garden Pass*, which includes admission to the grounds as well as to seasonal gardens, exhibitions, and attractions such as the Enid A. Haupt Conservatory, Everett Children's Adventure Garden, Rock Plant Garden, and Tram Tour: \$20 for adults, \$18 for seniors and students with ID, \$8 for children ages 2–12, children under 2 are free. A *Grounds-Only Pass* is available: \$6 for adults, \$5 for adult Bronx Residents; \$3 for seniors, \$2 for students with ID, \$1 for children ages 2–12, children under 2 are free. 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 nybg.org

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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Images available