



FOR IMMEDIATE RELEASE

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### **Portland Farmers Market Growing for 2010 Season**

*Portland Farmers Market doubles footprint at Saturday PSU Market and opens two new farmers' markets at Pioneer Courthouse Square and NW 23<sup>rd</sup> Avenue*

**Portland, Ore., January 28, 2010** – Portland Farmers Market, the nonprofit 501(c)6 organization operated by a small staff and numerous volunteers, today announced the opening of two new farmers' market locations as well as the expansion of the *Portland Farmers Market – Saturday at PSU*. Beginning this summer, the organization will launch and operate farmers markets at Pioneer Courthouse Square and NW 23<sup>rd</sup> Avenue. The Saturday PSU market will stretch from SW Montgomery Street to SW Hall Street, doubling the footprint of the popular market.

“Portland Farmers Market wants to build a strong regional food system by ensuring that every city resident has access to high quality, nutritious, locally grown and produced food and appreciates its value in strengthening our local economy,” said Ann Forsthofel, executive director of Portland Farmers Market.

She added, “We are three huge steps closer to realizing that goal by expanding our Saturday PSU market and opening these two new locations in two of the most vibrant, visited areas of the city.”

More than 450 farmers and food artisans have applied to become vendors at Portland Farmers Market's six farmers' market locations for the 2010 season. This is a record number of applications second only to the 2009 season, which is recognized as one of the most successful years for Portland Farmers Market, an independently run organization which receives no ongoing support or funding from government agencies.

### ***Portland Farmers Market – Saturday at PSU: Now Offering More Room to Roam***

The *Portland Farmers Market – Saturday at PSU*, set to open for its 19<sup>th</sup> season on Saturday, March 20, 2010 – the first day of spring – will expand to include the block directly south of its existing location. Although the Saturday PSU farmers' market location will double in size, the staff doesn't plan to double the number of vendor booths. Instead, vendor booths will line up along the perimeter of the South Park Blocks, eliminating the majority of the inner ring of vendors' stalls formerly packed into the previous market footprint.

Already ranked as one of the world's best farmers' markets, the expansion will allow the more than 170 vendors and 16,000 shoppers more space to shop for farm-fresh produce, baked goods, meats, cheeses, seafood and more.

"It's hard to accommodate 16,000 shoppers hungry for great local produce and specialty foods into one city block during a six-hour time span! The expansion of our Saturday PSU market location will allow for better foot traffic flow and make our visitors' shopping experience even more enjoyable," said Jaret Foster, senior market manager of Portland Farmers Market.

### **Portland's Living Room Will Become Portland's Kitchen and Dining Room**

Starting the first day of summer, the Rose City's living room will transform into *Portland Farmers Market at Pioneer Courthouse Square*, made possible by Portland's own Alpha Broadcasting. Every Monday from June 21 to October 25, 2010, more than 32 local farmers and food artisans will take root in the heart of downtown Portland from 10 a.m. to 2 p.m. The more than 26,000 people passing by the Square every Monday will be able to enjoy lunch and shop for dinner for 19 consecutive weeks.

"The Square is recognized as the most visited site in Oregon's most visited city and the ideal community gathering place. It's the perfect location for a farmers market!" added Forsthoefel.

### **Location, Location, Location: NW 23rd Avenue**

Noted as one of the prime retail locations in the city, Portland Farmers Market will also open the *Portland Farmers Market at NW 23<sup>rd</sup> Avenue*, on the northwest corner of NW 23<sup>rd</sup> Avenue and NW Savier Street in a lot generously donated by Con-way. Portland Farmers Market is currently working with the NW Portland community to determine the ideal day and time for this new market. Neighborhood residents will find the bounty of the region right at their doorsteps from June through September.

Forsthoefel shared, "The support and enthusiasm we have received from the NW community has been tremendous. We are delighted to collaborate with Con-way in order to bring fresh food to this vibrant area of NW Portland that clearly values the importance of supporting local farmers and food artisans."

The new locations add to Portland Farmers Market's three other weekly locations:

- *Portland Farmers Market - Wednesday at Shemanski Park*, located in the South Park Blocks between SW Park and Salmon
- *Portland Farmers Market - Sunday at King Elementary School*
- *Portland Farmers Market - Thursday at Hinson Church* (formerly called Eastbank).

### **About Portland Farmers Market**

Founded in 1992, Portland Farmers Market operates vibrant farmers markets that contribute to the success of local food growers and producers, strengthen the food economy and serve as community gathering places. The local 501(c)6 nonprofit employs five full-time and four part-time employees who manage six weekly farmers' markets in the Portland area from March until December. The independently-run organization receives no ongoing support from government agencies. More than 26,000 shoppers purchase farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods from more than 250 vendors at the height of the season. In addition to operating markets, Portland Farmers Market also serves as an incubator for emerging businesses, a leader of the local food movement, a source of education, a culinary focal point in the community, a cultural destination complete with musical entertainment, and a billboard for Portland's sustainability movement. To learn more about how Portland Farmers Market aims to grow, nourish and inspire the community, become a Twitter follower, Facebook fan and visit [www.portlandfarmersmarket.org](http://www.portlandfarmersmarket.org).