



THE NEW YORK BOTANICAL GARDEN

For Immediate Release  
June 18, 2014

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

**Wednesdays, June 18–November 26, 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 18 through November 26, 9 a.m.–3 p.m. For the 13th year, the farmers market continues to bring affordable, locally grown produce and fresh, nutritious baked goods to the Bronx. Heart Smart activities, part of 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 and improve their cardiovascular health. Visitors can pick up a map that outlines a self-guided, narrated walking tour around the Garden. Participation in each of these activities is free to the public.

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. The market provides New Yorkers access to garden-fresh, delicious, and nutritional food produced by New York farmers.

In addition to purchasing tasty, locally grown food, visitors to the Greenmarket can talk to the farmers to learn more about the health benefits of gardening and eating locally. They can learn how to use produce from the market to make easy, nutrient-rich meals and find out about composting, recycling, growing vegetables, and more, at special demonstrations throughout the seasons. Participating groups at this year’s market include Bronx Green-Up and NYC Compost Project in the Bronx. Visitors can also hear “What’s in Season” at the market each week by calling 718.362.9561 and pressing 406# or by visiting the Garden’s Web site at [nybg.org](http://nybg.org). Before or after they shop at the Greenmarket, they can enjoy walking tours of the Botanical Garden, either with Garden tour guides on scheduled tours or with a self-guided walking map.

The Greenmarket attracts lovers of some of the 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, apples, raspberries, and cherries; a wide selection of seasonal vegetables, including corn, squash, eggplant, assorted greens, and heirloom tomatoes; fragrant herbs; and sweet cider, honey, and homemade old-fashioned donuts, pies, and breads.

– more –

The market accepts EBT cards, WIC, FMNP, and Senior coupons, in addition to cash, credit cards, and debit cards, 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, the Ruth Rea Howell Family Garden, the Perennial Garden, the inspiring Home Gardening Center, and the Native Plant Garden.

**Featured vendors this year include:**

- **Acevedo's Farm**, Orange County, N.Y.—Root vegetables, lettuce, and specialty herbs
- **Gajeski Produce**, Riverhead, N.Y.—A variety of vegetables, including carrots, potatoes, peppers, cucumber, cabbage, cauliflower, broccoli, and corn
- **Goodale Farms Inc.**, Kingston, N.Y.—Dairy, butter, vegetables, and fruits
- **Meredith's Bread**, Kingston, N.Y.—Homemade and preservative-free breads, rolls, cakes, cookies, pies, and preserves, with several lines of sugar-free, wheat-free, gluten-free, and organic baked goods
- **Red Jacket Orchards**, Waterloo, N.Y.—Heirloom apples and mixed orchard fruit juices, jams, and apple butter

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, a program of GrowNYC. Since 1976, Greenmarket has worked to conserve farmland and ensure a continuing supply of fresh, local produce to New Yorkers. 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/sustainability/green\\_market.php](http://nybg.org/sustainability/green_market.php)

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.

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

###

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. 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.

**Media Contact:** Gayle Snible at 718.817.8637 or [gsnible@nybg.org](mailto:gsnible@nybg.org)—**Images available**