



## THE NEW YORK BOTANICAL GARDEN

For Immediate Release  
June 8, 2012

### Weekly Greenmarket Returns to The New York Botanical Garden

Wednesdays, June 13–November 21, 9 a.m.–3 p.m.



Greenmarket, the popular farmers market of GrowNYC, returns to The New York Botanical Garden at the base of Library Allée inside the Garden's Mosholu Gate entrance every Wednesday, June 13 through November 21, 9 a.m.–3 p.m. For the 11th year, the farmers market continues to bring affordable, locally grown produce and fresh, nutritious baked goods to the Bronx. Every third Wednesday, the *MetLife Healthy Families Program*, made possible through the generous support of MetLife Foundation, will teach visitors how easy it is to lead a heart-healthy lifestyle.

“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.”

In addition to purchasing delicious, locally grown food, visitors to the Greenmarket can talk to the farmers to learn more about the nutritional and health benefits of gardening and eating locally. They can 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. Visitors can also hear “What’s in Season” at the market each week by calling 718.362.9561 and pressing 406#. Before or after they shop at the Greenmarket, they can enjoy walking tours of the Botanical Garden, either with Garden docents on scheduled tours or with a self-guided walking map.

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, apples, raspberries, and cherries; a wide selection of seasonal vegetables, including heirloom tomatoes, corn, squash, eggplant, and assorted greens; fragrant herbs; 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 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.

– more –

**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.
- **Red Jacket Orchard**, Waterloo, N.Y.—Heirloom apples and mixed orchard fruit juices, jams, and apple butter.
- **Millport Dairy**, Leola, Pa.—Cheese, eggs, smoked meats, pickled vegetables, and other baked goods.

Find out “What’s in Season” and available at the market each week by using the Audio Tour sponsored by Bloomberg. On the [nybg.org](http://nybg.org) Web site, you can also find delicious recipes using products from the Greenmarket, a listing of the special programs happening each week, tips for making the most of your market visit, and links to helpful resources on the GrowNYC Web site.

The weekly 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 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. To learn more about GrowNYC’s Greenmarket and gardening, recycling, and education programs, visit [growNYC.org](http://growNYC.org)

For more information, visit [nybg.org/greenmarket](http://nybg.org/greenmarket)

An unforgettable departure from the everyday, The New York Botanical Garden is America’s premier urban garden. Its special exhibitions, seasonal programs, and engaging activities inspire visitors of every age and interest. The Botanical Garden is an ever-changing living museum, and a showplace of natural beauty and wonder. For more information, visit [nybg.org](http://nybg.org) or call 718.817.8700.

*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 Garden is open year-round, Tuesday through Sunday and Monday federal holidays, from 10 a.m. to 6 p.m. 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, and Tram Tour. For ticket pricing, please check our Web site as the date approaches. For more information, please call 718.817.8700 or visit [nybg.org](http://nybg.org)

The New York Botanical Garden, 2900 Southern Boulevard, Bronx, New York 10458

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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