



Connecting people, food, and land

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CountrySide Farmers' Markets Hit Million-Dollar Mark

2014 Sees \$1 Million in Local Food Sales During 10th Anniversary Season

Peninsula, Ohio – CountrySide Conservancy is pleased to announce its CountrySide Farmers' Markets reached \$1 million in sales for 2014 over the weekend. The record, reached during the Markets' 10th anniversary, shows strong support for local business and a growing trend toward conscious food choices.

CountrySide Farmers' Markets showcase offerings from 64 different small businesses in Northeast Ohio. Market vendors offer a wide range of sustainable food choices, from meat, eggs, and produce to baked goods, cheeses, and preserves. With conventional agriculture's entrance costs reaching more than \$2.2 million, business incubators such as farmers' markets are more important than ever, letting newcomers breathe new life into an aging industry. Just as importantly, these businesses bolster the local economy. A 2011 study by the USDA found that growers who produce and sell locally generate 13 full-time jobs for every \$1 million in revenue earned, compared to just 3 full-time jobs by those who do not sell locally.

CountrySide's sales also reflect an increasing appetite for local food. According to the USDA National Directory of Farmers Markets, more than 8,250 farmers' markets were open for business in 2014, the highest number in 20 years of tracking. "People want to know where their food is coming from," said Beth Knorr, CountrySide's Markets Manager. "They want to know what's in it, who's growing it, and the stories behind it." Producer-only markets like CountrySide's give consumers that knowledge. In these markets, resale is not

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permitted, which means customers have a chance to meet the growers and form relationships with the people who provide their food.

Countryside Farmers' Markets continue through the winter at their indoor location inside Old Trail School (2315 Ira Rd, Bath). Remaining market dates for 2014 are December 6, 13, and 20, from 9:00 a.m. to 12:00 p.m. For a complete list of dates and vendor information, visit www.cvcountryside.org or call 330-657-2542.

About Countryside Conservancy

Countryside Conservancy connects people, food, and land. We manage three thriving farmers' markets; offer educational programming for farmers, backyard gardeners, and home cooks with our Countryside U courses; and through our Countryside Initiative program have reestablished working family farms in Cuyahoga Valley National Park. To learn more visit www.cvcountryside.org.

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