



**News Release** – Monday, August 3, 2009  
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### **Countryside Conservancy Celebrates National Farmers' Market Week**

**Peninsula, Ohio** – National Farmers' Market Week runs from August 2 - 8. The Countryside Conservancy will celebrate by launching their Food Assistance Incentive program at the Countryside Farmers' Markets. Food Assistance customers will receive an extra \$3 in tokens when they use their Ohio Direction Card to shop at either location during August. With nine market dates in August that could add up to an additional \$27 of fresh, local produce on community members' tables.

Made possible through the generosity of the Akron Community Foundation, the Countryside Conservancy is hoping that the program will assist community members struggling during these difficult economic times, as well as provide an opportunity to local farmers to reach an audience that would not otherwise be able to buy from them. "What better way to celebrate farmers' markets than making certain that all members of our community can participate and benefit from our region's bounty," states market manager Beth Knorr. The ability to accept Ohio Direction Cards, as well as debit cards, is a new feature of the Countryside Farmers' Markets in 2009. Customers swipe their cards and receive tokens which can be used like cash at the different vendor stands. It has been a no-hassle way to provide value to both community members as well as the farmers' that participate in the markets.

Countryside Farmers' Market at Howe Meadow (4040 Riverview Road, Peninsula) is held every Saturday from 9-12 through October 31. Countryside Farmers' Market at Stan Hywet Hall & Gardens (714 N. Portage Path, Akron) is held every Thursday from 4-7 through October 15. There is no fee to come to either market.

Since 1999, the Countryside Conservancy has become a catalyst for supporting community-based food systems in Northeast Ohio. In addition to managing farmers' markets, Countryside Conservancy also helps up-and-coming farmers find land, connects local growers to chefs and consumers, and educates citizens about the importance of local food systems. Visit [www.cvcountryside.org](http://www.cvcountryside.org). For more information on the Countryside Farmers' Markets contact Market Manager Beth Knorr at 330.657.2538 or email [farmersmarket@cvcountryside.org](mailto:farmersmarket@cvcountryside.org).

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